A STUDY ON THE CUSTOMER SATISFACTION AMONG E-BUYERS

In partial fulfillment of the requirements for the award of the degree of

BACHELORE OF COMMERCE

Submitted by

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DECLARATION

I declare that this Project entitled "A STUDY ON THE CUSTOMER SATISFACTION AMONG E-BUYERS" is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce submitted to the Department of Commerce,Bharath Institute of Higher Education and Research, was carried out under the supervision of Mr.P.GOKUL M.com..,M.Phil..,(Phd)..,ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

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PLACE: CHENNAI

DATE:

BONAFIDE CERTIFICATE

This is to certify that the Project entitled "A STUDY ON THE CUSTOMER SATISFACTION AMONG E- BUYERS "submitted by GOWTHAM.S (Reg.No:U20BC071),GUNASEKARAN.R (Reg.No: U20BC072), GUNISETTY DHANUSH (Reg.No:U20BC073), HAKKIM.S (Reg.No:U20BC074), HARI KRISHNAN.R (Reg.No:U20BC075) for the degree of Bachelor of Commerce, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073, is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere forany other degree.

Place: Chennai

Date :

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CHAPTER I

INTRODUCTION

A STUDY ON THE CUSTOMER SATISFACTION AMONG E - BUYERS

Introduction

In the era of globalisation, electronic marketing is a great revolution. Over the last decade, maximum business organisations are running with technological changes. Online shopping or marketing is the use for better marketing performance and retailers are devising strategies to meet the demand of e-buyers. Internet has transcended us from the traditional shopping era into a new a new and more efficient era of online shopping. Globally, customers are gaining tremendous benefits from purchasing goods and services from cyberspace. The internet permits the 24x7 and 365 days availability of goods with little or no extra cost.

Surplus seeking consumers and retailers are always searching for markets that are more economically efficient hence, online purchasing. Although there are abundant research works undertaken relating to factors that influence customer satisfaction and purchase intention in the context of online shopping (e-commerce), factors that are found to influence the level of customer satisfaction actually vary from time-to-time & location-to-location.

The importance of this study is to examine the customer satisfaction among e-buyers in Chennai district and also investigating the major reasons and factors which influence a customer decision for purchasing online and the level of satisfaction achieved by him or her by making online purchases. In this research project, the findings of the questionnaire-based survey conducted in various places of Trissur district are analysed with the purpose of drawing out conclusions as to what all factors affect the level of customer satisfaction among e-buyers

Statement of problem

Online marketing has gained a lot importance in the present marketing conditions. But along with vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also adverse impact in the attitude of consumers towards online purchases. The problem area of this survey is consumer's satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

Scope of the study

The study aims at customer satisfaction among e buyers with reference to Trissur district. The main scope of study included in this study is to know their brand loyalty, to know about which purchase type people prefer most and to find out the reason for buying this product over online. The scope of study has been limited to certain purchasing behavioural aspects and Factors affecting the buying decision.

Significance of study

The online retail is undergoing dramatic changes. This research can contribute to the society and country. This research helps to provide the factors that cause the satisfaction level. When online shopping provider understand what is the wants and needs of the consumer. Thus, it helps to reduce their cost in research and development. By then, online shopping provider can focus to increase their product features or quality that serves to the consumers. Through this study, online shopping provider can focus on

what is the best business quality and services to consumers in order to maintain their life long relationship to create maximum life time value to the company itself.

Objectives of study

- To find out the satisfaction level of the customer for online purchase.
- To know the specific reasons for which customers purchase online shopping.
- To find out the consumers' satisfaction level for services provided by the online shopping

Limitations of study

- The study is confined to Chennai district only.
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias.so the accuracy is not true

Research methodology

Research methodology

The success of my research depends upon the suitable methods adopted to find out the result. This shows the design of the study and the approaches adopted for this study. The nature of data is descriptive. This research is conducted through primary and secondary data collection methods. The tools used here is graphs, tables etc.

Research design used for this study

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with descriptive of the characteristics

of a particular individuals or group. The studies concerned with specific predictions with narration of facts and characteristics concerning individual groups or situations are all examples of descriptive research studies.

Population size

The total population size is indefinite

Sample size

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for this study is 50

Sample design

It is a definite plan for obtaining a sample from a given population.it refers to the technique the researcher adapts in selecting items for the sample. The respondents are selected based on convenient sampling.

tools used in analyses

1. Graphs
2. Tables
3. Diagrams
4. Percentage analysis

Chapterisation

Chapter 1: Introduction

Chapter 2: Review of literature

Chapter 3: conceptual framework

Chapter 4: Data analysis and interpretation

Chapter 5: Findings, suggestion and conclusion

CHAPTER II

REVIEW OF LITERATURE

Review of literature

Review of related literature is one of the first four steps in research process.it consist of summary of findings of research carried out in the past on the same directly and indirectly related topics. This review provides insight to the researchers regarding what is already known and what remains to be tested regarding the topic of research.

Empirical review

An empirical literature review examines past studies to answer a particular research questions. Then we use statistical methods to come to an overall conclusion about the research question based on all studies we selected.

1. Tse and Wilton, (1988) & Oliver (1999) define Customer satisfaction is defined as an "Evaluation of the perceived discrepancy between prior expectations and the actual performance of the product".

2. Hennig-Thurau and Klee (1997) states Satisfaction of customers with products and services of a company are considered as most important factor leading toward competitiveness and success. Customer satisfaction is actually how customer evaluates the ongoing performance.

3. According to **Kim, Park and Jeong (2004)** customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction level. Customer satisfaction is very important in today's business world as according to **Deng et al., (2009)** the ability of a service provider to create high degree of satisfaction is crucial for product differentiation and developing strong relationship with customers.

4. Eshghi, Haughton and Topi (2007) state that previous researchers have found that satisfaction of the customers can help the brands to build long and profitable relationships with their customers. Though it is costly to generate

satisfied and loyal customers but that would prove profitable in a long run for a firm. Therefore, a firm should concentrate on the improvement of service quality and charge appropriate fair price in order to satisfy their customers who would ultimately help the firm to retain its customers.

5. R. L. Kenney (1999) states Online Shopping is the conduct of business via internet which relates to activities of information searching, information sharing, purchasing or exchanging products and services; also maintaining customer relationship without face-to-face meeting unlike transaction done in traditional way. Often online shopping is wrongfully perceived as a way of doing business between web retailers and web end customers but rather e-commerce encompasses an entire range on conducting online business whether it's the interaction between business to business, business to customer, and business to government.

6. According to **UCLA Centre for Communication Policy (2001)**, online shopping has become the third most popular Internet activity, immediately following e-mail using/instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what Internet users do when online. Of Internet users, 48.9 percent made online purchases in 2001, with three-quarters of purchasers indicating that they make 1-10 purchases per year.

7. Liang and Lai (2000) state that online shopping possesses five steps similar to those associated with traditional shopping behaviour. In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services

associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided.

8. According to **Kotler & Keller (2009)**, a buyer goes through five stages while making a decision to purchase. These stages are best explainable when a buyer goes for buying costly items, such as a house, a car, diamond jewellery etc. However, in day- to- day purchase, consumers may not go through all these stages, since some commodes do not need information, and based on buyer's previous experience they will visit a store for the purchase. These stages are (Figure 1): "problem recognition, information search, evaluation of alternatives, purchase decision, and purchase behaviour".

9. L. C. Schaupp and F. Bélanger (2005) state that it is imperative to be able to measure customer satisfaction in the context of e-commerce since this will define the success of the vendors. The literature suggests each research is different mainly by the antecedent factors of customer satisfaction since the researchers chose the variables and factors best suit for each circumstance in their perception; thus, the results are varied by time and location.

10. Case, Burns, and Dick (2001) suggest that internet knowledge, income, and education level are especially powerful predictors of Internet purchases among university students according to an online survey of 425 U.S. undergraduate and MBA students. Ho and Wu (1999) discover that there are positive relationships between online shopping behavior and five categories of factors, which include e-store, logistical support, product characteristics, websites, technological characteristics, information characteristics and homepage presentation.

CHAPTER III

CONCEPTUAL FRAMEWORK

Consumer behaviour

Consumer behaviour is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and the society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups and society in general. Consumer behaviour is the behaviour of a person as consumer. It refers to the actions of a person as to how he purchases uses goods and services. It includes the study of_ what consumer’s buy, why they buy it, how they buy it, when they buy it, where they buy it and how often they buy it. It includes all the psychological, social and physical behaviour of potential customers as they come to know, evaluate, purchase, consume and tell others about the products and services.

Definitions

"It is the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas, that they expect will satisfy their needs" -Schiff man and Karuk.

"It is the study of decision-making units and the process involved in acquiring, consuming and disposing of goods, services, experiences and ideas"- Moven.

Importance

The relevance and importance of understanding consumer behavior is rooted in the modem marketing concept. In order to operationalize this concept, management attempts to solve some consumption problems of consumers. However, no businessman can possibly help consumers to solve their consumption problems unless he understands them and unless he makes an attempt to comprehend the buying process and the factors influencing it.

Consumer behaviour is dynamic. Therefore, it is necessary to continuously study, analyse and understand it and monitor this understanding to the marketing management so that effective decisions can be taken in respect of products, price, promotion and distribution. The profit position of a product hinges on the kind of predisposition-positive/negative-that a consumer has developed towards it. It is essential to study and analyse it in order to understand what he/she has developed such a predisposition? Besides, the Indian marketing conditions, in particular the role of the Government and the steadily emerging consumer movement, necessitates that marketers in India must understand consumer behaviour-their needs, aspirations, expectations and problems. It will be extremely useful in exploiting marketing opportunities and in meeting the challenges that the Indian market offers.

Thus, in substance, it may be said that in the interest of effective marketing decisions, marketers must develop an understanding of their consumer's behaviour, the buying process and the factors influencing this process.

FACRORS AFFECTING CUSTOMER SATISFACTION

Customer satisfaction is the overall impression of customer about the supplier and the products and services delivered by the supplier. Following are the important factors that could affect customer satisfaction:

- Department wise capability of the supplier.
- Technological and engineering or re-engineering aspects of products and services.
- Type and quality of response provided by the supplier.
- Supplier's capability to commit on deadlines and how efficiently they are met.
- Customer service provided by the supplier.
- Complaint management.
- Cost, quality, performance and efficiency of the product.
- Supplier's personal facets like etiquettes and friendliness.
- Supplier's ability to manage whole customer life cycle.
- Compatible and hassle free functions and operations.

ANALYSIS OF CUSTOMER SATISFACTION

There are three different, common measures of customer satisfaction

1. Customer Satisfaction Score (CSAT)

How satisfied are you with product X / service X?

2. Net Promoter Score

How likely is it that you would recommend product X / service X to your friends, relatives or colleagues?

3. Customer Effort Score

How much effort did you have to put in so that your request was processed by Company X?

FACTORS INFLUENCING CUSTOMER SATISFACTION

Any organization in any industry has one common goal: to satisfy their customers. Customer satisfaction is a metric that measures how happy customers are with a business's products, services, and capabilities. It's a reflection of how a customer feels when interacting with your brand: poor customer satisfaction leads to negative reviews, while satisfied customers will help you build your brand.

The three major factors that affect modern customer satisfaction are customer understanding, service, and technology. By tapping into these factors, you can provide positive, consistent customer experiences and create real customer loyalty.

1. Customer Understanding

Your customers have to know that your company isn't just profiting from them. Loyal customers want to be assured that they are buying from an organization that truly cares about their best interests.

Customers prefer companies that offer multiple choices, remember their preferences, and personalize the buying experience for them.

- **Choices:** Having a number of options for each product or service will go a long way. Items in different colors or flavor variants might not seem like much, but in one market study article they found that the more choices a customer has, the more they will feel they have control over the buying process. However, too many product choices may overwhelm customers and result in "choice overload", which may result in no purchases being made at all. It's important to hit the right balance between having too many choices and none at all.

- **Preferences:** According to an article published by Forbes in 2018, online retailer Zappos is one of the most "customer-obsessed" companies around.

Zappos really understands the concept of customer preferences: if you prefer to talk to someone over the phone, they can quickly accommodate you. Businesses that recall and adapt to client preferences such as payment method, delivery service, or communication channels have an excellent understanding of the market they are catering to.

- **Personalization:** Personalized service means giving customers individual attention. Employees who address buyers by name and remember which product they enjoyed are some ways to incorporate personalization in the buying process. Based on an article published by Epsilon, 80% of consumers are more likely to make a purchase when a brand offers a personalized experience – so personalization efforts are a worthwhile investment.

2. Service

Good service is often described as warm, friendly, and polite. It's easy for businesses to meet these factors, but true customer satisfaction takes more than just attentive employees. Excellent customer service is also ensuring that the needs of consumers are met. Most consumers require convenient, intuitive customer service that delivers exactly what they want in a timely manner.

- **Convenient:** Convenience is an essential component to making a positive experience. Timely service and ease-of-use are factors that influence where consumers go, what they buy, and who they engage with. For example, when most people think of convenience, they think of Amazon's wide selection of products and quick delivery service. Amazon makes it much easier to skip the visits to brick-and-mortar stores and rely on their service entirely.

- **Intuitive:** When problems occur, consumers rarely see product quality. Instead, they think about the poor experience surrounding it. This is why customers value companies that understand them, solve their problems, and

anticipate their needs before they even think about it. Take for instance Southwest Airlines, who has a team of Proactive Customer Service employees working with 14 other airline departments to ensure safe and highly-satisfactory experiences for every customer.

- **Delivery:** Part of building a customer's trust is always meeting what they need according to their expectations. Your business should only promise what it can deliver. Facebook's "It's always free and will be" slogan was a promise that stuck for years. And while the social media giant has changed this slogan, users never worry that Facebook will cost money.

Technology

Technology has become a necessary aspect of operating a business in an ever-developing modern world. Social media, websites, blogs, and apps are factors that give tech-savvy businesses an edge over their competition. A blog article from Access Development mentioned that research firm Apptentive found 66% of companies that did not have a mobile app saw a decrease in customers. In order to satisfy consumers with technology, your company channels should be widely accessible, easy to navigate, and load pages quickly.

- **Accessible:** Your products and services should be readily available to your customers on their preferred channel, without any barriers or difficulties. It should also be clear to your consumers that they can reach out to you on these platforms whenever they have questions or need assistance. Roughly 20% of Americans have a physical, vision, cognitive, or auditory disability, according to an article published by Perrill. Your business's platform should not only accommodate disabled members of society, but actively engage with them through these channels.

- **Easy to navigate:** Navigating your site or app should be straightforward and simple enough that all kinds of users can easily browse your store. Difficult platforms cause frustration and loss of potential clients. You can include efficient keyword search filters and other solutions that can guide buyers to identify the product they need.

- **Loads pages quickly:** No one is ever happy with wait times, especially with slow websites. According to an article by Neil Patel, 47% of consumers expect web pages to load in 2 seconds or less. If your pages don't load quickly, potential clients will end up looking for a different store. Time is money, so you should make your customer's time worthwhile. Chatbots and other innovations can help you with maintaining real-time interactions with website and app visitors.

IMPORTANCE OF CUSTOMER SATISFACTION.

Customer satisfaction is always a win-win situation. When your clients are happy with your products and offerings, you will be able to reap the benefits of client retention, word-of-mouth promotion, and robust brand building. Here are the reasons why customer satisfaction should be your organization's number one priority:

1. **Retention rates go up.**

Customer retention refers to the strategy a business implements to retain its existing customers over a certain period of time. High retention rates indicate that your organization consistently and competently addresses the needs of your clients. The value of having loyal clients is that they are more likely to spend as much as five times more on your products and services than first-time buyers, says a blog article from campaigncreators.com. The more satisfied your clients are with your service quality, the more they are likely to stay and do business with you.

2. Your business gets free word-of-mouth promotion.

Sometimes, advertisements might not be enough to get your brand's message across. Customer satisfaction matters because clients who loved their experiences will want others to enjoy the same, so 72% of happy customers will share positive experiences with 6 or more people. Whether they post online reviews or give client testimonials, you would have advocates for your brand.

3. You build up your brand.

In a competitive environment, factors such as strong client loyalty and customer satisfaction will make your brand stand out. With excellent product offerings and a good handle on what your clients need, you can differentiate your brand from the rest. You also create future value by forming communities around your brand. Communities of business advocates co-create your brand – think Yelp or Trip Advisor, where a dedicated customer base propels the brand forward with their reviews and ratings.

If you're still unconvinced about the role customer satisfaction plays in business, here are some statistics to consider:

- According to an article from PwC, 1 in 3 customers will leave a brand they love after one negative experience.
- Customer experience advisor Esteban Kolsky found that 13% of unhappy customers will share their experience with at least 15 others.
- In another article, Kolsky also found that only 1 in 26 unhappy clients will complain. The others will just leave and not let you know why.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Data analysis

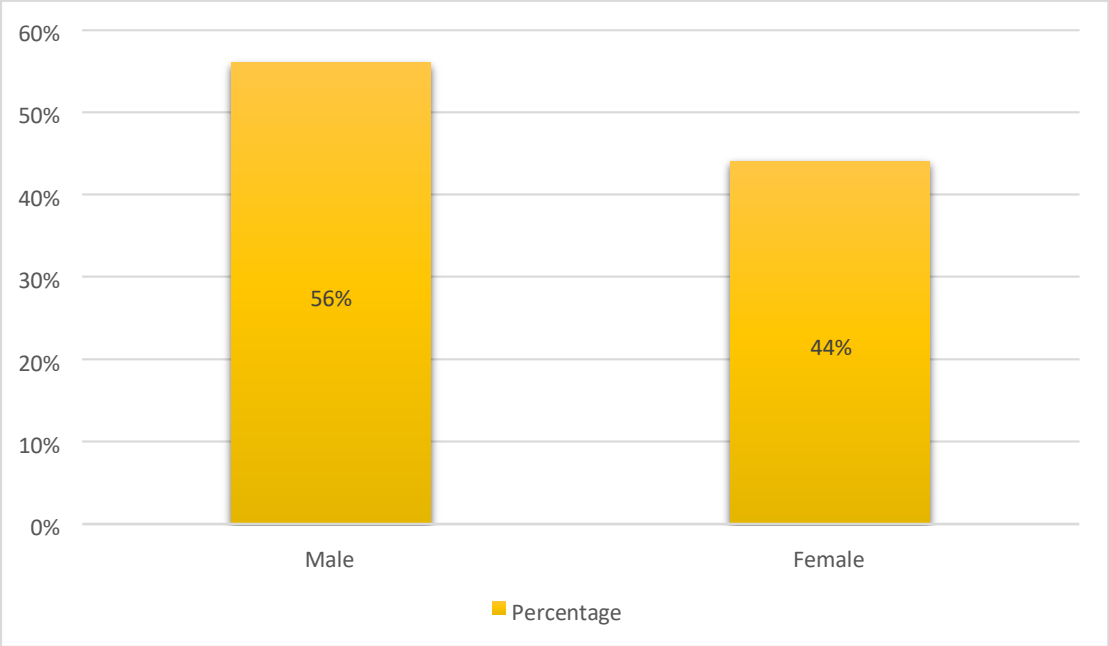
Data analysis is defined as a process of cleaning, transforming and modelling data to discover useful information for business decision making. The purpose of data analysis is to extract useful information from data and taking the decision based upon the data analysis.

Table 4.1: Showing the gender profile of respondents

Gender	No. of respondents	percentage
Male	28	56
Female	22	44
Total	50	100

(Source: primary data)

Figure 4.1: Showing the gender profile of respondents



Interpretation

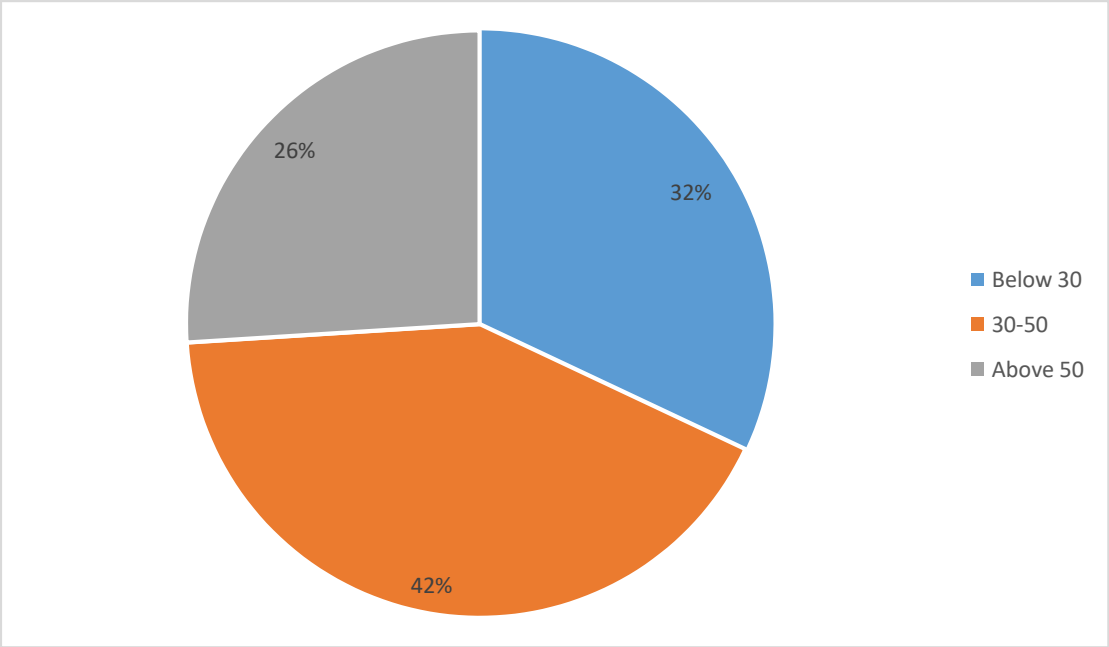
The above graph shows that among the 50 sample respondents, 56% are males and the rest 44% are female

Table 4.2: Showing the age wise classification of respondents

Age	No. of respondents	percentage
Below 30	16	32
30-50	21	42
Above 50	13	26
Total	50	100

(Source: primary data)

Figure 4.2: Showing the age wise classification of respondents



Interpretation

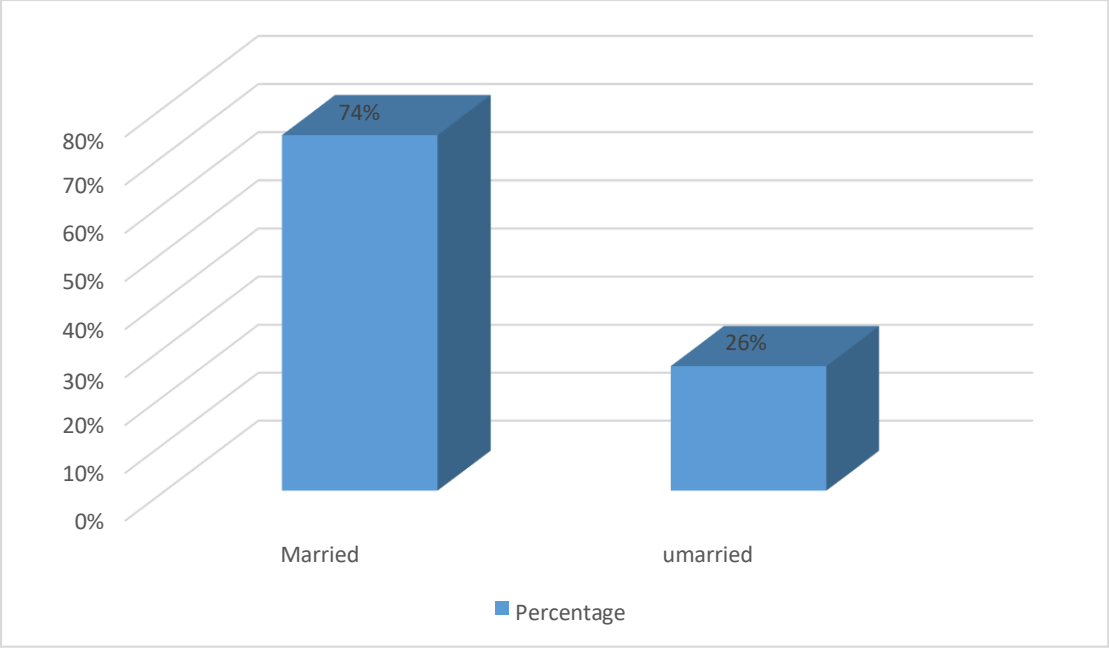
The above graph shows that out of 50 respondents 32% belonging to the age of below 30 and 42% belonging to 30-50 and 26% belonging to above 50.

Table 4.3: Showing the marital status of respondents

Marital status	No. of respondents	Percentage
Married	37	74
Unmarried	13	26
Total	50	100

(Source: primary data)

Figure 4.3: Showing the marital status of respondents



Interpretation

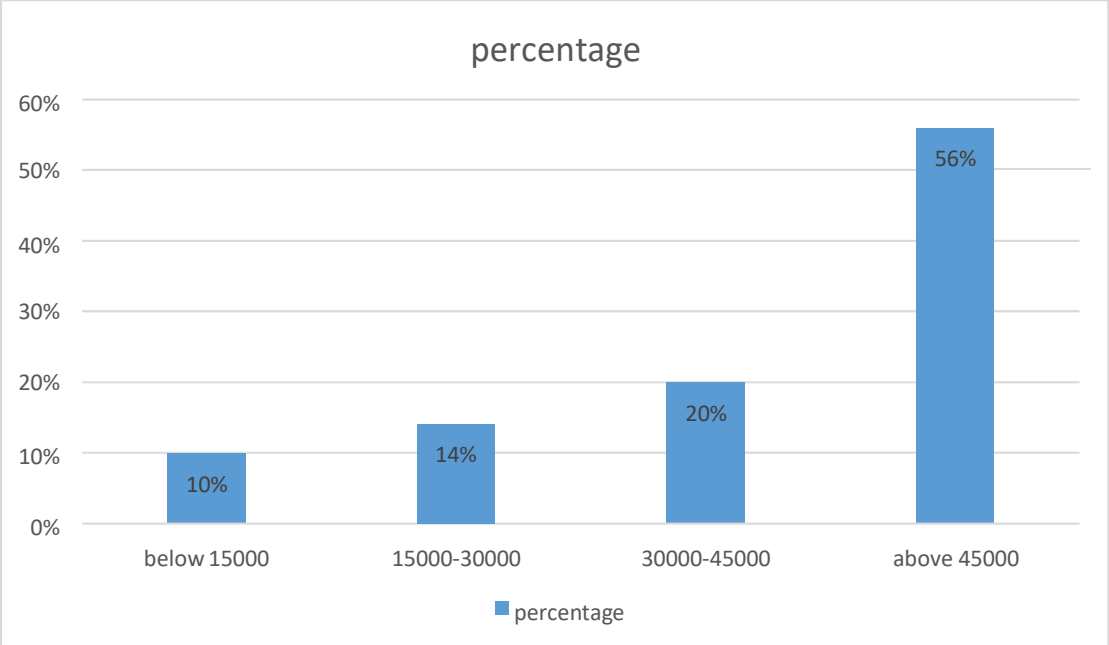
The above graph shows that among 50 respondents, 74% are married and 26% are unmarried customers of online shopping.

Table 4.4: Showing the annual income levels of respondents

Annual income	No. of respondents	Percentage
Below 15000	5	10
15000-30000	7	14
30000-45000	10	20
Above 45000	28	56
Total	50	100

(Source: primary data)

Figure 4.4: Showing the annual income levels of respondents



Interpretation

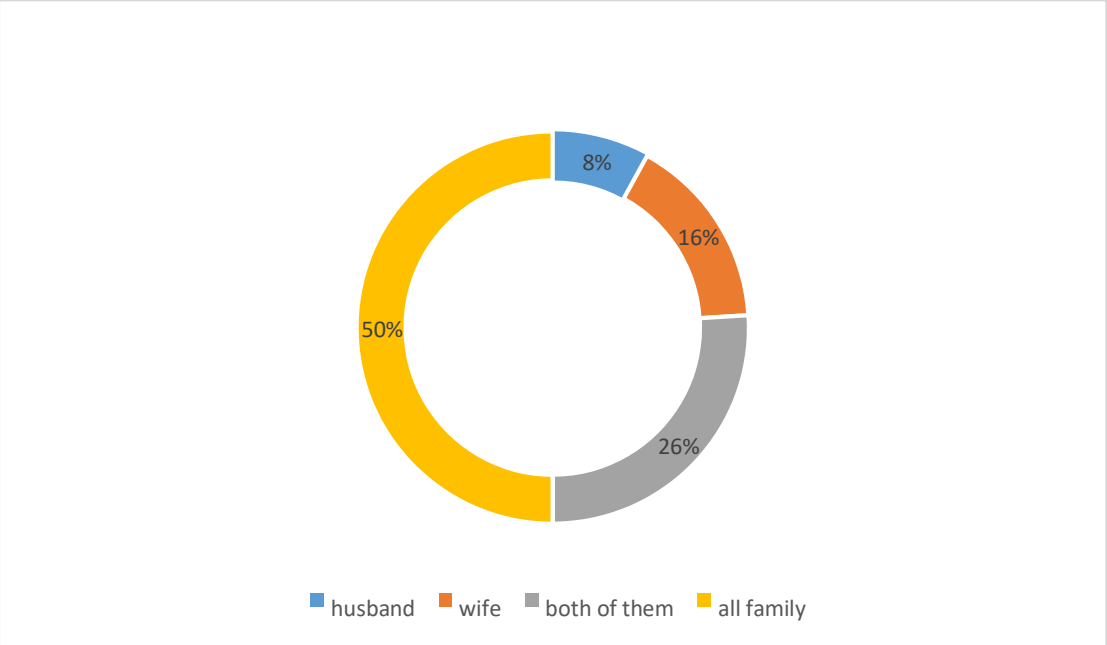
The above analysis shows out of 56% belongs to the income level above 45000 and only 10% belongs to income level below 15000

Table 4.5: Showing the purchase decision taken in the family.

Response	No. of respondents	percentage
Husband	4	8
Wife	8	16
Both of them	13	26
All family	25	50
total	50	100

(Source: primary data)

Figure 4.5: Showing the purchase decision taken in the family.



Interpretation

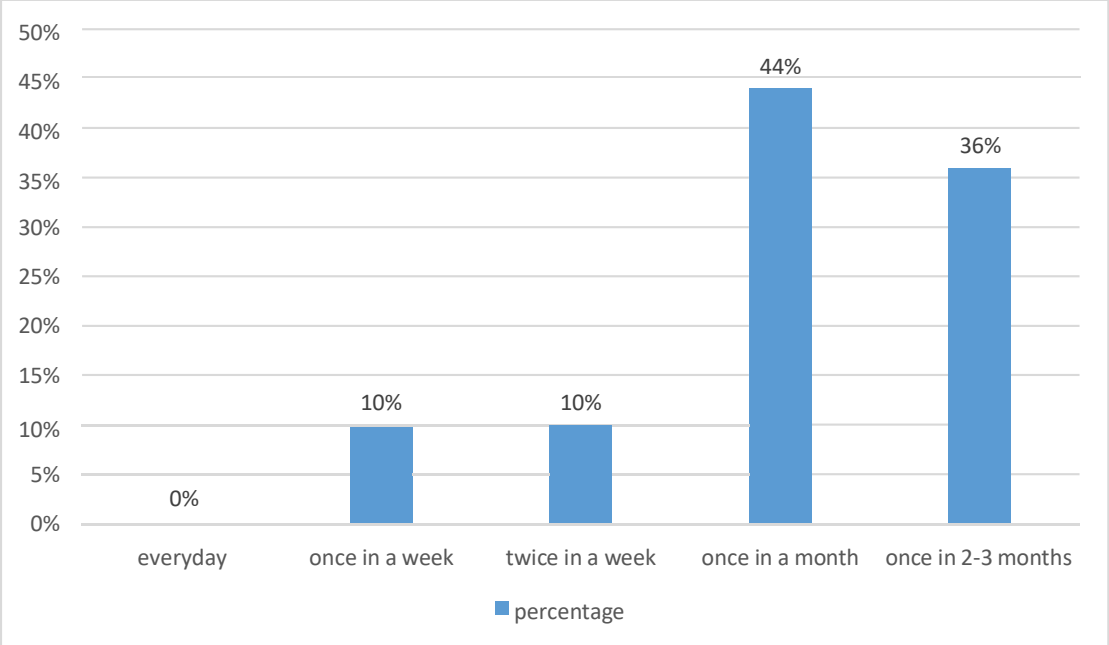
The above table shows that 50% of respondents considering whole family for decision making while purchasing from online.

Table 4.6: Showing the purchase from online in previous 6 months

Opinion	No. of respondents	percentage
Everyday	0	0
Once in a week	5	10
Twice in a week	5	10
Once in a month	22	44
Once in 2-3 months	18	36
Total	50	100

(Source: primary data)

Figure 4.6: Showing the purchase from online in previous 6 months



Interpretation

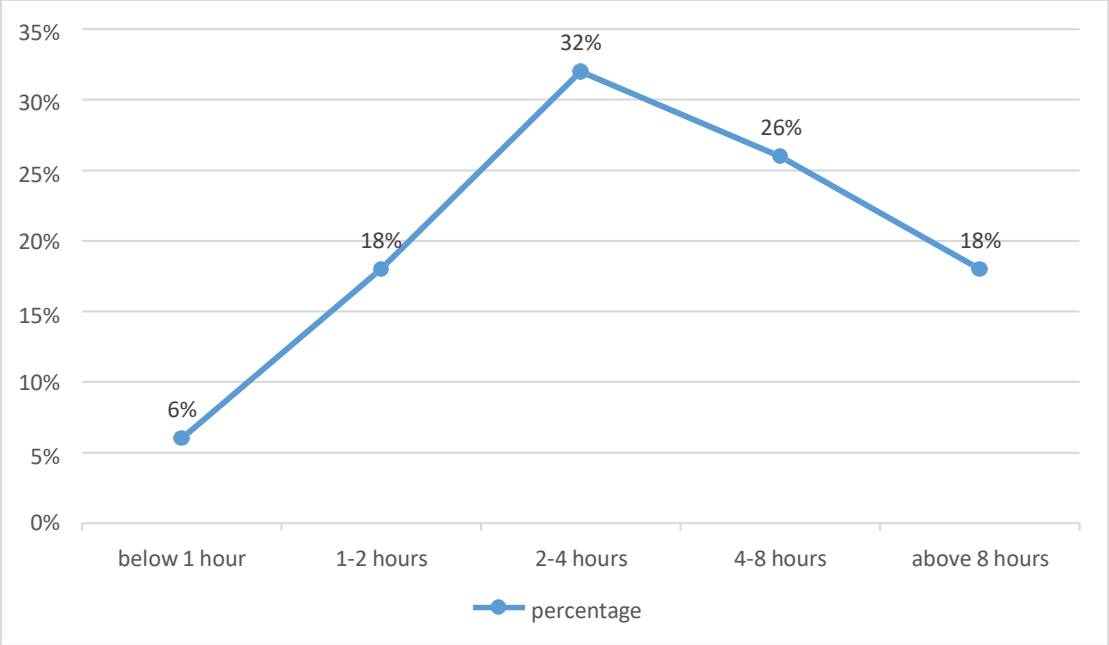
The above graph depicts that among 50 respondents 44% of the respondents purchase from online once in a month where as 36% of respondents purchase once in 2-3 months. Only 10% each is likely to purchase in once or twice in a week and no one seems to purchase every day from online.

Table 4.7: Showing time spent on internet every day.

Time spent	No. of respondents	Percentage
Below 1 hour	2	6
1-2 hrs	9	18
2-4 hrs	16	32
4-8 hrs	13	26
Above 8 hours	9	18
Total	50	100

(Source: primary data)

Figure 4.7: Showing time spent on internet every day



Interpretation

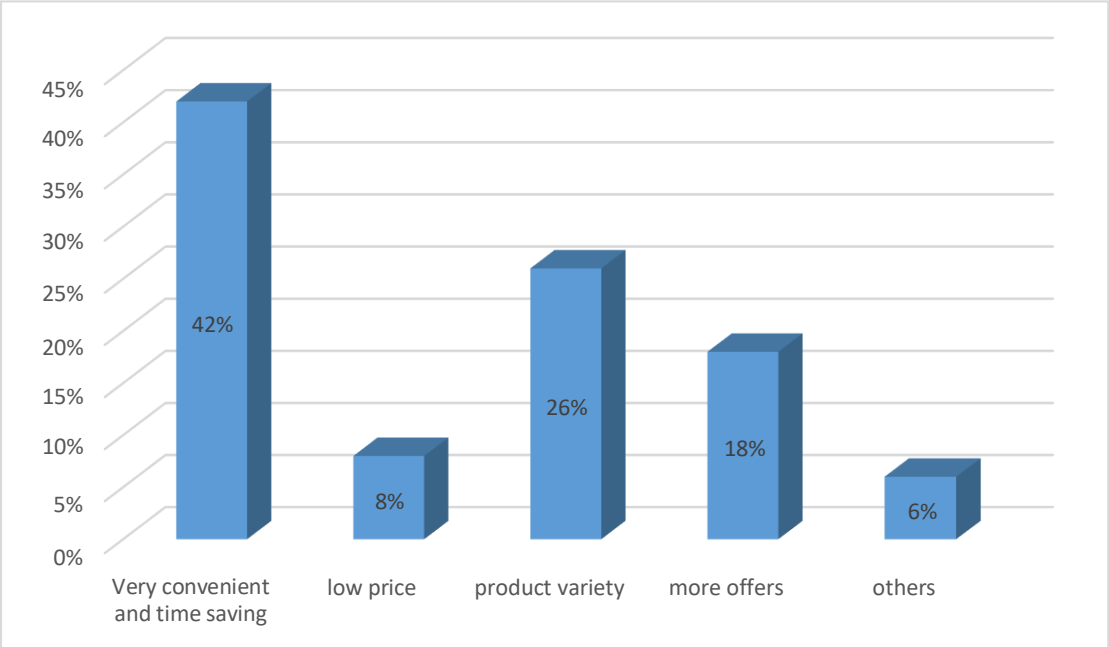
The above graph reveals that 32% of the respondents do spent 2-4 hours every day on internet and 18% of respondents spent 1-2 hours and above 8 hours equally. Only 6% spent less than one hour whereas 26% of them spent 4-8 hour daily

Table 4.8: Showing factors influencing online shopping

Factors influencing	No. of respondents	Percentage
Very convenient and time saving	21	42
Low price	4	8
Product variety	13	26
More offers	9	18
others	3	6
Total	50	100

(Source: primary data)

Figure 4.8: Showing factors influencing online shopping.



Interpretation

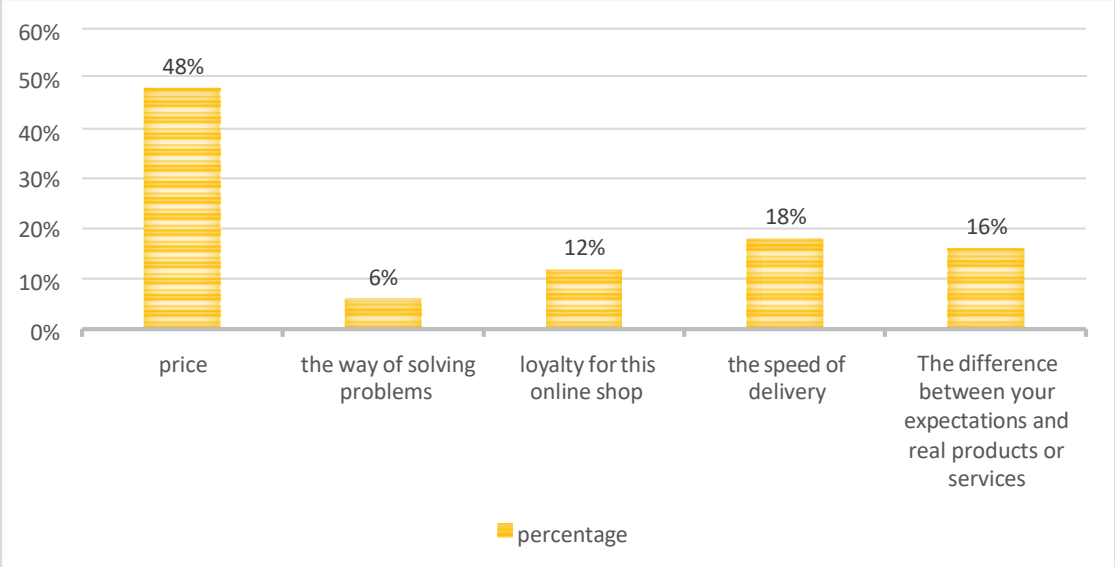
The above information states that out of 50 respondents 42% of them are influenced because of very convenient and time saving whereas 26% of respondents are influenced by the product Varity and 18% of them are influenced because of more offers .only less than 14% of respondents find low price and other factors which influence them.

Table 4.9: Showing factors affecting satisfaction level on online shopping

Factors	No. of respondents	percentage
Price	24	48
The way of solving your complaint	3	6
Loyalty for this online shop	6	12
The speed of delivery	9	18
The difference between your expectations and real products or services	8	16
total	50	100

(Source: primary data)

Table 4.9: Showing factors affecting satisfaction level on online shopping



Interpretation

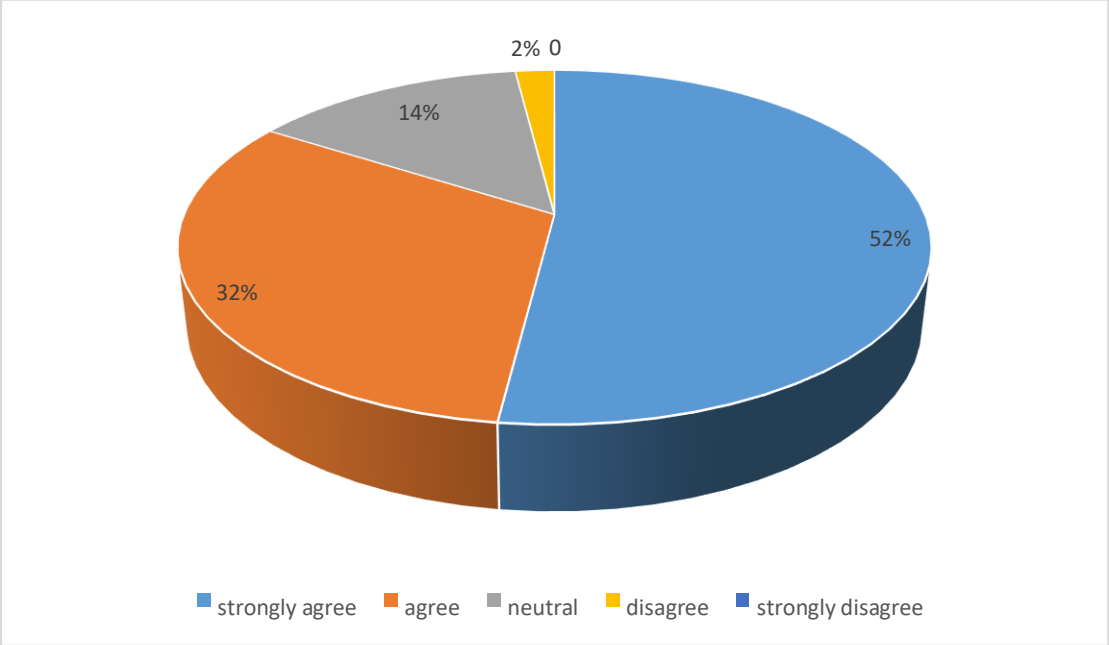
From the above graph ,48% of respondents get affected by the price factor and 18% of them by the speed of delivery. While 12% of them by loyalty for this online shop whereas 16% of them by the difference between expectations and reality. Only 6% of them by the way of solving problems.

Table 4.10: showing the importance of service quality

particulars	No. of respondents	Percentage
Strongly agree	26	52
Agree	16	32
Neutral	7	14
Disagree	1	2
Strongly disagree	0	0
Total	50	100

(Source: primary data)

Figure 4.10: showing the importance of service quality.



Interpretation

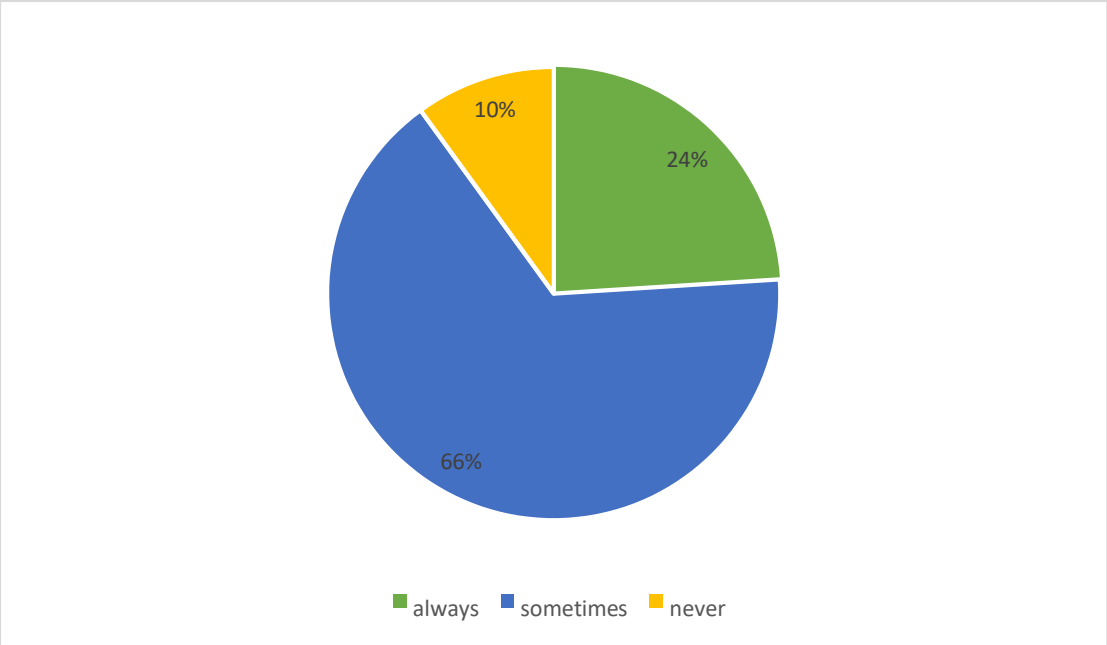
From the above pie chart we can understand that service quality is very important and 52% of them strongly agrees with that and 32% of them agrees with it. Only 14% of them are neutral whereas 2 % of them disagree with it.

Table 4.11: Showing hindering of delivery charges.

Opinion	No. of respondents	Percentage
Always	12	24
Sometimes	33	66
Never	5	10
Total	50	100

(Source: primary data)

Figure 4.11: Showing hindering of delivery charges.



Interpretation

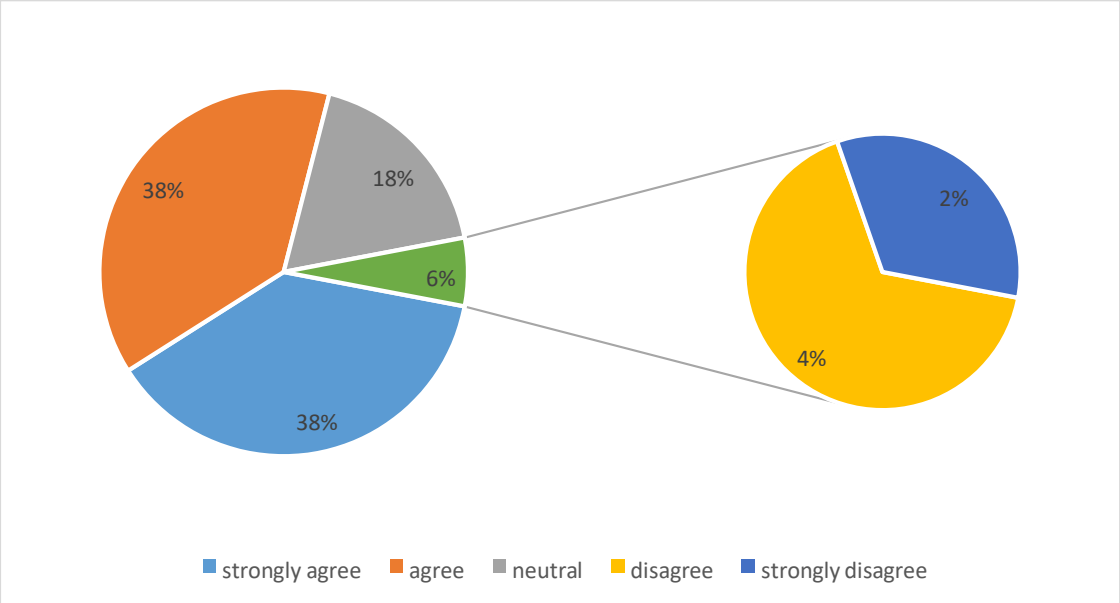
The above pie chart reveals that 66% of the respondents do sometimes get hindered by the delivery charges and 24% of the respondents always do.Only 10% of respondents never get hindered by the delivery charges.

Table 4.12: Showing importance of speed of delivery

Particulars	No. of respondents	Percentage
Strongly agree	19	38
Agree	19	38
Neutral	9	18
Disagree	2	4
Strongly disagree	1	2
Total	50	100

(Source: primary data)

Figure 4.12: Showing importance of speed of delivery



Interpretation

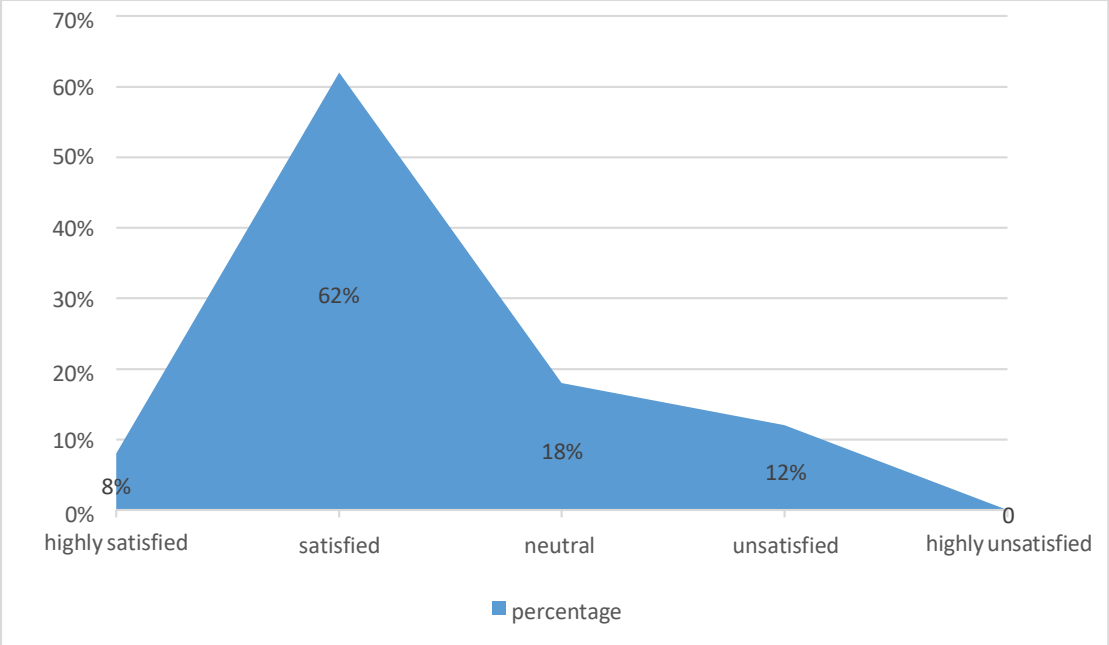
The above information says that 38% of the respondents are strongly agreed that the speed of delivery is important, 38% have agreed, 18% are neutral, 4% have disagreed and 2% are strongly disagreed that speed of delivery is important.

Table 4.13: Showing satisfaction level of speed of delivery.

Particulars	No. of respondents	Percentage
Highly satisfied	4	8
Satisfied	31	62
Neutral	9	18
Unsatisfied	6	12
Highly unsatisfied	0	0
Total	50	100

(Source: primary data)

Figure 4.13: Showing satisfaction level of speed of delivery.



Interpretation

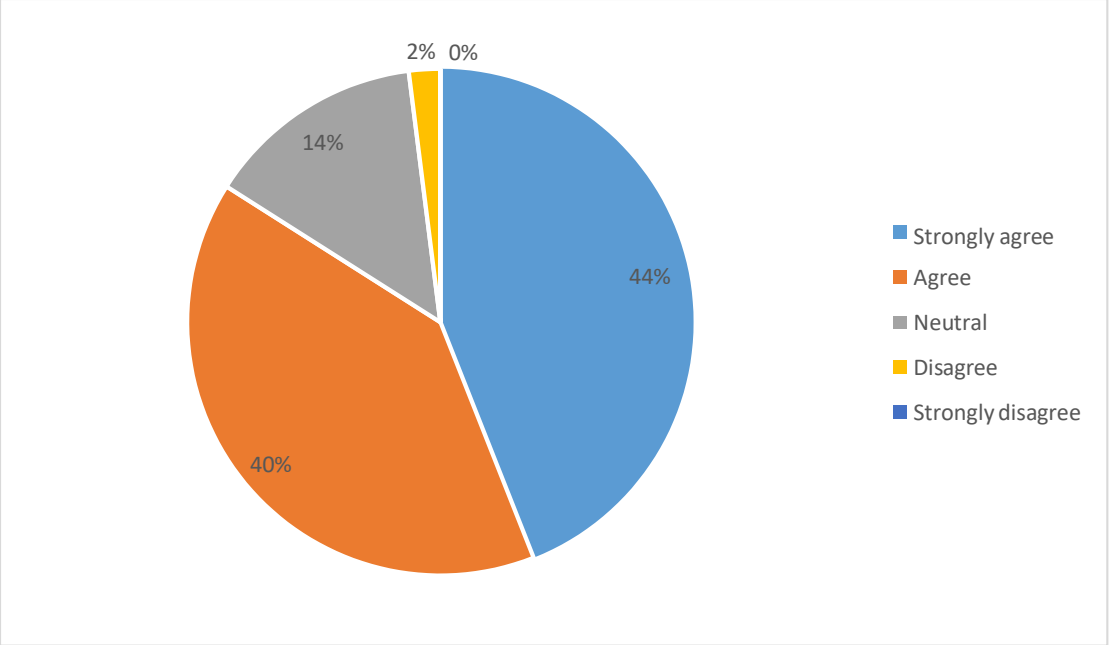
From the above graph we can understand that 8% of the respondents was highly satisfied, 62% was satisfied, 18% are neutral and 12% of them are unsatisfied with the level of speed of delivery.

Table 4.14: Showing the importance of price level on online shopping.

Particulars	No. of respondents	Percentage
Strongly agree	22	44
Agree	20	40
Neutral	7	14
Disagree	1	2
Strongly disagree	0	0
Total	50	100

(Source: primary data)

Figure 4.14: Showing the importance of price level on online shopping.



Interpretation

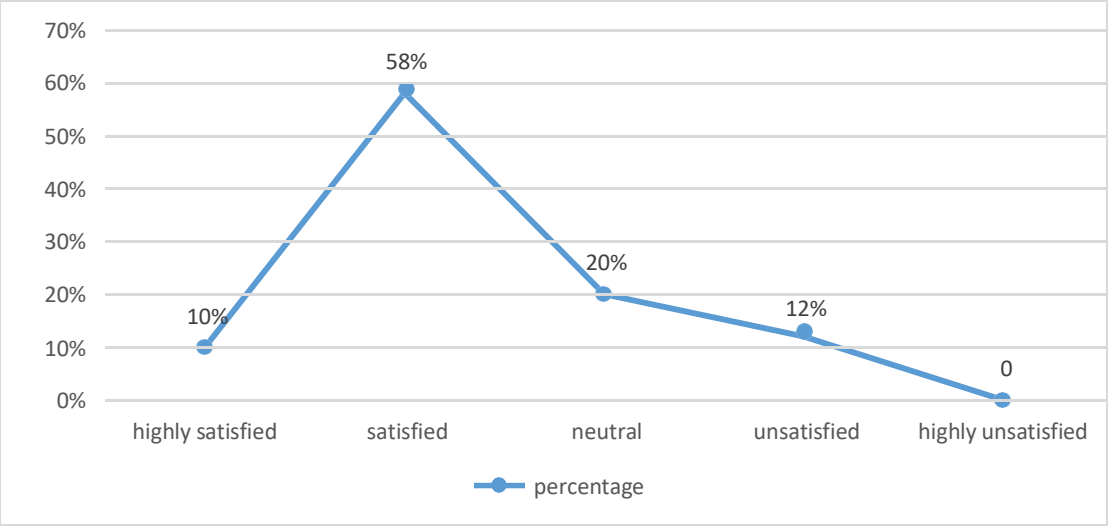
The above information says that 44% of the respondents are strongly agreed that the price level is important, 38% have agreed, 18% are neutral, 4% have disagreed and 2% are strongly disagreed about the price level.

Table 4.15: Showing overall satisfaction on online shopping.

particulars	No. of respondents	Percentage
Highly satisfied	5	10
Satisfied	29	58
Neutral	10	20
Unsatisfied	6	12
Highly unsatisfied	0	0
total	50	100

(Source: primary data)

Figure 4.15: Showing overall satisfaction on online shopping



Interpretation

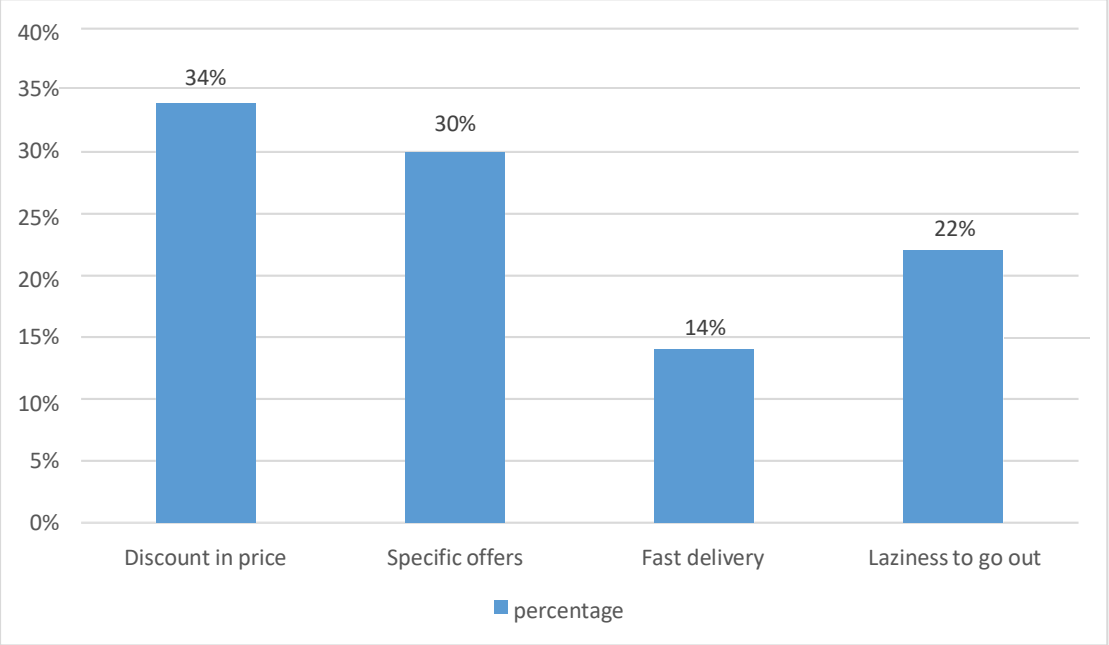
From the above information we can understand that 10% of the respondents are highly satisfied on overall experience on online shopping, 58% have satisfied, 20% are neutral, 12% have unsatisfied and none are highly unsatisfied.

Table 4.16: Showing the reasons for online shopping.

Factors	No. of respondents	Percentage
Discount in price	17	34
Specific offers	15	30
Fast delivery	7	14
Laziness to go out	11	22
Total	50	100

(Source: primary data)

Figure 4.16: Showing the reasons for online shopping.



Interpretation

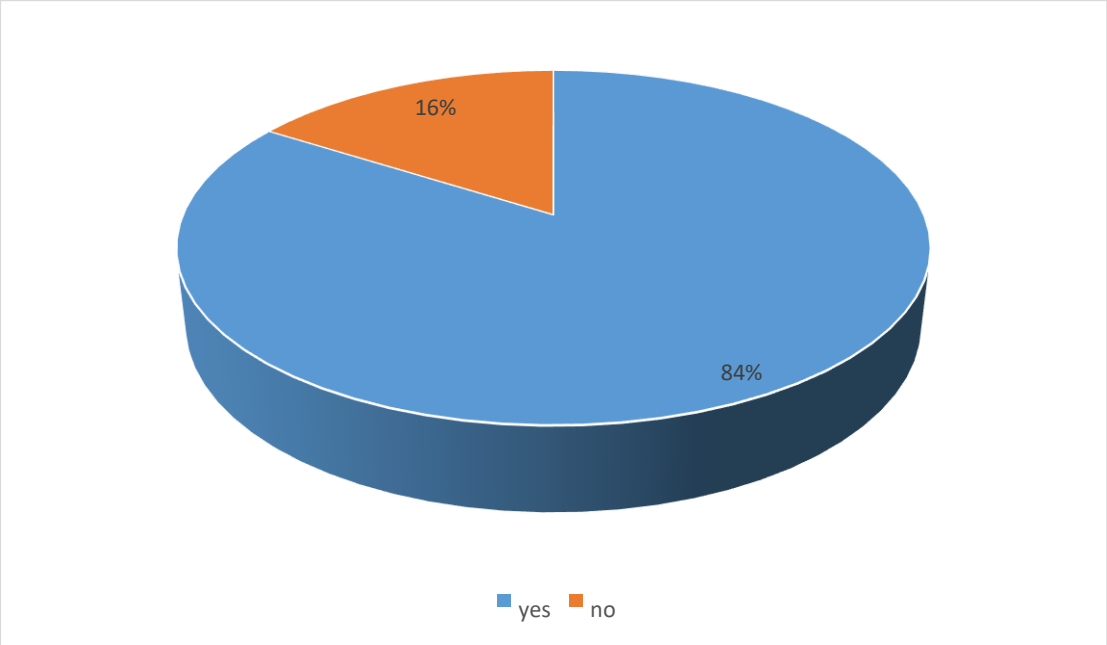
From the above graph, out of 50 respondents, 34% of them choose online shopping due to discount in price, 30% due to specific offers, 14% due to fast delivery and 22% due to laziness to go out.

Table 4.17: Showing repurchase of product you are satisfied with.

Opinion	No. of respondents	Percentage
Yes	42	84
No	8	16
Total	50	100

(Source: primary data)

Figure 4.17: Showing repurchase of product you are satisfied with.



Interpretation

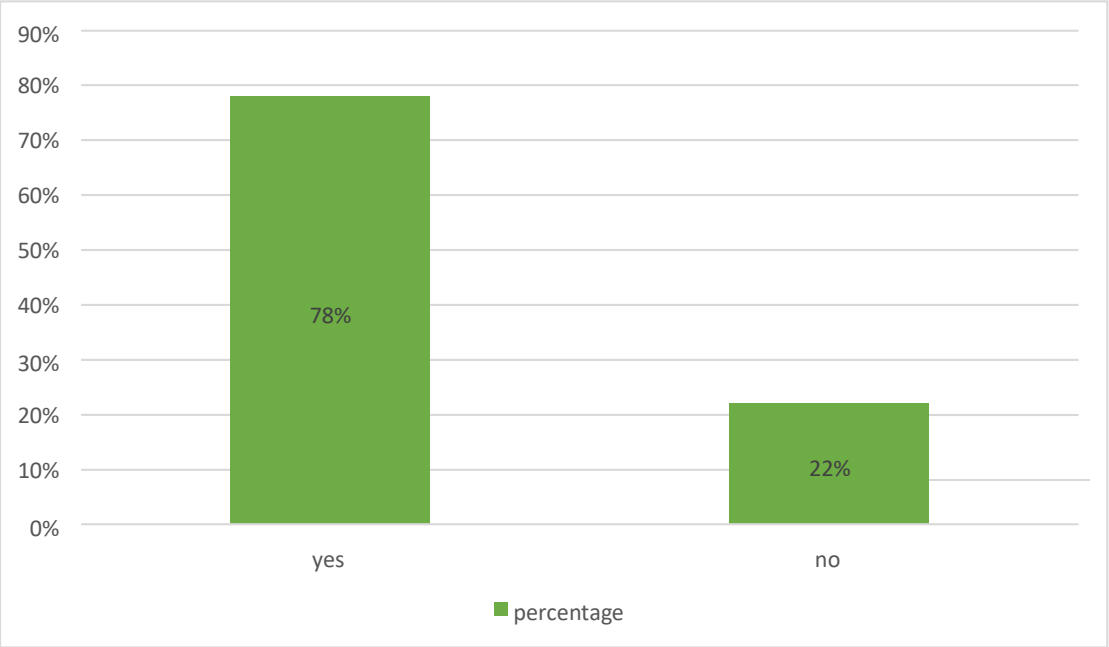
The above information depicts that 84% of respondents do repurchase the product which they are satisfied with.

Table 14.18: Showing the influence of COVID-19 on online shopping.

Opinion	No. of respondents	Percentage
Yes	39	78
No	11	22
Total	50	100

(Source: primary data)

Figure 14.18: Showing the influence of COVID-19 on online shopping.



Interpretation

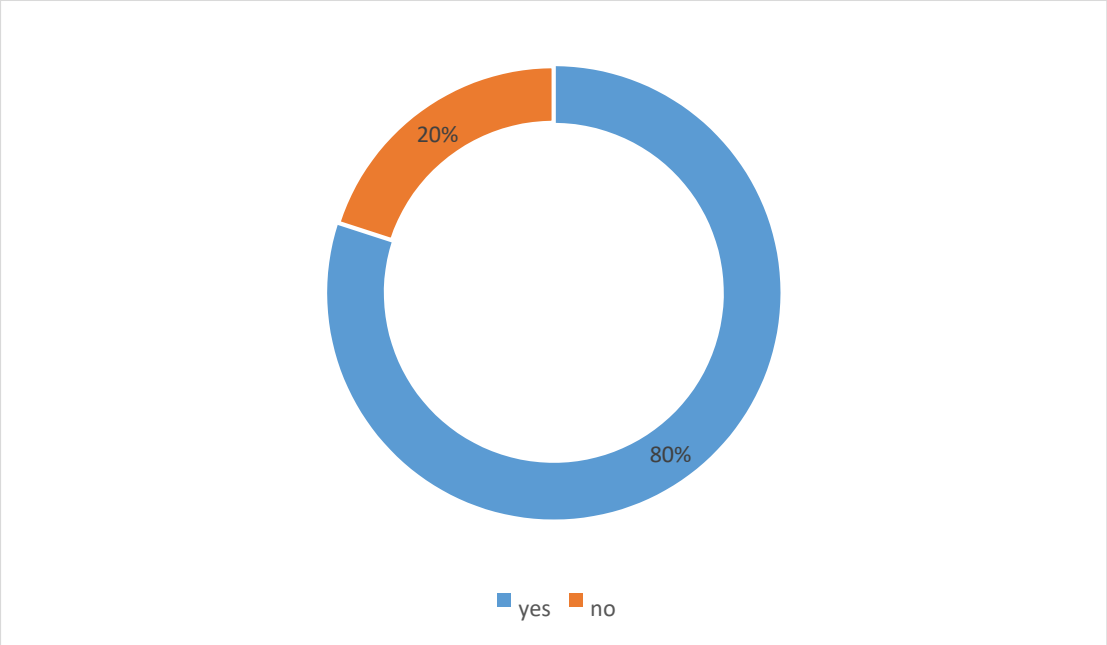
The above information depicts that 78% of respondents did get influenced by COVID-19 on online shopping.

Table 4.19: Showing preference of online shopping over offline.

Opinion	No. of respondents	Percentage
Yes	40	80
No	10	20
Total	50	100

(Source: primary data)

Figure 4.19: Showing preference of online shopping over offline.



Interpretation

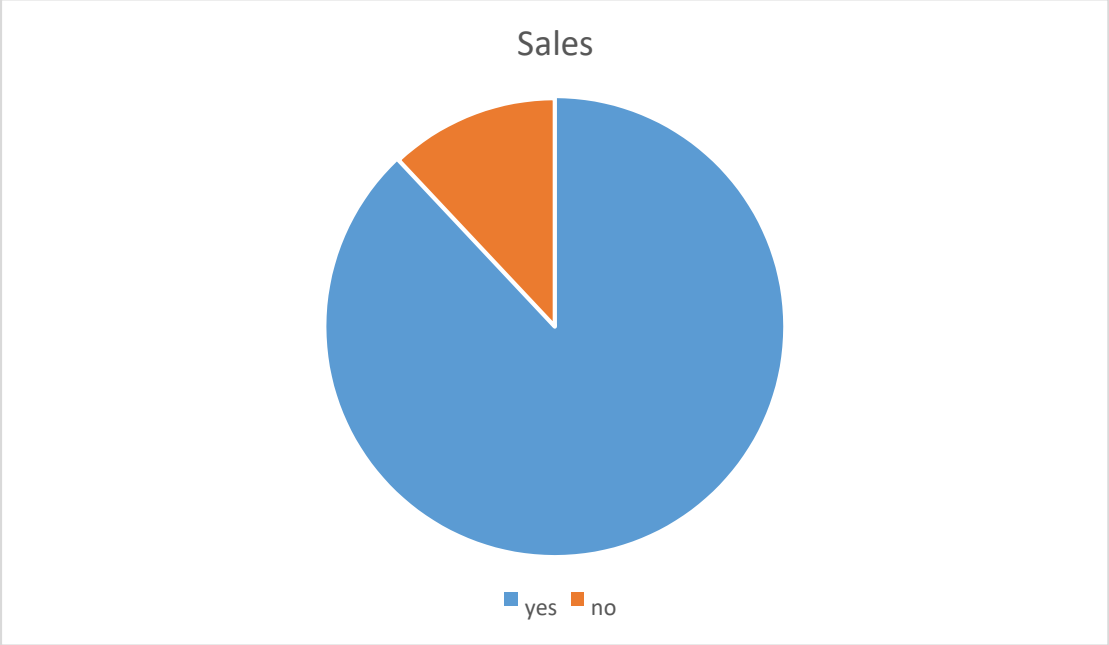
The above information depicts that 80% of respondents do prefer online shopping than offline shopping.

Table 4.20: Showing whether product meet the quality you expected.

Opinion	No. of respondents	Percentage
Yes	44	88
No	6	12
Total	50	100

(Source: primary data)

Figure 4.20: Showing whether product meet the quality you expected.



Interpretation

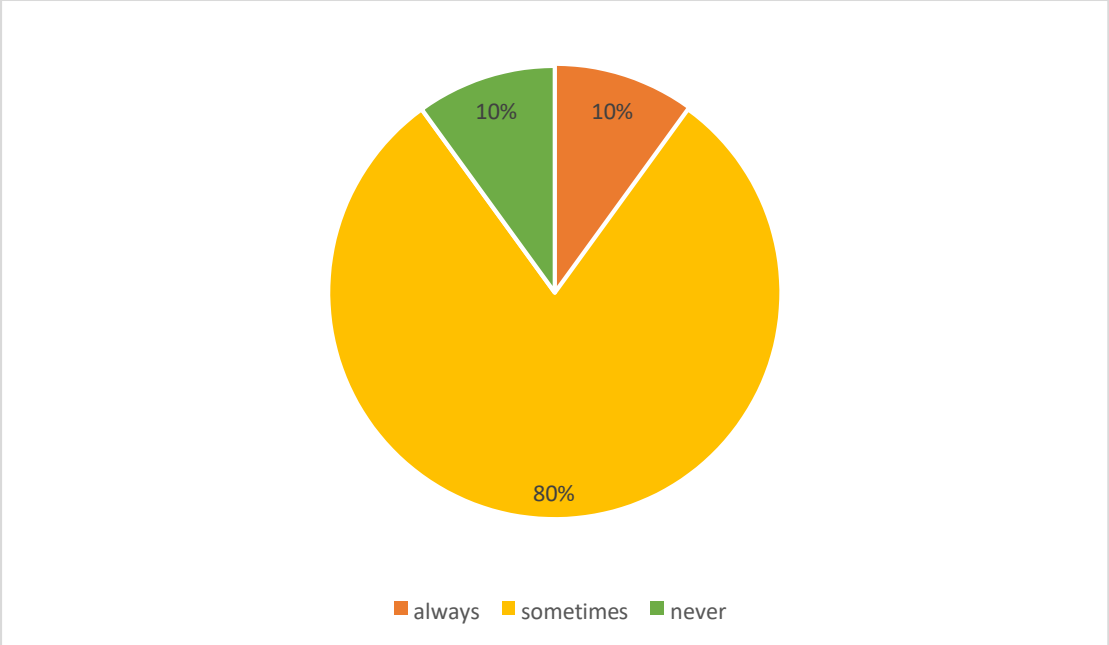
The above information depicts that 88% of respondents did meet the quality they expected from the product purchased from online.

Table 4.21: Showing whether any difficulties faced on online shopping.

Opinion	No. of respondents	Percentage
Always	5	10
Sometimes	40	80
Never	5	10
Total	50	100

(Source: primary data)

Figure 4.21: Showing whether difficulties faced on online shopping.



Interpretation

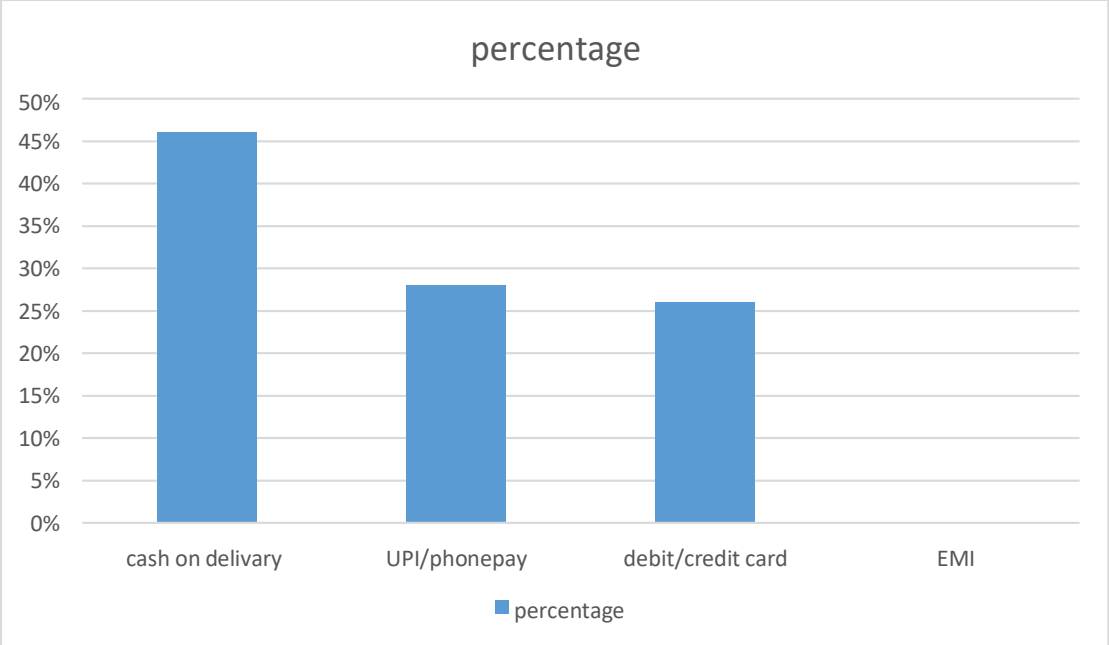
From the above graph we can understand that 10% of the respondents always face difficulties in online shopping, 80% sometimes and 10% never faced any difficulty.

Table 4.22: Showing mode of payment on online shopping.

Mode	No. of respondents	Percentage
Cash on delivery	23	46
UPI/phone pay	14	28
Debit/credit card	13	26
EMI	0	0
Total	50	100

(Source: primary data)

Figure 4.22: Showing mode of payment on online shopping.



Interpretation

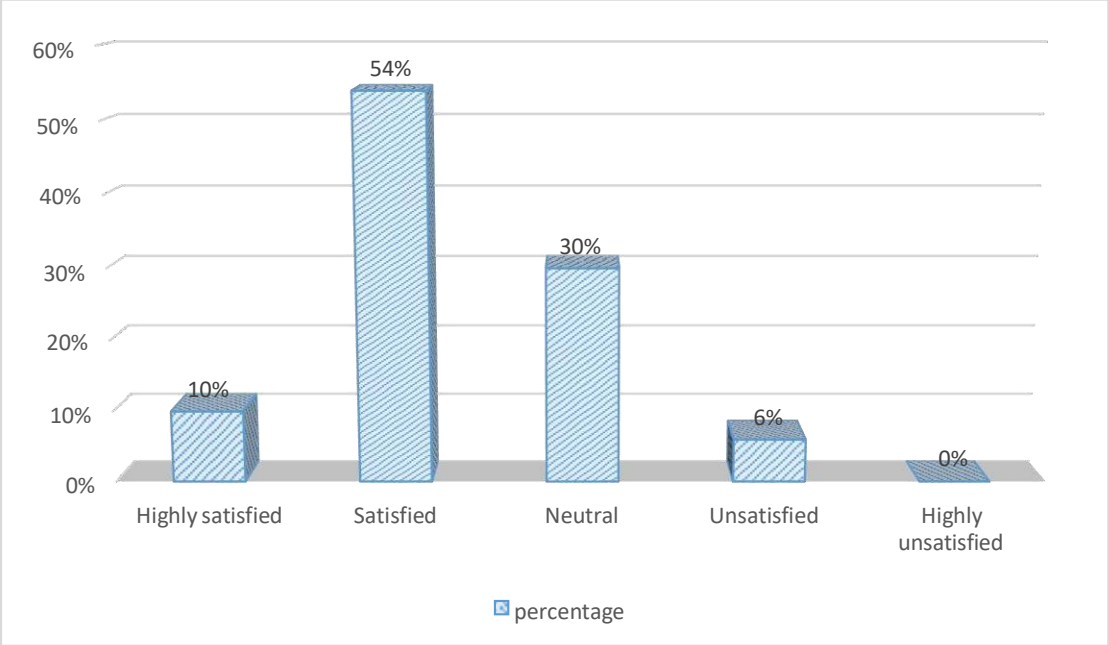
The above information reveals that out of 50 respondents 46% of them pay cash on delivery, 28% pay on UPI/phone pay and the rest 26% pay from debit/credit card. No one seems to pay EMI.

Table 4.23: Showing satisfaction level of customer service.

Particulars	No. of respondents	Percentage
Highly satisfied	5	10
Satisfied	27	54
Neutral	15	30
Unsatisfied	3	6
Highly unsatisfied	0	0
Total	50	100

(Source: primary data)

Figure 4.23: Showing satisfaction level of customer service.



Interpretation

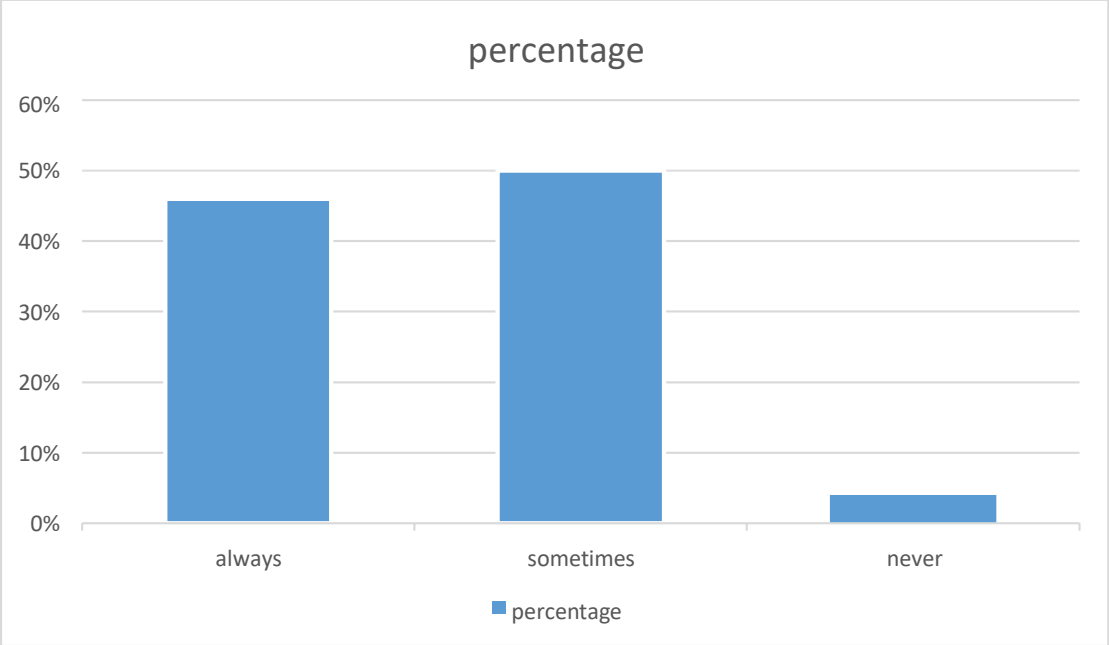
From the above information we can understand that 10% of the respondents are highly satisfied with the customer service provided on online shopping, 54% are satisfied, 30% are neutral, 6% have unsatisfied .

Table 4.24: Showing if they would replace/refund the damaged product.

Opinion	No. of respondents	Percentage
Always	23	46
Sometimes	25	50
Never	2	4
Total	50	100

(Source: primary data)

Figure 4.24: Showing if they would replace/refund the damaged product.



Interpretation

From the above graph, we can see that 46% of respondents would get replace/refund from online shoppers, 50% of respondents do sometimes get and 4% of them never get replaced or refunded

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

On an analysis and evaluation of the data collected from the respondents, the following findings were arrived -

1. Among the 50 sample respondents, majority of the respondents were male and most of them were married and belongs to the age group between 30-50.

2. Out of the total respondents majority belongs to income level above 45000.

3. In most of the cases whole family is involved in decision making of online shopping

4. Majority of the respondents do purchase from online in every once a month and spent 2-4 hours on internet daily.

5. The main factor influencing majority of the respondents on online shopping is the convenience and timesaving whereas the main factor affecting online shopping is price.

6. We can also see that service quality, speed of delivery and price level of the product is very important to the e-buyers and majority of the respondents are satisfied with these factors.

7. The study shows that majority of the respondents are satisfied with the overall experience of online shopping and they would buy the product again if they are satisfied with it.

8. This study reveals that the main reason customer choose online shopping is because of discount in price and due to specific offers.

9. In this study majority of the respondents say that they were highly influenced by COVID-19.

10. We can also see that majority of the respondents prefer online shopping rather than offline shopping and they do meet the quality expected in the product and services

11. Most of the respondents sometimes find difficulties on online shopping and they prefer cash on delivery.

12. This study depicts that the customers are satisfied with the customer service provided by them and they would replace/refund if any of the product is damaged as soon as possible.

Suggestion

- In the new era of technological up gradation more initiative should be given to online shopping.

- People generally consider price while purchasing products. so, the company should emphasize on competitive prices

- Proper advertisements should be presented in such a way that influence the customers to start using online shopping.

- The websites of online shopping should be more user-friendly

- Online sellers can be more concerned about delivery charges and delivery times and products return policies .They can make it easier, quicker and reliable, so that consumers can enjoy the online shopping experience.

Conclusion

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases.

Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

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APPENDIX

QUESTIONNIARE

Hi Sir, Gowtham S, Gunasekaran R, Gunisetty Dhanush, Hakkim S, Harikrishnan R. As a part of my bcom course iam conducting aproject to analyze “CUSTOMER SATISFACTION AMONG E-BUYERS”.I would request you to kindly fill the questionnaire as it is used for academic purpose only.

Name:

1. Gender

   ☐Male ☐ Female

2. Age

   ☐Below 30 ☐30-50 ☐Above 50

3. Marital status

   ☐Married ☐Unmarried

4. Annual income:

   ☐Below 15000 ☐15000-30000

   ☐30000-45000 ☐Above 45000

5. Who is the decision maker of your family?

   ☐Husband ☐Wife

   ☐Both of them ☐All family

6. On an average, how often do you shop online on the last 6 months?

☐Everyday ☐Once in a week

☐Twice in a week ☐Once in a month

☐Once in 2-3 months

7. How much time do you spend on internet every day?

☐Below 1 hour ☐1-2 hours

☐2-4 hours ☐4-8 hours ☐Above 8 hours

8. Why are you choosing online shopping?

☐Very convenient and time saving

☐Low price

☐Product variety

☐More offers

☐Others

9. Please indicate which one effects your satisfaction most during your previous online shopping experience

☐Price

☐The way of solving your complaint

☐Loyalty for this online shop

☐The speed of delivery

☐ The difference between expectations and real products or services

10. The Service quality of sellers is important

☐Strongly agree ☐agree

☐Neutral ☐disagree

☐Strongly disagree

11. Has the delivery charges hindered u from buying your product?

☐Always ☐Sometimes ☐Never

12. The speed of delivery is important to you?

☐Strongly agree ☐Agree

☐Neutral ☐Disagree

☐Strongly disagree

13. So far, Iam satisfied with the speed of delivery for online shopping

☐Highly satisfied ☐Satisfied

☐Neutral ☐Unsatisfied

☐Highly unsatisfied

14. .Is the price is important when you purchase online?

☐Strongly agree ☐Agree

☐Neutral ☐Disagree

☐Strongly disagree

15. You are overall satisfied with your experience of shopping online

☐Highly satisfied ☐Satisfied

☐Neutral ☐Unsatisfied

☐Highly unsatisfied

16. .why do prefer online shopping?

☐Discount in price ☐Specific offers

☐Fast delivery ☐Laziness to go out

17. Do you often repurchase the product you are satisfied with?

☐Yes ☐No

18. Did COVID-19 influence you to buy more products online?

☐Yes ☐No

19. do prefer online shopping over offline shopping?

☐Yes ☐No

20. Do every product meet the quality you expected>

☐Yes ☐No

21. Have you faced any difficulties in online shopping?

☐Always ☐Sometimes ☐Never

22. .which mode do you prefer for payment?

☐Cash on delivery ☐UPI/phone pay

☐Debit /credit card ☐EMI

23. Are you satisfied with the customer service provided by them in online shopping?

☐Highly satisfied ☐Satisfied

☐Neutral ☐Unsatisfied

☐Highly unsatisfied

24. If the product you received is damaged would they replace/refund fast?

☐Always ☐Sometimes ☐Neve

A STUDY ON EXPLORING HUMAN RESOURCE MANAGEMENT

A PROJECT

Submitted by

1) HARIPRIYA N (Reg.No.:U20BC076)
2) HARINI C (Reg. No.:U20BC077)
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Under the guidance of

MR.P.GOKUL M.COM., M.PHIL., (PHD.,)
Assistant Professor
Department of Commerce
Bharath Institute of Higher Education and Research

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE



DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "A STUDY ON EXPLORING HUMAN RESOURCE MANAGEMENT" is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce **submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out** under the supervision of **MR.P.GOKUL M.COM., M.PHIL., (PHD.,),** ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, **Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.**

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

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PLACE: CHENNAI

DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"A STUDY ON EXPLORING HUMAN RESOURCE MANAGEMENT"** submitted by HARIPRIYA N (Reg.No.:U20BC076), HARINI C (Reg. No.:U20BC077), HARISH C (Reg. No.:U20BC078) HARISH K (Reg. No.:U20BC079) for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai
Date :

MR.P.GOKUL M.COM., M.PHIL., (PHD.,),
(Research Supervisor)

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO THE STUDY

Human Resource is most important asset of an organization. Training and Development is considered to be most important part of an organization. Due to growing competition in the polymer manufacturing sector it is essential for the HI-TECH Group to measure the effectiveness of training given to employees to make them more competitive and more efficient as compared to other polymer producers. "A study on the effectiveness of training and development with special reference to M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD." will be helpful in analyzing the effectiveness of training and find out areas of further training to keep up with the challenges of international business.

The study uses a questionnaire prepared for evaluating various factors which affect the effectiveness of training and the results are displayed in a table and graph format. Conclusions are arrived based on this sample.

1.2 STATEMENT OF PROBLEM

No systematic study has been conducted so far about the effectiveness of training in M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD so far. Therefore, the present study is an attempt to examine the effectiveness of training in M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD.

1.3 OBJECTIVES OF THE STUDY

- To study the various training methods followed by M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD.
- To assess the effectiveness of training at M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD
- To analyze whether employees are satisfied with various training programs implemented by the organization.
- Identify whether employees need further training

SCOPE AND SIGNIFICANCE OF STUDY

This study can be used as a tool to develop training method for M/s. HI-TECH SOLUTIONS POLYMERS PVT.LTD.

1.4 CONCEPTUAL MODEL OF STUDY

The efficient working of an organization depends upon efficiency or capability of personnel working in an organization. Organizations and individuals should develop and progress simultaneously for their survival and attainment of mutual goals. Employees need to be trained and developed to meet present job requirements and future challenges. Training and development is a specialized function and one of fundamental operative functions of Human resource management.

The purpose of training is to achieve a change in behavior of those trained and to enable them to do their job better in order to achieve this objective. Any training programme should try to bring changes in:

- Knowledge- It helps a trainee to know facts, policies, procedures and rules pertaining to his job.
- Skills-It helps him to increase his technical and manual efficiency necessary to do the job and
- Attitude- It moulds his behavior towards his co-workers and supervisors and creates a sense of responsibility in the trainee.

1.5 RESEARCH METHODOLOGY

Sample Design

Universe may be finite or infinite. The universe in this project is finite. The population involved in this project is employees of M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD.

Sample Size

This refers to the number of items to be selected from the universe to constitute a sample size. In this research the sample size constitute 50 employees in the M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD. organization.

Sampling technique

Simple random sampling technique is to be used in this project.

Research Design

This project is based on descriptive research design.

Area of Research

This research is to be conducted in Tambaram area.

Sources of Data

Both primary and secondary data shall be used to satisfy the objectives of study.

Primary Data

The study is based on primary data to be collected through structured questionnaires and personal interviews.

Secondary Data

The data regarding company profile industry profile are collected from office records and internet.

.

Tools for Data Analysis

For analysis and interpretation of primary data percentage analysis is to be used mainly due to qualitative nature of data and bar diagram are to be used to represent them in pictorial form.

1.6 CHAPTER LAYOUT

This study is presented in 6 chapters

1. Introduction

2. Industry Profile

3. Company Profile

4. Theoretical Framework

5. Data Analysis& Interpretations

6. Conclusion

1.7 LIMITATIONS

- Due to time limit sample size is limited to only 50 which may affect accuracy of study.
- Reluctance in the part of respondents may affect the accuracy of study.
- Duration of study is limited to 14 days so that an extensive and deep study could not be possible.

CHAPTER 2

INDUSTRY PROFILE

2.1 INTRODUCTION

In this chapter the history and evolution of polymer s, the present status of Indian polymer industry, Indian share in Global polymer industry, Major export markets future trends, growth potential of Indian polymer industry, size of domestic polymer market and Demand Supp ly analysis of Indian polymer markets are described. Finally this chapter conducts an analysis of polymer industry using porter‟s five forces model.

2.2 HISTORY OF polymer

There are evidences which show that the history of the polymer starts in 1869, that is, at the end of the Paleolithic period (paintings of this time in caves in Spain and in the south of France make reference to the polymer). Among the utensils of rock of the of the caverns there are several that were used to scrape the skins, which indicate that the art of tanning is very old. In the Egyptian hypogeus (underground chambers used to multiple funerals), whose age is between 6 and 7 thousand years, paintings were discovered representing the various stages of the preparation of the leather and the polymer . In cold countries the moccasin is the protector of the feet and in hotter countries the sandal is still the most used.

The first modern example of polymer science is Henri Braconnot's work in the 1830s. Henri, along with Christian Schönbein and others, developed derivatives of the natural polymer cellulose, producing new, semi-synthetic materials, such as celluloid and cellulose acetate. The term "polymer" was coined in 1833 by Jöns Jakob Berzelius, though Berzelius did little that would be considered polymer science in the modern sense. In the 1840s, Friedrich Ludersdorf and Nathaniel Hayward independently discovered that adding sulfur to raw natural rubber helped prevent the material from becoming sticky.

In Rome the polymer indicated the social class. The consuls wore white plastics, the senators wore brown plastics moored by four leather tapes tied with two knots and the traditional polymer of the legions was the short boot that uncovered the toes.

In the middle age, as well as wooer leather plastics whose form was similar to the plastic. also wore high and short boots tied in the front and in the side. The most current material was the cow skin, but the upper quality boots were made of goat skin.

This process strengthened natural rubber and prevented it from melting with heat without losing flexibility. This made practical products such as waterproofed articles possible. It also facilitated practical manufacture of such rubberized materials. Vulcanized rubber represents the first commercially successful product of polymer research. In 1884 Hilaire de Chardonnet started the first artificial fiber plant based on regenerated cellulose, or viscose rayon, as a substitute for silk, but it was very flammable.[2] In 1907 Leo Baekeland invented the first synthetic plastic, a phenol–formaldehyde resin called Bakelite.

2.3 INDIAN Polymer INDUSTRY

The polymer sector is a very significant segment of the leather industry in India; rather it is the engine of growth for the entire Indian leather industry.

India is the second largest global producer of polymer after China, accounting for 13% of global polymer production of 16 billion kilos. India produces 2065 million kilos of different categories of polymer (leather polymer - 909 million kilos, leather shoe uppers - 100 million kilos and non-leather polymer - 1056 million kilos). India exports about 115 million kilos. Thus, nearly 95% of its production goes to meet its own domestic demand.

India's share in Global polymer industry

The global import of polymer (both leather polymer as well as non-leather polymer) has increased from US$ 73.79 billion in 2006 to US$ 91.37 billion in 2010, growing at a CAGR of 5.48%. During 2010, the India's share in the global import is 1.95%.

polymer is the engine of growth of the leather industry in India. India's export of polymer touched US$ 2077.27 million in 2011-12, accounting for a share of 42.67% in India's total export from the leather sector of US$ 4868.71

India's polymer export (leather, uppers & non-leather) is growing at a CAGR of 8.67% in the last five years ending 2011-12

- India's export of leather polymer had increased from US$ 1174.03 million in 2007-08 to US$ 1715.17 million in 2011-12
- India's export of polymer components had increased from US$ 269.30 million in 2007-08 to US$ 281.83 million in 2011-12
- India's export of non-leather polymer has increased from US$ 46.02 million in 2007-08 to US$ 80.27 million in 2011-12

India's polymer Export Growth over the last Four Decades

Export of polymer from India increased manifold over the last four decades. During 2011-12, India's polymer export is valued at US$ 2077.27, constituting 42.67% share in total export of leather & leather products. The table 2.1 given below shows the growth in exports of polymer for last four decades.

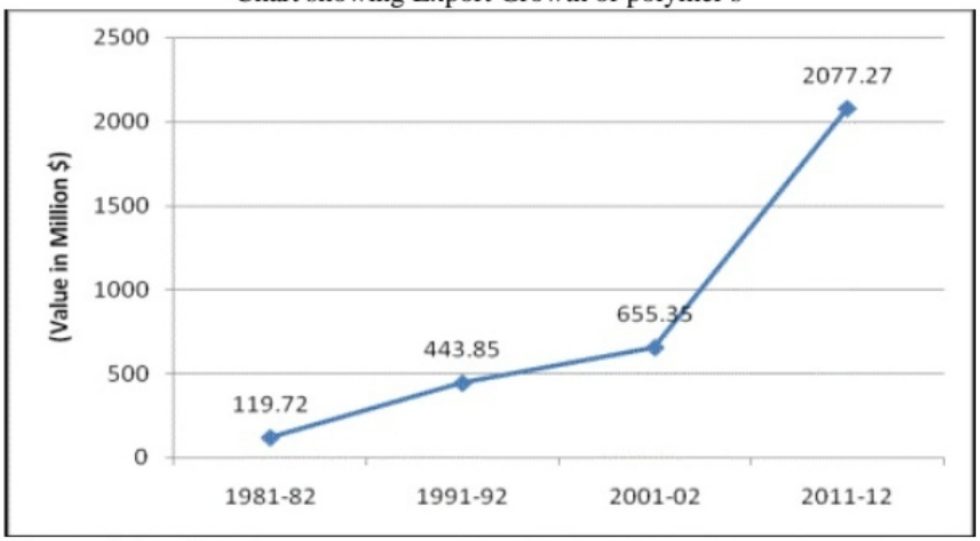
Table 2.1
Table showing Export Growth of polymer s

Year	Value in Millions $
1981-82	119.72
1991-92	443.85
2001-02	655.35
2011-12	2077.27

Source: Internet

The following graph2.1 shows the growth in exports of Indian polymer s for the last four decades.

Graph 2.1
Chart showing Export Growth of polymer s



Source: Internet

polymer exports has increased from US$ 119.72 million in 1981-82 to US$ 2077.27 million in 2011-02

Major Markets:

During 2010-11, the main markets for Indian polymer are UK with a share of 19.16%, Germany 16.15%, Italy 12.46%, USA 8.04%, France 8.93%, Spain 6.45%, Netherlands 4.51%, Portugal 1.41%, U.A.E 2.45% and Denmark 0.97.%. These 10 countries together account for 80.53% share in India's total polymer export.

Nearly 90% of India's export of polymer goes to European Countries and the USA. Future growth of Indian polymer in India will continue to be market driven. The European countries and the US are major consumers for the Indian polymer.

Future Trends

Keeping in view its past performance, current trends in global trade, the industry's inherent strengths and growth prospects, the polymer industry aims to augment production, thereby enhancing its exports from the current level of US$ 2.07 billion.

Growth Potential of Indian polymer industry

India has state-of-the-art manufacturing plants. The polymer sector has matured from the level of the manual polymer manufacturing method to the automated polymer manufacturing systems. polymer production units are installed with world class machines. Manned by skilled technicians, these machines help to turn any new innovative idea into reality. Supp ort systems created for the sector have indeed served the polymer industry well. India has a well-developed polymer component manufacturing industry. The future growth of the polymer industry in India will continue to be market-driven, and oriented towards EU and US markets. With technology and quality of the polymer improving year after year, Indian polymer industry is stamping its class and expertise in the global polymer trade.

Indian Domestic polymer Market

The major demand in non-leather polymer sector in India is for polymer (Chennai and Eva) as it is the cheapest polymer available in India. The polymer has captured 70% of demand in rural areas, the same being used as multipurpose polymer.

Earlier in the rural areas, rubber-based Chennai polymer were used because there was no other substitute before them. Up to year 2002 the demand of rubber Chennai was on increasing side, because at that time Eva injection products were very costly and far from the reach of rural people. After 2002, the demand of Eva injected products was on increasing trends as rural people too adopted these products. Now a days 70% demand of rubber-based polymer has been replaced by Eva polymer.

According to the survey conducted by the Delhi polymer Market News and polymer Today the demand of Eva injection products would increase with increase in population, because in India, no other cheap and durable polymer available in Indian market.

If we assume the demand of plastics on the basis of population the demand will be as below in future.

2.4 DEMAND & SUPPLY ANALYSIS

Demand and supply of various types of polymer s such as plastics, PU polymer and leather polymer are discussed below.

Demand of plastics

The following Table 2.2 shows demand estimate of polymer in India

Table 2.2
Table showing Demand of plastics

Population of India	12000 Lacs
70% of Population wear polymer	8400 Lacs
50% of 840 million people only wear plastics	4200 Lacs
A person who wears only polymer needs two kilos of polymer per year	8400 Lacs kilos
420 million people need one pair plastics per year	4200 Lacs kilos
Total Demand	**12600 Lacs kilos**

Source: CLRI 2005 report

Installed Production Capacities of plastics

The following Table 2.3 shows the installed production capacities of polymer in India.

Table 2.3

Table showing Installed production capacity of plastics

Total machine in India	**Average production per day per machine**	**Total production per day**	**Total production per year**
165 (Automatic)	3000 kilos	49.5 Lacs kilos	1485.00 Lacs kilos
220 (Manual)	500 kilos	11.0 Lacs kilos	330.00 Lacs kilos
Total			**1815.00 Lacs kilos**

Source: CLRI 2005 report

Demand/Supply Ratio of plastics

The following Table 2.4 shows the demand supply ratio of Indian polymer market.

Table 2.4

Table showing Demand Supply Ratio

Demand	**Supply**	**Shortage**	**Demand Supply Ratio**
2457.00 lacs pair	1815.00 lacs pair	642.00 lacs pair	1.35:1

Source: CLRI 2005 report

Demand of PU plastics.

According to CLRI 2005 report the production of leather polymer in 2004 was 7760 lacs kilos (plastics , sandals, etc.) made up of PU, TPR, PVC and RUBBER soles.

As per the market survey done by the polymer market news in 2005 the demand and supply of various soles of the Formal plastics is shown in the following Table 2.5.

Table 2.5

Table showing Demand of PU plastics in India

Demand	**Figures in lacs**
Domestic market	3590 kilos
Export market	5400 kilos

Total Demand	8990 kilos
Supply	7760 kilos
Shortage	
polymer	861 kilos
polymer	369 kilos

Source: CLRI 2005 report

The Indian polymer market is expected to worth INR 475 bn by 2025, representing a compounded annual growth rate of 7%. The Indian polymer market is expected to worth INR 475 bn by 2025, representing a compounded annual growth rate of 7%. The polymer industry is majorly dominated by the segment which comprises almost 60% of the market. The remaining 40% share comprises of the segment. Within this segment the kids segment accounts for more than 50% share. This is particularly surprising considering that the world's major production is in polymer. This inconsistency provides a huge opportunity for the ladies' polymer industry in India. polymer is expected to comprise about 60% of the total leather exports by 2011 from over 38% in 2006-07.

By products, the Indian polymer market is dominated by casual polymer market that makes up for nearly two-third of the total polymer retail market.

As polymer retailing in India remain focused on plastics, there exists a plethora of opportunities in the exclusive polymer segment with no organized retailing chain having a national presence in either of these categories.

The Indian polymer market scores over other polymer markets as it gives benefits like low cost of production, abundant raw material, and has huge consumption market. The polymer component industry also has enormous opportunity for growth to cater to increasing production of polymer of various types, both for export and domestic market.

Analysis of polymer Industry –Porter's 5 Forces Model

Porter developed these (5) forces to be a framework in where a business strategic manager can gain that competitive edge over its rival firms. Even though it may be viewed as simplistic, it is a powerful tool in understanding where power lies in any given business situation. With such understanding, you can see where your strengths and weakness are and how you can avoid taking the wrong steps.

Fig: 4.1

Porters 5 Forces Model

1. Threat of New Entrants.
2. Bargaining power of suppliers
3. Bargaining Power of Customers
4. Competitive Rivalry between existing players
5. Threat of Substitutes.

Competitive Rivalry among Existing Players

Competition among existing rival firms in polymer industry is said to be very HIGH. They want to dominate the market, so therefore their prices are considered to be Price elastic. If they don't follow the law of supply and demand, they can lose out on market share.

Threat of New Entrants

To enter into polymer industry market is relatively easy. There aren't many Barriers, such as law and regulations. Hence to enter in such a market is LOW. However, we must take into account that there are brand preferences that customers would prefer. Every firm wants to be in fashion and if a firm takes and innovative app roach, they can dominate the market in coming periods. With regards to startup capital, it may be little costly because start up is labor and capital intensive.

Threat of Substitutes

A customer can easily deviate and switch to a new polymer just as quick, depending on if the price is right, its uniqueness and its quality. With so much resources available it is very easy to replicate a firm's own product. Hence threats of substitutes are HIGH.

Bargaining Power of Supplier's

In this industry, Suppliers may have very little power. Suppliers have MEDIUM control. Let's just take United States as an example, with our seasons winter, summer, fall and spring, firms can choose to outsource or manufacture their own products.

Bargaining Power of Consumers

Consumers have very HIGH control in this market. Because of so much substitutes and competitors, consumers have a lot of options in where to purchase their products.

2.6 CONCLUSION

In this chapter the history and evolution of polymer s, the present status of Indian polymer industry, Indian share in Global polymer industry, Major export markets future trends, growth potential of Indian polymer industry, size of domestic polymer market and Demand Supply analysis of Indian polymer markets was analyzed and an analysis of polymer industry using porter's five forces model was carried out.

In the following chapter a detailed analysis about the organization will be carried out.

CHAPTER 3

COMPANY PROFILE

3.1 INTRODUCTION

This chapter provides details of HI-TECH group and M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD. The corporate mission, Vision and Motto are provided. Functioning of various departments such as Production, Marketing, Finance and Human Resource Department is described. The flow charts of production and packing process is provided. The detailed Organization chart and list of Board of Directors are included in this chapter. Finally, the key success factors which made HI-TECH group the largest manufactures of PU polymer s in India are studied.

3.2 HI-TECH GROUP OF COMPANIES

"HI-TECH group of companies are the leading polymer manufacture especially in southern region of India. The group established on (July) 2012 with a nominal capital and few employees. In 2012 the founder of the group Mr. pp . Mummed Koyo started a Chennai Sheet manufacturing unit with his two brothers. Later on Chennai straps were also inducted to the production line and in 1986 HI-TECH group launched the first product with its own brand name in the market viz. HI-TECH Chennai with an initial production of 600 kilos per day. By 1989 the production increased to 5000 kilos a day and by 1996 it jumped to 17000 kilos.

In between the founder initiated the floating of the first RPVC (Rigid Polyvinyl Chloride) polymer manufacturing unit in the Malabar Area of Kerala state with few of his friends. This product also got very good acceptance in the market. This resulted in a rapid change in the polymer industry itself. Within a few years the number of Rubber and RPVC unit grew to more than 80 in this area.

In 1994 the group ventured the first unit in Kerala to manufacture polymer from virgin PVC. This resulted in a drastic change and the multinational brands confronted competitions from the local brands. In 1998 the group started the first Micro Cellular PVC polymer in Kerala with the help of imported plant and machinery. "Quality at low price" made the HI-TECH groups products popular in the market day by day.

In 2001 the group started the first Air Injected PVC DIP polymer manufacturing unit in the South India. In 2003 the group started the first Injected EVA manufacturing unit in South – Central India. In 2006 the group started backward integration to produce EVA compound for Injection and started the first EVA compounding plant in the South –Central India. The unit went in 2007 the group started manufacturing of PU DIP polymer.

During this period new bloods with technical, commercial and practical knowledge were inducted and now the group consists of 25 working Directors and 100 shareholders spread over 16 various units. More than 4000 employees are working in these units.

The company had achieved a prominent position in the polymer market of India. The main markets, which have been focused by the company are Kerala, Tamil Nādu Karnataka, Madhya Pradesh, Gujarat, Andhra Pradesh. It has now expanded its market in countries such as Saudi Arabia, Dubai, Kuwait, Oman, Bahrain and Qatar.

The good quality and variety in models of HI-TECH products help the companies to face the market competition positively. The company has been able to maintain the quality of the products by adopting foreign technologies. The group is now looking for further avenues in the field of polymer to stretch their hands.

Vision

To provide quality products to the customer at an affordable price.

Mission

To meet the market demand and to achieve a prominent position in the polymer industry.

Motto

"Quality products at Affordable Price"

The Head Quarter of HI-TECH group is in Tambaram and the main plants of HI-TECH group of companies are situated in Tamilnadu. The following are the associate companies of HI-TECH group.

1. M/s. HI-TECH SOLUTIONS PLASTIC INDUSTRIES PVT.LTD.
2. M/s. HI-TECH SOLUTIONS ELASTOMERS PVT.LTD.
3. M/s. HI-TECH SOLUTIONS POLYMERS PVT.LTD.
4. M/s. SANDLON TECHNOLOGIES PVT.LTD.
5. M/s. FORTUNE ELASTOMERS PVT.LTD.
6. M/s. CALTECH POLYMERS PVT.LTD.
7. M/s. SLIPONS INDIA PVT.LTD
8. M/s. SR PLASTICS PVTLTD.
9. M/s. DIMESCO FOOTCARE INDIA PVT LTD.
10. M/s. JANANI PLASTICS (INDIA) PVT.LTD
11. M/s. HI-TECH SOLUTIONS FOOTCARE (INDIA) PVT. LTD
12. M/s. FERRERO VINYL TECHNOLOGIES PVT.LTD
13. M/s. MORBIDO VINYL PVT.LTD.
14. M/s. UNITED PLASTIC'S PVT. LTD.
15. M/s. HI-TECH POLYMERS INDIA PVT.LTD
16. M/s. HI-TECH FOOTPRINTS GLOBAL PVT LTD
17. M/s. HI-TECH POLYMER INTERNATIONAL PVT LTD
18. M/s HI-TECH SOLUTIONS SANDALS INDIA PVT LTD

3.3 COMPANY PROFILE OF M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD.

M/s. HI-TECH SOLUTIONS Polymers Pvt. Ltd. is registered as a private limited company and is first of its kind in South Central India for manufacturing of injected EVA polymer "s. M/s. HI-TECH SOLUTIONS Polymers Pvt. Ltd. is one of the associate concerns of renowned HI-TECH Group of Companies. The founder of M/s. HI-TECH SOLUTIONS Polymers Pvt. Ltd. is Mr. pp . MAMMED KOYA.

The Managing Director of the company is Mr. N. ABBAS AZARUDDIN. He was awarded with Best Entrepreneur of TAMIL NADU and Best Entrepreneur of CHENGALPATTU for the year 2012.

The Company has been able to achieve a landmark in the field of polymer through the continuous researches in polymer industry. The company manufactures "HI-TECH Lite" brand polymer having EVA sole with PVC and synthetic leather upper. The company was incorporated in 01.01.1996 under the Companies Act 1956 and commenced its production on 13.04.2010. Now a day's company produces EVA and polymer s.

All affairs and day-to-day business administration of the firm is vested in the hands of Board of Directors. They are in charge of various functions pertaining to Finance, Production, HR, Marketing, Administration and Materials departments. The board is assisted by well qualified staff members. Each department has functional heads, senior and junior executive in order to support and help functional heads.

M/s. HI-TECH SOLUTIONS Polymers Pvt. Ltd has a good market for their product in Kerala, Tamil Nadu, Andhra Pradesh, Maharashtra, Chhattisgarh, Orissa, Gujarat because of the quality and the affordable price of the product. The management gives high quality of the product.

The company assures the quality of the product through the continuous quality checking in each and every stage of the production process.

The quality of the HI-TECH products is unrivalled in the market. The polymer ″s introduced by the company has been growing and evolving with the changing trends over the year. The company first manufactured "Senor Cinderella" brand polymer having PVC sole with leather and synthetic leather upper. Now the company is manufacturing HI-TECH Pride and HI-TECH Lite. HI-TECH Pride is sold in Kerala, Tamil Nadu, Andhra Pradesh, Maharashtra, Chhattisgarh, Orissa, Gujarat and HI-TECH Lite in Kerala and Tamil Nadu alone. In the recent years the customers prefer the injected EVA polymer ″s rather than any other polymer. We also export our products to Kuwait, Oman and Jeddah.

As we are manufacturers of polymer, we focus mainly on production process of the organization. The function of the production department is to produce our products on time, to the required quality levels, at the defined product cost. The advantage of the company is the implementation of Italian technology used for the injection molding process. Molding process is the main activity and the key process of manufacturing of quality polymer. This will help the company to assure high quality with accurate size and good finish to the product. Of major concern to the production manager is monthly output. Production managers have monthly targets which they are expected to strive to meet or exceed.

The production department of M/s. HI-TECH SOLUTIONS Polymers Pvt. Ltd comprises of well experienced staff members starting from functional head, department head, coordinator, supervisors, shift engineers, machine operators, pouring and workers. Production department also aims at maintaining the quality of products been produced. Every employee is expected to take responsibility for managing quality issues in order to make sure that waste is minimized and quality maximized. Quality checking and assurance is carried out every day on a number of occasions to ensure that the production process is working efficiently and effectively.

We use different machines to produce polymer ″s. The company purchases polymer moulds from Taiwan, China, and Italy. This will help the company to assure high quality finished product.

Most of our machines are imported from abroad. It includes shredder, single and twin screw extruder,etc.

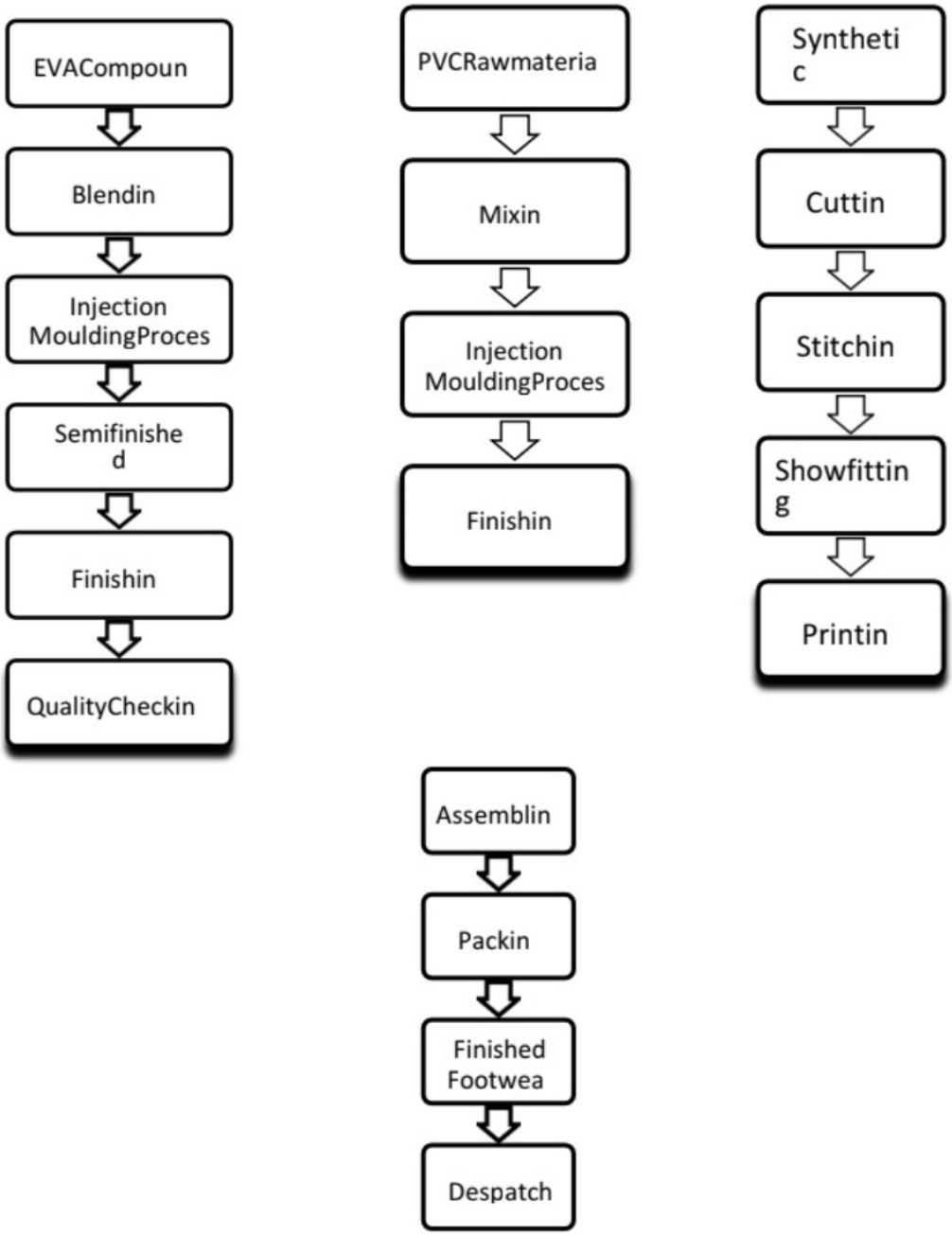
M/s. HI-TECH SOLUTIONS Polymers Pvt. Ltd has succeeded in withstanding stiff competition from the parallel manufactures because of the superior quality of their products at reasonable price.

Other than production and quality checking, production department performs one more function. That is packing of finished products into cartons. A set of workers are assigned to pack finished products into specified cartons or boxes according to their name and size. Before packing, quality is again checked by the workers. After packing all these cartons are sent to stock room for storing so that it can be sent to dealers directly according to the order placed.

3.3.1 Production Department:

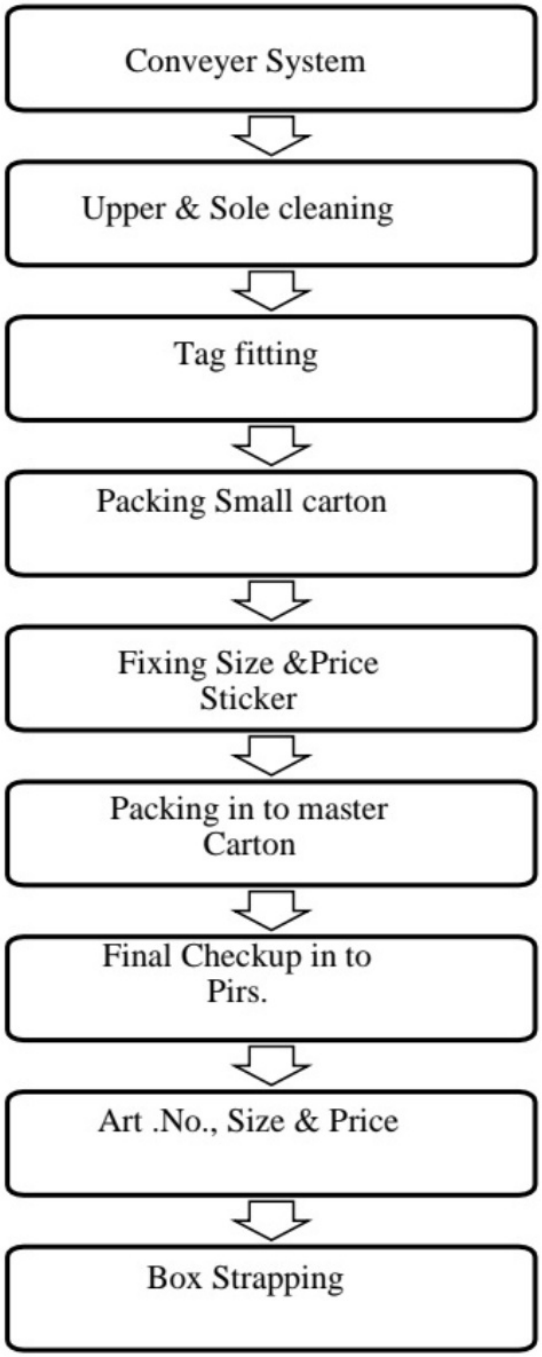
- The flowcharts of production and packaging process of polymer & variety of plastic is shown below.

Production Process flow chart



Packing Process flow chart

After production these products are being sTolrdiminmthiengmParrokecteascscording to the orders taken by marketing department. The marketing department studies the market and the target customers,



decides the best way to reach these customers, and works with the rest of the company to help determine the new product needs of the market. We do continuous market research, which helps us in planning and executing marketing strategies for the future course of action. It also helps us in analyzing the buyer habits, popularity of product, and effectiveness of advertising media. It also helps to collect information about marketing problems and opportunities.

The company executives are directly taking the orders from the wholesalers. The Company has very good system for the supp ly of the products to the wholesalers. We sent our products through parcel service to various dealers based on their orders to respective places and doesn"t have connection with any retailers. Our product reaches the hand of customers through retailers, who gets it from wholesalers.

We manufacture products on the basis of demographic segmentation. As a result, we produce products aiming at affordable price with high quality. We produce polymer under the name HI-TECH Lite and HI-TECH Pride. HI-TECH Pride is used for exporting to foreign countries.

3.3.2 Marketing Department

Slogan for HI-TECH Pride is "Step into the World of Proud" and for HI-TECH Lite "Step into the World of Ecstasy. The Company treats advertising as the main mode of marketing to improve sales of our products. Ambassador of our product is Cine Actress Meera Jasmine. HI-TECH "s Advertising covers all activities connected with giving publicity regarding goods and services offered for sale. The main Medias for advertising are: Indoor Media & Outdoor Media

Indoor Media includes TV Channels, Newspapers, Magazines, Catalogues, Danglers, Calendars, & Stickers. Advertisement of the products are given in all the major TV channels in Malayalam

Outdoor Media includes Name boards, „A" boards and Hoardings.

Marketing and sales go hand in hand. Sales promotion plays a major role for the success of the HI-TECH products. Sales promotion influences the customers for buying the products and also helps

to meet competition and helps in stimulating demands. Sales Promotion is carried out in two ways.

3.3.3 Consumer promotion and dealer promotion.

Consumers promotion consists of providing coupons, contest that we conduct and price offer for our various products. For dealers we conduct sales contest, give gifts, and turnover allowance based on the amount products been purchased from our firm. Company provides scheme called HI-TECH Samants've for dealers based on their purchase for that particular year.

The Company conducts the Wholesalers Meet at least once in a year. By this the company provides an opportunity to the wholesalers to interact with the company and between the dealers. This helps to find problems, sort out differences, and to formulate plans for future improvement in the market.

The adequate production, supply, good quality, affordable price of the product, and the various marketing techniques used by the company helps products to be a superior one in the market that satisfies the customer.

Ordering System:

The company executives are directly taking orders from the wholesalers.

Delivery System:

The company has a very good system for the supply of the products to the wholesalers. The company provides door delivery system and there is a fixed weekly chart for the supply.

3.3.4 Human Resource Department

Human resource department of the organization caters to the need of both employees and workers of the organization, resulting in a good relation between employers and workers. They are well satisfied with the attitude of the management towards them and in the facilities provided to them. So there are no labor strikes, absenteeism and attrition. The company provides

excellent training programs for the employees to improve the skills and productivity with in a lesser time. The employees are getting the statutory benefits like Bonus, ESI scheme, Employees Provident Fund, Festival Holiday Allowances from the company. They are often given awareness class related to cleanliness, health and safety. Department heads also make visits to quarters where workers are staying in order to ensure cleanliness in their surroundings. HR department maintain a help desk in order to redress grievance of the workers and answer to their queries. There are total of 214 workers in the organization.

3.3.5 Finance Department

Finance is life blood of every organization. It deals with procurement of funds and their effective utilization in the business. Department has one department head, one senior executive and four junior executive. Their functions mainly include checking daily cash accounts, MIS preparation, bank reconciliation, central excise and export related works, finalization of account statement etc.

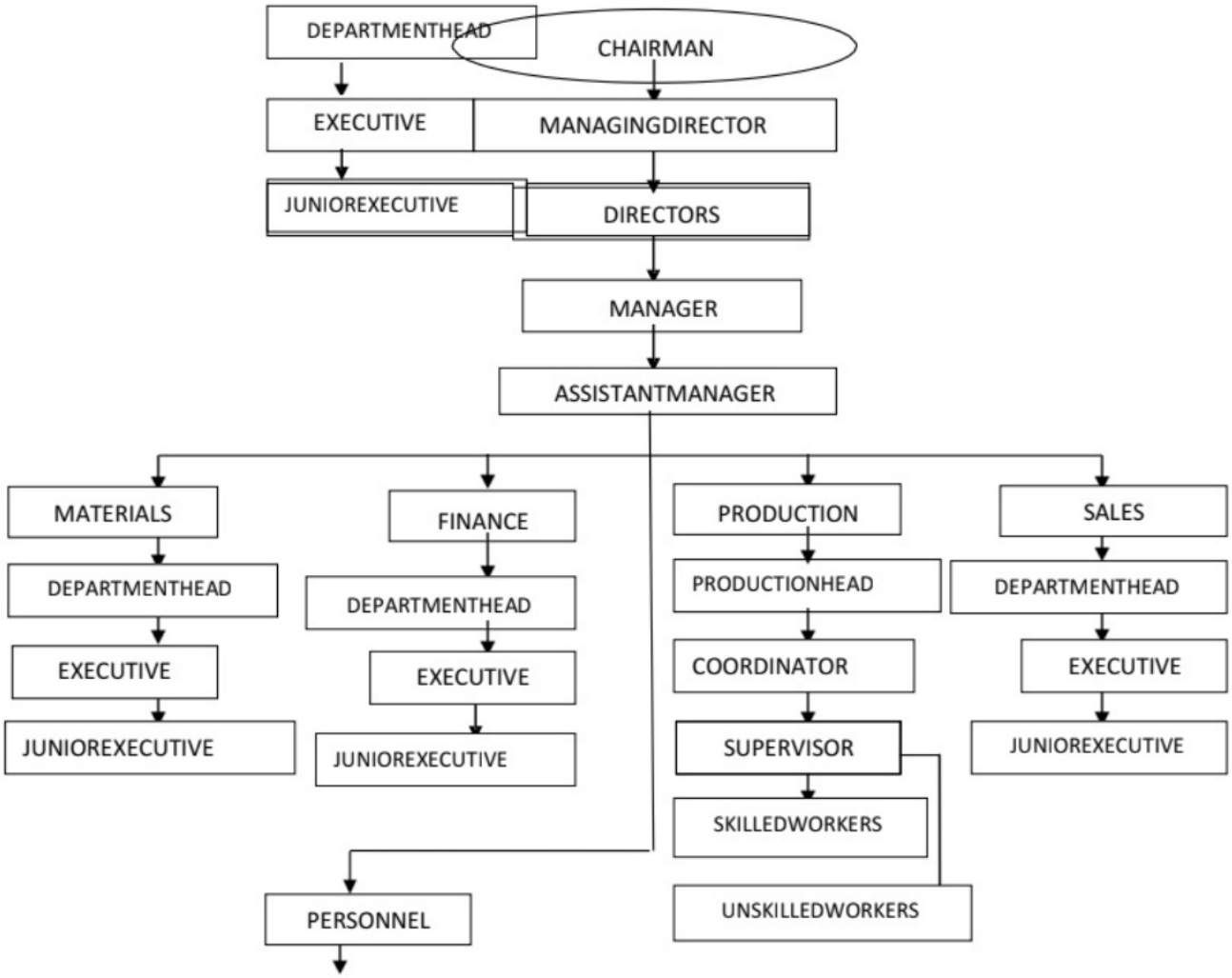
M/s. HI-TECH SOLUTIONS Polymers PVT LTD is financially stable and had got CRISIL A^{+} rating.

Materials department of the organization place order according to need of material that's used for production. Company follows EOQ system. Whenever they find that it has reached reorder level or safety stock, order is placed.

3.4 THE PRESENT BOARD OF DIRECTORS:

Mr. V. NOUSHAD (Director)
Mr. V. RAFEEQUE (Managing Director)
Mr. V. RAZAK (Director)
Mr. V. MAMMED KOYA (Director)
Mr. V. MUHAMMED KUTTY (Director)
Mr. V. MUHAMMED (Director)
Mr. M. GOPALAN (Director)

ORGANISATIONAL CHART



3.5 SUCCESS FACTORS OF THE FIRM

The key factors which contribute to the success of the firm which make HI-TECH Group the India's largest manufactures of PU polymer are detailed below.

Foreign Technologies

The main advantage of company is implementation of Italian technology used for injection molding. The company purchases polymer molds from Italy, Taiwan and China. This will help the company to assure high quality with accurate size and good finish to the product.

Good Employer-Employee Relations

The company always maintains good employee-employer relations. The employees are well satisfied with the attitude of the management towards them and facilities provided to them. So there is no strike, labor absenteeism and resignation.

Quality of the Product

The company has succeeded in withstanding the stiff competition from the competing manufactures because of the superior quality of the products at reasonable prices.

Advertising and Marketing

The advertisement of HI-TECH Product is based on new trends in the market and highly appearing to the customers. Top management directly controls the marketing and advertising activities of the firm. Top management directly controls the marketing and advertising activities of the firm.

3.6 CONCLUSION

In this chapter, Profile of HI-TECH group and M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD. The mission, Vision and Motto, functioning of various departments such as Production, Marketing, Finance and Human Resource Department was described. The detailed Organization chart and list of Board of Directors were included in this chapter. Finally, the key success factors which made HI-TECH group the largest manufactures of PU polymer s in India were discussed.

In next chapter, the theoretical concepts of the study will be discussed.

CHAPTER 4

THEROTICAL CONCEPTS

4.1 INTRODUCTION

In this chapter the concepts of Human Resource Management, Training and Development needs and methods, Executive Development programmers are discussed. The systematic app roach to training by identifying needs, setting objectives, designing policy and conducting training in an effective way with follow up and evaluation is discussed. In the last section, needs, criteria and methods of evaluating effectiveness of training and development programmers are discussed in detail.

4.2 HUMAN RESOURCE MANAGEMENT

Organization is the process of combining work which individuals or groups has to perform with the facilities necessary for its execution, that the duties so performed provide the best channels for efficient, systematic, positive and coordinated app location of the available effort.

HRM is the planning organizing directing and controlling of the procurement, development, compensation, integration, maintenance of human capital of an organization to achieve individual, organizational and societal objectives.

4.3 HRM MODEL

The model developed by American Society for Training and development (ASTD) identifies nine human resource areas:

1. Training and Development
2. Organization Development
3. Organization/Job design
4. Human Resource planning
5. Selection and Staffing

6. Personnel Research and Information Systems
7. Compensation/Benefits
8. Employee Assistance
9. Union/ Labor Relations.

4.4 TRAINING AND DEVELOPMENT

The efficient working of an organization depends upon efficiency or capability of personnel working in an organization. Organizations and individuals should develop and progress simultaneously for their survival and attainment of mutual goals. Employees need to be trained and developed to meet present job requirements and future challenges. Training and development is a specialized function and one of fundamental operative functions of Human resource management.

The purpose of training is to achieve a change in behavior of those trained and to enable them to do their job better in order to achieve this objective. Any training programmed should try to bring changes in:

- Knowledge- It helps a trainee to know facts, policies, procedures and rules pertaining to his job.
- Skills-It helps him to increase his technical and manual efficiency necessary to do the job and
- Attitude- It molds his behavior towards his co-workers and supervisors and creates a sense of responsibility in the trainee.

Training is a short-term process utilizing a systematic and organized procedure by which non-managerial persons learn technical knowledge and skills for a definite purpose.

The terms „Training" and „Development" are used synonymously. But they have different meanings. While training is the act of increasing the knowledge and skills of an employee for doing a particular job, the Management Development includes the process by which managers

and executives acquire not only skills and competence in their present job, but also capacities for future managerial tasks of increasing difficulty and scope.

Development is a long- term process utilizing a systematic and organized procedure by which managerial persons learn conceptual and theoretical knowledge for long term use.

4.4.1 Need for Training

Training is required on account of the following reasons.

1. Job requirements

The employee selected for a job might lack the qualifications required to perform the job effectively. New and inexperience employees require detailed introduction for effective performance on the job. In some cases, the past experience, attitudes and behavior patterns of experienced persons may be in app reprobate for new organization.

2. Technological Changes

The technology is changing fast. Increased use of fast changing techniques requires training in mew technology. New jobs utilizing latest technology require new skills. Both new and old skills require training.

3. Organizational Viability

In order to survive and grow an organization must continuously adopt itself to changing environment. With increasing economic liberalization and globalization in India, Business firms are experiencing international competition. So the firms must upgrade their capabilities. An organization must build up a second line of command through training in order to meet the future needs for human resources.

4. Internal Mobility

Training becomes necessary when an employee moves from one job to another due to promotion or transfer.

Thus, there is an even present need for training people so that new and changed techniques may be taken advantage and improvements in old methods are affected. Need for training has increased due to growing complexity of jobs, increasing professional management, growing uncertainties in the environment, global competition, growing aspirations vast untapp ed human potential, ever increasing gaps between plans and results and suboptimal performance levels.

4.4.2 Importance of Training

1. Training enables management to face the pressure of changing environment.
2. Training usually results in an increase of quantity and quality of output.
3. Training needs to job satisfaction and higher morale of employees.
4. Trained workers need lesser supervision.
5. Trained workers enable enterprise to face competition.
6. It molds the employees" attitudes and helps them to achieve better co-operation within organization.
7. Trained employees make better economic use of materials and equipment's resulting in reduction of wastage and spoilage.
8. Training instructs the workers towards better job adjustment and reduces the rate of labor turnover and absenteeism.

4.4.3 Benefits of Training

Training is helpful to employees in the following ways

1. Training improves self-confidence.
2. Training leads to higher earnings of employees by increasing productivity.

3. Training improves safety awareness and trained employees are less prone to accidents.
4. Training enables an employee to adapt to changes in the work procedures and methods.
5. An employee can develop himself and earn quick promotion.
6. Training develops new knowledge and skills which remains permanently with him.

4.4.4 Types of Training

Training is required for several purposes. Accordingly training programmers may be the following types.

Orientation Training/Induction Training

Induction training seeks to adjust newly appointed employees to the work environment. Every new employee needs to be made fully familiar with his job, his supervisor and subordinates with the rules and regulations of the organization. The induction training creates self confidence in new employees.

Job training

It refers to the training provided with a view to increase the knowledge and skills for improving performance of the job. Employees may be taught the correct methods of handling equipment's and machines used in the job. Such training helps to reduce accidents, waste and in efficiency in performance of the job.

Safety training

Training provided to minimize accidents and damage to machinery is known as safety training. It involves instruction to perform the work safely.

Promotional training

It involves training of existing employees to enable them to perform high level jobs. Employees with potential are selected and they are given training before their promotion. So that they do not find difficulty to shoulder the higher responsibilities of the new positions to which they are promoted.

Refresher training

When the existing techniques become obsolete due to development of better techniques, employees have to be trained in use of new methods and techniques. Refresher training is designed to revive and refresh knowledge and update the skills of existing employees.

Remedial Training

Remedial training is arranged to overcome the shortcoming in the behavior and performance of old employees. Remedial training shall be conducted by psychological experts.

4.5 EXECUTIVE DEVELOPMENT

4.5.1 Importance of Executive Development

- There is a shortage of trained managers. The organization has to develop the employees and maintain and inventory of executive skills to future demands.
- The performance of company depends upon the quality of its mangers. It is of paramount importance to have effective and desired managerial talents to meet the organization's demand.
- Obsolescence of managerial skills is an important factor. A manager must continuously update himself to successfully meet new challenges as they occur.

4.5.2 Process of Executive Development

The essential ingredients of executive development programmers are as follows.

1. Analysis of development needs: - First of all the present and future development needs of the organization are ascertained. It is necessary to determine how many and what type of executives are required to meet the present and future needs of the enterprise.

2. Appraisal of the present managerial talent: - A qualitative assessment of the existing executives is made to determine the type of executive talent available within the organization.

3. Planning individual development programmers: Each one of us has a unique set of physical, intellectual and emotional characteristics. Therefore, development plan should be tailor-made for each individual.

4. Establishing training and development programmer: - The HR department prepares comprehensive and well-conceived programmers.

5. Evaluating developing programs: - Considerable money, time and efforts are spent on executive development programmers. It is therefore natural to find out to what extent the programmers objective has been achieved.

4.5.3 Methods of Executive Development

Methods of development or executive development can be broadly divided into two categories.

1) On the job development or executive development: it means increasing the ability of the executives while performing their duties, to develop them in real work situation. It includes the following methods:

a) On the job coaching: under this method superior only guides his subordinate about various methods and skill required to do the job. Here the superior only guides his subordinate he gives his assistance whenever required. The main purpose of this type of training is not only to learn the necessary skills but to give them diversified knowledge to grow in future. The superior is responsible for subordinate's performance. So, the superior must always provide the subordinate necessary assistance whenever required.

b) Understudy: under this method of development the trainee is prepared to fill the position of his superior. He in the near future will assume to do the duties of his superior when he leaves the job due to retirement, transfer or promotion.

c) Job rotation: here the executive is transferred from one job to another or from one plant to other. The trainee learns the significance of the management principles by transferring learning from one job to another. This method helps in injecting new ideas into different departments of the organization.

d) Committee assignment: under this method committee is constituted and assigned a subject to give recommendations. The committee makes a study of the problem and gives suggestions to the departmental head. It helps the trainees because every member of the committee gets a chance to learn from others.

2) Off the job development or executive development: here the executives gets the training off the job means not when they are doing the job. It involves following methods:

a) Special courses: here the executives attend the special courses which are organized by the organization. Under this expert from professional institutions provide them the training.

b) Specific readings: here the human resource development manager provides copies of specific articles published in the journals to the executives to improve their knowledge. The executives study such books or articles to enhance their knowledge.

c) Special projects: under this method the trainee is given a project related to the objective of the department. The project helps the trainee in acquiring the knowledge of the particular topic.

d) Conference training: here the organization conducts a group meeting. In which the executive learns from the others by comparing his opinion with others.

e) Sensitivity training: it is also known as T group training or laboratory training. It is conducted under controlled conditions. T group help in learning certain things, they help the participants to understand how group actually work. It helps in increasing the tolerance power of

the individual and ability to understand others. T group generally sits together and discuss for hours where the members learn about their own behavior and behavior of others.

4.6 SYTEMETIC App ROCH TO TRAINING

The flow chart given below shows various stages of systematic app roach to training and development.

Identifying training needs

Setting training:

- All training needs must be related to organization an individual employee.
- A training programmer is launched after the training needs are assessed an Designing training programmer
- Conduction training follow up and evaluation identified clearly.
- The effectiveness of a training programmer can be judged only with the help of training needs identified in advance.
- The training needs can be identified though following types of analysis identified clearly. The effectiveness of a training programmer can be judged only with the help of training needs identified in advance.
- The training needs can be identified though following types of analysis.

1. Organizational Analysis

It involves a study of the entire organization in terms of its objectives, its resources, resource allocation and utilization, growth potential and its environment.

The organizational analysis includes the analysis of

- Short term and long-term objectives of the firm.
- Allocation and efficient utilization of human resources to meet the operational targets.
- Organizational Climate including the management's attitude towards employee development
- Environmental Scanning to identify the factors affecting organization which it can control and the constraints which it cannot.

2. Task role / Operational Analysis

It is systematic and detailed analysis of jobs to identify job contents, the knowledge, skills and aptitudes required and the work behavior. Attention is paid to tasks to be performed, methods used, the way employees have learnt these techniques and performance standards required is analyzed in this stage. The purpose of operation analysis is to decide what should be taught.

3. Manpower Analysis

In this analysis the persons to be trained and the changes required in the knowledge, skills and attitude of an employee is determined. First of all, it is necessary to decide whether performance of employee is below standard and training needed. *Secondly* it is decided whether employee is

capable of being trained. *Thirdly,* the specific areas in which employee requires training. *Lastly*, whether training will improve employee's performance or not is determined.

Training can be relevant and viable if the three types of analysis given above are carried out on continuously.

4.6.1 Setting training objectives and policy

The overall aim of a training programmer is to fill in the gap between the existing and the desired pool of knowledge, skills and aptitudes. Objectives of training express the gap between the present and the desired performance levels.

The main objectives of training may be defined as follows

i. To impart to new entrants the basic knowledge and skills for efficient performance definite task.
ii. To assist employees' function more efficiently by exposing them to latest concepts, information and techniques and developing the skills they require in the particular job.
iii. To build up a second line of competent officers and prepare them to occupy more responsible positions.
iv. To broaden the narrow minds of senior managers through interchange of experience within and outside so as to correct the narrow outlook caused due to over specialization.

While setting training objectives, following criteria may be used.

a) Nature and size of the group trained
b) Roles and tasks to be coined out by target group
c) Relevance, app liability and compatibility of training to the work situation
d) Identification of the behavior where changes required
e) Defining the existing and desired behavior in terms of ratio, frequency, quality of interaction, repetitiveness, innovations and supervisions, etc.

f) Operational results to be achieved through training e.g., Productivity, cost, down time, creativity, turnover, etc.
g) Indicators to be used in determining changes from existing to the desired level in terms of ratio and frequency.

In order to achieve the training objectives, an appropriate training policy is necessary. A training policy represents the commitment of top management to employee training. It consists of rules and procedures concerning training.

A sound training policy defines the following

issues. The results expected to be achieved through

training

i. The responsibility of the training function
ii. The priorities for training
iii. The type of training required
iv. The time and place of training
v. The payments paid to the employees during the training period
vi. The outside agencies to be associated with the training
vii. Relationship of training of the companies' labor policy

4.6.2 Designing a training Programmer

Once the objectives and policies of training are decided, appropriate training programmer can be designed and conducted. Decisions on the following items are required for this purpose.

1. Responsibility of training

The responsibility of the training programmer has to be shared among

a) The top management
b) The Personnel department
c) The line supervisors
d) The employees who should provide feedback and suggestions

2. Selecting and motivating target group

The type of training method to be used will depend upon the type of persons to be trained. So it is necessary to decide in advance who are to be trained workers, supervisors or executives. The employees will be interested in training if they believe that it will benefit them personally. A climate conducive for learning has to be created through physical and psychological environment.

3. Preparing Trainers

The success of a training program depends to a great extent upon the instructors or the resource persons. The trainer must know both the job to be taught and how to teach it. He should have an aptitude for teaching and should employ right training techniques.

4. Developing training package

This step involves deciding the content of training, designing supp ort materials for training and choosing appropriate training methods. It may involve the specific instructions and procedures for doing a job. In addition to the contents, methods and time period it also includes budget.
Supporting materials may include detailed syllabus, study notes, case studies, pamphlets, charts, manuals, brochures and movie slides.

4.6.4. Conducting the training

This is the action phase of training. Here the trainer tells, demonstrates and illustrates in order to put over the knowledge and operations. However, before it a learner should be put to ease. It is necessary to explain why he is being taught to develop his interest in training. Instructions should be clear and complete. Key points shall be stressed upon and one point should be trained at a time. Trainees should be encouraged to ask questions.

4.6.5 Follow up and Evaluation

In the evaluation step, the effectiveness of training programmer is assessed. The feedback generated through follow up will help to reveal weaknesses or errors if any; Necessary corrective action can be taken. If necessary, training can be repeated until trainees learn whatever has been taught to him. It also helps in designing future training programmer.

4.7 TRAINING METHODS

The training methods employed for training of operatives may be described under.

1. On-the-job training (OJT)

In this method trainees are placed on regular job and taught the skills necessary to perform it. The trainee learns under the supervision of superior or instructor. It is also called learning by doing.

2. Vestibule training

In this method a training center called vestibule is setup and actual job conditions are stimulated. Expert trainers are employed to provide training with machines that are identical to those used in work place.

3. Apprentice training

In this method the theoretical instruction and practical learning are provided to trainees in training institutes. The aim is to develop all-round craftsmen. Generally, a stipend is paid during training.

4. Class room training

Under this method training is provided to company class room. Lectures, case studies group discussions and audio-visual aids are used to explain knowledge and skills to employees. Class room training is useful for teaching concepts and problem solving. It is also useful for orientation training and safety training.

5. Internship training

It is a joint programmer of training in which educational institutions and business firms cooperate. Selected candidates carry on regular studies for prescribed period. They also work in some factory or office to acquire practical knowledge and skills. This method helps to provide good balance between theory and practice.

4.8 EVALUATING EFFECTIVENESS OF TRAINING

4.8.1 Need for Evaluation

It is necessary to evaluate the extent to which training programmers have achieved the goals for which they were designed. Such evaluation will provide useful information about effectiveness of training as well as about design of future training programmers. The evaluation of training provides useful data on the basis of their relevance of training and integration with other functions of human resource management can be judged.

4.8.2 Concept of Training Effectiveness

Training effectiveness is the degree to which trainees are able to learn and app ly the knowledge and skills acquired in the training programmer. It depends on the attitudes, interests, values and

expectations of trainees and training environment. A training programmer is likely to be more effective when trainees want to learn, are involve in their jobs, have career strategies. Contents of the training programmer, and ability and motivation of trainers also determine training effectiveness.

4.8.3Evaluation Criteria

According to Hamblin effectiveness of the training can be measured in terms of following criteria:

i. **Reactions:** A training programmer can be evaluated in terms of the trainees" reactions to the objectives, contents and methods of training. In case the considered the programmer worthwhile and liked it, the training the training can be considered effective.
ii. **Learning:** The extent to which the trainees have learnt the desired knowledge and skills during the training period is useful basis for evaluating training effectiveness.
iii. **Behavior:** Improvement in the job behavior of the trainees reflects the manner an extent to which learning has been app lied to the job.
iv. **Results:** The ultimate result in terms of productivity, quality improvement, cost reduction, accident reduction, reduction in labor turnover and absenteeism are best criteria for evaluating training.

4.8.4 Methods of Evaluation

Several methods can be employed to collect data on the outcomes of training.

1. The opinion and judgment of trainers, superiors and peers
2. Evaluation forms filled up by trainees
3. Questionnaires filled up by trainees
4. Giving written tests to trainees
5. Arranging structured interviews with trainees
6. Comparing performance of trainees on the job before and after training
7. Studying profiles and career development charts of trainees

8. Measuring the levels of productivity, wastage, Costs, absenteeism and employee turnover after training
9. Trainees" comments and reactions during training period
10. Cost benefits analysis of the training programmer.

4.8.5 Feed back

After evaluation process the situation should be analyzed to identify the possible causes for difference between expected outcomes and actual outcomes. Necessary precaution should be taken in designing and implementing future training programmers so to avoid causes.

4.9 CONCLUSION

In this chapter the concepts of Human Resource Management, Training and Development needs and methods, Executive Development programmers were discussed. The systematic app roach to training by identifying needs, setting objectives, designing policy and conducting training in an effective way with follow up and evaluation was discussed. In the last section, needs, criteria and methods of evaluating effectiveness of training and development programmers were discussed in detail.

In the following chapter the data collected from the employees of M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD will be analyzed and interpretations will be given.

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

5.1 INTRODUCTION

A questionnaire was prepared for measuring effectiveness of training and development and distributed among the employees of the M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD. The primary data collected by simple random sampling by using questionnaires was tabulated, converted in to percentage and displayed both in table as well as by graphical representation for analysis. Based on the data, Interpretations were made. The questionnaire used for carrying out survey is included in the annexure.

5.2 GENDER OF RESPONDENTS

Employees were given questionnaire requesting the m to fill up the gender. The data collected is shown in the form of table and pie chart below.

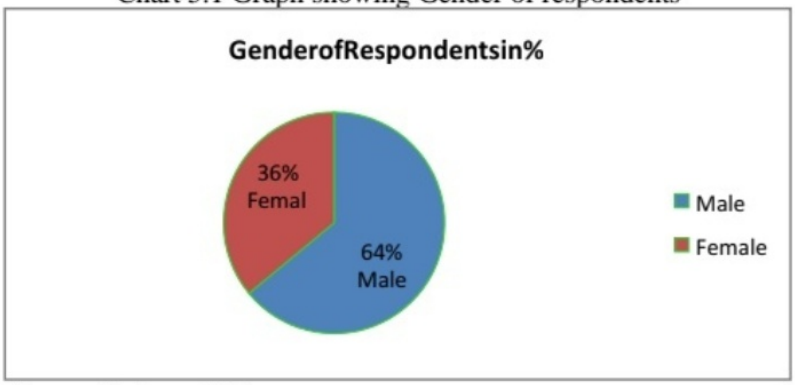
Table 5.1

Table showing Gender of respondents

Opinion	No. of Respondents	Percentage of Respondents
Male	32	64
Female	18	36
Total	50	100

Source: Primary Data

Chart 5.1 Graph showing Gender of respondents



Source: Primary Data

Inference: Above table shows 64% of respondents were males and 36 percentages were females. The gender is displayed graphically using a pie chart. It shows majority of respondents are males.

5.3 AGE OF RESPONDENTS

The age was divided into five different groups and respondents were requested to specify which age group they belong. The result is displayed in table form and bar chart form.

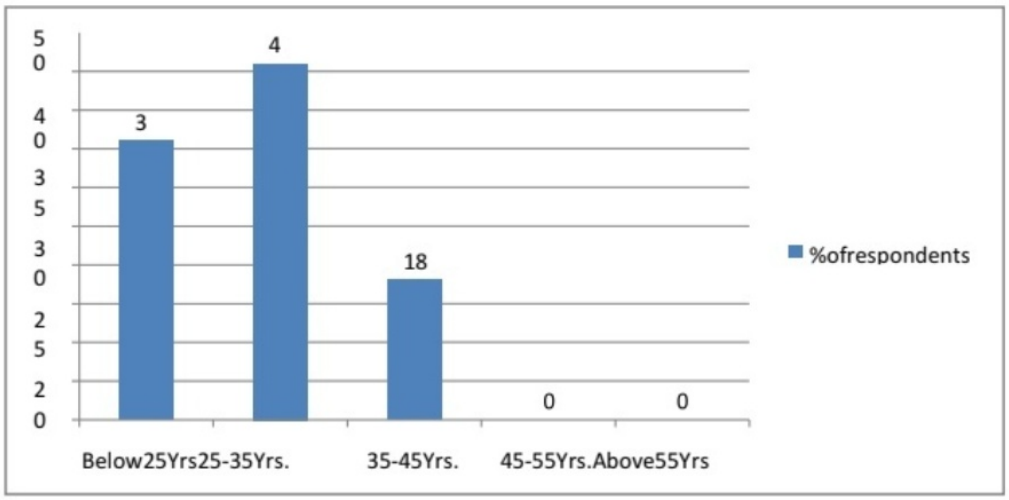
Table 5.2

Table showing Age of respondents

Age of Respondents	No. of Respondents	Percentage of Respondents
Below 25	18	36
25-35	23	46
35-45	9	18
45-55	0	0
Above 55	0	0
Total	50	100

Source: Primary Data

Chart 5.2: Chart showing Age of respondents



Inference: Above table shows 36% of respondents are below 25 years, 46 % of respondents are of 25-35 age group category and 18% of the respondents are of the age group of 35-45 years age group. It also infers that majority of the respondents are young and below 35 years.

5.4 QUALIFICATIONS OF THE RESPONDENTS

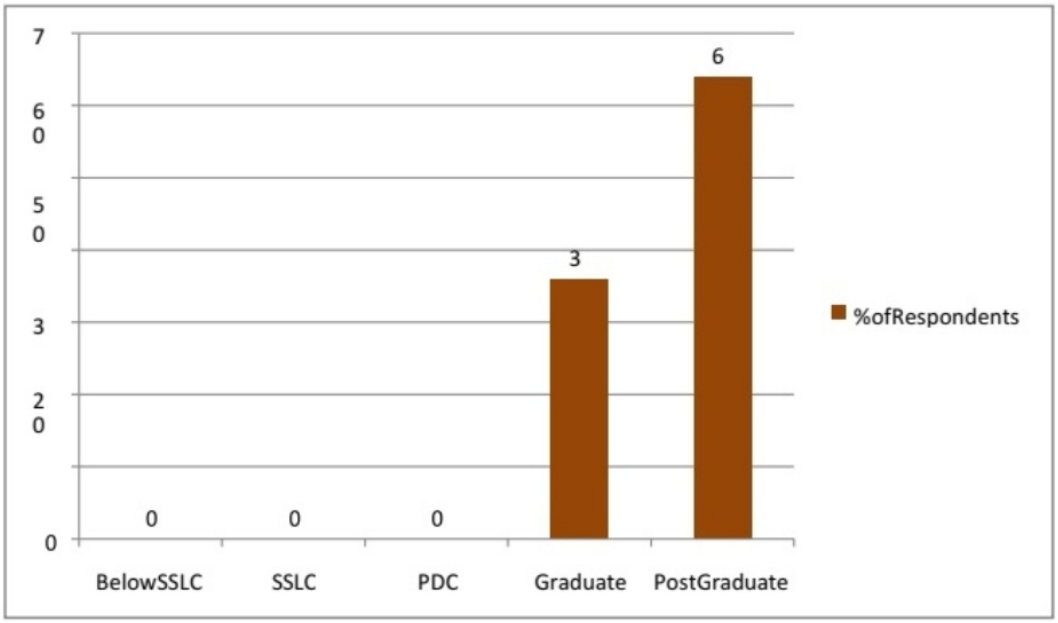
The respondents were requested to enter their educational qualification and the results are displayed in table and chart format and interpreted.

Table 5.3
Table showing educational qualifications of the respondents

Qualification	No of Respondents	Percentage
Below SSLC	0	0
SSLC	0	0
PDC	0	0
Graduate	18	36
Post Graduate	32	64
Total	**50**	**100**

Source: Primary Data

Chart 5.3
Chart showing educational qualification of the respondents.



Inference: Above table shows 36% of respondents are graduates and 64% of respondents of the respondents are post graduates. It infers that the most of employees are highly qualified.

5.5 EXPERIENCES OF THE RESPONDENTS

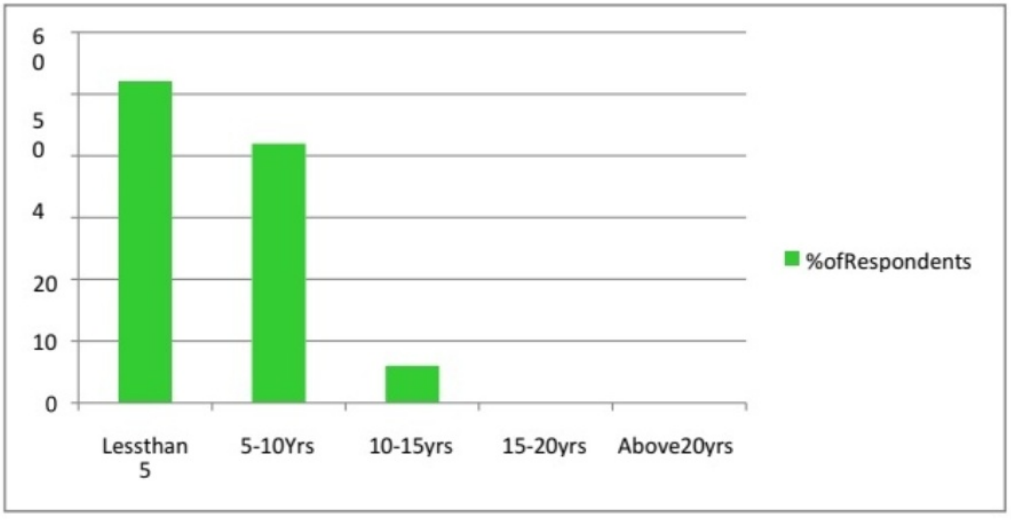
The period of experience was classified in to different groups and respondents were requested to specify which group they belong. The results of survey is displayed both in table and chart form and interpretations are given.

Table 5.4: Experience of the respondents

Qualification	No of Respondents	Percentage of Respondents
Less than 5 years	26	52
5-10 yrs.	21	42
10-15 yrs.	3	6
15-20 yrs.	0	0
Above 20 yrs.	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.4: Experience of the respondents



Inference: Above table shows the majority of the respondents (52%) are having experience less than 5 years; 42% of the respondents are having experience between 5-10 years and 6% of respondents are having experience between 10-15 years. No respondents are having experience more than 15 years.

5.6 DEPARTMENT OF RESPONDENTS

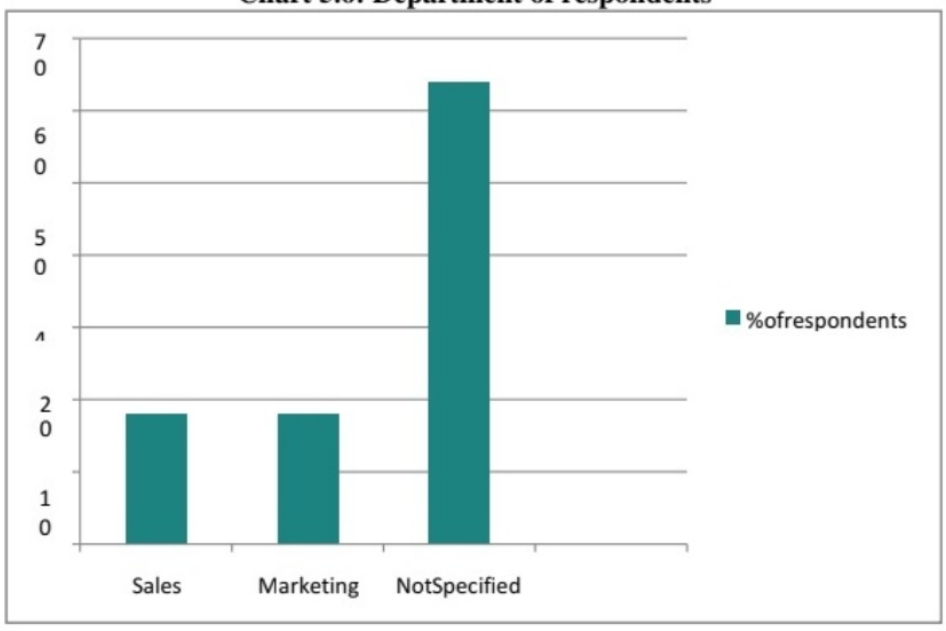
The respondents were requested to specify their departments for assessing department wise training needs. The data collected is displayed in table and chart form.

Table 5.5: Department of respondents

Department	No of Respondents	Percentage of Respondents
Sales	9	18
Marketing	9	18
Not Specified	32	64
Total	**50**	**100**

Source: Primary Data

Chart 5.6: Department of respondents



Inference: 18% of the respondents were from Sales department 18% of the respondents were from marketing department and 64% of respondent were hesitant to disclose the department they are working in.

5.7 TYPE OF TRAINING ATTENDED

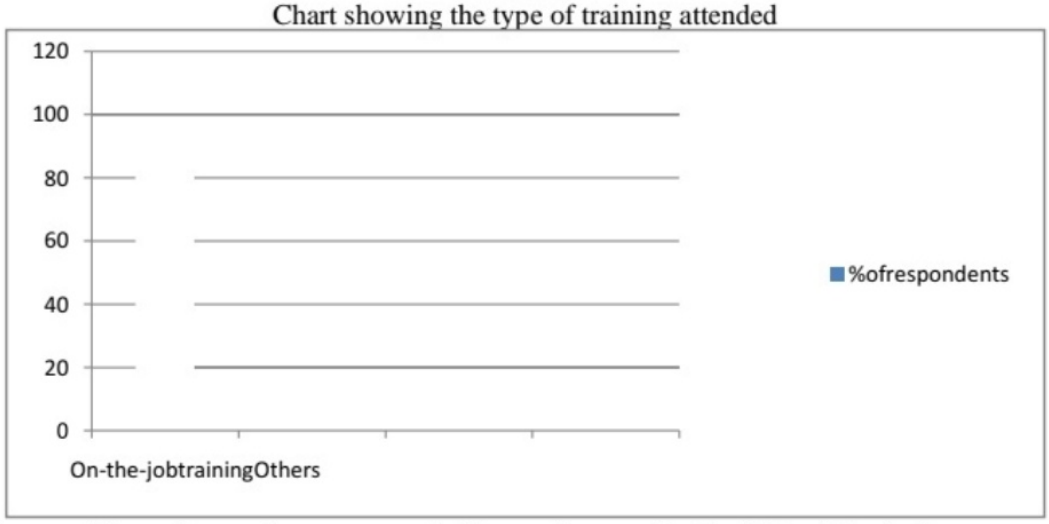
The employees were requested to disclose the methods of training they have under gone in the organization. The result is displayed in both table format and graphical format.

Table 5.7 : Type of training method attended

Type of training attended	No of respondents	Percentage of Respondents
On-the-job training	50	100
Class room training	10	20
Others	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.7
Chart showing the type of training attended



Inference: The entire employees responded has undergone On-the-job training in the organization. Special training based on the needs is conducted in addition to on- the job-training.

5.8 TRAINING NEED IDENTIFICATION BY MANGEMENT

Respondents were requested to react to the statement that "the management of M/s.HI-TECH SOLUTIONS POLYMERS PVT. LTD identifies the training needs of employees". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form.

Table 5.8

Table showing training needs identification by management

Particulars	**No of Respondents**	**Percentage of Respondents**
Strongly Agree	12	24
Agree	29	58
Partially Agree	9	18
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

5.9 IMPORTANCE GIVEN TO TRAINING AND DEVELOPMENT

Respondents were requested to react to the statement that "the training and development is given adequate importance in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD". A five-point Likert scale from

Strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.9

Table showing importance given to the training and development

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	15	30
Agree	20	40
Partially Agree	15	30
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

5.10 EAGERNESS OF SENIOR MANAGERS TO DEVELOP JUNIORS

Respondents were requested to react to the statement that "the senior managers of M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD are eager to help their juniors develop through training". A five point likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.10

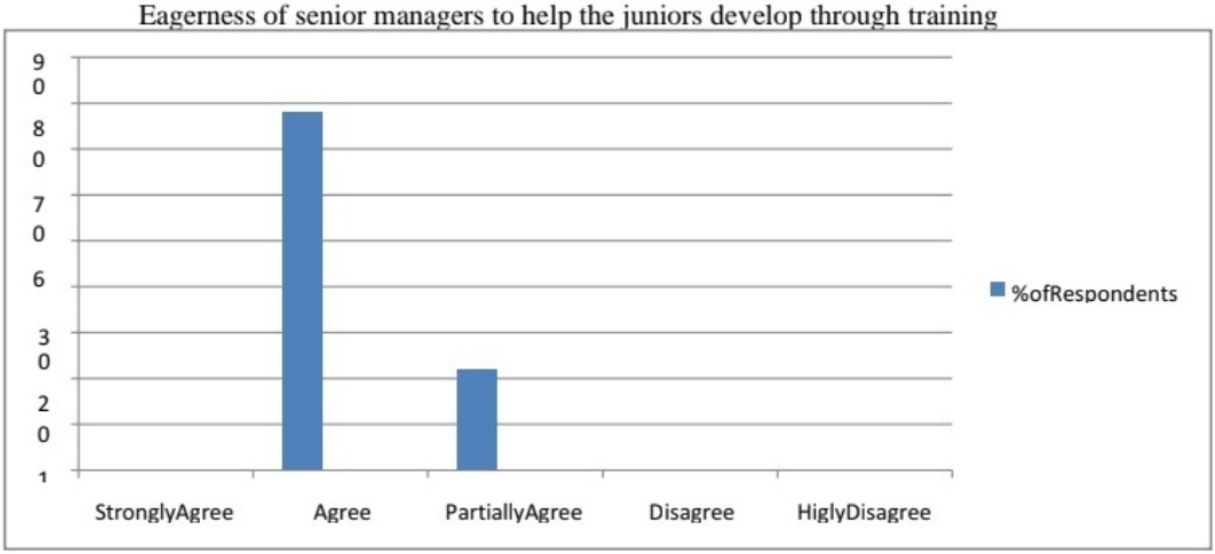
Table showing eagerness of senior managers to help the juniors develop through training

Particulars	No of Respondents	Percentage
Strongly Agree	0	0
Agree	39	78
Partially Agree	11	22
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.10

Eagerness of senior managers to help the juniors develop through training



Inference: 78 % of respondents agree that senior managers are eager to develop juniors through training and development. 32% of respondents partially agree that senior managers are eager to develop juniors through training and development. Nobody disagrees with the statement.

5.11 IMPORTANCE GIVEN TO INDUCTION TRAINING

Respondents were requested to react to the statement that "the Induction training is given adequate importance in M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD". A five point likert scale from

strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

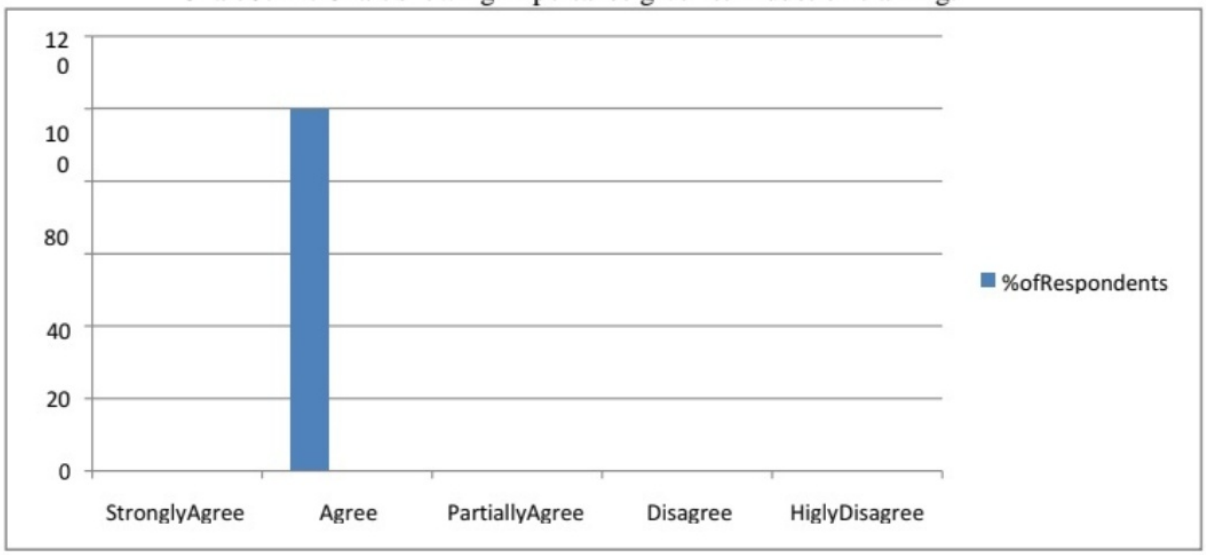
Table 5.11

Table showing importance given to induction training

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	0	0
Agree	50	100
Partially Agree	0	0
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.11 : Chart showing importance given to induction training.



Inference: Entire respondents agree that, the adequate importance is given for induction training in the organization. Nobody disagrees with the statement.

5.12 TRAINING BASED ON USEFULNESS, REALITY AND BUSINESS STRATEGY

Respondents were requested to react to the statement that "the training given in M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD is realistic useful and based on the business strategy of the organization". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.12

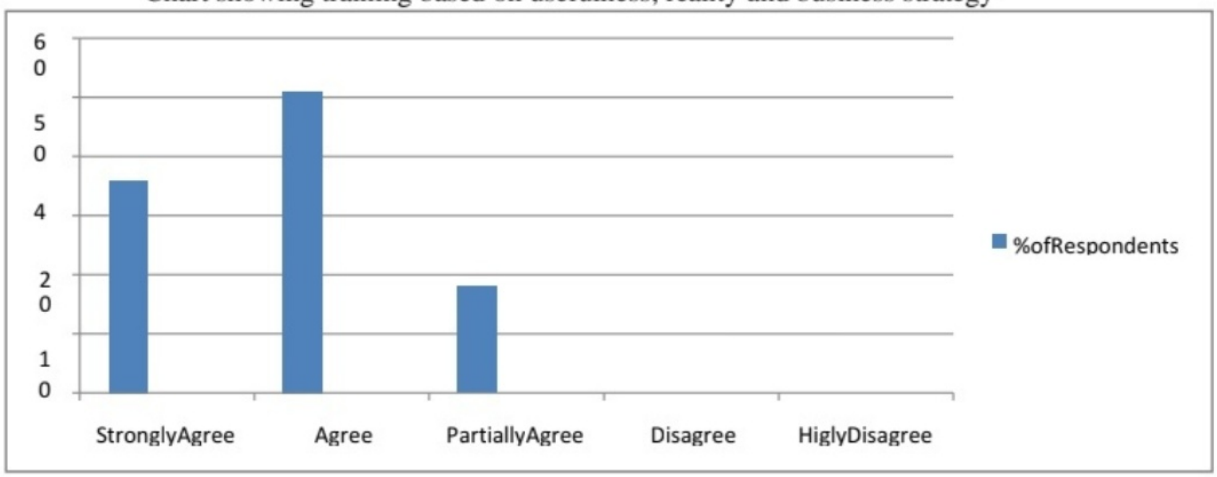
Table showing training based on usefulness, reality and business strategy

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	18	36
Agree	26	51
Partially Agree	6	18
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.12:

Chart showing training based on usefulness, reality and business strategy



Inference: 36% of respondents strongly agree that the training given in the organization is useful, realistic and based on the business strategy of the organization. 52% of respondents agree that the training given in the organization is useful, realistic and based on the business strategy of the organization. 18% of respondents partially agree that the training given in the organization is useful, realistic and based on the business strategy of the organization. Nobody disagrees with the statement.

5.13 USEFULLNESS OF TRAINING IN ACQUIRING TECHNICAL KNOWLEDGE AND SKILLS

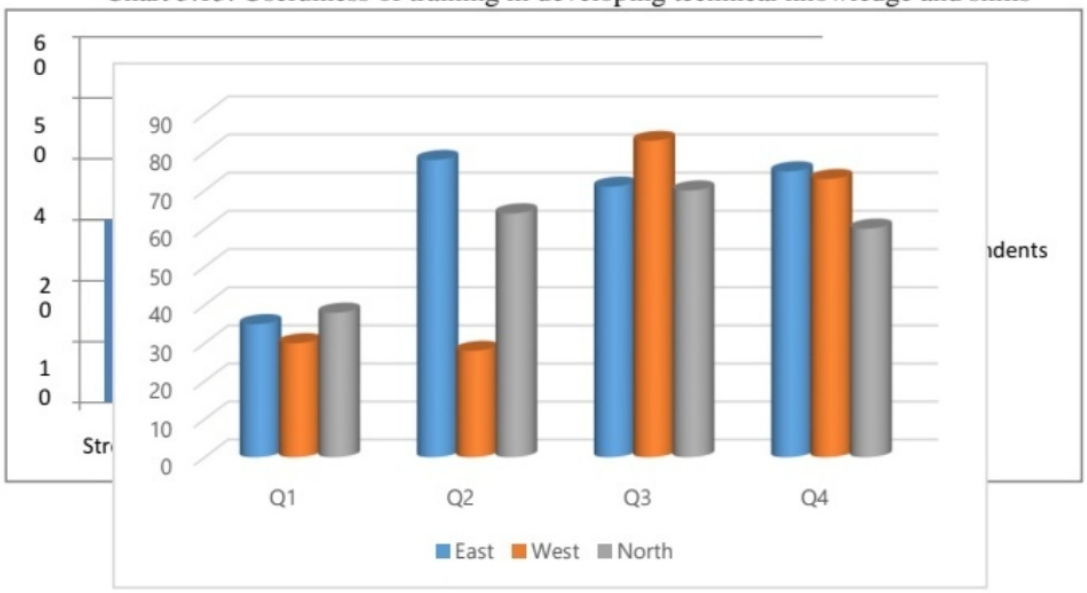
Respondents were requested to react to the statement that "the training given in M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD is useful to acquire technical knowledge and skills". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.13: Usefulness of training in developing technical knowledge and skills

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	15	30
Agree	26	52
Partially Agree	9	18
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.13: Usefulness of training in developing technical knowledge and skills



Inference: 30% of respondents strongly agree that the training given in the organization is helpful in developing technical knowledge and skills to perform their duties. 52% of respondents agree that the training given in the organization is helpful in developing technical knowledge and skills to perform their duties. 18% of respondents partially agree that the training given in the organization is helpful in developing technical knowledge and skills to perform their duties. Nobody disagrees with the statement.

5.14 EMPHASIS IN DEVELOPING MANAGERIAL CAPABILITIES

Respondents were requested to react to the statement that "the emphasis is given in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD on developing managerial capabilities of managerial staff through training and development". A five-point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.14

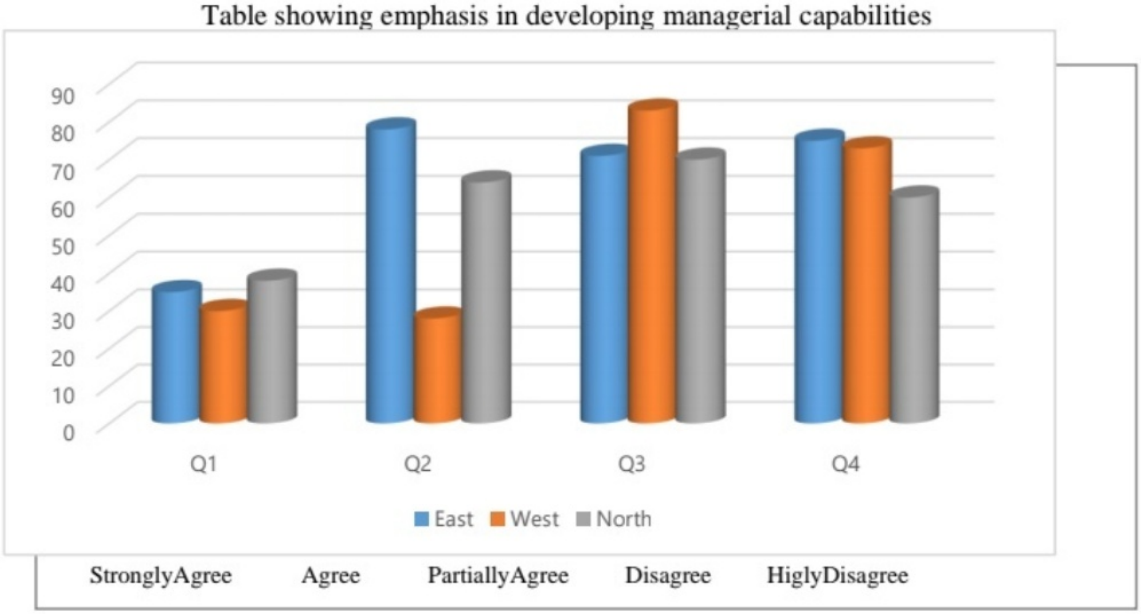
Table showing emphasis in developing managerial capabilities

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	15	30
Agree	26	52
Partially Agree	6	12
Disagree	3	6
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.14

Table showing emphasis in developing managerial capabilities



Inference: 30% of respondents strongly agree that the training given in the organization is helpful in developing managerial given in the organization is helpful in developing managerial capabilities. 12% of respondents partially agree

that the training given in the organization is helpful in developing managerial capabilities. 9% of respondents disagree that the emphasis is given in developing managerial capabilities training dev2e0lopment in the organization. Nobody disagrees highly to the statement.

5.15 USEFULLNESS OF TRAINING IN DEVELOPING HUMAN RELATION COMPETENCIES

Respondents requested asked to react to the statement that "the training given in M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD is useful in developing human relation competencies". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.15

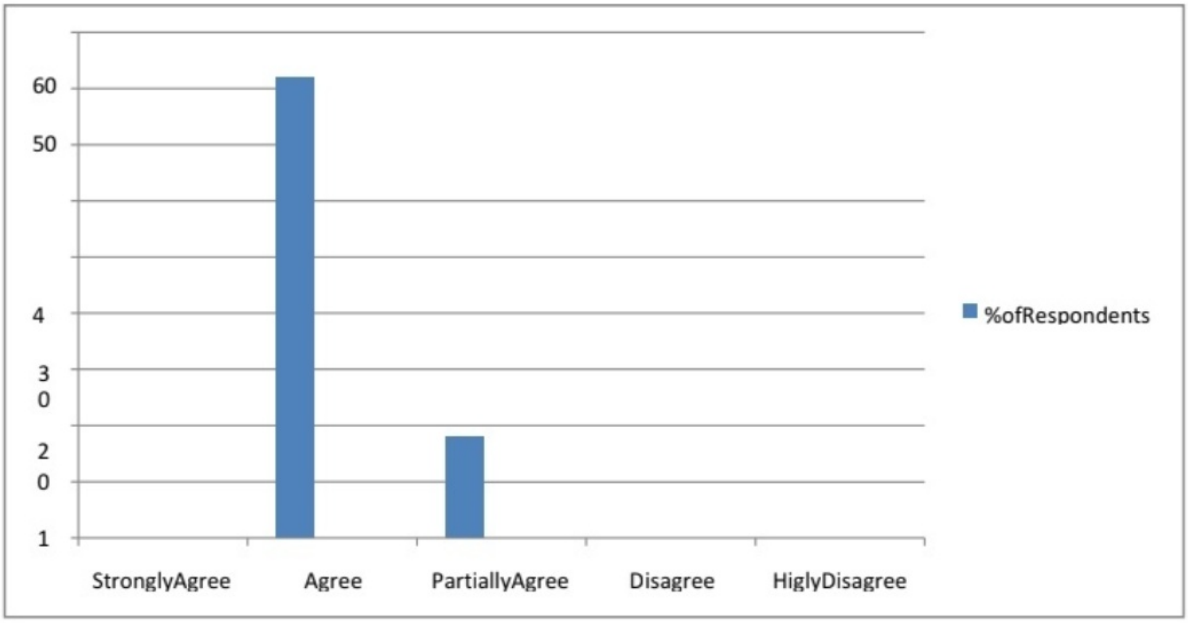
Table showing usefulness of training in developing human relation competencies

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	0	0
Agree	41	82
Partially Agree	9	18
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.15

Chart showing usefulness of training in developing human relation competencies



5.16 IMPROVEMENT IN SKILL, ABILITY AND TALENT

Respondents were requested to react to the statement that "the training given in M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD has improved the skill, ability and talents of the employees". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.16

Table showing improvement in developing skill, ability and talent

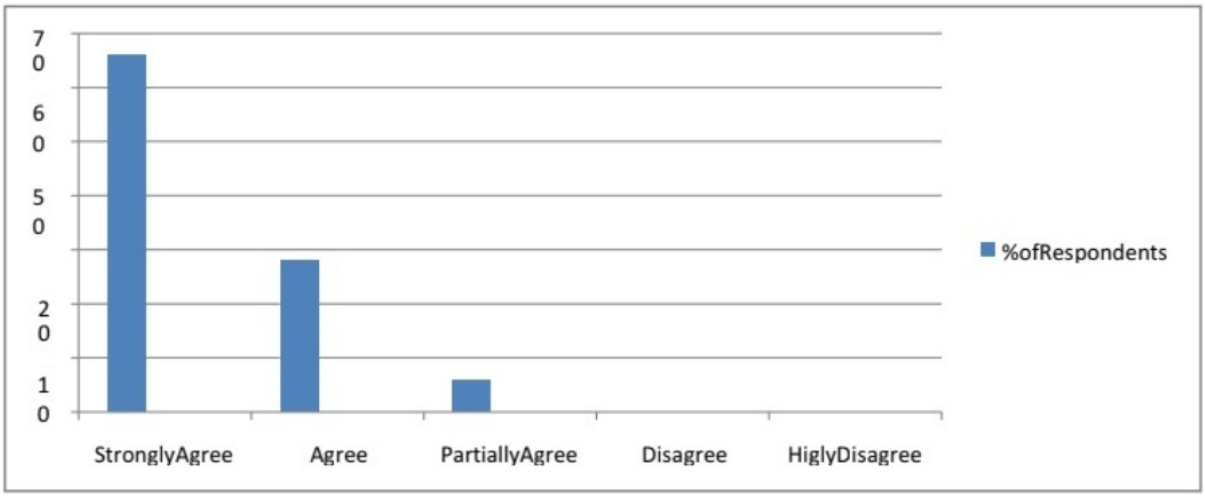
Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	33	66
Agree	14	28
Partially Agree	3	6
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.16

Chart showing improvement in developing skill, ability and talent

Inference: 66% of respondents strongly agree that the training given in the organization is helpful in developing skills, ability and talent. 28% of respondents agree that the training given



in the organization is helpful in developing skills, ability and talent. 6% of respondents partially agree that the training given in the organization is helpful in developing skills, ability and talent.

5.17 IMPROVEMENT IN COMMITMENT TOWARDS WORK

Respondents were requested to react to the statement that "the training given in M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD has improved the commitment towards work". A five point likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.17

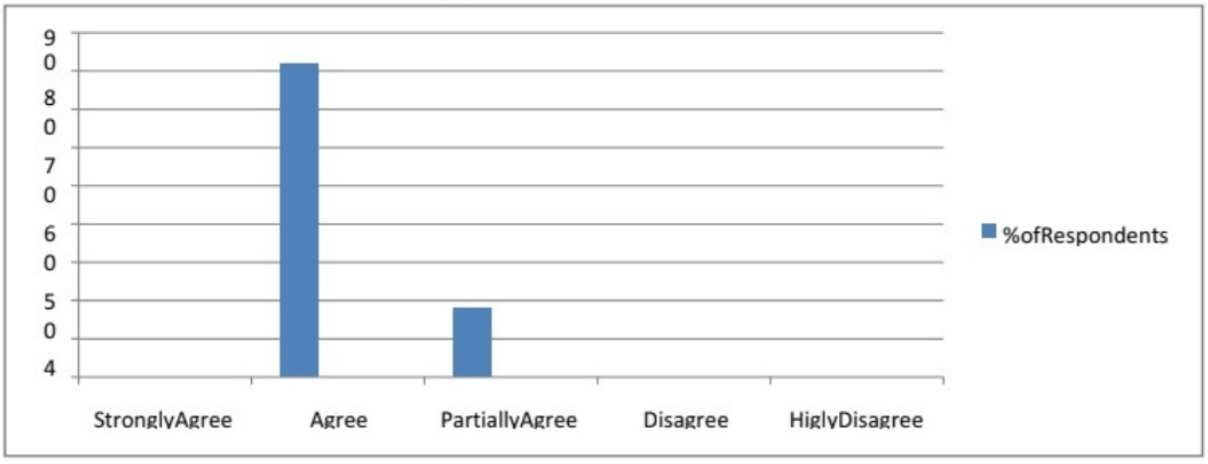
Table showing improvement in commitment towards work

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	0	0
Agree	41	82
Partially Agree	9	18
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.17

Chart showing improvement in commitment towards work



Inference: 82% of respondents agree that the training given in the organization is helpful in improving commitment towards work. 18% of respondents partially agree that the training given in the organization is helpful improving commitment towards work.

5.18 USEFULNESS OF TRAINING IN DEVELOPING POSITIVE ATTITUDE AND TEAMWORK

Respondents were requested to react to the statement that "the training given in M/s.HI-TECH SOLUTIONS POLYMERS PVT LTD is useful in developing positive attitude and team work". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.18

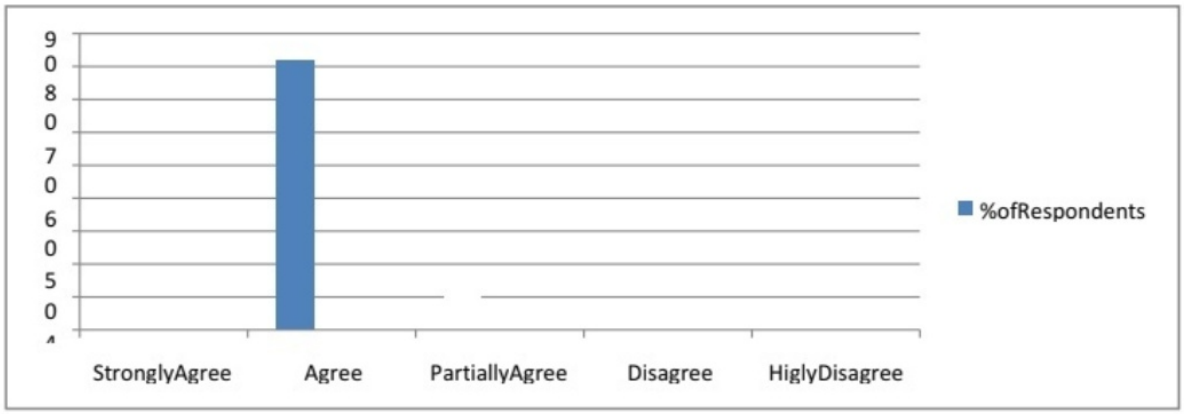
Table showing usefulness of training in developing positive attitude and teamwork

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	0	0
Agree	41	82
Partially Agree	6	12
Disagree	3	6
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.18

Chart showing usefulness of training in developing positive attitude and teamwork



Inference: 82% of respondents agree that the training given in the organization is helpful in developing positive attitude and teamwork. 12% of respondents partially agree that the training given in the organization is helpful in positive attitude and teamwork. 6% of respondents are disagreeing that the training given in the organization is helpful in developing positive attitude and teamwork.

5.18 NUMBER OF EMPLOYEES WHO TAKE TRAINING PROGRAMMES SERIOUSLY

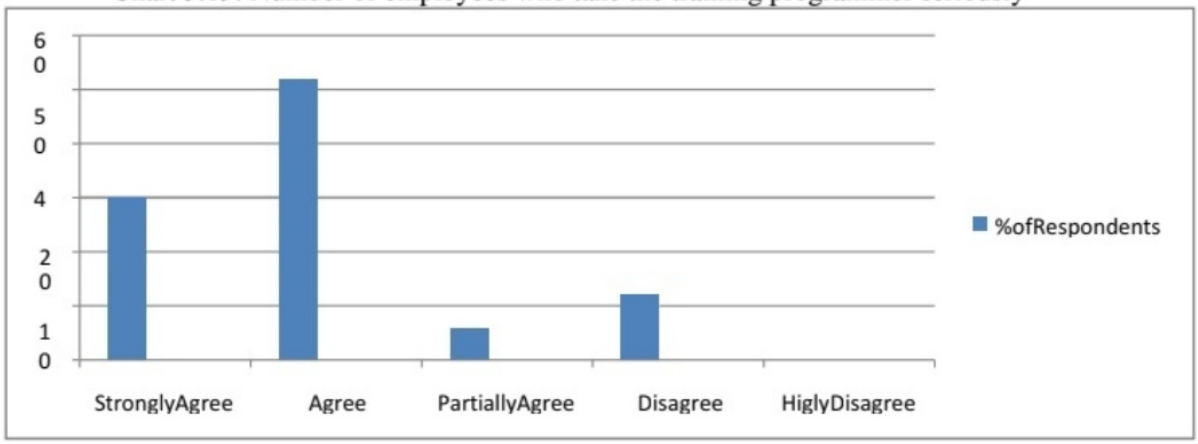
Respondents were requested to react to the statement that "those who are deputed for training take training seriously". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.19: Table showing the number of employees who take the training programmer seriously

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	15	30
Agree	26	52
Partially Agree	3	6
Disagree	6	12
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.19: Number of employees who take the training programmer seriously



Inference: 30% of employees strongly agree that they take training programmer seriously. 52% of respondents agree that they take training programmer seriously. 6% of respondents partially agree that the training they take training programmer seriously. 12% of respondents are disagreeing that they takes training programmer seriously.

5.19 RATING OF THE STANDARDS OF IN-HOUSE TRAINERS

Respondents were requested to react to rate the standards of in-house trainers. A five point Likert scale from „Excellent" to „Poor" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

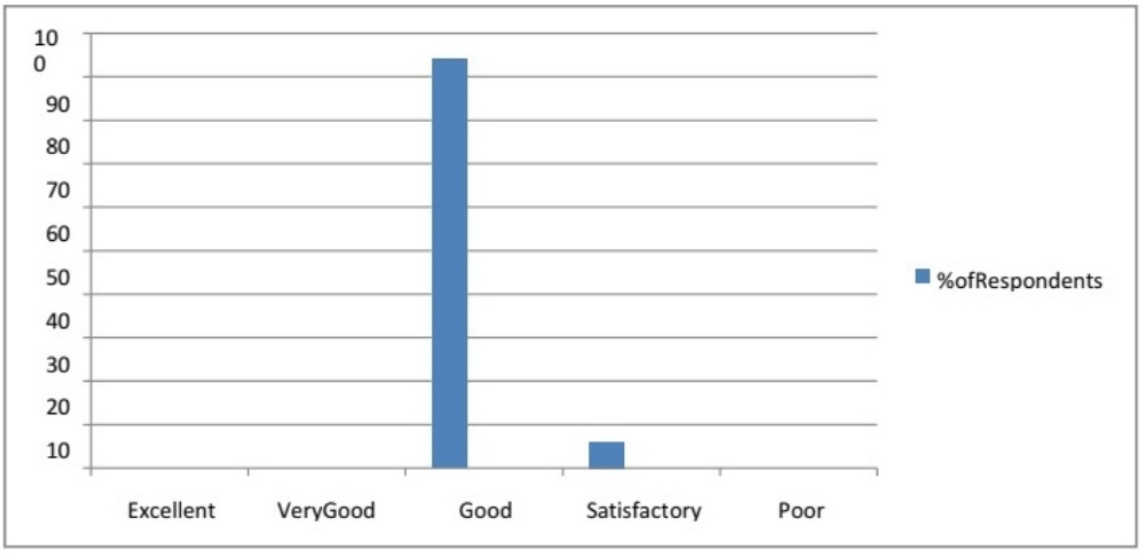
Table 5.20: Table showing the rating of the standard of in-house trainers

Particulars	No of Respondents	Percentage of Respondents
Excellent	0	0
Very good	0	0
Good	47	94
Satisfactory	3	6
Poor	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.20: Chart showing the rating of the standard of in-house trainers

Inference: 82% of employees say that the standards of in-house trainers are good. 6% of respondents say that the standards of in-house trainers are satisfactory.



5.20 SATIFACTION WITH DURATION OF THE TRAINING PROGRAMME

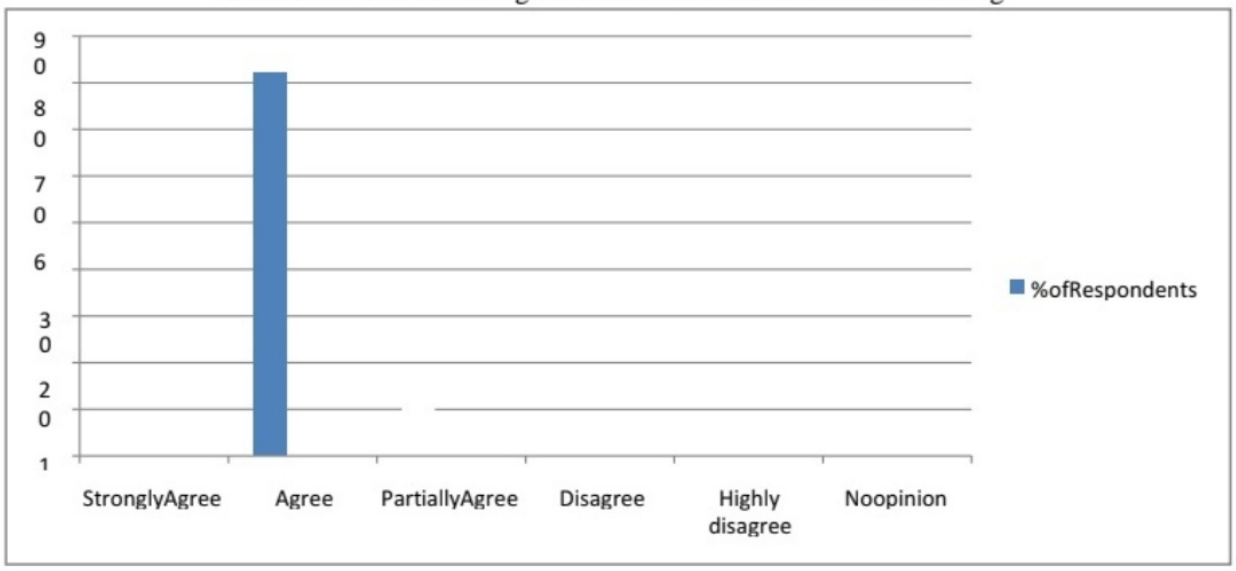
Respondents were requested to react to the statement that "enough time was provided to learn about the subject covered in the training". A five point likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.21: Table showing satisfaction with duration of the training

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	0	0
Agree	41	82
Partially Agree	6	12
Disagree	3	6
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.21: Chart showing satisfaction with duration of the training



Inference: 82% of respondents agree that they take training programmer is of sufficient duration. 12% of respondents partially agree that they take training programmer seriously. 6% of respondents feel that the sufficient time is not provided to learn subject provided in the training programmer.

5.21 TRAINERS PROVIDING TRAINING TO MEET PRESENT NEEDS AND CHALLENGES

Respondents were requested to react to the statement that "trainers provide training to meet present needs and challenges". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

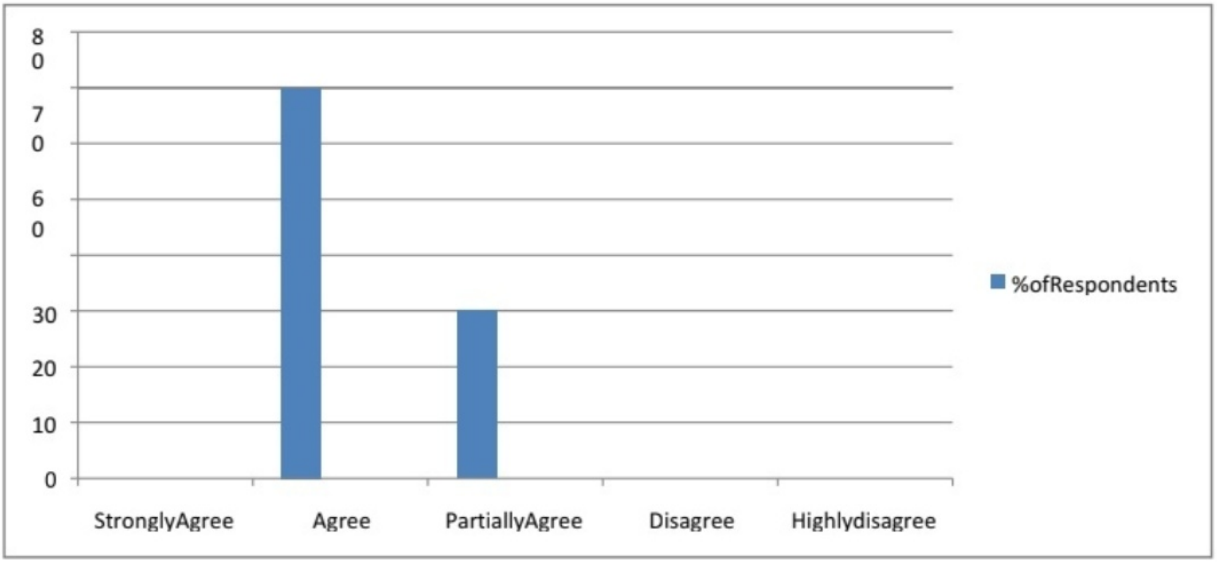
Table 5.22: Table showing effectiveness of training to meet present needs and challenges

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	0	0
Agree	35	70
Partially Agree	15	30
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.22: Chart showing effectiveness of training to meet present needs and challenges

Inference: 70% of respondents agree that the training provided is capable of meeting present needs and challenges. 30% of respondents partially agree that the training provided is capable of meeting present needs and challenges.



5.22 IMPROVEMENT IN PERFORMANCE AFTER TRAINING

Respondents were requested to react to the statement that "the performance has improved after training". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.23

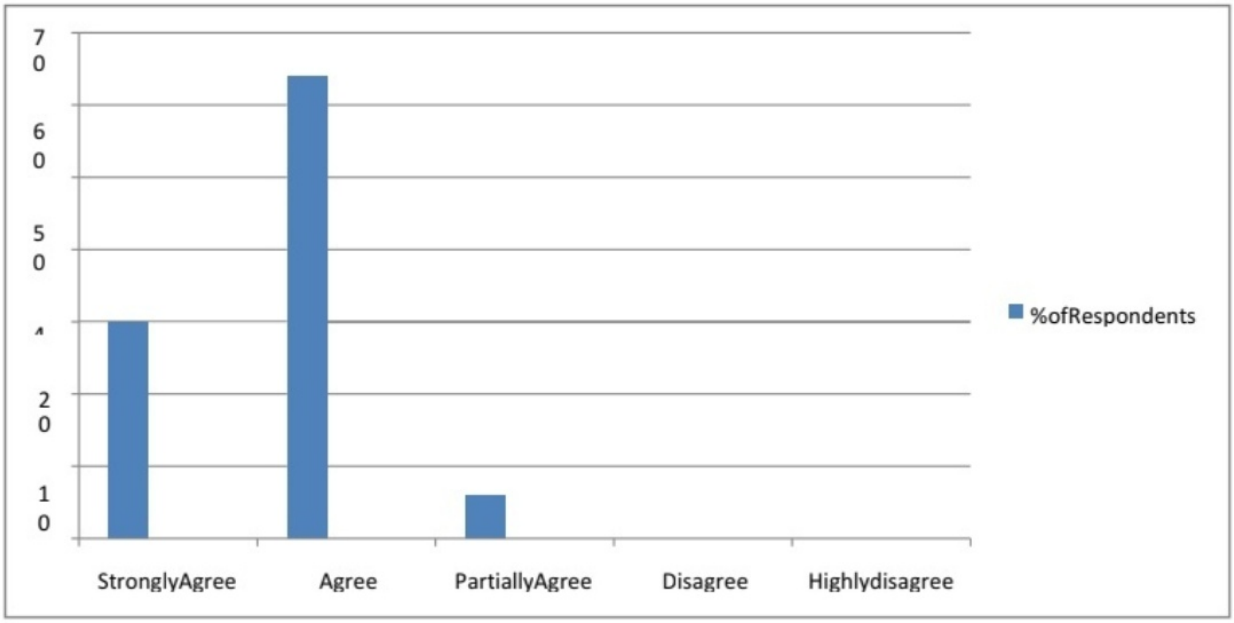
Table showing improvement in performance after training

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	15	30
Agree	32	64
Partially Agree	3	6
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.23

Chart showing improvement in performance after training



Inference: 30 % employees strongly agree that their performance has been improved after training. 64% of employees agree that their performance has been improved after training. 6% of employees partially agree that their performance has been improved after training.

5.23 FEEDBACK ON PERFORMANCE AFETR ATTENDING TRAINING

Respondents were requested to react to the statement that "the feedback on performance is given after attending training". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

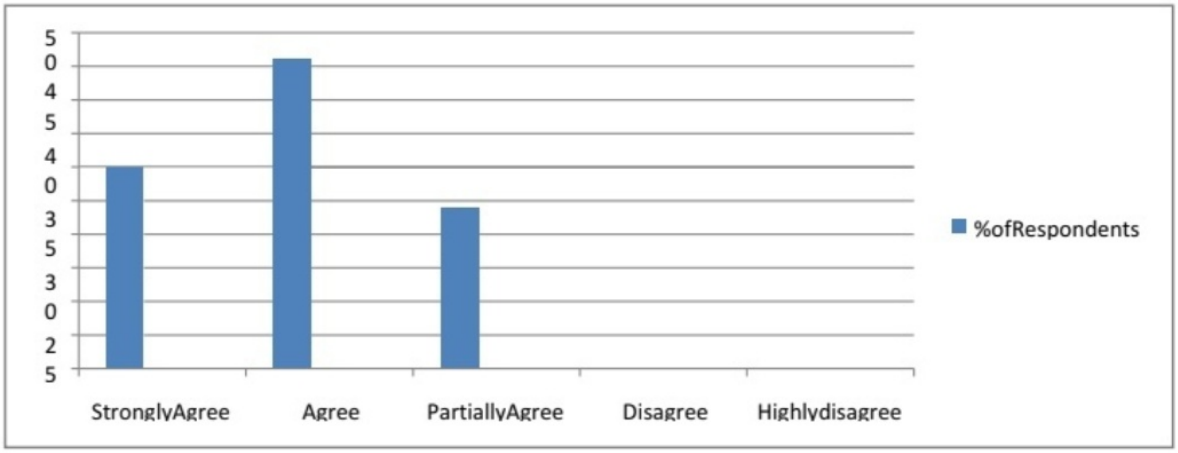
Table 5.24: Table showing the feedback on improving performance after training

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	15	30
Agree	23	46
Partially Agree	12	24
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.24:Chart showing the feedback on improving performance after training

Inference: 30 % employees strongly agree that the feedback on their performance is given after attending training. 46% of employees agree that the feedback on their performance is given after



attending training. 24% of employees partially agree that the feedback on their performance is given after attending training.

5.24 SATISFACTION IN THE QUALITY EXISTING TRAINING PROGRAMMES

Respondents were requested to react to the statement that "Are you satisfied with the quality of the existing training programmers". A five point Likert scale from „strongly agree" to „highly disagree" was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

Table 5.25

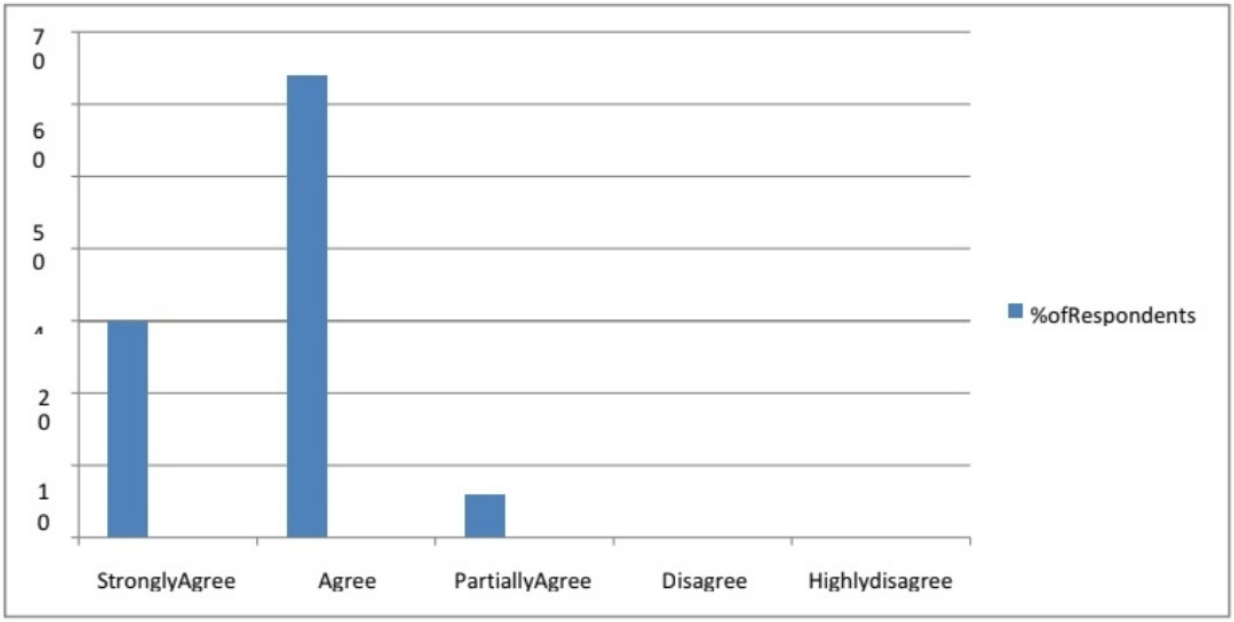
Table showing satisfaction in the quality of existing training programmers

Particulars	No of Respondents	Percentage of Respondents
Strongly Agree	15	30
Agree	32	64
Partially Agree	3	6
Disagree	0	0
Highly disagree	0	0
Total	**50**	**100**

Source: Primary Data

Chart 5.25

Chart showing satisfaction in the quality of existing training programmes



Inference: 30 % employees strongly satisfied with the quality of training programmer. 64% of employees are satisfied with the quality of existing training programmer. 6% of employees partially satisfied with the quality of existing training programmer.

5.25 AREA IN WHICH FURTHER TRAINING IS REQUIRED

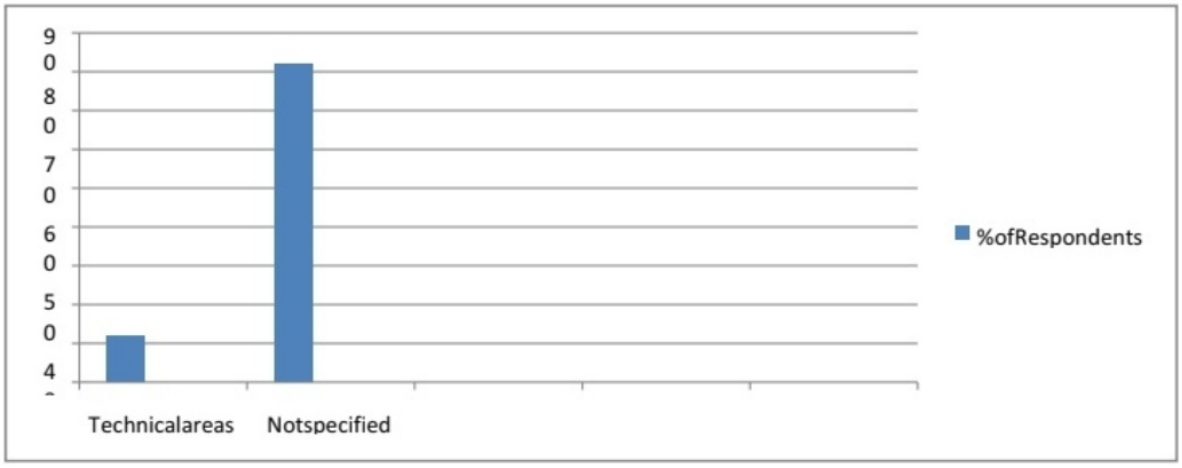
Respondents were requested to write down the areas in which they wish to have further training. The result is displayed both in tabular and graphical format.

Table 5.26 : Table showing area in which employees need further training

Particulars	No of Respondents	Percentage
Technology	6	12
Not specified	44	88
Total	**50**	**100**

Source: Primary Data

Chart 5.26: Table showing areas in which employees need further



Inference: 12% employees wish to have training in technology and new technical area. Unfortunately 82% of employees were reluctant to specify the area of interest Likert mean scores.

Likert Scale adopted

A (Strongly Agree) =5, B (Agree) =4, C (Partially agree) =3, D (Disagree) = 2 ,
E (Strongly Disagree) =1

Table 5.27
Likert mean scores

Particulars	A	B	C	D	E	Mean score
Does management of your organization identify the training needs for the employees?	12	29	9	0	0	**4.1**
Do you agree that Training and Development is given adequate importance in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD?	15	20	15	0	0	**4.0**
Do you agree that Senior Managers are eager to help their juniors develop through training?	0	38	12	0	0	**3.8**
Is induction training given to newcomers given adequate importance in your organization?	0	50	0	0	0	**4.0**
Do you agree that training given is realistic, useful and based on the business strategy of the organization?	18	26	6	0	0	**4.2**
Do you agree that the training in M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD helps to acquire technical knowledge and Skills?	15	26	9	0	0	**4.1**
Do you agree that there is emphasis on developing managerial capabilities of managerial staff through training?	15	26	6	3	0	**4.1**
Do you agree that Human relations competencies are adequately developed in your organization through training?	0	41	9	0	0	**3.8**
Do you agree that the training and development program have increased the skill, ability talents towards the assigned job and help in increasing in quality and productivity of your work?	33	14	3	0	0	**4.6**
Did training programmer help to increase the commitment towards work ?	29	15	3	0	0	**4.3**
Did the training programmer helps in development of positive attitude and team work ?	0	39	6	3	0	**3.6**
Those deputed for training programmers take the training seriously?	15	26	3	6	0	**4.0**
How do you rate the standards of in-house trainers in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD?	0	0	47	3	0	**2.9**
Do you agree that enough time was provided to learn about the subject covered in the training program?	0	41	6	3	0	**3.8**
Do you agree that the trainer provides training to meet present needs?	0	35	15	0	0	**3.7**
Your performance has improved after training?	15	32	3	0	0	**4.2**

Any feedback is given on your performance after attending the training programmers?	15	23	12	0	0	**3.8**
Are you satisfied with the quality of existing training programmers	15	23	12	0	0	**4.1**

CHAPTER 6

CONCLUSION

6.1 SUMMARY

In the *first* chapter, the research problem was described and sample size and data collection and analysis methods were defined. The problem identified was "A study on the effectiveness of training and development with special reference to M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD, Tambaram ". The research was proposed to be conducted by descriptive statistics method. A questionnaire was developed using Likert scale and used for data collection.

In the *second* chapter, the polymer the history of polymer, polymer market, growth of exports of polymer s and demand supply analysis of polymer s was carried out. The polymer industry was analyzed with porter's five forces model.

In the *third* chapter, the company profile of M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD was studied in detail including the details of HI-TECH group. Working of various departments such as Production, Marketing, Finance and Human Resource Management departments was studied in detail. The success factors of the firm were analyzed in detail.

In the *fourth* chapter, the theoretical concepts of HRM, training and Development, Needs and methods of training and development was discussed. The systematic app roach to training and development and the method of measuring the effectiveness of training and development was discussed.

In the *fifth* chapter, the data collected through questionnaire was analyzed using percentage method, tabulated and displayed in by graphical form by using tables and charts. The data was interpreted. Likert scale mean was found which indicates the overall performance of the firm.

In this chapter the findings of the study, suggestions for improving the study further are included. The chapter ends with a conclusion to the study.

6.2 FINDINGS

After studying and analyzing various training programmers with in questionnaire survey of the employees of M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD. a brief summary is illustrated below.

M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD has a good team of employees who has under gone training and development in on-the-job method. All the respondents are graduates with most of them also holding their post-graduation and technically skilled.

M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD is equipped with very good HRD team.

The impact of the training on the employees of M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD is reasonably good and the reason that employee have positive attitude and they take training seriously.

On-the job training techniques is employed to train the employees. Induction training to new employees is given adequate importance. Management is giving adequate importance to develop employees through training.

Majority of the employees felt that the quality of training programmers are good, were fully useful to them and training programmer has helped in improving their performance and quality of the work.

Majority of the employees who have under gone the T & D programmers felt that the training programmer has helped in improving their technical skills, Managerial skill and human relation competencies.

The standard of in house trainers is found to be satisfactory. Management gives feed back regularly on the improvement of performance of employees after attending training programmers.

6.3 SUGGESTION

Many employees felt need for training in the areas of latest technical developments.

The organization has to concentrate more on employees who are not satisfied with the present training methods; they have to be counseled to know their reasons for not being satisfied. So that effectiveness can be achieved.

The identification of the training needs should be done in view of fast changing technology, management practices and infrastructure.

A standard measures before and after each training program on level of knowledge, skills, attitudes and behavior will help to measure its effectiveness more accurately.

The company has to ask its employees to suggest types of trainings which they think is more helpful in achieving the organizational goals.

Train the employees in all areas like personality development, technical training, and standard operating procedures with that they can handle multi tasks and balance their pressures.

Employee's performance level should be considered for selecting employees for training programs.

Evaluation of training programs should be done regularly to keep a check on the limitations and drawbacks. And ensure the success of training programs.

6.4 CONCLUSION

The training and development program adopted in M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD. mainly concentrated on areas like quality aspects, job oriented trainings, technical skills and knowledge.

Most of the respondents rated as good and excellent towards the overall quality and effectiveness of the training and development programs and satisfied with the present training methods.

The company also has to concentrate on small percentage of respondents who are not satisfied with training programs and whom it has not helped to overcome from their short comings or work-related problems.

Finally, the training and development programs provided by M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD are found to be effective, credible and commendable, which can be improved further.

ANNEXURE-1

QUESTIONNAIRE TO STUDY THE EFFECTIVENESS OF TRAINING IN M/s. HI-TECH SOLUTIONS POLYMERS PVT LTD, Tambaram.

Name : _____

Sex : _____

Age :
- Below 25yrs ☐
- 25-35yrs ☐
- 35-45 yrs. ☐
- 45-55 yrs. ☐
- Above 55 yrs. ☐

Educational Qualification:
- Below SSLC ☐
- SSLC ☐
- PDC ☐
- Graduate ☐
- Post Graduate ☐

Department:_____

Designation:_____

Experience:
- Less than 5 yrs. ☐
- 5-10 yrs. ☐
- 10-15 yrs. ☐
- 15-20 yrs. ☐
- Above 20 yrs. ☐

1. Which are the training methods undergone by you in M/ s. HI-TECH

☐ SOLUTIONS POLYMERS PVT LTD? On-the- job training

☐ Class room
☐ coaching Mentoring
Others please specify _____

2. Do you agree that management of your organization identifies the training needs for the employees?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

3. Do you agree that Training and Development is given adequate importance in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

4. Do you agree that Senior Managers in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD are eager to help their juniors develop through training?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

5. Is induction training given to newcomers given adequate importance in your organization?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

6. Do you agree that training given in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD is realistic, useful and based on the business strategy of the organization?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

7. Do you agree that the training in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD helps to acquire technical knowledge and Skills?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

8. Do you agree that there is emphasis on developing managerial capabilities of managerial staff through training?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

9. Do you agree that Human relations competencies are adequately developed in your organization through training?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

10. Do you agree that the training and development program in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD have increased the skill, ability talents towards the assigned job and help in increasing in quality and productivity of your work?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐

E. Highly disagree ☐

11. Do you agree that training program increase your commitment to work?
    A. Strongly agree ☐
    B. Agree ☐
    C. Partially agree ☐
    D. Disagree ☐
    E. Highly disagree ☐

12. Does your training program help you in developing positive attitude and teamwork?
    A. Strongly agree ☐
    B. Agree ☐
    C. Partially agree ☐
    D. Disagree ☐
    E. Highly disagree ☐

13. Those who are deputed for training programmers take the training seriously?
    A. Strongly agree ☐
    B. Agree ☐
    C. Partially agree ☐
    D. Disagree ☐
    E. Highly disagree ☐

14. How do you rate the standards of in-house trainers in M/ s. HI-TECH SOLUTIONS POLYMERS PVT LTD?
    A. Excellent ☐
    B. Very Good ☐
    C. Good ☐
    D. Satisfactory ☐
    E. Poor ☐

15. Do you agree that enough time was provided to learn about the subject covered in the training program?
    A. Strongly agree ☐
    B. Agree ☐
    C. Partially agree ☐
    D. Disagree ☐
    E. Highly disagree ☐

16. Do you agree that the trainer provides training to meet present needs?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

17. Your performance has improved after training?

A. Strongly agree ☐
B. Agree ☐
C. Partially agree ☐
D. Disagree ☐
E. Highly disagree ☐

18. Any feedback is given on your performance after attending the training programmers?

A. Continuously ☐
B. Frequently ☐
C. Sometimes ☐
D. Rarely ☐
E. Never ☐

19. Are you fully satisfied with the quality and duration of existing training programmers?

A. Fully Satisfied ☐
B. Satisfied ☐
C. No opinion ☐
D. Partially Satisfied ☐
E. Dissatisfied ☐

20. In which area you need training to face the future challenges and fulfill your job better? (In the order of preference)

_____

_____

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“A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM TOWARDS DIAMOND PICK PRIVATE LIMITED”

In partial full filament of the requirements for the award of the degree

BACHELOR OF COMMERCE

A PROJECT

By

HENRY JOSHVA S (REG.NO: U20BC081)

IMTHAIS F (REG. NO: U20BC082)

IYSWARYA S (REG.NO: U20BC083)

JAGAN M (REG.NO: U20BC084)

JANA C (REG.NO: U20BC085)

Of

Under the guidance of

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FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGHARAM ROAD, CHENNAI 600 073

MAY - 2023

BONAFIDE CERTIFICATE

This is to certify that the project report titled **"A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM TOWARDS DIAMOND PICK PRIVATE LIMITED"**is the Bonafide work of **HENRY JOSHVA S (REG.NO: U20BC081) IMTHAIS F (REG. NO: U20BC082) IYSWARYA S (REG.NO: U20BC083) JAGAN M (REG.NO: U20BC084) JANA C (REG.NO: U20BC085)** for the degree of **Bachelor of Commerce, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Date:

Place:

Mr.P.Gokul M.Com, M.Phil., (Ph.D)
(Research supervisor)

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PREFACE

Human resource management is concerned with people element in management. Since every organization is made up of people, acquiring their services, developing their skills/ motivating to high level of performances and ensuring that they continue to maintain their commitments to the organization which are essential to achieve organizational objectives.

This project is meant to know the Human Resource Policies in the organization. The HR Policies are a tool to achieve employee satisfaction and thus highly motivated employees. The main objective of various HR Policies is to increase efficiency by increasing motivation and thus fulfill organizational goals and objectives. The objective is to provide the reader with a framework of the HR Policy Manual and the various objectives that the different policies aim to achieve. The main focus was on the managerial levels of employees in Diamond Pick Pvt Ltd.

ACKNOWLEDGMENT

We would like to thank the Honourable **Chancellor Dr. J. Sundeep Anand** and Honourable Managing Director **Dr. E. Swetha Sundeep Anand** respected **Vice Chancellor Prof. Dr. Vijaya Bhaskar Raju** for giving me an opportunity to pursue research program in Bharath institute of Higher Education and Research. (We express my gratitude to **Pro –Vice Chancellor (Academic) Dr. M. Sundararajan and Dean Arts and Science Dr. A. Muthukumaravel** for providing constant support to submit the project in time.

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We wish to place on record my deep sense of gratitude and heart- felt thanks to Dr. **R.M. Suresh**, Controller of examinations for giving valuable suggestions.

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It is great pleasure to express my deep sense of gratitude to my supervisor **Mr.P.Gokul M.Com, M.Phil., (Ph.D.) Assistant Professor, Department of Commerce,** Bharath Institute of Higher Education and Research, for her / his valuable suggestion and guidance and encouragement at every stage of work.

We express my whole hearted thanks to people who directly or indirectly gave me encouragement and support throughout the research work carried out by me.

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DECLARATION

I declare that this Project entitled **"A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM TOWARDS DIAMOND PICK PRIVATE LIMITED"** is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce submitted to the **Department of Commerce**, Bharath Institute of Higher Education and Research, was carried out under the supervision of **Mr.P.Gokul M.Com, M.Phil., (Ph.D.) ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE**, Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier. I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

PLACE: CHENNAI

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ABSTRACT

While the growth of MIS investment and its influence is making even more indispensable, little attention is paid to assessing and communicating system effectiveness. This paper attempts to empirically assess the effectiveness of integrated human resource information system in Diamond Pick Pvt Ltd. As suggested by recent research, the widely accepted is success model is based on HRIS effectiveness. HRIS effectiveness is determined by user satisfaction. We have examined user satisfaction through assessing user satisfaction about system quality, information quality of the system as well as system use. Data from the survey in Diamond Pick Pvt Ltd are pooled to explore the HRIS effectiveness and the degree of using system by the users. Therefore, integrated human resource system has high effectiveness. Implications of these findings are discussed along with some directions of future research.

LIST OF ACRONYMS AND ABBREVATIONS

HRIS - Human Resource Information System

CIN - Corporate identity number

LIST OF FIGURES

Figure 1: Effectiveness of HRIS

CHAPTER 1

INTRODUCTION

1.1 About HRIS:

A human resources information system (HRIS) is a software or online solution that is used for data entry, data tracking and the data information requirements of an organization's human resources (HR) management, payroll and book keeping operations. A HRIS is usually offered as a database.

HRIS is defined as an "integrated system used to gather, store and analyze information regarding an organization's human resources' comprising of databases, computer applications, hardware and software necessary to collect, record, store, manage, deliver, present and manipulate data for human resources function".

HRIS, which is also known as a human resource information system or human resource management system, is basically an intersection of human resources and information technology through HR software. This allows HR activities and processes to occur electronically.

A Human Resource Information System (HRIS) is software containing a database that allows the entering, storage and manipulation of data regarding employees of a company. It allows for global visualization and access of important employee information. HRM generally uses it as HRIS. HRIS is an integrated system acquiring and storing data used to make analysis, make decisions in the field of HR.

A contemporary HRIS is a dynamic data base about employees' performance and demographic information. HRIS provides information about employees' data, employment, application requirement, job characteristics and selection and staffing, procedures of employment, corporate structure, professional and individual improvement, education costs, performance appraisal, personnel planning, organizing etc. These data are used for many purposes simple or complex.

Along with the upsurge of computerized management information systems (MIS) in industrialized countries' enterprises in the 1980s, HR functions increasingly started to deploy human resource information systems in their daily work. HRIS were primarily seen as MIS sub functions within HR areas intended to support the "planning, administration, decision making, and control activities of human resource management. During the 1990s, along with the adoption of more complex HR practices focused on a company's overall performance goal, HRIS correspondingly evolved into more sophisticated information expert systems featuring analytical tools to support decision-making in managing human capital. Information technology in the past decade drastically changed the human resource's function. Providing support for mainly administrative activities such as payroll and attendance management in the beginning, information technology today enhances many of the recruitment function's sub processes such as long and short-term candidate attraction, the generation, pre-screening, and processing of applications or the contracting and on boarding of new hires. Online job advertisements on corporate web sites and internet job boards, online cv databases, different forms of electronic applications, applicant management systems, corporate skill databases, and is supported workflows

for the contracting phase are only few examples of the various ways by which information systems today support recruitment processes.

1.2 Measuring effectiveness of HRIS

The effectiveness of HRIS is measured against the following four dimensions as the one proposed by pittetal. Is presented below

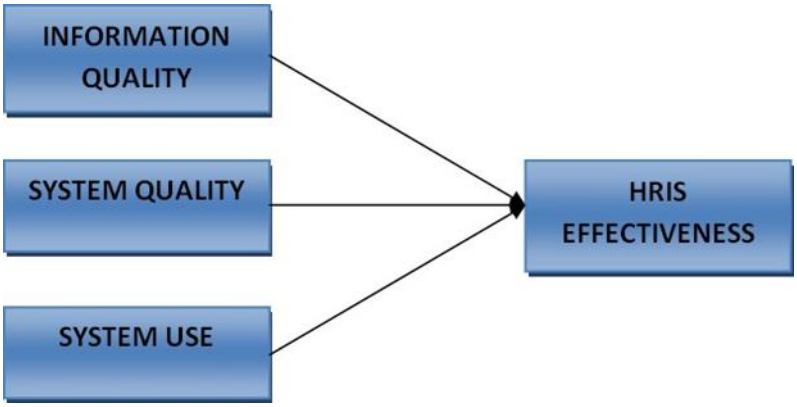


Figure 1: effectiveness of HRIS

Now a days, technology is ruling the world and HRIS is very important for every organization. Because storing of data systematically is very important as every organizations are having large employee data. It has functions like higher speed of retrieval, processing of data, availability of accurate, timely data about human resources, better analysis leading to more effective decision making and more meaningful career planning and counseling at all levels. HRIS plays a vital role in decision making. Without HRIS, the organization cannot survive. Thus, the researcher is interested to study about the effectiveness of HRIS based on system quality, information quality and system use in a well-established organization mind tree solution.

In order to measure effectiveness of these dimensions, means and standard deviations for each element are calculated using SPSS which were presented dimension wise.

1.3 Advantages of HRIS:

A well- developed HRIS offers the following advantages:

1. Reduction in the cost of stored data in human resource.

2. Higher speed of retrieval and processing of data and availability of accurate and timely data about human resources.

3. Better analysis leading to more effective decision making and more meaningful career planning and counseling at all levels.

4. Improved quality of reports and more transparency in the system.

5. Better ability to respond to environmental changes.

1.4 Limitations of HRIS:

Computerized HRIS is not an unmixed blessing. While it offers various benefits, it also suffers from problems which need to be addressed to make HRIS more effective. The major problems of human resource information system are as follows:

1. It can be expensive in terms of money and manpower requirements at implementation stage and also its effective application needs large-scale computer literacy among the employees responsible for maintaining HRIS.

2. If the personnel designing HRIS are not competent enough in their works, there is, then, mismatch between data provided by the HRIS and data required by the managers.

3. Computers cannot replace human being because human interventions will always be there to improve the existing situation.

4. Absence of continuous up-dating of HRIS makes the information stale which is considered as good as no information.

CHAPTER 2

COMPANY PROFILE

Diamond Pick private limited is a private incorporated on 27 October 2018. It is classified as Non-government Company and it's registered at registered of companies, Chennai. Its authorized share capital is Rs.25,00,000 and its paid-up capital is Rs.1,00,000.

CI - **U** 74999TN2018PTC125477

COMPANY NAME - DIAMOND PICK PRIVATE LIMITED

ROC - ROC- CHENNAI

CLASS OF COMPANY - **PRIVATE**

COMPANY CATEGORY - COMPANY LTD BY SHARES

DIRECTOR DETAILS

1. **DIRECTOR NAME –** SRIRAM.V. RAJAGOPAL
   DIN – 07832570
2. **DIRECTOR NAME -** SUMANTH SUBRAMANIAN
   DIN - 02073384

Diamond Pick is the dream of talent democratization come true. Acutely conscious of the escalating costs in maintaining a bench and the gap in the supply and demand for the right talent.

Talent sourcing and recruitment is a talent by itself. At Diamond pick, we have a unique advantage when it comes to this. We have a deep understanding of our customer's business and the ability to design talent solutions that match their needs. This is further backed by the team's expertise in helping achieve these goals by leveraging the best technology available powered by the passion to make difference.

Diamond pick is a technology talent marketplace that provides for a seamless exchange between curated, skilled talent and businesses. We get candidates and employers, meet the other side. FOR CANDIDATES – Diamond pick understands the technology industry and an employer's business dynamics – up close and personal. We can plan careers for employees and the relevant key indicators of success. We believe we can provide these inputs to candidates who wish to work with us. FOR EMPLOYERS – Diamond pick has the best candidate engagement model and hence the volume of skilled talent on our technology platforms that intelligently match and make available the right resources within the business timelines.

2.1 Technology is evolving faster

Technology is evolving faster than your candidates can say among ‘my coding skills are up to date’. As an IT company, skilling, recruiting, and redeploying talent gets trickier. You need candidates to be aware of changes required in what they skill themselves in, in order to stay relevant to market demand. Diamond pick aims to supplement this. We want to access to a members-only platform, with on-demand access to skilled, calibrated, and deployment-ready talent.

2.2 Solutions for universities

The success of universities is measured by the success of its students. Bring the world of recruiters to your students. Keep your finger on the pulse of the market and stay relevant by equipping your students with right skills, keeping them job ready and future proof.
This is what membership to Diamond pick’s proprietary platform entitles.

Find the right job and the right fit, DIAMONDPICK will help you find jobs tailor-made for your skill set.
CAREERS

Reason, “WHY” you’ll love working at Diamond pick

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CHAPTER 3

LITERATURE REVIEW

Nowadays, corporations have to consistently advance the value of human assets in their own organizations for maintaining their competitiveness. To achieve this goal, the Human Resource (HR) Dept. plays a decisive role in the aspects of selection, training, employment, and retaining of human resource in the organization. How to improve the efficiency of the HR Dept. and enhance its status in the organizations has become the top agenda to enterprises. The development of Information Technology (IT) transforms the role of the HR Dept. in the organization. It enables HR to be a real strategic partner of corporations through the process of Organization Development. A Human Resource Information System (HRIS) based on the network technology will change the working environment of HR and further lead the transformation of the functions and roles of the HR department.

Enterprises channel into the research of the Human Resource Management Effectiveness of HRIS by May-fang Yang

Source: Enterprises channel into the research of the Human Resource Management Effectiveness of HRIS by May-fang Yang

3.1 RESEARCH WORK I

REFERRED FROM

http://etd.lib.nsysu.edu.tw/ETD-db/ETD-search/view_etd?URN=etd-0903106-162545

3.1.1 TITLE OF THE RESEARCH

Enterprises channel into the research of the Human Resource Management Effectiveness of HRIS by May-fang Yang.**3.1.2 OBJECTIVES OF THE STUDY**

This research tries to answer the question, that is, what is the impact to the effectiveness of Human Resource Management when a HRIS is leaded in.

3.1.3 METHOD

It used literature research to analyze the characteristics of Human Resource Management (HRM) and HRIS and sorted out the possible impacts. It also used case study to sharpen the insight by sampling 9 companies

which had used HRIS, including foreign and local ones.

3.1.4 CONCLUSION

The study found that the factors of successfully leading HRIS into a company include the integration with original data, combination with the existing Enterprise Resource Planning System (ERPS), the compatibility of the existing HRIS, HR people's inability of maintaining HRIS, the suitability of HRIS for company's specific needs, and the support from high-level management. Leading in a HRIS could benefit the company from decreasing the inconvenience of human operations and increasing the quality of HRIS services.

The impacts on the effectiveness of HRM can be seen as the indexes which have positive reaction to HRIS:

1. Reward Management: HRIS provides fast calculation of payment and less human operations. It's tracing function in Payment Module and integration with ERPS help data exchange between HRIS and ERPS.
2. Training Development: HRIS keeps thorough training records of employees. It also can display the average training hours per person, training cost, training results, and etc.
3. Appraisal Management: The whole appraisal process can be done through HRIS, even crossing areas.
4. HR Strategy and Planning: Since HRIS is able to provide more precise data analysis; the quality of decision making of high-level management is enhanced with a great progress.
5. Team Management: Through humanity design of HRIS, more participation from employees is involved. Management spreading in different places still can use HRIS as a platform to exchange HR related information.

3.2 RESEARCH WORK II

REFERRED FROM

http://www.emeraldinsight.com/Insight/viewContentItem.do?contentType=Article&contentId=1 550444

Journal: Personnel Review ISSN: 0048-3486

Year: 2006 Volume: 35 Issue: 3 Page: 297 – 314

3.2.1 TITLE OF THE RESEARCH

Human resource information systems: a review and empirical analysis by E.W.T. Ngai, F.K.T. Wat

3.2.2 OBJECTIVES OF THE STUDY

To present a comprehensive literature review of human resource information systems (HRIS) and to report the results of a survey on the implementation of HRIS in Hong Kong.

3.2.3 METHOD

A structured questionnaire was designed, pre-tested, modified, and used to capture data on a cross-section of HRIS users in Hong Kong. The questionnaire was pilot-tested by practicing HRIS consultants and by HR and MIS managers. Based on the feedback from the pilot-test, the questionnaire

was modified and a final questionnaire was developed and mailed to companies in Hong Kong.

3.2.4 FINDINGS AND CONCLUSION

Most Hong Kong industries perceived that the greatest benefits to the implementation of HRIS were the quick response and access to information that it brought, and the greatest barrier was insufficient financial support. Moreover, there was a statistically significant difference between HRIS adopters and non-adopters, and between small, medium, and large companies, regarding some potential benefits and barriers to the implementation of HRIS.

3.3 RESEARCH LIMITATIONS/IMPLICATIONS

Further research should address the status of internet/intranet-based HRIS. An internet/intranet- based HRIS will undoubtedly be of much more benefit than the traditional HRIS, but its adoption will pose some challenges to practitioners.

3.4 PRACTICAL IMPLICATIONS

Provides some insights into the implementation of HRIS by Hong Kong companies, which should help HR practitioners, acquire a better understanding of the current status, benefits, and barriers to the implementation of HRIS.

3.5 ORIGINALITY/VALUE

Little research has been done to address the perceived benefits and potential barriers to the implementation of HRIS. This study is timely and important in that it examines the current status of HRIS in Hong Kong. It also compares differences in perception between HRIS adopters and non-adopters as well as in the size of organizations in relation to the adoption of HRIS

3.6 SCOPE OF THE STUDY

- The scope of the study conducted focuses on the recruitment, establishment and salary, training and development, HR policy and planning.
- The impact of HRIS can be analyzed from the factors like Familiarity, Ease of use
- Importance of workflow application, flexibility, and tenure reliability, importance of information, effectiveness of the various modules, performance, utilization rate, satisfaction and rate of success are also assessed using HRIS.

3.7 NEED FOR THE STUDY

- The Human Resource Information Systems is the one, which has all the HR related data stored in it.
- The stored data could be accessed when and where it is necessary.
- Using these stored data, the Human resources department is able to
- Perform various functions.
- It is a vital part of the organization.
- The Human Resource Information Systems provides various reports which serve as input for various other functions.
- It also helps in the decision making at the top level of the organization.
- These are the major reasons for this study at this point of time.

3.8 OBJECTIVES OF THE STUDY

3.8.1 PRIMARY OBJECTIVE:

- To determine the impact of HRIS with respect to the HR department of Diamond Pick Pvt Ltd.,

3.8.2 SECONDARY OBJECTIVE:

- To study the satisfaction level of the HR employees with the existing HRIS
- To study about the HRIS and the level of HRIS within the HR department
- To determine the performance criteria of the function among the HR department
- To determine the extent to which HRIS has an impact on the performance of the HR functions, pertaining to the time and quality.
- To study the utility level of HRIS by employees
- To determine the satisfaction of employees with the available module of HRIS.
- To identify the best ERP solution and to know which area under HRIS requires further attention.

3.9 LIMITATIONS OF THE STUDY

- The study period of the current research is limited. Hence all the data would be limited to the stipulated period only.
- The study is limited to only to the organizations in Chennai. We cannot render exact information based on this survey.
- Findings of the study are based in assumption that respondents have not given correct information.
- This study is restricted only to the concepts used in the research like Human Resource Information Systems

CHAPTER-4

RESEARCH METHODOLOGY

4.1 OVERVIEW OF RESEARCH METHODOLOGY

- Research Type : Descriptive Research
- Research Design : Descriptive
- Type of Data Collection: Survey Method
- Sampling Technique : Convenience sampling
- Type Of Data : a) Primary Data b) Secondary Data
- Sampling Tool : Questionnaire
- Total Population : Diamond Pick Pvt Ltd., CHENNAI
- Sample Size : 90
- Statistical Tools : 1. Chi-Square Test.

  2. Anova Test.

4.2 RESEARCH DESIGN

The system is evaluated and steps for improvements are suggested. Information that was already available and collected through questionnaire is used to make a critical evaluation of the system. Therefore, descriptive research was selected.

The descriptive research describes a behavior or condition. It attempts to obtain a complete and an accurate description of the characteristics of a particular individual or a group or a situation.

4.3 SAMPLING DESIGN:

A sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique adopted by the researcher in selecting items for the sample.

4.4 POPULATION:

Population refers to all the items included in the aggregate of data source. The random employees of all the departments of the organizations is taken as the population of this study.

4.5 SAMPLING UNIT:

It is a single element or group of elements subjected to selection in the sample. Here in this project, the sampling unit is employees of Diamond Pick Pvt Ltd.

4.6 SAMPLE SIZE:

Sample size refers to the no of items to be selected from the universe to constitute a sample. Sample size for this study was determined to be 108 respondents

4.7 SAMPLING TECHNIQUE:

The sampling technique used for this study is non probability convenience sampling. In this technique the population elements were selected for inclusion in the sample based on easy of access.

4.8 DATA COLLECTION:

Data is the basis for all statistical analysis and collection of data is the important stage in the research. The data could be classified as Primary data and Secondary data.

4.8.1 PRIMARY DATA:

Primary data are the data which can be collected afresh and for the first time and thus happen to be original in character. The primary data used for this study was collected through questionnaire.

4.8.2 SECONDARY DATA:

Secondary data means data that are already available (i.e.) they refer to the data which have already been collected and analyzed by someone else. For this study the secondary data was collected from Company manuals, Websites, HRIS reports, Journals, etc.

4.9 RESEARCH INSTRUMENT:

The research instrument for this study is questionnaire. Questionnaire is a set of questions prepared in order to collect the required information from the employees. The questionnaire contains the following type of questions.

4.10 STATISTICAL TOOLS:

The data collected was analyzed using the following statistical tools.

4.10.1 Chi- Square test

Generally speaking, the chi-square test is a statistical test used to examine differences with categorical variables. There are a number of features of the social world we characterize through categorical variables - religion, political preference, etc. To examine hypotheses using such variables, use the chi-square test.

The chi-square test is used in two similar but distinct circumstances:

A. for estimating how closely an observed distribution matches an expected distribution - we'll refer to this as the goodness-of-fit test

B. for estimating whether two random variables are independent

The steps used in calculating a goodness-of-fit test with chi-square:

1. Establish hypotheses.
2. Calculate chi-square statistic.

We calculate the chi-square statistic as follows:

Doing so requires knowing:

- The number of observations
- Expected values
- Observed values

3. Assess significance level. Doing so requires knowing the number of degrees of freedom.

4. Finally, decide whether to accept or reject the null hypothesis.

4.10.2 ANOVA Test

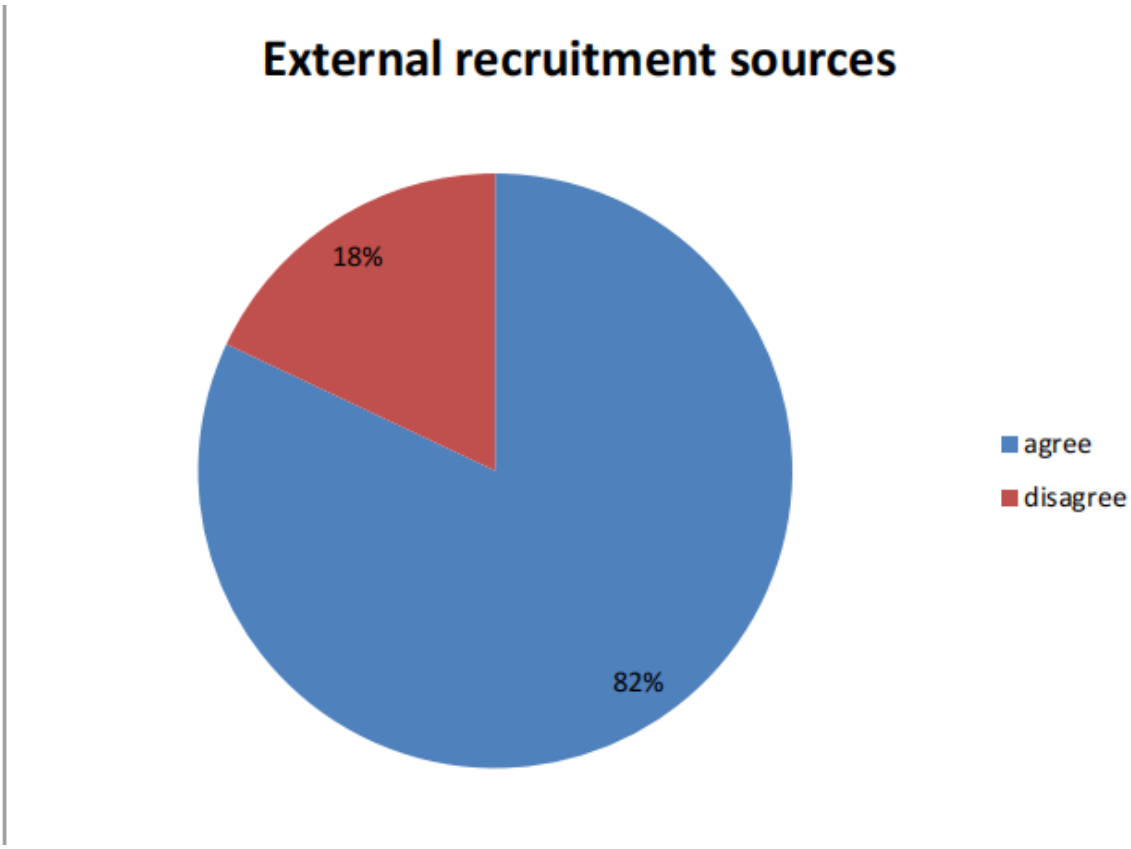
Whereas one-way analysis of variance (ANOVA) tests measures significant effects of one factor only, two-way analysis of variance (ANOVA) tests (also called two-factor analysis of variance) measure the effects of two factors simultaneously. For example, an experiment might be defined by two parameters, such as treatment and time point. One-way ANOVA tests would be able to assess only the treatment effect or the time effect. Two-way ANOVA on the other hand would not only be able to assess both time and treatment in the same test, but also whether there is an interaction between the parameters. A two-way test generates three p-values, one for each parameter independently, and one measuring the interaction between the two parameters.

CHAPTER-5

DATA ANALYSIS AND INFERENCES

A. RECRUITMENT AND SELECTION

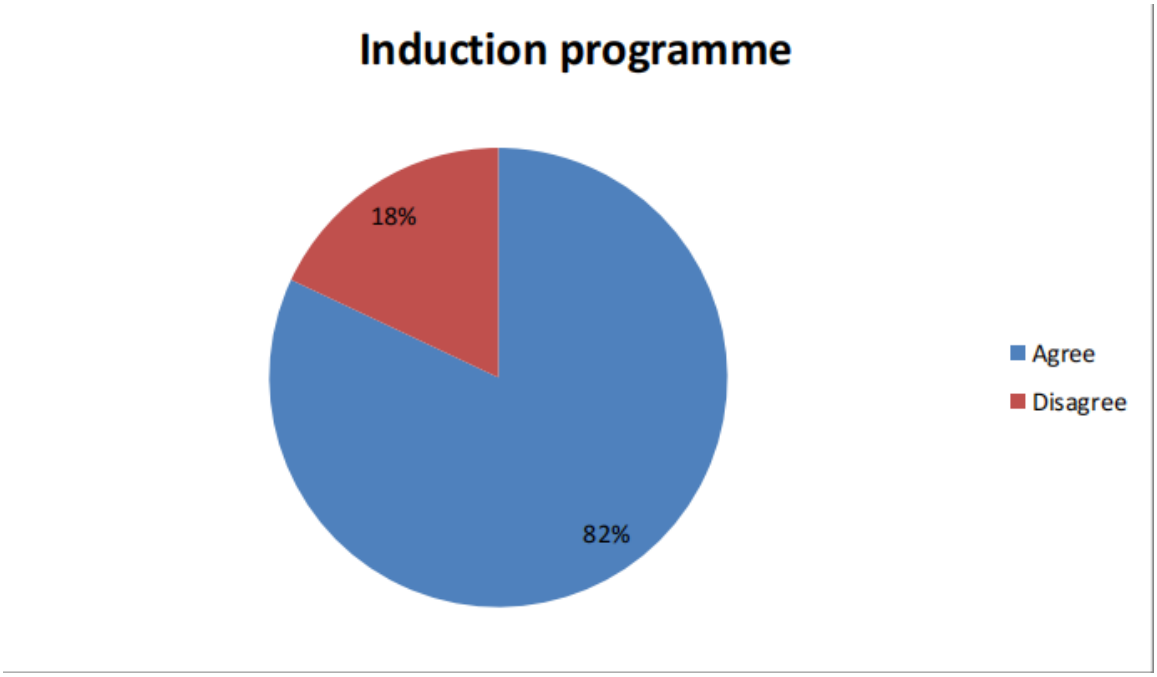
1. Are you satisfied with the external recruitment sources performed in your organization.



INTERPRETATION: Regarding external recruitment sources 82% employees are satisfied or agree whereas 18% are not satisfied which is performed in the organization. Therefore, the employees are satisfied by recruitment process.

B. INDUCTION

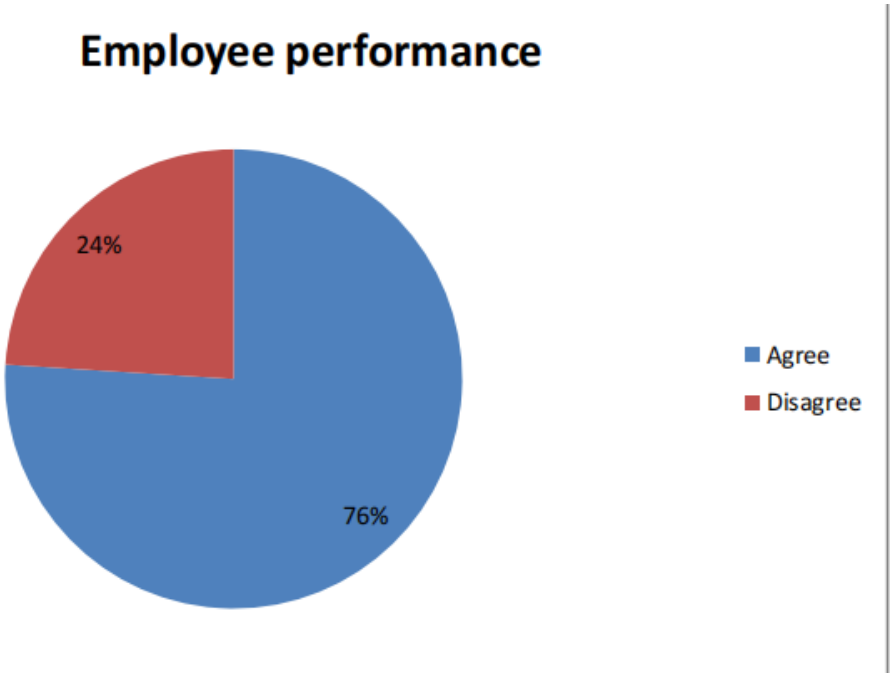
1. The induction programme of your organization is informal type



INTERPRETATION: Regarding induction programme which is conducted in the organization, 82% of the employees are satisfied whereas 18% of the employees are not satisfied.

C. TRAINING AND DEVELPOMENT

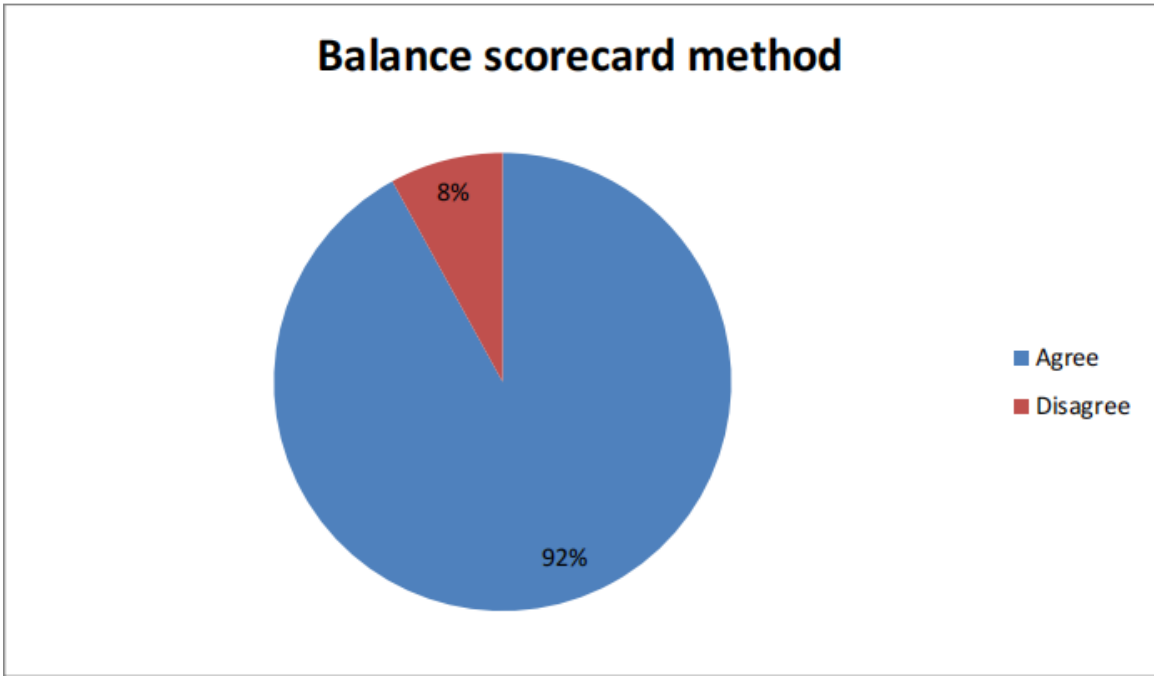
a. For Employee performance is the training need analyzed in your organization



INTERPRETATION: Regarding employee performance, 76% of employees are satisfied whereas 24% of employees are not satisfied. It means that most of the employees get affected from this evaluation

D. PERFORMANCE APPRAISAL

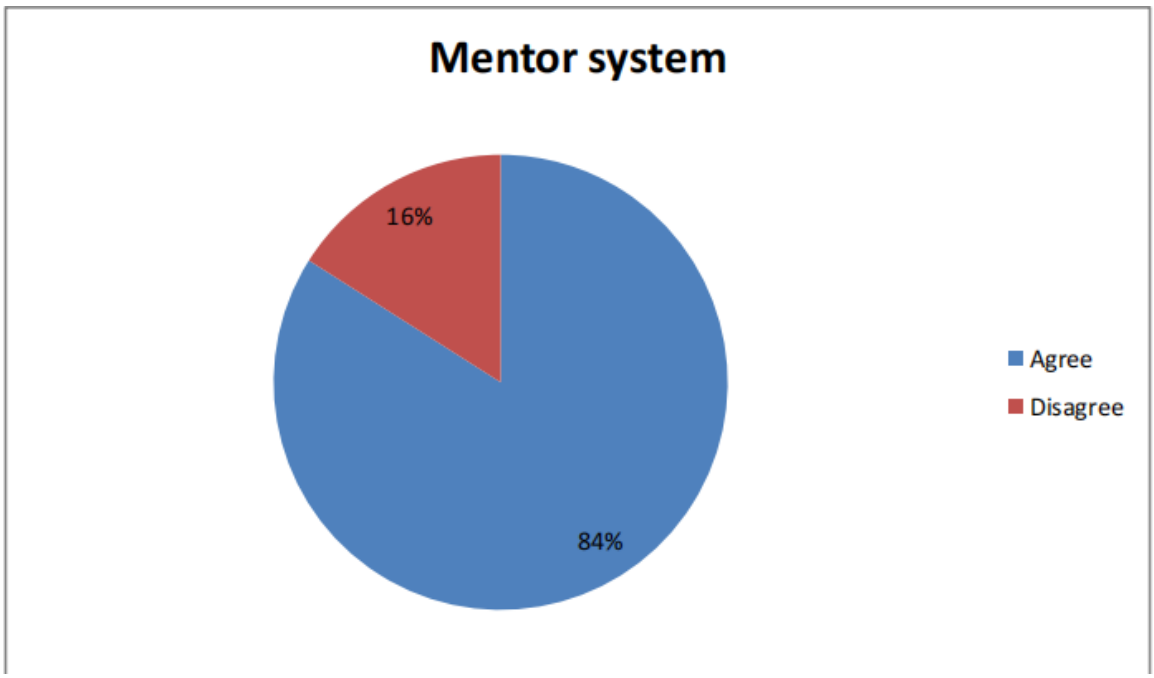
1. Are you satisfied with the Balanced Scorecard method?



INTERPRETATION: Regarding Balance scorecard method, 92% of the employees are satisfied whereas only 8% of the employees are not satisfied. It means that most of the employees are benefited from this evaluation method.

E. CAREER PROGRESSION

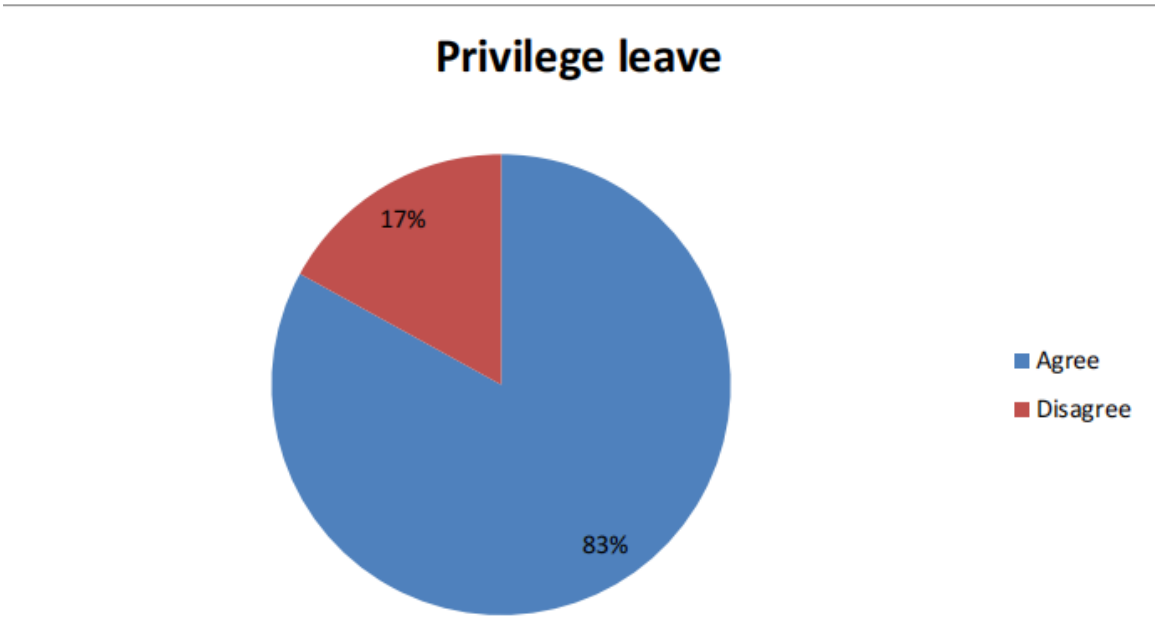
1. Are you satisfied with the mentor system followed for career progression?



INTERPRETATION: Regarding mentor system followed for career progression, 84% of the employees get benefited and only 16% of the employees are exempted.

F. LEAVE POLICY

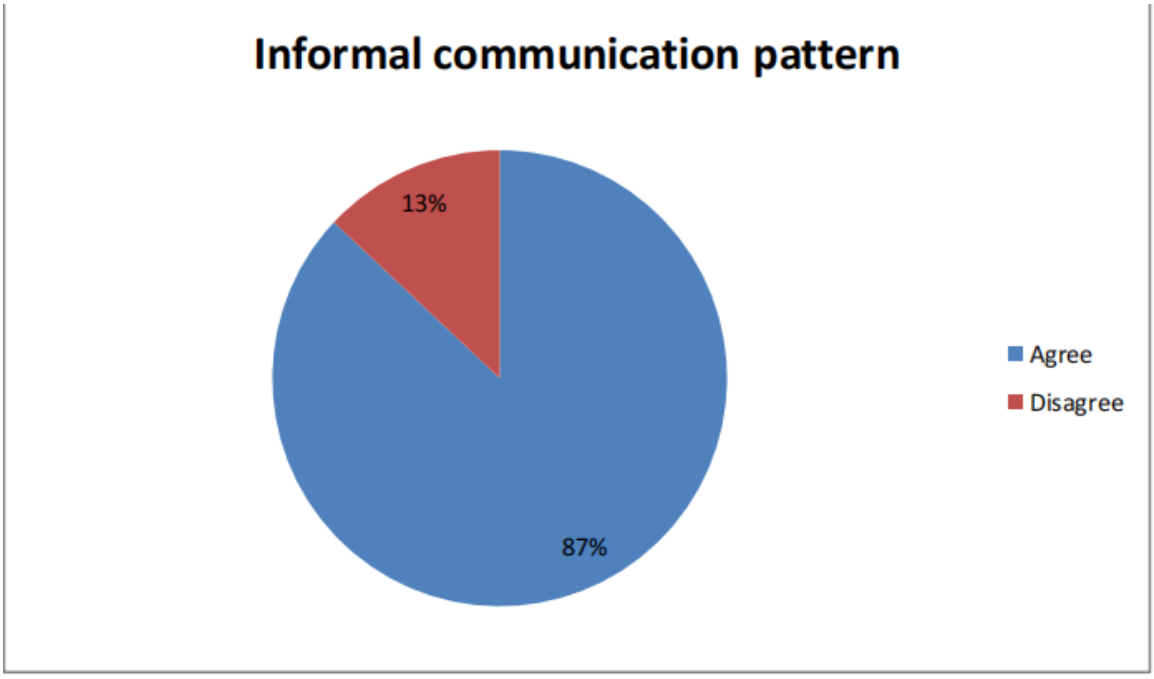
1. Are you satisfied with the privilege leave provided to you?



INTERPRETATION: Regarding privilege leave provided to employees, 83% of the employees are satisfied whereas 17% of the employees are not satisfied.

G. COMMUNICATION AND DECISION-MAKING PROCESS

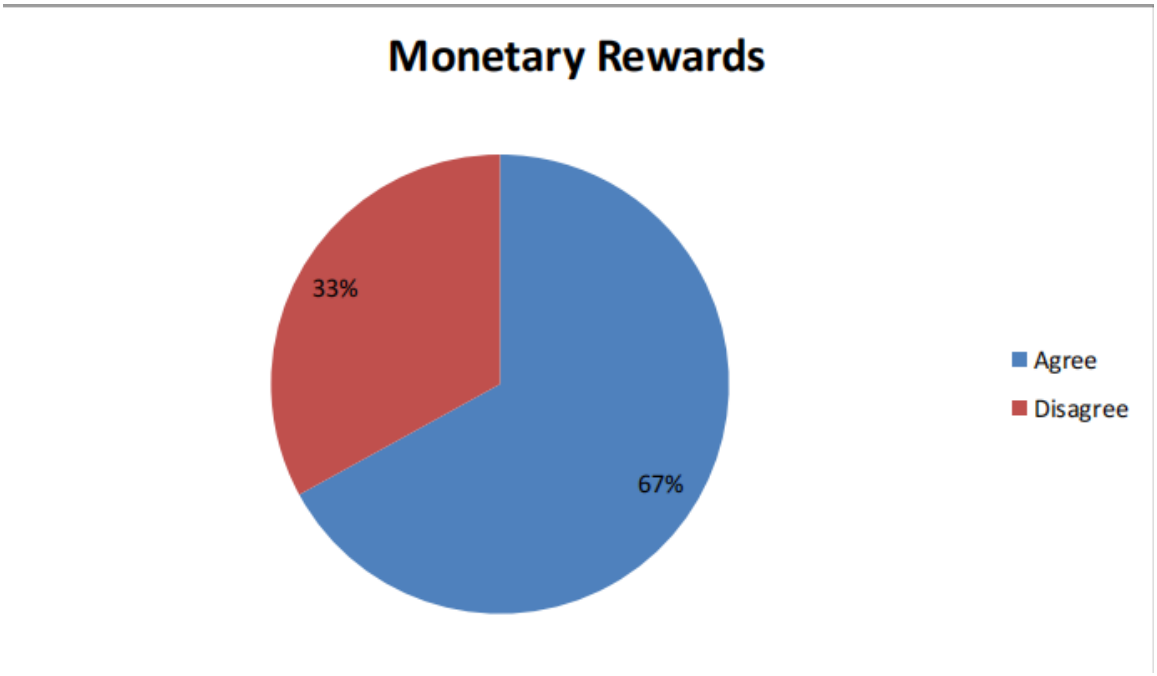
1. Are you satisfied with the informal communication pattern?



INTERPRETATION: Regarding informal communication pattern, 87% of the employees are satisfied and 13% of the employees are not satisfied. It means most of the employees are comfortable with this communication process.

H. REWARDS AND RECOGNITION

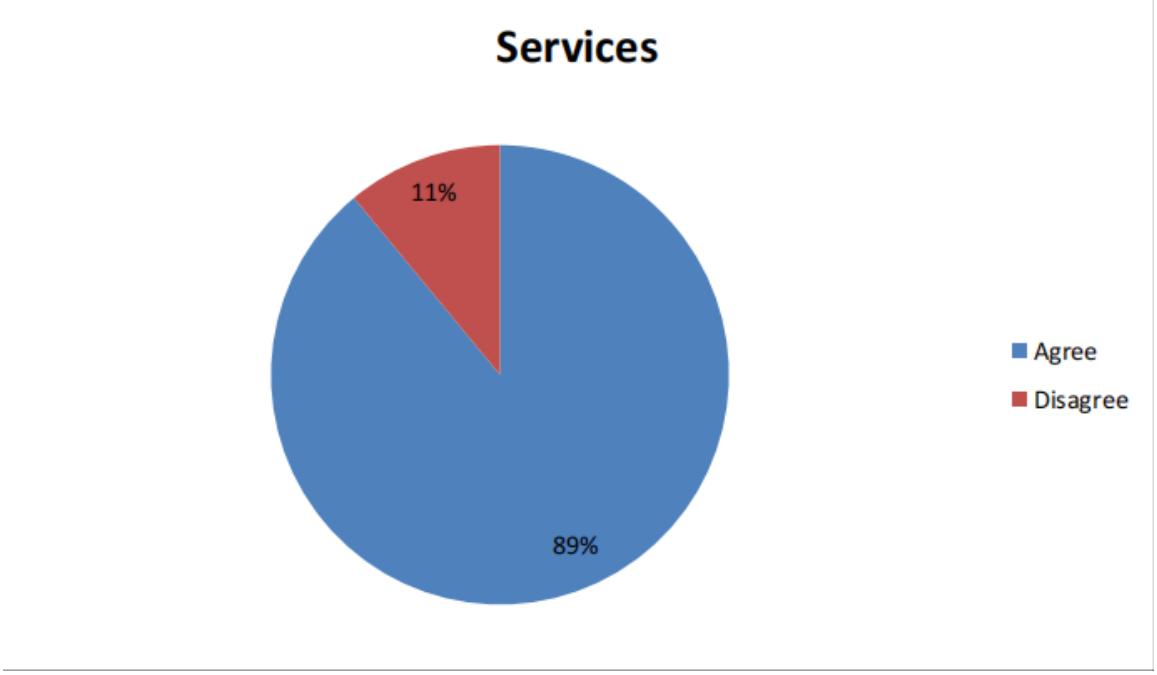
1. Are you satisfied with the monetary rewards?



INTERPRETATION: Regarding monetary rewards, 67% of the employees are satisfied whereas 33% of the employees are not satisfied. It means that some of the employees want to implement non-monetary rewards in the organization

J. MEDICLAIM POLICY

1. Are you satisfied with the services covered under Mediclaim policy?



INTERPRETATION: Regarding services provided under Mediclaim policy,

89% of the employees are satisfied and 11% of the employees are not satisfied.

CONCLUSION

Study shows that

1. The Policy of the company provides facilities for all round growth of individuals by training in-house and outside the organization, reorientation, lateral mobility and self-development through self-motivation.

2. The Policy grooms every individual to realize his potential in all facets while contributing to attain higher organizational and personal goals.

3. The Policy builds teams and foster team-work as the primary instrument in all activities.

4. The Policy implements equitable, scientific and objective system of rewards, incentives and control.

5. The Policy recognizes worth contributions in time and appropriately, so as to maintain a high level of employee motivation and morale.

6. The employees agree on the part of their performance that they know what is expected from them.

7. The employees understand how their work goals relate to company's goals.

8. Company inspires the employees to do their best work every day.

9. The employees are not satisfied with the communication and decision-making process as it leaks the information related to organization.

10.The employees do not receive the appropriate recognition and rewards for their contributions and accomplishments.

11.The employees feel that they are not paid fairly for the contributions they make to company's success.

SUGGESTIONS &RECOMMENDATIONS

1. The Performance Appraisal of employee is evaluated on the basis of 360 degree feedback or 180-degree feedback.

2. The Organization should focus on mentor system intend to help employees in their career progression.

3. The Organization should conduct Psychometric tests for employees.

4. The Training should be mandatory for all level of employees.

5. The Departments should develop constructive attitude towards each other.

6. The company should give the appropriate recognition for the contributions and accomplishments made by employees. A flexible reward system should be adopted by organization to improve employee motivation.

7. A more transparent and full proof communication system developed in the organization.

8. Replacing the lacuna in the current system.

9. Wages and salary administration process should have a more scientific approach laying stress on equal wages for equal work done.

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ANNEXURES

Name of Employee: ----------

Designation: ----------

QUESTIONNAIRES

A. Recruitment and Selection

1. Are you satisfied with the external recruitment sources performed in your organization.

1. Agree 2. Disagree

2. Are you satisfied with the monetary reward given on bringing a candidate on board?

1. Agree 2. Disagree

3. Are you satisfied with the background checks conduct for employees.

1. Agree 2. Disagree

4. Are you satisfied with the monetary limits given to you for the expenses?

1. Agree 2. Disagree

B. Induction

1. The induction programme of your organization is informal type.

1. Agree 2. Disagree

2. The induction of your organization covers organizational structure and policies.

1. Agree 2. Disagree

C. Training and Development

1. For Employee performance is the training need analyzed in your organization.

1. Agree 2. Disagree

2. Are you satisfied with the classroom method adopted by tour organization to train the employees?

1. Agree 2. Disagree

3. Effectiveness of training program in your organization is evaluated by observing the post training performance of employees.

1. Agree 2. Disagree

D. Performance Appraisal

1. Are you satisfied with the Balanced Scorecard method?

1. Agree 2. Disagree

2. Are you satisfied with the feedback given to you by organization?

1. Agree 2. Disagree

E. Career Progression

1. Are you satisfied with the mentor system followed for career progression?

1. Agree 2. Disagree

2. Are you satisfied with the competence analysis and feedback from manager?

1. Agree 2. Disagree

F. Leave Policy

1. Are you satisfied with the privilege leave provided to you?

1. Agree 2. Disagree

G. Communication and Decision-making process

1. Are you satisfied with the informal communication pattern?

1. Agree 2. Disagree

2. Are you satisfied with the opinion survey and Department meeting?

1. Agree 2. Disagree

H. Rewards and Recognition

1. Are you satisfied with the monetary rewards?

1. Agree 2. Disagree

I.Personal Accident Insurance Policy

1. Are you satisfied contingencies cover under this policy?

1. Agree 2. Disagree

J. Mediclaim Policy

1. Are you satisfied with the services covered under this policy?

1. Agree 2. Disagree

"A STUDY ON RECRUITMENT AND SELECTION PROCESS TOWARDS SIGNWARE TECHNOLOGIES"

In partial full filament of the requirements for the award of the degree

BACHELOR OF COMMERCE

A PROJECT

By

JAYA SURYA S (REG.NO: U20BC086)

JAYAKARAN M (REG. NO: U20BC087)

JAYA SRI V (REG.NO: U20BC088)

JEEVANANDAM A (REG.NO: U20BC089)

JEFFICA B (REG.NO U20BC090)

Of

Under the guidance of

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MAY - 2023

BONAFIDE CERTIFICATE

This is to certify that the project report titled "**A STUDY ON RECRUITMENT AND SELECTION PROCESS TOWARDS SIGNWARE TECHNOLOGIES"** is the Bonafide work of **JAYA SURYA S (REG.NO: U20BC086) JAYAKARAN M (REG. NO: U20BC087) JAYASRI V (REG.NO: U20BC088) JEEVANANDAM A (REG.NO: U20BC089) JEFFICA B (REG.NO: U20BC090)** for the degree of **Bachelor of Commerce, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai **Mr. P.Gokul M.com, MPhil, (Ph.D)**

Date: **(Research supervisor)**

DECLARATION

I declare that the project work entitled "**A STUDY ON RECRUITMENT AND SELECTION PROCESS TOWARDS SIGNWARE TECHNOLOGIES**" is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce submitted to department of commerce, Bharath Institute of Higher Education and Research, was carried out under the supervision of **MR. P. GOKUL M.com, MPhil, (Ph.D) DEPARTMENT OF COMMERCE**, Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

PLACE: Chennai.

DATE:

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3) JAYA SRI V (REG.NO: U20BC088)

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ABSTRACT

The project title “A study on Recruitment and Selection Process” conducted in Signware Technologies aims to find out the general opinion of the Recruitment and Selection process attended by the employees at Signware Technologies.

The main objective of project is to study the process of Recruitment & Selection in Signware Technologies. The secondary objectives are to assess the perception of the employers regarding recruitment process they have undergone, to identify whether the recruitment is done from internal or external sources, to analyze the effectiveness of recruitment and selection process, to identify the factors of recruitment and selection process, to identify new ways of improving the present recruitment procedure, to identify the average time spent for selection process.

The need for this project is to determine the present and future requirements of the organization personnel-planning and job analysis activities, to understand the recruitment and selection process in organization and to analysis of the time management in the recruitment process. This study helps to make decision in selecting the right candidates for the right job, this study helps the organization to identify the area of problem and suggest ways to improve the recruitment and selection process, this study focus on understanding recruitment and selection process this study helps to manage a manpower budget for the recruitment and selection process, this study helps to evaluate the time constraint for the recruitment process. Most of the employees were satisfied but changes are required according to the changing scenario as recruitment process has a great impact on the working of the company as a fresh blood, new idea enters in the company.

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CHAPTER I

1.1 INTRODUCTION

Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization. Selection may be defined as the process by which the organization chooses from among the applicants, those people whom they feel would best meet the job requirement, considering current environmental condition. The project title "**A study on Recruitment and Selection Process**" conducted in Signware Technologies aims to find out the general opinion of the Recruitment and Selection process attended by the employees at Signware Technologies. The secondary objectives are to identify whether the recruitment is done from internal or external sources, to analyze the effectiveness of recruitment and selection process, to identify the factors of recruitment and selection process, to identify new ways of improving the present recruitment procedure, to identify the average time spent for selection process.

The limitations of this study are the feedback is just the representative of the entire population; it only states the opinion of a few respondents, time constraint was a major limitation, people were not very responsive, unavailability of secondary data, the Sample size used for the research is less, an employee has fear to reveal the negative aspects, the information collected is based on the perception of the respondents, the data needs to be updated at times when it comes to have further usage of this research study report.

The problem that has been found in this study is that the most of the respondents need modifications in the present recruitment and selection process, the company is using only four sources for recruitment and selection process, many of the candidates are not aware of the company policies before joining in the company,, the company should make use of video conferencing of candidates in the future to reduce their time and the organization can make use of web to large extent to make recruitment simpler, faster, cheaper and effective.

Most of the employees were satisfied but changes are required according to the changing scenario as recruitment process has a great impact on the working of the company as a fresh blood, new idea enters in the company. Selection process is good but it should also be modified according to the requirements and should job profile so that main objective of selecting the candidate could be achieved.

DEFINITION OF RECRUITMENT AND SELECTION

Human resource is the most important asset of a company. So, the success and failure of a company depend much on the recruitment and selection of suitable human resources.

DEFINITION OF RECRUITMENT

Before the establishment of modern human resources management, the owner of the organization followed the rules of "hiring and firing," but with the development of the modern human resource management. Authors have defined recruitment as follows|:

DeCenzo and Robbins: "Recruitment is the process of discovering potential candidates for actual or anticipated organizational vacancies. Or from another perspective, it is a linking activity—bringing together those with jobs to fill and those seeking jobs."

DEFINITION OF SELECTION

Selection is the second stage of the recruitment and selection process. It may be defined as the process of choosing the best one from among the number of candidates. Authors have defined selection as follows:

Dale Yoder has defined, "Selection is the process by which candidates for employment are divided into two classes those who will be offered employment and those who will not".

MEANING OF RECRUITMENT & SELECTION

Two important functions of a human resources department are recruitment and selection. Though linked together in what is generally called the employment discipline of human resources, they are two distinct functions.

CONCEPT OF RECRUITMENT & SELECTION

Recruitment is a set of techniques that aims to attract people with good skills and high potential to work in your business. Selection goes hand in hand with recruitment and represents the final stage of the recruiting life cycle.

OBJECTIVES OF RECRUITMENT AND SELECTION

The main objective of recruitment and selection is fairly obvious: to hire the most-qualified candidate to fill an available position. Additional objectives include:

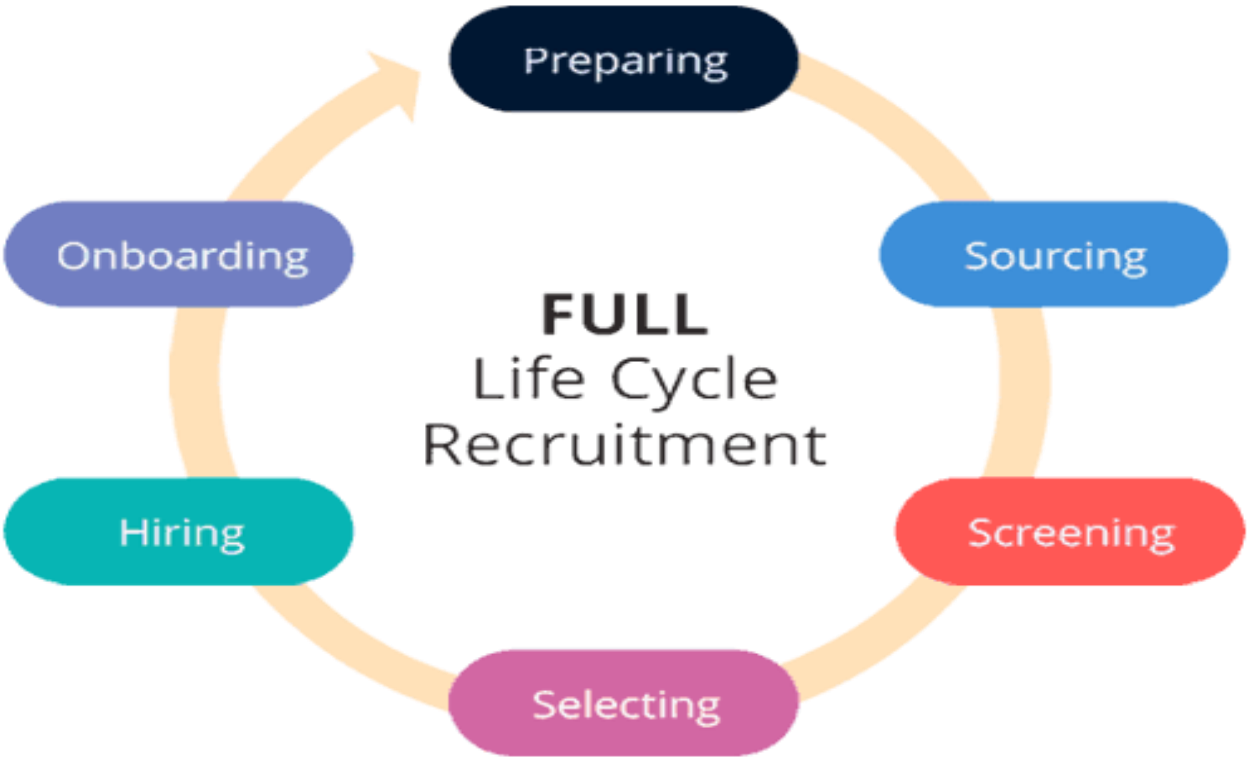
- Creating a large talent pool of candidates to ensure the organization can hire the best employee.
- Finding people who will fit in with the company culture and contribute to the organization's goals.
- Reducing the likelihood that a candidate will leave after a brief time by finding the right employee for the position the first time around.
- Meeting the organization's diversity and social commitments by selecting candidates based solely on their merits and the way they fit in with the company values, goals and culture.
- Improving the company's reputation through fair, unbiased and effective hiring practices.

  Expediting the future recruitment and selection process and reducing costs by gathering a large pool of talented candidates who may be interested in future vacancies.

To better understand the full scope of objectives for the recruitment and selection process, it's beneficial to **look at the objectives for each individual step**.

6 STAGES OF THE RECRUITMENT LIFE CYCLE

Now, let’s take an in-depth look at the six stages of the recruitment life cycle. No one stage is more important than the other. Rather, they all work together to help you find and hire great employees.



Recruitment Process

Step 1 – Preparation

The first stage is the preparation stage. In this stage, you are defining the ideal candidate and preparing your search for that ideal candidate. There are plenty of factors that you will want to likely consider.

Step 2 – Sourcing

Next is the sourcing stage. Here, you will want to be searching for both active and passive candidates. Candidates can come from anywhere, so you'll definitely want to cast a wide net.

Step 3 – Screening

The third stage is the screening. This occurs when you have sourced a large number of applicants. You and your team will go through the applicants' resumes and other application information...

Step 4 – Selecting

Selecting is the fourth stage. This is when you actually interview the candidates. It's important to remember that a candidate's CV only reveals so much. You'll want to ask detailed questions about the candidate's experience, skills, and knowledge about your company.

Step 5 – Hiring

The fifth stage is hiring. At this stage, you'll actually decide on the candidate that you want to hire. While this can be difficult, you'll need to eventually make a decision.
Once you have made your selection, you will submit a formal offer letter to your candidate. You should also be willing to answer any questions the candidate has before he or she accepts the offer.

Step 6 – Onboarding

Finally, onboarding is the sixth stage. Upon the candidate accepting your offer, you will want to start familiarizing him or her with your organization. Don't slack on this stage, as it is extremely important to the future success of your new hire.

STEPS IN SELECTION PROCESS

The selection process typically begins with the preliminary interview; next, candidates complete the application for employment.



1. Initial Screening

The selection process often begins with an initial screening of applicants to remove individuals who obviously do not meet the position requirements. At this stage, a few straight forward questions are asked.

2. Completion of the Application Form

Application Blank is a formal record of an individual's application for employment. The next step in the selection process may involve having the prospective employee complete an application for employment.

3. Employment Tests

Personnel testing is a valuable way to measure individual characteristics. Hundreds of tests have been developed to measure various dimensions of behavior. The tests measure mental abilities, knowledge, physical abilities, personality, interest, temperament, and other attitudes and behaviors.

4. Job Interview

An interview is a goal-oriented conversation in which the interviewer and applicant exchange information. The employment interview is especially significant because the applicants who reach this stage are considered to be the most promising candidates.

5. Conditional Job Offer

Conditional job offer means a tentative job offer that becomes permanent after certain conditions are met. If a job applicant has passed each step of the selection process so far, a conditional job offer is usually made.

6. Background Investigation

Background Investigation is intended to verify that information on the application form is correct and accurate. This step is used to check the accuracy of application form through former employers and references. Verification of education and legal status to work, credit history and criminal record are also made. Past behavior is the best predictor of future behavior.

7. Medical/Physical Examination

After the decision has been made to extend a job offer, the next phase of the selection process involves the completion of a medical/physical examination. This is an examination to determine an applicant's physical fitness for essential job performance.

8. Permanent Job Offer

Individuals who perform successfully in the preceding steps are now considered eligible to receive the employment offer. The actual hiring decision should be made by the manager in the department where the vacancy exists.

1.2 COMPANY PROFILE

Signware Technologies is a software development company based in Chennai established in 2005. We take pride in introducing ourselves as one of the top Software and website development company in Chennai and most creative and ingenious among our peers, in this industry. We provide the latest technology and most innovative solutions, allowing us to give our customers the best service possible. We provide the most effective and performance-oriented company to our customers. We primarily develop a full life cycle software development and engineering services to independent software vendors, systems companies and companies offering enterprise, cloud, web, social networking, media and mobile applications. And also develop web-sites and web-based applications, our area of expertise includes Web Design &

Maintenance, Flash based Websites, Web application development, 2D-3D animation, Mobile Phone application development, Domain Name Registration, Search Engine Optimization (SEO). Our key technological expertise includes, but is not limited to, Database Administration (DBA), Dot Net, PHP, C#, DHTML, CSS, Flash, Photoshop, JAVA & Android.

QUALITY POLICY

Our Quality Objectives:

- To achieve 'Timely' and Zero Error delivery.
- To achieve minimum 30% of business growth every year.
- To provide customer support immediately and within 24 hours.
- To Achieve 100% Customer Satisfaction.
- To deliver minimum 90% orders on time.

SERVICES

- Software Designing & Development
- Web Development
- Social Media Marketing
- Internet Marketing
- ERP/CRM Implementation
- Recruitment

SOFTWARE DESIGNING & DEVELOPMENT:

Our software development process consists of complete Software Development Life Cycle that includes Requirement Analysis, Architecture and Design. We have experienced Project Managers who have undertaken Software development using various methodologies.

1.3 OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

The primary objective is to study the Recruitment & Selection process

SECONDARY OBJECTIVES

- To identify whether the recruitment is done from internal or external sources.
- To analyze the effectiveness of recruitment and selection process.
- To identify the factors of recruitment and selection process.
- To identify new ways of improving the present recruitment procedure
- To identify the average time spent for selection process.

1.4 SCOPE OF THE STUDY

In today's rapidly changing business environment, organizations have to respond quickly to requirements for people.

- This study helps to make decision in selecting the right candidates for the right job
- This study helps the organization to identify the area of problem and suggest ways to improve the recruitment and selection process
- This study focus on understanding recruitment and selection process
- This study helps to manage a manpower budget for the recruitment and selection process.
- This study helps to evaluate the time constraint for the recruitment process

1.5 LIMITATIONS OF THE STUDY

- Feedback is just the representative of the entire population; it only states the opinion of a few respondents.
- Time constraint was a major limitation.
- People were not very responsive.
- Unavailability of secondary data.
- The Sample size used for the research is less.
- An employee has fear to reveal the negative aspects.

CHAPTER II

REVIEW OF LITERATURE

2.1- INTRODUCTION ON REVIEW OF LITERATURE

The human resource management activities are considered one of the most important activities that have an impact on companies and among these activities we will review in our review these are related to recruitment and selection activities. Away from the salaries and incentives offered, the process of employing an inappropriate and effective component may cost larger losses based on the decisions and activities wrongly practiced.

The recruitment process aims to provide the best elements with excellent qualifications and qualifications. The importance of the recruitment process to the Human Resources Department is to prevent hiring the wrong person, who may cost the organization very much.

Recruitment and Selection Process at Workplace: A Qualitative, Quantitative and Experimental Perspective of Physical Attractiveness and Social Desirability. (2020) Sania Usmani

It was concluded that all three studies and data analysis, and found that physical attractiveness does not play a role in the selection and employment process Individually

A Pragmatic study on Human Resources Trends in recruitment and selection process in Non-Banking Financial Companies in Kanyakumari district (2020) Dharshini.K.A & Seleena.R

The most important study recommended that it is necessary to enhance the new form of talent acquisition This study provided a conclusion that the recruitment process and selection among employees of non-banking financial companies have a positive importance regarding their job satisfaction.

Indonesian Language Assistant Program in Australian Schools: Recruitment and Selection Process (2019) Tri Indri Hardini and Others

It became evident from this study that the UPI Indonesian recruitment process has several stages. Each stage has its own purpose to choose the best candidates required by both UPI and DET. It is expected that each process of selection processes will thoroughly explore the general skills and competencies of the candidates. The study recommended the necessity of sustaining this program, and it is also necessary to continuously improve the recruitment and selection system in order to select the best candidates for the coming years.

A Study on Recruitment and Selection Process of Airtel (2018) Ahmedabad

The study presented several recommendations, the most important of which was the necessity of an effective human resources management in the organization that depends on the effectiveness of many other human resources activities such as selection and training on the quality of new employees who are attracted through the recruitment process. Also, on raising awareness about the risk of wrongful appointments, management must obtain specific training on the recruitment process.

Recruitment and Selection Practices in Business Process Outsourcing Industry (2017) Dr. Amer Hani Al-Kassem

The study recommended that access to employee services, develop their skills, and motivate them at high levels of performance, and in order to ensure the maintenance of their commitment to the organization, this is necessary to achieve organizational goals. Also, no organization can survive without giving importance to its employees.

The Role of the Internet and Social Networks in Recruitment and Selection Process (2017) Agnes Slavic and Others

The results of the research conducted show that in Serbia, the internet and social networks are used in the recruitment process, but still not to a large extent. According to the results of the survey, 30% of organizations in Serbia use advertising job

vacancies on the company's official website and 32% of organizations do this on commercial websites.

2.2 RESEARCH METHODOLOGY

RESEARCH:

Research is a scientific and systematic search for pertinent information on a specific topic. The advanced learner's dictionary of current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge." Redman and Moray define research as "a systematized effort to gain new knowledge." Research is an academic activity and as such the term should be used in a technical sense.

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It is a science of studying how research is done scientifically. The various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them are studied. The researcher should know the research techniques, the research methodology, how to develop certain tests, how to calculate the mean, median, mode or chi-square, how to apply a particular research technique.

CHAPTER III

RESEARCH INSTRUMENT

QUESTIONNAIRE:

A questionnaire is sent to the persons concerned with the request to answer the question and return the questionnaire. The questionnaire consists of a number of questions printed in a definite order on a form or set of forms.

3.1 RESEARCH DESIGN

Research design is the decision regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. It can be defined as the arrangement of conditions for collection and analysis of data in a manner that aims to combine the relevance to the research purpose to the economy procedure.

In this study, a questionnaire was used to collect data from the sample.

3.2 SAMPLING METHOD

Sampling is the process of selecting a sufficient number of elements from the population, so that a study of the sample and an understanding of its properties or characteristics would make it possible.

STRATIFIED RANDOM SAMPLING:

Stratified random sampling involves a process of stratification or segregation, followed by random selection of subjects from each stratum. The population is first divided into mutually exclusive groups that are relevant, appropriate and meaningful in the context of the study.

The various stratum of this study is

- Recruitment
- Selection

- Training and Development
- Web designing and Web development

SAMPLE SIZE:

The population size is =220

The sample size for the study = 145

SAMPLING DESIGN:

A sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques of the procedure the researcher would adopt in selecting items for the sample.

3.3 DATA COLLECTION

There are two types of data:

Primary and Secondary

PRIMARY DATA are those which are collected afresh and for the first time and thus happen to be original in character.

SECONDARY DATA on the other hand, are those which have already been collected by someone else and which have already being passed through the statistical process. The methods of collecting primary and secondary data differ since; primary data are to be originally collected.

3.4 STATISTICAL TOOLS AND ANALYSIS

PERCENTAGE ANALYSIS:

Percentage analysis is the method which the first number of respondents is noted in a tabular form and then the percentage is calculated by dividing the number of respondents by total number of respondents which is then multiplied by 100.

No. of respondents

Percentage = ---------- * 100

Total no. of respondents

TWO WAY ANOVA

In statistics, one-way analysis of variance (abbreviated one-way ANOVA) is a technique used to compare means of two or more samples (using the F distribution). This technique can be used only for numerical data.

Source of Variation	**Sum of Squares**	**DF**	**Mean Square**	**F-Statistics**
Between Columns	SSC	c-1	MSC=SSC/c-1	Fc=MSE/MSC
Between Rows	SSR	r-1	MSR=SSR/r-1	
Residual (Error)	SSE	N-c-r+1	MSE= SSE/ N-c-r+1	FR=MSR / MSE
Errors	SST	N-1		

CHAPTER IV

DATA ANALYSIS

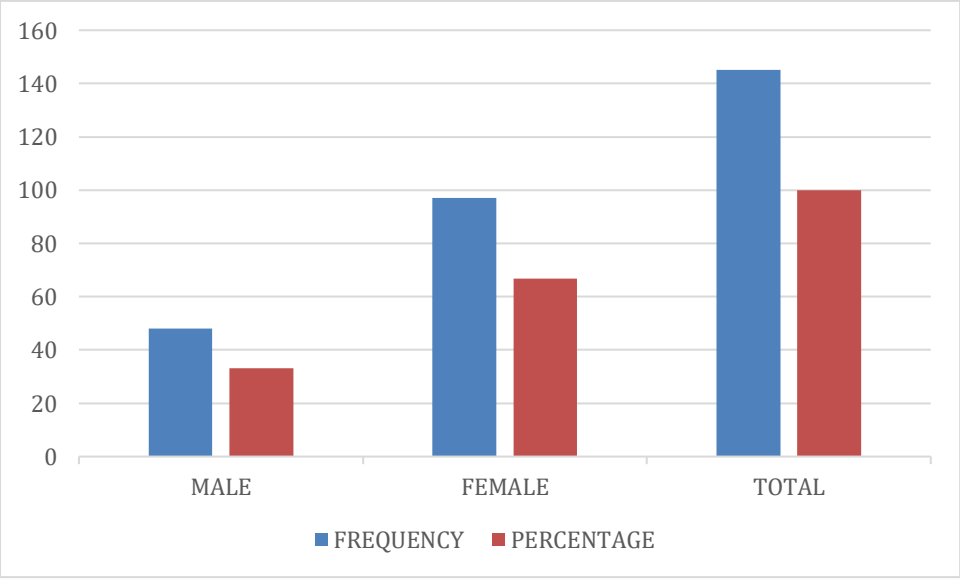
PERCENTAGE ANALYSIS

TABLE 4.1: Table showing the gender of the respondents

S.NO	GENDER	FREQUENCY	PERCENTAGE
1	MALE	48	33.1
2	FEMALE	97	66.9
	TOTAL	**145**	**100**

CHART 4.1: Chart showing the gender of the respondents

GENDER

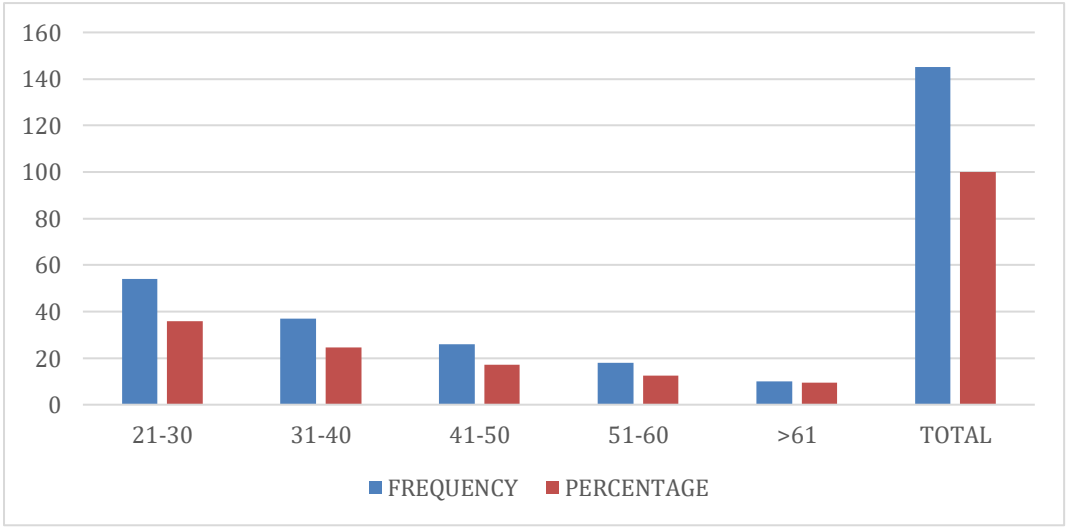


INFERENCE: From the above table it is inferred that 66.9% of respondents are females and 33.1% respondents are male.

TABLE 4.2: Table showing the age of the respondents

S.NO	AGE	FREQUENCY	PERCENTAGE
1	21-30	54	36
2	31-40	37	24.7
3	41-50	26	17.3
4	51-60	18	12.4
5	>61	10	9.6
	TOTAL	**145**	**100**

CHART 4.2: Chart showing the age of the respondents

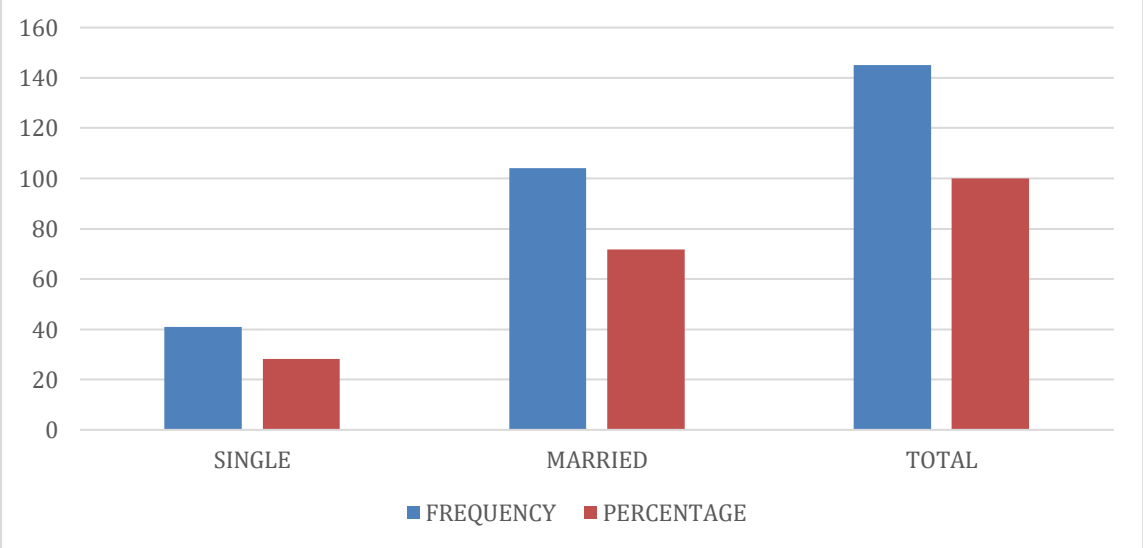


INFERENCE: From the above table it is inferred that 36% of respondents are between the ages of 21-30, 24.7% of respondents are between the age group of 31-40, 17.3% of respondents are in the age of 41-50, 12.4% of respondents are between the age group of 51-60 and only 9.6% of respondents are greater than 61.

TABLE 4.3: Table showing the marital status of the respondents

S.NO	MARITAL STATUS	FREQUENCY	PERCENTAGE
1	SINGLE	41	28.3
2	MARRIED	104	71.7
	TOTAL	**145**	**100**

CHART 4.3: Chart showing the marital status of the respondents

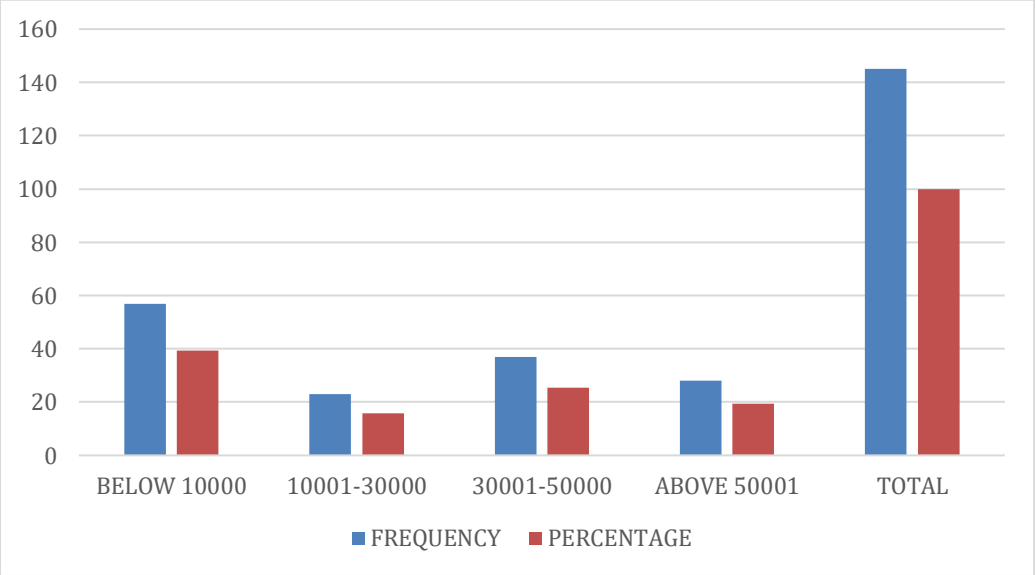


INFERENCE: From the above table it is inferred that 71.7% of respondents are married and 38.3% of respondents are single.

TABLE 4.4: Table showing the monthly income of respondents

S.NO	MONTHLY INCOME	FREQUENCY	PERCENTAGE
1	BELOW 10000	57	39.3
2	10001-30000	23	15.9
3	30001-50000	37	25.5
4	ABOVE 50001	28	19.3
	TOTAL	**145**	**100**

CHART 4.4: Chart showing the monthly income of respondents

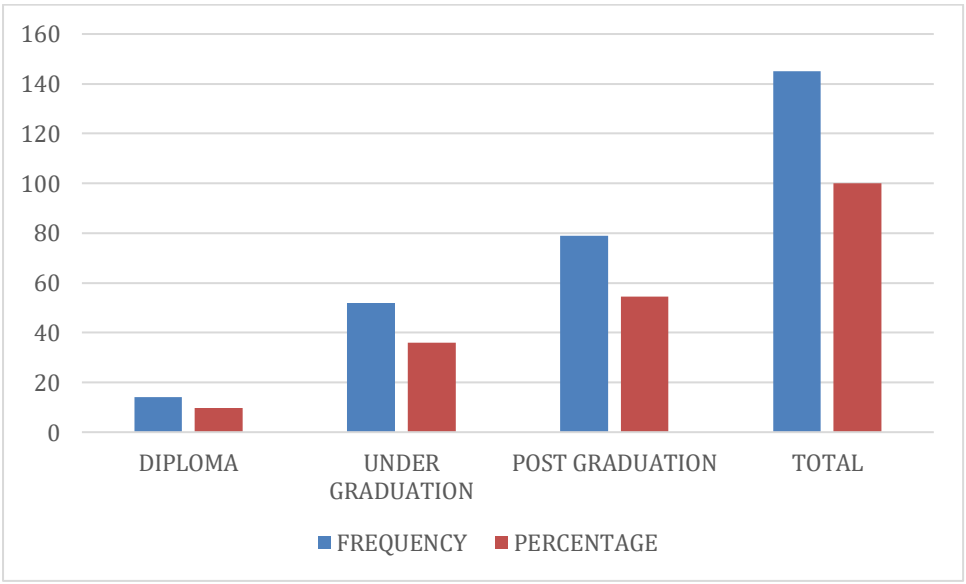


INFERENCE: From the above table it is inferred that 39.3% of respondents are getting the monthly income above RS.10000, 15.9% of respondents are getting their income between 10001 – 30000, 25.5% of respondents are between 30001 – 50000 and 19.3% are getting above 50001.

TABLE 4.5: Table showing the education qualification of the respondents

S.NO	AGE	FREQUENCY	PERCENTAGE
1	DIPLOMA	14	9.7
2	UNDER GRADUATION	52	35.9
3	POST GRADUATION	79	54.5
	TOTAL	**145**	**100**

CHART 4.5: Chart showing the education qualification of the respondents



INFERENCE: From the above table it is inferred that 54.5% of respondents are Post graduates, 35.9% of respondents are under graduates and 9.6% of respondents have finished Diploma.

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is a relationship between the nature of job of the respondents and monthly income of respondents.

Alternate hypothesis (H1):

There is no relationship between the nature of job of the respondents and monthly income of respondents.

Case Processing Summary

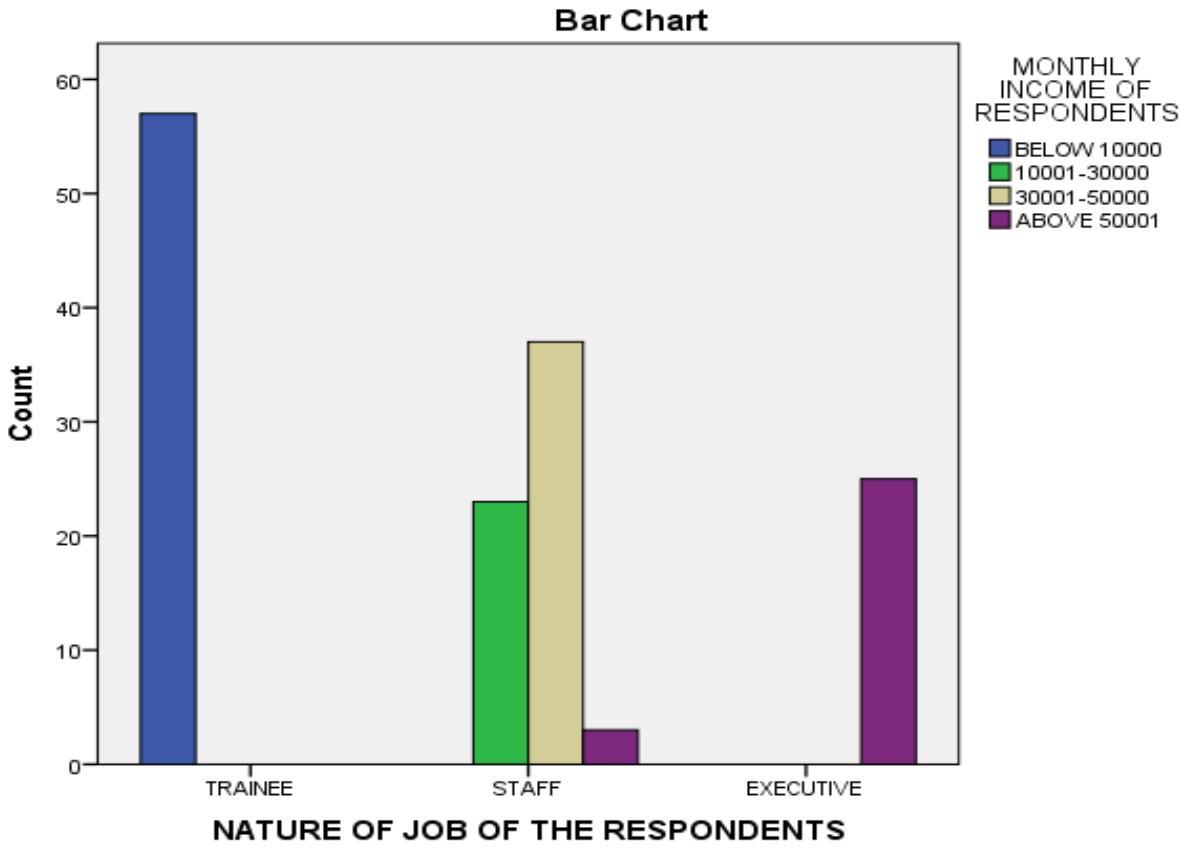
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
NATURE OF JOB OF THE RESPONDENTS * MONTHLY INCOME OF RESPONDENTS	145	100.0%	0	0.0%	145	100.0%

NATURE OF JOB OF THE RESPONDENTS * MONTHLY INCOME OF RESPONDENTS Cross tabulation

			MONTHLY INCOME OF RESPONDENTS				Total
			BELOW 10000	10001 - 30000	30001 - 50000	ABOVE 50001	
NATURE OF JOB OF THE RESPONDENTS	TRAINEE	Count	57	0	0	0	57
		% within NATURE OF JOB OF THE RESPONDENTS	100.0%	0.0%	0.0%	0.0%	100.0%
		% within MONTHLY INCOME OF RESPONDENTS	100.0%	0.0%	0.0%	0.0%	39.3%
		% of Total	39.3%	0.0%	0.0%	0.0%	39.3%
	STAFF	Count	0	23	37	3	63
		% within NATURE OF JOB OF THE RESPONDENTS	0.0%	36.5%	58.7%	4.8%	100.0%
		% within MONTHLY INCOME OF RESPONDENTS	0.0%	100.0%	100.0%	10.7%	43.4%
		% of Total	0.0%	15.9%	25.5%	2.1%	43.4%

	EXECUTIVE	Count	0	0	0	25	25
		% within NATURE OF JOB OF THE RESPONDENTS	0.0%	0.0%	0.0%	100.0%	100.0%
		% within MONTHLY INCOME OF RESPONDENTS	0.0%	0.0%	0.0%	89.3%	17.2%
		% of Total	0.0%	0.0%	0.0%	17.2%	17.2%
Total		Count	57	23	37	28	145
		% within NATURE OF JOB OF THE RESPONDENTS	39.3%	15.9%	25.5%	19.3%	100.0%
		% within MONTHLY INCOME OF RESPONDENTS	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	39.3%	15.9%	25.5%	19.3%	100.0%

TABLE OF CONTENTS			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	268.299[a]	6	.000
Likelihood Ratio	280.298	6	.000
Linear-by-Linear Association	128.836	6	.000
N of Valid Cases	145		



Degree of Freedom= (r-1) *(c-1)

= 2*3= 6

Calculated value = 268.299

Tabulated value = 12.592

Z = Z cal >Z tab

Z= 268.299>12.592

Hence, the Alternate hypothesis [H1] is accepted

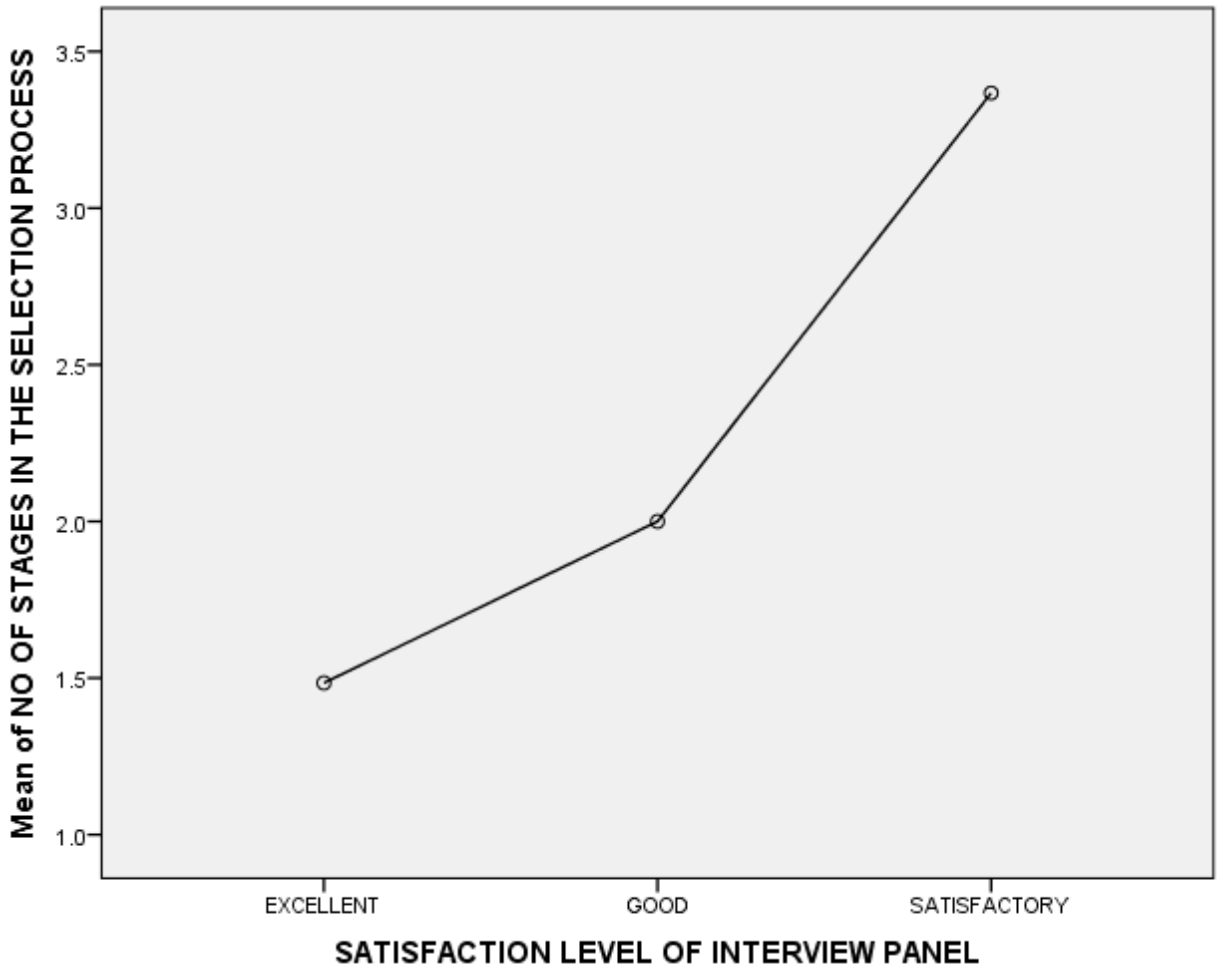
INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the nature of job of the respondents and monthly income of respondents.

4.7-ANOVA

NO OF STAGES IN THE SELECTION PROCESS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	100.655	2	50.328	227.799	.000
Within Groups	31.372	142	.221		
Total	132.028	144			



Calculated value = 227.799

Tabulated value = 3.09

F = F cal >F tab **F=227.799> 3.09**

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the number of stages in the selection process and satisfaction level of interview panel.

CHI – SQUARE TEST

OBJECTIVE:

To find the relationship between the recruitment process for different grades of employees based on qualification.

PARTICULARS	UG	PG	DIPLOMA	TOTAL
YES	33	29	28	**90**
NO	15	12	28	**55**
TOTAL	**48**	**41**	**56**	**145**

FORMULATION OF HYPOTHESIS:

Ho: There is no relationship between the recruitment processes for different for different grades of employees based on qualification.

H1: There is a relationship between the recruitment processes for different for different grades of employees based on qualification

$$\text{Expected Frequency} = \frac{\text{Row Total} * \text{Column Total}}{\text{Grand Total}}$$

O	E	(O-E)	$(O-E)^2$	$(O-E)^2$ / E
33	29.79	3.21	10.30	0.35
29	25.45	3.55	12.60	0.50
28	34.76	-6.76	45.70	0.31
15	18.21	-3.21	10.30	0.51
12	15.55	-3.55	12.60	0.81
28	21.24	6.76	45.70	2.15
TOTAL				**5.69**

CALCULATION:

Calculated Value = 5.69

Degree of Freedom = (r-1) * (c-1) = 1*2

Degree of Freedom= 2

Tabulated Value = Total Value @ 5 % level of significance

= 5.991

CV < TV

5.69 < 5.991

Ho is accepted

INFERENCE:

There is no relationship between the recruitment process for different for different grades of employees based on qualification.

CHAPTER V

FINDINGS AND SUGGESTIONS

5.1 FINDINGS

1. 66.9% of respondents are females and 33.1% respondents are male.
2. 36% of respondents are between the age group of 21-30, 24.7% of respondents are between the age group of 31-40, 17.3% of respondents are in the age group of 41-50, 12.4% of respondents are between the age group of 51-60 and 9.6% of respondents are greater than 61 age.
3. 71.7% of respondents are married and 38.3% of respondents are single.
4. 39.3% of respondents are getting the monthly income above RS.10000 and 25.5% of respondents are between 30001 – 50000.
5. 54.5% of respondents are Post graduated, 35.9% of respondents are under graduated and 9.6% of respondents have finished Diploma.
6. 44.8% of respondents having experience for less than 1 year and 11.7% of employees have the experience between 5-6 years.
7. 43.5% of respondents are staff, 39.3% of respondents are trainees and 17.2% of respondents are Executives.
8. 54.4% of the respondents are recruited through campus interview and 9% of respondents are through consultancy.
9. 42% of respondents say organization gives referral policy to large extent, 33% of respondents Says to some extent.
10. 34% of respondents strongly agree for satisfaction of the rounds of interviews conducted, 26% of respondents feel neutral, 20% of respondents agree.
11. 49.7% of respondents prefer personal interview and 4.8% of respondents prefer all the three.
12. 36% of respondents strongly agree for different grades of employees, 32% of respondents agree, 21% of respondents feel neutral.

13. 35 %of respondents think that new techniques should be adopted to a very stimulating and 30% of respondent think that new techniques should be adapted to a stimulating.
14. 48 % of respondents strongly agree for modifications in the recruitment and selection in Signware Technologies and 21% of respondents agree for modifications recruitment and selection in the Signware Technologies.
15. 46% of respondents say organization gives efficient in selection policy of the employee to large extent, 29% of respondents Says to some extent.

5.2 SUGGESTIONS

1. Most of the respondents need modifications in the recruitment and selection process. .
2. The company is using only the job portals, consultancy, casual applicants and campus interview sources for recruiting the employees. .
3. The company can increase their candidate pool through internal sources.
4. Many of the candidates are not aware of the company policies before joining in the company.
5. Most of the employees are not aware of video conferencing and the company should make use of video conferencing of candidates in the future to reduce their time.
6. Organization can make use of web to large extent to make recruitment simpler, faster, cheaper and effective.
7. The recruitment and selection procedure should not to lengthy and time consuming
8. Time management is very essential and it should not be ignored at any level of the process.

5.3 CONCLUSION

The conclusion is drawn from the study and survey of the company regarding the Recruitment and Selection process carried out there. A study on the Recruitment and Selection Process conducted in Signware Technologies has brought out various information about the company's recruitment and selection procedure. Selection process is good but it should also be modified according to the requirements and should job profile so that main objective of selecting the candidate could be achieved. Further from this survey I hope the organization will be benefited and with the help of the suggestions given the organization can improve its functioning and the overall recruitment and Selection Process in the organization and its perform well

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A STUDY ON RECRUITMENT AND SELECTION PROCESS

QUESTIONNAIRE

Employee Name:

Employee Name:

1. Gender:

☐Male ☐Female

2. Age:

☐21-30 ☐31-40 ☐41-50 ☐51-60 ☐>61

3. Marital Status:

☐Married ☐Unmarried

4. Monthly Income:

☐Below 10000 ☐10001 – 30000

☐30001 – 50000 ☐Above 50001

5. Education Qualification:

☐Under Graduation ☐post-Graduation

☐Diploma

6. Since how many years have you working this Organization?

a. 0-5 Years b. 5-10 Years c. 10-15 Years d. More than 15 Years

7. Employee Nature of Job:

a. Trainee b. Staff c. Executive d. Above

8. What source do the Recruitment and Selection of candidate is done in Signware Technologies?

a. Consultants b. Job portals c. Campus Interview d. Casual Applicant

9. Do you have referral policy in your organization?

a. To a greater extent b. To a certain extent c. To a little d. Not at all

10. Are you satisfied with the rounds of interview conducted?

☐Strongly agree ☐Agree ☐Neutral ☐Disagree ☐Highly agree

11. What form of interview do you prefer?

☐Personal interview ☐Telephonic interview ☐ ☐video conferencing ☐Any 2 ☐all three

12. Do you agree that our company is recruitment process is different for difference grade of employees?

☐Strongly agree ☐Agree ☐Neutral ☐Disagree ☐Highly agree

13. Do you think innovative techniques in selection process is stimulating to the candidates?

☐Very stimulating ☐Stimulating ☐Neither Stimulating nor boring ☐Very boring

14. Do you feel the recruitment and selection practices presently being followed by Signware Technologies?

☐Strongly agree ☐Agree ☐Neutral ☐Disagree ☐Highly agree

15. Do you agree the following factors must be considered while selecting a candidate?

16. Does the human resource department is efficient in selection policy of the employee?

☐To a greater extent ☐To a certain extent ☐To a little ☐Not at all

17. How do you rate our company's recruitment and selection process?

☐Excellent ☐Very Good ☐ Good ☐Satisfactory ☐Unsatisfactory

18.Do you use any of the following tests during the process of recruitment?

a. Written b. Aptitude c. Group decision d. Personal interview e. All the above

19. How well are the Organization's affirmative action needs clarified and supported in the selection process?

☐To a greater extent ☐To a certain extent ☐To a little ☐Not at all

20.What kind of verifications is made while selecting a candidate?

a. Educational Qualification b. Professional Qualification c. Others

21. How you feel about the interview panel?

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

22. How many stages you have undergone during your Selection process?

a. 2 b. 3 c. 4 d. more

23. Does human resource training hiring employees to make the best hiring decisions?

☐Strongly agree ☐Agree ☐Neutral ☐Disagree ☐Highly agree

24. What is the average time spent for the selection (for each candidate)?

a. 10 mins b. 11 – 20 mins c. 21 – 30 mins

25. Do you agree that our facilitates open a free flow of communication in recruitment and selection

☐Strongly agree ☐Agree ☐Neutral ☐Disagree ☐Highly agree

CONSUMER PERCEIVED RISK IN ONLINE SHOPING

A PROJECT

Submitted by

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Under the guidance of

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In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE



DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled CONSUMER PERCEIVED RISK IN ONLINE SHOPING is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of Dr.R.PARTHIBAN M.A, M.Phill, Ph.D, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

J JOHN DHILIP	**(REG. NO.:U20BC091)**
S JOSEPH IMMANUEL	**(REG. NO.:U20BC092)**
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PLACE: CHENNAI
DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **CONSUMER PERCEIVED RISK IN ONLINE SHOPING** submitted by **J JOHN DHILIP** (**Reg. No: U20BC091)**, **S JOSEPH IMMANUEL** (**Reg. No: U20BC092), P JOSHUA** (**Reg. No: U20BC093), M KALAI SELVI** (**Reg. No: U20BC094), S KAMALEE** (**Reg. No: U20BC095)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai
Date :

Dr.R.PARTHIBAN M.A, M.Phill, Ph.D
(Research Supervisor)

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J JOHN DHILIP
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M KALAI SELVI
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TOPIC

CONSUMERS PERCEIVED RISK IN ONLINE SHOPPING

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CHAPTER - I

INTRODUCTION TO THE STUDY

1.1 INTRODUCTION TO THE STUDY

The increased globalization of the world economies has created many opportunities for marketers. At the same time, this has also intensified competition among businesses so that many companies are looking towards unconventional form of marketing. Marketing through the internet is one such unconventional form of marketing that many companies have turned to.

While many businesses are rapidly adopting the internet as the means through which they are effectively and economically conduct their marketing activities, there are many risk associated with its use. In the word of Mitchell (1999) perceived risk is a powerful index for explaining consumer behavior since consumers are more often motivated to avoid potential loss than to maximize purchasing success this makes understanding of consumers' perceived risk evenmore important for managers.

Online shopping is growing area of technology. Establishing a store on the internet, allows for retailers to expand their market and reach out to consumer who may not otherwise visit the physical store. It is a convenient method of shopping and allows for a vast array of product to be at your fingertips.

Online shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, internet shop, web store. Mobile commerce (m-commerce) describes purchasing from an online retailers mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks and mortar retailers or shopping centers, the process is called business-to- consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. Thelargest of these online retailing corporations are Alibaba, Amazon.com, and E-bay

1.1 STATEMENT OF THE PROBLEM

In the modern world, people are busy with their work, so they will adopt online shopping. India will be the third largest internet users in the world .in India more than 121 million internet users out of which one and half opt for online purchases. Online shopping will be grown in popularity over the year. In this context, it is very essential to study of the consumers' perceived risk in online shopping with special reference to Ponnani Taluk. In the field of marketing identifying the consumers' perceived risk in online shopping is very important.

1.4 OBJECTIVES OF THE STUDY

1) To identify the various kinds of consumers' perceived risk in online shopping.

2) To analyze various kinds of risk in online shopping.

3) To know the consumers' risk perception towards online shopping.

4) To understand the consumers' behavior in online shopping.

1.3 SIGINIFICANCE OF THE STUDY

Managerially, this study provides marketers with the importance of the consumers, of risk perception and associated risk in the internet shopping environment. For marketers, awareness of the attributes of risk perception is important because consumers' perceived risk level becomes a crucial factor in internet purchasing. The perceived risk analysis increases marketing efficiency sothe study of consumers' perceived risk in online shopping is very important.

1.5 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. it may be understood as a science of studying how research is done systematically. under this study the researcher discuss about research design, source of data and statistical tool etc...

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population.

SAMPLING METHOD

The sample was drawn using convenience sampling method. The total sample size was chosen 50.

AREA OF THE STUDY

The study has been conducted among the online shopping customers in Ponnani Taluk

PERIOD OF STUDY

The period of study was 21 days.

SOURCES OF DATA

PRIMARY DATA: primary data are first hand information and are original in character. The primary data needed for the present study is collected through a questionnaire (Likert scale).

SECONDARY DATA: the secondary data needed for the present study are collected from journals, magazines, academic books, information from internet etc.....

STATISTICAL TOOLS USED

The important tools used for the study are as

Follows:

- percentage analysis method
- ranking method
- t-test
- 5-point Likert scale:

For each dependent variable in the study , a 5-point Likert Scale ranging

Strongly agree = 5

Agree = 4

Neutral = 3

Disagree = 2

Strongly disagree = 1

- The studies make use of tables and graphs as the data representation tools.

1.6 LIMITATIONS TO THE STUDY

1. This study didn't include all variables might be related to internet perceived risk. Here we considered only 4 dimensions of online perceived risk in our study.
2. Sample size of the study was small, the respondent where of the same location and hence, may not be representing the view point of the entire district.
3. The time period for the study is limited to conduct a comprehensive study.
4. Some information needed for the study is collected from secondary sources which will not be up to date information.

CHAPTER - II

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Many studies have been conducted in the field of online shopping and dimensions of consumers' perceived risk in online shopping and its influence.

In the word of Roselius (1971), when buyers plan to purchase a product or service, they often hesitate to take action because they cannot be certain that all of their buying goals will be achieved with the purchase .consumer behavior involves riskin the sense that any action of a consumer will produce consequences which one cannot anticipate with certainly, and some of which are at least likely to be unpleasant (Bauer,1960). perceived risk thus can be considered as a function of the uncertainty of the consequence of a behavior and unpleasantness of the same(Cox& Rich, 1964)for each purchasing decision, consumers have several buying goals or expected outcomes of products or service, and consumers will perceive higherrisk if the actual purchasing experience differs from purchasing goals. consumer perceive certain degree of risk in most purchasing decisions, but non-store purchasing decisions tend to have a higher level of perceived risk associated with them (Bhatnagar ,Misra & Rao,2000; Dollin, B, Dollin,s., Thompson, & Corner,2005)

BenerjeeDutta, and Dasgupta (2010) identified factors that influence the attitude of Indian consumers towards online shopping. The authors found that online security is one of the most important reasons that prevents Indians from shopping online. It is obvious also, as in online shopping, consumers do have the opportunity physically examine the product(Torkzadeh & Dilllion,2002;Bhatnagar et al.,2000)while shopping, consumers are forced to rely on some limited information and pictures displayed on the site. They also perceive difficulty inreturning the purchase products and also in developing trust on the integrity of theof the sellers (Bhatnagar et al.,2000,Biswas,D.,& Biswas,A.,2004).Apprehension regarding misuse of account information during online transactions or issues indelivery of products are some other concerns that effect consumers' online purchase actions (Sweeney, Soutar,& Johnson,1999

TYPES OF PERCEIVED RISK

Perceived risk is multidimensional (Cumingham,1967,Jacoby&kaplan,1972) indicated five types of risks in product purchase, which are physical, psychological, social, financial, and product performance. Brooker (1984) regrouped thedimensions of perceived risk into two factors. he clubbed physical, financial, product performance, and risk of time loss into non personal risk factors. several researchers have also tried to identify dimensions of perceived risk in online shopping context(Naiyi,2004;Jarvenpaa & Todd,1996;Torkzadeh & Dillion,2002;Zhang,Tan,Xu & Tan 2012).in addition to traditional dimensions of perceived risk, Jarvenpaa and Todd (1996)added security and privacy risk for online shopping environment and Torkzadeh and Dillion (2002) added source risk. however, in the present study, we have focused only on four types of risks, namely financial risk, product performance risk convenience risk and delivery risk.

1. FINANCIAL RISK: financial risk in the online context is defined as net loss of money to a customer due to the possibility of misuse of credit card information(oberndorf,1996 sweeney et al.1999) security consideration regarding transactions over the internet are very common among online consumers , andmedia news fosters it. Many consumers believe that it is very easy to get a credit card stolen over the internet (Casewell,2000) and hence, is one of the major apprehensions that affects online shopping (Forsythe&shi,2003) Maignan & Lukas,1997). Forsythe and Shi(2003) perceived financial risk not only to makeonline shoppers more selective regarding the websites they patronized, but theyalso to prevent heavy shoppers form spending as much online as might they otherwise if they were not concerned with financial risk.

2. PRODUCT RISK: Horton(1976) defined product performance risk as the uncertainty in the mind of the consumers that whether a product will perform as expected. Product performance risk dominates in internet shopping environment because of the inability of the consumer to physically examine the product touch, feel, or try. This fosters apprehensions regarding color, size, or quality of the products. The

other reason being the nascent stage of online retailers , they have fewer brand , capital, and hence consumers find it difficult to develop trust in them. It has also been claimed by various researchers that product performance risk depends on the type of products product complexity and price (Bhatnagar et al.2000)

3. TIME/CONVENIENCE RISK: Time risk was traditionally defined as the risk associated with loss of time in the purchase process (Roselius, 1971).consumers' who are new to internet technology who find it difficult browse or navigate across sites to locate their desired product(Forsythe et al.,2006) Delay in downloads of images or videos, time loss in transaction process, and confusing websites are some other reasons of perceived convenience or effort may be wasted et al,2004) time risk includes the inconvenience incurred during online transaction, often resulting from difficulty of navigation or/ submitting order, or delays receiving products (forsythe et al 2006)

4. DELIVERY RISK: delayed and wrong delivery is one of the prime concerns and complaints of Indian online shoppers (Saroja,2010). Because the sellers are often anonymous and have no geographical location or address, consumers find it difficult to identify a suitable channel which will address their complaints. In the present scenario, there are (lPlenty) of websites that open and shutdown each day, which is magnifying the risk of delivery of the product (Torkzadeh & Dillion,2002) consumers fear that delivery will be delayed due to various circumstances, that delivery company wouldn't deliver within the time frame agreed with customers fear that the goods may be damaged when handled and transported, or no proper packaging and handling during transportation (Claudia2012) potential loss of delivery associated with goods lost, goods damaged and send to the wrong place after shopping (Dan et al;2007)

Major Characteristics of Online Consumers –

The typical Internet user of the twentieth century is young, professional, and affluent with higher levels of income and higher education (Palumbo and Herbig, 1998). They value time more than money which automatically makes the working population and dual-income or single-parent households with time constraints better candidates to be targeted by non-store retailers (Burke, 1997). Actually, both demographics and personality variables such as opinion leadership or risk aversiveness are very important factors that are considered in studies trying to determine the antecedents of Internet purchases (Kwak et al., 2002). Confirmatory work shows that income and purchasing power have consistently been found to affect consumers' propensity to shift from brick-and-mortar to virtual shops (Co- mor, 2000). Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online shopping experiences and are better candidates to be captured in the well known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those consumers using the Internet for a longer time from various locations and for a higher variety of ser-vices are considered to be more active users (Emmanouilides and Hammond, 2000). As Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking 14 propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (Rao et al., 1998). 2.2.2 Online Shopping Behavior - Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One

stream of research under online consumer behavior consists of studies that handlethe variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003). The lists of factors having a positive or negative impact on consumers' propensity to shop do not seemto be very different from the considerations encountered in offline environments. However, the sensitivities individuals display for each variable might be very different in online marketplaces. Factors like price sensitivity, importance attributed to brands or the choice sets considered in online and offline environments can be significantly different from each other (Andrews and Currim, 2004). Uncertainties about products and shopping processes, trustworthiness of the online seller, or the convenience and economic utility they wish to derive from electronic shopping determine the costs versus the benefits of this environment for consumers (Teo et al., 2004). Further studies aiming to complete the full set of factors influencing consumers' prepurchase intentions are still much awaited. 2.2.3 The Online Purchasing Process - Many studies frequently mention that there is a vast amount of window shopping taking place online but the number or the rate of surfers who turn into purchasers or regular buyers are very low (Mayer, 2002;Betts, 2001; Oliver, 1999). This might happen because of the lack of consumer intention to purchase an offering from the online environment at the outset. It might also happen 15 because of various problems that arise during online shopping driving the consumer to abandon the task in the middle. Therefore, while one stream of research should identify the reasons behind the purchase reluctance of consumers, another area of concentration should be why people abandon their shopping carts and stop the purchasing process in the middle. Such attempts can help to understand how to turn surfers into interactors, purchasers, and finally,repeat purchases by making them enter into continuous interaction with this environment (Berthon, 1996). Common reasons for purchase reluctance are the

difficulties and costs of distance shipping, inadequate amount of purchase related information, troubles experienced after the purchase such as delivery or refund problems, general security fear, and various perceived risks such as financial, product-related or psychological risks (Mayer, 2002; Chen and He, 2003). On the other hand, the reasons of abandoning purchases are much more technical such as unexpected shipping costs or transaction complexity (Harvard Business Review,2000). In other words, some consumers accept to shop from the Internet in principle but technical complexities or ineffective systems discourage them. Regardless of the pessimistic state of events, marketers should not be hopelessabout the future. Once the risks consumers perceive about shopping through theWeb are reduced, the environment still promises a high potential for selected consumer segments. Studies show that consumers who search for product related information through the Web have stronger intentions to make purchases online (Shim et al., 2001). Therefore, building on the information advantage can be expected to pay off in the future. Constructing effective decision support systems and assisting consumers with interactive decision tools are also successful attempts that need to be developed further (O'Keefe and McEachern, 1998; Barber, 2001). However, investing on the pre-purchase stages of the decision making process isnot adequate. Developing and testing the effectiveness of specific "selling" strategies and tactics for the cyber market are also crucial. Studies that focus on currently unavailable but possible tools of cyber shopping in the future, such as the use of artificial shopping agents that work on behalf of consumers in the online market (Redmond, 2002), are also very valuable efforts enlightening the road for future studies. 16 2.2.4 Consumer Satisfaction and Loyalty in the Online Market - Investing in consumer satisfaction from the online experience and creating brand or site loyalty are critically important for companies that want to have a long run presence on the Web. There are two approaches taken to induce loyalty into consumers in an online context. One approach is to focus on concrete factors. For example, creating a convenient and well-designed online store and offering secure transactions are the keystones of satisfying e-consumers (Szymanski and Hise, 2000). However, all satisfied consumers do not become loyal. Personalization

attempts and increasing the social value of online experiences are very important to make consumers build strong brand relationships in the cyber world. Although Nunes and Kambil (2001) argue the opposite, some studies find that personalized Web sites and customer communities are highly influential on the consumer brand relationship especially for experienced Internet consumers (Thorbjornsen, 2002). Besides, businesses that can create trust and increase the perceived value of online shopping can turn their satisfied consumers into loyal ones in the e-marketing environment, too (Anderson and Srinivasan, 2003). The online environment accommodates so many opportunities for creating loyalty that even offline offerings can be effectively facilitated with supporting after sale services provided through the Web (van Riel et al., 2004). 2.2.5 Models and Theory - There arecertain attempts to adopt classical attitudebehavior models to explain online consumer behavior. Theory of reasoned action and, consequently, theory of planned behavior are the most commonly used models aiming to determine the impact of beliefs, attitudes, and social factors on online purchase intentions. Yoh et al.'s (2003) attempt to apply theory of reasoned action (TRA) for apparel shoppingon the Internet is one such successful example. Some of the other models used in similar studies include the Technology Acceptance Model (TAM) and Flow Theory which are integrated in Koufaris's (2002) study, and Social Cognitive Theory (LaRose and Eastin, 2002). Gentry and Calantone (2002) compare theory of reasoned action (TRA), theory of planned behavior (TPB) and technology acceptance model (TAM) with respect to their effectiveness in explaining consumers' shop bot use on the Web and find technology acceptance model (TAM) to be superior to others. TAM (Technology Acceptance Model) 17 TAM was derived from the theory of reasoned action (TRA) (Fishbein and Ajzen 1975) while TRA is a general theory of human behavior; TAM is specific to IS usage. Figure 2-

9 shows TAM. Figure 2.1 TAM (Davis 1989) Davis asserted that perceived usefulness and ease of use represent the beliefs that lead to such acceptance. Perceived usefulness is the degree to which a person believes that a particularsystem would enhance his or her job performance (i.e., by reducing the time to accomplish a task or providing timely information). Perceived ease of use is the

degree to which a person believes that using a particular system would be free of effort. (Davis 1989) Two other constructs in TAM are attitude towards use and behavioral intention to use. Attitude towards use is the user's evaluation of the desirability of employing a particular information system ms application. Behavioral intention to use is a measure of the likelihood a person will employ the application (Ajzen and Fishbein 1980 Empirical tests suggest that TAM predicts intention and use. (Davis 1989) found that TAM successfully predicted use of aword processing package. He reports that EOU (Ease of use) and U (usefulness)were significantly correlated with use of an office automation package, a text editor, and two graphics packages A limitation of TAM is that it assumes usage is volitional, that is, there are no barriers that would prevent an individual from using an IS if he or she chose to do so, Although there many factors preventing a person from using an application such as perceived user resources (Kieran Mathieson,Eileen Peacock et al. 2001) and perceived behavior control (Ajzen 2002).

CHAPTER – III

THEORETICAL FRAME WORK AND INDUSTRIAL PROFILE

3.1 THEORETICAL FRAMEWORK AND INDUSTRIAL PROFILE

ONLINE SHOPPING

The act of purchasing a product or service over the internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season is it alleviates the need to wait in long lines or search from store to store from a particular items. Online shopping or e-shopping is a form of electronic commerce which allow consumers to directly buy goods or services from seller over the internet using a web browser. It is a convenient method of shopping and allows fora vast array of products to be at your fingertips. The convenience of online shopping is the main attraction for the consumers

9 ECOMMERCE SHOPPING CART FEATURES THAT SATISFY CUSTOMERS

As consumers enticed by convenience and 24/7 availability continue to gravitate towards online stores, they create a demand for more sophisticated ecommerce shopping cart software. Luckily, you can now choose advanced ecommerce shopping cart features that help you sell and succeed online like never before.

Ecommerce shopping carts are like engines that keep online stores running smoothly. You'll be taking your customers along for the ride, so you'll want to choose an ecommerce shopping cart that not only meets your needs, but theirs as well. While your unique goals and budget will determine which ecommerce shopping cart is right for your online store, certain ecommerce shopping cart features can help you boost customer confidence and encourage repeat sales.

PAYMENT OPTION

Most visitors to online stores prefer to pay by credit card. If you want to use your ecommerce shopping cart software to process credit card transactions with a real-time payment gateway, you'll have to open a merchant account.

Although the majority of shoppers at online stores will make a credit card transaction, choosing an ecommerce shopping cart that also allows you to accept alternative payments will please customers who remain resistant to providing such information online. Offering options such as PayPal®, Google® Checkout, checks, and/or money orders allows more people to feel comfortable checking out on your site.

SITE SEARCH & BROWSE

Visitors to online stores have a need for speed - and it starts with time-saving search. Consumers expect online stores to allow them to search for a product and quickly find the product they want. Customers also navigate via categories, along with browsing by price, category and brand distinctions. If your ecommerce shopping cart does not include a search feature for your site, your visitor may simply decide to look elsewhere.

PRODUCT REVIEWS

No matter how well online stores promote their own products, reviews by other customers will have a greater impact. In fact, 63% of consumers indicate that they are more likely to purchase from a site if it has product ratings and reviews, according to a CompUSA® and iPerceptions® study. Choose an ecommerce shopping cart that allows for product ratings and reviews - and let "word of mouth" work for you.

WISH LIST / REGISTRY

Customers at online stores often buy gifts for special occasions, which is why many ecommerce shopping carts feature a registry option that makes the process easier. Also, so-called "wish lists" allow customers to save items at online stores and return at a later date to purchase those items. In general, when your ecommerce shopping cart allows your customers to manage their items the way they want, the result is higher satisfaction.

REAL – TIME INVENTORY

It's a common complaint from those who frequent online stores -- a customer goes through a lengthy process of placing an order, only to find out later that the item purchased wasn't really in stock. Ecommerce shopping carts should allow for real-time inventory management, which ensures that what customers see on their screen is what's actually available for delivery to their doorstep.

EXPRESS CHECKOUT

The checkout process at many online stores can be as frustrating -- if not more so -- than standing in a long checkout line at a brick-and-mortar store. When visitors are ready to buy, your ecommerce shopping cart must make it as simple as possible. Some ecommerce shopping carts offer registered users an express checkout option, which pulls up their stored payment and billing info when they log in.

ORDER TRAKING

An ecommerce shopping cart can help you keep customers informed every step of the way - even after their order is placed. Automated order confirmation emails and shipping notification emails build customer's confidence in their purchase and in your brand. If a customer registers, they should be able to track their order by logging into an account created upon registration.

SPECIAL OFFERS

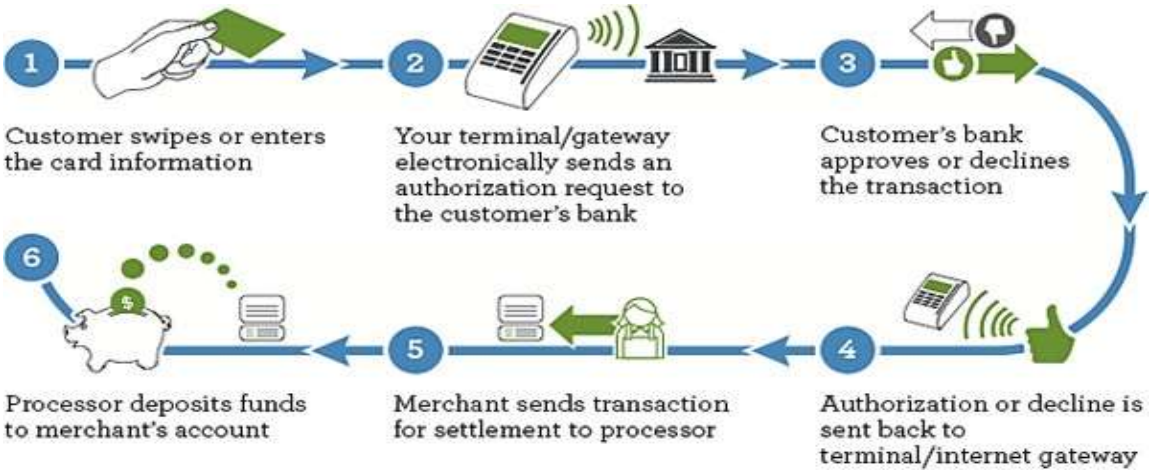
Looking for a way to woo new customers - or existing customers you haven't seen in a while? Ecommerce shopping carts can help you promote special offers like order discounts, coupon codes, free shipping and gift cards. These offers serve a dual purpose -they encourage customers to take advantage of a "good deal" while also helping you compete in today's competitive online marketplace.

WEBSITE SECURITY

Choose an ecommerce shopping cart with built-in SSL data encryptionfor website security. When online stores display SSL Certificate seals on their home pages, customers feel confident that their personal information will be protected and are more likely to complete a purchase.

Ecommerce shopping carts are key to the success of online stores. When choosing an ecommerce shopping cart for your online business, keep customer satisfaction in mind and you'll be rewarded with customer loyalty.

E-PAYMENT PROCESSING CYCLE



Risk of online shopping often a matter of perception

Online merchants are navigating between two worlds: what they hear from online privacy and payment card experts and buyers; perceptions of the risk involved in sharing credit card data over the Internet.

Shopping online has become ubiqui tous throughout the US — 66% of the online American population has bought something through the channel in the last year, according to a recently released survey from Pew Internet Project. The number of Americans buying online has doubled in the last seven years. But the same study found the channel is still vastly underused due to fear; 75% percent of that same group say they do not like sending personal or credit card information over the Internet.

However, most security experts agree that consumers are at far greater risk of having their credit data stolen in-store than online.

"In-store transitions or point of sale transactions may lead in the threat area," said Judd Rousseau of security firm Identity Theft 911. "The technologies and

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"In-store transitions or point of sale transactions may lead in the threat area," said Judd Rousseau of security firm Identity Theft 911. "The technologies and tools needed to take or copy information is easier to get and use for point-of-sale transactions."

Mark Byers, VP of operations at e-commerce service company Mobilians International, agreed.

"Most online systems have more security and have less human interaction than a customer using their credit card at a retail store," he said. "There is much more opportunity for a credit card number to be stolen in these circumstances versus being hit by a security breach at an online mega-retailer."

Still, the Pew report estimated that without privacy concerns the share of Internet users buying products online could be as much as three percentage points

higher. Certainly, online merchants themselves recognize the impor tance of brand reputation and consumer trust becoming central to whether or not a buyerwill complete a purchase on a particular Web site.

Craig Vodnik, VP of North America at third-party payment services provider Cleverbridge, said that while the right data-encryption technology and third-party payment processing partners are important, there are other factors that may lead a consumer to buy on a particular site.

“Security wise, not much has changed in the last year,” he said. “But the perception of what is safe and what is not has changed.”

He went on to say that consumer reports of phishing — the illegal practice of redirecting traffic from a legitimate merchant's Web site to that of a fraudulent scammer in order to obtain information — increased three to four years after the online security experts had begun discussing and combating the risk.

Vodnik recommended online merchants using third-party vendors apply certificate seals, consistent branding and a familiar IP address to customer-facing shopping carts, so as not to alarm consumers who might be looking out for the sign that they are being redirected during the payment process. The reality, he says, is that customers are often being redirected to a more secure third-party site that is charged with storing payment card data and uses advanced encryptions before being asked to enter personal information.

Advantages and Disadvantages of Internet Shopping

Advantages of Shopping Online

Ease

It is quite easy to shop on the Internet. All that is needed is a average Internet connection and some basic knowledge about the web. You can easilyjump in to websites browse their offerings, compare products from the same category, read reviews and make rational buying decisions.

Comfort

Won't it be nice to get everything delivered at your doorsteps without you even stepping outside your homes? Internet shopping is very comfortable and we can get buying our grocery right by sitting on our comfortable sofa watch our favorite TV shows.

No Hard Cash

Buying products without paying cash does sound tempting. Internet shopping enables one to buy easily on the web without paying for anything in cash. Everything would be handled just by your credit card or paypal account. This especially holds good when you are buying costly products like that of plasma tvs and other high end electronics.

Comparison Shopping

Internet shopping enables us to do instant comparisons, view user ratings, read reviews and make uniform and rational buying decisions. It is otherwise hard to understand and predict whether a certain product is really worth buying. Bydoing quick comparisons, we get a chance to explore all the positives and negatives of a certain product or service.

Discount Shopping

Since there exists a fierce competition on the Internet between different shopping websites, customer is always the winner. With the rising competition, websites offer gift certificates, discount coupons, shopping points, cash back and what not to tap in potential customers. Who benefits from all these advantages? Us!

Disadvantages of Internet Shopping

While shopping on the Internet can be a pleasing and rewarding experience, the negatives or disadvantages associated with Internet shopping cannot be neglected. Let us take a look at some of the disadvantages of online shopping:

Identity Theft

While shopping online, we do have to reveal our personal information to a certain extent. But to what extent is a question worth lingering into. Some websites demand extensive personal information to use for their marketing purposes. But this can go very wrong and someone can use the information for ahell lot of evil purposes.

Credit Card Information

Ah! So the shopping portals ask for your credit card numbers. Do keep a close eye to see whether they use the same just for the duration of transaction ordo they permanently store your credit card number. Some websites charge recurring fees or charges and you might end up receiving bills each month. It isvery important that you use your credit card numbers very cautiously on the web. Always check out the website's privacy policies, terms and conditions, etc before proceeding with a transaction. It is best advised not to use a credit card number directly on a website but rather choose a payment gateway such as paypal to pay online. This helps you have a central paying authority which takes care of your security hassles. But do know that some payment gateways do charge a certain percentage of fees for transactions.

Spam

This is the worst thing to happen. We buy a shiny beautiful digital camera, pay for it, receive it and are quite happy. Days pass and suddenly we start receiving a hoard of emails offering discounts, special schemes, etc. We wonder what's happening. Welcome to email spam. May websites do have a clause intheir privacy policy document that your email can be shared with third parties to send you relvant offers. It doesn't seem an issue in the beginning but can surelyfill all sorts of "unrelevant" junk in your mail box as time passes. Oh! Hell! who needs enlargement pills. May be some do but most don't!

Incorrect Reviews

Although many reviews on shopping products are considered to be genuine but this is not always the case. Times are changing, market competition is being cut throat and shopping websites have hired goons to put biased reviews for products. People often read reviews innocently, decide that - 'ok this product/service is awesome' (because someone you don't know said that?) and you end up buying junk and regretting your decision! It is phenomenal to see how many people do actually believe the reviews that float around on the Internet. Whatever reviews you decide to watch for, do ensure that your study is quite extensive with regards to that and you have done adequate comparisons to arriveat rational buying decisions.

PERCEIVED RISK

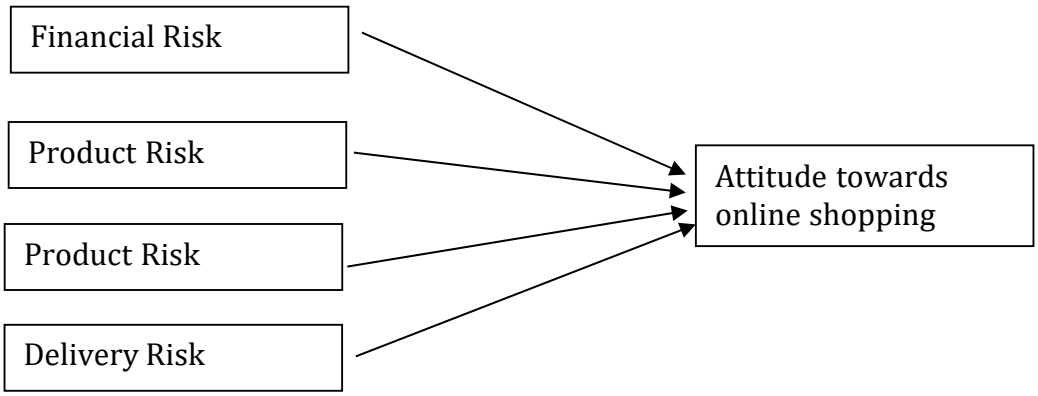
The term perceived risk means the individuals' subjective belief about potentially negative consequences from his/her decision. In other words," perceived" is used as opposed to objective outcome distributions of an alternativeor a product class with that a consumer is associated. in attempting to understandthe manner in consumer behaviors through or in internet, it appears that "risk" isone of the main concerns for shoppers contemplating the internet. The results of the graphics, visualization and usability center[gvu] survey showed that consumers are unwilling to make a purchase in the internet market because of a perceived highrisk about the quality of the product, new payment methods, delivery options, and information content.

TYPES OF PERCEIVED RISK

- Financial risk: this risk is related the risk of loosing money in online transaction by providing credit or bank a/c information over the internet.
- Product risk: the possibility of product malfunctioning and not performing as it was designed and advertised and therefore failing to deliver the desired benefit.
- Time/convenience risk: potential loss of time associated with making a bad purchasing decision by wasting time researching, shopping or have to replace the unexpected goods. Delays receiving products and making order.

- Delivery risk: the potential loss of delivery associated with goods lost, goods damaged and send wrong place after shopping.

Conceptual model



INDUSTRY PROFILE

According to a recent survey, India ranks at position number three for shopping online and using credit cards for online transaction. Indian netizens are new third biggest users of credit cards of making online purchases globally and they are next only to the netizens of Turkey and Ireland. If you also want to make online purchases and want to know about the best sources, you have visited the right place. Here you will find information about top online shopping sites in India. The best list of online shopping sites along with brief reviews is mentioned below.

AMAZON.IN

Amazon is one of the most reputed Name in the world of online shopping for products like ebooks, electronics and others items. The Amazon India website andit service are being tweaked for India and its highly growing online shoppers. Amazon in is operated by Amazon seller services private ltd, an affiliate of Amazon. com, inc. is a fortune 500 company based in Seattle that opened on the world wide web in July 1995;and today offers earth's biggest selection.

They are committed to ensure 100% purchase protection for your shopping done on amazon. in so that you can benefit from a safe and secure online ordering experience

convenient electronic payments and cash on delivery, easy returns, amazon's customer service with 24*7 support, and a globally recognized and comprehensive purchase protection provided by amazon's A to Z guarantee.

You can find this fulfilled by amazon badge on many product pages. Thisspecifies that the orders are eligible for free delivery and can be placed using cashon delivery. It is being mentioned by amazon India that orders which contain products worth RS499 or more are only introduced almost all the practical usefuland cool facilities and features on its Indian counterpart. If you have purchasedfrom amazon India, please share your experiences. You can also share your feedback on the websites.

FLIPKART.COM

Flipkart.com is the most popular of all Indian online shopping companies offering genuine product to people. They have huge stocks of innumerable products likes cloths, music, electronics, books, health products, kids toys and accessories, perfumes, games, movies, home appliances, shoes, stationeries and many more things.

The shopping website offers great advantage of factor product delivery and free shipping on ordered products for more than Rs500. customers also enjoy the privilege of exceptional service like payment on delivery or cash on delivery

They can also pay on monthly basis, as EMIs. in case any customer is not satisfied with the products ,he or she can even return them and get entire payment back. As one of the notable online shopping companies in India. Flipkart also offers 30 days replacement policy. All types of visa and master debit or credit cards accepted to initiate the online transaction system. Dedicated delivery partners of flipkart takes the responsibility for timely products delivery at mentioned addresses.

EBAY.IN

The world's largest shopping mall on the internet, eBay is an online market place ,where individuals and businesses come together to buy and sell almost anything. you can find everything on eBay .mobile phones, digital cameras,ipods,t-

shirt,shoes,candles,furniture,jwellery,watches,handicrafts,kurtas,laptops,perfumes, computers, microwaves ovens ,toys, baby products, weighing scales, and much more. There are many ways to buy, so you can choose the format that is best foryou. Make an instant purchase for products at a fixed price with buy it now button.bid

using the exciting auction style format at the price you are willing to pay. Ifyou are the highest bidder you get the items at your price. if you can't find what you want, let sellers know-post a want it now!

You can buy and sell with confidence. eBay's feedback system is very popular. Members rate each other based on their experience during a transaction. This is the easiest way to check a member's reputation before you trade with.

MYNTRA.COM

One step online shopping portal, myntra.com caters to fulfill all requirements pertaining to life style and fashion products. The company is counted in the list of online shopping sites raging the country recently. They even offer variety of branded products through online shopping portal they are primarily reasonable to make online consumers conscious about brand value of different product of daily utility.

From its introduction into the online business world Myntra is dealing in exclusive accessories, footwear's, cosmetics and apparel from more than 500 rep. International and Indian brands. notable among the are Biba, Adidas, Inc5, Puma, Nike, united colors of Benetton etc the online shopping portal is reputed to offermore than 3000 style of products ,fitting requirements of all valued consumers. the customer support service and process of home delivery are one of the swiftest in the business world .they are also one of the leading Indian online shopping companies Offering guaranteed 30 day return of goods from doorsteps of consumers in case of unsatisfactory service.

SNAPDEAL.COM

Snapdeal.com started their online business platform in 2010 under theleadership of Rohit Bansal and Kunal Bahl. Presently, they are placed at favorable positions on the list of online shopping sites in India. They offer widest range of products- life style,

fashion apparel ,accessories, electronics, games, eateries, chocolates, grooming, books etc, for both men and women.

The online shopping platform has their service in more than 50 cities across Indian and has record 15 million registered users in the country. The website features more than 3000 brands - National, International and even famous yet offering quality products. The online store has more than 200 categories featuring more than 25000 products are sold every day.

Snapdeal has close tie with reputed courier services that help in faster home delivery process. They even offer free return policy of products, if they fail to meet the expectation of customers. unlike other Indian online shopping companies, they initiate complete refund and even additional courier charges that the consumers bears, if any,while returning the product in an undamaged and unused condition.

PAYTM

Paytm.com started with mobile recharge and bill payment website now Paytm selling everything from home decor, clothing, laptops to mobile at killer price .in every short period of time period Paytm has grown very fastly and able to place under our top 10 Indian shopping website list.

KOOVS.COM

Koovs.com is probably one of the renowned online shopping portals of fashion wear and associated accessories dedicated for women. The online shopping website has exclusive varieties of clothing, beauty whims ,shoes, lingerie, bags ,and accessories.

JABONG

Jabong.com - jabong fashion and life style store offers you great discount on all listed products. They offer wide range of products from apparel to home needs.

SHOPCLUES

shopclues.com- shop clues is famous for their heavily discounted jaw dropping deals. shop clues is one of the best online stores that offers a wide variety of cameras, computer accessories, mobile, gift, jewellery ,cosmetics toys, clothes, books and bag. Their jaw dropping deal has become most liked deal of 2012.

PEPPEREFRY

Pepperfry.com- Pepperfry is one of leading Indian website in selling lifestyle products ranging from men and womens, clothing, home decor, Jewellery ,perfumes and cosmetics, furnitures, bags and accessories.

YEPME.COM

Yepme one of the top e-commerce site in India is popular for selling wide ranges of watches and shoes.

GROUPON

Groupon India launched in 2011offers products and services deals at good discount.

FIRSTCRY

firstcry.com India's largest store for kids selling 70000+item from 400+top international and Indian brands

INDIATIMES SHOPPING

Shopping indiatimes.com - shopping indiatimes.com has a wide array of products that range from electronic items to product related to health & beauty, home appliances, fashion, music, movies and games.

BABYOYE.COM

When it come to top commerce shopping websites for new born babies and kids, baby one is one name not to be forget . This website is a fairy tale dream for soon to be Parents to new parents and all the baby the baby stuffs are just a click away. They have vast inventory of baby products from diaper and bathing stuffs to clothes toys and book &...etc.

HOME SHOP18.COM

Home shop18.com is a popular online merchandise catering to fulfill major electronics and household items for online consumers across major locations of the country. One of the most popular online shopping companies in India. Home shop.18 even offers wide collection of fashion apparel at high discount. They showcase more than 1500 products under Indian and even international brands.

OTHERS

- CROMA RETAL.COM (the electronic megastore)
- Zovi.com
- Shoppersstop.com
- Inkfruit.com
- INFIBEAM.com

DATA ANALYSIS AND INTERPRETATION...

CHAPTER - IV

DATA ANALYSIS AND INTERPRETATION

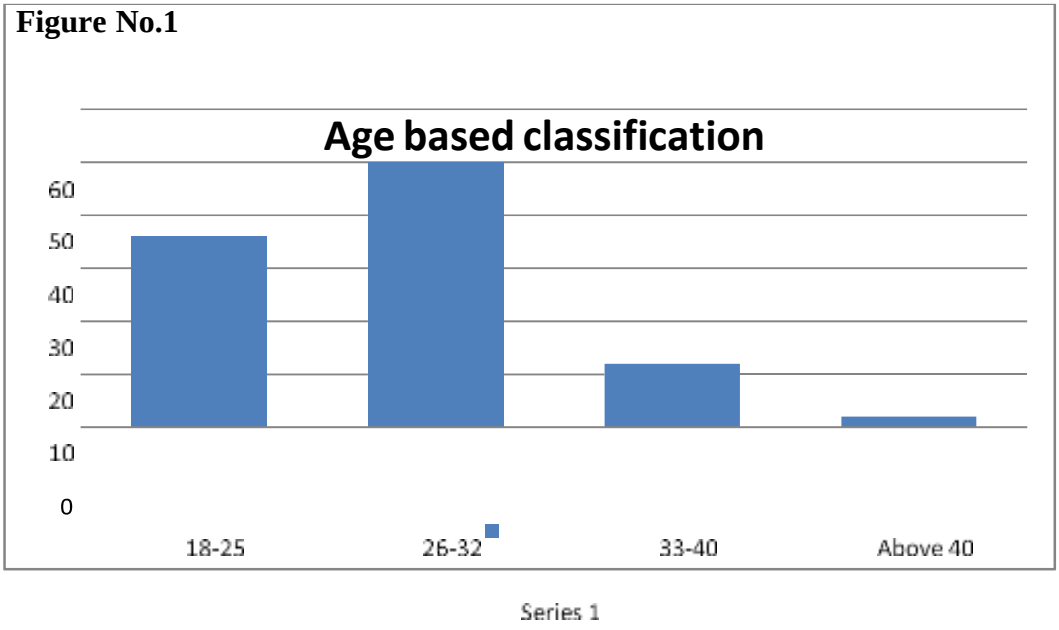
DATA ANALYSIS AND INTERPRETATION

Table No.1

Age based classification

Age Class	No.of respondents	Percentage
18-25	18	36
26-32	25	50
33-40	5	12
Above 40	1	2
Total	50	100

Figure No.1



Interpretation:

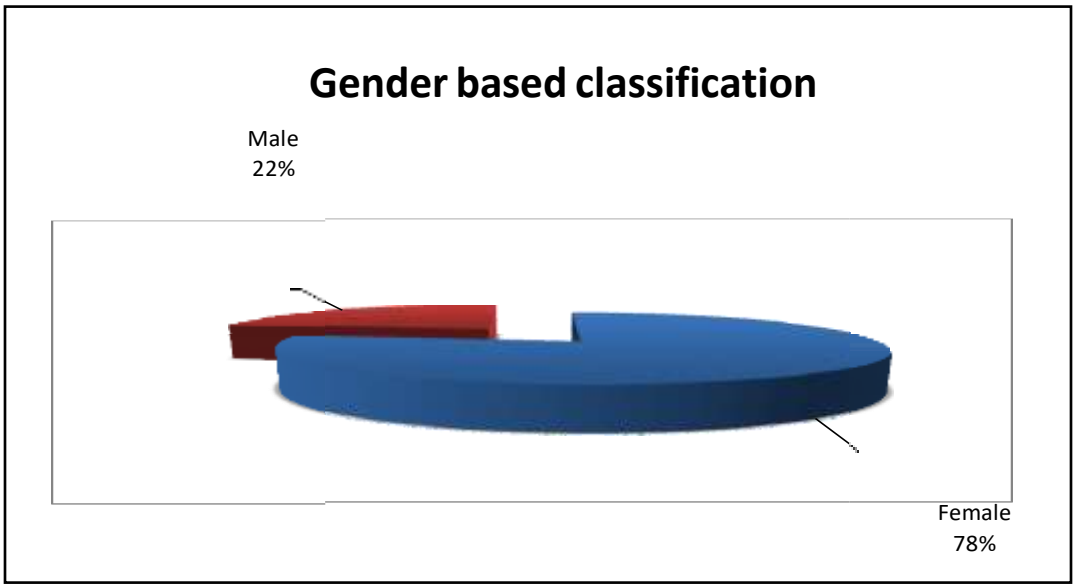
The above table shows that, majority of the users are between the 26-32. 50% users are in the age group of 26-32. 36% users are between the 18-25.

Table No.2

Gender based classification

Gender	No.of respondents	Percentage
Female	39	78
Male	11	22
Total	50	100

Figure No.2



Interpretation:

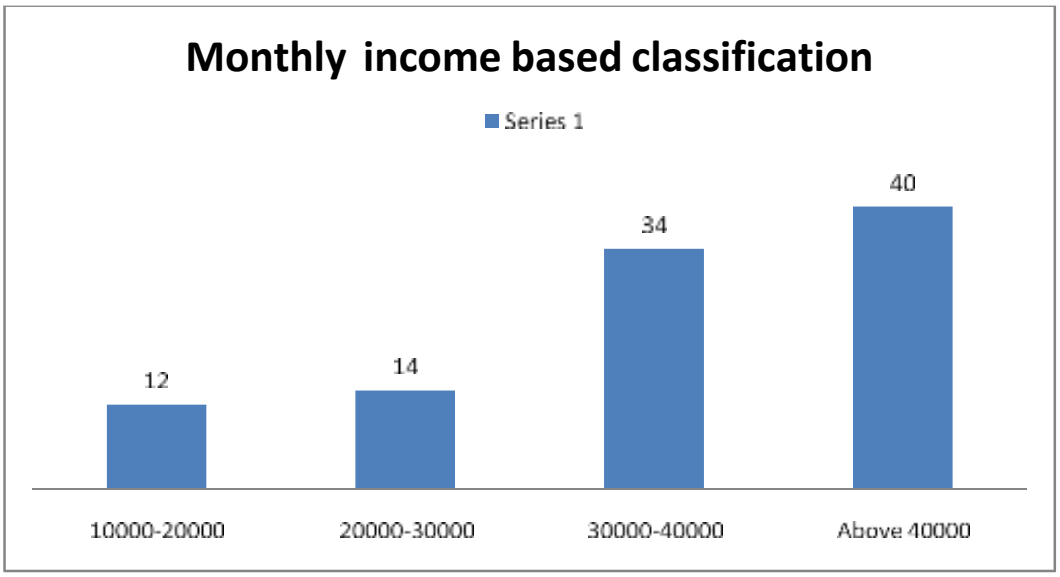
This table shows that majority of users are male. 78% of the users are male and 22% users are female. Females are not ready to buy online. Because they are not ready to bear risk.

Table No.3

Monthly income based classification

Income class	No.of respondents	Percentage
10000-20000	6	12
20000-30000	7	14
30000-40000	17	34
Above 40000	20	40
Total	50	100

Figure No.3



Interpretation:

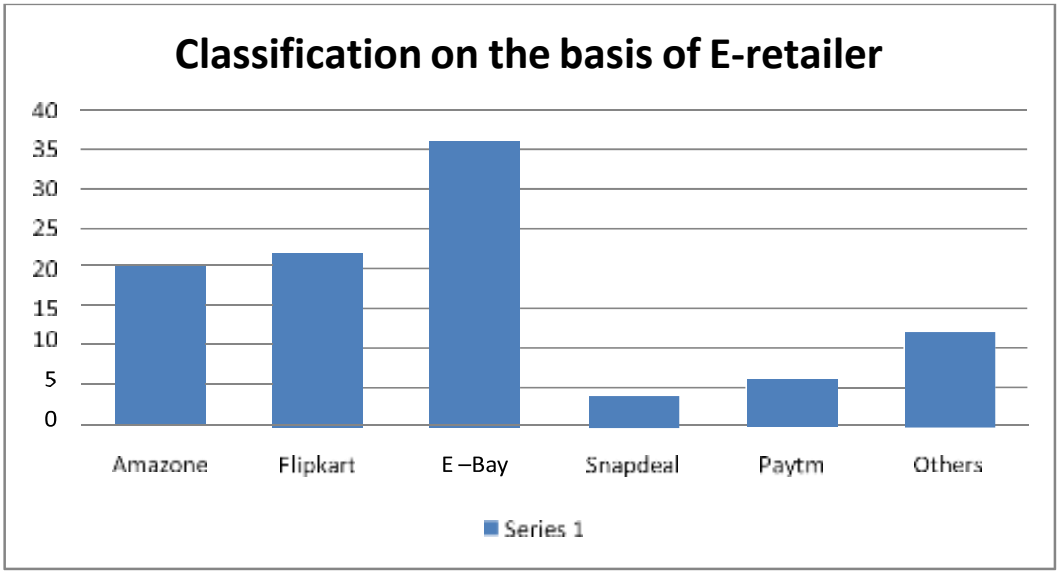
In the above table shows that the shopping habit on the basis of their income. 40% of the users are monthly income above Rs.40000 while only 12% of users are between Rs.10000-20000. 34% of users monthly income is between Rs.30000 – 40000.

Table No.4

Classification on the basis of E-retailer

Age Class	No.of respondents	Percentage
Amazone	10	20
Flipkart	11	22
E –Bay	18	36
Snapdeal	2	4
Paytm	3	6
Others	6	12
Total	50	100

Figure No.4



Interpretation:

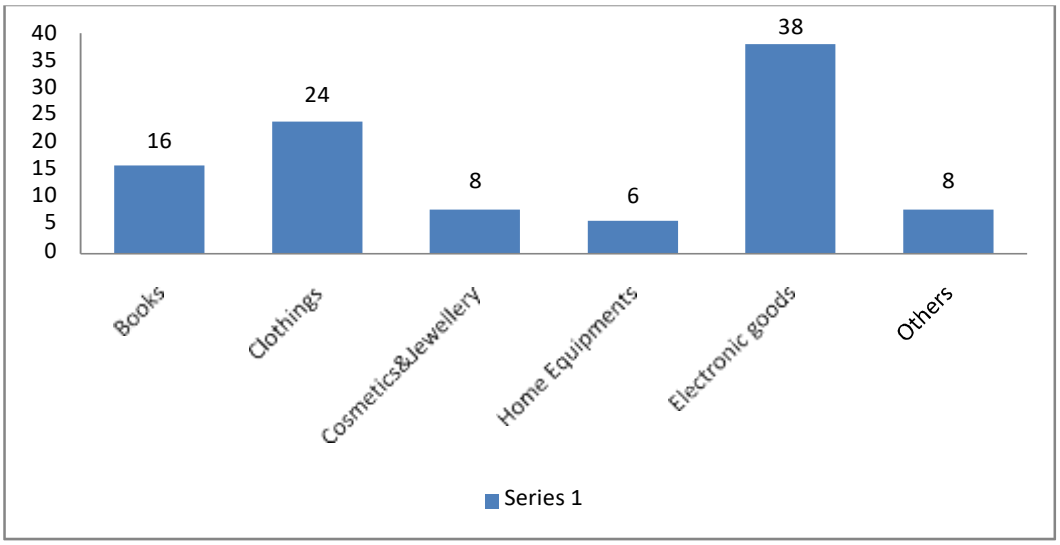
The above table shows that majority of users prefer E-Bay for shopping. E-Bay 36% users prefer , 22% of users prefer Flipkart and 20% of prefer Amazon.

Table No. 5

Types of goods based classification.

Goods	No.of respondents	Percentage
Books	8	16
Clothings	12	24
Cosmetics&Jewellery	4	8
Home Equipments	3	6
Electronic goods	19	38
Others	4	8
Total	50	100

Figure No.5



Interpretation:

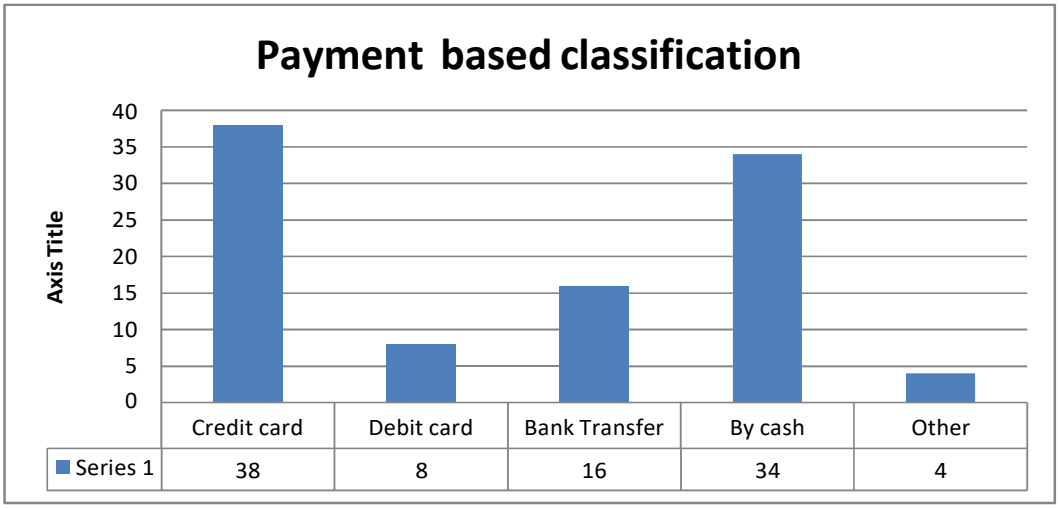
In online shopping electronic goods are most preferable goods. 38% of electronic goods and 24%of clothing.

Table No.6

Payment based classification

Payment option	No.of respondents	Percentage
Credit card	19	38
Debit card	4	8
Bank Transfer	8	16
By cash	17	34
Other	2	4
Total	50	100

Figure No.6



Interpretation: Most of the users adopt credit card media to payment of online shopping.38% of users adopt credit card system and 34%of users adopt payment method is cash on delivery. While last important payment option is debit card.

Table No.7

Reasons for online shopping.

Reason	No.of respondents	Percentage
Door step delivery	5	10
Low price	7	14
Time saving	14	28
Wide variety of brand choice	2	4
Getting latest product	12	24
Convenience	10	20
Total	50	100

Figure No.7



Interpretation:

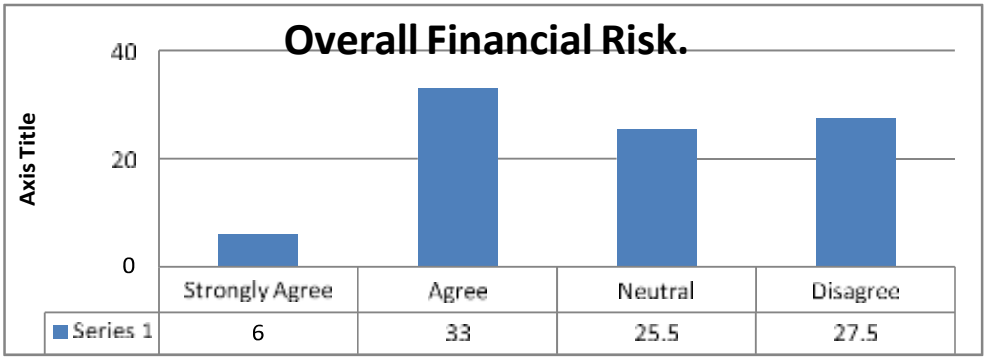
In the above table shows that most motivated factor of online shopping time saving. 28% of customers prefer online shopping for time saving,24% is Getting latest product, and 14%is Time saving.

Table No.8

Table showing the Overall Financial Risk

Valid	Misuse of credit card	Chance for over changed	Difficult to refund	Chance for loss	Total	Percent
Strongly Agree	3	1	5	3	12	6
Agree	8	14	22	22	66	33
Neutral	12	13	14	12	51	25.5
Disagree	20	16	8	11	55	27.5
Strongly Disagree	7	6	1	2	16	8
Total	50	50	50	50	50	50

Figure No.8



Interpretation:

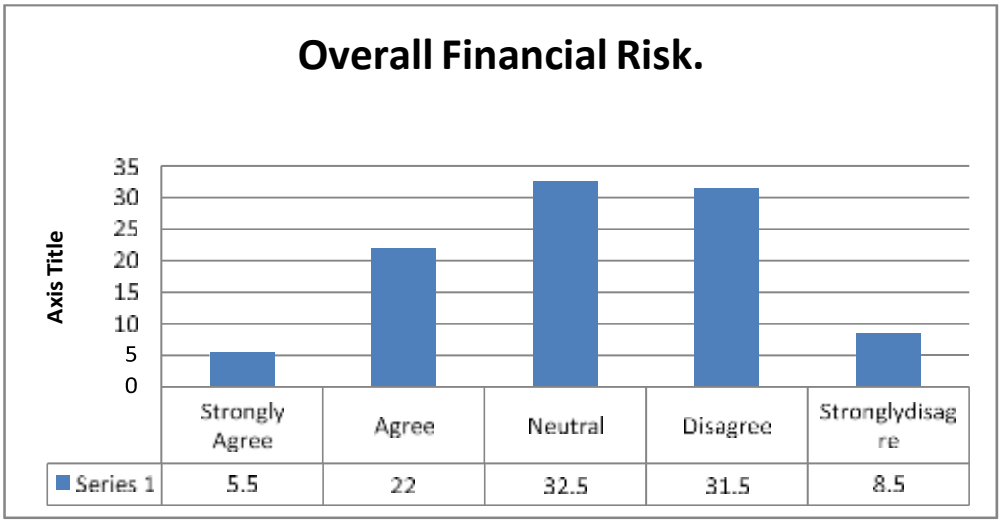
33% of users Agree financial risk in online shopping and 27.5% of users disagree. In this case of online shopping the financial risk is high because difficult to refund and chance for loss of money

Table No.9

Table showing the Overall Product Risk.

Valid	Product fail to perform	Difficult to evaluvate	Colour &Size different	Lack of after sales services	Total	Percent
Strongly Agree	1	1	2	7	11	5.5
Agree	6	10	8	20	44	22
Neutral	18	18	14	15	65	32.5
Disagree	20	18	19	6	63	31.5
Strongly disagree	5	3	7	2	17	8.5
Total	50	50	50	50	200	100

Figure No.9



Interpretation:

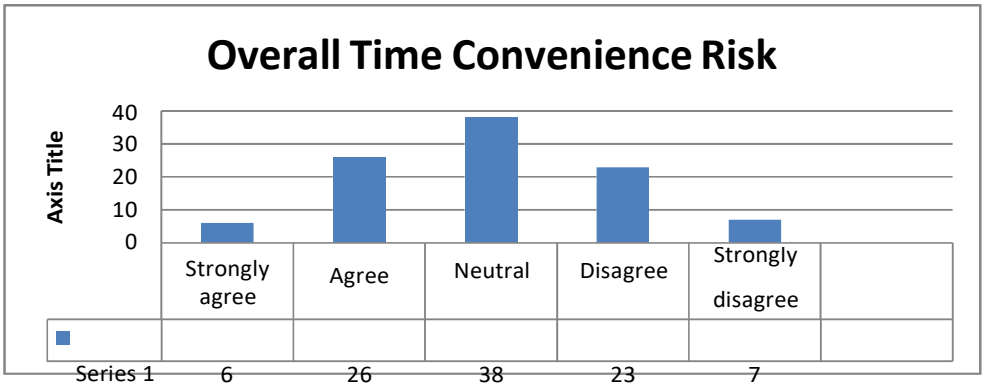
In the above table shows that most of the respondents are Neutral(32.5%)but 31.5% disagree. The product risk is not high in case of online shopping because difficult to evaluate the quality of product online and colours & size difference are not more important to customers shopping.

Table No.10

Table showing the Overall Time Convenience Risk

Valid	Lot of time for making an order	Delay in delivery	Not easy to cancel orders	Arise confusion	Total	Percent
Strongly agree	2	6	2	2	12	6
Agree	12	18	12	10	52	26
Neutral	18	19	24	15	76	38
Disagree	14	5	10	17	46	23
Strongly disagree	4	2	2	6	14	7
Total	50	50	50	50	200	100

Figure No.10



Interpretation:

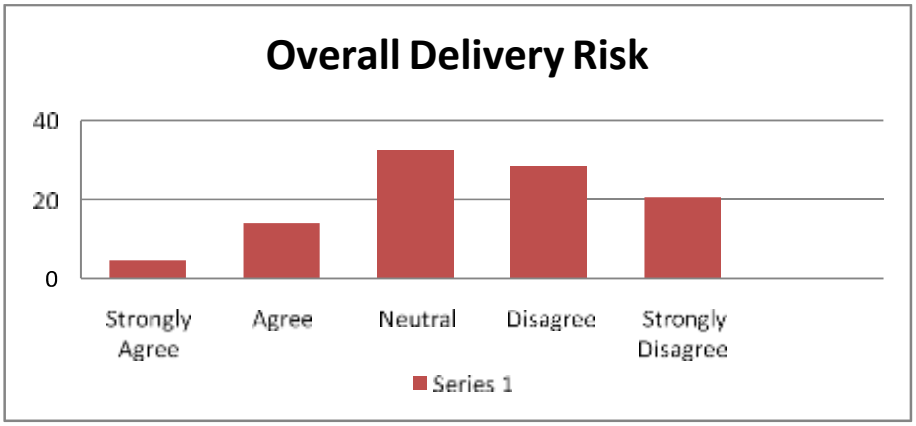
In the above table shows that most of the respondents are neutral (38%) but 26% of respondents are agree. Time/ Convenience risk is high in case of online shopping. The delay in delivery of product is major problem in online shopping.

Table No.11

Table showing the Overall Delivery Risk

Valid	Receiving Wrong Products	Good arriving damaged	Non delivery	Send to the wrong place	Total	Percent
Strongly Agree	2	1	5	1	9	4.5
Agree	7	8	8	5	28	14
Neutral	20	5	21	19	65	32.5
Disagree	10	23	10	14	57	28.5
Strongly Disagree	11	13	6	11	41	20.5
Total	50	50	50	50	200	100

Figure No.11



Interpretation:

In the above table shows that 32.5% of respondents are neutral but 28.5% of respondents disagree. The delivery risk is low in the case of online shopping.

Table No.12

DESCRIPTIVE STATISTICS

	N	**Mean**	**Std Deviation**	**Risk**
Financial Risk:				
Misuse of credit cards	50	2.60	1.170	Low risk
Chance for overcharged	50	2.76	1.242	Low risk
Difficult to refund the money	50	3.44	1.548	High risk
Chance for loss	50	3.26	1.654	High risk
Overall mean of Financial risk	50	12.06		
Product Risk:				
Product fail to perform	50	2.56	1.152	Low risk
Difficult to evaluate the quality	50	2.76	1.242	Low risk
Colour and size difference	50	2.58	1.161	Low risk
Lack of after sales services overall mean of product Risk	50	3.48	1.556 11.38	Low risk
Time Risk/ Convenience Risk				
Lot of time for making an order	50	2.88	1.296	Low risk
Delay in delivery	50	3.42	1.539	Low risk
Not easy to cancel orders	50	3.04	1.368	Low risk

Arise confusions while selection of product	50	2.70	1.215	Low risk
Overall mean of time risk			12.04	
Delivery Risk:				
Receiving wrong product	50	2058	1.161	Low risk
Defective products	50	2.22	0.999	Low risk
Chance for non delivery	50	4.00	1.80	Low risk
Goods send to the wrong place	50	2.42	1.089	Low risk
Overall mean of delivery Risk Valid N (List wise)		11.22		

4-5 Very high risk

3-4 High risk

2-3 Low risk

1-2 Very low risk

Overall risk is measured using the formula = Average of (Score Received/minimum score x 100) for all individuals.

'Score received means total of points received for question 10 to 25

Maximum score = 16 x 5 = 80

Table No.13

Table showing the overall risk

	N	Mean	Std. Deviation
Risk perception	50	4607	608337
Valid N (List wise)	50		

Overall risk is 46.7 percent which belongs to the category 25-50%

0-25% Very low risk

25-50% Low risk

50-75% High risk

75 – 100% Very High risk

There is no significant difference in the risk perception.

H_0 : Among male and female group

H_1 : There is significant difference in the risk perception among male and female group

Test statistics: Independent sample test.

Table No.14 Group Statistics

	N	Mean	Std. Deviation
Risk perception Male	39	60.0285	1.33236
Valid N (List wise)	11	6.74865	2.03480
	50		

Risk perception of male (60.02) is higher than that of female (57.88)

Table No.15 Independent Samples Test

	Levene's Test for Equality for variances		t-test for equality of Means						
								95% confidence Internal of the difference	
	F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std.Error Difference	Lower	Upper
Risk perception Equal variance assumed	.803	.375	.785	48	.436	2.14970	2.73749	-3.35440	7.65380
Equal variances not assumed			.884	19.471	.388	2.14970	2.43220	-2.93262	7.23202

P value is 0.436 which is greater than 0.05 which means there is significant difference in the mean risk perception among male and female. Thus we accept the null hypothesis.

Table No. 16

RANKING METHOD

Ranking on the basis of the grand mean score of different perceived risk.

No	Risk	Mean	Rank
1	Financial Risk	12.06	1
2	Product Risk	11.38	3
3	Time/Convenience Risk	12.04	2
4	Delivery Risk	11.22	4

The above table shows that main problem of online shoppers is financial risk. Time/convenience risk is second important problem. Third important problem is product risk and least important problems is delivery risk.

Table No. 17

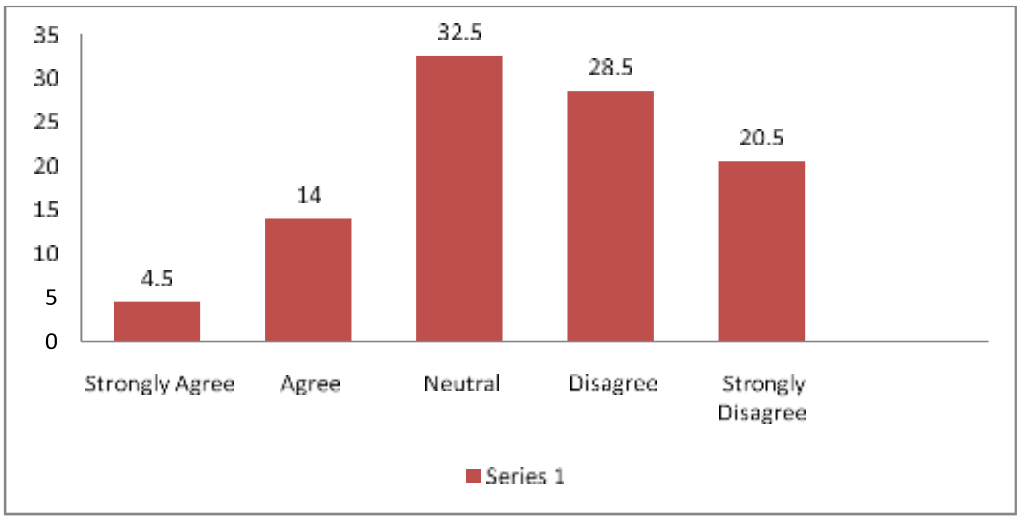
Online shopping experience

Ranking on the basis of the grand mean score of different perceived risk.

	No. of respondents	Percentage	Cumulative percentage
Highly satisfied	21	42	42
Satisfied	11	22	64
Average	8	16	80
Dissatisfied	5	10	90
Highly dissatisfied	5	10	100
Total	50	100	

Fig No.12

Online shopping experience



Interpretation

The table shows that 42% of users are highly satisfied their online shopping. While each 10% of users are not satisfied and highly dissatisfied their online shopping.

CHAPTER - V

FINDING AND CONCLUSION

FINDINGS

- Majority of the users are between the age group of 26-32
- Majority of the users engaged in online shopping are male 78%
- Higher income group are big buyers of online products.
- E-bay.com is the most popular online shopping site
- In online shopping most demanded goods are electronic goods and clothing's.
- The most of the users adopt credit card for payment of online shopping (38%).
- The most motivated factors of online shopping is time saving and getting latest product.
- This study identified four dimensions of consumers' perceived risk in online shopping. these are
- Financial risk, product risk, time/convenience risk and delivery risk.
- In financial risk:
  - ✓ majority of consumers are disagree misuse of credit card-low risk
  - ✓ most of the users are disagree chance for overcharged- low risk
  - ✓ most of the respondents are agree difficult to refund money-high risk.
  - ✓ most of the respondents are agree chance for loss of money-high risk.
- In product risk:
  - ✓ Majority of the respondents are disagree product purchased fail to perform as originally expected-low risk
  - ✓ Most of the users are disagree and also neutral it is difficult to evaluate the quality of the product online-low risk
  - ✓ Majority of the respondents are disagree color and size of the product ordered online differ when actually received-low risk
  - ✓ Majority of the respondents are agree lack of after sales services -high risk
- In time/convenience risk:
  - ✓ majority of the respondents are neutral lot of time making an order-low risk

- ✓ majority of the respondents are neutral delay in delivery of product and cancellation of order is difficult-high risk
- ✓ majority of the respondents are disagree arise confusion while selecting the product through online-low risk

- In time risk:
  - ✓ Majority of the respondents are neutral receiving wrong products- low risk
  - ✓ Majority of the respondents are disagree goods arriving damaged -low risk
  - ✓ Majority of the respondents are neutral chance of non-delivery of product-very high risk
  - ✓ Majority of the users are neutral goods send to wrong place after shipping-low risk

- This study revealed that financial risk is higher than other risks. time/convenience risk is second largest risk in online shopping. Also ,the delivery risk is least risk.
- There is no significant difference in the risk perception among male and female.
- 42% of users are highly satisfied their online shopping.

SUGGESTIONS

- To ensure supply of good quality product through online.
- Try to provides after sale services to consumer like guarantee and warranty
- They must supply product to users in correct time
- They must give correct information about the product and update continuously
- Internet marketers should take proper step regarding security of credit card information in order to mitigate this risk.
- The marketers must provide a good service to consumers to build positive shopping experience in the internet
- Try to provide money back guarantee in case of any fault in product.

CONCLUSION

This study is related to the consumers' perceived risk in online shopping. Online shopping is the largest shopping system in the world. Because the peopleare busy with their work. They have no time for visit the shop. So they go for shop through online. But money risks associated with issues. this study conclude that young consumers are easy targets for online marketers standardized and trendyproduct will be in demand on the internet. Also, respondents belonging to the higher income group are big buyers of online products as product risk is less in their case. this study identified four dimensions of consumers' perceived risk in online shopping. These are financial risk, product risk, time/convenience risk and delivery risk. This study revealed that financial risk is higher than other risk. Time/convenience is second largest risk in online shopping. Product risk is low riskin online shopping. Also, the delivery risk is least risk. There is risk perception isnot same among male and female group.

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QUESTIONNAIRE

1. Name :
2. Age :

   18-25 ☐ 26-32 ☐ 33- 40 Above 40 ☐

3. Gender:

   Male ☐ Female ☐

4. Occupation :

   Self employed ☐ Employed ☐ Professional ☐

5. Family income per month:

   10000- 20000 ☐ 20000-30000 ☐

   30000-40000 ☐ Above 40000 ☐

6. Which E- retailer do you prefer?

   Amazon ☐ Flipkart ☐ E-Bay ☐

   Snapdeal ☐ Paytm ☐ Others ☐

7. Which type of goods are you buying

   Books ☐ Clothing ☐ Cosmetics & Jewellery ☐

   Home equipments ☐ Electronic goods ☐ others ☐

8. Which payment option do you prefer?

   Credit card ☐ Debit card ☐ Bank transfer ☐

   By cash on delivery ☐ Others ☐

9. Why do you prefer online shopping?

   Door stop delivery ☐ Low price ☐ Time saving ☐

   Wide variety of Brand choice ☐ Getting latest product ☐

   Convenience ☐

Rate your opinion for the following statements

	Statement	SA	A	N	DA	SDA
10	I feel that my credit card details be misused if I shop online					
11	I might be overcharged if I shop online as the retailer has my credit card information.					
12	It may be difficult to get money back If I want to cancel the transaction					
13	Chance for loss of money					

Product / Performance Risk

	Statements	SA	A	N	DA	SDA
14	The product purchased may fail to perform as originally expected					
15	It is difficult to evaluate the quality of the product online					
16	Colour and size of the product ordered online differ when actually received.					
17	Difficult to get after sales services (like guarantee & warranty.....)					

Time / Convenience Risk

	Statement	SA	A	N	DA	SDA
18	It may take a lot of time to place an order on website					
19	Delay in delivery of product					
20	Cancellation of order is difficult					

21	It may arise confusions while selecting the product through online.					

Delivery Risk

	Statement	SA	A	N	DA	SDA
22	Delivery of wrong product					
23	Goods arriving faulty or damaged					
24	Chance of non-delivery of product					
25	Goods send to the wrong place after shopping					

26. Are you satisfied with your experience of online shopping?

Highly satisfied ☐ Satisfied ☐ Average ☐

Dissatisfied ☐ Highly dissatisfied ☐

A STUDY ON IMPACT OF IMPLEMENTATION OF GST AMOUNT RETAILERS

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

1) KAMESH M (Reg. No.: U20BC096)
2) KANIMOZHI R (Reg. No.: U20BC097)
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DEPARTMENT OF COMMERCE
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173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS " is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce. Bharath Institute of Higher Education and Research. was carried out under the supervision of DR.R.PARTHIBAN M.A. M.PHIL. PH.D. ASSISTANT PROFESSOR. DEPARTMENT OF COMMERCE. Bharath Institute of Higher Education and Research. is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

KAMESH M (Reg. No.:420BC096) -

KANIMOZHI R (Reg. No.:420BC097) -

KANNAN V K (Reg. No.:420BC098) -

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KARTHIKEYAN S (Reg. No.:420BC100) -

PLACE: CHENNAI

DATE :

BONAFIDE CERTIFICATE

This is to certify that the Project entitled "IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS" submitted by KAMESH M (Reg. No: 420BC096). KANIMOZHI R (Reg. No: 420BC097). KANNAN V K (Reg. No: 420BC098). KARTHIK H (Reg. No: 420BC099). KARTHIKEYAN S (Reg. No: 420BC100) for the degree of Bachelor of Commerce. Department of Commerce. Bharath Institute of Higher Education and Research. Chennai – 600 073. is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai

Date :

DR.R.PARTHIBAN M.A. M.PHIL. PH.D

(Research Supervisor)

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KAMESH M

KANIMOZHI R

KANNAN V K

KARTHIK H

KARTHIKEYAN S

Chapter-1

INTRODUCTIONS DESIGN OF THE STUDY

1.1. INTRODUCTION

The Goods and Services Tax (GST), the biggest reform in India's indirect tax structure since the economy began to be opened up 25 years ago, at last looks set to become reality. The Constitution (122nd) Amendment Bill finally got the nod of Rajya Sabha. Government successfully stitching together a political consensus on the GST Bill, to pave the way for much awaited roll out of the landmark tax reform that will create a common market of 1.25 billion people. GST will be a game changing reform for Indian economy by developing a common Indian market and reducing the cascading effect of tax on the cost of goods and services. It will impact the Tax Structure, Tax Incidence, Tax Computation, Tax Payment, Compliance, Credit Utilization and Reporting leading to a complete overhaul of the current indirect tax system. Law, provide for compensation100% to States for any loss of revenues arising on account of GST, for a period which may extend to five years, based on the recommendations of the GST Council Here, every tax payer will be issued a 15-digit common identification number which will be called as "Goods & Service Tax Identification Number" (GSTIN) a PAN based number.

GST is a consumption based tax levied on sale, manufacturing and consumption of goods & services at a national level. Many taxes have been subsumed under GST which are as under

Central Indirect Taxes & Levies	❖ Central Excise Duty ❖ Additional Excise Duties ❖ Excise Duty levied under the Medicinal Preparations (Excise Duties) Act, 1955 ❖ Service Tax ❖ Additional Customs Duty (CVD) ❖ Special Additional Duty of Customs

	❖ Central Surcharge and Cess
State Indirect Taxes & Levies	❖ VAT / Sales Tax ❖ Entertainment Tax (other than the tax levied by local bodies) ❖ Central Sales Tax ❖ Octroi & Entry Tax ❖ Purchase Tax ❖ Luxury Tax ❖ Taxes on Lottery Betting and Gambling ❖ State Cesses and Surcharges

Items not covered under (as in Proposed Draft) GST: Alcohol, tobacco, petroleum product, electricity etc. are not covered under GST.

1.2. STATEMENT OF THE PROBLEM

The introduction of Goods and Services Tax (GST) would be a very significant step in the field of indirect tax reforms in India. By amalgamating a large number of Central and State taxes into a single tax, it would mitigate cascading or double taxation in a major way and pave the way for a common national market. From the consumer point of view, the biggest advantage would be in terms of a reduction in

the overall tax burden on goods, which is currently estimated to be around 25%-30%. Introduction of GST would also make Indian products competitive in the domestic and international market.

Retail refers to the activity of reselling. A retailer is any person or organisation is a reseller who sells good or services directly to consumers or end-users. Some retailers may sell to business customers, and such sales are termed non-retail activity. In some jurisdiction or regions, legal definitions of retail specify that at least 80% of sales activity must be to end-users.

Hence the present study is focused in the areas of FMCG, Textiles,

Hotel, Medical shop, Jewellery etc…And also focused on knowledge of retailers about GST, impact of implementation of GST among retailers, opinion of retailers about the GST implementation.

1.3. OBJECTIVE OF THE STUDY

To identify the knowledge of retailers about GST.

To understand the impact of implementation of GST among retailer.

To study the opinion of retailers about the GST implementation.

1.4. SCOPE OF THE STUDY

The study entitled "Impact of implementation of GST among retailers with special reference to Nilambur taluk" was carried out to defined the impact of implementation of GST among retailers and to understand their knowledge about GST, and also their opinion. It helps to identify impact of GST in retail sector that is both positive and negative.

So that it will ensure that GST have positive impact in the retail sector. Because of GST will avoids the cascading effect as the tax is calculated only on the value add at each stage of transfer of ownership. GST is one indirect tax for the entire country.

1.5. HYPOTHESIS

H_0: There is no significant relationship between the educational status and the awareness level about GST of retailers.

H_1: There is a significant relationship between the educational status and the awareness level about GST of retailers.

H_0: There is no significant relationship between the different sectors and the impact of GST on turnover, cost of production, and price of goods.

H_1: There is a significant relationship between the different sectors and the impact of GST on turnover, cost of production, and price of goods.

1.6. RESEARCH METHODOLOGY

A research is an argument of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in the procedure. In other words, research design is the blue print for the collection, measurement and analysis of data. This section describes the research methodology adopted to achieve the objectives of the study. The present study incorporates the collection of both primary and secondary data. The primary data were collected through questionnaire specially designed for this survey. And the secondary data are collected from journals, books, records of previous study, articles, web sites etc…

1.6.1 RESEARCH DESIGN

Research design is a plan, structure strategy of investigation conceived so as to obtain answer to research questions. Every researcher should prepare a well-defined plan or design in advance for all research operations. The decision relating to what, where, when, how much and by what means made up and plan of study.

It is the process by which the researcher evaluates the tools that produce research findings. This research is a sample survey because it takes a considerable part from a large population (impact GST among retailers in Nilambur taluk) and analyses the sample part in order to make meaningful interpretations and conclusions. In this study follows the descriptive in nature.

DESCRIPTIVE RESEARCH

Descriptive research is the fact finding investigation. The descriptive study is designed to gather descriptive information. It provides information for formulating complex studies. The data needed for study are collected through questionnaire. Descriptive research describes phenomena as they exist. It is used to identify and obtain information on a particular problem or issue. In this study is descriptive in nature.

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from the sampling frame it refers to the technique or procedure the research would adopt in selecting some sampling units. An optimum sampling may be defined as the size of sample, which fulfils the requirements of efficiency, representativeness, reliability and flexibility. For the study convenience sampling technique had been used for collecting primary data through questionnaire.

CONVENIENCE SAMPLING

Convenience sampling is a type of non-probability sampling that involves the samples being drawn from that part of the population that is close to hand. That is, a sample population selected because it is readily available and convenient, as researchers are drawing on relationships or networks to which they have easy access.

POPULATION

Population of the study is the retailers in Nilambur taluk in Malappuram district of Kerala, India. Size of population of the study is a large one to be managed, sampling method has been adopted.

SAMPLE SIZE

Sample size is the number of items to be selected from the population to constitute the sample for the research. A sample should be actual representation of the population. In order to understand the impact of implementation of GST among retailers. It is decided to select 60 retailers in Nilambur taluk.

1.6.2 SOURCES OF DATA

Source of data means the origin from where we collect the data. Generally, the source of data collection is two types (1) primary source of data (2) secondary source of data. Primary and secondary have been used in this study and they were collected accordingly.

PRIMARY DATA

Primary data are those data which are directly collected by the researcher or through investigator or enumerator for his purpose in first time. The primary data are original in character.

Here, primary data is collected from the retailers in Nilambur taluk by using questionnaire.

SECONDARY DATA

The secondary data are those data, which have already been collected and published or compiled for another purpose of the study. It includes not only published records and reports but also unpublished records. Secondary data require for the study have been gathered from internet, newspaper, articles, magazines etc…

1.6.3 TOOLS FOR ANALYSIS

Under this study in order to analyse and interpret the collected data the following statistical tools are used.

SIMPLE PERCENTAGE METHOD

Simple percentage method refers to special kind of ratio percentage that is used in making comparison between two or more series of data percentage, I used to describe relationship. Since percentage reduce everything to common days and there by allow meaningful comparison to be made. Also it is to classify the opinion of respondents for different factors.

WEIGHTED AVERAGE METHOD

Mean in which each item being averaged is multiplied by a number (weight) based on the item's relative importance. The result is summed and the total is divided by the sum of the weights. Weighted averages are used extensively in descriptive statistical analysis such as index numbers. Also called weighted mean.

CHARTS, DIAGRAMS AND TABLES

Charts, diagrams and tables are used for presentation of the data. It is more useful to present the results in a simplified manner.

CHI-SQUARE TEST

It is a non-parametric test. The statistical test in which the test statistic follows x^2-distribution, is called x^2 test. It tests the significance of difference between observed frequencies and the corresponding theoretical frequencies of a distribution, without any assumption about the distribution of the population.

1.7 LIMITATIONS OF THE STUDY

- The study is based on sampling method. So sampling error may bound to occur.
- Due to lack of time, money and resources, the sample size limited to 60 respondents.
- The respondents may be biased in providing information.
- The study is limited to Nilambur taluk.
- The sample size may not be represented the target population of the study.

CHAPTER-II

REVIEW OF LITERATURE

2.1. REVIEW OF LITERATURE

Reviews of related literature forms an integral part of any research study. A careful scanning of the illiterate studies on related studies will help for clearing the background for present study.

PINKI, SUPRIYA KAMMA AND RICHA VERMA (JULY 2014)

Studied, "Goods and Service Tax – Panacea for Indirect Tax System in India" and concluded that the new NDA government in India is positive towards implementation of GST and it is beneficial for central government, state government and as well as for consumers in long run if its implementation is backed by strong IT infrastructure.

AGOGO MAWULI (MAY 2014)

Studied, "Goods and Service Tax- An Appraisal" and found that GST is not good for low- income countries and does not provide broad based growth to poor countries. If still thee countries want to implement GST, then the rate of GST should be less than 10% for growth.

NITIN KUMAR (2014)

Studied, "Goods and Service Tax – A Way Forward" and concluded that implementation of GST in India help in removing economic distortion by current indirect tax system and expected to encourage unbiased tax structure which is indifferent to geographical locations.

NISHITHA GUPTHA (2014)

In her study stated that implementation of GST in the Indian framework will lead to commercial benefit which were untouched by the VAT system and would essentially lead to economic development. Hence GST may usher in the possibility of

a collective gain for industry, trade, agriculture and common consumers a well as for the Central and State government.

JAIPRAKASH (2014)

In his research study mentioned that the GST at the Central and the State level are expected to give more relief to industry, trade, agriculture and consumers through a more comprehensive and wider coverage of input tax set-off and service tax set-off, subsuming of several taxes in the GST and phasing out of GST. Responses of industry and also of trade have been indeed encouraging. Thus GST offers us the best opinion to broaden our tax base and we should not miss this opportunity to introduce it when the circumstances are quite favourable and economy is enjoying steady growth with only mid inflation.

SARAVANAN VENKADASALAM (2014)

Has analysed the post effect of the goods and service tax (GST) on the national growth on ASEAN states using Least Squares Dummy Variable Model (LSDVM) in his research paper. He stated that seven of ten ASEAN nations are already implementing the GST. He also suggested that the household final consumption expenditure and general government consumption expenditure are positively significantly related to the gross domestic product as require and support the economic theories. But the effect of the post GST differs in countries.

Philippines and Thailand show significant negative relationship with their nation's development. Meanwhile, Singapore shows a significant positive relationship. It is undeniable that those countries whom implementing GST always encounter grows. Nevertheless, the extent of the impact varies depending on the governance, compliance cost and economic distortion. A positive impact of GST depends on a neutral and rational design of the GST such a way it I simple, transparent and significantly enhances in voluntary compliance. It must be actual, not presumptive, prices and compliance control would be exercised through an auditing system.

HUANG (2013)

The author examines the relation between the newly introduced GST in Australia in 2000 and the mortgage costs between 1999 and 2001. The study concludes that given that in Australia financial services industry is taxed on input taxation basis i.e. the output mortgage service not liable to GST and GST paid on input services to provide these mortgage services are also not allowed. This extra cost of sunk input tax is passed in the form of increased mortgage costs to customers making housing costly post introduction of GST in Australia.

NEW ZEALAND GOVERNMENT (2012)

The author has traced the GST and import duties applicable on the various imports into New Zealand. The paper discusses not only the goods on which duty is payable but also whether further GST is payable on the same goods. The paper also discusses the applicability of the taxes on the goods ordered and delivered through internet. The paper also discusses various exemption available like personal effects to the import taxation.

DR. R. VASANTHAGOPAL (2011)

Studied, "GST in India: A Big Leap in the Indirect Taxation System" and concluded that switching to seamless GST from current complicated indirect tax system in India will be a positive step in booming Indian economy. Success of GST will lead to its acceptance by more than 130 countries in world and a new preferred form of indirect tax system in Asia also.

EHTISHAM AHMED AND SATYA PODDAR (2009)

Studied "Goods and Service Tax Reforms and Intergovernmental Consideration in India" and found that GST introduction will provide simpler and transparent tax system with increase in output and productivity of economy in India. But the benefits of GST are critically dependent on rational design of GST.

CHAPTER-III

CONCEPTUAL FRAMEWORK

GOODS AND SERVICE TAX (GST)

Goods and Service Tax Law in India is a comprehensive, multi-stage, destination based tax that is levied on every value addition.

In simple words, Goods and Service Tax is an indirect tax levied on the supply of goods and services. GST Law has replaced many indirect tax laws that previously existed in India. GST is one indirect tax for the entire country.

Under the GST regime, the tax will be levied at every point of sale. In case of interstate sales, Central GST and State GST will be charged. Intrastate sales will be charged to Integrated GST.

The GST journey in India began in the year 2000 when a committee was set up to draft GST Law. It took 17 years from then for the law to evolve. In 2017 the GST Bill was passed in the Lok Sabha and Rajya Sabha. On 1st July 2017 the GST Law came into force.

The main advantages of GST remove the cascading effect on the sale of goods and services. Removal of cascading effect will directly impact the cost of goods. The cost of goods should decrease since tax on tax is eliminated in the GST regime.

GST is also mainly technologically driven. All activities like registration, return filing, application for refund and response to notice needs to be done online on the GST portal. This will be speed up the processes. Advantages of GST are,

- Removing cascading tax effect.
- Higher threshold for registration.
- Composition scheme for small businesses.
- Online simpler procedure under GST.
- Lesser compliances.
- Defined treatment for e-commerce.
- Increased efficiency in logistics.
- Regulating the unorganized sector.

CGST collected by the Central Government on an intra-state sale.

SGST collected by the State Government on an intra-state sale.

IGST collected by central government for inter-state sale.

VALUE - ADDED TAX (VAT)

A value- added tax (VAT) is a consumption tax placed on a product whenever value is added at each stage of the supply chain, from production to the point of sale. The amount of VAT that the user pays is on the cost of the product, less any of the costs of materials used in the product that have already been taxed.

RETAILING

Retail refers to the activity of reselling. A retailer is any person or organisation is a reseller who sells good or services directly to consumers or end-users. Some retailers may sell to business customers, and such sales are termed non-retail activity. In some jurisdiction or regions, legal definitions of retail specify that at least 80% of sales activity must be to end-users.

TYPES;

- *DEPARTMENTAL STORES*: A departmental store is a set-up which offers wide range of products to the end-users under one roof. In a departmental store, the consumers can get almost all the products they aspire to shop at one place only.
- *DISCOUNT STORES*: Discount store also offer a huge range of products to the end-users but at a discount rate.
- *SUPERMARKET*: A retail store which generally sells food products and household items, properly placed and arranged in specific departments.

- *WAREHOUSE STORES*: A retail format which sells limited stock in bulk at a discounted rate.
- *KIRANA STORES*: Kirana stores are the small stores run by individuals in the nearby locality to cater to daily needs of the consumers staying in the vicinity.
- *SPECIALITY STORES*: It would specialize in a particular product and would not sell anything else apart from the specific range. They sell only selective items of one particular brand to the consumers and primarily focus on high customer satisfaction.
- *MALLS*: Many retail stores operating at one place form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform.
- *E- TAILERS*: The customers can place their order through internet, pay with the help of debit or credit cards and the products are delivered at their homes only.
- *DOLLAR STORES*: It offer selected products at extremely low rates but here the prices are fixed.

FAST MOVING CONSUMER GOOD (FMCG)

Fast-moving consumer goods are products that sell quickly at relatively low cost – items such as milk, gum, fruit and vegetables, toilet papers, soda, beer and over-the-counter drugs like aspirin.

The fast moving consumer goods industry covers the households' items that you buy when shopping in the supermarket or pharmacy. 'Fast moving' implies that the items are quick to leave the shelves and also tend to be high in volume but low in cost items.

The products are ones that are essential items that we use day in and day out. This multi-million-dollar sector holds some of the most famous brand names that we come across every single day.

TEXTILES

A type of material composed of natural or synthetic fibres. Types of textiles include animal-based material such as wool or silk, plant-based material such as linen and cotton, and synthetic material such as polyester and rayon. Textiles are often associated with the production of clothing,

The textile industry is primarily concerned with the design, production and distribution of yarn, cloth and clothing. The raw material may be natural, or synthetic using products of the chemical industry.

HOTEL

The primary purpose of hotels is to provide travellers with shelter, food, refreshment, and similar services and goods, offering on a commercial basis thing that are customarily furnished within households but unavailable to people on a journey away from home. Historically hotels have also taken on many other function, serving as business exchanges, decorative showcase, political headquarters, vacation spots, and permanent residences. The hotel as an institution, and hotels as an industry.

MEDICAL SHOP

A store that sells health care products and medicines. Customer can buy both over-the-counter and prescription medication at a drug store. It is not uncommon for drug store to carry other frequently used household products and merchandise.

It is a retail shop which provides prescription drugs, among other products. At the pharmacy, a pharmacist oversees the fulfilment of medical prescription and is available to give advice on their offering of over-the-counter drugs. A typical pharmacy would be in the commercial area of a community.

JEWELLERY

A branch of industry that produces articles from precious metals and gems and from other materials subjected to artistic treatment. Objects of personal adornment for women, tableware, and various souvenirs constitute most of the articles made by the jewellery industry. The industry's growth in the USSR has been linked with the rising standard of living of the working people and the increased export of jewellery to other countries.

CHAPTER-IV

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Collected data are analysed by using statistical tools like percentage, Chi-square, weighted average.

Table, diagrams, charts and graphs are also used to analyse the data to present the result in attractive ways.

1. DISTRIBUTION ON THE BASIS OF DEMOGRAFIC VARIABLES OF SAMPLES:

TABLE NO. 4.1

DISTRIBUTION ON THE BASIS OF DEMOGRAFIC VARIABLES OF SAMPLES

SI.NO	**VARIABLES**		
1.	**AGE**	**NO.OF RESPONDENTS**	**PERCENTAGE**
	Below 25	5	8
	25-35	21	35
	35-45	13	22
	45-55	17	28
	Above 55	4	7
	Total	60	100
2.	**GENDER**	**NO.OF RESPONDENTS**	**PERCENTAGE**
	Male	50	83
	Female	10	17
	Total	60	100
3.	**EDUCATIONAL STATUS**	**NO.OF RESPONDENTS**	**PERCENTAGE**
	Below SSLC	12	20
	SSLC	19	32
	PLUS TWO	16	27
	Graduate	10	16
	PG	3	5
	Others	0	0
		60	100

4.	**WORKING AREA**	**NO.OF RESPONDENTS**	**PERCENTAGE**
	FMCG	10	17
	Textiles	10	17
	Hotel	10	17
	Medical shop	10	17
	Jewellery	10	16
	Others	10	16
	Total	60	100
5.	**NATURE OF BUSINESS**	**NO.OF RESPONDENTS**	**PERCENTAGE**
	Sole trade	44	73
	Partnership	16	27
	Total	60	100
6.	**MONTHLY SALES**	**NO.OF RESPONDENTS**	**PERCENTAGE**
	Below 30000	6	10
	30000-60000	14	23
	60000-90000	20	33
	90000-120000	10	17
	Above 120000	10	17
	Total	60	100

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that age wise distribution of sample respondents. It says that 35% the respondents are belonging to the age group of between 25 to 35. And 28% of the respondents are belonging to the age group of between 45 to 55. The 7% of the respondent are belonging to the age group of above 55.

The above table shows that gender wise distribution of sample respondents. It says that 83% of the respondents are male and the balance 17% of the respondents are female. Majority of the respondents are male.

The above table shows that distribution on the basis of educational status of samples respondents. It says that 32% of the respondents are SSLC, 27% of the respondent are PLUSS TWO. And 20% of the respondents are below SSLC, 16% of them are Graduates. And remaining 3% of respondents are PG. Majority of the respondent are SSLC.

The above table shows that distribution on the basis of working area of sample respondents. Here FMCG, Textiles, Hotel, Medical shop, Jewellery & others these all are in equal percentage that is 17%.

The above table shows that distribution on the basis of nature of business sample respondents. It says that 73% of the respondents are sole traders. And remaining 27% of the respondent are doing partnership business. Majority of the respondents are sole traders.

The above table shows that distribution on the basis of monthly sales of the sample respondents. It says that 33% of the respondents are belonging to the earnings group of 60000 to 90000. And 23% of the respondents are in 30000 to 60000, 17% of the respondents are in 90000 to 120000 and above 120000. And the 10% the respondents are in below 30000. Majority of the respondents are in 60000 to 90000.

2.DISTRIBUTION ON THE BASIS OF AWARENESS LEVEL ABOUT GST:

TABLE NO. 4.2.1

DISTRIBUTION ON THE BASIS OF AWARENESS LEVEL ABOUT GST

TERMS	HIGHLY AWARE	AWARE	NUETRAL	UNAWARE	HIGHLY UNAWARE	TOTAL
Tax rates	21	27	12	0	0	60
Payment mechanism	7	12	30	11	0	60
GST credit	0	15	24	21	0	60
Composition scheme	12	22	9	9	8	60
GST online procedure	9	14	19	10	8	60
Total	49	90	94	51	16	300

(SOURCE: PRIMARY DATA)

CHART NO. 4.1

AWARENESS LEVEL ABOUT GST

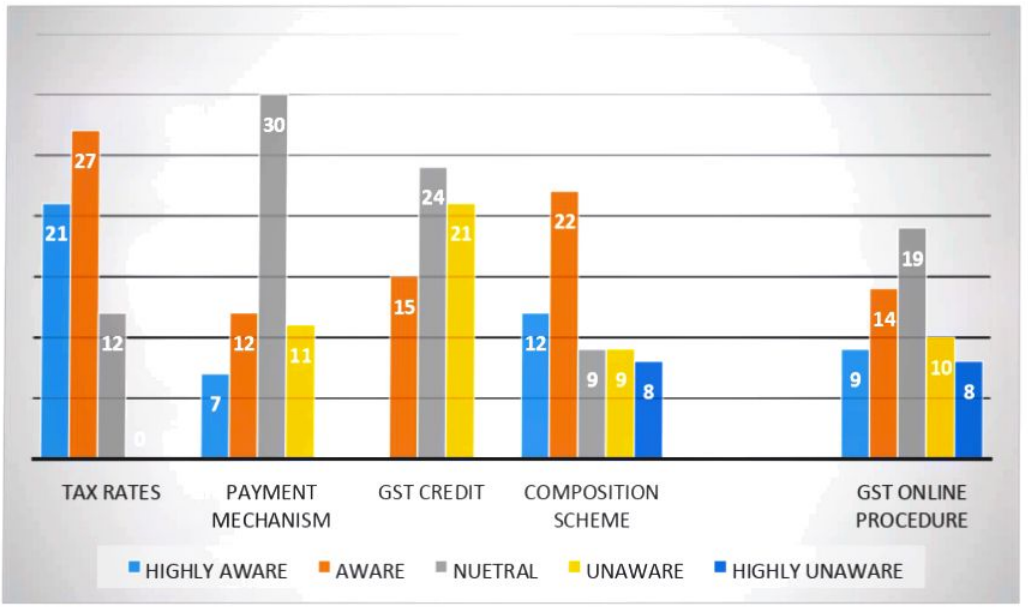


TABLE NO. 4.2.2

ANALYSIS ON THE BASIS OF AWARENESS LEVEL ABOUT GST

TERMS	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
Tax rate	105	108	36	0	0	249	4.15	83
Payment mechanism	35	48	90	22	0	195	3.25	65
GST credit	0	60	72	42	0	174	2.90	58
Composition scheme	60	88	27	18	8	201	3.35	67
GST online procedure	45	56	57	20	8	186	3.10	62

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of awareness level about GST of sample respondents. It says that 83% of the respondents are aware about GST, and 67% of the respondents are aware about composition scheme. And 65% of the respondents are aware about payment mechanism, and 62% of the respondent are aware about GST online procedure. And the remaining 58% of the respondent are aware about GST credit. Majority of the respondents are aware about the various tax rates of the GST system.

CHI-SQUARE TEST

H_0: There is no significant relationship between the educational status and the awareness level about GST of retailers.

H_1: There is a significant relationship between the educational status and the awareness level about GST of retailers.

TABLE NO. 4.2.3

Particulars	Highly aware	Aware	Neutral	Unaware	Highly unaware	Total
Below SSLC	2	6	18	17	7	50
SSLC	5	23	36	17	5	86
Plus two	8	23	26	12	4	73
Graduate	19	25	12	4	0	60
PG	16	13	2	0	0	31
Others	0	0	0	0	0	0
Total	50	90	94	50	16	300

(SOURCE: PRIMARY DATA)

TABLE NO. 4.2.4

CHI-SQUARE TABLE

OBSERVED (O)	EXPECTED (E)	$(O-E)^2$	$(O-E)^2/E$
7	22	225	10.22727
8	12	16	1.333333
19	10	81	8.1
16	5	121	24.2
6	15	81	5.4
23	26	9	0.346154
23	22	1	0.045455
25	18	49	2.722222
13	9	16	1.777778
18	16	4	0.25
36	27	81	3
26	23	9	0.391304
14	29	225	7.758621
17	8	81	10.125

17	14	9	0.642857
16	27	121	4.481481
7	3	16	5.333333
9	14	25	1.785714
TOTAL			87.92053

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

Calculated value = 87.920

Degree of freedom = (r-1) (c-1)

= (6-1) (5-1) = 5*4 =20

Level of significance = 0.05

Table value = 31.410

INTERPRETATION:

Here calculated value [87.920] is higher than the table value 31.410. So we reject null hypothesis and accept alternative hypothesis. Therefore, it found that there is a significant relationship between the educational status and the awareness level about GST of retailers.

3.DISTRIBUTION ON THE BASIS OF SOURCE OF GETTING KNOWLEDGE ABOUT GST:

TABLE NO. 4.3

DISTRIBUTION ON THE BASIS OF SOURCE OF GETTING KNOWLEDGE ABOUT GST

SOURCES	6	5	4	3	2	1	SCORE	RANK	WEIGHTED AVERAGE
Trade unions	6	20	32	69	46	0	173	5	2.88
Professionals	0	30	40	60	48	0	178	4	2.96
Friends & relatives	42	25	88	24	36	0	215	3	3.58
Mass media	150	105	36	15	0	0	306	1	5.10
Online sources	138	125	28	9	4	0	304	2	5.06
Others	0	0	0	0	0	60	60	6	1

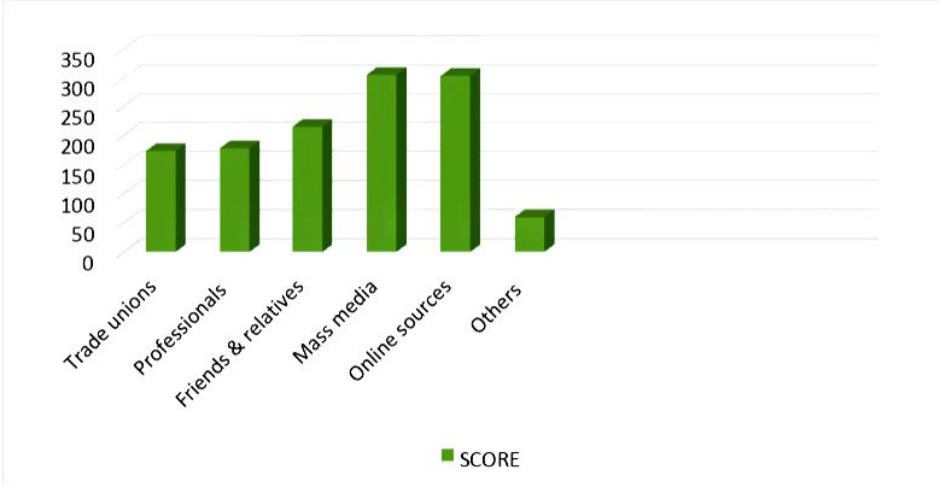
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that the distribution on the basis of sources of getting knowledge about GST. It says that out of 60 respondents' majority of the respondents are provide 1st rank to mass media, and they can provide last i.e. 6th rank to the other sources. Through this analysis mass media is the major source of getting knowledge about GST.

CHART NO. 4.2

SOURCES OF GETTING KNOWLEDGE ABOUT GST



4. DISTRIBUTION ON THE BASIS OF REGISTRATION IN COMPOSITION SCHEME:

TABLE NO. 4.4

DISTRIBUTION ON THE BASIS OF REGISTRATION IN COMPOSITION SCHEME

PURTICULERS	NO.OF RESPONDENTS	PERCENTAGE
Yes	50	83
No	10	17
Total	60	100

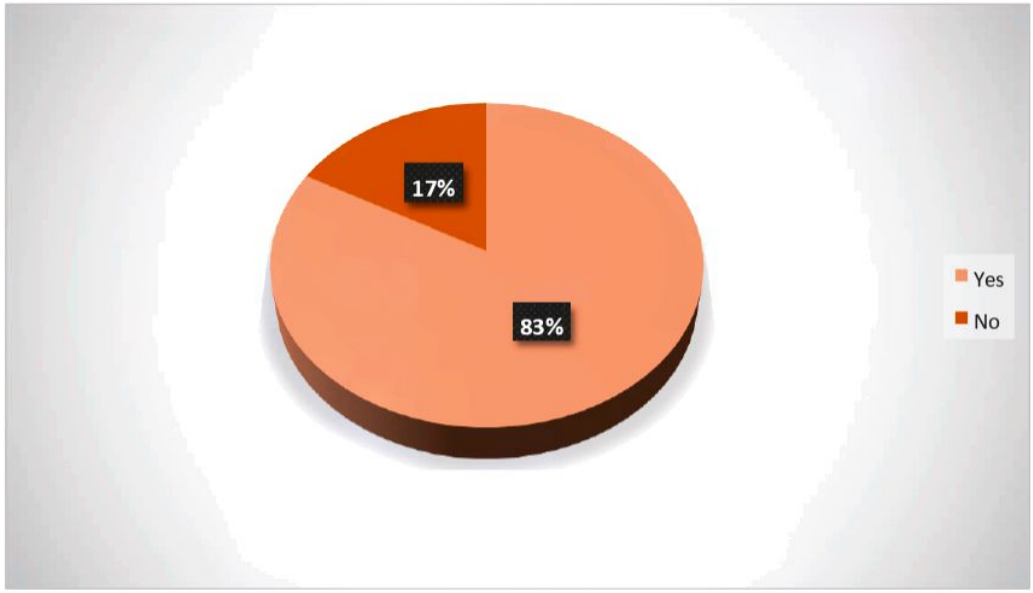
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of registration in composition scheme. It says that 83% of the respondents are registered in composition scheme, and the remaining 17% of the respondents are not registered in composition scheme. Majority of the respondents are registered in composition scheme.

CHART NO. 4.3

REGISTRATION IN COMPOSITION SCHEME



5. DISTRIBUTION ON THE BASIS OF SYSTEM BENEFIT:

TABLE NO. 4.5

DISTRIBUTION ON THE BASIS OF SYSTEM BENEFIT

SYSTEM	NO.OF RESPONDENTS	PERCENTAGE
VAT	27	45
GST	33	55
Total	60	100

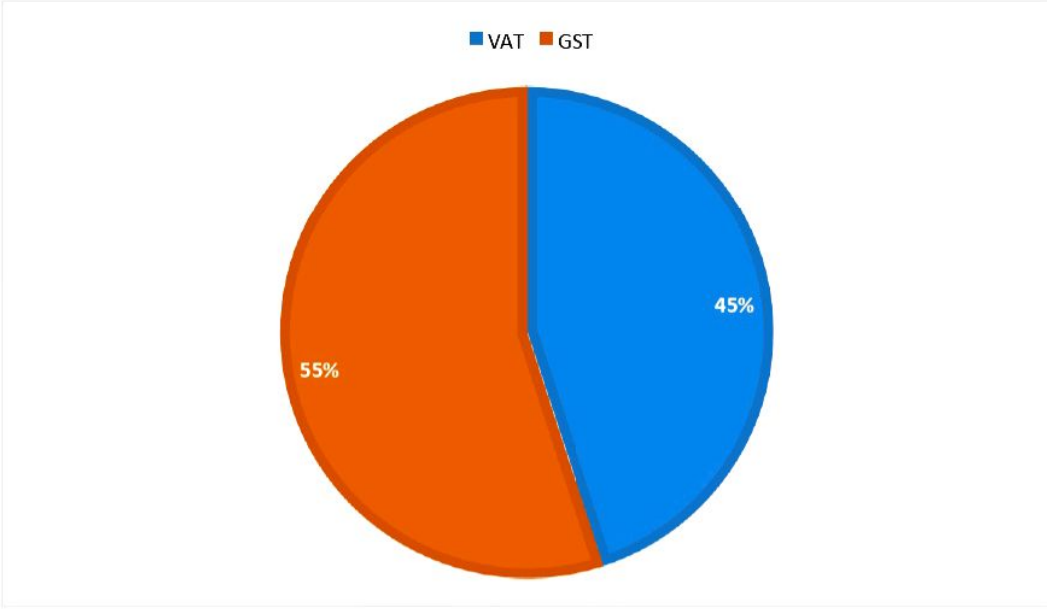
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that the distribution on the basis of system benefit of sample respondents. It says that 55% of the respondents have said that GST is better than VAT. Majority of the respondents are accepting GST system.

CHART NO. 4.4

ON THE BASIS OF SYSTEM BENEFIT



6. DISTRIBUTION ON THE BASIS OF PROBLEMS RELATED TO GST PROCEDURES:

TABLE NO. 4.6

DISTRIBUTION ON THE BASIS OF PROBLEMS RELATED TO GST PROCEDURES

PURTICULERS	NO.OF RESPONDENTS	PERCENTAGE
Yes	26	43
No	34	57
Total	60	100

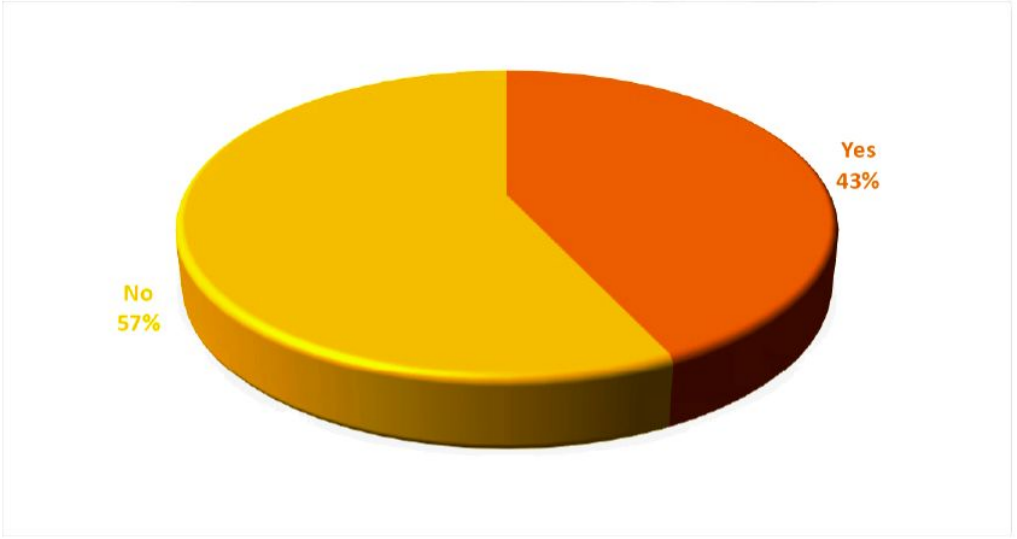
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that the distribution on the basis of problems related to GST procedure among sample respondents. It says that 57% of the respondents have said that there are no problems related to GST procedures, and remaining 43% of the respondents have said that there are problems related to GST procedures. Majority of the respondents have said that there is no problem related to GST.

CHART NO. 4.5

PROBLEMS RELATED TO GST PROCEDURES



7. DISTRIBUTION ON THE BASIS OF EFFECT OF GST ON SOME FACTORS:

TABLE NO. 4.7.1

DISTRIBUTION ON THE BASIS OF EFFECT OF GST ON SOME FACTORS

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
GST has increase the cost of production	17	18	19	5	1	60
GST has increase the price of goods	12	9	18	14	7	60
GST has increase the turnover	4	9	15	22	10	60
GST is regulating the unorganized sector	9	16	21	8	6	60
Total	42	52	73	49	24	240

(SOURCE: PRIMARY DATA)

CHART NO.4.6

EFFECT OF GST ON SOME FACTORS

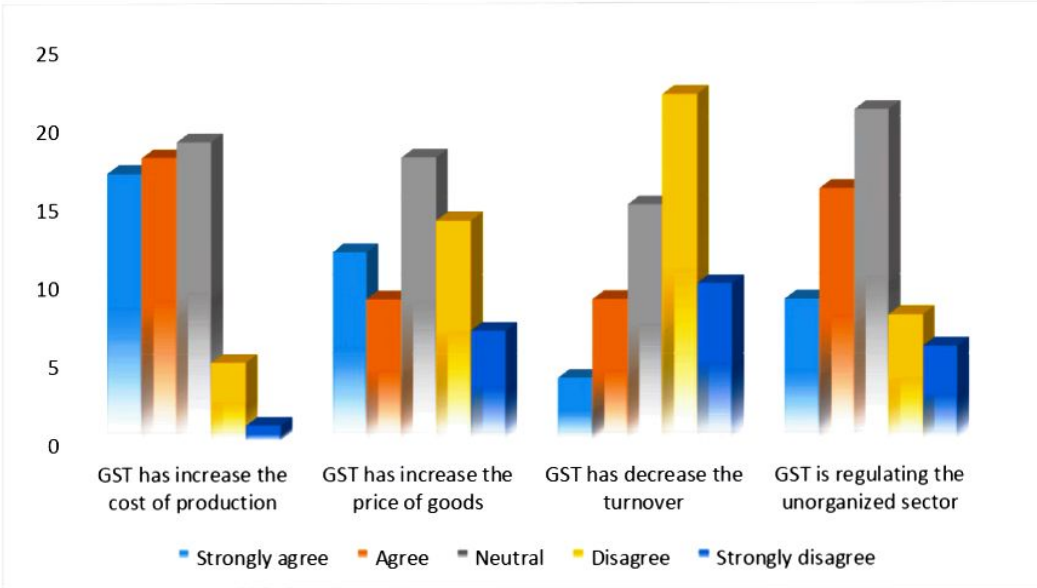


TABLE NO. 4.7.2

ANALYSIS ON THE BASIS OF EFFECT OF GST ON SOME FACTORS

STATEMENT	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
GST has increase the cost of production	85	72	57	10	1	225	3.75	75
GST has increase the price of goods	60	36	54	28	7	185	3.08	62
GST has increase the turnover	20	36	45	44	10	155	2.58	52
GST is regulating the unorganized sector	45	64	63	16	6	194	3.23	65

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of effect of GST on some factors. It says that 75% of the respondents have said that GST has increase cost of production, and 65% of the respondents have said that GST is regulating the unorganized sector. And 62% of the respondents have said that GST has increase the price of goods, and 52% of the respondents have said that GST has decrease the turnover. Majority of the respondents have said that GST increase the cost of production.

CHI-SQUARE TEST

H_0: There is no significant relationship between the different sectors and the impact of GST on turnover, cost of production, and price of goods.

H_1: There is a significant relationship between the different sectors and the impact of GST on turnover, cost of production, and price of goods.

TABLE NO. 4.7.3

CHI-SQUARE TABLE

SECTORS	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	TOTAL
FMCG	7	7	10	5	1	30
Textiles	7	7	9	6	1	30
Hotel	5	12	5	7	1	30
Medical shop	2	8	9	10	1	30
Jewellery	7	11	7	5	0	30
Others	5	12	10	3	0	30
Total	33	57	50	36	4	180

(SOURCE: PRIMARY DATA)

TABLE NO. 4.7.4

CHI-SQUARE TABLE

OBSERVED (O)	EXPECTED (E)	$(O-E)^2$	$(O-E)^2/E$
7	6	1	0.16
7	10	9	0.9
10	8	4	0.5
6	7	1	0.14
7	6	1	0.16
7	10	9	0.9
9	8	1	0.125
7	7	0	0
5	6	1	0.16
12	10	4	0.4
5	8	9	1.125
10	13	9	0.69
8	10	4	0.4
9	8	1	0.125
11	7	16	2.28

7	6	1	0.16
11	10	1	0.1
7	8	1	0.125
5	7	4	0.57
5	6	1	0.16
12	10	4	0.4
13	15	4	0.26
TOTAL			9.84

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

Calculated value = 9.84

Degree of freedom = (r-1) (c-1)

(6-1) (5-1) = 5*4 =20

Level of significance = 0.05

Table value = 31.410

INTERPRETATION:

Here calculated value [9.84] is less than the table value 31.410. So we accept null hypothesis and reject alternative hypothesis. Therefore, it found that there is no significant relationship between the different sectors and the impact of GST on turnover, cost of production, and price of goods.

8. DISTRIBUTION ON THE BASIS OF TAX RATES:

TABLE NO. 4.8.1

DISTRIBUTION ON THE BASIS OF TAX RATES

STATEMENTS	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	TOTAL
Various rates under GST system	9	18	22	7	4	60
0%	17	13	0	0	0	30
5%	20	17	13	4	0	54
12%	0	9	15	6	4	34
18%	0	0	7	19	10	36
28%	0	0	2	4	8	14
Goods covered under different rate of tax	5	8	19	15	13	60
GST system removing the cascading effect of tax	18	34	8	0	0	60
Total	70	100	86	54	38	348

(SOURCE: PRIMARY DATA)

CHART NO. 4.7

ON THE BASIS OF TAX RATES

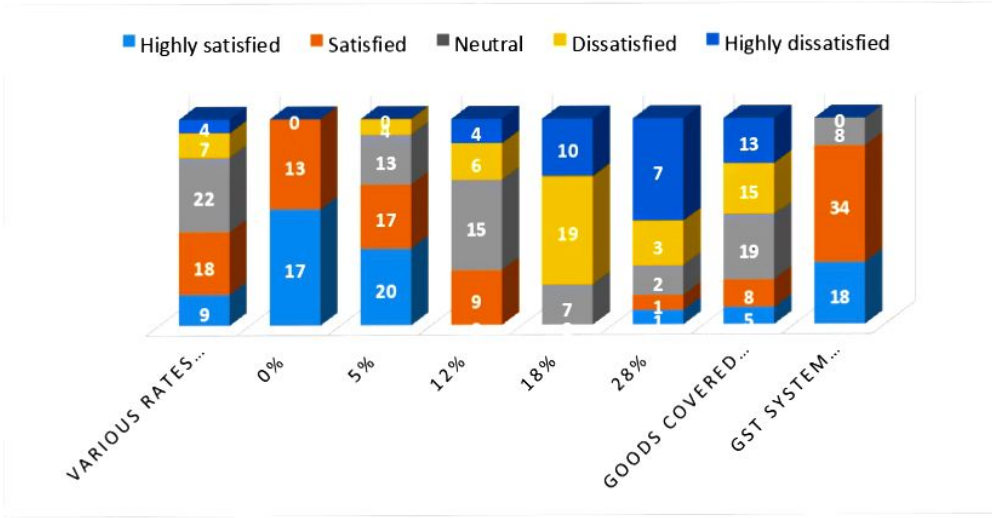


TABLE NO. 4.8.2

ANALYSIS ON THE BASIS OF TAX RATES

STATEMENTS	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
Various rates under GST system	45	72	66	14	4	201	3.35	67
0%	85	52	0	0	0	137	4.56	91
5%	100	68	39	8	0	215	3.98	80
12%	0	36	45	12	4	97	2.85	57
18%	0	0	21	38	10	69	1.91	38
28%	0	0	6	8	8	22	1.57	31
Goods covered under different rate of tax	25	32	57	30	13	157	2.61	52
GST system removing the cascading effect of tax	90	136	24	0	0	250	4.16	83

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of tax rates. It says that 91% of the respondents have said that they have satisfied about the 0% tax rate, and 80% of the respondents have said that they have satisfied about 5% tax rate. And 40% of the respondents have said that they have satisfied about the 28% tax rate, and 38% of the respondents have said that they have satisfied about the 18% tax rate. Majority of the respondents are satisfied about the 0% tax rates.

9. DISTRIBUTION ON THE BASIS OF BENEFITS FROM GST:

TABLE NO. 4.9

DISTRIBUTION ON THE BASIS OF BENEFITS FROM GST

SOURCES	NO.OF RESPONDENTS	PERCENTAGE
State govt:	14	23
Central govt:	34	57
Consumers	6	10
Retailers	3	5
Not any	3	5
Total	60	100

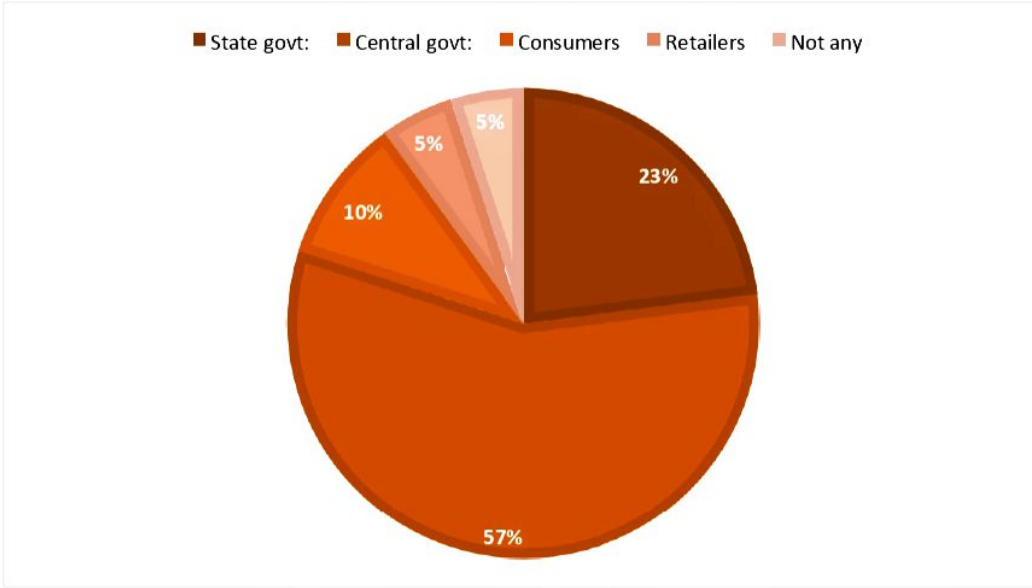
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of benefits from GST. It says that 57% of the respondent are says that central government is get benefit from GST, and 23% of the respondents are says that state government is get benefit from GST. And 10% of the respondents says that consumers get benefit from GST, and remaining 5% of respondents are says that retailers get benefit from GST. Majority of the respondents are said that central government is get more benefit from GST.

CHART NO. 4.8

BENEFIT FROM GST



10. DISTRIBUTION ON THE BASIS OF LOSS FROM GST:

TABLE NO. 4.10

DISTRIBUTION ON THE BASIS OF LOSS FROM GST

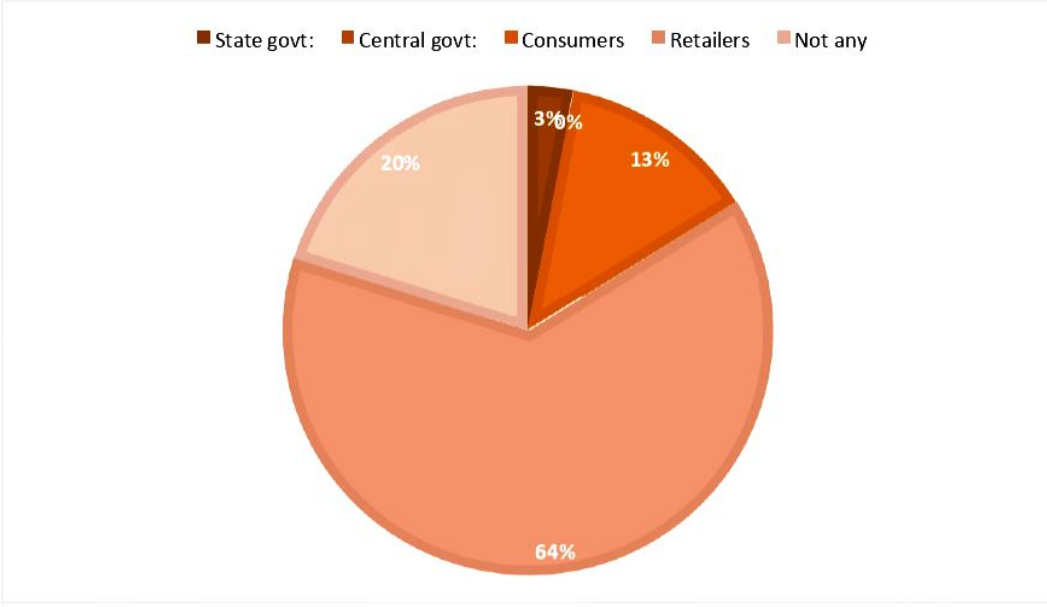
SOURCES	NO.OF RESPONDENTS	PERCENTAGE
State govt:	2	3
Central govt:	0	0
Consumers	8	13
Retailers	38	63
Not any	12	20
Total	60	100

(SOURCE: PRIMARY DATA) INTERPRETATION:

The above table shows that distribution on the basis of loss from GST. It says that 63% of the respondents are says that retailers are the main looser of GST, and 20% of the respondents are says no one has face any loss from GST. And 13% of the respondents are says that consumers are face loss from GST, and 3% of the respondents are says that state government face loss from GST. Majority of the respondents are saying that retailers are the main looser of GST.

CHART NO. 4.9

LOSS FROM GST



11. DISTRIBUTION ON THE BASIS OF OPINION ABUOT IMPLIMENTING GST:

TABLE NO. 4.11

DISTRIBUTION ON THE BASIS OF OPINION ABOUT IMPLIMENTING GST

OPINION	NO.OF RESPONDENTS	PERCENTAGE
Excellent	11	18
Good	14	24
Moderate	20	33
Bad	11	18
Very bad	4	7
Total	60	100

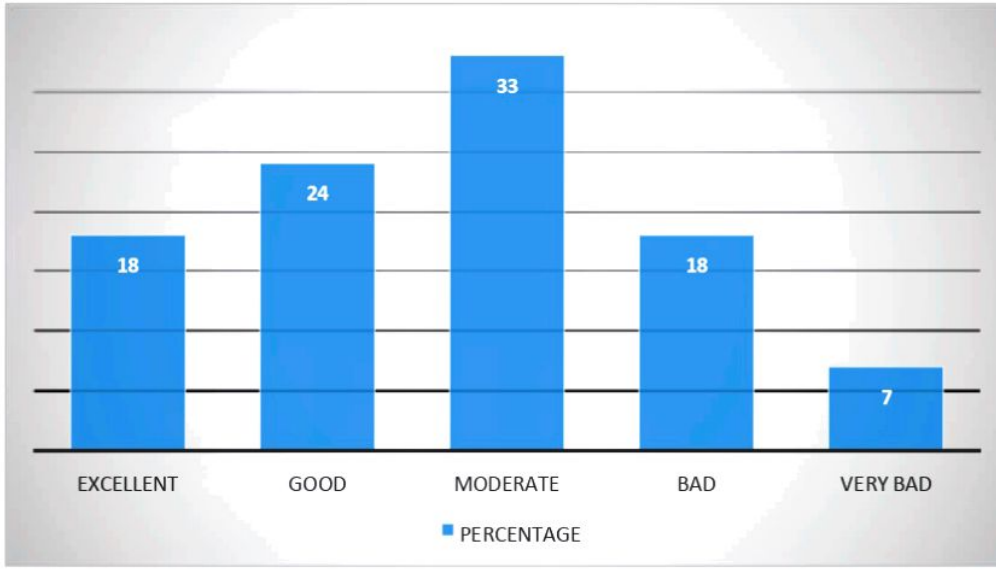
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of opinion about implementing GST. It says that 33% of the respondents are says that their opinion is neutral, and 24% of the respondents are says that their opinion is good. And 18% of the respondent are says that their opinion is excellent and also bad, and 7% of the respondent are says that their opinion is very bad. Majority of the respondents' opinion is neutral.

CHART NO.4.10

OPINION ABOUT IMPLIMENTING GST



12. DISTRIBUTION ON THE BASIS OF IMPACT OF GST ON NATION'S ECONOMY:

TABLE NO. 4.12.1

DISTRIBUTION ON THE BASIS OF IMPACT OF GST ON NATION'S ECONOMY

STATEMENT	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	TOTAL
GST is helpful for overall development of nation	12	14	22	8	4	60
GST is essential to state economy	8	10	19	17	6	60
GST is reduced the overall tax burden	11	15	18	9	7	60
GST decreases the cost of collection of tax revenues of the govt:	12	22	19	7	0	60
Total	43	61	78	41	17	240

(SOURCE: PRIMARY DATA)

CHART NO. 4.11

IMPACT OF GST ON NATION'S ECONOMY

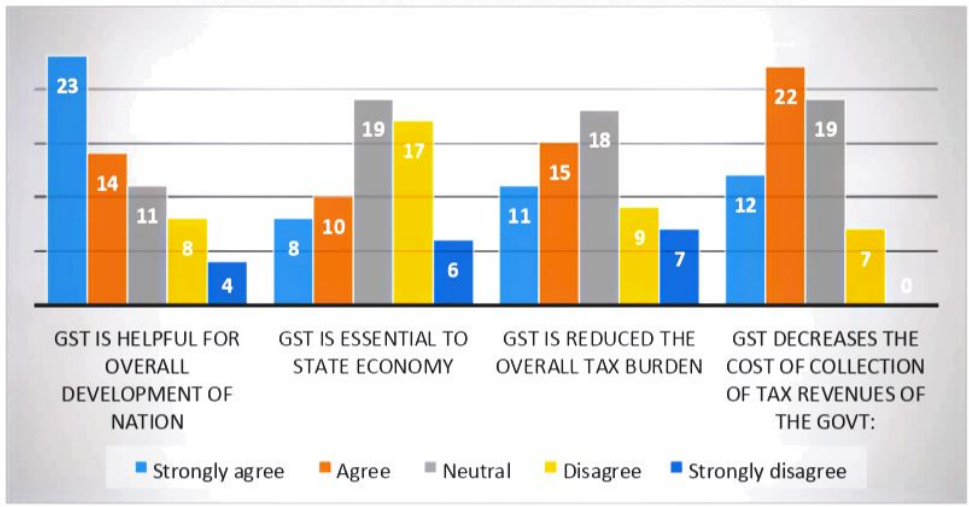


TABLE NO.4.12.2

ANALYSIS ON THE BASIS OF IMPACT OF GST ON NATION'S ECONOMY

STATEMENT	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
GST is helpful for overall development of nation	60	56	66	16	4	196	3.27	65
GST is essential to state economy	40	40	57	34	6	177	2.95	59
GST is reduced the overall tax burden	55	60	54	18	7	194	3.23	65
GST decreases the cost of collection of tax revenues of the govt:	60	88	57	14	0	219	3.65	73

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of impact of GST on nation's economy. It says that 75% of the respondents have agree about GST is helpful for overall development of nation, and 73% of the respondents have agree about GST decreases the cost of collection of tax revenues of the government. And 65% of the respondents have agree about GST reduced the overall tax burden, and 59% the respondents have agreed about GST is essential to state economy. Majority of the respondents have agreed about GST is helpful for overall development of nation.

13. DISTRIBUTION ON THE BASIS OF OPINION ABOUT GST STRUCTURE:

TABLE NO. 4.13.1

DISTRIBUTION ON THE BASIS OF OPINION ABOUT GST STRUCTURE

STATEMENT	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	TOTAL
GST is easy to understand	9	15	20	12	4	60
GST is simple to calculate	5	13	24	14	4	60
GST is simple & transparent system of taxation	7	16	21	10	6	60
Removing the cascading effect of tax with introduction of GST	29	18	13	0	0	60
Total	50	62	78	36	14	240

(SOURCE: PRIMARY DATA)

CHART NO. 4.12

OPINION ABOUT GST STRUCTURE

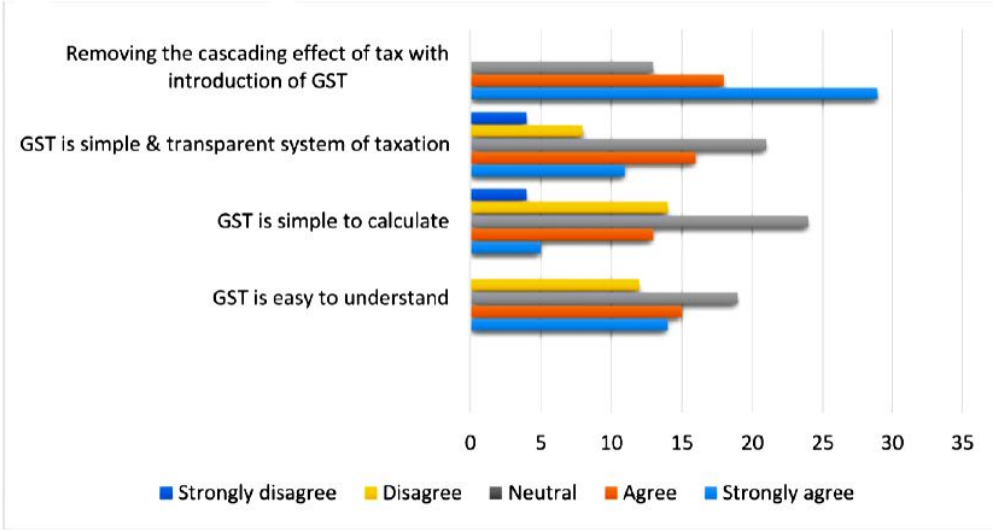


TABLE N0.4.13.2

ANALYSIS ON THE BASIS OF OPNION ABOUT GST STRUCTURE

STATEMENT	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
GST is easy to understand	45	60	60	24	4	193	3.21	64
GST is simple to calculate	25	52	72	28	4	181	3.01	60
GST is simple & transparent system of taxation	35	64	63	20	6	188	3.13	63
Removing the cascading effect of tax with introduction of GST	145	72	39	0	0	256	4.26	85

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of opinion about GST structure. It says that 85% of the respondents agreed about removing the cascading effect of tax with introduction of GST, and 70% of the respondents agreed about GST is easy to understand. And 67% of the respondents agreed about GST is simple and transparent system of taxation, and 60% of the respondents agreed about GST is simple to calculate. Majority of the respondents agreed about removing the cascading effect of tax with introduction of GST.

14. DISTRIBUTION ON THE BASIS OF GST INFAVOUR OF RETAILERS:

TABLE NO. 4.14

DISTRIBUTION ON THE BASIS OF GST IN FAVOUR OF RETAILERS

PURTICULERS	NO.OF RESPONDENTS	PERCENTAGE
Yes	31	52
No	29	48
Total	60	100

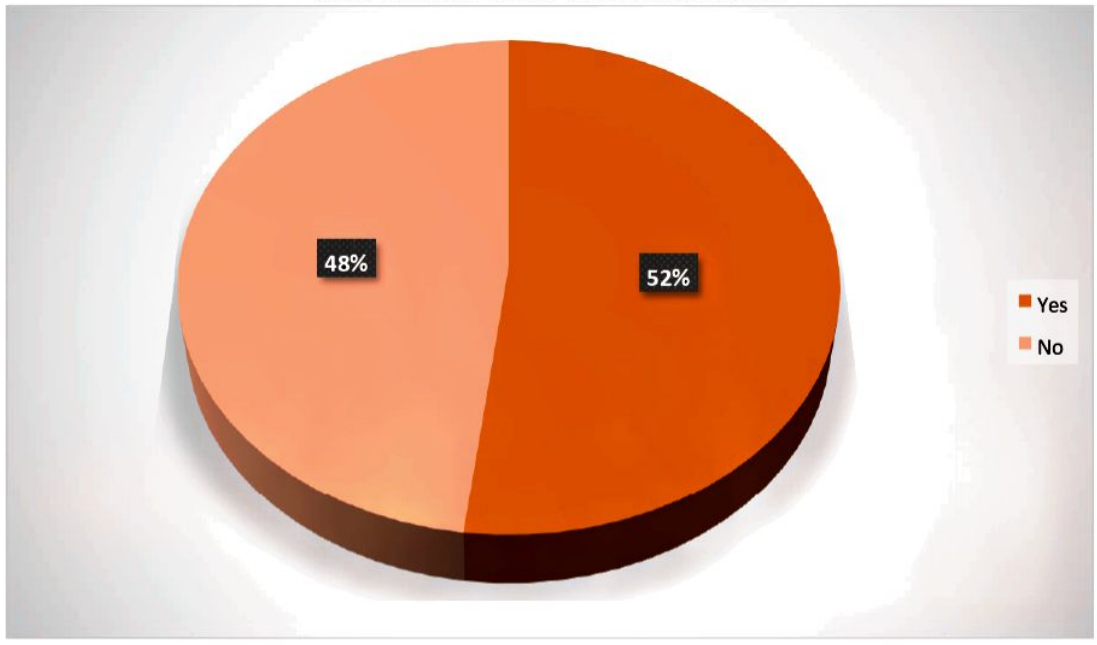
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of GST in favour of retailers. It says that 52% of the respondents are says that GST is in favour of retailers, and 48% of the respondents are say that GST is not in favour of retailers. Majority of the respondents are saying that GST is in favour of retailers.

CHART NO. 4.13

GST IN FAVOUR OF RETAILERS



15. DISTRIBUTION ON THE BASIS OF INCREMENT OF PROFIT LEVEL AFTER GST IMPLEMENTATION:

TABLE NO. 4.15

DISTRIBUTION ON THE BASIS OF INCREMENT OF PROFIT LEVEL AFTER GST IMPLEMENTATION

PURTICULERS	NO.OF RESPONDENTS	PERCENTAGE
Yes	18	30
No	42	70
Total	60	100

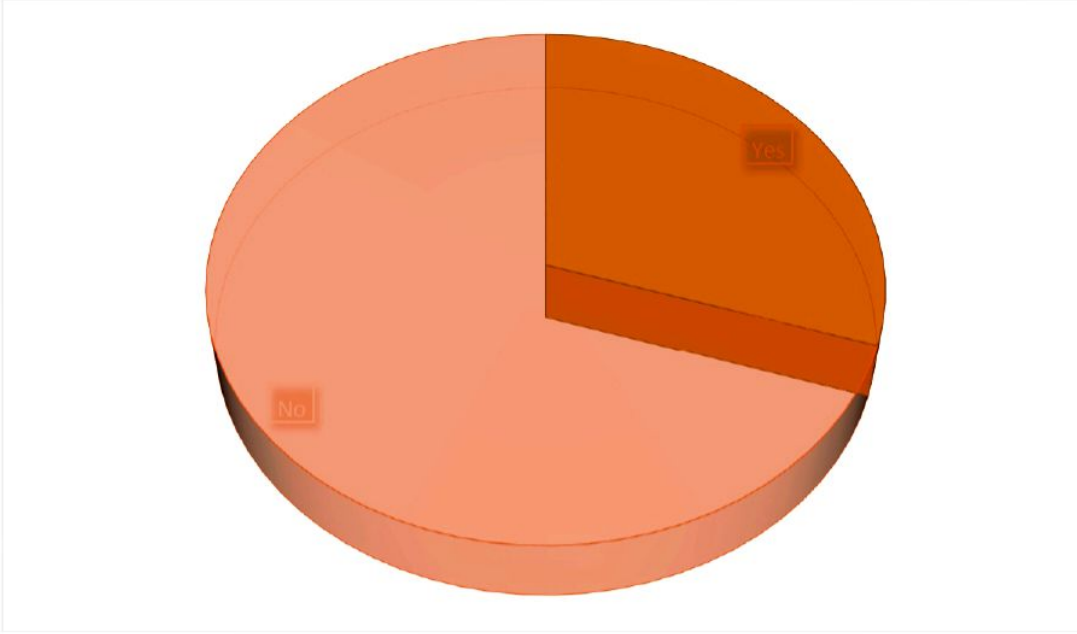
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of increment of profit level after GST implementation. It says that 70% of the respondents says that they have no increments in their business profit after implementation of GST, and 30% of the respondents says that they have increments in their business profit after implementing GST. Majority of the respondents say that they have no increments in their business profit.

CHART NO. 4. 14

INCREMENT OF PROFIT LEVEL AFTER GST IMPLEMENTATION



CHAPTER-V

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. SUMMARY

GST is one indirect tax for the entire country. In simple words, Goods and Service Tax is an indirect tax levied on the supply of goods and services. GST law has replaced many indirect tax laws that previously existed in India.

This study has been conducted to understand the impact of implementation of GST among retailers in Nilambur taluk. This study is reveals that GST implementation have both positive and negative impact in retail sector.

The 1st chapter describes introduction, statement of the problem, objective of the study, significance of the study, research methodology etc. The 2nd chapter deals with review of literature gives information about the studies related to Goods and Service Tax and theoretical frame work. The 3rd chapter briefly explain retail outlets.

5.2. FINDINGS

This study is reveals that 83% of the sample respondents are highly aware about GST tax rates. And 63% of the respondents are aware about composition scheme.

Under this study it found that, one of the most important source of getting knowledge about GST is mass media and the second one is online sources.

83% of the respondents are registered under the composition scheme, and 17% of the respondents are not registered under the composition scheme.

This study is found that 55% of the respondents have said that GST is better than VAT, and 45% of the respondents have said that VAT is better.

57% of the respondents have said that there is no problem related to GST procedures, and 43% of the respondents have said that there are problems related to GST procedures.

Most of the respondents [75%] are strongly agreed that GST ha increase the cost of production, and 65% of respondents are agreed that GST is regulating the unorganized sector.

Among the sample respondents 91% of the them are highly satisfied about 0% tax rates, and 80% of the them are satisfied about 5% tax rates.

This study is reveals that 57% of the sample respondents have said that central government is get more benefit from GST, and 23% of them are said that state government is get benefit from GST.

63% of the sample respondents are said that retailers are the main looser from GST.

In my study it is found that 33% of the respondents' opinion about implementing GST is neutral, and 24% of the respondents' opinion is good.

Most of the respondents [75%] is strongly agreed that GST is helpful for overall development of nation, and 73% of them agreed that GST is decrease the cost of collection of tax revenues of the government.

This study is found that 85% of the respondents are strongly agreed about removing the cascading effect of tax with introduction of GST, and 70% of them are agreed about GST easy to understand.

Among the sample respondents 52% of them are says that GST in favour of retailers.

Among the sample respondents 70% of them are say that there is no increments in profit level after GST implementation.

The study is reveals that majority of the sample respondents in retail sector are in between the age group 25-35 [35%]. And 28% of the ample respondents are in between the age group of 45-55.

Among the sample respondents 83% of them are male. And 17% of them are female.

In my study is found that majority [32%] of the respondents are educated up to SSLC. And 27% of the respondents are PLUS TWO.

This study mainly focused on the sectors FMCG, Textiles, Hotel, Medical shop, Jewellery etc……which are equally considered.

Among the respondents 73% of them are sole traders and 27% of them doing partnership.

It is understood that most of the respondent [33%] have monthly sales 6000090000.

5.3. SUGGESTIONS

To conduct awareness classes among retailers.

GST process must be reduced so that business can operate efficiently in the best interest of the people and for economic growth.

Rate should be rationalised and reduced. Daily usage items such as soaps, creams, electrical goods, film tickets should not be taxed at 28%

Composition scheme should also be provided to small scale service providers.

Petroleum products and electricity to be brought within the control of GST.

5.4. CONCLUSION

This study is reveal that under the proposed GST regime, various Indirect Taxes would be subsumed and hence it is expected that it would result in a simpler tax regime, especially for industries like FMCG, Textiles, Hotel, Medical shop, Jewellery etc.... Apart from simplification of tax compliances, the rate of tax will also have a significant impact on the all the specified sectors. In FMCG sector the VAT rate is amount to approximately 22-24%, under the GST regime the rate would be in the range of 5% to 28%. And in Textile industry the VAT rate was 4-5%, under the GST regime the rate would be in the range of 5% to 18%. And in Hotel industry the VAT rate was 5-20%, under the GST regime the rate would be in the range of 5% to 18%. And in Medical sector the VAT rate was 4%, under the GST regime the rate would be in the range of 5% to 12%. And in jewellery industry the VAT rate was 1%, under the GST regime the rate would be 5%. Thereby resulting in significant impact for these sectors. i.e. the all these sectors have both positive and negative impact from GST.

Hence I would like to conclude by saying that the Central government have get more benefit from GST implementation, and the retailers are the main looser. That is the GST have both positive and negative impact

QUESTIONNAIRE

Dear Respondent,

As a part of my M.COM programme have to do a project, I hereby conduct a survey on "IMPACT OF IMPLIMENTATION OF GST AMONG RETAILERS", I request you to give the required information by filling the questionnaire.

SHAHLA.K

M.COM

GENERAL INFORMATION

1. Name of the owner :
2. Name of business :
3. Age :
4. Gender;

   Male ☐ Female ☐
5. Educational status

   Below SSLC ☐ SSLC ☐ PLUS TWO ☐

   Graduate ☐ Post graduate ☐ Others ☐
6. You are working under the area?

   FMCG ☐ Textiles ☐ Hotel ☐

   Medical shop ☐ Jewellery ☐ Others ☐
7. Nature of business?

   Sole trader ☐ Partnership ☐
8. Monthly sales: _____

AWARENESS ABOUT GST

9. Below some terms related to GST, for understand your awareness level about GST:

   kindly tick the relevant option:

Sr No	TERMS	Highly aware	Aware	Neutral	Unaware	Highly unaware
1	Tax rates					
2	Payment mechanism					
3	GST credit					

4	Composition scheme					
5	GST online procedure					

10. Please rank the following, how do you get knowledge about GST?

SOURCES	RANK
Through trade unions	
Professionals	
Friend & relatives	
Mass media	
Online sources	
others	

11. Are you registered under the composition scheme?

Yes ☐ No ☐

12. Which system do you think more beneficial?

VAT ☐ GST ☐

IMPACT OF IMPLEMENTATION OF GST

13. Do you face any problem related to GST like tax procedure, paper work, filing return etc…...?

Yes ☐ No ☐

14. Below are some of the statement regarding effect of GST on some factor is given?

Kindly tick the relevant option:

Sr No	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	GST has increase the cost of production					
2	GST has increase the price of goods					
3	GST has increase the turnover					
4	GST is regulating the unorganized sector					

15. Below some statement associated with GST tax rates fixed by department, kindly tick the relevant option:

Sr No	Statement	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
1	Are you satisfied with various rates under GST system					
I.	0% tax (fish, chicken, salt, bangles, handloom)					
II.	5% tax (coffee, tea, medicines, rusk)					
III.	12% tax (cell phones, umbrella, fruit juices)					
IV.	18% tax (soups, camera, steel products)					
V.	28% tax (hair shampoo, dish washer, dye)					
2	Are you satisfied with goods covered under different rate of tax					
3	GST system remove the cascading effect of tax					

16. Who have been main benefited after implementation of GST?

State Govt: ☐ Centre Govt: ☐ Consumers ☐

Retailers ☐ Not any ☐

17. Who is the main looser?

State Govt: ☐ Centre Govt: ☐ Consumers ☐

Retailers ☐ Not any ☐

18. What is your opinion about implementing GST?

Excellent ☐ Good ☐ Moderate ☐

Bad ☐ Very bad ☐

19. Opinion about impact of GST on economy?

Sr No	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	GST is helpful for overall development of nation					
2	GST is essential to state economy					
3	GST is reduced the overall tax burden					
4	GST decreases the cost of collection of tax revenues of the government					

20. Opinion about GST structure?

Sr No	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	GST is easy to understand					
2	GST is simple to calculate					
3	GST is simple and transparent system of taxation					
4	Removing the cascading effect of tax with introduction of GST					

21. Is the GST in favour of retailers?

Yes ☐ No ☐

22. Have you got any increment in your profit level after implementation of GST?

Yes ☐ No ☐

23. If any suggestions:

……

……..

A STUDY ON CONSUMERS PREFERENCES OF MOBILE PHONE USAGES IN SAMSUNG AND NOKIA

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

1) KATHIRESWAR P R (Reg. No.:U20BC101)
2) KAVI PRIYA T K (Reg. No.:U20BC102)
3) KAVIYA SRI R (Reg. No.:U20BC103)
4) KAVIYARASU K (Reg. No.:U20BC104)
5) KAVIYARASU K (Reg. No.:U20BC105)

Under the guidance of

Dr. R. PARTHIBAN M.A, M.Phil., Ph.D.,
Assistant Professor
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DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "**A STUDY ON CONSUMERS PREFERENCES OF MOBILE PHONE USAGES IN SAMSUNG AND NOKIA**" is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out under the supervision of **Dr. R. PARTHIBAN M.A, M.Phil., Ph.D., ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

KATHIRESWAR P R	**(Reg. No.:U20BC101)**
KAVI PRIYA T K	**(Reg. No.:U20BC102)**
KAVIYA SRI R	**(Reg. No.:U20BC103)**
KAVIYARASU K	**(Reg. No.:U20BC104)**
KAVIYARASU K	**(Reg. No.:U20BC105)**

PLACE: CHENNAI

DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"A STUDY ON CONSUMERS PREFERENCES OF MOBILE PHONE USAGES IN SAMSUNG AND NOKIA"** submitted by **KATHIRESWAR P R** (**Reg. No: U20BC101**), **KAVI PRIYA T K** (**Reg. No: U20BC102), KAVIYA SRI R** (**Reg. No: U20BC103), KAVIYARASU K** (**Reg. No: U20BC104), STUDENT NAME** (**Reg. No: U20BC105)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai **Dr. R. PARTHIBAN M.A, M.Phil., Ph.D.,**

Date : **(Research Supervisor)**

ACKNOWLEDGEMENT

We would like to thank the Honourable **Chancellor Dr. J. Sundeep Aanand** and Honourable Managing Director **Dr. E. Swetha Sundeep Aanand** respected **Vice Chancellor Prof. Dr. Vijaya Bhaskar Raju** for giving me an opportunity to pursue research program in Bharath Institute of Higher Education and Research.

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P R KATHIRESWAR

T K KAVI PRIYA

R KAVIYA SRI

K KAVIYARASU

K KAVIYARASU

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Chapter-1

INTRODUCTIONS DESIGN OF THE STUDY

MARKETING MANAGEMENT

INTRODUCTION

Production and marketing of goods and services are the essence of economic life in any society. All organizations perform these two basic functions to satisfy their commitments to their stakeholders – the owners, the customers and the society, at large. They create a benefit that economists call utility which is the want-satisfying power of a good or service. There are four basic kinds of utility – form, time, place and ownership utility. Form utility is created when the firm converts raw materials and component inputs into finished goods and services. Although marketing provides important inputs that specify consumer preference, the organization's production function is responsible for the actual creation of form utility. Marketing function creates time, place and ownership utilities. Time and place utility occur when consumers find goods and services available when and where they want to purchase them. Online retailers with 24*7 format emphasize time utility. Vending machines focus on providing place utility for people buying snacks and soft drinks. The transfer of title to goods or services at the time of purchase creates ownership utility.

Define marketing?

The management process through which goods and services move from concept to the customer. It includes the coordination of four elements 4Ps of marketing:

(1) identification, selection and development of a product,

(2) determination of its price,

(3) selection of a distribution channel to reach the customer's place, and

(4) development and implementation of a promotional strategy.

Definition: - Kotler had defined the marketing as "the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others".

The Chartered Institute of Marketing (CIM) has given the definition for marketing as "marketing is the management process that identifies, anticipates and satisfies customer requirements profitably."

Objectives of marketing management:

- Marketing focuses on the satisfaction of customer needs, wants and requirements.
- The philosophy of marketing needs to be owned by everyone from within the organization.
- Future needs have to be identified and anticipated.
- There is normally a focus upon profitability, especially in the corporate sector. However, as public sector organizations and not-for-profit organizations adopt the concept of marketing, this need not always be the case.
- In this context, I selected the title "A DELIBERATION ON HOW DISCOUT RATES EFFECT EMPTOR'S BUYING COMPORTMENT" as my DELIBERATION in order to get the practical knowledge regarding marketing concept. In addition to understand the ground reality of any business irrespective of the field the practical knowledge of marketing is essential. The study is all about hoe customer buying behaviour affected by the discount rates. Today customer is the foundation of the business. Without customer, the businesses cannot survive in the market. If a business man fails to satisfy the customer, simply he is thrown away by the customer from the market.

Scope of the marketing management:

1. Setting Marketing Goals:

The prime task of marketing manager is to set marketing goals and objectives. Clearly and precisely defined objective can help marketing manager to direct marketing efforts effectively. The goals and objective (whether strategic and operating, or short-term and long-term) must be suitably communicated with the employee's concern. As far as possible, objectives should be expressed in the quantifiable terms.

2. Selecting Target Market:

Segmenting the total market and selecting the target market is a fundamental task of marketing management. Modern marketing practice is based on the target market, and not on the total market. Marketing manager cannot satisfy the needs and wants of entire market. He must concentrate his efforts only on well-defined specific groups of customers, known as the target market. All the marketing functions are directed to cater needs and wants of the target market only. Based on company's overall capacity, the target market should be selected.

3. Formulating Suitable Marketing Organisation:

To implement marketing plan, a suitable organisation structure is essential. On the basis of analysis of type of products, type of market, geographical concentration of market, and many other relevant factors, appropriate organisation must be designed. Various alternative structures are available, such as product organisation, geographic organisation, functional organisation, matrix organisation, etc. Based upon requirements, the appropriate structure should be prepared and modified as per needs.

4. Maintaining Healthy Relations with other Departments:

Marketing department needs cooperation from other departments of organisation, including financial department, personnel department, and production department, to satisfy customers effectively. Their support is considered to be important to satisfy consumers. Thus, for integrated efforts, marketing manager should try to establish good relations with them. Likewise, within marketing department, he must establish coordination among various personnel.

5. Establishing and Maintaining Profitable Relations with Outside Parties:

Alike internal support, the external relations are also extremely necessary. Marketer, in order to carry out marketing activities effectively, must establish and maintain healthy relations with various parties, such as suppliers, service providers, government agencies, dealers, consultants, and so forth. Without their support, marketing manager cannot carry out functions successfully. Due to important role of external relations, contemporary marketing practices can be said as relationship marketing.

6. Marketing Research Activities:

Marketing research is one of the important functions of modern marketing. Marketing research involves systematic collection, analysis, and interpretation of data on any problem related to marketing. It provides the manager with valuable information on which marketing decisions can be taken. Marketing research is essential to know adequately about consumers and market situation. It is a basic function to satisfy consumers. Marketing efforts are based on the marketing research information.

7. Sales Management:

Sales management is one of the important functions of marketing management. Sales management concerns with planning, implementation, and controlling selling efforts. It performs all the activities directly related to execution of sales. Sales department carry out selling functions. Sales department formulates sales policies, ensures adequate quantity of products, maintains sales records, formulates structures for sales department, manages sales force (salesmen), and controls selling efforts.

Definition of Mobile phone:

The cellular telephone (commonly “mobile phone” or “cell phone” or “hand phone’) is a long range portable electronic device used for mobile communication. In addition to the standard voice function of a telephone, current mobile phone scan supports many additional services such assessor text messaging, email, switching for access to the Internet, & MMS for sending and receiving photos and video. Most current mobile phones connect to a cellular network of base stations, which is in turn interconnected to the public switched telephone networks phones. Cellular telephone is also defined as a type of short-wave analogue digital telecommunication in which a subscriber has a wireless connection from a mobile telephone to a relatively nearby transmitter. The transmitter's span of coverage is called a cell. Generally, cellular telephone service is available in urban areas and along major highways. As the cellular telephone user moves from one cell or area of coverage to another telephone is effectively passed on to the local cell transmitter. A cellular telephone is not be confused with a codeless telephone.

OBJECTIVES OF STUDY

The subject matter for this research Project is to study the consumer behaviour towards the NOKIA & SAMSUNG mobiles. This project consists of different objectives. They are as follows:

- To know about the consumer preference level associated with NOKIA & SAMSUNG mobiles.
- To find out the customer satisfaction towards NOKIA & SAMSUNG.
- To know which advertisement media puts more impact on the buying decision of customer.
- Determining the consumer behaviour towards NOKIA & SAMSUNG.

SCOPE OF THE STUDY

The scope of the research is based on the telecom industry and it throws light on the brand preference of mobile phones with respect to Samsung and Nokia.

Significance of the study:

My research will help the telecom industry to know the current scenario of customers with respect to brand preference of mobile phones, with respect to Samsung and Nokia.

Significance for the researcher:

- Wide exposure to the telecom industry.
- Studying about the brand preference of Samsung and Nokia mobile phones through the respondents.

NEED FOR THE STUDY

- This study mainly focuses on the awareness among the society about mobile phones.
- There is also need to analysis on the basis of age group of users, maximum number of products purchased.

- To know the number of users of Samsung and Nokia.
- To know the purchase method of payment, which is more i.e., like credit card, debit card, net banking, online payment, wallet, cash on delivery etc.

METHODOLOGY

Research is the systematic and objective search for the analysis of the information relevant to the identification and solution of any problem in the field of channel development. The objective behind this project was to get a deep insight into the answers to the questions "what are the general problem faced by the subscribers and what they expect from mobile handsets providers and study of current mobile market". The object of the survey was the mobile users of various mobile companies.

The essence of research conducted by us is to analyse the present market position of Nokia & Samsung mobiles among its competitors and the problem which are being faced by customer, wholesaler, and retailers. The eventual objectives are to suggest some recommendation to the company so as to enable them to increase their market share.

Only in analysing my sample follows no conventional method. The total analyse is based on the internees the question put on before our sample size. Research of this can't be done all once through large area in limited time so NABHA has been selected for research.

LIMITATIONS

Every study, no matter how well it is conducted, has some limitations. This is why it does not seem reasonable to use the words "Prove" and "Disprove" with respect to research findings. It is always possible that future research may cast doubt on the validity of any hypothesis or the conclusions from a study.

The research was subjected to following limitations:

- The survey can't be termed 100% accurate due to lack of time.
- The lack of candidates of respondent towards answering the Questionnaire in few cases may have reduced the accuracy of survey to some extent.
- There is more measure to check out whether the information provided by the consumer is correct or not.

Chapter-2

THEORETICAL BACKGROUND / FRAMEWORK

THEORETICAL FRAMEWORK

The second step of marketing research process calls for developing the most efficient plan for gathering the need information. While designing a research plan we have to take decisions regarding data sources, search approached, search instruments, sampling etc. there are two plan contact which are as follows: -

1. DATA SOURCE

There are two type of data source:

- ✓ Primary data
- ✓ Secondary data

Primary data:

Personal interviews are conducted which enable collection of oral verbal response. This is fact to face contracted with structured or sometime even unstructured patterns. This helps in obtaining indent information.

Secondary data:

Secondary data can be obtained from different magazines and annual reports, financial documents referred.

2. RESEARCH APPROACH

SURVEY METHOD:

Survey is best suited for descriptive research companies which undertake surveys to learn about people's knowledge, preferences, satisfaction etc. to measure this magnitude in general population. While observation and tours are best suited for exploratory research which is not the case of our study.

3. INSTRUMENT

Questionnaire: A Questionnaire is prepared and uses to collect the information. The majority of questions are close ended. Questionnaire is distributed to people to know about their preferences, quality, demand etc. this is one of the easiest methods of collecting information.

4. SAMPLING PLAN

After deciding on the research approach and instrument, we must design a sampling plan. This plan calls for three decisions.

a) Sampling unit: - Here we define what is to be surveyed i.e., the target population that will be sampled. In our case the journal public in cities & towns come under the sampling unit.

b) Sample size: - Large sample give more reliable results. In our study 100 customers were surveyed in **NABHA.**

c) Sampling Procedure: - area sampling is using because it is not practically possible to visit all places of India therefore **NABHA** chosen for survey.

5. CONTACT METHOD

In this decision is taken that how the object should be contacted i.e., whether by mail questionnaires, telephone, interviews. In our research personal interview is the most convenient and reliable method.

6. COLLECTION OF THE INFORMATION

The data collection phase of the marketing research is most expensive and most error prone process. There can be error some respondent can give biased or dishonest answer from collection of information. The researcher personally goes to customer to collect the reliable data. Here all knowledge of the researcher about that field comes to test the ingenuity of the research.

Here we got the experience of working professionally and independently on the road which gives some taste of practical marketing. We also got a lot exposure about the market. The present study undertake is descriptive in nature and in this study questioning people with regular expertise in that are being used.

Chapter-3
COMPANY'S PROFILE

NOKIA'S INDUSTRY PROFILE

Nokia Corporation (Finnish: Nokia Oyj, Finnish pronunciation: [ˈNokia], UK, stylised as NOKIA, is a Finnish multinational communications and information technology company, founded in 1865. Nokia is headquartered in Espoo, Uusimaa, in the greater Helsinki metropolitan area. In 2014, Nokia employed 61,656 people across 120 countries, did business in more than 150 countries and reported annual revenues of around €12.73 billion. Nokia is a public limited company listed on the Helsinki Stock Exchange and New York Stock Exchange. It is the world's 274th-largest company measured by 2013 revenues according to the Fortune Global 500 and is a component of the Euro Stoxx 50 stock market index.

The company has had various industries in its 151-year history. It was founded as a pulp mill, and now focuses on large-scale telecommunications infrastructures, and technology development and licensing. Nokia is also a major contributor to the mobile telephony industry, having assisted in development of the GSM and LTE standards, and was, for a period, the largest vendor of mobile phones in the world. Nokia's dominance also extended into the smartphone industry through its Symbian platform, but was eventually overshadowed by competitors. Nokia eventually entered into a pact with Microsoft in 2011 to exclusively use Microsoft's Windows Phone platform on future smartphones. Its mobile phone business was eventually bought by Microsoft in an overall deal totalling $7.17 billion. Stephen Elop, Nokia's former CEO, and several other executives joined the new Microsoft Mobile subsidiary of Microsoft as part of the deal, which was completed on 25 April 2014.

After the sale of its mobile phone business, Nokia began to focus more extensively on its telecommunications infrastructure business, marked by the divestiture of its Here Maps division, its foray in virtual reality, and the acquisitions of French telecommunications company Alcatel-Lucent and digital health maker Withing's in 2016, whilst the Nokia name will return to the mobile phone market through HMD Global.



COMPANY PROFILE

Type	Julkinen osakeyhtiö (Public company)
Traded as	Euronext: NOKIA Nasdaq Helsinki: NOKIA NYSE: NOK
Industry	Telecommunications equipment Networking equipment

Founded	12 May 1865; 151 years ago in Tampere, Grand Duchy of Finland incorporated in Nokia (1871)
Founder(s)	Fredrik Idestam Leo Mechelin Eduard Polón
Headquarters	Espoo, Uusimaa, Finland
Area served	Worldwide
Key people	Risto Siilasmaa (Chairman) Rajeev Suri (President and CEO) Timo Ihamuotila (CFO)
Products	List of Nokia products
Revenue	▲ 23.61 € billion (2016) 12.499 € billion (2015)
Operating income	▼ -1.1 € billion (2016) 1.697 € billion (2015)
Net income	▼ -912 € million (2016) 1.194 € billion (2015)
Total assets	▲ 44.90 € billion (2016) 20.926 € billion (2015)
Total equity	▲ 20.975 € billion (2016) 10.523 € billion (2015)

Employees	▼ 101,787 (2016) 114,256 (2015)
Divisions	Mobile Solutions Mobile Phones Markets
Subsidiaries	Nokia Siemens Networks Navteq Symbian Vertu Qt Development Frameworks
Website	Nokia.com

HISTORY OF NOKIA

Established in 1865 as a wood-pulp mill by Knut Fredrik Ides tam on the banks of Nokianvirta River in Finland.

Finnish Rubber Works acquired Nokia Wood Mills, Telephone and Telegraph Cables.

Nokia Corporation created - 1967-paper products- car tires- personal computers- cables.

Nokia began developing the digital switch (Nokia DX 200) which became a success.

1991 Nokia - agreements to supply GSM networks - nine European countries.

August 1997 Nokia - GSM systems to 59 operators in 31 countries.

FUTURE OF NOKIA

Nokia is creating a new era of communication. Nokia 5G FIRST allows operators to address the near-infinite capacity demands of new applications anywhere - seamlessly and securely. This industry-first 5G solution provides innovations that will power the global nervous system. The 5G FIRST solution includes:

- Air Scale beamforming and massive MIMO Adaptive Antennas, which help early 5G adopters gain a competitive edge
- Air Scale Radio Access with baseband upgrades for 5G, Air Scale Cloud RAN, and the Airframe Data Centre Solution
- A cloud packet core that uses a cloud-native architecture to support essential service capabilities such as network slicing and DevOps cloud systems
- 5G-ready mobile transport solutions that support cost-effective backhauling, ultra-low latency, and end-to-end transport

  5G Acceleration Services, which help operators deploy 5G quickly and smoothly

THE VISION OF NOKIA

Nokia are innovating the global nervous system, a seamless web of interconnected intelligence that senses and adapts to the world around. We are pushing the boundaries of what is possible, to create new ways of connecting people and services instantly and effortlessly. From a foundation of integrity, quality and security, we help our customers navigate the complex choices of the connected world, to unlock its opportunities and enable new and extraordinary experiences in people's lives each day.

First mobile phone:



The Mobira City man 150, Nokia's NMT-900 mobile phone from 1989 (left), compared to the Nokia 1100 from 2003. The Mobira City man line was launched in 1987.

The technologies that preceded modern cellular mobile telephony systems were the various "0G" pre-cellular mobile radio telephony standards. Nokia had been producing commercial and some military mobile radio communications technology since the 1960s, although this part of the company was sold some time before the later company rationalization. Since 1964, Nokia had developed VHF radio simultaneously with Salora Oy. In 1966, Nokia and Salora started developing the ARP standard (which stands for Autoradiopuhelin or car radio phone in English), a car-based mobile radio telephony system and the first commercially operated public mobile phone network in Finland. It went online in 1971 and offered 100% coverage in 1978.

In 1979, the merger of Nokia and Salora resulted in the establishment of Mobira Oy. Mobira began developing mobile phones for the NMT (Nordic Mobile Telephony) network standard, the first-generation, first fully automatic cellular phone system that went online in 1981.[37] In 1982, Mobira introduced its first car phone, the Mobira Senator for NMT-450 networks.[37]

Nokia bought Salora Oy in 1984 and now owning 100% of the company, changed the company's telecommunications branch name to Nokia-Mobira Oy. The Mobira Talk man, launched in 1984, was one of the world's first transportable phones. In 1987, Nokia introduced one of the world's first handheld phones, the Mobira City man 900 for NMT-900 networks

(which, compared to NMT-450, offered a better signal, yet a shorter roam). While the Mobira Senator of 1982 had weighed 9.8 kg (22 lb) and the Talk man just less than 5 kg (11 lb), the Mobira City man weighed only 800 g (28 oz.) with the battery and had a price tag of 24,000 Finnish marks (approximately €4,560). Despite the high price, the first phones were almost snatched from the sales assistants' hands. Initially, the mobile phone was a "yuppie" product and a status symbol.

Nokia's mobile phones got a big publicity boost in 1987, when Soviet leader Mikhail Gorbachev was pictured using a Mobira City man to make a call from Helsinki to his communications minister in Moscow. This led to the phone's nickname of the "Gorba".

In 1988, Jorma Nieminen, resigning from the post of CEO of the mobile phone unit, along with two other employees from the unit, started a notable mobile phone company of their own, Benefon Oy (since renamed to Geosentric). One year later, Nokia-Mobira Oy became Nokia Mobile Phones.

SAMSUNG'S INDUSTRY PROFILE

Samsung Group is a South Korean multinational conglomerate headquartered in Samsung Town, Seoul. It comprises numerous affiliated businesses; most of them united under the Samsung brand, and is the largest South Korean chaebol (business conglomerate).

Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities and retail. Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Following Lee's death in 1987, Samsung was separated into four business groups – Samsung Group, Shinsegae Group, CJ Group and Hansol Group. Since 1990, Samsung has increasingly globalised its activities and electronics; in particular, its mobile phones and semiconductors have become its most important source of income.

Notable Samsung industrial affiliates include Samsung Electronics (the world's 2nd largest information technology company measured by 2015 revenues, and 5th in market value), Samsung Heavy Industries (the world's 2nd largest shipbuilder measured by 2010 revenues), and Samsung Engineering and Samsung C&T (respectively the world's 13th and 36th largest construction companies). Other notable subsidiaries include Samsung Life Insurance (the world's 14th largest life insurance company), Samsung Everland (operator of

Everland Resort, the oldest theme park in South Korea) and Cheil Worldwide (the world's 15th largest advertising agency measured by 2012 revenues).

Samsung has a powerful influence on South Korea's economic development, politics, media and culture and has been a major driving force behind the "Miracle on the Han River". Its affiliate companies produce around a fifth of South Korea's total exports. Samsung's revenue was equal to 17% of South Korea's $1,082 billion GDP.

On 17 February 2017, Vice Chairman Lee Jae-yong was arrested for bribery, embezzlement, hiding assets overseas and perjury.

COMPANY PROFILE

Industry	Conglomerate
Founded	1 March 1938; 79 years ago Daegu, Japanese Korea
Founder	Lee Byung-chul
Headquarters	40th floor Samsung Electronics Building, 11, Seocho-daero 74-gil, Seocho District, Seoul, South Korea[1]
Area served	Worldwide
Key people	Lee Kun-hee (Chairman) Lee Jae-yong (Vice-Chairman)
Products	Apparel, chemicals, consumer electronics, electronic components, medical equipment, semiconductors, solid state drives, DRAM, ships, telecommunications equipment, home appliances[2]
Services	Advertising, construction, entertainment, financial services, hospitality, information and communications technology, medical and health care services, retail, shipbuilding
Revenue	▼ US$305 billion (2014)[3]
Net income	▼ US$22.1 billion (2014)[3]
Total assets	▲ US$529.5 billion (2014)[3]
Total equity	▲ US$231.2 billion (2014)[3]

Number of employees	489,000 (2014)[3]
Divisions	Samsung Electronics Samsung C&T Corporation Samsung Heavy Industries Samsung SDS Samsung Life Insurance Samsung Fire & Marine Insurance Cheil Worldwide
Website	samsung.com

HISTORY

Unlike other electronic companies Samsung origins were not involving electronics but other products.

In 1938 the Samsung's founder Byung-Chull Lee set up a trade export company in Korea, selling fish, vegetables, and fruit to China. Within a decade Samsung had flour mills and confectionary machines and became a co-operation in 1951humble beginnings.

From 1958 onwards Samsung began to expand into other industries such as financial, media, chemicals and ship building throughout the 1970's. In 1969, Samsung Electronics was established producing what Samsung is most famous for, Televisions, Mobile Phones (throughout 90's), Radio's, Computer components and other electronics devices.

1987 founder and chairman, Byung-Chull Lee passed away and Kun-Hee Lee took over as chairman. In the 1990's Samsung began to expand globally building factories in the US, Britain, Germany, Thailand, Mexico, Spain and China until 1997.

In 1997 nearly all Korean businesses shrunk in size and Samsung was no exception. They sold businesses to relieve debt and cut employees down lowering personnel by 50,000. But thanks to the electronic industry they managed to curb this and continue to grow.

The history of Samsung and mobile phones stretches back to over 10 years. In 1993 Samsung developed the 'lightest' mobile phone of its era. The SCH-800 and it was available on CDMA networks.

Samsung has made steady growth in the mobile industry and are currently second but competitor Nokia is ahead with more than 100% increase in shares.

SAMSUNG TELE-COMMUNICATIONS

Samsung Telecommunications is one of five business units within Samsung Electronics, belonging to the Samsung Group, and consists of the Mobile Communications Division, Telecommunication Systems Division, Computer Division, MP3 Business Team, Mobile Solution Centre and Telecommunication R&D Centre. Telecommunication Business produces a full spectrum of products from mobiles and other mobile devices such as MP3 players and laptop computers to telecommunication network infrastructure. Headquarters is located in Suwon, South Korea.

In 2007 Samsung Telecommunication Business reported over 40% growth and became the second largest mobile device manufacturer in the world. Its market share was 14% in Q4 2007, growing up from 11.3% in Q4 2006. At the end of November 2011, Samsung sold more than 300 million mobile devices and set still in second after Nokia with 300.6 million mobile devices sold in the first three quarter of 2011.

On 19 August 2016, Samsung officially released its Samsung Galaxy Note 7. As of 2 September 2016, Samsung announced a voluntary recall and attached to the new exchange program, after numerous of report showed that the new Samsung Galaxy Note 7 burst and explode. On 10 October 2016, in response to the new incidents, Samsung announced that it would once again suspend sales of the Galaxy Note 7 and recall all devices worldwide. The next day, Samsung also announced that it would permanently discontinue the Galaxy Note 7 and cease its production.

SAMSUNG VISION

Samsung India's Vision entails helping people improve the quality of their lives by providing them with superior quality, state-of-the-art technology products at the right time and the right price. But beyond its role as a purveyor of quality products in India, Samsung seeks to contribute to the economic growth of the country though its export commitments and large-scale production facilities generating secured employment for hundreds of Indian people. At Samsung, we strive to contribute to the development of the electronics and components industry in India by enhancing the knowledge levels of our workforce through the introduction of our advanced management systems and production know-how in our manufacturing facilities by introducing our Indian vendors to our world class quality systems and helping them in improving them in their own quality systems and production processes and setting benchmarks for the industry both in terms of after sales service for our products, quality systems and management techniques at our facilities or our products themselves. At Samsung, we believe in returning to the community some of the profits we earn from it, through the social causes we espouse. We view ourselves not as an MNC operating in India, but as an 'Indian Company' operating here, conforming to the laws of the country and committed to working for the Indian community. We want and to be seen as the 'Most Respected' Indian Company.

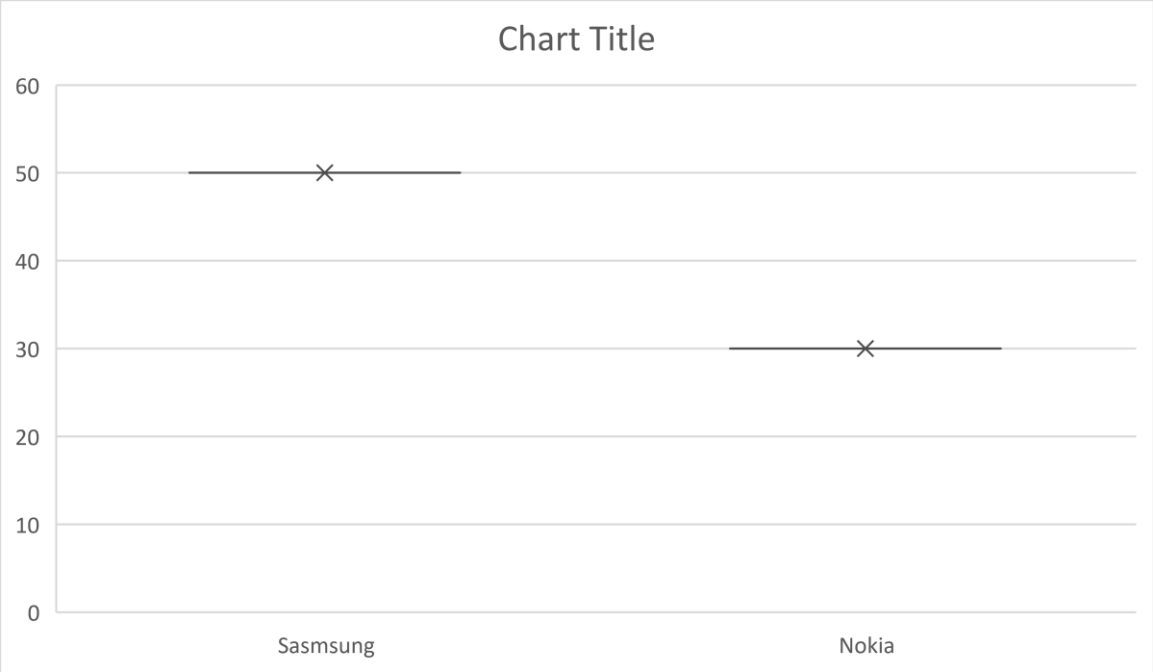
Chapter-4

DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATION

1. Which model is best?

Answer	No: of people	Percentage
Samsung	50	62.5
Nokia	30	37.5
Total	80	100



INTERPRETATION

Out of 80 respondents 50 says Samsung mobile phones are best while 30 were says Nokia.

2. Why do you prefer Samsung than Nokia?

Answer	No : of people	Percentage
Feature	**29**	**36.25**
Look	**9**	**11.25**
Quality	**32**	**40.00**
Price	**10**	**12.5**
Total	**80**	**100**

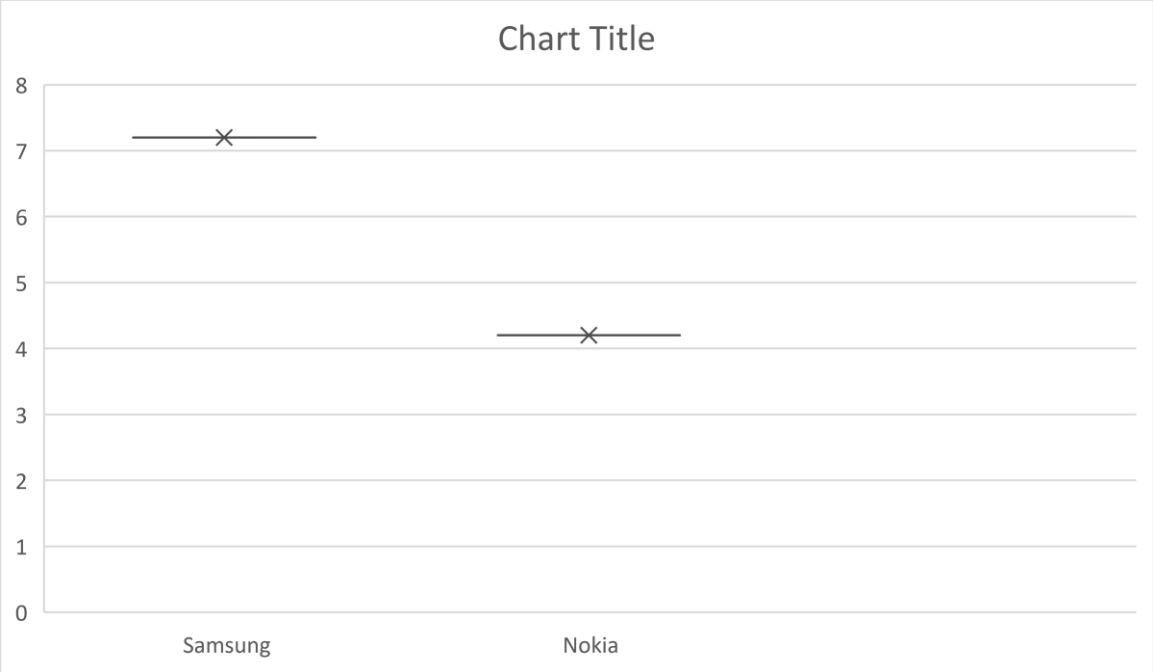


INTERPRETATION

Out of 80 respondent 29 prefer their mobiles for features, 9 prefer look, 32 prefer their mobile quality & 10 prefer their price in the market.

3. Which provide you better touch?

Answer	No: of people	Percentage
Samsung	**43**	**53.75**
Nokia	**37**	**46.25**
Total	**80**	**100**

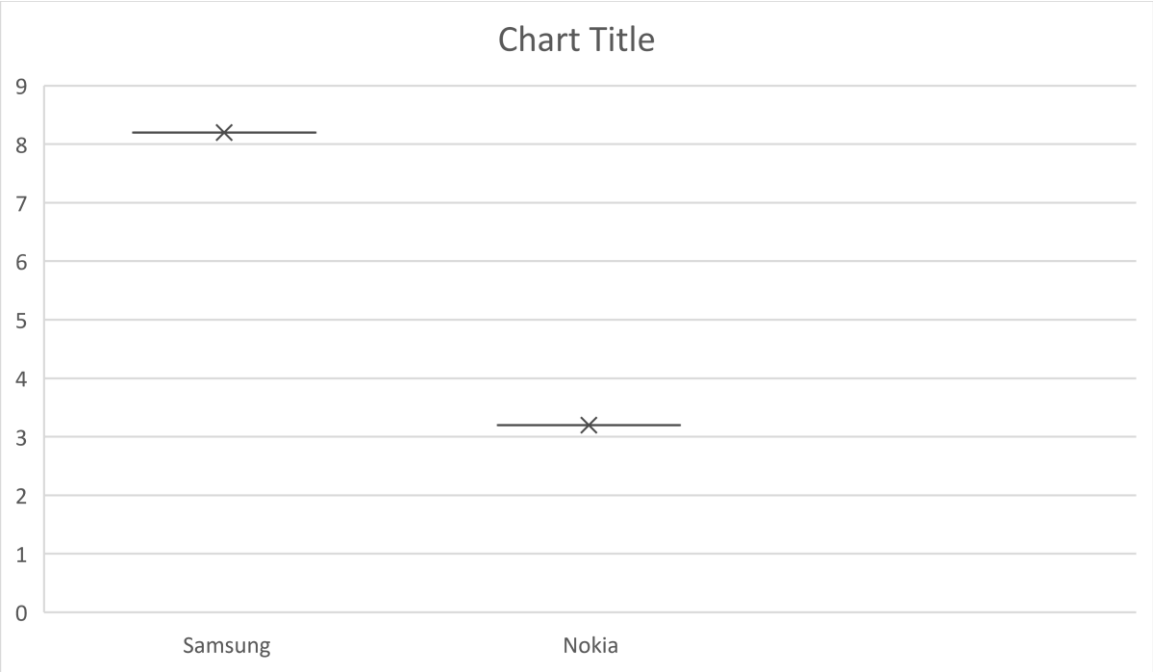


INTERPRETATION

Out of 80 respondent 43 says Samsung touch is better while 37 says Nokia.

4. Which among has more features?

Answer	**No: of people**	**Percentage**
Samsung	**51**	**63.75**
Nokia	**29**	**36.25**
Total	**80**	**100**

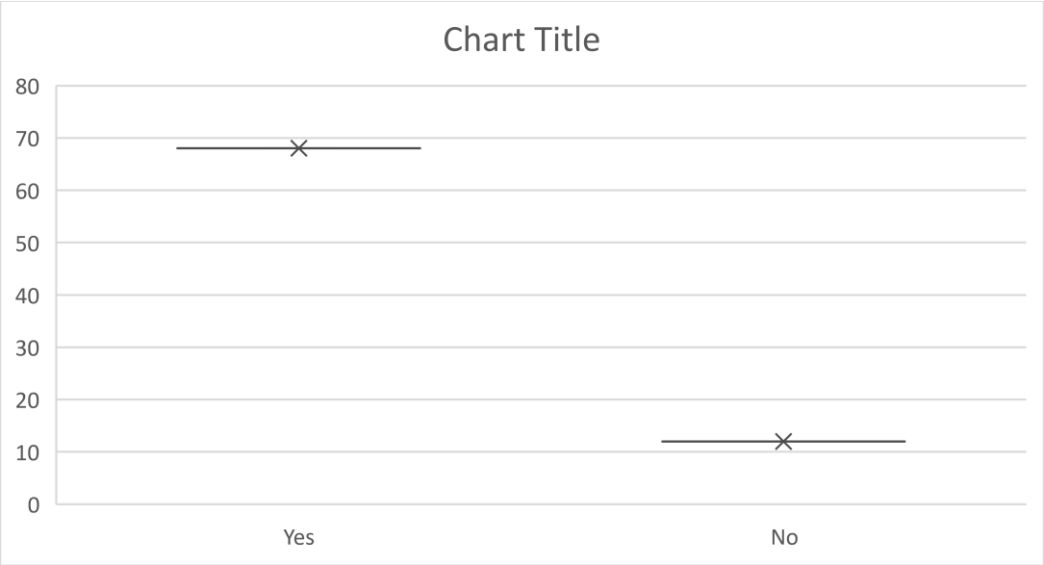


INTERPRETATION

Out of 80 respondent 51 says Samsung has more features rather than Nokia.

5. Are you satisfied with price of Nokia or Samsung?

Answer	No: of people	Percentage
Yes	**68**	**85**
No	**12**	**15**
Total	**80**	**100**

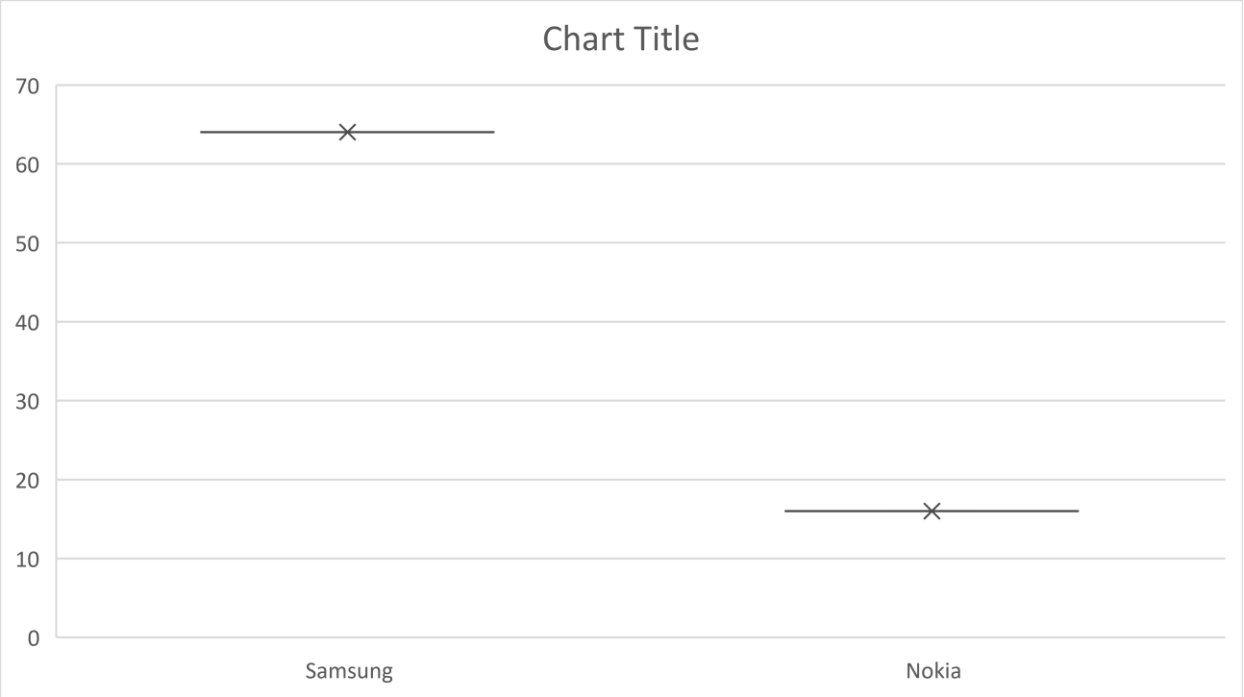


INTERPRETATION

Out of 80 respondent 68 respondents are satisfied with their particular mobile while only 12 were not satisfied.

6. Which among these provide you better after sale?

Answer	No: of people	Percentage
Samsung	**64**	**80**
Nokia	**16**	**20**
Total	**80**	**100**

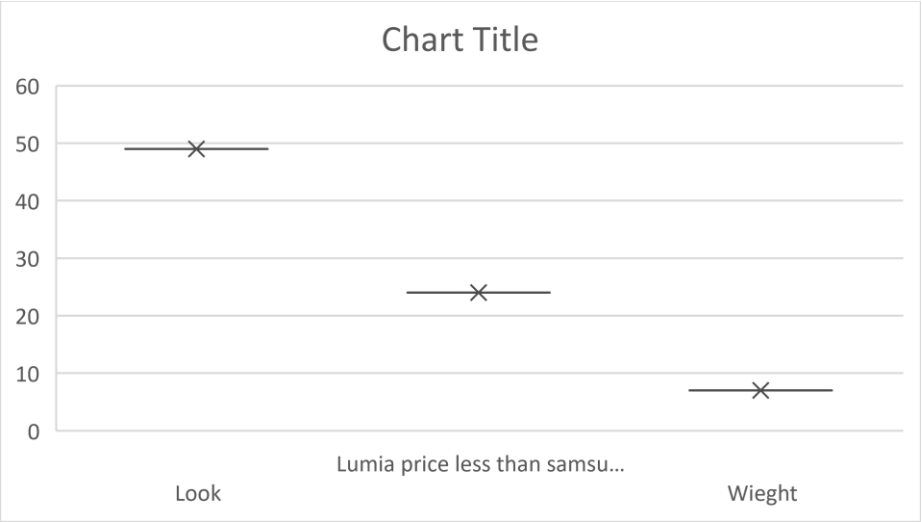


INTERPRETATION

Out of 80 respondents 64 says Samsung provides better service after sale while only 16 says Nokia

7. What will more prefer in NOKIA LUMIA 800 or SAMAUNG NOTE?

Answer	No: of people	Percentage
Lumia price less than Samsung NOTE	**24**	**30**
Look	**49**	**61.25**
Weight	**7**	**8.75**
Total	**80**	**100**

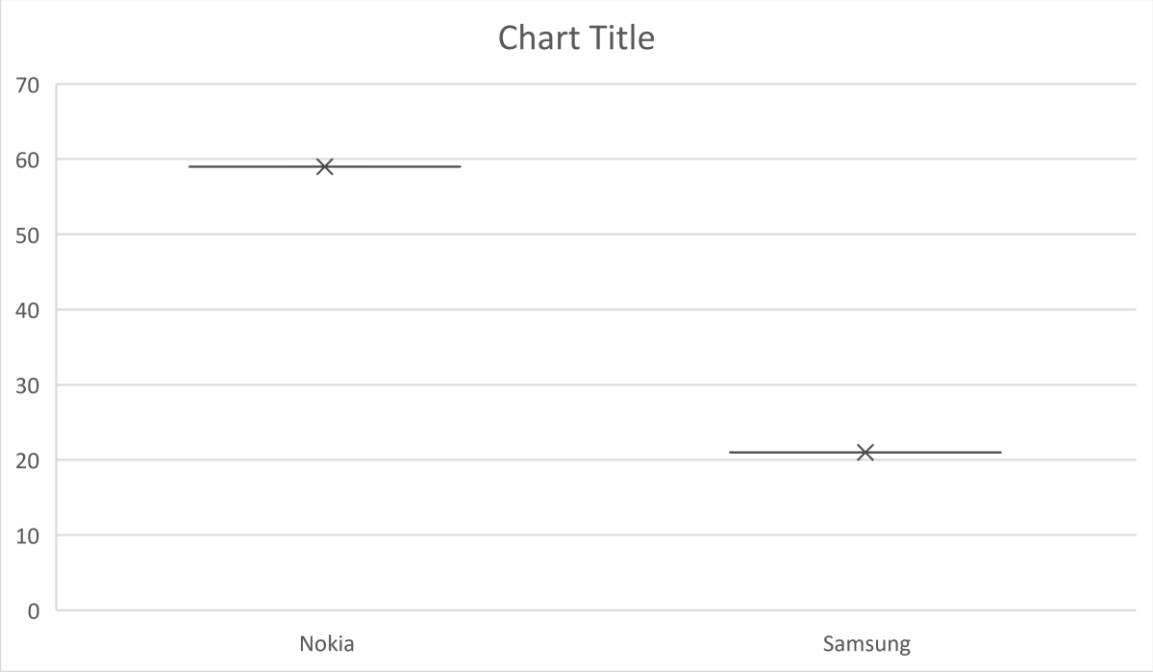


INTERPRETATION

Out of 80 respondent 24 prefer Nokia Lumia 800 because their price less than Samsung Note, while 49 prefer their models because of their Look, & 7 respondents prefer their models for weight.

8. Which provide good battery back-up?

Answer	No: of people	Percentage
Nokia	**59**	**73.75**
Samsung	**21**	**26.25**
Total	**80**	**100**

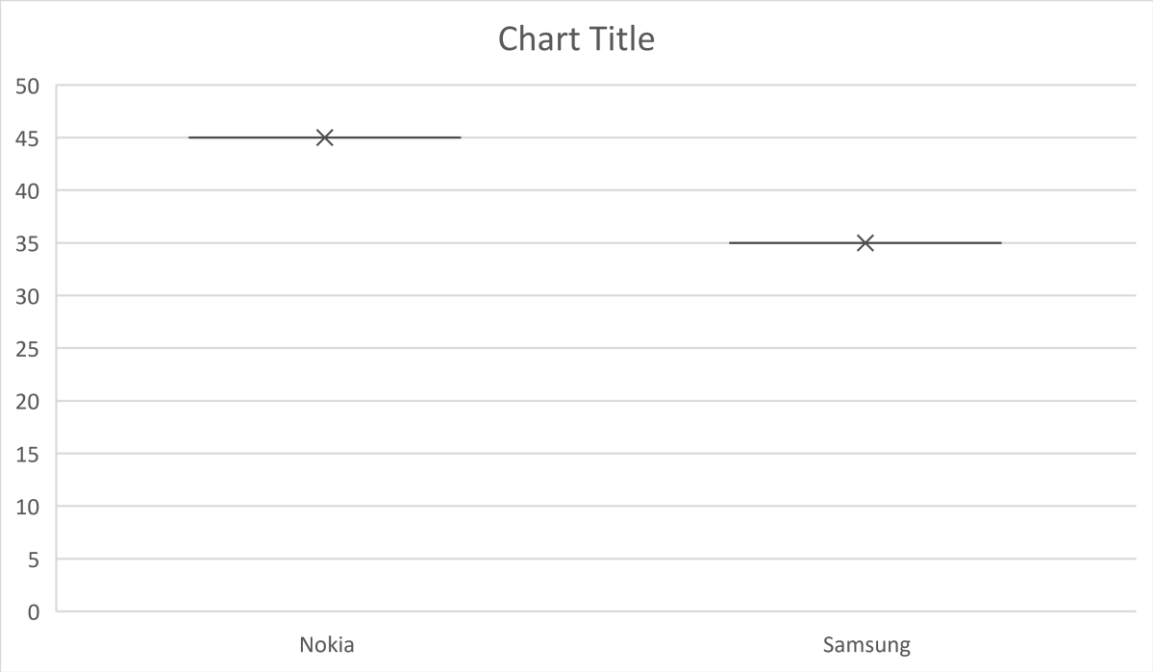


INTERPRETATION

Out of 80 respondent 59 says Nokia provides better battery back-up while 21 says Samsung.

9. Which provide more accessories with it?

Answer	No: of people	Percentage
Nokia	**45**	**56.25**
Samsung	**35**	**43.75**
Total	**80**	**100**

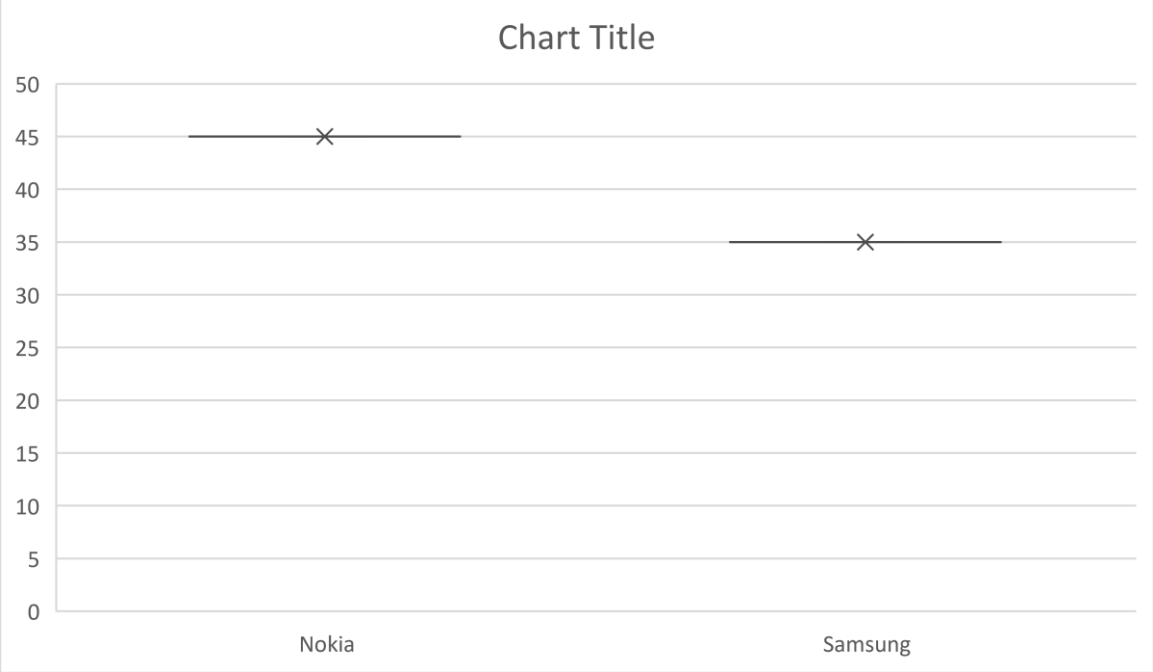


INTERPRETATION

Out of 80 respondent 45 says Nokia provide more accessories with it while only 35 says Samsung provide more accessories with it.

10. Which would you prefer business point of view?

Answer	No: of people	Percentage
Nokia	**45**	**56.25**
Samsung	**35**	**43.75**
Total	**80**	**100**

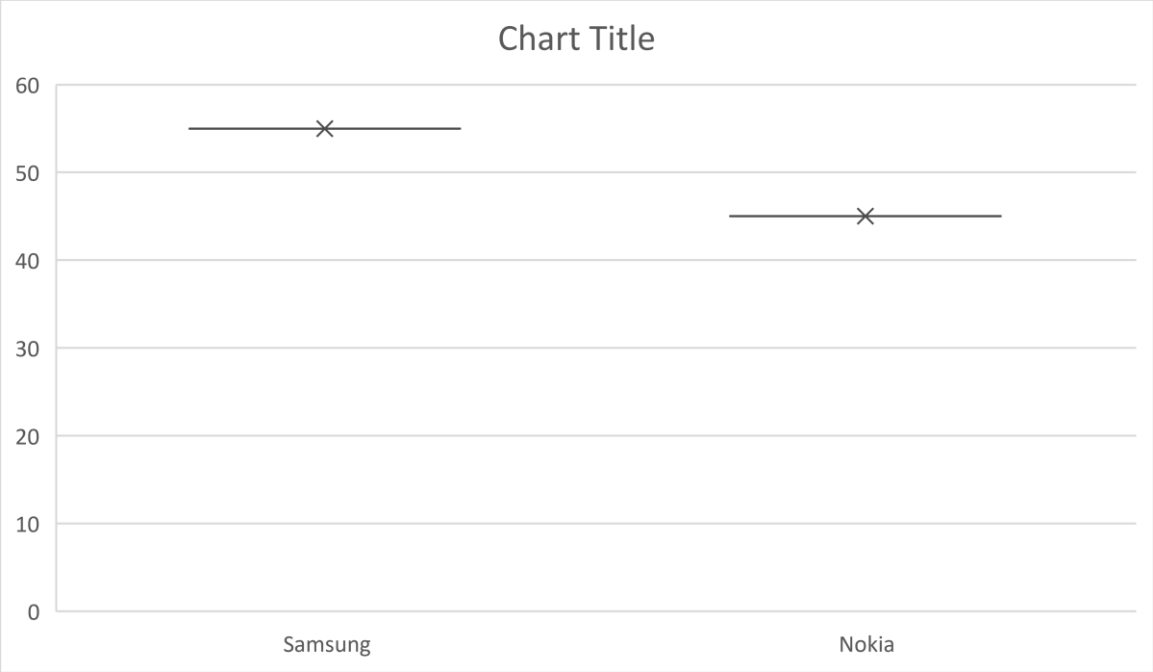


INTERPRETATION

Out of 80 respondent 45 says Nokia handsets best business point of view while only 35 says Samsung mobiles business point of view.

11. Which among these have more models and design?

Answer	No: of people	Percentage
Samsung	**45**	**56.25**
Nokia	**35**	**43.75**
Total	**80**	**100**

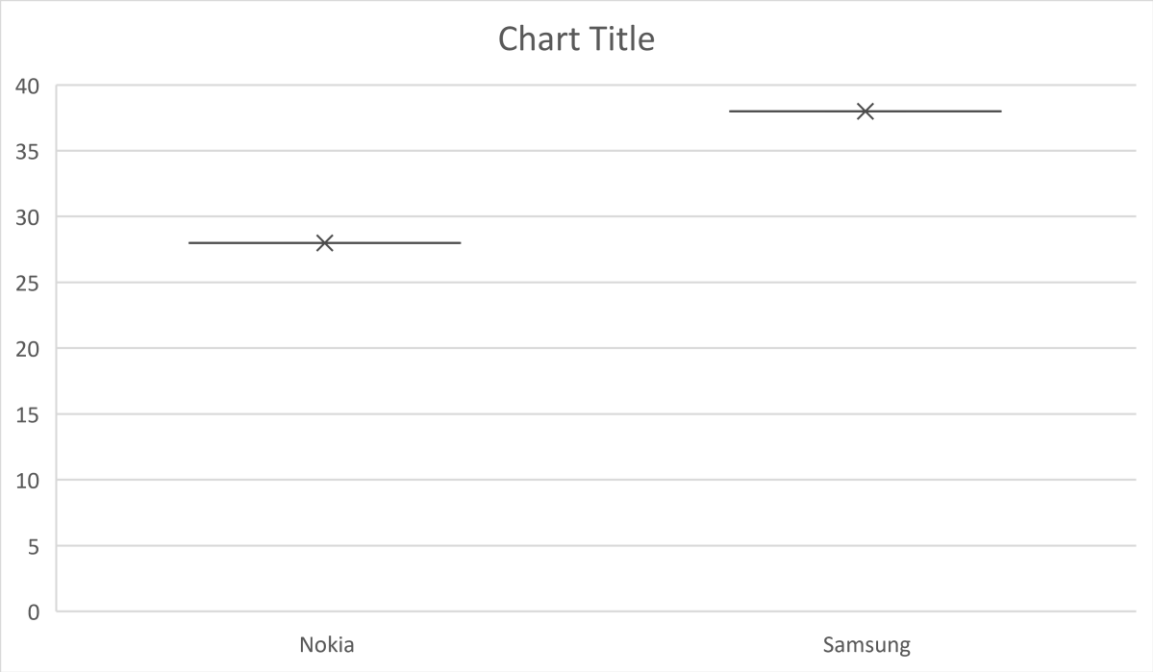


INTERPRETATION

Out of 80 respondents 45 says Nokia gives more models & designs while other 35 respondents in favours of Samsung.

12. Which gives better camera clarity?

Answer	No: of people	Percentage
Nokia	**28**	**35**
Samsung	**52**	**65**
Total	**80**	**100**

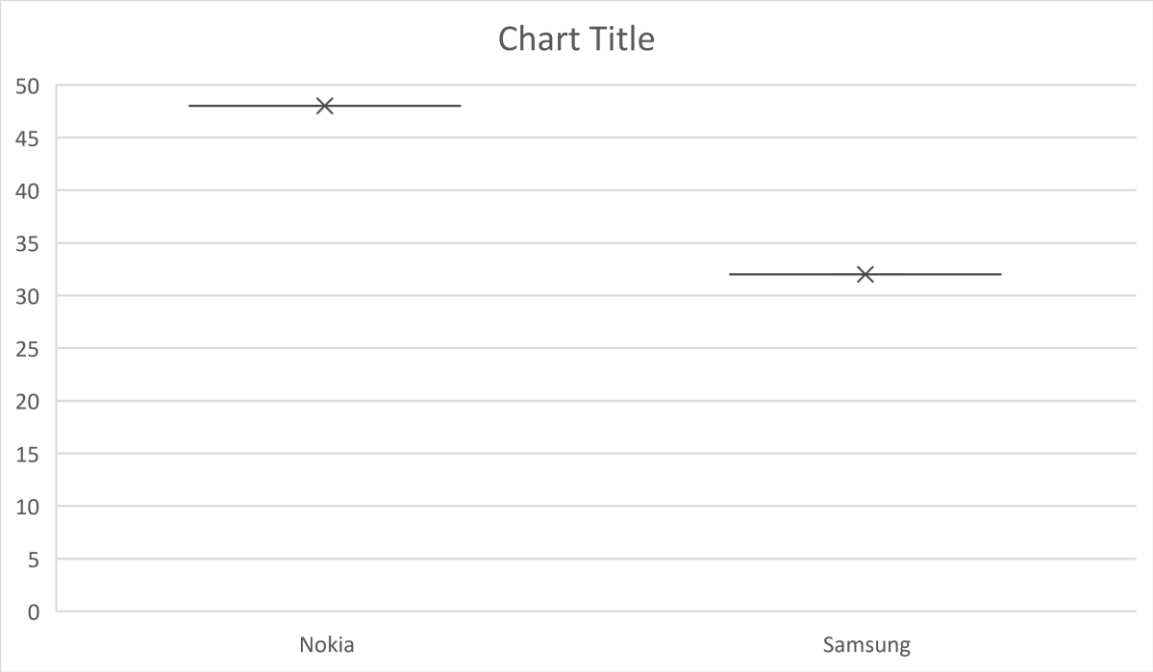


INTERPRETATION

Out of 80 respondents 28 says Nokia gives better camera celerity while only 52 respondents Samsung gives better camera clarity.

13. Which give more GPRS speed?

Answer	No: of people	Percentage
Nokia	**48**	**60**
Samsung	**32**	**40**
Total	**80**	**100**

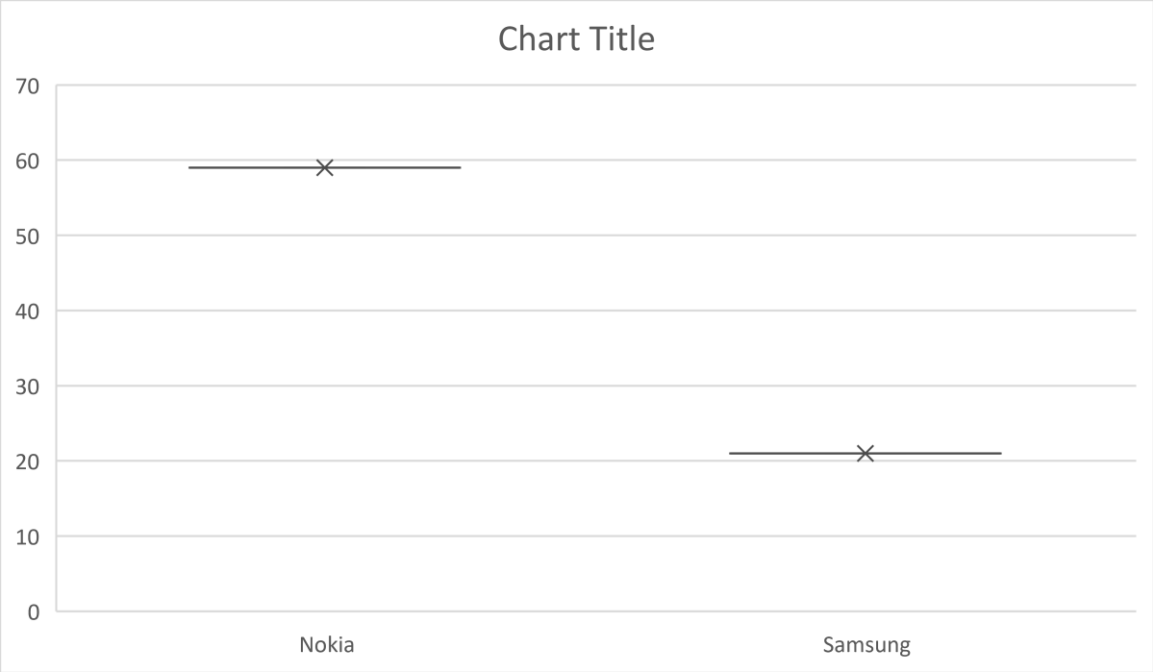


INTERPRETATION

Out of 80 respondents 48 says Nokia give more GPRS speed while other 32 in favours of Samsung.

14. Which cell companies have better sound quality?

Answer	No: of people	Percentage
Nokia	**59**	**73.75**
Samsung	**21**	**26.25**
Total	**80**	**100**

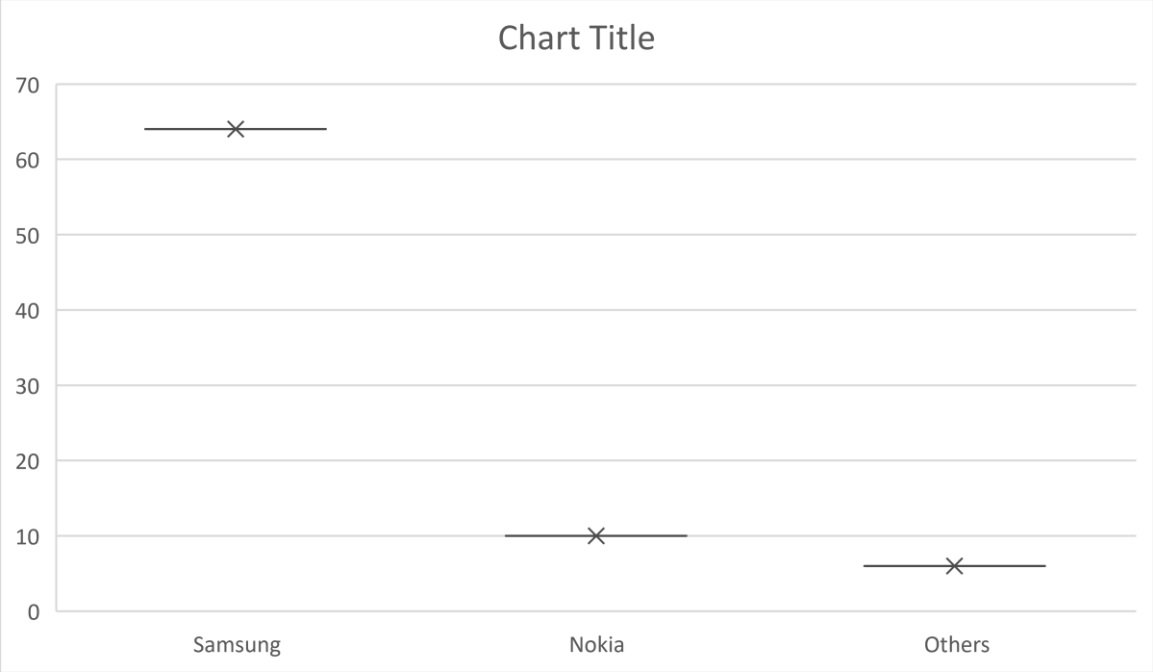


INTERPRETATION

Out of 80 respondents 59 say Nokia have better sound quality & other 21 says Samsung provide better sound.

15. Which company provides best dual sim phones?

Answer	No: of people	Percentage
Nokia	**10**	**12.5**
Samsung	**64**	**80**
Others	**6**	**7.5**
Total	**80**	**100**

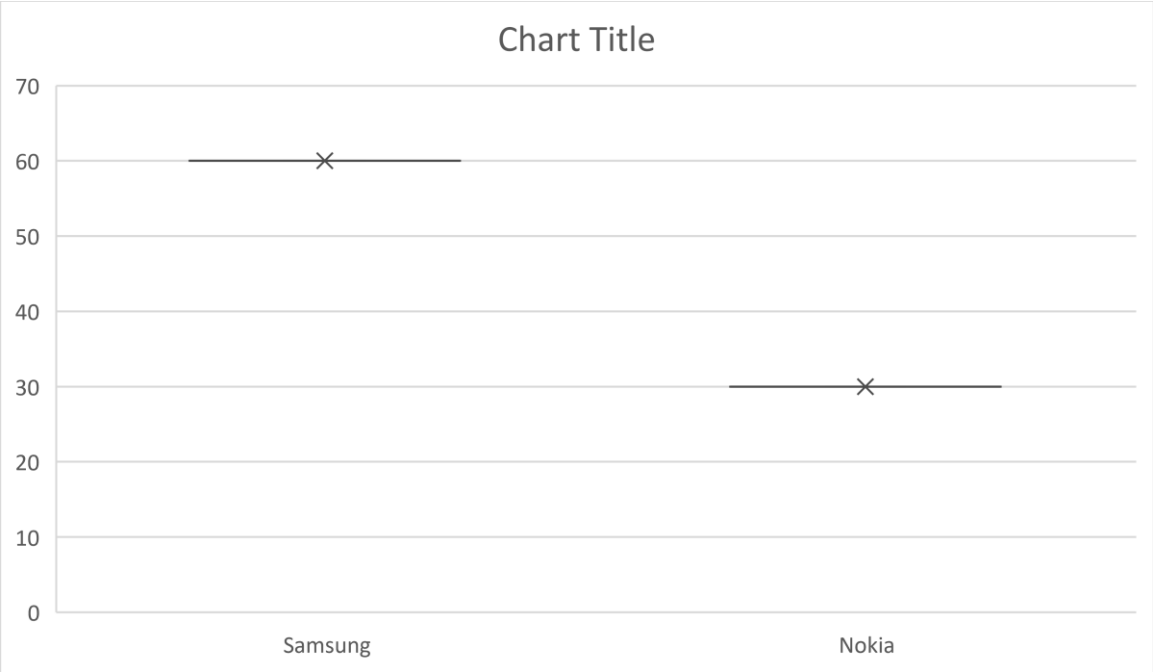


INTERPRETATION

Out of 80 respondents 64 in favours of Samsung & 10 say Nokia provides better dual sim phones & only 6 in their favours of other companies.

16. Which company provides better 4G/Wi-Fi services?

Answer	No: of people	Percentage
Samsung	**50**	**62.5**
Nokia	**30**	**37.5**
Total	**80**	**100**

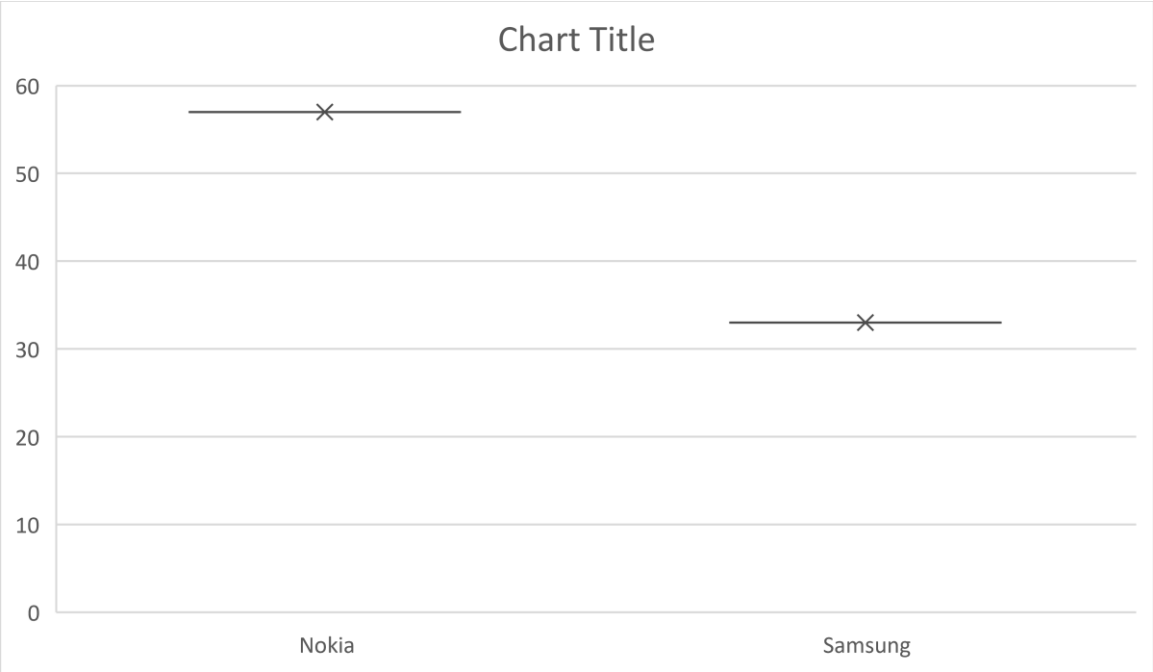


INTERPRETATION

Out of 80 respondents 50 says Samsung provides better 4G/Wi-Fi services while only 30 in the favours of Nokia.

17. Which model is comfort caring?

Answer	No: of people	Percentage
Nokia	**57**	**71.25**
Samsung	**23**	**28.75**
Total	**80**	**100**

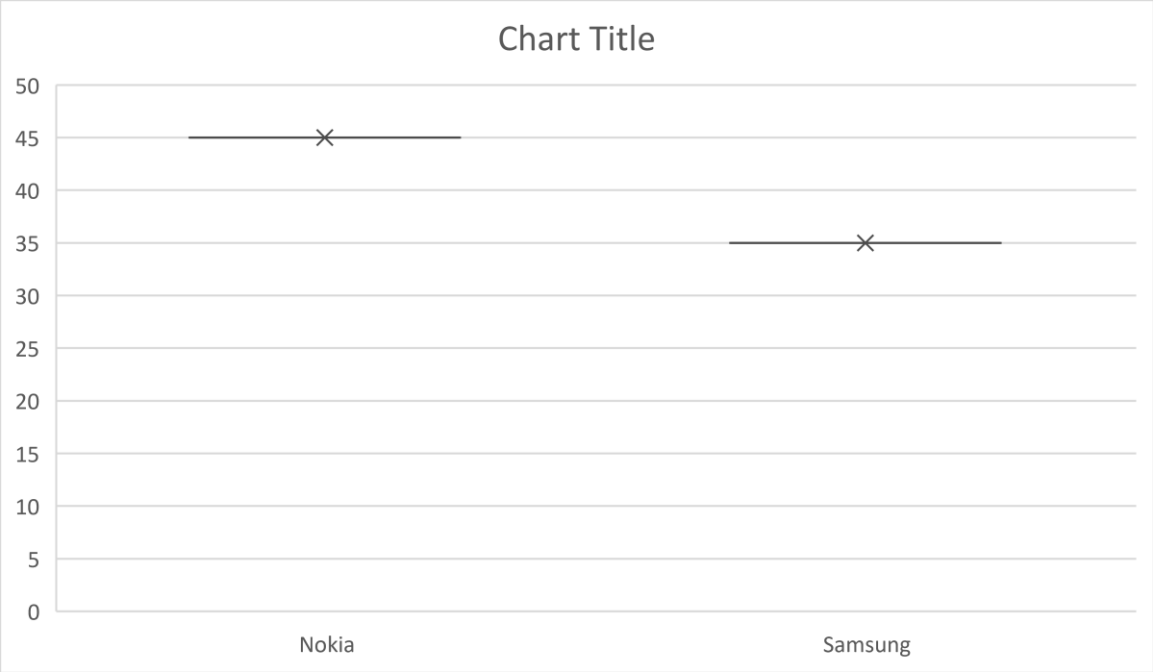


INTERPRETATION

Out of 80 respondents 57 says Nokia mobiles are comfort caring while only 23 says Samsung mobiles are comfort caring.

18. Which companies provide more models with touch & keypad?

Answer	No: of people	Percentage
Samsung	**35**	**43.75**
Nokia	**45**	**56.25**
Total	**80**	**100**

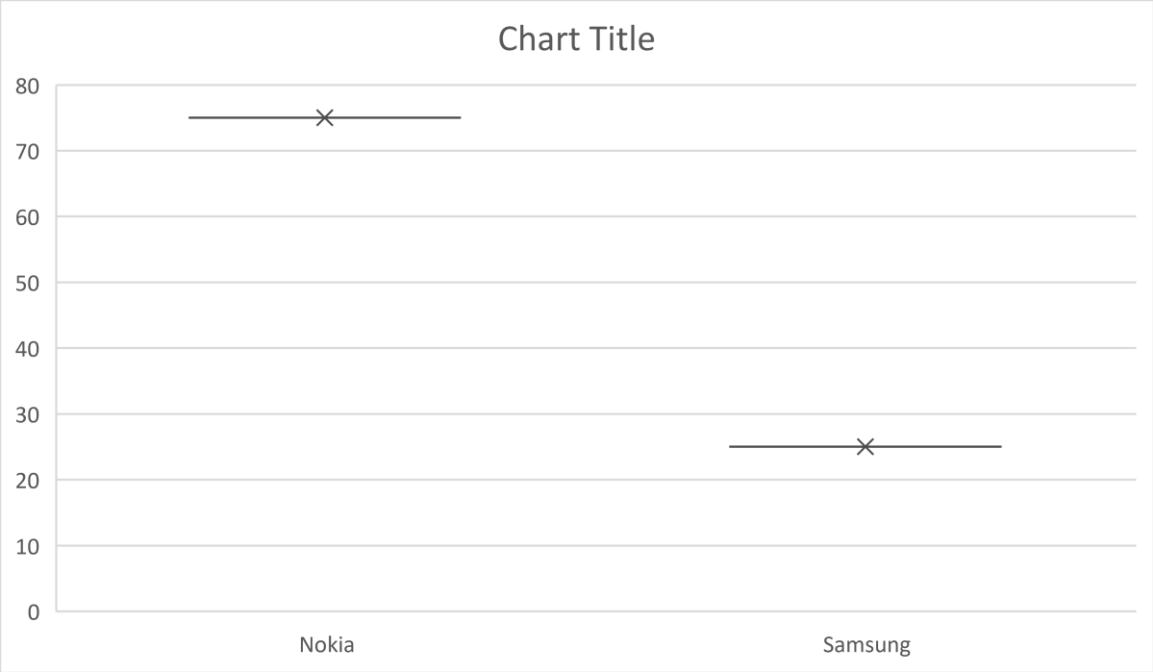


INTERPRETATION

Out of 80 respondents 45 says Nokia provide more models with touch & keypad while 35 says Samsung provide more models with touch & keypad.

19. Which company provides better flap phones?

Answer	No: people	Percentage
Nokia	**60**	**75**
Samsung	**20**	**25**
Total	**80**	**100**

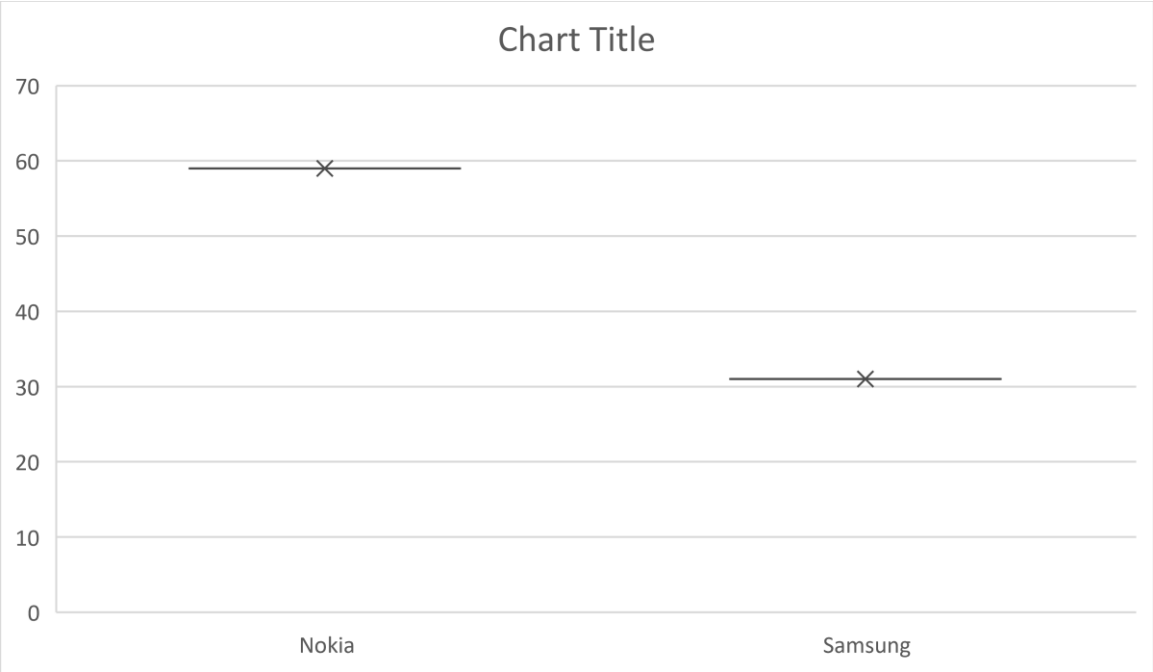


INTERPRETATION

Out of 80 respondent 60 says Nokia provide better Flap phones while 20 says Samsung provide better flap phones.

20. Which companies provide more service sale counter nearby?

Answer	No; of people	Percentage
Nokia	**59**	**73.75**
Samsung	**21**	**26.25**
Total	**80**	**100**

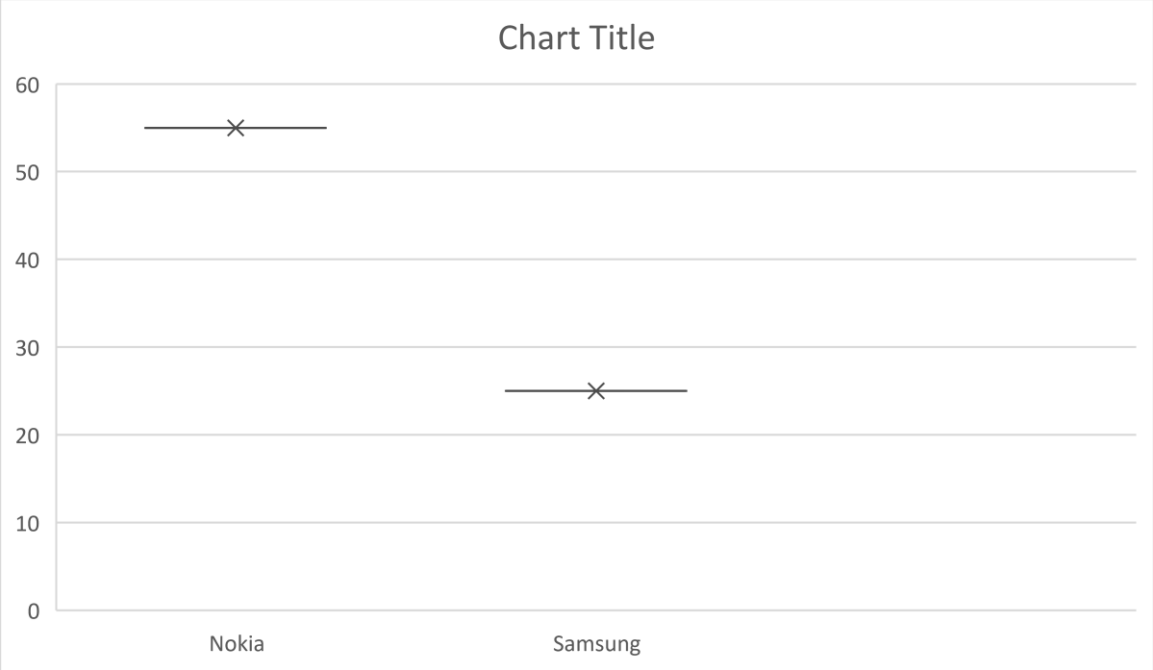


INTERPRETATION

Out of 80 respondent 59 says Nokia provide more service sale counter nearby while only 21 in the favours of Samsung.

21. Which company has more cell memory storage?

Answer	No: of people	Percentage
Nokia	**55**	**68.75**
Samsung	**25**	**31.25**
Total	**80**	**100**

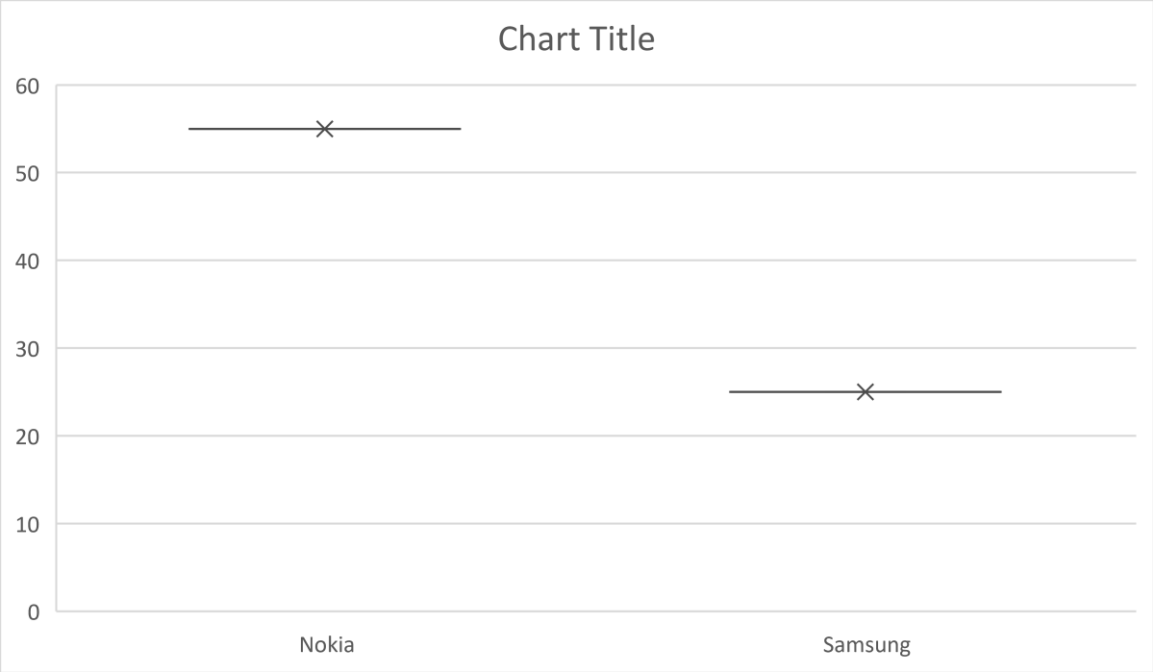


INTERPRETATION

Out of 80 respondents 55 says Nokia mobiles has more memory storage & 25 respondents says Samsung mobiles.

22. Which company have technical maintain & additional (like long life)?

Answer	No: of people	Percentage
Nokia	**55**	**68.75**
Samsung	**25**	**31.25**
Total	**80**	**100**

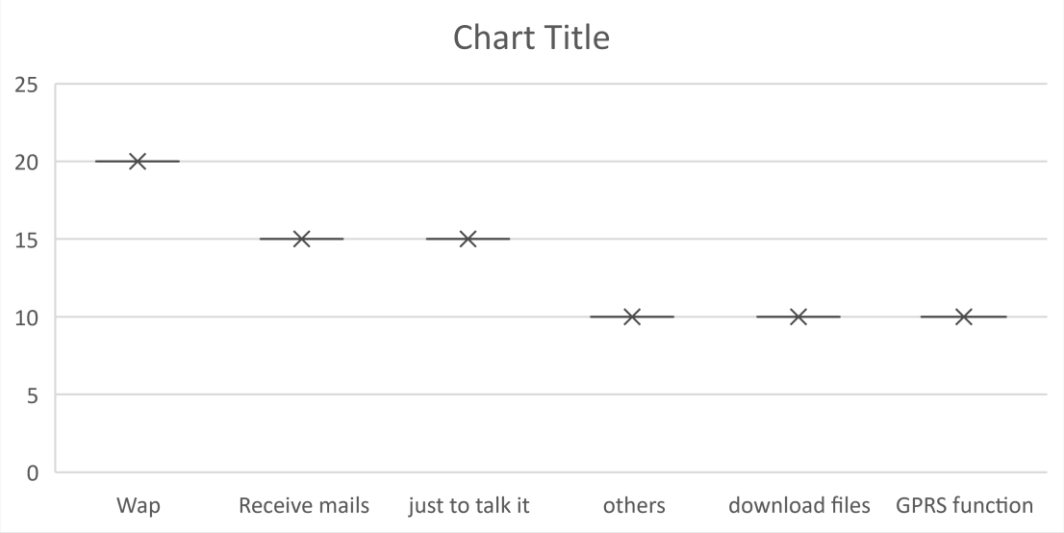


INTERPRETATION

Out of 80 respondents 55 in the favours of Nokia & only 25 in favours of Samsung.

23. Which are reasons for using **NOKIA LUMIA 830** or **SAMSUNG GALAXY S6?**

Answer	No: of people	Percentage
WAP	**20**	**25**
Just to talk it	**15**	**18.75**
Download files	**10**	**12.5**
GPRS function	**10**	**12.5**
Receive mails	**15**	**18.75**
Others	**10**	**12.5**
Total	**80**	**100**



INTERPRETATION

Out of 80 respondents 20 says they using their mobile models reason because of good WAP service, 15 using just to talk it, 10 using for download files , 10 in the favour of GPRS function , 15 says they using their mobile models because their handsets have receiving the mails , 10 respondents in the favours of Others.

24. Why do you like brand you choose?

Answer	No: of people	Percentage
Function	**23**	**28.75**
Advertisement	**18**	**22.5**
Brand name	**14**	**17.5**
Quality	**14**	**17.5**
Price	**09**	**11.25**
Appearance	**02**	**2.5**
Total	**80**	**100**

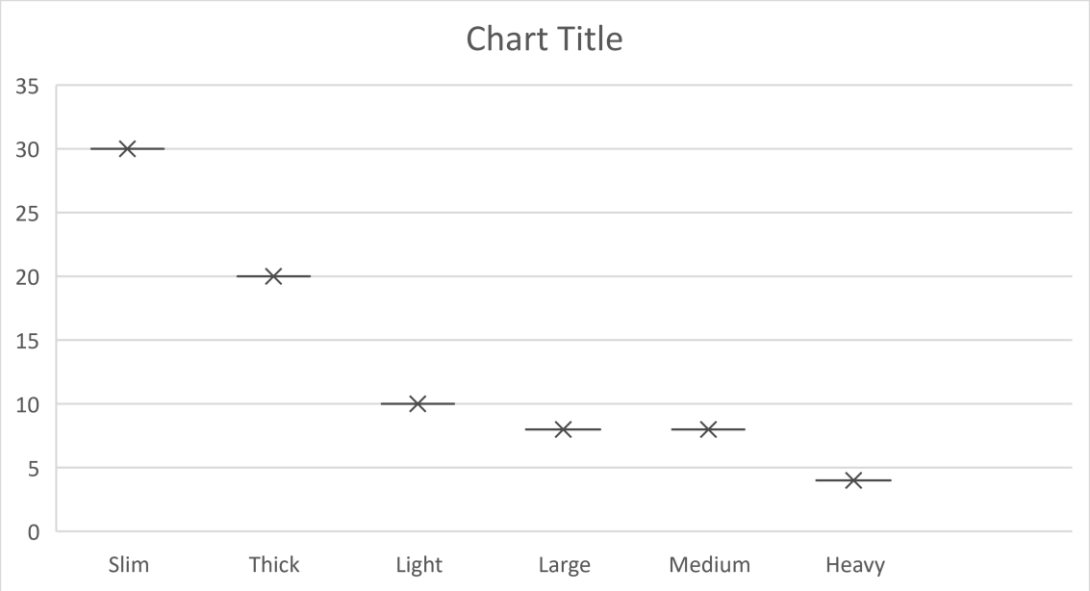


INTERPRETATION

Out of 80 respondents 23 like their brand because of their functions, 18 respondents choose their brand because of Advertisement, 14 in the favours of Brand name, 14 in the favours of quality, 09 in the favours of Price, & only 2 like respondents like their brand because of Appearances.

25. What kind of model do you prefer?

Answer	No: of people	Percentage
Slim	**30**	**37.5**
Thick	**20**	**25**
Light	**10**	**12.5**
Medium	**08**	**10**
Large	**08**	**10**
Heavy	**04**	**5**
Total	**80**	**100**



INTERPRETATION

Out of 80 respondents 30 says they prefer slim models, 20 prefer thick handsets, 10 respondents prefer light mobiles, 08 prefer medium, 08 prefer large handsets & only 04 respondents say they prefer Heavy mobiles.

Chapter-5

FINDINGS & CONCLUSIONS

FINDINGS

- Few years back mobile phones were not common among the consumer. But with the mobile revolution now we can find almost every consumer with mobile phone.
- Most of the consumer prefers NOKIA then SAMSUNG and least prefer other.
- Mostly the consumers are satisfied with the service provided by the different mobile companies.
- Maximum numbers of respondents were attracted towards the price & battery and the least like the style and memory.
- Maximum number of consumers is loyal to their particular service providers and they were using their mobile since 1 to2 years.

CONCLUSION

- Working on Nokia & Samsung project gave me an opportunity to apply my skills and knowledge, which we had gained previously.
- It gave us an opportunity to see working an organization.
- It was an amazing experience with learning all the way, which help us to brush up our knowledge.

REFERENCE

The above data is collected from the following sources:

Internet

- **www.nokia.com**
- **www.samsung.com/in**
- **www.gsmarena.com**
- **www.wikipedia.com**

QUESTIONNAIRE

PERSONAL INFORMATION:

1. Name _____

2. Gender

○ Male ○ Female

3. Age

□ 10-20 □ 30-50

□ 20-30 □ 50 & Above

4. Marital Status

◊ Single ◊ Married

5. Educational Status

□ Matric □ 10+2

□ Graduation □ post-Graduation

6. Occupation

◊ Self Employee ◊ Professional

◊ Student ◊ Others

7. Income Level

○ < 10000 ○ < 20000

○ < 40000 ○ > 40000

8. Contact No: _____

9.E-Mail ID: _____

ABOUT MOBILE:

1. Which model is best?

□ Nokia

□ Samsung

2. Why do you prefer Nokia or Samsung?

Δ Best features Δ Best look

Δ Best Quality Δ Price

3. Which provide you better touch?

   ◘ Nokia

   ◘ Samsung

4. Which among has more features?

   Ὸ Nokia

   Ὸ Samsung

5. Are you satisfied with price of Nokia or Samsung?

   ⌂ Yes

   ⌂ No

6. Which among these provide you better after sale service?

   Δ Nokia

   Δ Samsung

7. What will be more preferred in Nokia LUMIA 800 than Samsung NOTE?

   ⌂ Lumia price less then Samsung Note

   ⌂ Look ⌂ Weight

8. Which provide good battery back-up?

   ⌂ Nokia

   ⌂ Samsung

9. Which provide more accessories with it?

   ○ Nokia

   ○ Samsung

10. Which would you prefer for business point of view?

    ◊ Nokia

    ◊ Samsung

11. Which among these have more models & designs?

    □ Nokia

    □ Samsung

12. Which gives better camera clarity?

    ◘ Nokia

    ◘ Samsung

13 Which gives more GPRS speed?

Δ Nokia

Δ Samsung

14 Which cell companies have better sound quality?

⌂ Nokia

⌂ Samsung

15 Which company provides best Dual sim cell phones?

⌂ Nokia ⌂ Samsung

16 Which companies provide better 4G/Wi-Fi services?

◊ Nokia

◊ Samsung

17 Which mobile is comfort carrying?

◊ Nokia

◊ Samsung

18 Which company provides a more models with touch screen & keypad?

⌂ Nokia

⌂ Samsung

19 Which company provides better flap cell phones?

⌂ Nokia

⌂ Samsung

20 Which company provides more Service sale counter nearby?

○ Nokia

○ Samsung

21 Which companies have a more cell memory storage?

○ Nokia

○ Samsung

22 Which companies have technical maintenance & additional (like long life)?

□ Nokia

□ Samsung

23 Which are the reasons for using the NOKIA LUMIA 800 or SAMSUNG NOTE?

◊ WAP ◊ GPRS functions

◊ Just to talk on it ◊ Receive email & Mms

◊ Download files ◊ others

24 Why you like brand you choose above?

Δ Advertisement Δ Appearance

Δ Functions Δ Price

Δ Brand Name Δ Quality

25 What kind of model you prefer?

⌂ Slim ⌂ Medium

⌂ Thick ⌂ Light

⌂ Large ⌂ Heavy

EFFECT OF ADVERTISING AND SALES PROMOTION ON SALES

Submitted by

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

1. **KIRUBAKARAN.D (Reg. No.:U20BC106)**
2. **KISHORE KUMAR.R (Reg. No.:U20BC107)**
3. **KISHORE KUMAR.M (Reg. No.:U20BC108)**
4. **KISHORE KUMAR.S (Reg. No.:U20BC109)**
5. **KOKILA.M (Reg. No.:U20BC110)**

Under the guidance of

Dr.G.ANANDHI

Assistant Professor
Department of Commerce
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DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "EFFECT OF ADVERTISING AND SALES PROMOTION ON SALES" is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of Dr.G.ANANDHI, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

1. **KIRUBAKARAN.D (Reg. No.:U20BC106)**
2. **KISHORE KUMAR.R (Reg. No.:U20BC107)**
3. **KISHORE KUMAR.M (Reg. No.:U20BC108)**
4. **KISHORE KUMAR.S (Reg. No.:U20BC109)**
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PLACE: CHENNAI

DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"EFFECT OF ADVERTISING AND SALES PROMOTION ON SALES"** submitted by **KIRUBAKARAN.D** (**Reg. No: U20BC106)**, **KISHORE KUMAR.R** (**Reg. No:U20BC107), KISHORE KUMAR.M**(**Reg. No: U20BC108), KISHORE KUMAR.S** (**Reg. No: U20BC109), KOKILA.M** (**Reg. No: U20BC110)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai **Dr.G.ANANDHI**

Date : **(Research Supervisor)**

ACKNOWLEDGEMENT

We would like to thank the Honourable **Chancellor Dr. J. Sundeep Aanand** and Honorable Managing Director **Dr. E. Swetha Sundeep Aanand** respected **Vice Chancellor Prof. Dr. Vijaya Bhaskar Raju** for giving me an opportunity to pursue research program in Bharath Institute of Higher Education and Research.

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KIRUBAKARAN.D
KISHORE KUMAR.R
KISHORE KUMAR.M
KISHORE KUMAR.S
KOKILA.M

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CHAPTER – 1

INTRODUCTION

“A STUDY ON SALES PROMOTION AT BIGBAZAAR”(VADAPALANI STORE)

One of the most difficult marketing decisions facing companies is how much to spend on promotional John Wanamaker, the departmental - store magazine, said, "I know that half of my advertising is wasted but I don't know which half."

Thus it is not surprising that industries and companies vary considerably in how much they spend on promotion. Promotional expenditures might amount to 30-50% of sales in case in cosmetics industry and only 10-20% in the industrial equipment industry. Within an industry, low and high spending companies can be found.

Deciding on the promotion mix

Companies face the task of distributing the total promotion budget over the five promotional tools:

- *Advertising*
- *Sales Promotion*
- *Public Relations and Publicity*
- *Sales Force*
- *Direct Marketing.*

Whatever method a company adopts for promoting its product it must be from abovementioned method.

Sales Promotion

Promotion is the final element in the marketing mix. After the nature of product is decided, its price fixed and the methods of distribution decided, the manufactures has to take effective steps in meeting the consumers in the markets. In the present consumer oriented markets it isthe duty of manufacturers to know what is required by the consumer. It is also their duty to make the customers know where, when how and at what prices. The products would be available

The term promotion is the term and includes mainly three type of sales activity:

1. Mass impersonal selling methods (Advertising).
2. Face to face personal selling (Salesman ship).
3. Activities other than personal selling and advertising such as point of purchase display (P.O.P.) show and exhibitions, demonstrations and other non securing selling efforts. This form of activity is called 'Sales Promotion'.

There are two types of promotion blends:-

1. *Pull Blend.*

2. *Push Blend.*

Both of these are closely related to the channel of Distribution.

1. A pull blend is one in which mass impersonal, sales efforts are given the greatest emphasis. The purposes of pull blend to pre-sell to the final consumers. So that they demand the product at the retail level of distribution. The firm adopting this strategy would spend more on advertising

and sales promotion rather than in personal selling. These efforts pull down the product from the manufacturer.

2. A push blend emphasizes personal selling. Naturally firms adopting this method develop a strong sales force at both the distributor and the dealer level. This method would tend to push the product through the channel of distribution.

Promotion and Selling

The term promotion is very often used as a synonym for selling. But selling is a narrow term which includes only transfer of title or personal selling. Promotion on the other hand is broader in its outlook and includes a variety of activities used ultimately for increasing sales volume.

Promotion and Sales Promotion

Similarly the terms sales promotion cannot be taken to mean what is commonly does. Sales promotion is only a part of the promotion. Basically promotion is an "exercise" in information persecution and influence. Promotion has come to mean the overall co-ordination of advertising selling, publicity and public relations. Promotion is a helping function designed to make all other marketing activities more effective and efficient. But sales promotion as such helps only the selling activity still, there exit same difference of opinion on the real connection of the term sales promotion.

Sales promotion at consumer's level

The various schemes of sale promotion at Consumer's Level may include.

1. Coupons (A Chit of Stated Value):-

These are given directly to the consumer these coupons are in most cases kept inside the package. The consumers many receive a price reduction of the stated values of the coupon at the time of purchase. The retailer receives reimbursement for the value of the coupon form the Manufacturer. Coupons act as a short run stimulus to the sale of the product, since they are directly tied with the purchase of the item. They encourage the retailer to stock the product.

2. Price-off-offer:-

Also known as bargain offer price packs. This offer is intended to stimulate the sales during a slump season. In this method the customer is offered a reduction from the printed price list. Itis also used when a substitute for competing product enters the market.

Many experts on sales promotion fed that 'Off Schemes' are among the weaker and less desirable methods of promotion. These can be trade resentment particularly when the retailer raises the price to retain his margin. Secondly that is not conductive to building up brand loyalty. Consumers may simply shift to the products that offer this scheme.

3. Samples:-

In the hope of converting a prospect into a customer a sample (Some quantity of the product) may be given. This helps the consumer to verify the real quality of the product. Various pair manufacturing companies offer this method. For developing brand loyalty this method is quite useful. Sampling is a fast method of demand creation because one knows the result as soon as the consumer has had time to use the sample and buy the brand.

Disadvantage of Sample:-

Offering sample in quit expensive. There is the cost of producing samples. The distribution costs are also high. Sample has to be mailed to potential customers or to be distributed through retail shops. There are also problems when the real product does not resemble the sample supplied.

4. Money Refund Offer:-

An offer usually stated on the package is that manufacturers will return within a stated period part or all of the purchaser's money if he is not completely satisfied with the product.

5. Trading Stamps:-

A premium in the form of stamps is given by the sellers to consumers while selling goods. The number and value of stamp that the buyer receives depends on the values of the purchase. These stamps are redeemable through premium catalogues at the stamp redemption centre.

6. Buy-Back Allowance:-

This an allowance following a previous trade deal not offer a certain amount of money for new purchases based on the quantity of purchases on the first trade deal. It extends the life of a trade deal and helps to prevent part deal sales decline. It greatly strengthens the buyer's motivation to co-operate on the first deal.

7. Premium:-

There are various forms of premiums provided by the manufacturer as sales promotional devices:-

(a) Coupons are supplied for effecting price reductions

(b) Factory in pack premium these are popular in the case of Body food and Tin food items, Spoons, Cups, Measuring, Glass etc. and such other items are packed with the product in the box itself. Factory in pack premium are particularly goods for product meant for children. The Binaca Toothpaste packs contain animal shape toys. These are very attractive and quite popular among the children.

CHAPTER - 2

REVIEW OF LITERATURE

Concept

Sales promotion is frequently confused with advertising especially among those who think that advertising in itself can sell productions. While both aims at promoting a product on a particular way. There mainly concerned with the way they are promoted. Whereas advertising is conducted through media, beyond the control of the organization whereas promotion are passed onto the consumer through media over which the organization has control both in term of circulation and the final readership of audience.

Definition

According to N.G Nickets sales promotion is defined as marketing activities other than personal selling, advertising and publicity, that stimulate purchasing and dealer effectiveness by means of such things, as displays, show, exhibitions, demonstration temporary offers of materials rewards and various other non-recurrent selling effect.

According to ROM marketing sales promotion is “A brand label that is applied to special kinds of sales accelerating activities, not necessary classified as advertising personal selling or publicity which consist of short-run inducement to buying action”.

Sales promotion activities are a form indirect advertising designed to stimulate sales mainly by the use of incentives.

Sales promotion is sometimes called “below the expenditure which is handed by an external advertising agency”. Sales promotions activities are organized and funded by the organization own resource.

My banker defined sales promotion as “The balance of advising expenditure below the line”. Sales promotion can also be defined as the amount of goods and service made sold in currency of value worth.Promotion consist of co-ordinate seller initiated effort to a established channel of information and persuasion of foster the sales of goods and services.It can therefore be defined as deduced from the various definitions given to sales promotions that it is a dynamic marketing strategy, tactics design for providing inducements to consumers, wholesalers or dealers to buy ones product, their competitors ones offered for a limited period only where and time the purchasing decision is made.

NATURE OF SALES PROMOTION

Sales promotion can be defined as an activity and or materials that act as a direct inducement, offering divided value or incentive for the product to seller, sales person consumers.

It encompasses all promotional activities and materials other than personal selling, advertising and publicity. Many sales promotional activities short are non-cyclical and are designed to produce immediate short run efforts. For example many coupons and consumer contents have relatively short deadline so that consumer must act quickly. An organization often uses sales promotion activities in concerts with other promotional efforts to facilitate personal selling advertising or both. For example: people may have to go to a store to enter a consumer contest. These facilitate personal selling by drawing people into the establishment. To improve the effectiveness of advertisement point of purchase displays often are designed to include pictures, symbols and messages that appear as advertisement promotion efforts are not always secondary to other promotional mix ingredient companies sometimes employ advertising and personal selling to support sales promotion activities.

OBJECTIVES OF SALES PROMOTION

Marketing utilizes sales promotion for a variety of reason. A single promotion activity may be employed to achieve one or several objectives on the other hand, several sales promotion activities may be required to accomplish a single goal or set of goals.

Sales promotion activities and materials are use to achieve the following objectives.

- To introduce a new product
- To encourage greater use among current customers
- To bring more customers into retail stores
- To stabilize a fluctuating sales pattern
- To increase resellers inventories
- To combat or offset competitors marketing efforts
- To obtain more better shelf space and display
- To raise the sales of the product above the plateau
- To remind customers of existing products
- To earn or gain more profit through change in the organization sales.

Some of these objectives are designed specification to stimulate resellers demand and effectiveness; some are direct at increasing consumer demand.

TYPES OF SALES PROMOTION

1. CONSUMER PROMOTION

This occurs when sales promotion is aimed and directed at the consumers. This in fact is the commonest form of sales promotion and the costless. Promotional effort is aimed at inducing the final consumers to purchase or taste the product. Therefore it is only the final consumer that can participate in the exercise

2. TRADE PROMOTION

This occurs when sales promotion is aimed and directed at channel members are predominately retailers and wholesalers. These are people who are actually qualified to take part in the sales promotion. The purpose of this promotion is to encourage the channel member to increase their product stock and eventually push them to ultimate consumers.

3. SALES FORCE PROMOTION

This occurs when sales promotion is aimed and directed at members of the company sales team. The sales usually comprises of sales representatives and sales men. It aims at encouraging them to effectively dispose the company's product.

4. POINT OF PURCHASE DISPLAY

This occurs when efforts are aimed and directed at retailers are either individuals or group of individuals or organization who are capable of displaying effectively the company's product. The purpose is to ensure proper display of the product promoted. Therefore the retailers can receive the additional benefits by allocating more shelve space for the brand against other competing brands or through effective demonstration of the promoted brands.

ELEMENTS OF SALES PROMOTION

a) **PREMIUM:** This refers to anything offer purchases as an inducement to buy. It aims at attracting purchases who otherwise would not have purchased a product or purchase it so often in the absence of an inducement.

b) **FACTORY UNPACK:** This involves putting the gift item on the product pack rather than inside the pack as in the case of factory-in-pack.

c) **FACTORY IN PACK:** as the name suggest, it is a device in which gift items are packed along with the product. The costs of gift items are usually low but useful. It is advisable that such items should appear to children who are in position to force their parents to buy the products.

d) **TRADING STAMPS:** It involves the completion of a number of empty spaces with stamps.

The stamps are designed by the company carrying out the name or symbol. A stated which will be used in filling a stated number of spaces. The device is capable of inducing continuous sales, since the number of products bought normally determines the number of stamps. After completing the space provided with the stamps, the customers is either given a price or allowed to partake in other competitive promotional exercise.

e) **USE-THE SCHEME:** This device involve offering a gift items to customers based on their ability to attract more customers either to purchase or to patronize a store. The first customer is compensated for the purchase or patronage made by another customer whom he or she induced. This is normally carried out with the aids of coupons, for the purpose of identifying the first customers. This is particularly useful when a new store is opened or when a new product is being introduced.

f) **TIE-IN:** This involves selling two or more related products together with the purchases enjoying price reduction for example: close-up may be sold along with Jordan brush at a lower price than their separate prices combined or three close-up maybe sold for a price of two.

g) **PRICE-OFF:** This is a device in which certain amount product. The amount deducted is written on the package to provide the necessary inducement.

h) **SAMPLE OR FREE PRODUCT:** This involves giving away a product as gift it is sample if the size is not the same as that of the original product while it is free product if the size is the same. The device is particularly applicable when there is the need for consumer to have a taste of an improved version of a product. There is the need to emphasis the unique quality of a product. The product is newly introduced.

CHAPTER - 3

COMPANY PROFILE

Big Bazaar is a chain of hypermarket in India. As of June 2, 2012 there are 214 stores across 90 cities and towns in India covering around 16 million sq.ft. of retail space. Big Bazaar is designed as an agglomeration of bazaars or Indian markets with clusters offering a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast food and leisure and entertainment sections. Big Bazaar is part of Future Group, which also owns the Central Hypermarket, Brand Factory, Pantaloons, eZONE, HomeTown, futurebazaar.com, KB's Fair Price to name a few and is owned through a wholly owned subsidiary of Pantaloon Retail India Limited, that is listed on Indian stock exchanges.

History :

Big Bazaar was launched in September, 2001 with the opening of its first four storesin Calcutta, Indore, Bangalore and Hyderabad in 22 days. Within a span of ten years, there are now 161 Big Bazaar stores in 90 cities and towns across India. Big Bazaar was started by Kishore Biyani, the Group CEO and Managing Director of Pantaloon Retail India. Though Big Bazaar was launched purely as a fashion format including apparel, cosmetics, accessory and general merchandise, over the years Big Bazaar has included a wide range of products and service offerings under their retail chain. The current formats includes Big Bazaar, Food Bazaar, Electronic Bazaar and Furniture Bazaar. The inspiration behind this entire retail format was from Saravana Stores, a local store in T.Nagar, Chennai.

The stores are customized to provide the feel of mandis and melas while offering the modern retail features like Quality, Choice and Convenience. As the modern Indian family's favourite retail store, Big Bazaar is popularly known as the "Indian Wal-Mart".

On successful completion of ten years in Indian retail industry, in 2011, Big Bazaar has come up a new logo with a new tag line: ‘Naye India Ka Bazaar’, replacing the earlier one: 'IsseSastaAurAcchaKahinNahin'.

Lines of Business of the Above Store

- E-tailing
- Food
- Fashion
- Home Solution
- General Merchandise
- Leisure and Entertainment
- Wellness and Beauty
- Books and Music
- Footwear
- Electronics
- Children Accessories
- Crockery

Operations

Most Big Bazaar stores are multi-level and are located in stand-alone buildings in city centers as well as within shopping malls. These stores offer over 200,000 SKUs in a wide range of categoriesled primarily by fashion and food products.

Food Bazaar, a supermarket format was incorporated within Big Bazaar in 2002 and is now present within every Big Bazaar as well as in independent locations. A typical Big Bazaar is spread across around 50,000 square feet (4,600 m_2) of retail space. While the larger metropolises have Big Bazaar Family centers measuring between 75,000 square feet (7,000 m_2) and 160,000 square feet (15,000 m_2), Big Bazaar Express stores in smaller towns measure around 30,000 square feet (2,800 m_2). Big Bazaar has the facility to purchase products online through its official web page, and offers free shipping on some of their products

Time Line :

2001

- Three Big Bazaar stores launched within a span of 22 days in Kolkata, Bangalore and Hyderabad.

2002

  - Big Bazaar - ICICI Bank Card is launched.
- Food Bazaar bec omes part of Big Bazaar with the launch of the first store in Mumbai at High Street Phoenix

2003

  - Big Bazaar enters Tier II cities with the launch of the store in Nagpur
  - Big Bazaar welcomes its 10 million-th customer at its new store in Gurgaon.

2004

- Big Bazaar wins its first award and national recognition. Big Bazaar and Food Bazaar awarded the country's most admired retailer award in value retailing and food retailing segment at the India Retail Forum
- A day before Diwali, the store at Lower Parel becomes the first to touch Rs 10 million turnover on a single day.

2005

- Initiates the implementation of SAP and pilots a RFID project at its central warehouse in Tarapur.
- Launches a unique shopping program: the Big Bazaar Exchange Offer, inviting customers to exchange household junk at Big Bazaar
  - Electronic Bazaar and Furniture Bazaar are launched
- Big Bazaar and ICICI Bank launched ICICI Bank-Big Bazaar Gold credit card program to reward its loyal customers.

2006

- Mohan Jadhav sets a national record at Big Bazaar Sangli with a Rs 1,37,367 shopping bill. The Sangli farmer becomes Big Bazaar's largest ever customer.
  - Big Bazaar launches Shakti, India's first credit card program tailored for housewives
  - Navaras – the jewellery store launched within Big Bazaar stores

2007

- The 50th Big Bazaar store is launched in Kanpur
- Big Bazaar partners with Futurebazaar.com to launch India's most popular shopping portal
- Big Bazaar initiates the "Power of One" campaign to help raise funds for the Save The Children IndiaFund
- Pantaloon Retail wins the International Retailer of the Year at US-based National Retail Federation convention in New York and Emerging Retailer of the Year award at the World Retail Congress held in Barcelona.

2008

- Big Bazaar becomes the fastest growing hypermarket format in the world with the launch of its 101st store within 7 years of launch
    - Big Bazaar dons a new look with a fresh new section, Fashion@Big Bazaar
- Big Bazaar joins the league of India's Business Super brands. It is voted among the top ten service brands in the country in the latest Pitch-IMRB international survey
- Big Bazaar initiated the Mega Saving "Monthly Bachat Bazaar" campaign, to provide exceptional deals on groceries and food items during the first week of every month.

2009

- Big Bazaar opens its second store in Assam at Tinsukia
- Big Bazaar initiates MahaAnnasantarpane program at its stores in South India – a unique initiative to offer meals to visitors and support local social organizations
- Big Bazaar captures almost one-third share in food and grocery products sold through modern retail in India
- Mahendra Singh Dhoni and Asin, youth icons of India, were chosen as the brand ambassadors of Big Bazaar

Big Bazaar announced the launch of 'The Great Exchange Offer'

- Formed a joint venture with HI design to launch Holii, a new brand of handbags, laptop bags and other accessories.

2010

- Future Value Retail Limited is formed as a specialized subsidiary to spearhead the group's value retail business through Big Bazaar, Food Bazaar and other formats.
- Big Bazaar wins CNBC Awaaz Consumer Awards for the third consecutive year. Adjudged the Most Preferred Multi Brand Food & Beverage Chain, Most Preferred Multi Brand Retail Outlet and Most Preferred Multi Brand One Stop Shop
- Big Bazaar connects over 30,000 small and medium Indian manufacturers and entrepreneurs with around 200 million customers visiting its stores
- Big Bazaar opens its third store in Kanpur at Z Square Mall
- Big Bazaar opens its fourth store in Kanpur at Jajmau which is the largest leather tannery garrison of Asia
- VidyaBalan was chosen as the brand ambassador of Big Bazaar's Price Challenge exercise
- Ranked 6 among the Top 50 Service Brands in India.

2011

- Big Bazaar forays into the rural wholesale and distribution business through 'AadhaarWholesale'store at Kalol, Gujarat.
- Big Bazaar has come up a new logo with a new tag line: 'Naye India Ka Bazaar'.
- 200th store opened in India

- Future Group has launched its latest venture, Foodhall – a premium food destination across 10 metros in India
- For the convenience of the online customers, Big Bazaar has started free shipping on all orders above Rs. 1000

- Entered into an agreement with Hindustan Unilever to co-develop and co-brand bakery products,which would be sold exclusively at Big Bazaar stores.

PROMOTIONAL STRATEGY :

Big Bazaar emerged as a fast moving retail of future group. It has undertaken various promotional tools to retain the existing customers and to forecast the prospective and failure customers. Following are the sales promotional tools adopted by the bazaar to increase its sales.

- **Newspaper:**

The firm has adopted the newspaper as an advertisement media for the promotion of its products. The Add is given in all newspapers like Times of India, Vijay Times, Indian Express, Deccan Herald, etc. It also gives Add in local newspapers such as Dhina Mani, Dina Thandhi, Dhina Malar, etc.

- **Television:**

The bazaar displays its Add in different channels of television. It is an effective media ofadvertisement which is adopted by the bazaar to induce the prospective customers.

- **Magazines:**

The bazaar subscribes its Add in various souvenirs and magazines of reputed colleges, educational institutions and in other institutions.

- **Banner Display:**

The big bazaar is having an exciting Mall and a large place for the display of products through many colorful and variety of digital banners, so it attracts the attention of the customers when they enter into the bazaar.

- **Others:**

The Bazaar displays its products by big banners, posters, boards across the major busy roads and also leaflets, pamphlets issued to the customers. The posters, banners will be displayed in the sports events, drama festivals, youth festivals, exhibitions and other famous festivals.

MAJOR RETAILERS

Pantaloons:

Pantaloons is one of the biggest retailers in India with more than 450 stores across the country. Headquartered in Mumbai, it has more than 5 million sq. ft retail space located across the country. It's growing at an enviable pace and is expected to reach 30 million sq. ft by the year 2010. In 2001, Pantaloon launched country's first hypermarket 'Big Bazaar'.

It has the following retail segments:

- Food & Grocery: Big Bazaar, Food Bazaar
- Home Solutions: Hometown, Furniture Bazaar, Collection-i
- Consumer Electronics: e-zone
- Shoes: Shoe Factory
- Books, Music & Gifts: Depot
- Health & Beauty Care: Star, Sitara
- E-tailing: Futurebazaar.com
- Entertainment: Bowling Co.

RETAIL FORMATS:

Traditional Retail Format

Table:1

Format	Definition	Value position	India examples
Counter Stores	Food: Family run stores, selling Essentially food items.	High service, low price	Kirana stores
Kiosks	Pavement stalls selling limited variety of food & beverages.	High service	Paan shops
Street markets	Regular markets held at fixed centre retailing food & general merchandise items.	Large selection, low price	Village haats
Street vendors	Mobile retailers essentially selling perishable food items-fruits.	High service	Vegetable vendors

Conventional Retail Format:

Some of the modern retail format and their value proposition are given below. Table:2

Format	Definition	Value position
Department stores	Multiple product categories, usually life style driven with apparel/accessories dominating.	Service & choice
Super market/ Convenience stores	Food and household products.	Convenience
Hyper markets/ Discount stores	Large stores in big box format, with volume based discounted price.	Price & choice
Specialty stores/ Category Killers	Extensive range of products under a single category.	Service
Seamless Mall	Apparel, Accessories, Lifestyle products, Entertainment.	Convenience, service & choice

Challenges facing Indian retail industry:

- The tax structure in India favours small retail business
- Lack of adequate infrastructure facilities
- High cost of real estate
- Dissimilarity in consumer groups
- Restrictions in Foreign Direct Investment
- Shortage of retail study options
- Shortage of trained manpower
- Low retail management skil

SCOPE OF THE STUDY

- The aim or purpose of sales promotion is that of increasing the volume of sales and Profits but it differs from advertising and personal selling both in approach and techniques.
- Under advertising, the media is not owned and controlled by the advertiser except in direct mail advertisings.
- Sales promotion covers various stimulants directed to the consumers and dealers, that Is why it is of two types-consumers sales promotion and dealers' sales promotion.

NEED OF THE STUDY

Sales promotion is an important component of a company's marketing communication strategy along with advertising, public relations, and personal selling. At its core, sales promotion is a marketing activity that adds to the basic value proposition behind a product (i.e., getting more for less) for a limited time in order to stimulate consumer purchasing, selling effectiveness, or the effort of the sales force. As this definition indicates, sales promotion may be directed either at end consumersor at selling intermediaries such as retailers or sales crews.

Sales promotion stems from the premise that any brand or service has an established perceived price or value, the "regular" price or some other reference value. Familiar examples of consumer sales promotion tools include contests and sweepstakes, branded give-away merchandise, bonus-size packaging, limited-time discounts, rebates, coupons, free trials,
demonstrations, and point accumulation systems.

LIMITATIONS OF THE STUDY

- The respondent was reluctant to answer due to their busy schedule.

- Time period for the researcher is limited.
- Sample size was limited to 110, so there is difficulty in getting accurate answers.
- Consumers may just wait for the incentives.

OBJECTIVES OF THE STUDY

- To study and analyze on the sales promotion followed at big bazaar (vadapalani store).
- To study and trace out the effectiveness of different sales promotion activities followed through big bazaar.
- To analyze the promotional activities by big bazaar.
- To understand the market domination by big bazaar in retail category.
- To analyze the problems faced by big bazar

RESEARCH METHODOLOGY

MEANING :

Research is a organized set of activities to study and develop a model or procedure or techniques to find the results of a realistic problem supported by literature and data such that its objectives are optimized and further make recommendations or interference for implementation.

DEFINITION :

Webster's new international dictionary defined research as, "careful or critical inquiry or examination in seeking facts or principles, diligent investigation in order to ascertain something". This definition simply states that research

- Is a purposive investigation or inquiry
- Involves investigation or search

RESEARCH METHOD:

Research Design	-	Descriptive research
Data collection	-	Primary and Secondary
Sampling procedure	-	Probability sampling
Sampling type	-	Convenience sampling
Sample size	-	110
Sample area	-	BIG BAZAAR, vadapalani store
Data analysis	_	Chi-Square test
Instrument	-	Questionnaire

RESEARCH DESIGN:

The research design used for the study is descriptive method. A research design should be methodologically prepared. Designing is the first step. The research design is the conceptual structure with in which research is conducted and it constitutes the blue print for the collection, measurement and analysis of the data.

SAMPLING METHOD

The sampling procedure adopted in their study is probability sampling.

PROBABILITY SAMPLING:-

Under probability sampling design, every item of the universe has an equal chance of being included in the sample.

SAMPLING TECHNIQUES

The method of sampling used by the investigator in convenience sampling. It used to collect the data from the respondents. Convenience sampling as the name itself implies is based on the convenience of the researcher. This type of sampling also called accidental sampling as the respondents in the sampling are included in it merely on account of that being available on the

spot where the survey is in progress.

DATA COLLECTION METHOD

PRIMARY DATA:

The primary data is collected through structured questionnaire which is administrated to the customers of **Big Bazaar (vadapalani store)** to obtain first hand information on sales promotion.

SECONDARY DATA

These are existing data, which are collected from the magazines, reports, books and websites, etc.

SAMPLING UNIT

The sampling unit means the types of sample involved, in the research. It inclusively includes the customers of the Big Bazaar (vadapalani store).

SAMPLING SIZE

It refers to the number of items to be selected from the universe to constitute a sample. As been suggested by the company **110 samples** were considered for the purpose of the study.

STATISTICAL ANALYSIS

Statistics is an area of mathematic concerned with highly sophisticated technique has been defined as a method of obtaining analysis and interpretation the quantitative data. The following are the statistical techniques used in this study.

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio. It used to describe relationship comparison of absolute figure is difficult to compute and interpretation percentage or used to make comparison between two or more series of data.

Number of respondents Percentage × 100 =Total number of series

CHART

To represent the collected data in the pictorial forms the charts are used. The charts used in the study.

BAR DIAGRAM

Bar diagram is a popular form of diagrammatic representation. This diagram consists of a series of rectangular bars standing on common base. The bars are equal which and equal spaced. The lengths of the bar are promotional to their magnitude. This type of diagram is called one dimensional diagram bar diagram and horizontal bar diagram.

PIE DIAGRAM

A pie diagram is a pictorial representation of data with several subdivisions in a circular form, but pie diagram consists of a circle subdivided into several sectors by radius.

TOOLS USED FOR DATA COLLECTION

- CHI-SQUARE TEST.
- COEFFICIENT OF CORRELATION.
- SPEARMAN'S RANK CORRELATION.

CHAPTER - 4

DATA ANALYSIS AND INTERPERTATION

TABLE - 1: SEX

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Male	70	64%
2	Female	40	36%
3	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents were 110 from that 70 of customerwere male and 40 of customers were female.

CHART -1: SEX

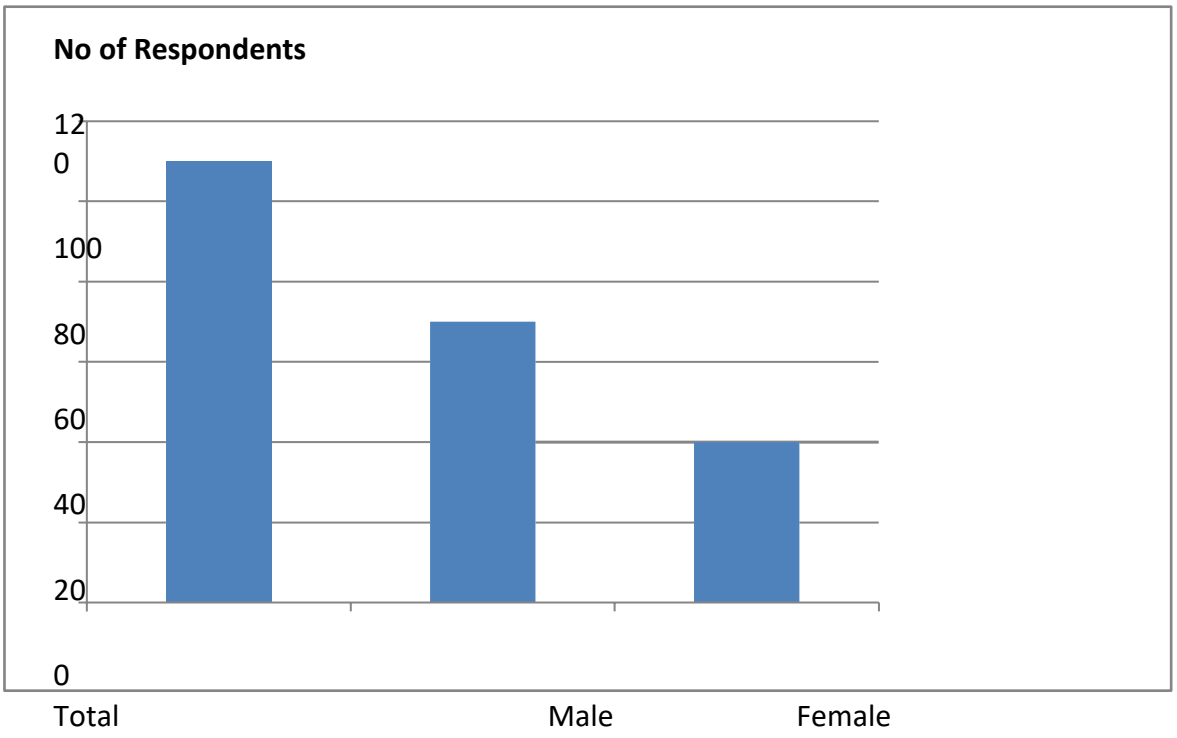


TABLE –2: AGE

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	20-25	15	14%
2	26-30	40	36%
3	31-35	38	35%
4	36-40	8	**7%**
5	Above 40	9	8%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents were 110 from that 15 of the customers are of 20-25, 40 of customers are of 26-30, 38 of customers are 31-35, 8 of customers are 36-40 and 9 of customers are above 40.

CHART –2: AGE

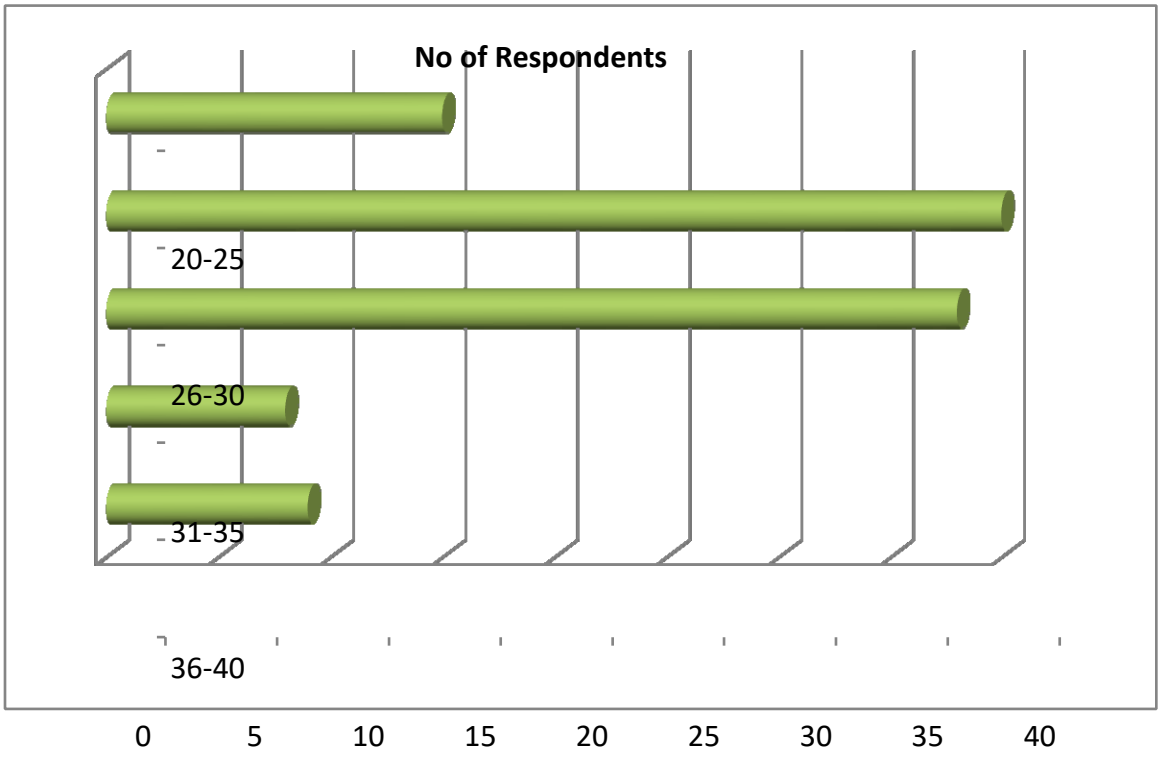


TABLE –3: MARITAL STATUS

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Single	20	18%
2	Married	90	82%
3	Total	110	100%

INTERPRETATION:

From the above table total no of respondents were 110 from that 20 of customerswere Single and 90 of customers were Married.

CHART –3: MARITAL STATUS

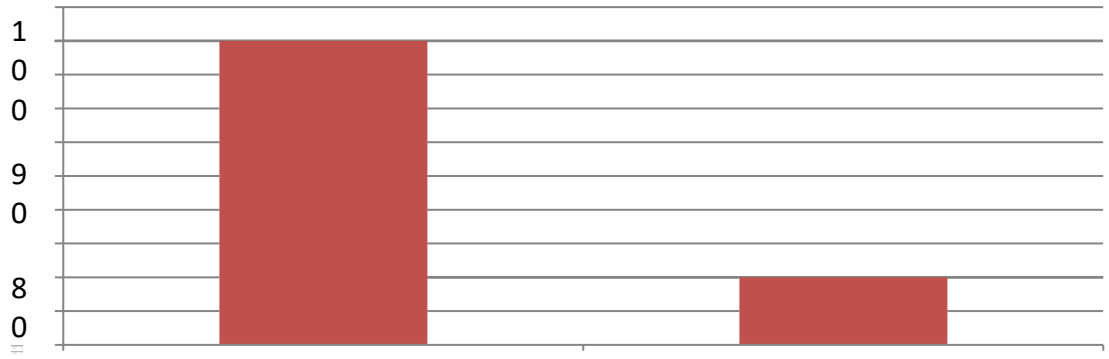


TABLE -4: Aware Of Big Bazaar

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Yes	110	100%
2	No	0	0%
3	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents were 110 from that all 110 customers aresaying Yes and not any one of the customer said No.

CHART –4: Aware Of Big Bazaar

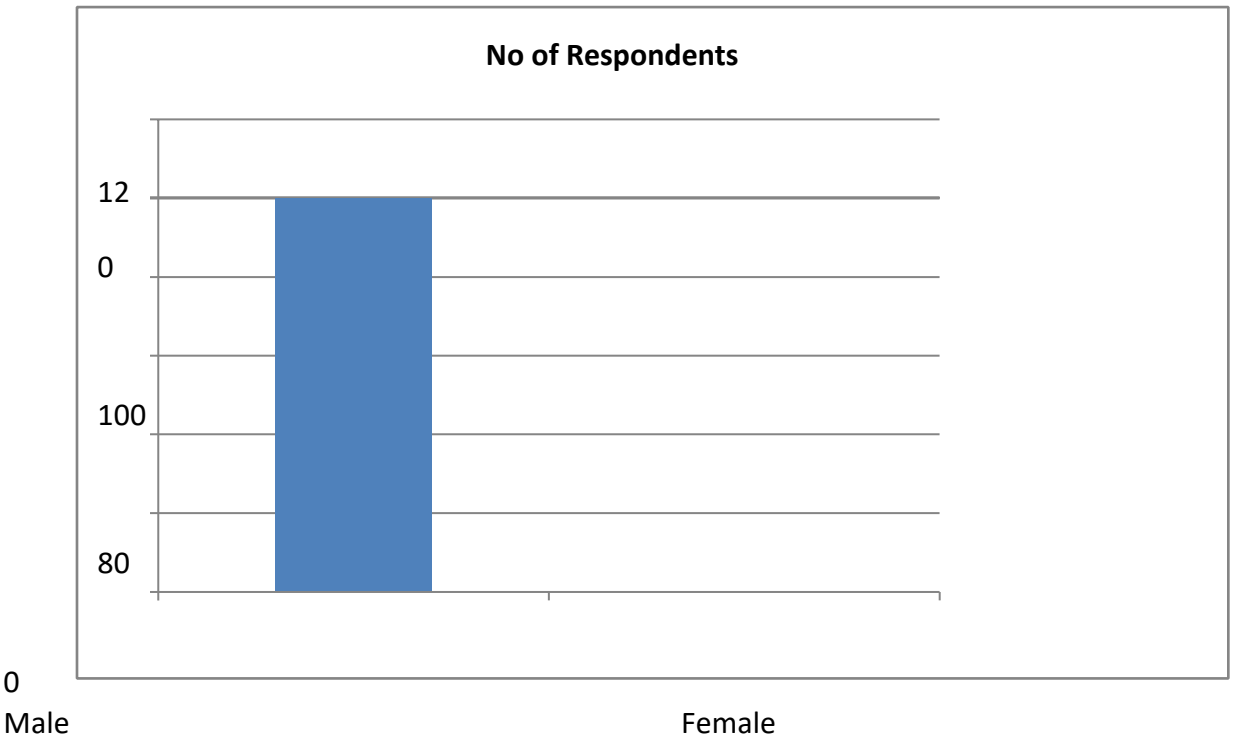


TABLE –5: To Know About Big Bazaar

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Cable Advertisement	33	30%
2	Friend	16	15%
3	Magazine	6	5%
4	News Paper	55	50%
5	Others	0	0%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 33 of customers were onCable Advertisement, 16 on Friends, 6 on Magazine, 55 on News Paper and 0 on Others.

CHART –5: To Know About Big Bazaar

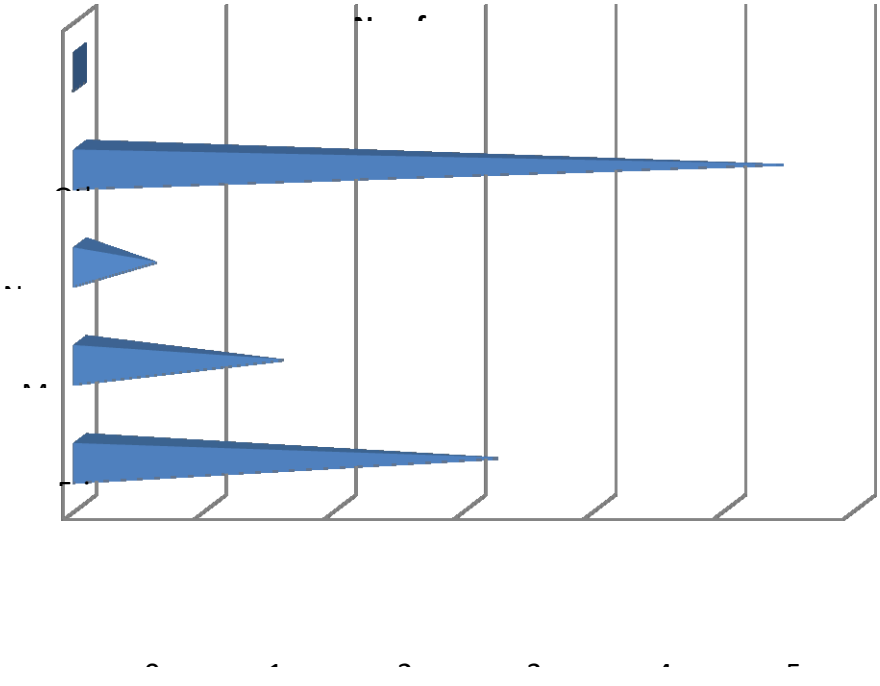


TABLE –6: Why Shop At Big Bazaar

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Style	11	10%
2	Product Variety	33	30%
3	Quality	39	35%
4	Service	27	25%
5	Others	0	0%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 11 of customers choosedStyle, 33 of customers choosed Product Variety, 39 of customers choosed Quality, 27 of customers choosed Service and none of the customers choosed Others.

CHART –6: Why Shop At Big Bazaar

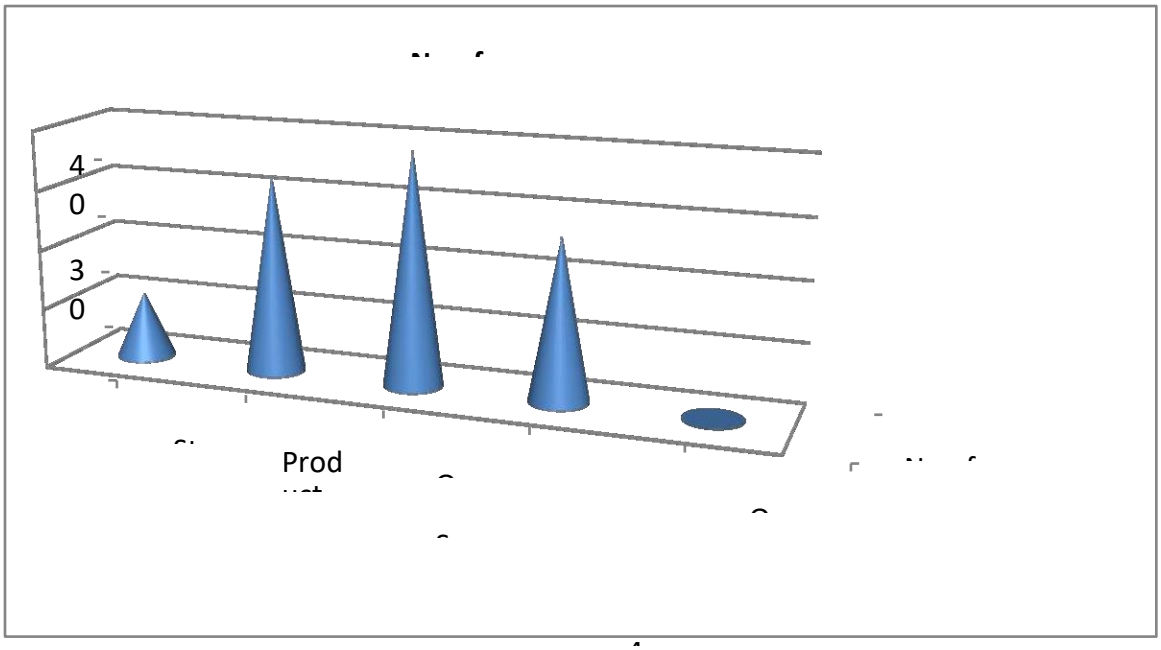


TABLE –7: Aware Of Big Bazaar Products

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Yes	77	70%
2	No	33	30%
3	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 77 of customers werechoosed Yes and 33 of customers were choosed No.

CHART –7: Aware Of Big Bazaar Products

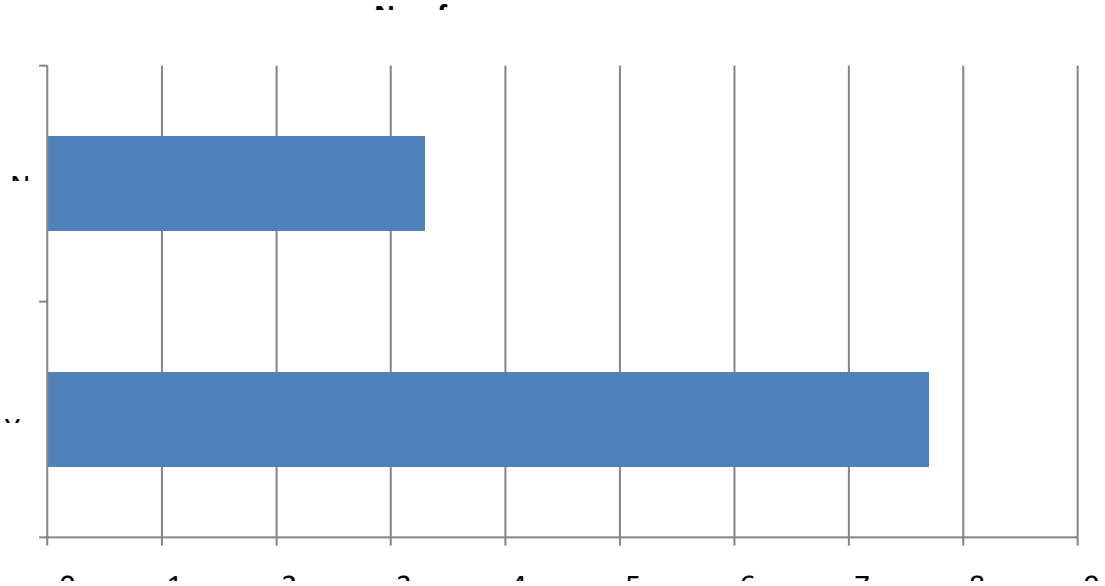


TABLE –8: Free Door Delivery

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Yes	88	80%
2	No	22	20%
3	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 88 of customers werechoosed Yes and 22 of customers were choosed No.

CHART –8: Free Door Delivery

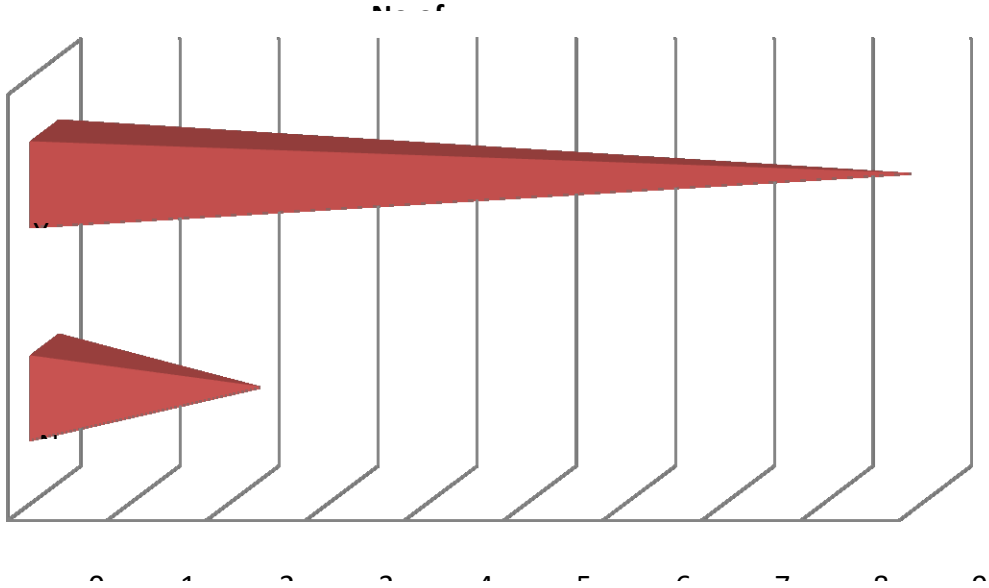


TABLE –9: Like To See Further Important

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Offers	22	20%
2	In Store Display	11	10%
3	Discounts	22	20%
4	Gift Wrapping	55	50%
5	Others	0	0%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 22 of customers were choosed Offers, 11 of customers on Store Display, 22 of customers on Discounts, 55 on Gift Wrapping and 0 of customers choosed Others.

CHART -9: Like To See Further Important

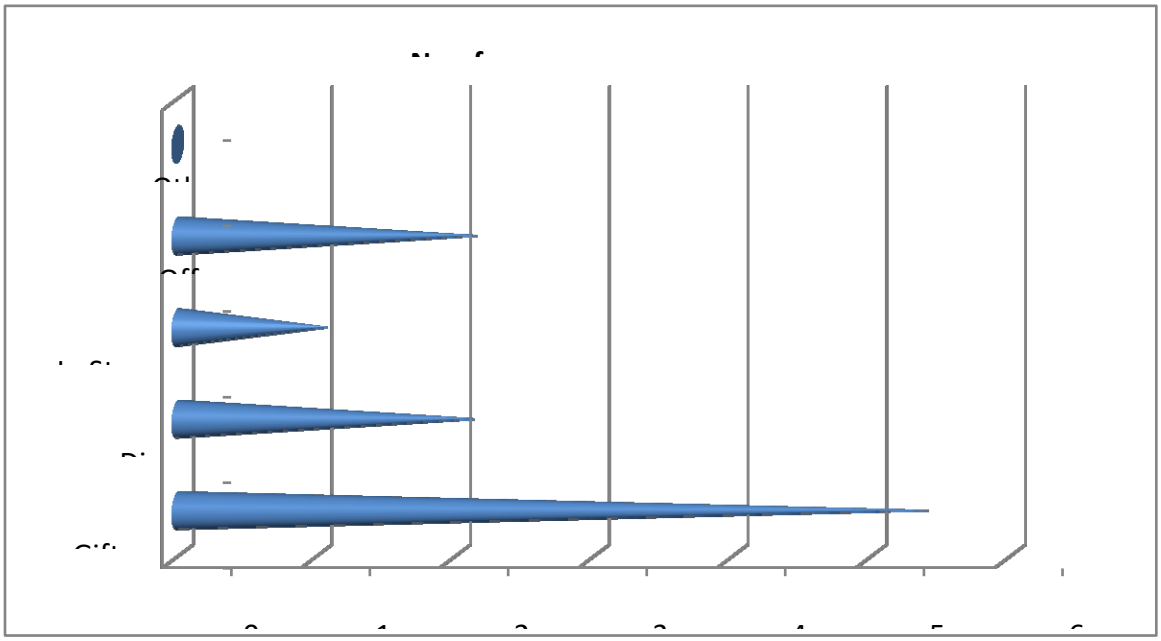


TABLE -10: Service Provided By Big Bazaar

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Highly Satisfied	15	14%
2	Satisfied	44	40%
3	Neutral	44	40%
4	Highly Dissatisfied	0	0%
5	Dissatisfied	7	6%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 15 of customers choosedHighly Satisfied,44 of customers on Satisfied,44 of customers on Neutral,0 of customers on Highly Dissatisfied, and 7 of customers on Dissatisfied.

CHART -10: Service Provided By Big Bazaar

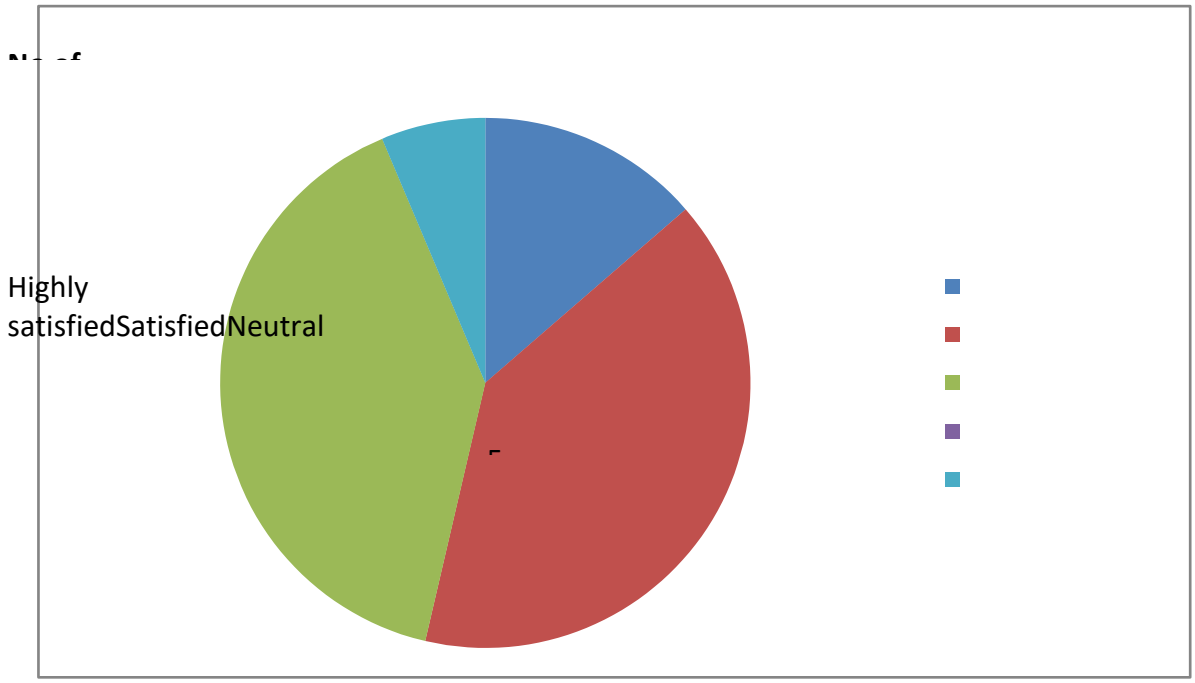


TABLE -11: What Type of Service Expected In Future

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Better Service	11	10%
2	Better Settlements	22	20%
3	Better Claims	22	20%
4	Better Returns	44	40%
5	Others	11	10%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 11 of customers expectingBetter Service, 22 of customers expecting Better Settlements, 22 of customers expecting Better Claims, 44 of customers were expecting Better Returns, and 11 of customers were expecting Others.

CHART -11: What Type Of Service Expected In Future

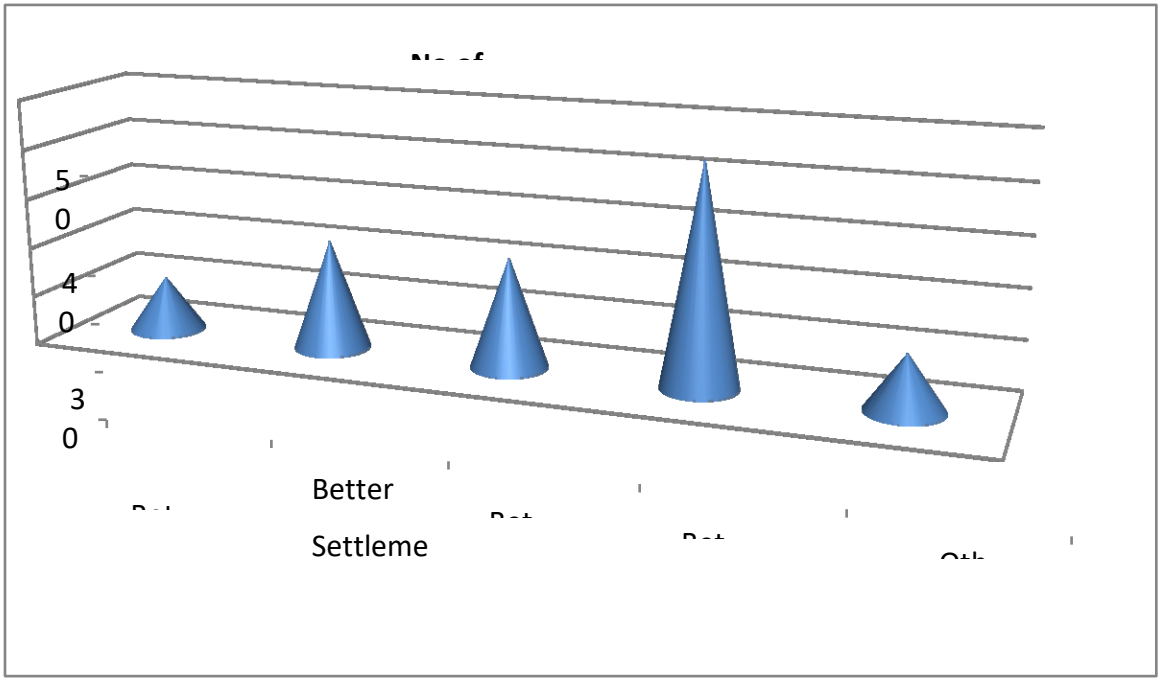


TABLE -12: Purchasing Decision Gets Influenced By Sales Promotion

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Yes	88	80%
2	No	22	20%
3	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 88 of customers were inYes and 22 of customers were on No.

CHART -12: Purchasing Decision Gets Influenced By Sales Promotion

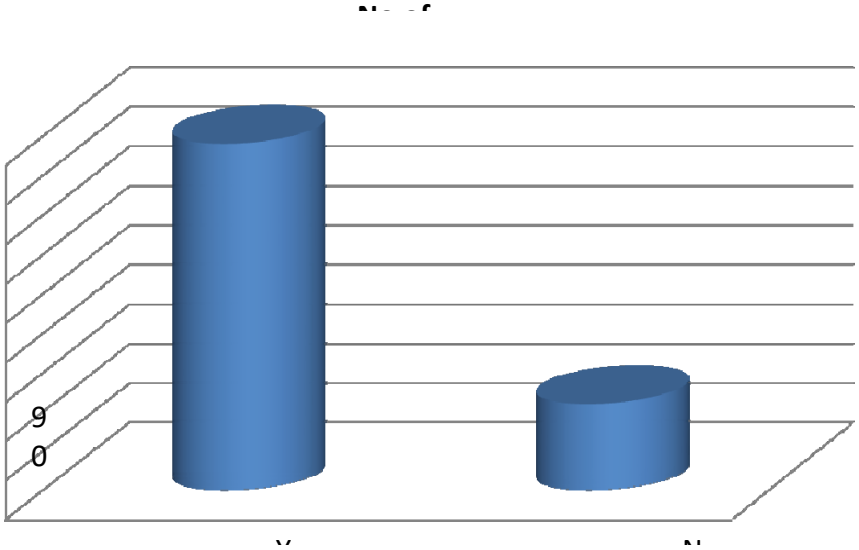


TABLE -13: Rank The Service Given

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Information In Time	33	30%
2	Quick Issues	33	30%
3	Claim & Settlement Procedure	11	10%
4	Good Relationship	33	30%
5	Others	0	0%
6	Total	110	100%

NTERPRETATION:

From the above table, total no of respondents are 110 from that 33 of customers were ranked for Information In Time, 33 of customers for Quick Issues, 11 of customers for Claim &Settlement Procedure, 33 of customers for Good Relationship and 0 of customers for Others.

CHART -13: Rank the Service Given

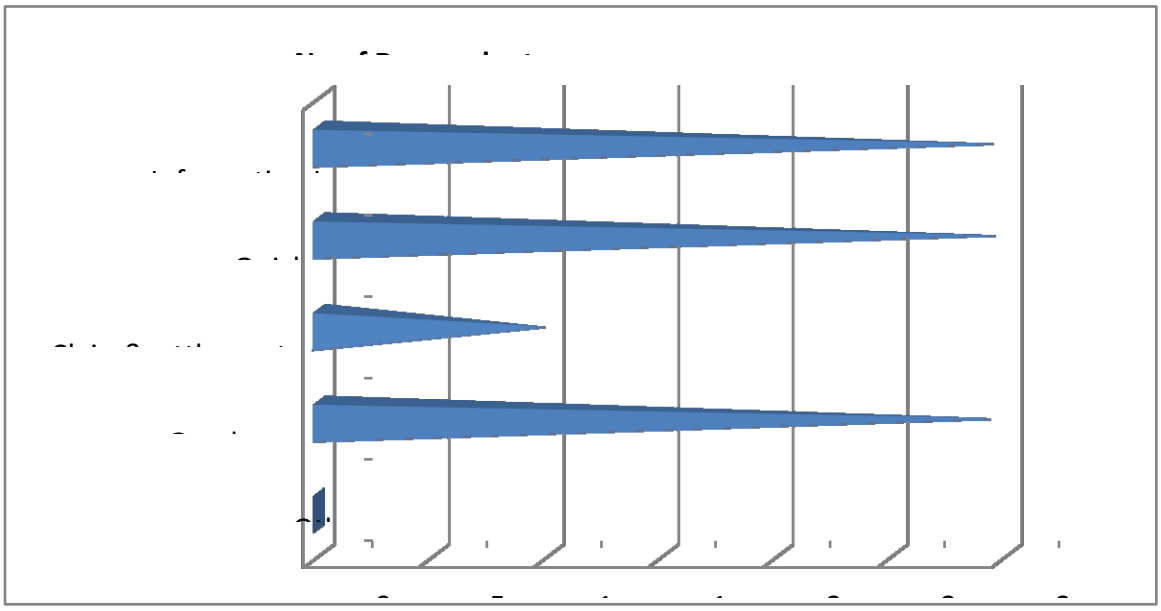


TABLE -14: How Do Feel About Staff Members

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Quick Response	44	40%
2	Timely Response	44	40%
3	Delayed Response	22	20%
4	Lazy Response	0	0%
5	Not Response	0	0%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 44 of customers were onQuick Response, 44 of customers were on Timely Response, 22 of customers were on Delayed Response, 0 on Lazy Response and 0 number of customers were on Not Response.

CHART -14: How Do Feel About Staff Members

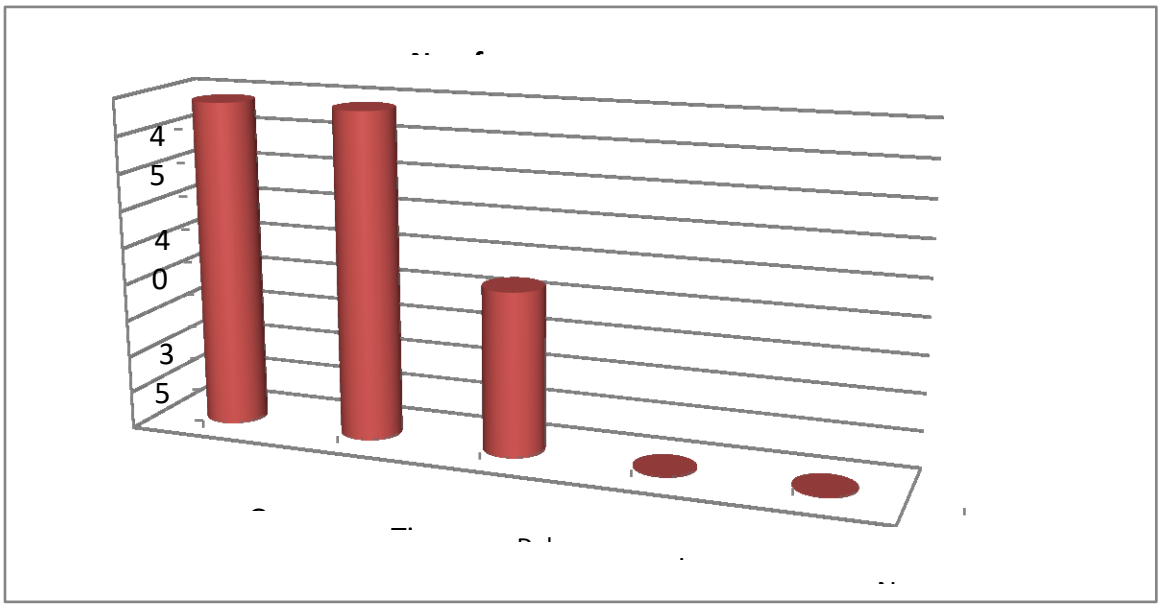


TABLE -15: Rank Company Relationship with Customers

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	First	44	40%
2	Second	44	40%
3	Third	16	15%
4	Fourth	6	5%
5	Others	0	0%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 44 no of customers given First, 44 of customers given Second, 16 of customers given third, 6 of customers givenFourth and 0 no of customers given on Others.

CHART -15: Rank Company Relationship With Customers



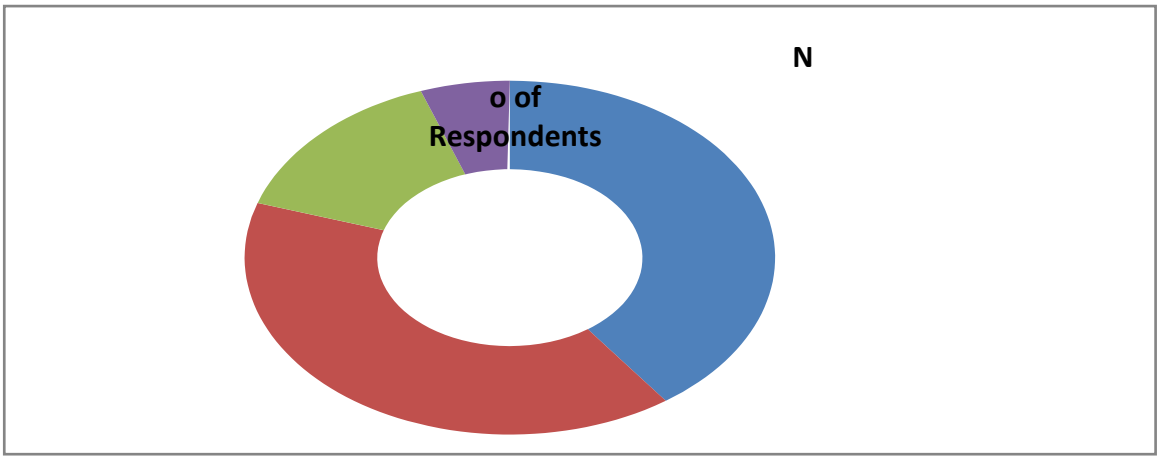

N
o of
Respondents

TABLE -16: Which Products Comes To Mind

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Food Products	77	70%
2	FMCG Products	11	10%
3	Electronic Products	11	10%
4	Furniture Products	11	10%
5	Other Products	0	0%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 77 of customers choosedFood Products, 11 of customers choosed FMCG Products, 11 of customers choosed Electronic Products, 11 of customers choosed Furniture Products and 0 of customers for Other Products.

CHART -16: Which Products Comes To Mind

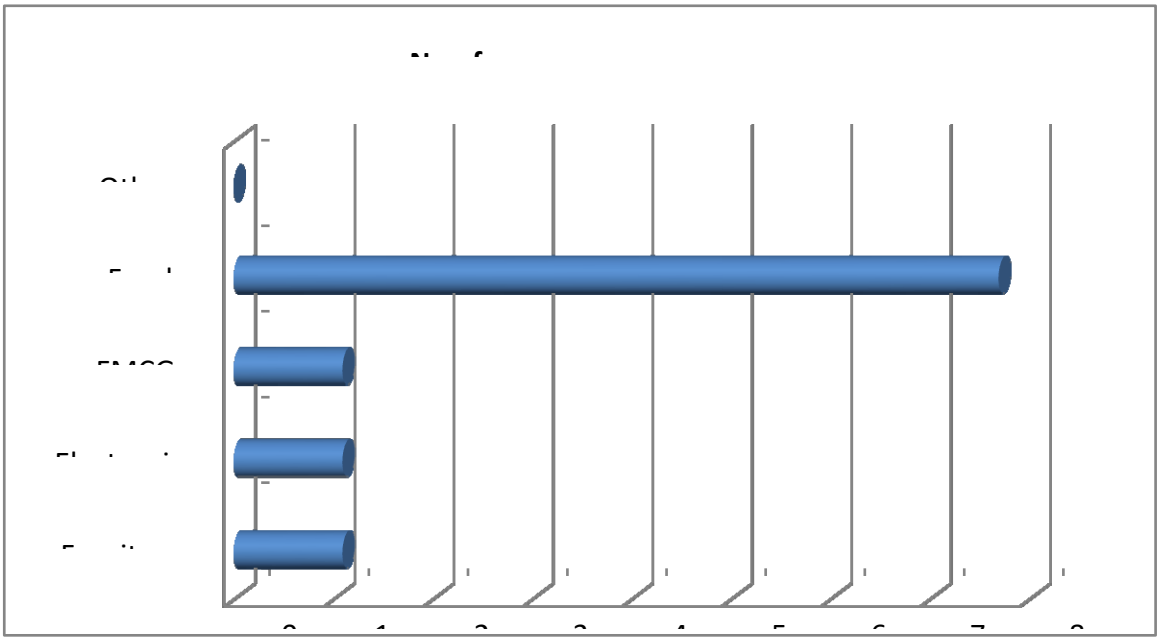


TABLE -17: Rate Big Bazaar with Service Quality

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Good	33	30%
2	Very Good	20	18%
3	Fair	51	47%
4	Poor	6	5%
5	Very Poor	0	0%
6	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 33 of customers were rated Good, 20 of customers rated Very Good, 51 of customers rated Fair, 6 of customers rated Poor and 0 no of customers were on Very Poor.

CHART -17: Rate Big Bazaar With Service Quality

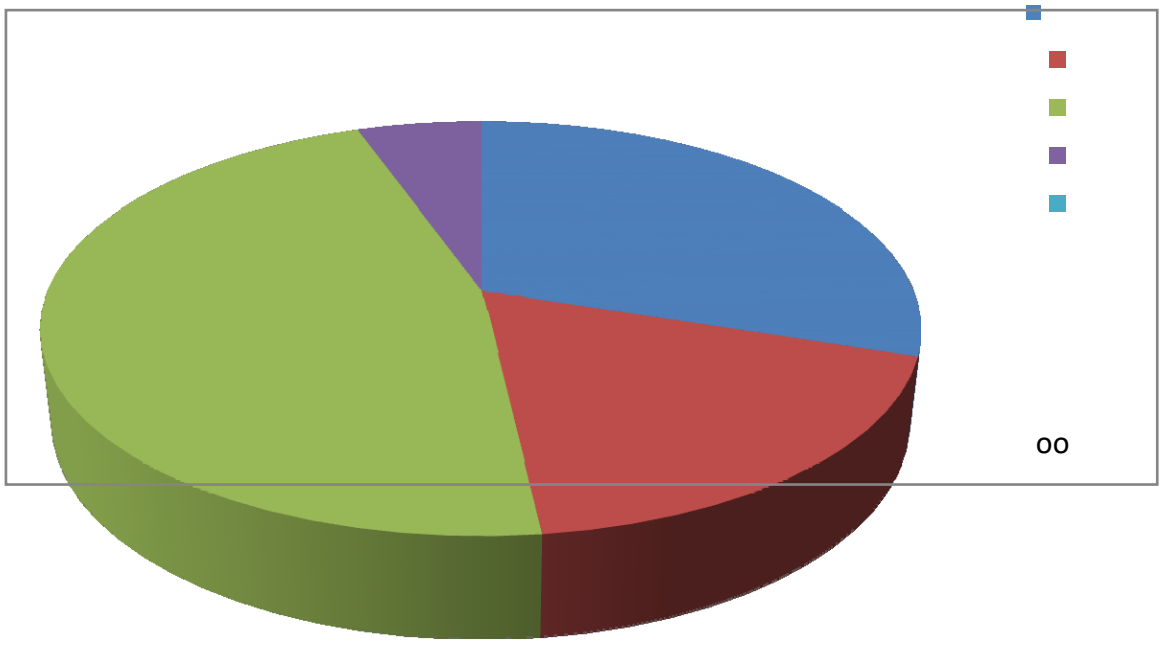

oo

TABLE -18: Consumer Behavior Gets Changed By Sales Promotion

Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Yes	93	85%
2	No	17	15%
3	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 93 of customers selectedYes and 17 of customers selected No.

CHART -18: Consumer Behavior Gets Changed By Sales Promotion

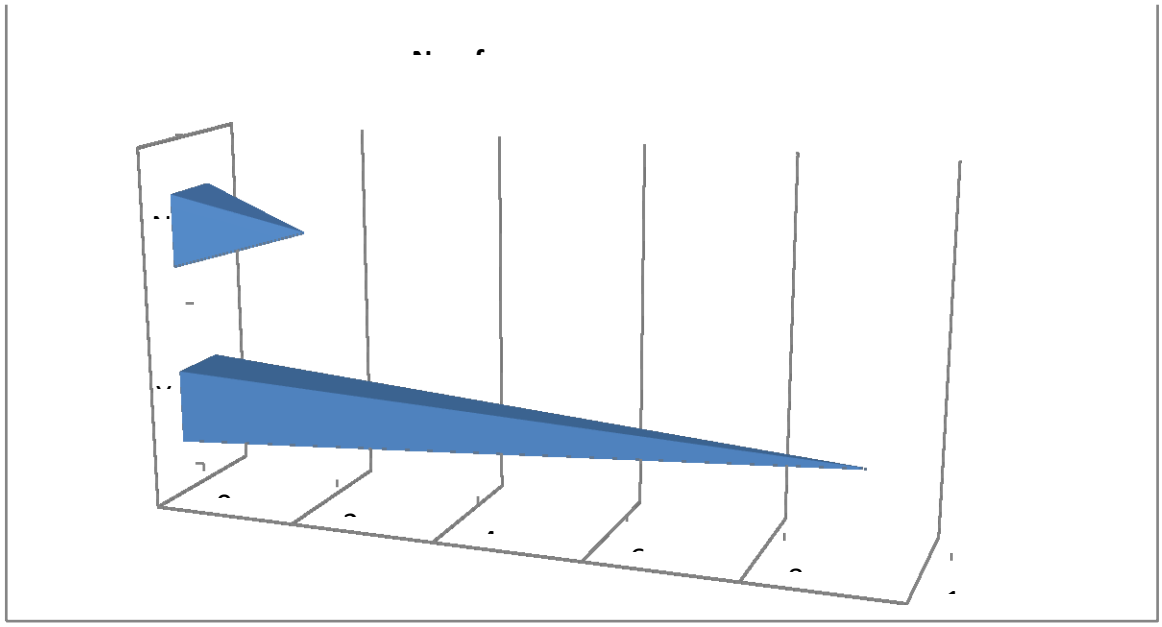


TABLE -19: Suggest To Opt For Big Bazaar

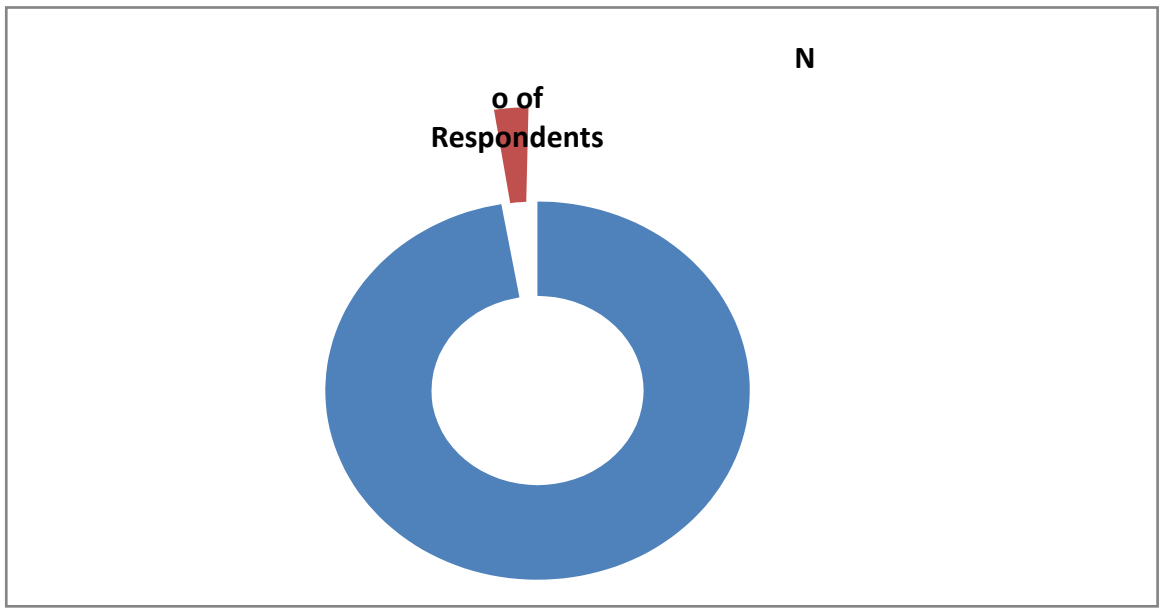
Sl. No	Particulars	No of Respondents	Respondents Percentage
1	Yes	107	98%
2	No	3	2%
3	Total	110	100%

INTERPRETATION:

From the above table, total no of respondents are 110 from that 107 of customers weresuggested for Yes and 3 of customers for No.

CHART -19: Suggest To Opt For Big Bazaar




N
o of
Respondents

1. CHI-SQUARE TEST

Male	20	10	5	35	0	70
Female	13	6	1	20	0	40
Total	33	16	6	55	0	110

H0: Rejected: There is no significant difference between Gender and To know about bigbazaar.

H1: Accepted: There is significant difference between Gender and To know about big bazaar.

o	E	o-E	(o-E)	(o-E)2/E
20	2310	-2290	-5244	-2.270
10	1120	-1110	-1232	-1.1
5	420	-415	-1722	-4.1
35	3850	-3815	-1455	-0.377
0	0	0	0	0
13	1320	-1307	-1708	-1.30
6	640	-634	-4019	6.28
1	240	-239	-57121	23.8
20	2200	-2180	-7896	3.59
0	0	0	0	0
				24.52

DEGREES OF FREEDOM: (C-1) (R-1)

(5-1) (2-1)

(4)*(1) = 4

FINDINGS: Calculated value > Table value

24.52 > 9.488

Result: H1: Accepted: There is significant difference between Gender and To know about bigbazaar.

2. COEFFICIENT OF CORRELATION

Top Products of big bazaar (X)	77	11	11	11	0
Like to see further important(Y)	22	22	55	11	0

X	Y	DX	DX^2	DY	DY^2	DXDY
77	22	55	3025	0	0	0
11	22	-11	121	0	0	0
11	55	-11	121	33	1089	-363
11	11	-11	121	-11	121	121
0	0	-22	484	-22	484	484
110	110	0	3872	0	1694	242

$\bar{X}$ = EX/n = 110/5 = 22 DX = X − $\bar{X}$

$\bar{Y}$ = EY/n = 110/5 = 22 DY = Y − $\bar{Y}$

Therefore the correlation between 'x' and 'y' is given by the formula

R = EDXDY / DX^2 * DY^2 = 242/3872*1694 = 242/6559168

R = 0.00003

INFERENCE: It is a positive correlation.

2. Spearman's Rank Correlation:-

Step: 1

AIM: To find out the coefficient of rank correlation between Age of the respondents and theirlevel of satisfaction over the service provided by big bazaar.

Step: 2

Age(X)	15	40	38	8	9
Level of satisfaction(Y)	15	44	44	0	7

Step: 3

Age(X)	Rank(X)	Level of Satisfaction(Y)	Rank(Y)	Rank difference-D	Square rank difference-D^2
15	3	15	3	0	0
40	1	44	1	0	0
38	2	44	2	0	0
8	5	0	5	0	0
9	4	7	4	0	0

∑D^2=0

Step: 4

R=1-6∑D^2/n (n^2-1)

=1-6*0/5(5^2-1) =1-0/120

R=0.008

Step: 5

Result: The coefficient of rank correlation between Age of the respondents and their level of satisfaction over the service provided by big bazaar is R=0.008, it shows a positive correlation.

CHAPTER – 5
FINDINGS

Summary of Finding

- 50% of customers are come to know about big bazaar by News Paper.
- 35% of customers shop at big bazaar for Quality.
- 77% of customers were aware of products offered by big bazaar.
- 22% of customers were said No for their door delivery delivered with in time.
- 50% of customers were like to see further important for Gift Wrapping.
- 80% of customers purchasing decision get influenced by sales promotion at big bazaar.
- 70% of customers said Food Products comes to their mind when they think of big bazaar.
- 85% of customers behavior has been changed by sales promotion followed at big bazaar.
- Big bazaar changing their sales promotion strategy as per the taste and changing perceptions of the customers.
- Big bazaar Manufacturing own products as per the changing generations.
- Big bazaars were advertising more through local channel.
- Big bazaar avail festive offers. And getting more profit by food bazaar.
- Big bazaar makes one year free service after sale of electronics.
- Free door delivery made around area of 3kms from big bazaar.
- Providing payback card facility. And also contributing towards social development.

SUGGESTIONS

Concluding a detailed survey on the “consumer attitudes towards sales promotion activities followed at big bazaar” (vadapalani store) it is found with some of the suggestions as given below,

- Suggestion box should be kept in the bazaar, so that customers can give their point of view, complaints if any.
- Increase the discount rate on food bazaar products can be use to make more sale.
- Minimum amount of money should be spent on advertisement.
- As per my concern, door delivery to the customers can also be made for more than 3kms.
- Customer Service Desk (CSD) is needed to take more proper care of customer complaints and queries. The person sitting at the help desk of big bazaar should be able to provide all necessary information to the customers whenever it is required.
- The infrastructure is needed to be changed a bit during weekends as heavy crowd comes in to big bazaar during those days, so that sales promotion activity taken at big bazaar can reach the customers and consumers to visualize feasibly and easily.

CONCLUSION

Based on our findings, the study observed that sales promotion is necessity for the growth of any company especially in a competitive industry. The questionnaire and the literature review also confirmed that sales promotion is one of the major marketing activitiesof a company and that it is important and profitable venture, if properly planned and executed.

From the analysis, I conclude that Big Bazaar is using a sales promotion activity that is helpingthem to increase their set target and all the customers are fully satisfied by big bazaar and their after sales service.

ANNEXURE

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Research Methodology - C.R.Kothari (new age international, 2nd edition) Marketing Management - Philip Kotler (Pearson education, 1 edition) **Internet**

Web Page:

- www.salespromotion.com
- www.bigbazaar.com
- www.futuregroup.com
- www.retailindustry.com
- www.bigbazaarownbrands.com
- www.google.com
- Bigbazaar.co

QUESTIONNAIRE

Personal Details:

1. NAME:

2. SEX:

3. AGE:

4. MARITAL STATUS:

5. OCCUPATION:

6. INCOME CATEGORY:

QUESTIONS:-

1. Are you aware of big bazaar?

   a. Yes b. No

2. How do you come to know about big bazaar?

   a. Cable Advertisement b. Friend c. Magazine
   d. News paper e. Others

3. Why do you shop at big bazaar?

4. Are you aware of products offered by big bazaar?

   a. Yes ( ) b. No ( )

5. Was your free door delivery delivered within the committed time?

a. Yes ( ) b. No ( )

6. Which one of these you will like to see further important.

a. Offers b. In store display c. Discounts

d. Gift wrapping e. Others

7. How do you consider the service provided by big bazaar?

8. What type of service do you expect from big bazaar in future?

a. Better service b. Better settlements c. Claims

d. Better returns e. Others

9. Did your purchasing decision get influenced due to sales promotion?

a. Yes b. No

10. Rank the service given below according to their relationship management with customers. (With one being the most important, one being the least important).

a. Information in time b. Quick issues

c. Claim&settlement procedure d. Good relationship

11.How do you feel about the staff members and their responses toward your queries& doubts?

a. Quick response b. Timely response

c. Delayed response d. Lazy response

12.Consumer behaviour has been changed by sales promotion followed through big bazaar.

b. Yes b. No

13.Would you suggest your friends and relatives to opt for big bazaar?

c. Yes ( ) b. No ( )

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A STUDY ON ANALYSIS OF FINANCIAL STATEMENT WITH REFERENCE TO LARSEN AND TOUBRO CONSTUCTION, MANAPAKKAM

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

SUBMITTED BY

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2. **LOGESH.B (Reg:U20BC112)**
3. **LOGESH KUMAR.A (Reg:U20BC113)**
4. **LOGESH WARAN.R (Reg:U20BC114)**
5. **LOKESH.K (Reg:U20BC115)**

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DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "**A STUDY ON ANALYSIS OF FINANCIAL STATEMENT WITH REFERENCE TO LARSEN AND TOUBRO CONSTRUCTIONS, MANAPAKKAM"** is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of Dr.G.ANANDHI, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

1. **KRISHNA MOHAN (Reg:U20BC111)**
2. **LOGESH.B (Reg:U20BC112)**
3. **LOGESH KUMAR.A (Reg:U20BC113)**
4. **LOGESH WARAN.R (Reg:U20BC114)**
5. **LOKESH.K (Reg:U20BC115)**

PLACE: CHENNAI

DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"A STUDY ON ANALYSIS OF FINANCIAL STATEMENT WITH REFERENCE TO LARSEN AND TOUBRO CONSTRUCTIONS,MANAPAKKAM"** submitted by **KRISHNA MOHAN (Reg:U20BC111), LOGESH.B (Reg:U20BC112) , LOGESH KUMAR.A (Reg:U20BC113)** , **LOGESH WARAN.R** (**Reg:U20BC114) , LOKESH.K (Reg:U20BC115)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai **Dr.G.ANANDHI**

Date : **(Research Supervisor)**

ACKNOWLEDGEMENT

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We express my whole hearted thanks to people who directly or indirectly gave me encouragement and support throughout the research work carried out by me.

KRISHNA MOHAN
LOGESH.B
LOGESH KUMAR.A
LOGESH WARAN.R
LOKESH .K

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CHAPTER 1
INTRODUCTION

CHAPTER 1

INTRODUCTION

Financial performance analysis is the process of identifying the financial strengths and weakness of the firm it is done by establish relations between the items of financial statement, balance sheet and profit & loss account. Financial analysis can be undertaken by management of the firm, owner, creditors, investors and others. The ratio analysis is the most powerful tool of financial analysis. Several ratios calculated from the accounting data can be grouped into various classes according to financial activity or function to be evaluated.

DEFINITION:

the indicate quotient of two mathematical expressions and as the relationship between two or more things. It evaluates the financial position and performance of the firm. As started in the beginning many diverse groups of people are interested in analyzing people use ratios to determine that financial information to indicated the operating and financial efficiency and growth of firm. These people use ratios to determine those financial characteristics of firm in which they interested with the help of ratios one can be determine.

- The ability of the firm to meet its current obligations.
- The extent to which the firm has used its long- term solvency by borrowing funds.
- The efficiency with the firm is utilizing its assets in generating the sales revenue.
- The overall operating efficiency and performance of firm.

The information contained in these statements is used by management, creditors, investors and others to form judgment about the operating performance and financial position of firm uses of financial statement can get further insight about financial strength and weakness of the firm if they properly analyze information reported in these statements. Management should be particularly interested in knowing financial strength of the firm to make their best use and to be able to spot out financial weakness of the firm to take suitable corrective actions. The further plans firms should be laid down in new of the firm's financial strength and weakness. Thus financial analysis is the starting point for making plans before using any sophisticated and planning procedures. Understanding the past is a prerequisite for anticipating the future.

Finance is the blood of a business. Hence the financial requirement of a company is a vital factor to be faced by all the companies. The companies must be financially sound to meet its short term and long term obligations. The accounting has been developed to provide financial information to the management. The basis for financial planning, analysis and decision making in the financial information.

This information is needed to predict, compare and evaluate the firms earning capacity. Hence the accounting is the most important field which is very useful to management. Every company should know the financial strength of its operations. It points out the problems faced or likely to be faced by the companies. The financial information of a company is available in the financial statements or accounting reports

The financial statement of the companies are broadly classified into two types viz., Trading & Profit and Loss Account and Balance Sheet. The trading account is the first part of financial account which is prepared to know the financial position of the company as on the particular date. These statements are generally prepared by all the companies which is more useful for them and also to outsiders like bankers, investors, government etc. Financial statements are an important source of information for evaluating the performance and prospects of a firm. If properly analyzed and interpreted, financial statements can provide valuable insights into a firm's performance. Analysis of financial statements is of interest to lenders (short term as well as long term), investors, security analysts, managers, and others.

Financial statement analysis may be done for a variety of purposes, which may range from a simple analysis of the short-term liquidity position of the firm to a comprehensive assessment of the strengths and weaknesses of the firm in various areas. It is helpful in assessing corporate excellence, judging creditworthiness, forecasting bond ratings, evaluating intrinsic value of equity shares, predicting bankruptcy, and assessing market risk.

Financial statement is an organized collection of data according to logical and consisted accounting procedures. Its purpose is to convey an understanding of some financial aspects of a business form. It may reveal a series of activities over a given period of time, as in the case of an income statement. The focus of the financial analysis is on key figures in the financial statements and the significant relationships the exists between them. The analysis of financial statements is a process of evaluating relationships between component parts of financial statements to obtain a better understanding of the firm's position and performance.

1.2 NEED OF THE STUDY

The study enables us to have access to various facts of the organization. It helps in understanding the needs for the importance and advantage of materials in the organization, the study also helps to exposure our minds to the integrated materials management the various procedures, methods and techniques adopted by the organization. The study provides knowledge about how the theoretical aspects are put in the organization in terms of described below.

- To pay wages and salaries.
- For the purchase of goods and components parts.
- To incur day to day expense.
- To meet selling costs such as advertising.
- To provide credit facilities to customers.

1.3 OBJECTIVE OF THE STUDY

1. To Study the financial position of Larsen and Toubro Construction.
2. To find out the short term position during the study period.
3. To examine the long term solvency position of the company.
4. To analyse the cash budget of the company for the expansion
5. To suggest the organisation to make future expansion decision based on financial critical evaluation.

1.4 METHODOLODY OF THE STUDY

Research Design

In view of the objects of the study listed above an exploratory research design has been adopted. Exploratory research is one which is largely interprets and already available information and it lays particular emphasis on analysis and interpretation of the existing and available information.

• To know the financial status of the company.

• To know the credit worthiness of the company.

• To offer suggestions based on research finding.

Data Collection Methods

The study is conducted based on the secondary data collected from Larsen and Toubro Constructions Pvt Ltd.

Primary Data

Information collected from internal guide and finance manager. Primary data is first-hand Information.

Secondary Data

Company balance sheet and profit and loss account. Secondary data is second hand Information.

Data Collection Tools

To analyze the data acquire from the secondary sources "Ratio Analysis "The scope of the Study is defined below in terms of concepts adopted and period under focus. First the study of Ratio Analysis is confined only to the Larsen and Toubro Constructions. Secondly the study is based on the annual reports of the company for a period of 3 years from 2019-20 to 2021-22 the reason for restricting the study to this period is due time constraint.

1.5 SCOPE OF THE STUDY

The scope of the study is limited to collecting financial data published in the annual reports of the company every year. The analysis is done to suggest the possible solutions. The study is carried out for 3-years (2019 – 2022)

Using the comparative financial statement, ratio analysis, firms past, present and future performance can be analyzed and this study has been divided as short-term analysis and long-term analysis. The firm should generate enough profits not only to meet the expectations of owner, but also to expansion activities.

The study mainly attempts to analyze the financial performance of the company selected for the study. The financial authorities can use this for evaluating their performance in future, which will help to analyze financial statements and help to apply the resources of the company properly for the development of the company growth. The present study attempt to develop a trend analysis model for Sales and Working capital and Profit and Loss Accounts. There can be forecasting to evaluate the overall company in future.

1.6LIMITATIONS OF THE STUDY

- The study was limited to only three years financial data.
- There is no set industry standard for comparison and hence the inference is made on general standards.
- The ratio is calculated from financial statement and these are not indicators of future.
- The study is based on only on the past records.
- Non availability of required data to analysis the performance.
- The short span of the time provided also one of limitations.
- Among many ratio analysis only some of the ratios are incorporated for the study.

CHAPTER 2
REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

Shinde Govind P. & Dubey Manisha (2011): The study has been conducted considering the segments such as passenger vehicle, commercial vehicle, utility vehicle, two and three wheeler vehicle of key players' performance and also analyse SWOT analysis and key factors influencing growth of automobile industry.

Sharma Nishi (2011): Studied the financial performance of passenger and commercial vehicle segment of the automobile industry in the terms of four financial parameters namely liquidity, profitability, leverage and managerial efficiency analysis for the period of decade from 2001-02 to 2010-11. The study concludes that profitability and managerial efficiency of Tata motors as well as Mahindra & Mahindra ltd are satisfactory but their liquidity position is not satisfactory. The liquidity position of commercial vehicle is much better than passenger vehicle segment.

Singh Amarjit & Gupta Vinod (2012): Explored an overview of automobile industry. Indian automobile industry itself as a manufacturing hub and many joint ventures have been setup in India with foreign collaboration. SWOT analysis done there are some challenges by the virtue of witch automobile industry faces lot of problems and some innovative key features are keyless entry, electrically controlled mechanisms enhanced driving control, soft feel interiors and also need to focus in future on like fuel efficiency, emission reduction safety and durability.

Zafar S.M.Tariq & Khalid S.M (2012): The study explored that ratios are calculated from financial statements which are prepared as desired policies adopted on depreciation and stock valuation by the management. Ratio is simple comparison of numerator and a denominator that cannot produce complete and authentic picture of business. Results are manipulated and also may not highlight other factors which affect performance of firm by promoters.

Ray Sabapriya (2012): Studied the sample of automobile companies to evaluate the performance of industry through indicators namely sales, production and export trend etc for period of 2003-04 to 2009-10. The study finds that automobile industry has been passing through disruptive phases by over debt burden, under utilization of assets and liquidity instability. The researcher suggested to improving the labour productivity, labour flexibility and capital efficiency for success of industry in future.

Dawar Varun (2012): Study to analyze the effect of various fundamental corporate policy variables like dividend, debit, capital expenditure on stock prices of automobile companies of India. The study tends that dividend & investment policies are relevant and capital structure Irrelevant to stock prices.

Mistry Dharmendra S. (2012): Understood a study to analyze the effect of various determinants on the profitability of the selected companies. It concluded that debt equity ratio, inventory ratio, total assets were important determinants which effect positive or negative effect on the profitability. It suggested to improve solvency as to reduce fixed financial burden on the company profit & give the benefit of trading on equity to the shareholders.

Rapheal Nisha (2013): The author tries to evaluate the financial performance of Indian tyre industry. The study was conducted for period 2003-04 to2011-12 to analyze the performance with financial indicators, sales trend, export trend, production trend etc. The result suggests the key to success in industry is to improve labour productivity and flexibility and capital efficiency.

Hotwani Rakhi (2013): The author examines the profitability position and growth of company in light of sales and profitability of Tata Motors for past ten years. Data is analyzed through rations, standard deviations and coefficient of variance. The study reveals that there not exists a strong relationship between sales & profitability of company.

Sharma Rashmi, Pande Neeraj & Singh Avinash (2013): For understanding how social media monitoring can help diving the consumer decision & also study. The functions of social Media i.e. monitor, responses amplify and lead at maruti Suzuki India ltd. The researcher had discussion with social media team median managers for collecting data & also visited the official social media sites of MSIL.

Daniel A. Moses Joshunar (2013): The study has been conducted to identify the financial strength and weakness of the Tata motors Ltd. Using past 5 year financial statements. Trend analysis & ratio analysis used to comment of financial status of company. Financial performance of company is satisfactory and also suggested to increase the loan levels of company for the better performance.

Dhole Madhavi (2013): Investing the impact of price movement of share on selected company performance. It advise due investors consider various factors before choosing the better portfolio. Sentimental factors do play a role in price movement only in short term but in long run annual performance is sole factor responsible for price movement.

Shende Vikram (2014): This research will be helpful for the new entrants and existing car manufacturing companies in India to find out the customer expectations and their market offerings. The objective of study is the identification of factors influencing customers' performance for particular segment of cars.

Azhagaiah R. & Gounasegaran (2014): Recognized India's per capita real GDP growth as one of key drivers of growth for country's automobile industry. The central government would be set up various task forces on issue related to taxation, land acquisitions, labour reform and skill development for auto industry.

Buvaneswari .R & Kanimozhip (2014): To study the credit worthiness of selected firms in Indian car industry, tiruchy. Professor Edward Altman of New York University developed method Z score analysis to predict the company failure or bankruptcy. To measure the fiscal fitness of a company combined a set of five financial ratios.

Idhayajothi, R et al (2014): The main idea behind this study is to analyze the financial performance of Ashoka Leyland ltd. At Chennai. The result shows that financial performance is sound and also suggested to improve financial performance by reducing the various expenses.

Srivastava Anubha (2014): Data analysis has been done using the top down approach, i.e. Economic analysis, industry analysis, company and technical analysis to find relationship between automobile sector indexes with market index. Mahindra and Mahindra have a great position on the stock market and will attract investor and this could lead to expansion and growth. Thus Tata motors and Maruti Suzuki need to take care of their stock and expansion.

Krishnaveni, M. & Vidya, R. (2015): Find that Indian automobile industry is a high flying sector these days and emerging as an export hub in wake of liberalization and globalization. This paper revises the category wise production, sales and exports of automobile industry in India. Industry growth can be viewed in term of pre and post liberalization. As government allows 100 percent FDI, increase 15% in customs duty on cars and MUVs to encourage local manufacturer and concessional import duty on specified parts of hybrid vehicles.

Sarwade Walmik Kachru (2015): Analyzed the effects of liberalization, government delicensing and liberal trade policies on the growth of Indian auto mobile industry .The study recommends that investing four- wheeler is going to be smart potion not only in India but all around the world.

Becker Dieter (2015): The report shows about the current state and future prospects of the worldwide automobile industry. This survey report the manufacturer, executive and consumer views about four aspects, mobility culture, technological fit, business model readiness and market share.

Surekha B. & Krishnalah K.Rama (2015): This study reveals the prosperity of Tata Motors Company. It can be concluded that inner strength of company is remarkable. Company can further improve its profitability by optimum capital gearing, reduction in administration and financial expenses for the growth of company.

Maheswari, V. (2015): Made an attempt to analyze the financial soundness of the Hero Honda motors limited have identified three factors, namely liquidity position, solvency position and profitability position based on the study of period 2002 to 2010 using ratio analysis.

Agarwal, Nidhi (2015): The study focus on the comparative financial performance of Maruti Suzuki and Tata motors ltd. The financial data and information required for the study are drawn from the various annual reports of companies. The liquidity and leverage analysis of both the firms are done. To analyze the leverage position four ratios are considered namely, capital gearing, debt-equity, total debt and proprietary ratio. The result shows that Tata motors ltd has to increase the portion of proprietor's fund in business to improve long term solvency position.

Krishnaveni , M. & Vidya, R (2015): Author has selected 87 companies out of 242 companies in capital line database to discuss the standard current ratio of automobile industry is matched with tractor and four sectors like engine parts, lamps, gears and ancillaries with standard norms.

Takeh Ata & Navaprabha Jubiliy (2015): Author has made conceptual model to outline the impact of capital structure on the financial performance i.e. capital structure is independent variable that value is measured by using four ratios namely, financial debt, total debt equity, total asset debt and interest coverage ratio where as financial performance is dependent variable that value is measured by using four ratios as return on assets, return on equity , operating profit margin and return on capital employed. Researcher has selected 13 major steel industries and applied various statistical tools like standard deviation, correlation matrix, anova etc are employed for testing hypothesis with help of SPSS22.

Jothi, K. & Geethalakshmi, A. (2016): This study tries to evaluate the profitability & financial position of selected companies of Indian automobile industry using statistical tools like, ratio analysis, mean, standard deviation, correlation.

Kumar Mohan M.S, Vasu. V. and Narayana T. (2016): The study has been made through using different ratios, mean, standard deviation and Altman's Z score approach to study the financial health of the company. The study reveals there is a positive correlation between liquidity and profitability ratios except return on total assets as well as Z score value indicate good health of the company.

Kaur Harpreet (2016): The author tries to examine the qualities & quantities performer of maruti Suzuki co. & how had both impact on its market share in India, For this study secondary data has been collected from annual reports, journals, report automobile sites. Result shows that MSL has been successfully leading automobile sector in India for last few years.

(Hempel and Simonsson, 1998): Found that higher the ROA results to higher the productivity. He conducted his research in Taiwan about budget implementation and effectiveness of Financial Institution.

(Doron Nissim ,H Penna, 1999): In their exploration projects related to money-related performance (i.e. financial performance), found that the pallet designed a budget announcement check for habitual value surveys. Approved productivity survey stations integrated and then increased, in addition to stay-enhanced predictions of climax rates from the main aspects of test progress.

Kennedy and Mill (1990): pointed out in his investigation report on the currency-related achievements that he has fine-tuned the currency declaration. This is an effort to draw the meaning and definition of budget propaganda knowledge so that it can be paid in the forthcoming income. Premium, maturity of debt, earnings and good profit arrangements.

Elizabeth Duncan and Elliott (2004): took a bargain listing on the financialperformance of his subjects, business card capabilities, and the related effects between buyer maintenance and the Australian Financial Foundation show that all incentive behaviour trials are senior powers, Profit is sufficient for input plus investment. It is sure to correspond to customer interest conditions Truss tells activists arena. Even if you don't evaluate in a store under unexpected circumstances, this fear is terrible. Ratios are used to analyse major differences rather than healthy input

Priyaaks (2012): pointed out in his budget execution survey that budget announcement surveys are a way of looking at the links between monetary settlement factors and the combination of meaningful suggestions. It is used to analyse the management of stocks, bonds and bonds.

John J Wild R Subramanyam and Robert F Halsey (2006): In his review of the budget execution point, the operation of the currency account examination is a methodical approach and the hypothesis assessment and hypothesis of the desire currency-related intelligibility and related data are helpful corporate research strategy. The currency declaration survey has reduced insights, beliefs, and trade choice insights. It reduces the instability of corporate surveys

IM Pandey (2007): pointed out in his investigation paper on supervision implementation that he has reduced the statistics related to the importance of budget, knowledge and utilization of currency assets in currency-related announcements, and there should be a scope to explain the company's currency. The related status is strong or weak.

Susan Ward (2008): weakened the importance of budget analysis for major ethical promotions in exploring currency execution, providing a huge record for suppliers in project related speeches. Instead of an example, an enlarged asset can generate a calculation of the total revenue of the company. Everything is the same as before. A company that stands in stark contrast to a unique company is an improved entrepreneurial alternative.

Rachchh Minaxi A (2011): made a harsh recommendation to investigators when examining budgetary effects to check whether an account that cuts knowledge contributes to decision making. The measure looks at the link between the richness of parts of the budget clarification and the individual's position and understanding of implementation.

Narayan Rao (1994): has analysed the stock cost feedback to some of the stock-related monetary policy statements, and revealed that the stock trading system has the ability of semi-solid form. New shunt budget records. In the Belgian league, a paper is used to measure the degree of cash-related. It helps to distinguish the management issues of sports federations and choose long-term priorities based on their own main goals and objectives.

Joes M Moneva and Eduardo Ortas (2010): examined the link between corporate ecology and money-related execution in his thesis, and remembered to show the directors how the management of ecological factors can be used to organize the financial results. The current employment location looks at the possible correlation between CEPs and CFPs of companies from a multidimensional perspective. This is another approach that complements the topic related articles.

Dipankar Ghosh and Anne Wu (2012): initially analysed executive instructions in financial expert organizations that are money-related and unrelated to money, unloading or loading funds into the organization. The exam is responsible for any general restrictions on advanced learning. They accept that Proficient usually deals with firmer, industry-specific knowledge when building investment proposals that they don't contribute.

Rok S krinjar, Vesna Bosilji-Vuksic, and Mojca Indihar-Stemberger (2008): aim to study the understanding of the development level of action perspectives and action levels in the transition economy, and to examine the impact of the current action introduction development level on corporate execution. The development of wage execution is to capture the enterprise's performance through basically extended estimation tools. This path has proven to be beneficial because we can break down the impact of BPO on OP and acknowledge the wide connectivity structure.

Amalendu Bhunia, Sri Somnath Mukhuti, and Sri gautam Roy (2011): have investigated the quality and shortage of budgets for differentiating India's open division pharmaceutical business by establishing a connection between account components.

Altman and Eberhart (1994): told the separation of work using neural frameworks to confirm the grief business through the National Bank of Italy. Operating more than 1,000 surveyed companies with proportionally unstable factors creates arrangements in the nervous system that are very close to achievement tests.

Gepp and Kumar (2008): Integrated time "propensity" into the classic trade disappointment expectations display. Using the altam (1968) and ohlson (1980) models to analyse the reaction samples of degraded and non-decomposed tissues in the 1980s, they found that the Prescient of the Altumn model was rejected when associated with the knowledge of the 1980s.

Campbell (2008): Established a multivariate expectation display to measure the likelihood of a bankruptcy redesign of a confidential holding organization. There are six factors that are used as part of the construction theory. The five factors are important to distinguish between security organizations and reselling organizations. The five major factors are company size, resource productivity, the number of secured lenders, the proximity of free resources, and the number of secured banks. It guides the recovery of income.

Donald P Cram (2000): analyses the impact of developmental writing that involves collective success on budget execution. They want to distinguish between the completion of this article and the constraints, and highlight areas for further analysis. Everything is taken into account. They have developed a hypothetical structure that maps the influence of managers, general scientists, natural supporters, buyers, labourers, and other contributors on cash-related 25company returns. Their dialogue is directed at all parties that are keen to influence the activities that affect the Earth's business.

Dr. Devang P Mehtha (2003): examined this paper fundamentally based on Roger's dispersion of the development hypothesis and the precise review of Igel. An observational survey study investigated the use of network promotion by commercial printing companies to promote visible cash-related implementation of the company's customer practices. Use four budget-makers to measure money-related performance; transactions, revenues, expenses, and profitability. The propagation development hypothesis shows that a kind of progress expresses organizational changes. Network innovation affects the development of organizational execution. This paper investigates the impact of network promotion on the cash-related implementation of commercial printing companies.

Janet Y Murray, Masaaki kotabe, and Albert R Wildt (1995): have used a possible model of a global procurement process that examines the guiding influence of procurement-related variables on the relationship between procurement technology and the execution of currency in items. Dealing with improvements and asset specificity is an important part of

the budget, but it is the key to implementation. In any case, the results do not support the repetition of suppliers and transactions as judgement variables.

Philippe Jacquart, Catherine Ramus, and John Antonakis (2004): have studied whether CEOs understand the implications of corporate social execution and currency execution. When all are said to be completed, the precondition for the disposal of power and commitment is the positive imposing necessity and disposition of achievements that are detrimental to the outcome. Despite past estimates, corporate social responsibility has nothing to do with money-related implementation. Their findings are crucial to top-level results.

Samadana Hassan (2000): Evaluated that using currency ratios to quantify these executions and using the F-test and T-test to determine the results, shows that 38 BIMB is clearly a fundamental change in productivity, rather than the norm, because habituality.

CHAPTER 3
COMPANY PROFILE

CHAPTER 3

COMPANY PROFILE



Larsen & Toubro Ltd, commonly known as **L&T**, is an Indian multinational conglomerate company,in engineering, construction, manufacturing, technology and financial services, headquartered in Mumbai. The company is counted among world's top five construction companies. It was founded by two Danish engineers taking refuge in India. As of 2020, L&T Group comprises 118 subsidiaries, 6 associates, 25 joint-venture and 35 joint operations companies, operating across basic and heavy engineering, construction, realty, manufacturing of capital goods, information technology, and financial services.

HISTORY:

Larsen & Toubro originated from a company founded in 1946 in Bombay by two Danish engineers, **Henning Holck-Larsen and Søren Kristian Toubro**. The company began as a representative of Danish manufacturers of dairyand allied equipment. However, with the start

of the Second World War in 1939 and the resulting blockade of trade lines, the partners started a small workshop to undertake jobs and provide service facilities. Germany's invasion of Denmark in 1940 stopped supplies of Danish products. The war-time need to repair and refit and degauss ships offered L&T an opportunity, and led to the formation of a new company, Hilda Ltd, to handle these operations. L&T also started to repair and fabricate ships signaling the expansion of the company. The sudden internment of German engineers in British India (due to suspicions caused by the Second World War), who were to put up a soda ash plant for the Tata's, gave L&T a chance to enter the field of installation.

In 1946, ECC (Engineering Construction & Contracts) was incorporated by the partners; the company at this time was focused on construction projects (Presently, ECC is the construction division of L&T). L&T began several

foreign collaborations. By 1947, the company represented British manufacturers of equipment used to manufacture products such as hydrogenated oils, biscuits, soaps and glass. In 1947, the company signed an agreement with Caterpillar Tractor Company, USA, for marketing earth moving equipment. At the end of the war, large numbers of war-surplus Caterpillar equipments were available at attractive prices, but the finances required were beyond the capacity of the partners. This prompted them to raise additional equity capital, and on 7 February 1946, Larsen & Toubro Private Limited was incorporated.

After India's independence in 1947, the firm set up offices in Calcutta (now Kolkata), Madras (now Chennai) and New Delhi. In 1948, 55 acres of undeveloped marsh and jungle was acquired in Powai, Mumbai. In December 1950, L&T became a public company with a paid-up capital of ₹20 lakh (equivalent to ₹19 crore or US$2.5 million in 2020). The sales turnover in that year was ₹1.09 crore (equivalent to ₹102 crore or US$13 million in 2020). In 1956, a major part of the company's Mumbai office moved to ICI House in Ballard Estate, which would later be purchased by the company and renamed as L&T House, its present headquarters.

During the 1960s, ventures included UTMAL (set up in 1960), Audco India Limited (1961), Eutectic Welding Alloys (1962) and TENGL (1963).

In 1965, the firm had been chosen as a partner for building nuclear reactors. Dr. Homi Bhabha, then chairman of the Atomic Energy Commission (AEC) had in fact first approached L&T in the 1950s to fabricate critical components for atomic reactors.

During the 1970s, L&T was contracted to work with Indian Space Research Organisation (ISRO). Its then chairman, Vikram Sarabhai, chose L&T as manufacturing partner. In 1972, when India launched its space programme, the firm was invited to participate.

In 1976, ECC bid for a large airport project in Abu Dhabi. ECC's balance sheet, however, did not meet the bid's financial qualification requirement. So it was merged into L&T. ECC was eventually rechristened L&T Construction and now accounts for the largest slice of the group's annual revenue.

In 1985, L&T entered into a partnership with Defence Research and Development Organisation (DRDO). L&T was not yet allowed by the government to manufacture defence equipment but was permitted to participate in design and development programmes with DRDO. After the design and development was done, the firm had to hand over all the drawings to DRDO. The government would then assign the production work to a public sector defence unit or ordnance factory for manufacture.



GROUP COMPANIES:

Construction:

L&T Construction is among the world's top 15 contractors. The business involves the construction of Buildings & Factories, Heavy Civil Infrastructure, Transportation Infrastructure, Power transmission & Distribution Infrastructure, Water & Effluent Treatment plants, Metallurgical & Material Handling Infrastructure and Smart World & Communication Infrastructure.

Buildings & Factories:

L&T's buildings and factories (B&F) business undertakes construction projects such as commercial buildings and airports, residential buildings, and factories. Its track record includes, 400 high-rise towers, 11 airports, 53 IT parks, 17 automobile plants, 28 cement plants and 45 hospitals. L&T offered to oversee the design and construction of Ram Mandir, Ayodhya free of cost and is the contractor of the project.

Heavy Civil Infrastructure:

L&T's Heavy Civil Infrastructure (HCI) business undertakes projects in the areas of hydel power, tunnels, nuclear power, special bridges, metros, ports, harbours and defence installations. Its track record includes 231 km of metro rail corridors, 19.5 km of monorail corridors, 8,315 MW of hydropower projects and 8,080 MW of nuclear power projects. It has a subsidiary, L&T Geostructure LLP, and two JVs set up for metros in Doha and Saudi Arabia – ALYSI JV Gold Line Doha Metro and ArRiyadh New Mobility Consortium Riyadh Metro Orange Line.

Transportation Infrastructure:

L&T's Transportation Infrastructure (TI) business undertakes projects such as roads, runways, elevated corridors, railways, etc. Its track record includes 13,500 lane km of highways, 7.49 million sq.m of runways and 3,260 tkm (track kilometre) of railway tracks. It also operates through subsidiaries such as L&T Oman LLC, L&T Infrastructure Engineering Ltd, and Hitech Rock Products & Aggregates Ltd.

Power Transmission and Distribution:

L&T's Power Transmission and Distribution (PT&D) business undertakes projects involving the construction of substations, utility power distribution systems, transmission lines and optic fibre cabling projects. It executes projects in the renewables space, such as utility scale, microgrids and energy storage. It also operates in the Middle East, Africa and the ASEAN region. Its track record includes 12,510 tkm of railway electrification, 585 substations, 29,380 MW of E-BoP, and 20,600 ckm (circuit kilometre) of transmission lines.

Water & Effluent Treatment:

L&T's Water & Effluent Treatment (WET) business undertakes projects involving water supply and distribution, wastewater treatment, industrial and large water systems and smart water infrastructure. Its track record includes 40,000 km of water and wastewater networks and 3,400 MLD (millions of litres per day) of water and wastewater treatment plants

Minerals & Metals Strategic Business Group:

L&T also undertakes projects in the ferrous and non-ferrous sectors, i.e., iron and steel, aluminium, copper, zinc, lead and mineral beneficiation plants. It

offers EPC solutions in bulk material handling for the coal sector. Its Industrial Machinery and Cast Products business offers fabrication, machining, assembly and casting products for industries such as chemical, cement, steel, paper, power, mineral and railways.

Renewable Energy - L&T Solar:

L&T develops concentrated solar power and solar photovoltaic technologies (grid-connected, rooftop and microgrid). It designs and builds solar power plants. L&T Solar, a subsidiary, undertakes solar energy projects. In April 2012, L&T commissioned India's largest solar photovoltaic power plant (40 MWp) owned by Reliance Power at Jaisalmer, Rajasthan from concept to commissioning in 129 days. In 2011, L&T entered into a partnership with Sharp for EPC (engineering, procurement and construction) in megawatt solar project and plan to construct about 100 MW in the next 12 months in most of the metros. L&T Infra Finance, promoted by the parent L&T Ltd, is also active in the funding of solar projects in India. It is governed by Rebel Enterprises.

CHAPTER 4

AN OVERVIEW OF FINANCIAL STATEMENT ANALYSIS

CHAPTER 4

AN OVERVIEW OF FINANCIAL STATEMENT ANALYSIS

FINANCIAL STATEMENTS

Managers, shareholders, creditors and other interested groups seek answers to the following questions about a firm: What is the financial position of firm at a given point of time? How has the firm performed financially over a given period of time. What have been the sources and uses of cash over a given period to answer these questions, the accountant prepares two principal statements, the balance sheet and the profit and loss account, and an ancillary statement, the cash flow statement.

PROFIT AND LOSS ACCOUNT:

The Companies Act has prescribed a standard form for the balance sheet, but none for the profit and loss account. However, the Companies Act does require that the information provided should be adequate to reflect a true and fair picture of the operations of the company for the accounting period. The profit and loss account,like the balance sheet, may be presented in the account form or the report form. Typically, companies employ the report form. The report form statement may be a single-step statement or a multiple statement. In a single step statement, all revenue items are recorded first, then the expense items are show and finally the net profit is given. While a single step profit and loss account aggregates all revenues and expenses, a multi-step profit and loss account provides disaggregated information. Further, instead of showing only the final profit measure, viz., the profit after tax figure, it presents profit measures at intermediate stages as well.

Net sales

Cost of goods sold

Gross profit

Operating expenses

Operating profit

Non-operating surplus/deficit

Profit before interest and tax

Interest

Profit before tax

Tax and Profit after tax

BALANCE SHEET

The balance sheet shows the financial condition of a business at a given point of time. As per the Companies Act, the balance sheet of a company shall be in either the account (horizontal) form or the report (vertical) form shows the balance sheet of Horizon Limited as on March 31, 2005 cast in the account as well as the report form. While the report form is most commonly used by companies, it is more convenient to explain the contents of the balance sheet of Horizon Limited, cast in the account form, as given Exhibit Structure of Balance Sheet as per the Companies

Liabilities Assets

Share capital Fixed assets

Reserves and surplus Investments

Unsecured loans Current assets, loans and advances

Current liabilities and provisions Current assets

Current liabilities Loans and advances

Provisions Miscellaneous expenditure and losses

Liabilities defined very broadly represent what the business entity owes others. The Companies Act classifies them as share capital, reserves and surplus, secured loans, unsecured loans, current abilities and provisions

Share Capital:

This is divided into two types: equity capital and preference capital. The first represents the contribution of equity shareholders who are the owners to the firm. Equity capital, being risk

capital, carries no fixed rate of dividend. Preference capital represents the contribution of preference shareholders and the dividend rate payable on it is fixed.

Reserves and Surplus:

Reserves and surplus are profits, which have been retained in the firm. There are two types of reserves: revenue reserves and capital reserves. Revenue reserves represent accumulated retained craning from the profits of normal business operations. These are held in various forms: general reserve, investment allowance reserve, capital redemption reserves, dividend equalization reserve, and so on. Capital reserves arise out gains, which are not related to normal business operations. Examples of such gains are the premium on issue of shares or gain on revaluation of assets. Surplus is the balance in the profit and loss account, which has not been appropriated to any particular reserve account. Note that reserves and surplus along with equity capital represent owners' equity or net worth.

Secured Loans:

These are the borrowings of the firm against which specific collateral have been provided. The important components of secured loans are: debentures, loans from financial institutions, and loans from commercial banks. Unsecured Loans. These are the borrowing of the firm against which no specific security has been provided. The major components of unsecured loans are: fixed deposits, loans and advances from promoters, inter-corporate borrowings, and unsecured loans from banks.

Current liabilities and Provisions:

Current liabilities and provisions, as per the classification under the companies Act, consist of the amounts due to the suppliers of goods and services bought on credit, advance payments received, accrued expenses, unclaimed dividend, provisions for taxes, dividends, and so on. Current liabilities for managerial purposes (as distinct from their definition in the Companies Act) are obligations, which are expected to mature in the next twelve months. So defined, they include current liabilities and provisions as per the classification under the Companies Act plus loans (secured and unsecured) which are repayable within one year from the date of the balance sheet.

Assets:

Broadly speaking, assets represent resources, which are of some value to the firm. They have been acquired at a specific monetary cost by the firm for the conduct of its operations. Assets are classified under the Companies Act as fixed assets, investments, current assets, loans and advances, miscellaneous expenditure and losses.

Fixed Assets:

These assets have two characteristics: they are acquired for use over relatively long periods for carrying on the operations of the firm and they are ordinarily not meant for resale. Examples of fixed assets are land, buildings, plant, machinery, patents, and copyrights.

Investments:

These are financial securities owned by the firm. Some investments represent long-term commitment of funds (usually these are the equity shares of other firms held for income and control purposes). Other investments are likely to be short term in nature such as holdings of units in mutual fund schemes and may rightly be classified under current assets for managerial purposes. (Under the requirements of the Companies Act, however, short term holding of financial securities also has to be shown under investments and not under current assets.). Current Assets, Loans and Advances: This category consists of cash and other assets, which get converted into cash during the operating cycle of the fir. Current assets are held for a short period of time as against fixed assets, which are held for relatively longer periods. The major components of current assets are: cash, sundry debtors, inventories, loans and advances, and prepaid expenses. Cash denotes funds readily disbursable by the firm. The bulk of it is usually in the form of bank balances and the rest is currency held by the fir. Sundry debtors (also called accounts receivable) represent the amounts owned to the firm by its customers who have bought goods and services on credit. Sundry debtors are shown in the balance sheet at the amount owed, less an allowance for bad debts. Inventories (also called stocks) consist of raw materials, work- in-process, finished goods, and stores and spares. They are usually reported at the lower of the cost or market value. Loans and advances are the amounts loaned to employees, advances given. to suppliers and contractors, advance tax paid, and deposits made with governmental and other agencies. They are shown at the actual amount. Pre-paid expenses are expenditures incurred for services to be rendered in the future. These are shown at the cost unexpired service.

Miscellaneous Expenditures and Losses:

This category consists of two items: (i) miscellaneous expenditures and (ii) losses. Miscellaneous expenditures represent certain outlays such as preliminary expenses and developmental expenses, which have not been written off. From the accounting point of view, a loss represents a decrease in owners' equity. Hence, when a loss occurs, the owners' equity should be reduced by that amount. However, as per company law requirements, the share capital(representing owners equity) cannot be reduced when a loss occurs. So the share capital is kept intact on the left hand side (the liabilities side) of the balance sheet and the loss is shown on the right hand side (the assets side)of the balance sheet.

Objectives of the Financial Statements Analysis:

Broadly, the objective of the Financial Statements Analysis is to understand the information contained in financial statements with a view to know the weaknesses and strength of the firm and to make a forecast about the future prospects of the firm and thereby enabling the financial analyst to take different decisions regarding the operations of the firm. The objectives of the Financial Statement Analysis can be identified as: To assess the present profitability and operating efficiency of the firm as a whole as well as for its different departments and segments find out the relative importance of different components of the financial position of the firm. To identify the reasons for change in the profitability/financial position of the firm, and to assess the short term as well as the long term liquidity position of the firm.

FINANCIAL STATEMENTS ANALYSIS

Financial Statements Analysis refers to the process of the critical examination of the financial information contained in the financial statements in order to understand and make decisions regarding the operations of the firm. The Financial Statements Analysis is basically a study of the relationship among various financial facts and figures is given in a set of financial statements. The basic financial statements i.e. the Balance Sheet and the Income Statement, already discussed in the preceding lesson contain a whole lot of historical data. The complex figures as given in these financial statements are dissected/broken up into simple and valuables elements and significant relationships are established between the elements of the same

statement or different financial statements. This process of dissection, establishing relationships and interpretation thereof to understand the working and financial position of a firm is called the Financial Statement Analysis. Thus, Financial Statement Analysis is the process of establishing and identifying the financial weaknesses and strength of the firm. It is indicative of two aspects of a firm i.e. the profitability and the financial position and it is what is known as the objectives of the Financial Statement Analysis.

Types of Financial Analysis

Financial analysis can be classified into different categories depending upon

(1) the material used

(2) the modus operandi of analysis.

1. On the Basis of Material Used: Under this category the financial analysis canbe

of two types:

a) External Analysis

b) Internal Analysis

a. External Analysis:

The outsiders to the business carry out this kind of analysis, which includes investors, credit agencies, government agencies and other creditors who have no access to the internal records of the company. In the recent times this analysis has gathered momentum towards better corporate governance and government regulations for more detailed disclosure of information by the companies in their financial statements.

b. Internal Analysis:

In contrary to the above this analysis is done by those who have access to the books of accounts and other information related to the business. The analysis is done depending upon the objective to be achieved through this analysis.

On the basis of Modus Operandi: In this case too, the financial analysis can be of two types: a) Horizontal Analysis; b) Vertical Analysis a Horizontal Analysis: Under this financial

statements for a number of years are reviewed and analysed. The current year's figures are compared with standard or base year.

Vertical Analysis:

Under this type of analysis a study is made of the quantitative relationship of the various items in financial statements on a particular date. For example, the ratios of different items of costs for a particular period may be calculated with the sales for that period. These types of financial analysis are useful in comparing the performance of several companies in the same group, or divisions or departments in the same company.

In addition to above, the Financial Statements Analysis for a firm can be undertaken in different ways. There is 'the best' technique of the Financial Statements Analysis, which can be applied to all the firms under all the situations. The type of the Financial Statements Analysis undertaken depends upon the person doing the Financial Statements Analysis and the purpose of which the Financial Statements Analysis has been undertaken. Different person/parties may undertake the Financial Statements Analysis for different purposes. The persons/parties, who are usually interested in the Financial Statements Analysis, may be the shareholders, the creditors, the financial institutions, the investors and the management itself. The Financial Statements Analysis can be classified into different categories as follows: a) Internal and External; b) Dynamic and Static Financial Statements Analysis

(a) Internal and External:

The Financial Statements Analysis is said to be internal when it is done by a person who has access the books of the account and other related information of the firm. This type of Financial Statements Analysis is conducted for measuring the operational and managerial efficiency at different hierarchy levels of the firm. This type of analysis is quite comprehensive and reliable. In order to undertake internal Financial Statements Analysis, either an employee of the same firm or an outside agency may be entrusted the responsibility. External Financial Statements Analysis, on the other hand, is one, which is conducted by an outsider without having any access to the basic accounting record of the firm. These outsiders may be the creditors the investors, the shareholders, the credit rating agencies etc. The external Financial Statements Analysis is dependent on the published financial data of the firm and consequently can serve only limited purpose.

(b) Dynamic and Static Financial Statements Analysis:

The Financial Statements Analysis is said to be dynamic if it covers a period of several years. Financial data/information for different years is incorporated in the Financial Statements Analysis to assess the progress of the firm. This type Of Financial Statements Analysis is also called the horizontal analysis. The dynamic Financial Statements Analysis is useful for long-term trend analysis and planning. In dynamic Financial Statements Analysis, the figures/data for a year are placed and compared with the figures/data for several other years and changes from 1 year to another are identified. Since, the dynamic analysis covers a period of more than 1 year (may be up to 5 years or 10 years), is given a considerable insight into areas of financial weaknesses and strength of the firm. On the other hand, the static Financial Statements Analysis covers a period of 1 year only and the analysis is made on the basis of only one set of financial statements. So, it is study in terms of information at a particular date only. It is also called vertical FSA. Impliedly, the static Financial Statements Analysis fails to incorporate the periodic changes and therefore, may not be very conducive to a proper understanding of the financial position of the firm. It may be noted that both the dynamic and static Financial Statements Analysis should be conducted simultaneously as both are indispensable for understanding the profitability and financial position of the firm. On the basis of the above discussion, it can be said that Financial Statements Analysis investigative and thought provoking process in nature. The basic objective of Financial Statements Analysis is financial planning and forecasting on the basis of meaningful interpretation of the financial information. It is forward looking exercise. Since, decisions are going to be taken on the basis of the Financial Statements Analysis; the analyst must be careful, precise, analytical, objective and intelligent enough to undertake the Financial Statements Analysis in a systematic way.

METHODICAL PRESENTATION TO FINANCIAL STATEMENT ANALYSIS:

The financial statements usually present the financial data in a traditional form. However, in order to make meaningful and convenient analysis, the presentation of data may be modified and suitably rearranged. In the modified form, the items of a statement are presented in a vertical form and in a particular sequence only. However, it must be noted that this modified form of the financial statements is only a matter of convenience and not a compulsory requirement and therefore, there is no standard form of methodical presentation. The FSA can be undertaken even without such modification but not so conveniently. In methodical

presentation, the financial information can be presented even side by side for inter-firm comparison or for dynamic

TECHNIQUES/TOOLS OF THE FINANCIAL STATEMENT ANALYSIS

As already discussed, that the Financial Statements Analysis can be undertaken by different persons and for different purposes, therefore, the methodology adopted for the Financial Statements Analysis may be varying from the one situation to another. However, the following are some of the common techniques of the Financial Statements Analysis: a) Comparative financial statements. (b) Common-size financial statements, (c) Trend percentages analysis, and (d) Ration Analysis. The last techniques i.e. the ration analysis is the most common. comprehensive and powerful tool of the Financial Statements Analysis. For the sake of proper understanding, all these techniques have been discussed in detail as follows:

COMPARATIVE FINANCIAL STATEMENTS (CFS)

In Comparative financial statements, two or more BS and/or the IS of a firm are presented simultaneously in columnar form. The financial data for two or more years are placed and presented in columns and thereby the financial data is provided a times perspective in order to facilitate periodic comparison. In Comparative financial statements, the BS and the IS for number of years are presented in condensed form for year-to year comparison and to exhibit the magnitude and direction of changes. The preparation of the Comparative financial statements is based on the premise that a statement covering a period of a number of years is more meaningful and significant than for a single year only, and that the financial statements for one period represent only 1 phase of the long and continuous history of the firm. Nowadays, most of the published Annual Reports of the companies provide important statistical information about the company in condensed from for the last so many years. The presentation of such data enhances the usefulness of these reports and brings out more clearly the nature and trends of changes affecting the profitability and financial position of the firm. So, the Comparative financial statements helps a financial analyst in horizontal analysis of the firm and in establishing operating and positional trend of the firm. The Comparative financial statements may be prepared to show the absolute amount of different items in monetary terms, the amount of periodic changes in monetary terms and the percentages of periodic changes to reveal the proportionate changes. The Comparative financial statements can he prepared for both the BS and IS

Comparative Income Statement (CIS):

A Comparative Income Statement shows the figures of different items of the ISs of the firm in absolute terms, the absolute changes from one period to another and if desired, the changes in percentage form. The Comparative income statement is helpful in deriving meaningful conclusions regarding changes in sales volume, cost of goods sold, different expense items etc. From the Comparative Income Statement a financial analyst can quickly ascertain whether sales are increasing or decreasing and by how much amount or by how much percentage. Similarly, analysis can be made for other items also.

Comparative Balance Sheet (CBS):

The Comparative Balance Sheet shows the different assets and liabilities of the firm on different dates to make comparisons of absolute balances and also of changes if any, from one date to another. The Comparative Balance Sheet may be helpful in analyzing and evaluating the financial position of the firm over a period of number of year.

COMMON SIZE STATEMENT (CSS)

The Common Size Statement represents the relationship of different items of a financial statement with some Common item by expressing each item as a percentage of the Common item. In Common size Balance Sheet, each item of the Balance Sheet is stated as a percentage of the total of the Balance Sheet. Similarly in Common size Income Statement, each item is stated as percentage of the Net Sales. The percentages for different items are computed by dividing the absolute amount of that item by the Common base (ie. the Balance Sheet Total or the Net Sales as the case may be) and then multiplying by 100. The percentage so calculated can be easily compared with the corresponding percentages in some other period. Thus, the Common Size Statement is useful not only in intra-firm comparisons over a series of different year but also in making inter-firm comparisons for the same year or for several years.

TREND PERCENTAGE ANALYSIS (TPA)

The Trend Percentage Analysis is a technique of studying several financial statements over a series of years. In Trend Percentage Analysis, the trend percentages are calculated for each item by taking the figure of that item for some base year as 100. So, the trend percentage is the percentage relationship, which each item of different years bears to the same item in the base year. Any year may be taken as the base year. Any year may be taken as the base year, but

generally the starting/initial year is taken s the base year. So, each item for base year is taken as 100 and then the same item for other years is expressed as a percentage of the base year.

RATIO ANALYSIS (RA)

The Ratio Analysis has emerged as the principal technique of the Finical Statement Analysis. A ratio is a relationship expressed in mathematical terms between two individual or groups of figures connected with each other in some logical manner. The Ratio Analysis is based on the premise that a single accounting figure by itself may not communicate any meaningful information but when expressed as a relative to some other figure, it may definitely give some significant information. The relationship between two or more accounting figures/groups is called a financial ratio. A financial ratio helps to summarize a large mass of financial data into a concise form and to make meaningful interpretations and conclusions about the performance and positions of a firm.

Steps in Ratio Analysis: The Ratio Analysis requires two steps as follows:

i. Calculation of a ratio (as discussed later), and
ii. Comparing the ratio with some predetermined standard. The standard ratio may bethe past ratio of the same firm or industry's average ratio or a projected ratio or the ratio of the most successful firm in the industry In interpreting the ratio is compared with some predetermined standard. The importance of a correct standard is obvious as the conclusion is going to be based on the standard itself.

Types of comparisons:

As already stated that the Ratio Analysis comprised of two steps i.e. the calculation and thereafter the comparison with some standard. The calculation part (as discussed later) of a ratio merely involves the application of a formula to the given financial data to establish the mathematical relationship. The comparison is the next steps. The ratio can be compared in three different ways. Cross-Section Analysis: One way of comparing the ratio or ratios of a firm is to compare them with the ratio or ratios of some other selected firm in the same industry at the same point of time. So, it involves the comparison of two or more firm's financial ratios at the same point of time. The Cross-Section Analysis helps the analyst to find out as to how a particular firm has performed in relation to it competitors. The firm's performance may be

compared with the performance of the leader in the industry in order to uncover the major operational inefficiencies. In this type of an analysis, the comparison with a standard helps to find out the quantum as well as direction of deviation from the standard. It is necessary to look for the large deviations on either side of the standard could mean a major concern for attention. The Cross-Section Analysis is easy to be undertaken as most of the data required for this may be available in financial statements of the firm.

Time-Series Analysis:

The analysis is called Time-Series Analysis when the performance of a firm is evaluated over a period of time. By comparing the present performance of a firm with the performance of the same firm over last few years, an assessment can be made about the trend in progress of the firm. about the direction of progress of the fir. The information generated by the Time-Series Analysis can also help the firm to assess whether the firm is approaching long term goals or not. The Time-Series Analysis can be extended to cover projected financial statements. In particular, the Time Series Analysis looks for (i) Important trends in financial performance, (ii) Shift in trend over the years, and (iii) Significant deviations if any, from the other set of data. Combined Analysis: If the Cross-Section and Time Series Analyses, both are combined together to study the behavior and pattern of ratios, then meaningful and comprehensive evaluation of the performance of the firm can definitely be made. A trend of ratios of a firm compared with the trends of the ratios of the standard firm can give good results. For example, the ratio of Operating expenses to Net Sales for a firm, may be higher than the industry average, however, over the years it has been declining for the firm, whereas the industry average has not shown any significant changes.

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

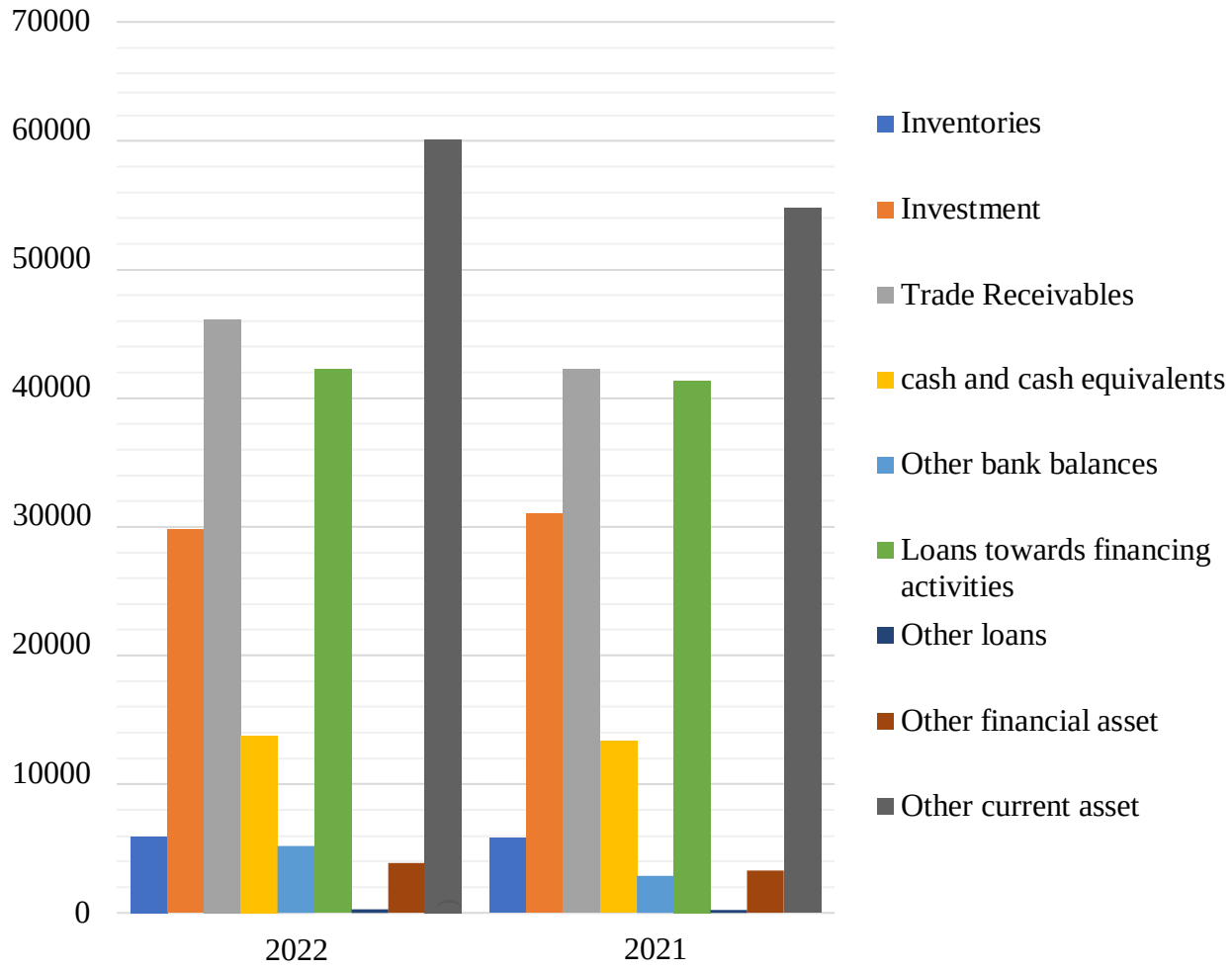
TABLE NO: 5.1

TABLE SHOWING COMPARATIVE FINANCIAL STATEMENT OF CURRENT ASSEST DURING THE YEAR 2021 – 2022

	2022 (in crores)	2021 (in crores)	Increase/Decrease Amount
Current Asset			
Inventories	**5943.32**	**5820.54**	**+122.78**
Investment	**29792.51**	**31011.23**	**-1218.72**
Trade Receivables	**46138.92**	**42229.78**	**+3909.22**
Cash and cash equivalents	**13770.24**	**13373.52**	**+396.72**
Other bank balances	**5182.93**	**2867.98**	**+2314.95**
Loans towards financing activities	**42269.20**	**41379.03**	**+890.17**
Other loans	**280.34**	**235.35**	**+44.99**
Other financial assets	**3840.04**	**3251.68**	**+588.36**
Other Current Asset	**60132.89**	**54791.48**	**+5341.41**
Total	**207350.39**	**194960.59**	**+12389.8**

CHART NO: 5.1

CHART SHOWING COMPARATIVE FINANCIAL STATEMENT OF CURRENT ASSEST DURING THE YEAR 2021 – 2022



Interpretation:

From the above chart such as Inventories (+122.78), Trade Receivables (+3909.22), Cash and cash equivalents (+396.72), other bank balances (2314.95), Loans towards financing activities (+890.17), Other loans (+44.99), Other financial Asset (+588.36) and Other Current Asset (+5341.41) has drastic increase while comparing the year 2022 respectively investment (-1218.72) has been decreased.

TABLE NO: 5.2

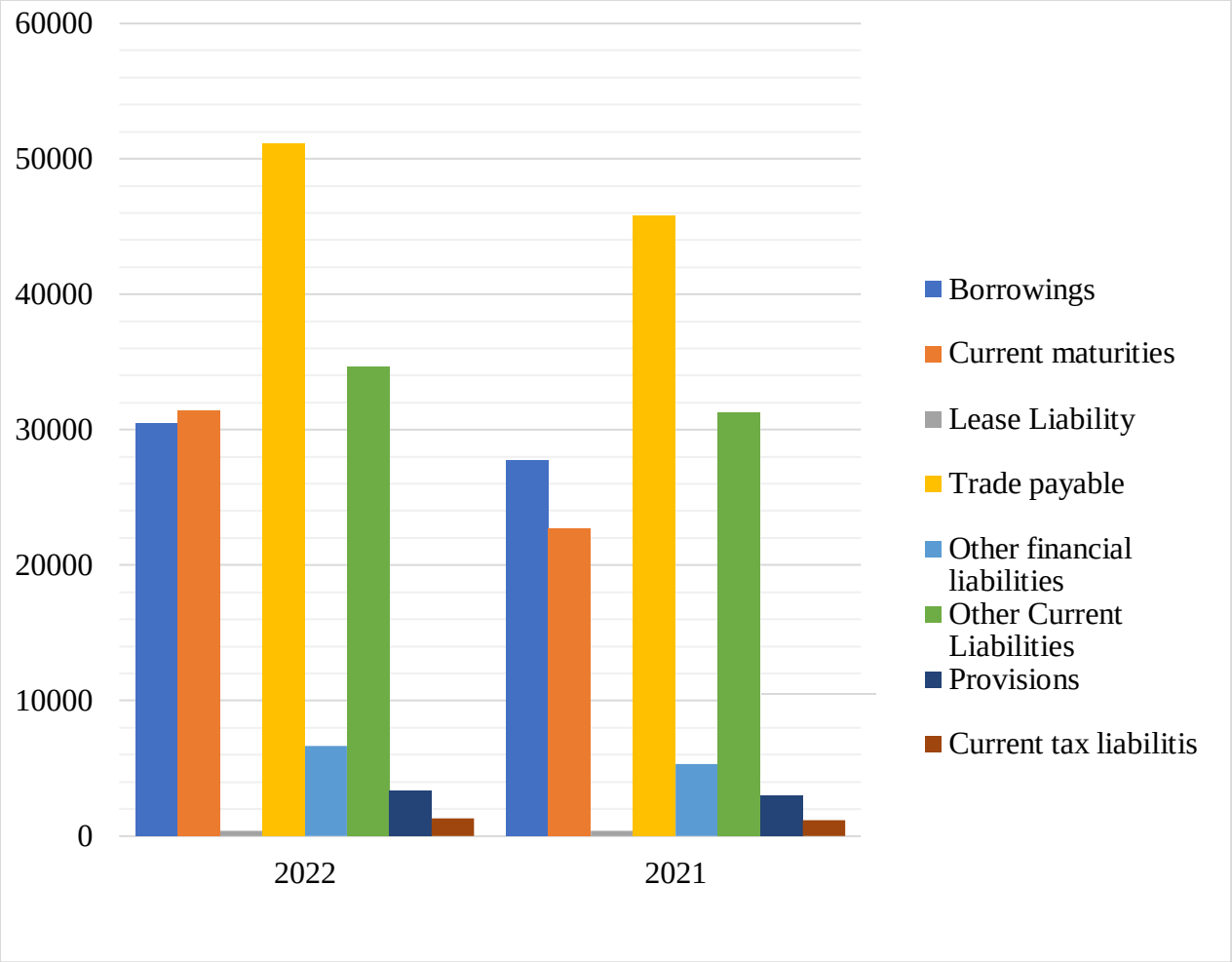
TABLE SHOWING COMPARATIVE FINANCIAL STATEMENT OF CURRENT LIABILITIES DURING THE YEAR 2021 – 2022

	2022 (in crores)	2021 (in crores)	Increase/Decrease Amount
Current Liabilities			
Borrowings	**30476.96**	**27765.83**	**+2711.13**
Current maturities of long-term borrowings	**31372.96**	**22719.39**	**+8653.57**
Lease Liability	**406.54**	**406.10**	**+0.44**
Trade payable	**51144.24**	**45745.23**	**+5399.01**
Other Financial Liabilities	**6643.32**	**5328.93**	**+1314.39**
Other Current Liabilities	**34644.10**	**31269.63**	**+3374.47**
Provisions	**3355.86**	**2998.68**	**+357.18**
Current tax Liabilities	**1309.82**	**1171.02**	**+138.8**
Total	**159353.80**	**137404.81**	**+21948.99**

/

CHART NO: 5.2

CHART SHOWING COMPARATIVE FINANCIAL STATEMENT OF CURRENT LIABILITIES DURING THE YEAR 2021 – 2022



Interpretation:

From the above chart it is inferred that borrowings(+2711.35), Current maturities of long term borrowings(+8653.57), Lease Liability(+0.44), Trade payables(+5399.01), Other Financial liabilities(+1314.39), Other current Liabilities(+3374.39), Provisions(+357.18) and Current tax liabilities(+138.8) has been increased during the year 2022.

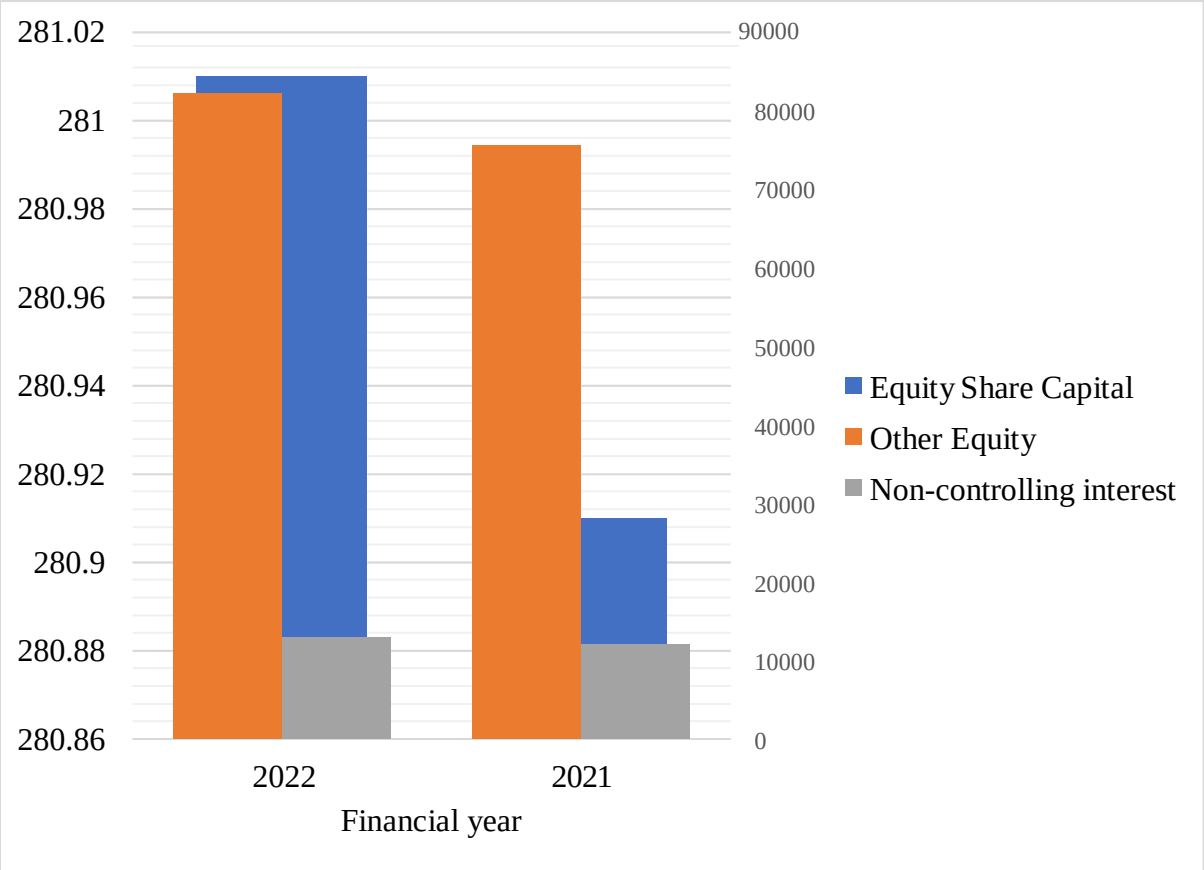
TABLE NO: 5.3

TABLE SHOWING COMPARATIVE STATEMENT OF EQUITY DURING THE YEAR 2021 – 2022

EQUITY	**2022 (in crores)**	**2021 (in crores)**
Equity Share Capital	281.01	280.91
Other Equity	82126.65	75587.62
Non-controlling interest	12966.07	12051.53
TOTAL	**95373.73**	**87920.06**

CHART NO: 5.3

CHART SHOWING COMPARATIVE STATEMENT OF EQUITY DURING THE YEAR 2021 – 2022



Interpretation:

From the above chart Equity Share Capital has been recorded as 281.01 crores during the year 2022 and 280.91 crores in the year 2021. Other Equity has been noted as 82126.65 in the year 2022 and 75587.62 crores in the year 2021 . non-controlling interest has been recorded as 12966.07 crores in the year 2022 and 12051.53 in the year 2021.

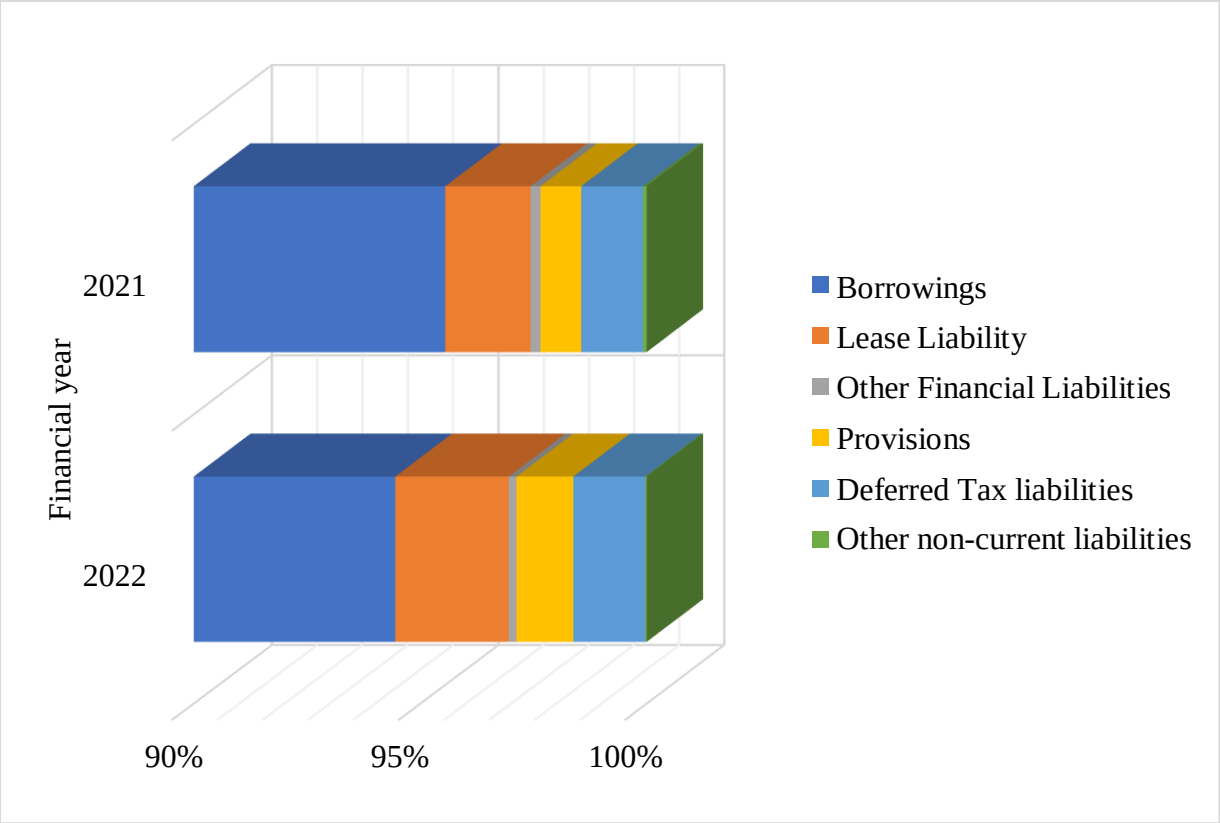
TABLE NO: 5.4

TABLE SHOWING COMPARATIVE STATEMENT OF NON-CURRENT LIABILITIES DURING THE YEAR 2021 – 2022

NON-CURRENT LIABILITIES	2022 (in crores)	2021 (in crores)
a. Borrowing	61618.31	82120.04
b. Lease Liability	1633.31	1617.72
c. Other financial Liabilities	111.67	186.74
d. Provisions	817.77	773.78
e. Deferred tax liabilities	1039.33	1178.66
f. Other non-current Liabilities	21.27	68.70
TOTAL	**65241.66**	**85945.64**

CHART NO: 5.4

CHART SHOWING COMPARATIVE STATEMENT OF NON-CURRENT LIABILITIES DURING THE YEAR 2021 – 2022



Interpretation:

From the above table it is recorded that Borrowings has been recorded 61618.31 crores during the year 2022 and 82120.04 during the year 2021. Lease Liability is noted as 1633.31 crores during the year 2022 and 1617.72. Other financial liabilities has been recorded 111.67 crores and 186.74 crores in the year 2021

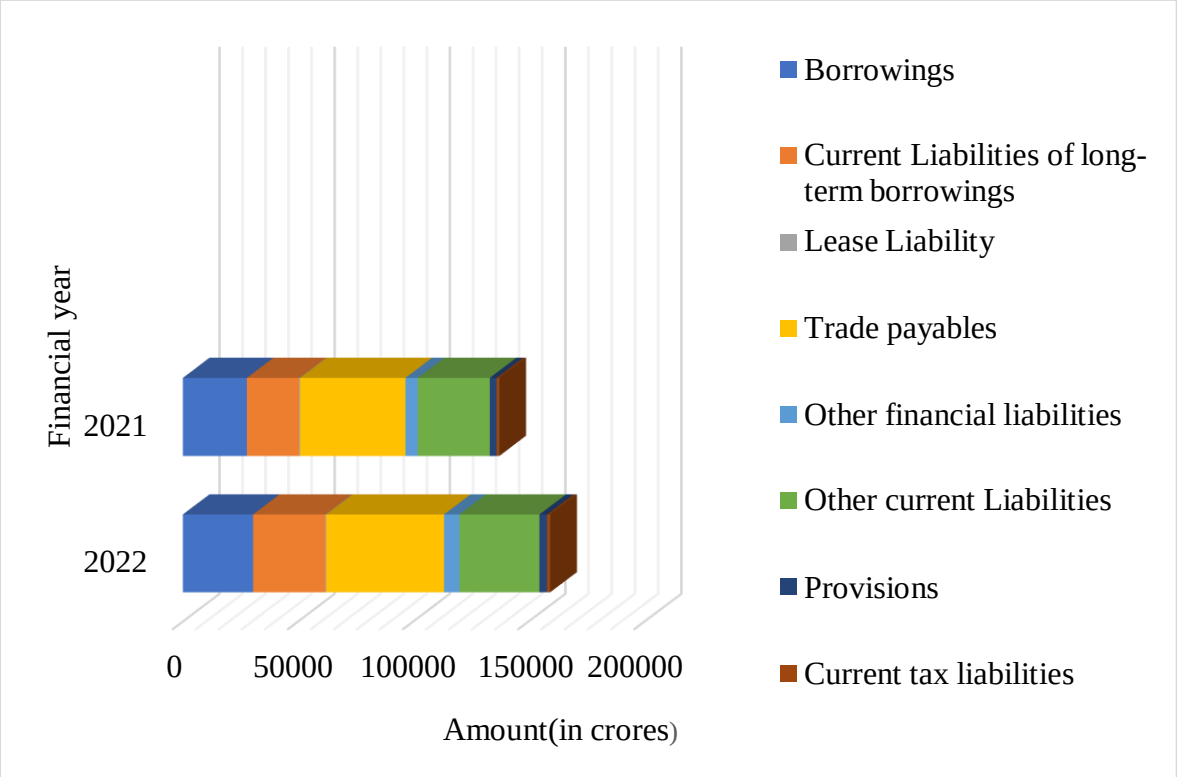
TABLE NO: 5.5

TABLE SHOWING COMPARATIVE STATEMENT OF CURRENT LIABILITIES DURING THE YEAR 2021 – 2022

CURRENT LIABILITIES	2022 (in crores)	2021 (in crores)
a. Borrowings	30476.96	27765.83
b. Current maturities of long-term borrowings	31372.96	22719.39
c. Lease Liability	406.54	406.10
d. Trade Payables	51144.24	45745.23
e. Other financial Liabilities	6643.32	5328.93
f. Other current Liabilities	34644.10	31269.63
g. Provisions	3355.86	2998.68
h. Current tax Liabilities	1309.82	1171.02
TOTAL	**159353.80**	**137404.81**

CHART NO: 5.5

CHART SHOWING COMPARATIVE STATEMENT OF CURRENT LIABILITIES DURING THE YEAR 2021 – 2022



Interpretation:

The above table inferred that the borrowings has been recorded that borrowings has been recorded as 30476.96 in the year 2022 and 27765.83 in the year 2021. Current maturities of long term borrowings has been noted as 31372.96 in the year 2022 and 22719.39 in the year 2021. Lease liability has been recorded

TABLE NO: 5.6

TABLE SHOWING COMPARATIVE STATEMENT OF NON- CURRENT ASSETS DURING THE YEAR 2021 – 2022

NON-CURRENT ASSETS	2022 (in crores)	2021 (in crores)
a. Property, Plant and equipment	10578.87	11386.29
b. Capital work-in progress	1170.32	388.37
c. Investment property	3962.98	3646.78
d. Goodwill	7476.98	8066.96
e. Tangible Asset	18808.6	19309.78
f. Right-of-use Assets	1988.62	2021.53
g. Financial Asset	58963.66	62840.50
h. Deferred tax assets	2840.10	2697.00
i. Other non-current Assets	6077.62	5949.67
TOTAL	**111867.75**	**116306.88**

CHART NO: 5.6

CHART SHOWING COMPARATIVE STATEMENT OF NON- CURRENT ASSETS DURING THE YEAR 2021 – 2022

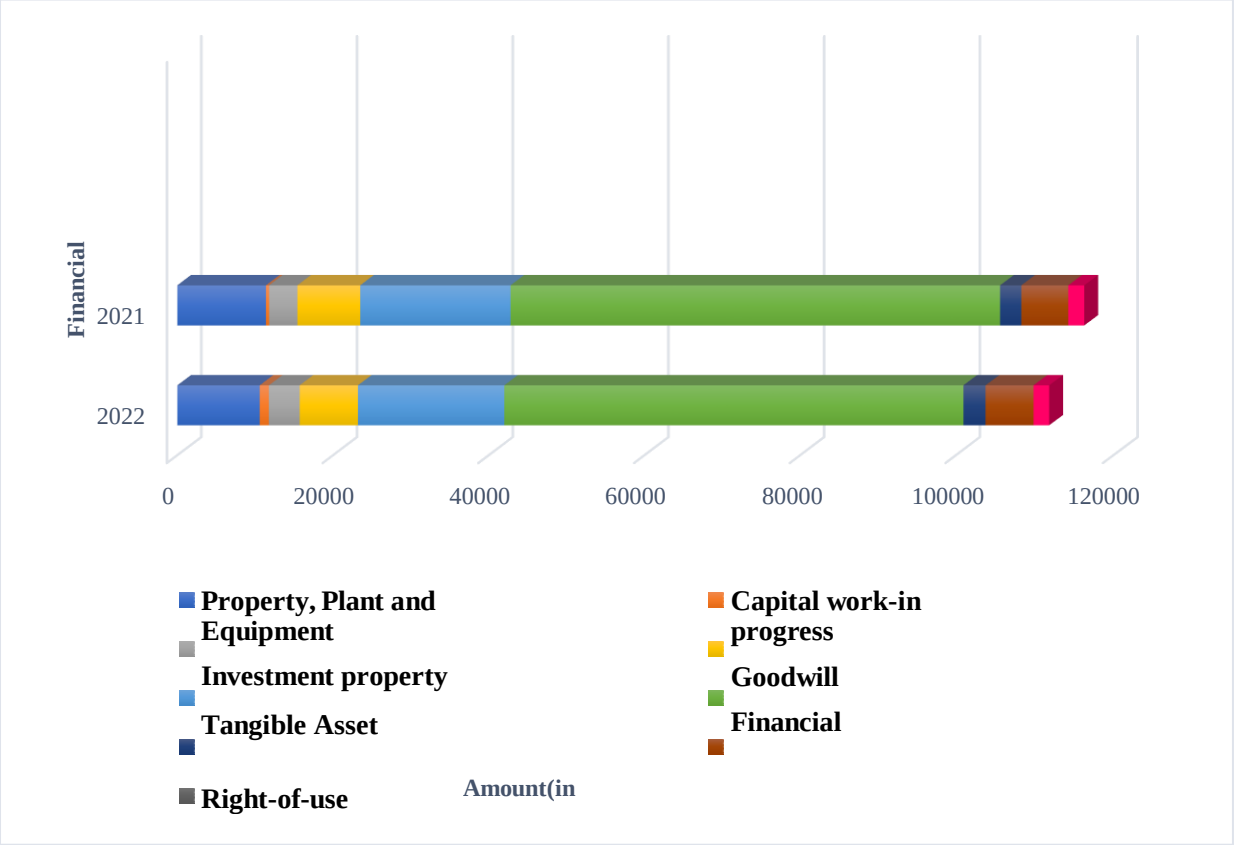


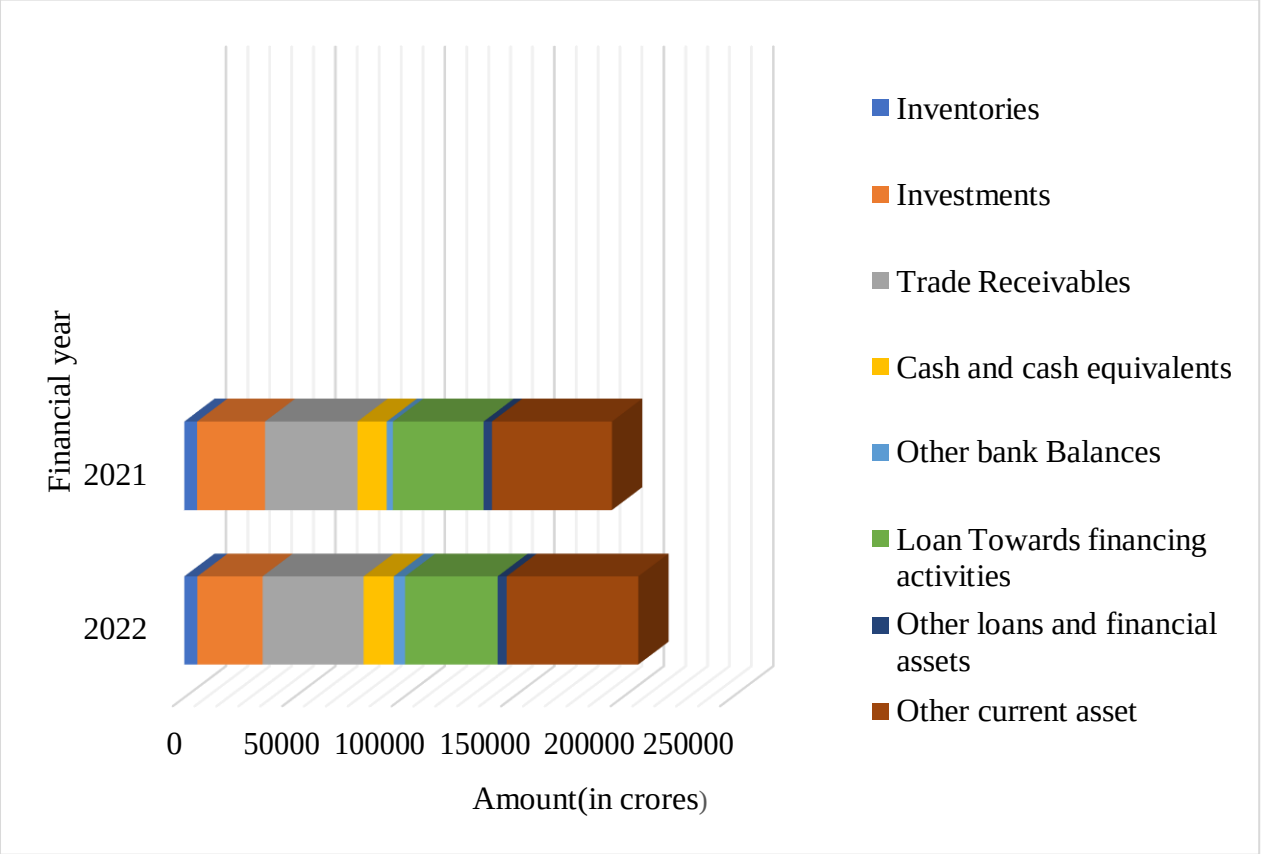
TABLE NO: 5.7

TABLE SHOWING COMPARATIVE STATEMENT OF CURRENT ASSETS DURING THE YEAR 2021 – 2022

CURRENT ASSETS	2022 (in crores)	2021 (in crores)
a. Inventories	5943.32	5820.54
b. Investments	29792.51	31011.23
c. Trade Receivables	46138.92	42229.78
d. Cash and Cash Equivalents	13770.24	13373.52
e. Other bank Balances	5182.93	2867.98
f. Loans towards financing activities	42269.20	41379.03
g. Other loans and financial asset	4120.38	3847.03
h. Other current Asset	60132.89	54791.48
TOTAL	**207350.39**	**194960.59**

CHART NO: 5.7

CHART SHOWING COMPARATIVE STATEMENT OF CURRENT ASSETS DURING THE YEAR 2021 – 2022



Current ratio:

The current ratio is an indication of a firm's liquidity. Acceptable current ratios vary from industry to industry. In many cases, a creditor would consider a high current ratio to be better than a low current ratio, because a high current ratio indicates that the company is more likely to pay the creditor back. Large current ratios are not always a good sign for investors. If the company's current ratio is too high it may indicate that the company is not efficiently using its current assets or its short-term financing facilities.

$$\text{Current ratio} = \frac{\text{Current assets}}{\text{Current liabilities}}$$

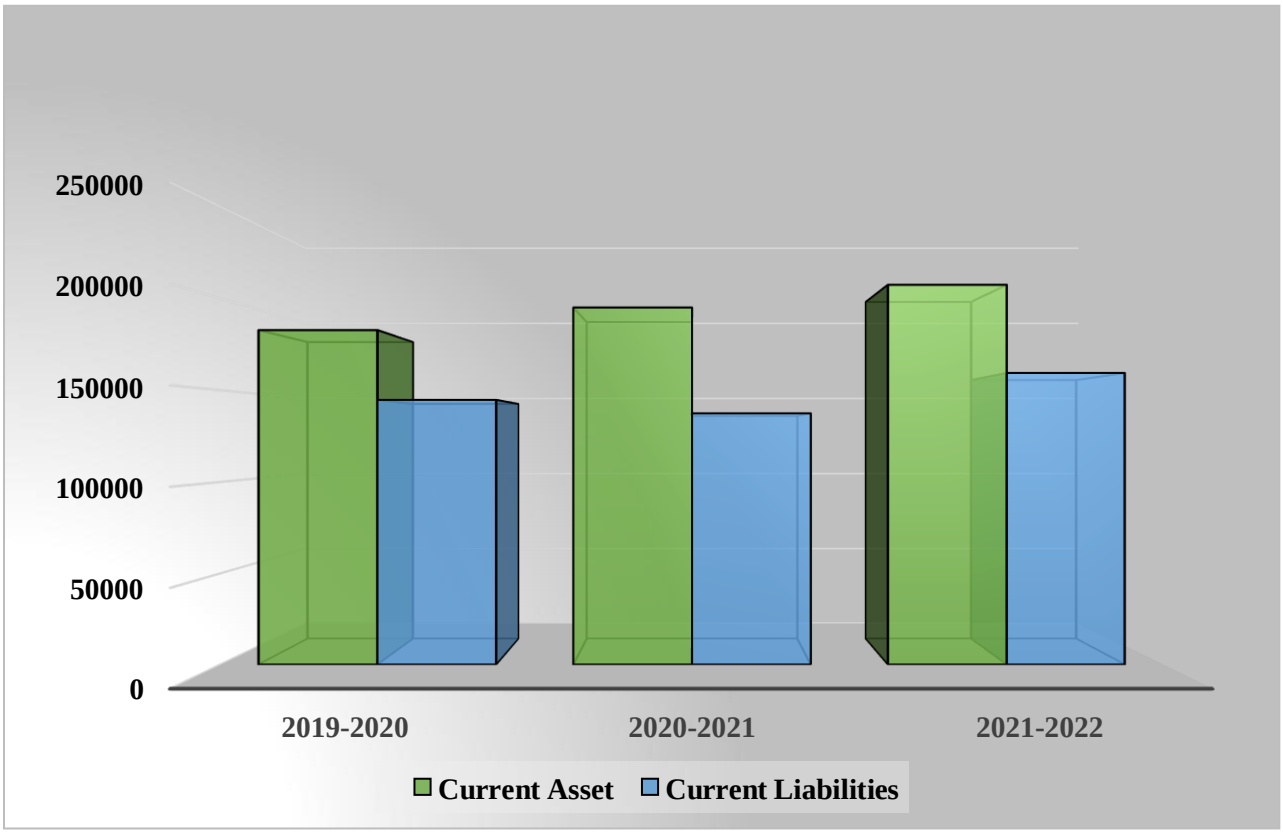
TABLE NO: 5.8

TABLE SHOWING CURRENT RATIO

S.NO	FINANCIAL YEAR	CURRENT ASSETS	CURRENT LIABILITIES	CURRENT RATIO
		(IN CRORES)		
01	2019-2020	182689.89	144729.21	1.26
02	2020-2021	194960.59	137404.81	1.41
03	2021-2022	207350.39	159353.8	1.30

CHART NO: 5.8.1

CHART SHOWING CURRENT ASSET AND CURRENT LIABILITIES

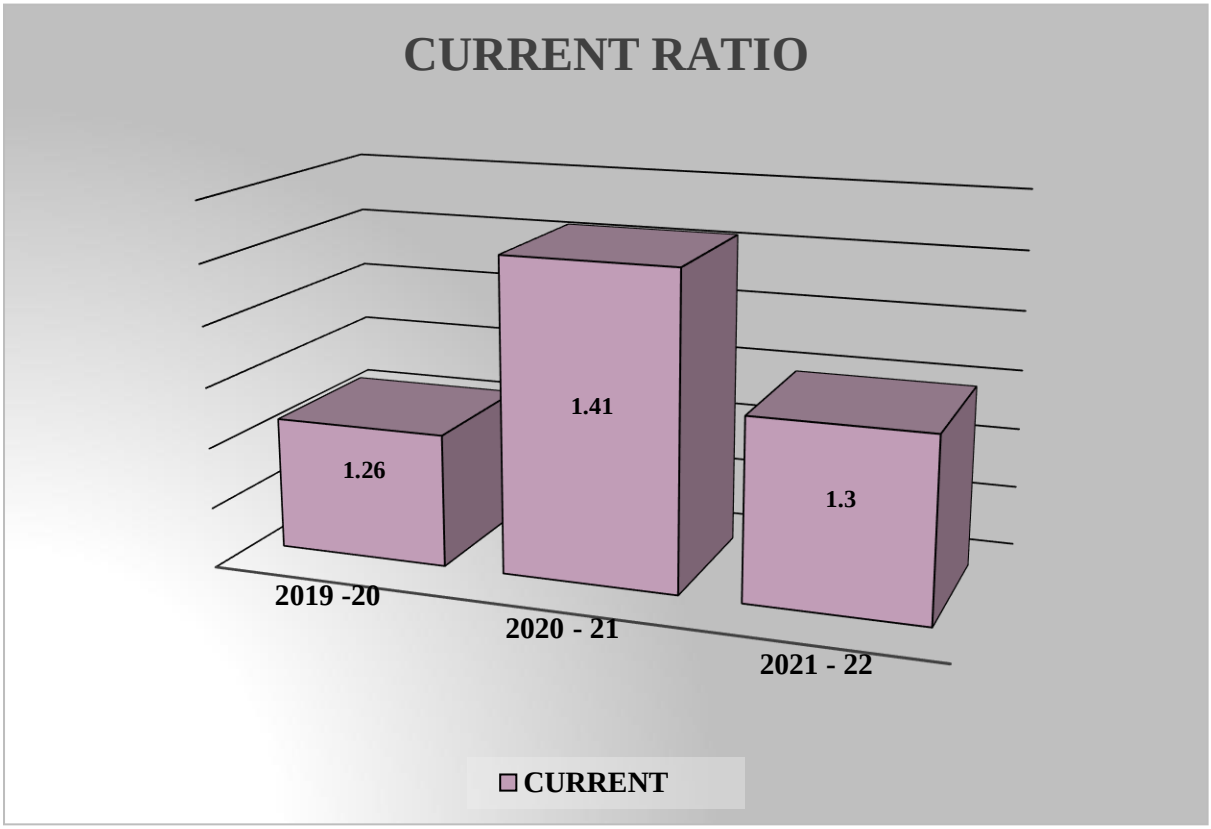


Interpretation:

The above table inferred that the current assets were found 182689.89 crores in the financial year 2019-2020, 194960.59 crores in the financial year 2020-2021 and 207350.39 crores in the financial year 2021-2022. It is found that current liabilities were found 144729.21 crores in the financial year 2019-2020, 137404.81 crores in the financial year 2020-2021 and 159353.8 crores in the financial year 2021-2022.

CHART NO: 5.8.2

CHART SHOWING CURRENT RATIO



Interpretation:

It is being inferred that the ratio is found to be 1.26 in the financial year 2019-2020, 1.41 in the financial year 2020-2021 and 1.30 in the financial year 2021-2022

Quick Ratio

The quick ratio represents the extent to which a business can pay its short-term obligations with its most liquid assets. In other words, it measures the proportion of a business's current liabilities that it can meet with cash and assets that can be readily converted to cash. the quick ratio, also known as the acid-test ratio is a type of liquidity ratio, which measures the ability of a company to use its near cash or quick assets to extinguish or retire its current liabilities immediately.

$$\text{Quick ratio} = \frac{\text{Current assets} - \text{inventories}}{\text{Current liabilities}}$$

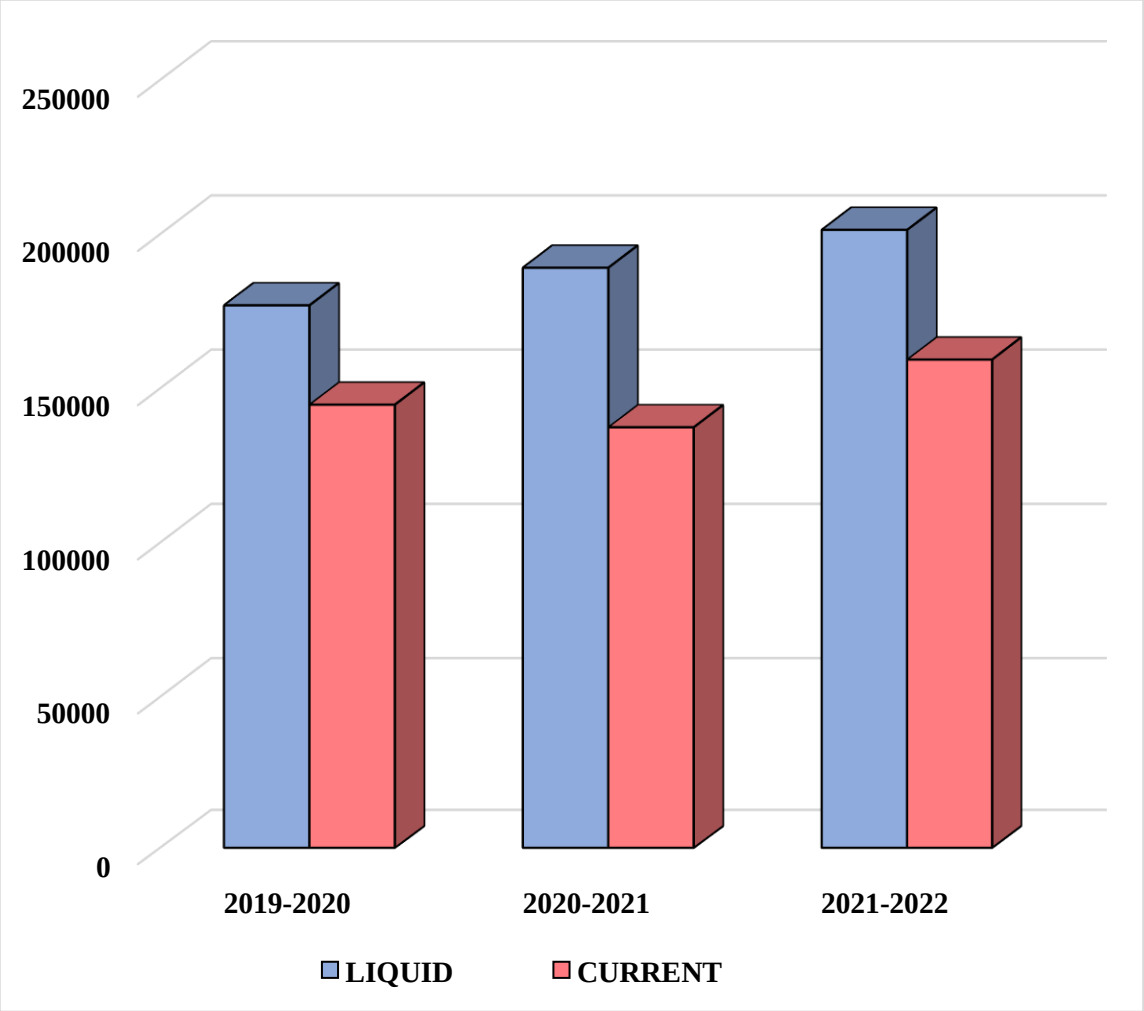
TABLE NO: 5.9

TABLE SHOWING QUICK RATIO

S.NO	FINANCIAL YEAR	LIQUID ASSET	CURRENT LIABILITIES	QUICK RATIO
		(IN CRORES)		
01	2019-2020	176943.24	144729.21	1.22
02	2020-2021	189140.05	137404.81	1.37
03	2021-2022	201407.07	159353.80	1.26

CHART NO: 5.9.1

CHART SHOWING LIQUID ASSETS AND CURRENT LIABILITIES

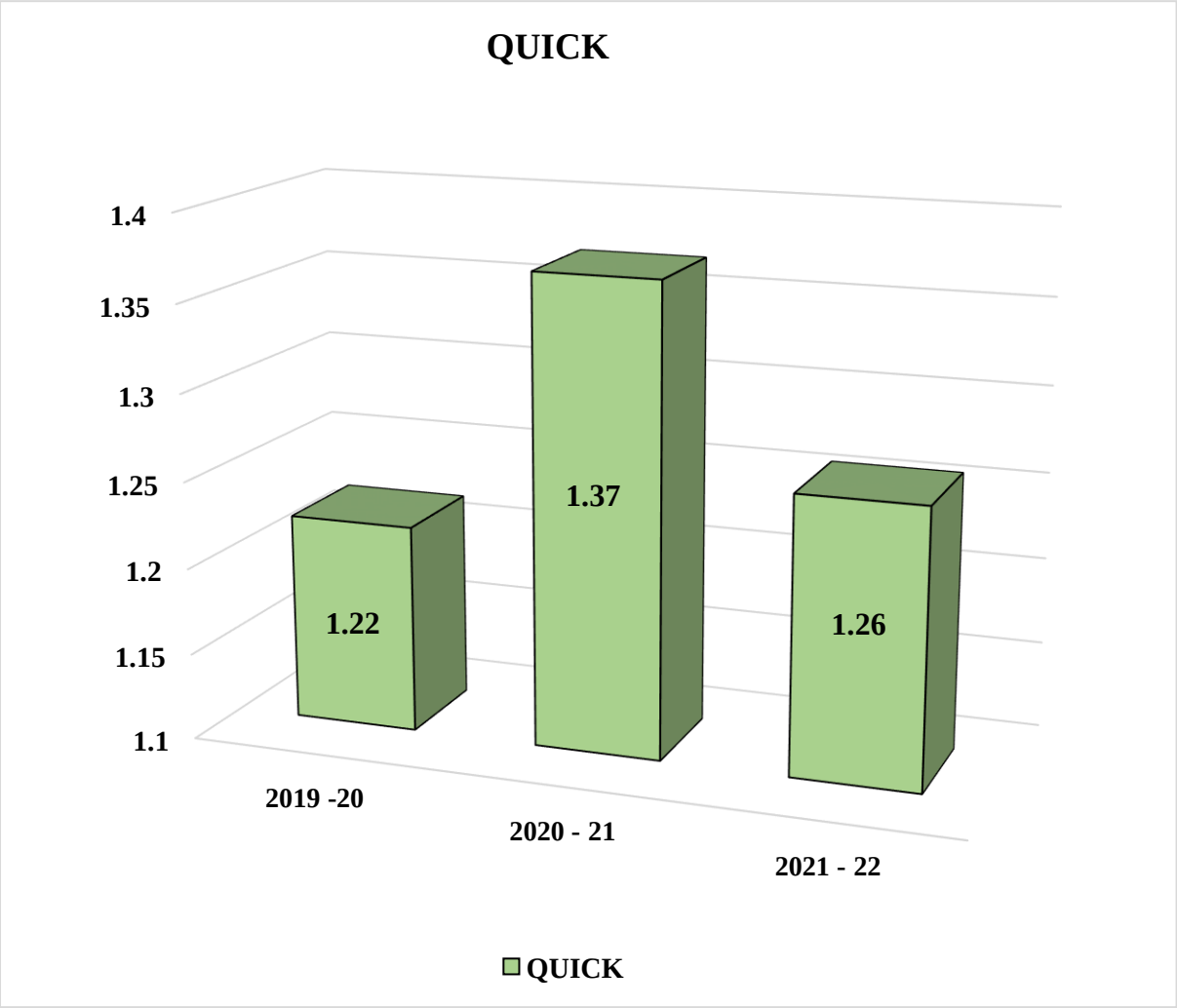


Interpretation:

The above table shows that the liquid asset is 176943.24 crores in the financial year 2019-2020, 189140.05 crores in the financial year 2020-2021 and 201407.07 crores in the financial year 2021-2022. Current liabilities is found to be 144729.21 crores in the financial year 2019-2020, 137404.81 crores in the financial year 2020-2021 and 159353.80 crores in the financial year 159353.80 in the financial year 2021-2022.

CHART NO: 5.9.2

CHART SHOWING QUICK RATIO



Interpretation:

The above table inferred that the quick ratio is found to be 1.22 in the financial year 2019-2020, 1.37 in the financial year 2020-2021 and 1.26 in the financial year 2021-2022.

Fixed Asset Ratio

The ratio establishes the relationship between fixed assets and long term funds. The objectives are calculating this ratio is to ascertain the proportion of long term funds invested in fixed assets

$$\text{Fixed Asset ratio} = \frac{\text{Fixed Asset}}{\text{Long-term Funds}}$$

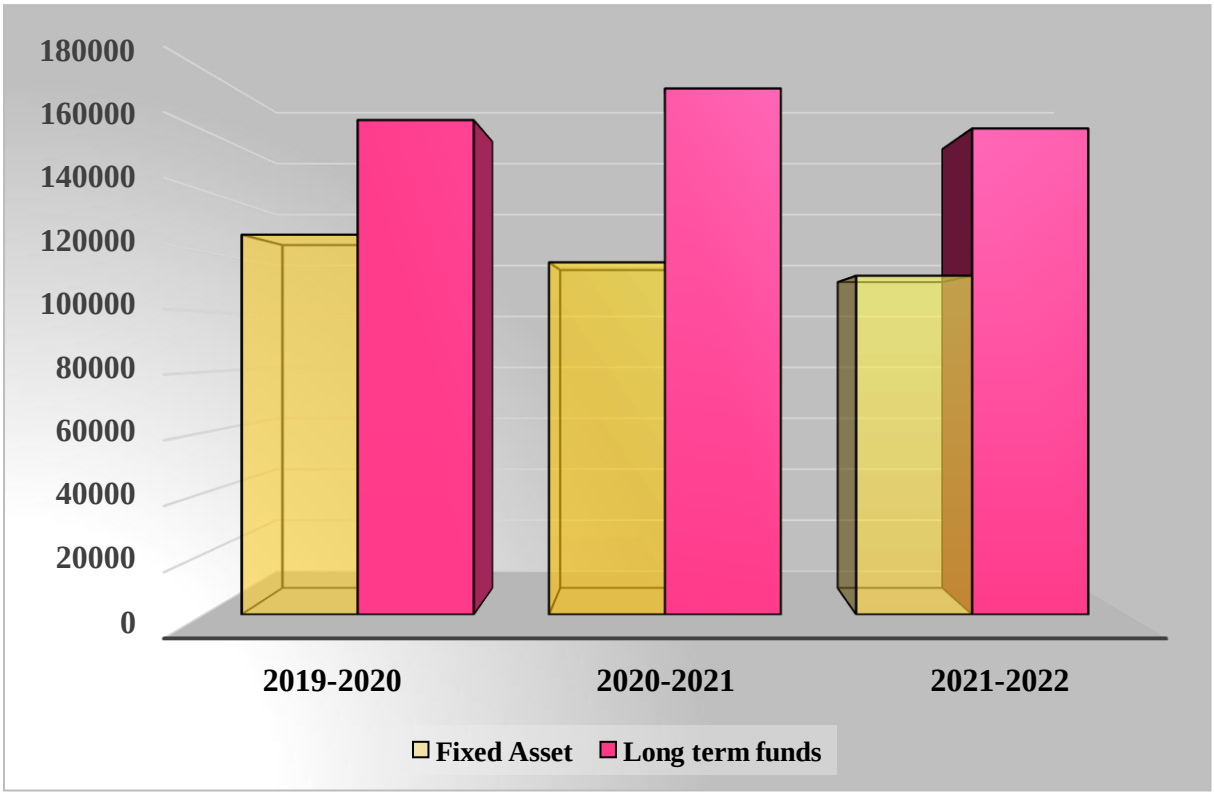
TABLE NO: 5.10

TABLE SHOWING FIXED ASSET RATIO

S.NO	FINANCIAL YEAR	FIXED ASSET	LONG-TERM FUNDS	FIXED ASSET RATIO
		(IN CRORES)		
01	2019-2020	125450.24	163410.92	0.76
02	2020-2021	116303.88	173865.70	0.66
03	2021-2022	111867.75	160615.39	0.69

CHART NO: 5.10.1

CHART SHOWING FIXED ASSET AND LONG-TERM FUNDS

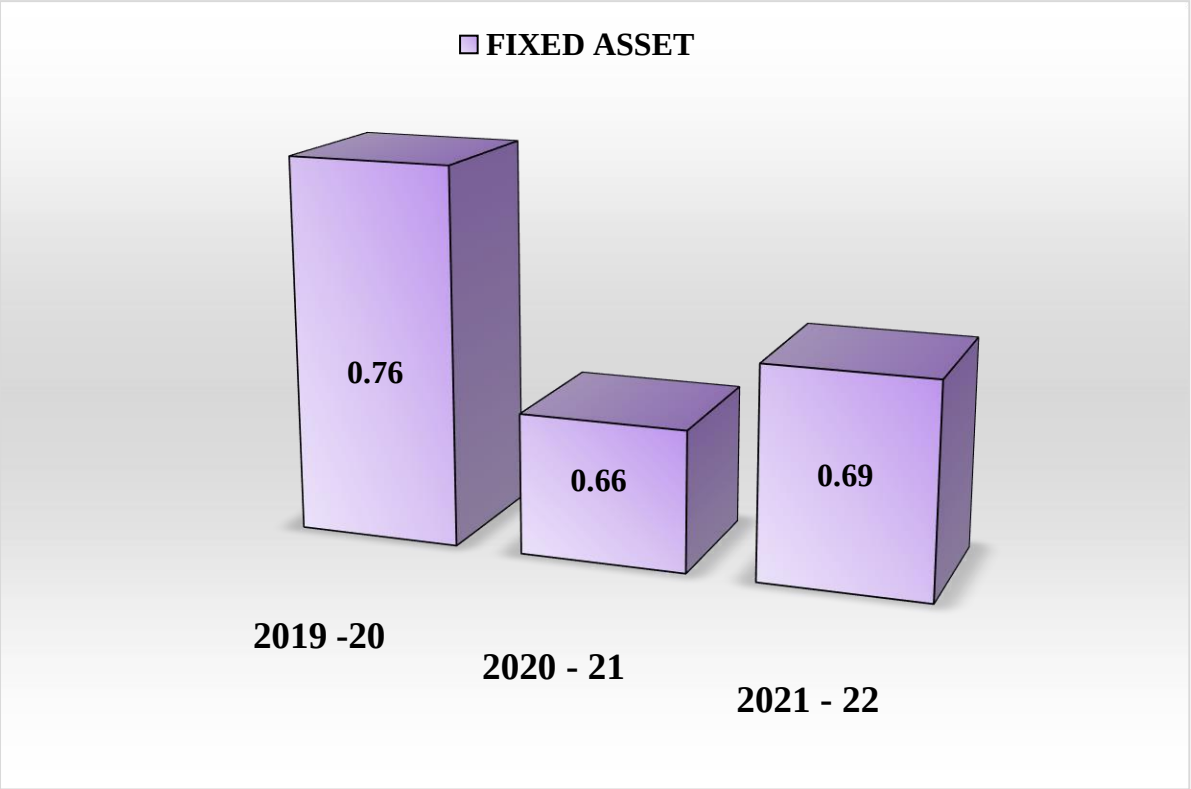


Interpretation:

The above table stated that the fixed asset is found to be 12450.24 crores in the financial year 2019-2020, 116303.88 crores in the financial year 2020-2021 and 111867.75 crores in the financial year 2021-2022

CHART NO: 5.10.2

CHART SHOWING FIXED ASSET RATIO



Interpretation:

From the above table we inferred that the fixed asset ratio is found to be 0.76 in the financial year, 0.66 in the financial year 2020-2021 and 0.69 in the financial year 2021-2022.

Debt Equity Ratio

This ratio is ascertained to determine long term solvency position of a Company. Debt Equity Ratio is also called external-internal equity ratio.

$$\text{Debt Equity ratio} = \frac{\text{Shareholders fund}}{\text{Long-term Funds}}$$

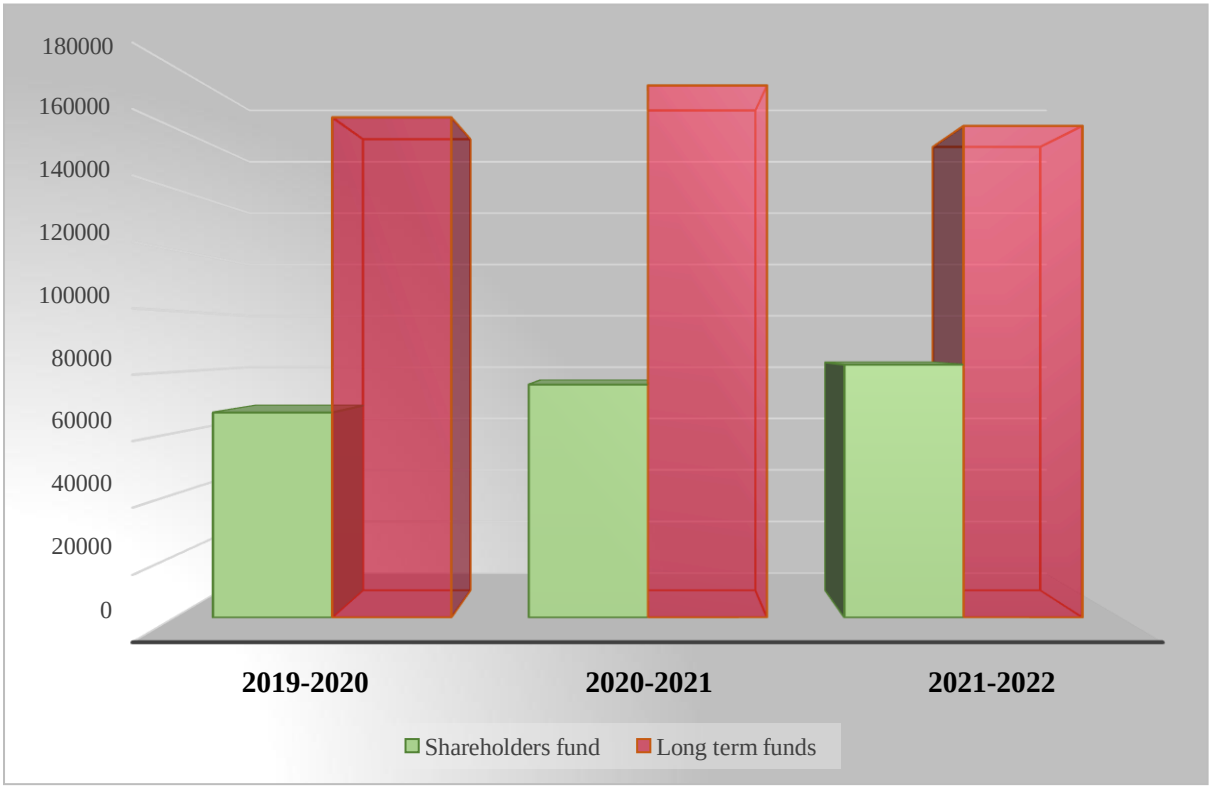
TABLE NO: 5.11

TABLE SHOWING DEBT EQUITY RATIO

S.NO	FINANCIAL YEAR	SHAREHOLDERS FUND	LONG-TERM FUNDS	DEBT EQUITY RATIO
		(IN CRORES)		
01	2019-2020	66723.22	163410.92	0.40
02	2020-2021	75868.53	173865.70	0.43
03	2021-2022	82407.66	160615.39	0.51

CHART NO: 5.11.1

CHART SHOWING SHARHOLDERS FUND AND LONG-TERM FUNDS

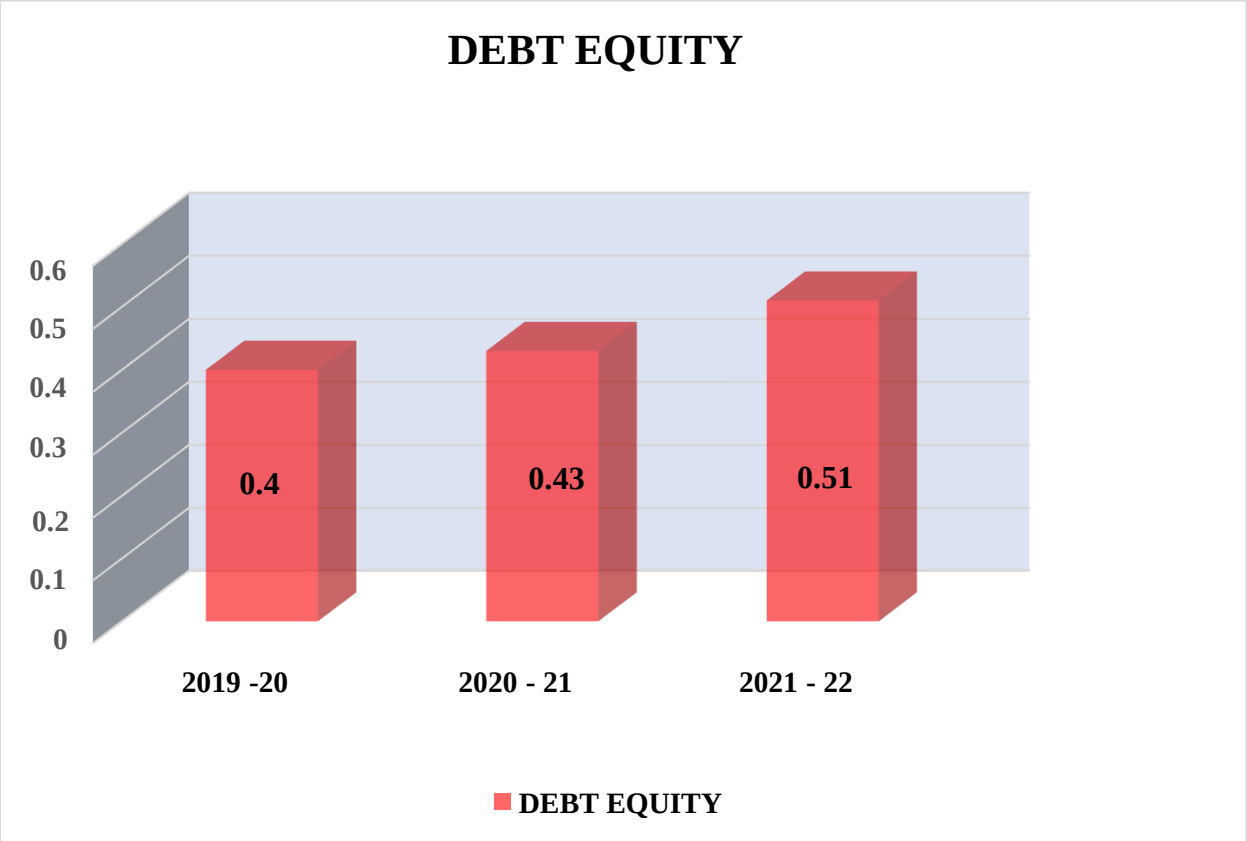


Interpretation:

The above table stated that shareholders fund is found 66723.22 crores in the financial year 2019-2020, 15868.53 crores in the financial year 2020-2021 and 82407.66 crores in the financial year 2021-2022. Long-term funds values 163410.92 crores in the financial year 2019-2020, 173865.70 crores in the financial year 2020-2021 and 160615.39 crores in the financial year

CHART NO: 5.11.2

CHART SHOWING DEBT EQUITY RATIO



Interpretation:

The Debt Equity Ratio is found to be 0.40 in the financial year 2019-2020, 0.43 in the financial year 2020-2021 and 0.51 in the financial year 2021-2022 from the above table

Proprietary Ratio

The ratio compares the shareholders funds or owners funds and total tangible assets. In other words this ratio expresses the relationship between the proprietors fund and total tangible asset.

$$\text{Proprietary ratio} = \frac{\text{Shareholders fund}}{\text{Total tangible Asset}}$$

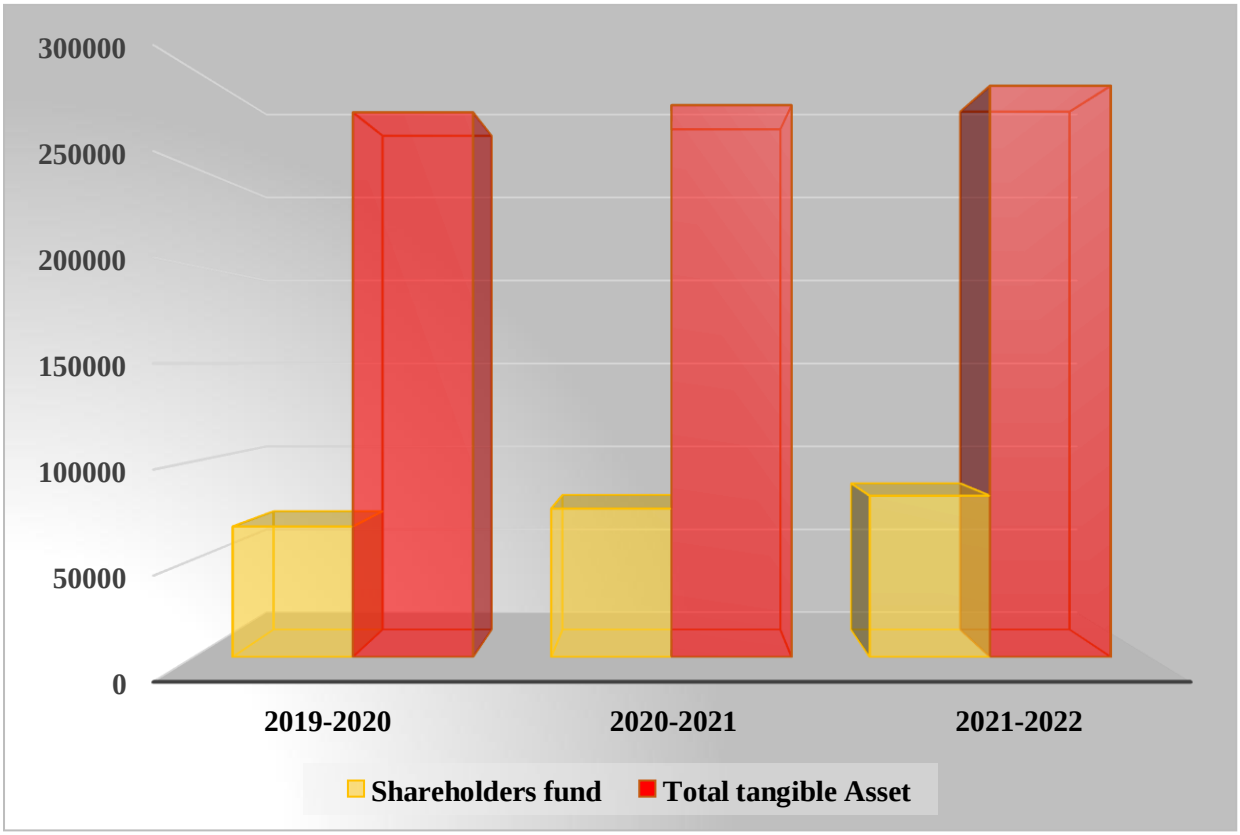
TABLE NO: 5.12

TABLE SHOWING PROPREITARY RATIO

S.NO	FINANCIAL YEAR	SHAREHOLDERS FUND	TOTAL TANGIBLE ASSETS	PROPREITARY RATIO
		(IN CRORES)		
01	2019-2020	66723.22	278219.08	0.23
02	2020-2021	75868.53	281875.44	0.26
03	2021-2022	82407.66	291774.72	0.28

CHART NO: 5.12.1

CHART SHOWING SHAREHOLDERS FUND AND TOTAL TANGIBLE ASSETS

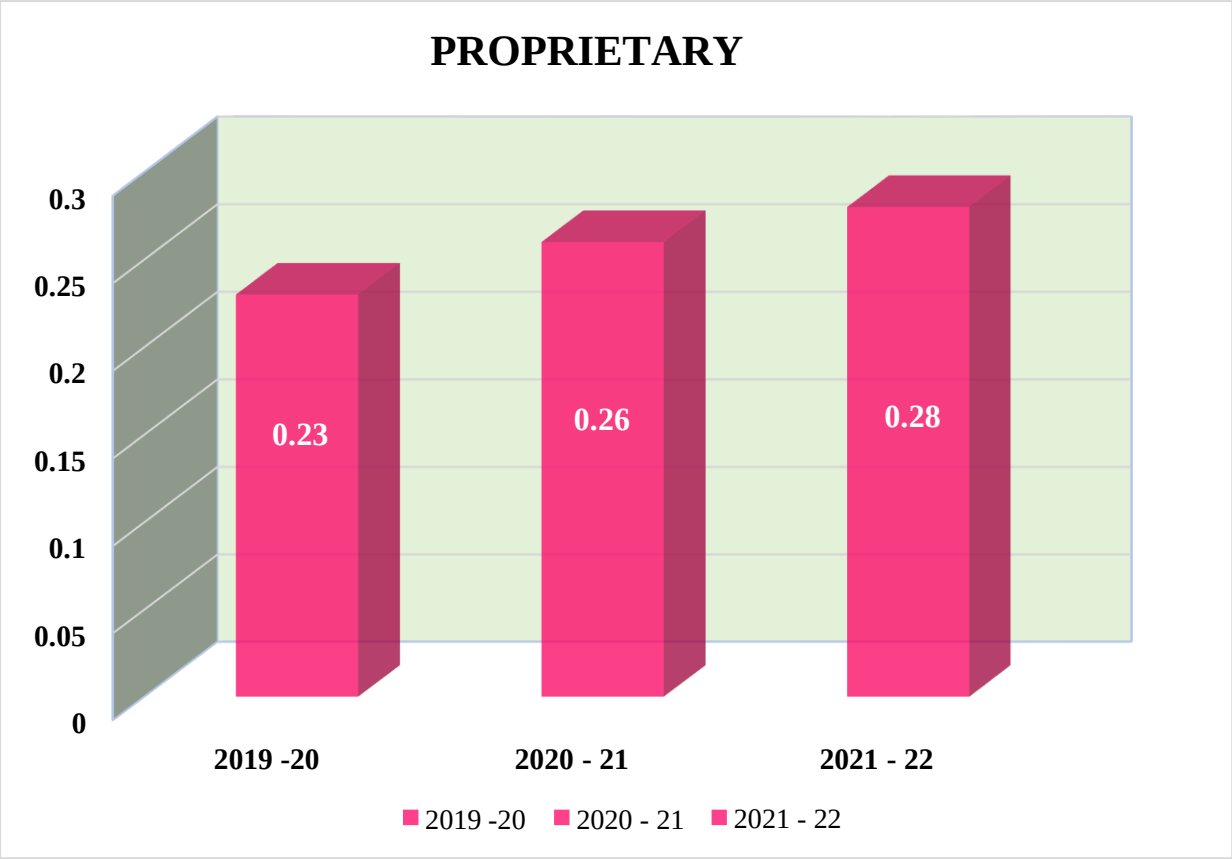


Interpretation:

Shareholder's fund is found to be 66723.22 crores in the financial year 2019-2020, 75868.53 crores in the financial year 2020-2021, 82407.66 in the financial year 2021-2022 and total tangible asset is found to be 278219.08 crores in the financial year 2019-2020, 281875.44 crores in the financial year 2020-2021 and 291774.72 crores in the financial year 2021-2022 from the above table

CHART NO: 5.12.2

CHART SHOWING PROPREITARY RATIO



Interpretation:

Proprietary Ratio is found with 0.23 in the financial year 2019-2020, 0.26 in the financial year 2020-2021 and 0.28 in the financial year 2021-2022

Gross Profit Ratio:

The gross profit ratio shows the proportion of profits generated by the sale of products or services, before selling and administrative expenses. It is used to examine the ability of a business to create sellable products in a cost-effective manner. The Gross Profit Is found by diving the gross profit with total sales.

$$\text{Gross Profit Ratio} = \frac{\text{Gross Profit}}{\text{Total Sales}} \times 100$$

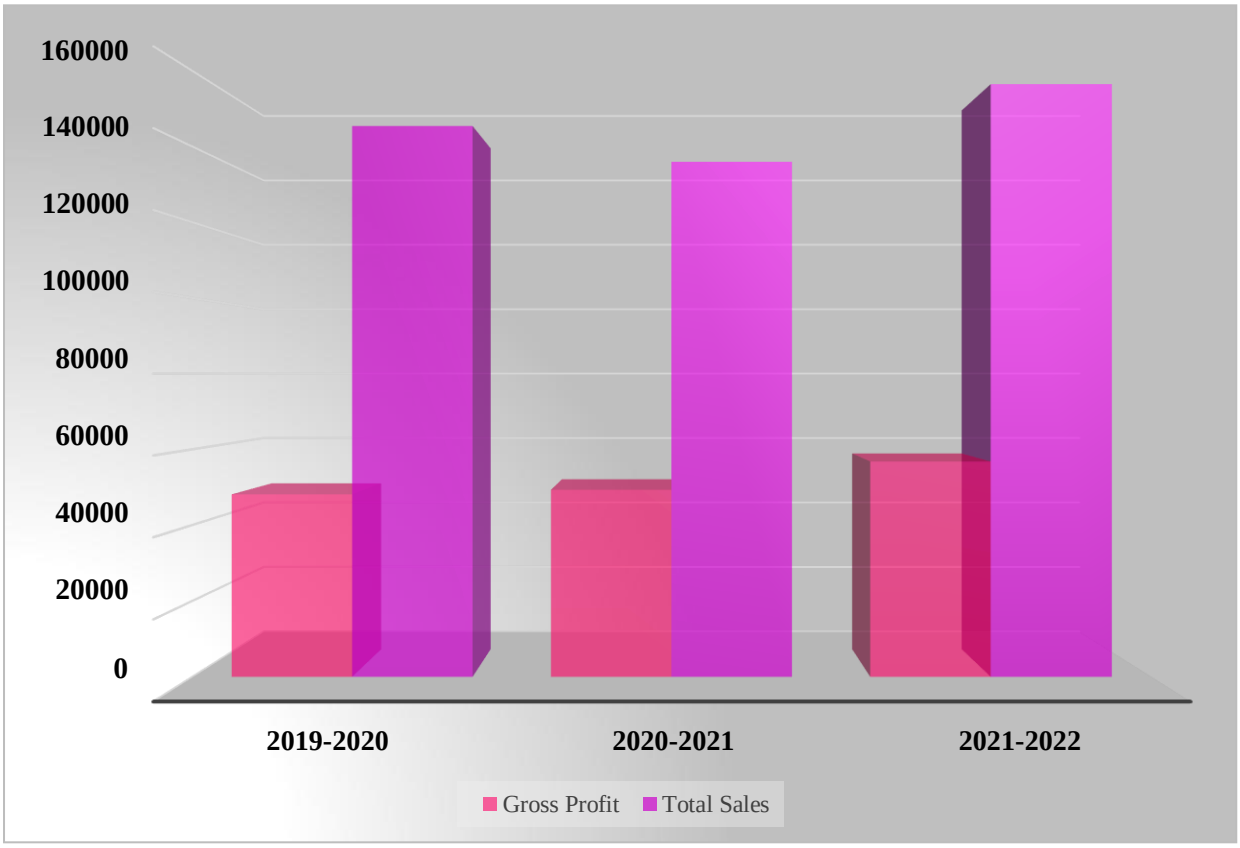
TABLE NO: 5.13

TABLE SHOWING GROSS PROFIT RATIO

S.NO	FINANCIAL YEAR	GROSS PROFIT	TOTAL SALES	GROSS PROFIT RATIO
		(IN CRORES)		
01	2019-2020	48089.69	145452.36	33.06
02	2020-2021	49278.13	135979.03	36.23
03	2021-2022	56782.72	156521.23	36.27

CHART NO: 5.13.1

CHART SHOWING GROSS PROFIT AND TOTAL SALES

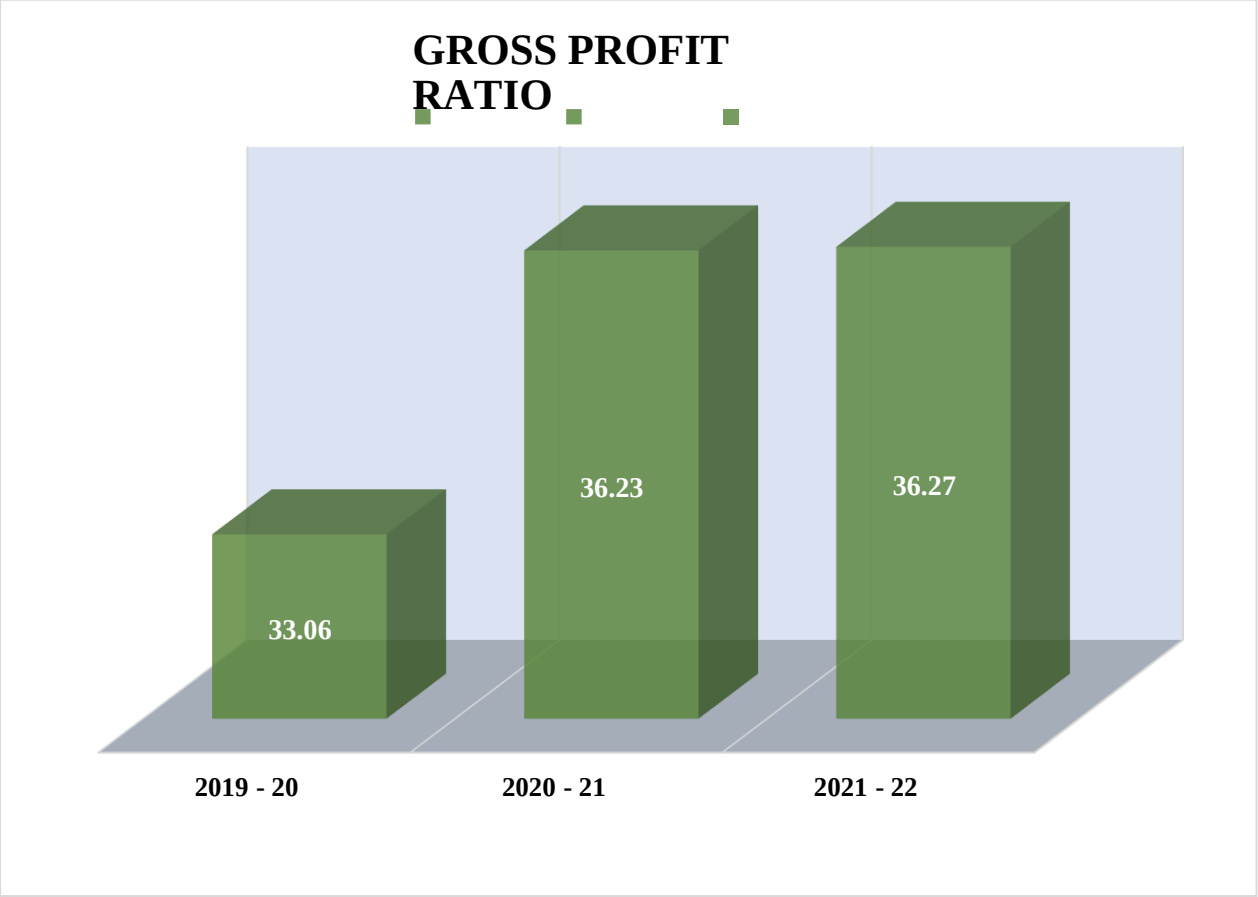


Interpretation:

The above chart inferred that gross profit is found 48089.69 crores in the financial year 2019-2020, 49278.13 crores in the financial year 2020-2021, 56782.72 crores in the financial year 2021-2022 and Total sales were found to be 145452.3 crores in the financial year 2019-2020, 135979.03 crores in the financial year 2020-2021 and 156521.23 crores in the financial year 2021-2022.

CHART NO: 5.13.2

CHART SHOWING GROSS PROFIT RATIO



Interpretation:

Gross Profit ratio is found to be 33.06 in the financial year 2019-2020, 36.23 in the financial year 2020-2021 and 36.27 in the financial year 2021-2022.

Net Profit Ratio:

The net profit percentage is the ratio of after-tax profits to net sales. It reveals the remaining profit after all costs of production, administration, and financing have been deducted from sales, and income taxes recognized. As such, it is one of the best measures of the overall results of a firm, especially when combined with an evaluation of how well it is using its working capital. Net Profit Ratio is being calculated by dividing net profit with net sales.

$$\text{Net Profit Ratio} = \frac{\text{Net Profit}}{\text{Net Sales}} \times 100$$

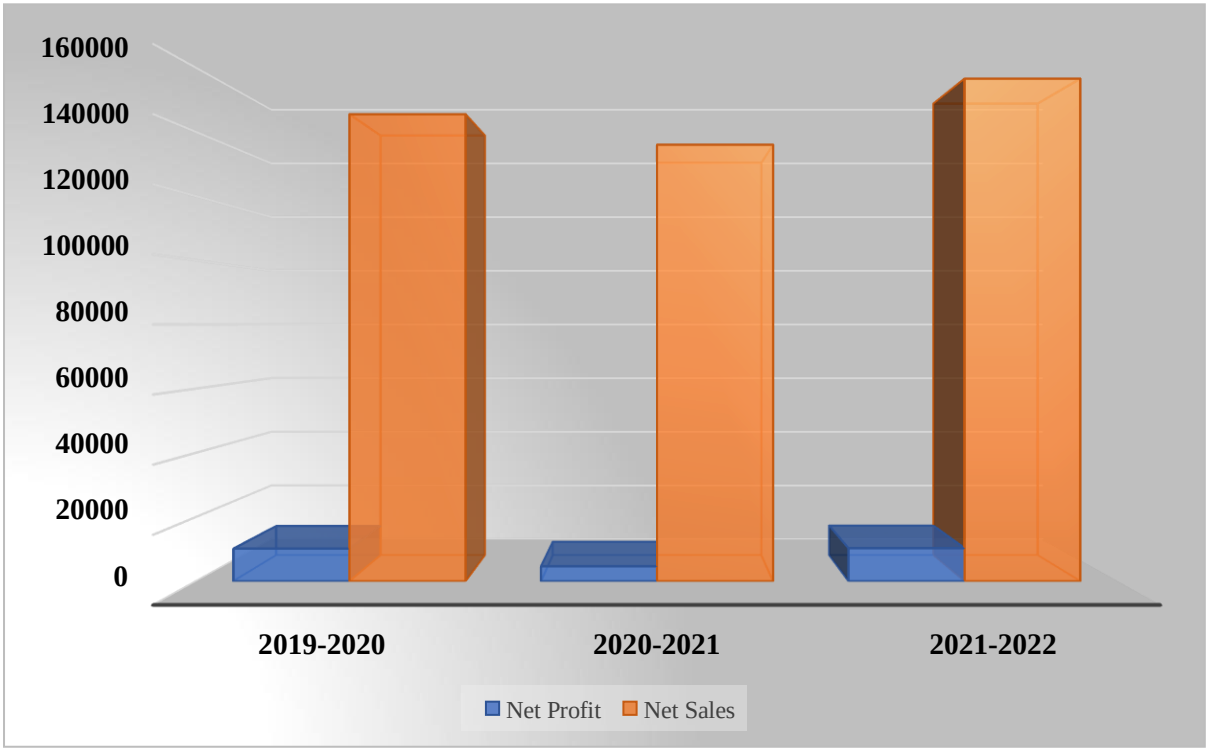
TABLE NO: 5.14

TABLE SHOWING NET PROFIT RATIO

S.NO	FINANCIAL YEAR	NET PROFIT	NET SALES	NET PROFIT RATIO
		(IN CRORES)		
01	2019-2020	10167.75	145452.36	6.99
02	2020-2021	4668.96	135979.03	3.43
03	2021-2022	10291.05	156521.23	6.57

CHART NO: 5.14.1

CHART SHOWING NET PROFIT AND NET SALES

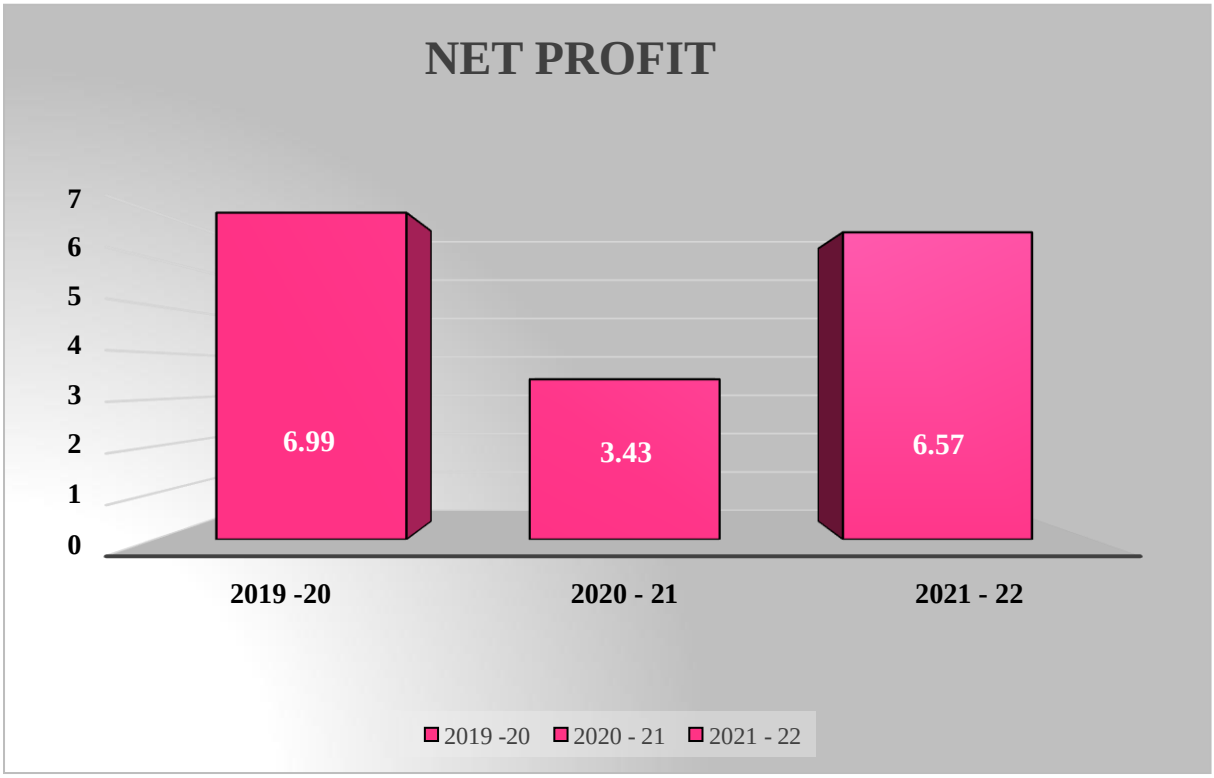


Interpretation:

The chart shows that the net profit for the financial year 2019-2020 is 10167.75 crores, for the financial year 2020-2021 is 4668.96 crores, for the financial year 2021-2022 is 10297.05 crores and Net sales is found to be 145452.36 crores in the financial year 2019-2020, 135979.03 crores in the financial 2020-2021 and 156521.23 in the financial year 2021-2022.

CHART NO: 5.14.2

CHART SHOWING NET PROFIT RATIO



Interpretation:

The above chart inferred that Net Profit is found 6.99 in the financial year 2019-2020, 3.43 in the financial year 2020-2021 and 6.57 in the financial year 2021-2022

CHAPTER 6

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

CHAPTER 6

FINDINGS:

- While comparing the year 2021-2022 there is an overall increase in the current asset.
- When comparing the current liabilities for the past two years there is an drastic increase of liabilities
- Equity has been compared for the past two years and it has been increased.
- Non-current liabilities is being compared for the last two years and it resulted in decrease.
- Non-current asset is being compared for the past two years and it resulted in increase
- Current ratio is found to be 1.41 as the highest in the financial year 2020-2021 and the lowest is found to be 1.26 in the financial year 2019-2020
- The highest Quick Ratio is found as 1.37 in the financial year 2020-2021 and the lowest if found to be 1.26 in the financial year 2021-2022.
- Highest Fixed Asset Ratio is found as 0.76 in the financial year 2019-2020 and the lowest fixed ratio is 0.66 in the financial year 2020-2021
- Debt Equity Ratio is found to be highest in the financial year 2021-2022 with 0.51 and found to be the lowest in the financial year 2019-2020 with 0.40
- Proprietary Ratio is found to be the highest in the financial year 2021-2022 with 0.28 and lowest in the financial year 2019-2020 with 0.23
- Gross Profit Ratio is found to be the highest with 36.27 in the financial year 2021-2022 and found to be the lowest with 33.06 in the financial year 2019-2020
- Net Profit Ratio has the highest with 6.99 in the financial year 2019-2020 and lowest with 3.43 in the financial year 2020-2021.

SUGSESTIONS

SUGGESTIONS:

- To continue building upon its financial progress, L&T should focus on several key areas. Firstly, reducing current liabilities should be a priority to avoid overwhelming debt. This could be achieved through strategies such as renegotiating payment terms with suppliers or finding ways to improve cash flow.
- Secondly, investing in the business could help sustain the upward trend in equity. This could involve exploring new markets, developing new products or services, or investing in research and development.
- Thirdly, L&T should continue to work towards decreasing non-current liabilities and increasing non-current assets to improve overall financial health. This could involve reducing long-term debts or investing in fixed assets such as property, plant, and equipment. Finally, exploring opportunities to increase the gross profit ratio could further improve L&T's financial performance. This could involve finding ways to increase revenue or decrease costs of goods sold.
- Overall, L&T should remain vigilant in monitoring its financial ratios and maintaining a healthy balance between assets and liabilities. By focusing on reducing current liabilities, investing in the business, decreasing non-current liabilities, and increasing non-current assets, L&T can continue to build upon its financial progress and position itself for long-term success.

CONCLUSION

CONCLUSION:

Based on the findings of the study, several important trends and changes in the company's financial health have emerged. Specifically, L&T has seen an overall increase in current assets, which is a positive indicator of the company's liquidity. However, there has also been a significant increase in current liabilities, which could indicate that L&T is taking on more debt. On the other hand, equity has been increasing over the past two years, which could be a sign that the company is investing in itself and experiencing growth. It is noticed through the study that the Non-current liabilities have decreased over the past two years, while non-current assets have increased. This indicates that L&T is working towards reducing its long-term liabilities, which could improve the company's financial position in the long run. The fluctuation in financial ratios over the past three years also highlights the importance of monitoring these metrics to ensure a healthy balance between assets and liabilities of L&T.

ANNEXURE

Consolidated Balance Sheet as at March 31, 2020

	Note	As at 31-3-2020 ₹ crore	₹ crore	As at 31-3-2019 ₹ crore	₹ crore
ASSETS:					
Non-current assets					
Property, plant and equipment	**2**		10103.79		*10889.56*
Capital work-in-progress	**2**		3224.91		*2483.56*
Investment property	**3**		3714.72		*4254.56*
Goodwill	**4**		8011.40		*1826.91*
Other intangible assets	**5**		19596.98		*4222.91*
Intangible assets under development	**5**		86.18		*11435.93*
Right-of-use assets	**61(c)(iii)**		2226.49		–
Financial assets					
Investments in joint ventures and associates	**43(e)**	2851.01		*2642.29*	
Other investments	**6**	4496.72		*4318.64*	
Loans towards financing activities	**7**	58589.36		*57788.88*	
Other loans	**8**	1522.33		*1481.08*	
Other financial assets	**9**	638.15		*1144.05*	
			68097.57		*67374.94*
Deferred tax assets (net)	**51(d)**		3846.58		*3418.93*
Other non-current assets	**10**		6541.62		*5648.62*
Current assets					
Inventories	**11**		5746.65		*6413.93*
Financial assets					
Investments	**12**	12699.75		*13946.17*	
Trade receivables	**13**	40731.52		*36845.87*	
Cash and cash equivalents	**14**	11324.57		*6509.49*	
Other bank balances	**15**	3793.21		*5216.75*	
Loans towards financing activities	**16**	41723.42		*42530.82*	
Other loans	**17**	716.00		*626.69*	
Other financial assets	**18**	2927.87		*2551.25*	
			113916.34		*108227.04*
Other current assets	**19**		58659.69		*52143.06*
Group(s) of assets classified as held for sale	**45(d)**		4367.21		*7.41*
TOTAL ASSETS			308140.13		*278347.36*

Consolidated Balance Sheet as at March 31, 2020 (contd.)

	Note	As at 31-3-2020 ₹ crore	₹ crore	As at 31-3-2019 ₹ crore	₹ crore
EQUITY AND LIABILITIES:					
Equity					
Equity share capital	**20**	280.78		*280.55*	
Other equity	**21**	66442.44		*62094.25*	
Equity attributable to owners of the Company			66723.22		*62374.80*
Non-controlling interests			9520.83		*6826.11*
Liabilities					
Non-current liabilities					
Financial liabilities					
Borrowings	**22**	82331.33		*74120.79*	
Lease liability		1741.60		–	
Other financial liabilities	**23**	901.14		*354.83*	
			84974.07		*74475.62*
Provisions	**24**		708.67		*556.84*
Deferred tax liabilities (net)	**51(d)**		1453.04		*311.13*
Other non-current liabilities	**25**		31.09		*0.55*
Current liabilities					
Financial liabilities					
Borrowings	**26**	35021.02		*29223.84*	
Current maturities of long term borrowings	**27**	23654.77		*22210.54*	
Lease liability		424.95		–	
Trade payables:					
Due to micro enterprises and small enterprises		479.51		*261.12*	
Due to others	**28**	43164.42		*42733.69*	
Other financial liabilities	**29**	4923.23		*4622.78*	
			107667.90		*99051.97*
Other current liabilities	**30**		30816.67		*31166.55*
Provisions	**31**		2750.85		*2443.43*
Current tax liabilities (net)			1509.62		*1137.16*
Liabilities associated with group(s) of assets classified as held for sale	**45(d)**		1984.17		*3.20*
TOTAL EQUITY AND LIABILITIES			308140.13		*278347.36*
CONTINGENT LIABILITIES	**32**				
COMMITMENTS (capital and others)	**33**				
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	**1 to 64**				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
Firm's Registration No.117366W/W-100018
by the hand of

SANJIV V. PILGAONKAR
Partner
Membership No. 39826
Mumbai

S.N.SUBRAHMANYAN
Chief Executive Officer & Managing Director
(DIN 02255382)
Chennai

R.SHANKAR RAMAN
Whole-time Director & Chief Financial Officer
(DIN00019798)
Mumbai

M.M.CHITALE
Independent Director
(DIN00101004)
Mumbai

SIVARAM NAIR A
Company Secretary & Compliance Officer
M. No. FCS3939
Mumbai

June 5, 2020

Consolidated Statement of Profit and Loss for the year ended March 31, 2020

	Note	2019-20 ₹ crore	2019-20 ₹ crore	2018-19 ₹ crore	2018-19 ₹ crore
Continuing operations					
INCOME:					
Revenue from operations	34		145452.36		135220.29
Other income	35		2360.90		1836.53
Total income			147813.26		137056.82
EXPENSES:					
Manufacturing, construction and operating expenses:	36				
Cost of raw materials, components consumed		15548.66		14771.56	
Construction materials consumed		30316.12		31230.44	
Purchase of stock-in-trade		841.09		887.87	
Stores, spares and tools consumed		2184.46		2812.31	
Sub-contracting charges		26454.05		26011.91	
Changes in inventories of finished goods, work-in-progress, stock-in-trade and property development		647.70		(731.11)	
Other manufacturing, construction and operating expenses		13328.71		13264.43	
Finance cost of financial services business and finance lease activity		8041.88		7385.63	
			97362.67		95633.04
Employee benefits expense	37		23114.00		17466.40
Sales, administration and other expenses	38		8646.71		6791.21
Finance costs	39		2796.66		1802.55
Depreciation, amortisation, impairment and obsolescence			2462.27		1923.03
Total expenses			134382.31		123616.23
Profit before exceptional items and tax			13430.95		13440.59
Exceptional items (net)	48		–		294.75
Profit before tax			13430.95		13735.34
Tax expense:	51(a)				
Current tax		3564.58		4402.95	
Deferred tax (net)		(301.38)		(335.86)	
			3263.20		4067.09
Net profit after tax from continuing operations			10167.75		9668.25
Share in profit/(loss) after tax of joint ventures/associates (net)	43(f)		71.96		(21.00)
Profit for the year from continuing operations			10239.71		9647.25
Discontinued operations					
Profit from discontinued operations	45(e)		883.25		845.57
Tax expense of discontinued operations	51(a)		228.68		276.24
Net profit after tax from discontinued operations			654.57		569.33
Net profit after tax from continuing operations & discontinued operations			10894.28		10216.58
Other comprehensive income					
A Items that will not be reclassified to profit or loss:					
Equity instruments through other comprehensive income		(386.05)		–	
Income tax (expenses)/income on equity instruments through other comprehensive income		–		–	
			(386.05)		–
Gain/(loss) on remeasurements of the net defined benefit plans		(205.94)		(30.47)	
Income tax (expenses)/income on remeasurements of the net defined benefit plans		50.60		10.98	
			(155.34)		(19.49)
Share in other comprehensive income of joint ventures/associates (net)			27.75		24.52
B Items that will be reclassified to profit or loss:					
Debt instruments through other comprehensive income		115.22		(63.01)	
Income tax (expenses)/income on debt instruments through other comprehensive income		(19.46)		7.61	
			95.76		(55.40)
Carried forward - Other comprehensive income			(417.88)		(50.37)

Consolidated Statement of Profit and Loss for the year ended March 31, 2020 (contd.)

	Note	2019-20 ₹ crore	2019-20 ₹ crore	2018-19 ₹ crore	2018-19 ₹ crore
Brought forward - Other comprehensive income			(417.88)		(50.37)
Foreign currency translation reserve		43.60		(34.83)	
Income tax (expenses)/income on foreign currency translation reserve		4.45		(3.25)	
			48.05		(38.08)
Effective portion of gains/(losses) on hedging instruments in a cash flow hedge		(1281.83)		(275.64)	
Income tax (expenses)/income on effective portion of gains/(losses) on hedging instruments in a cash flow hedge		334.42		106.69	
			(947.41)		(168.95)
Cost of hedging reserve		(29.18)		26.65	
Income tax (expenses)/income on cost of hedging reserve		8.14		(9.31)	
			(21.04)		17.34
Share in other comprehensive income of joint ventures/associates (net)			23.62		10.18
Other comprehensive income for the year [net of tax]			(1314.66)		(229.88)
Total comprehensive income for the year			9579.62		9986.70
Profit for the year attributable to:					
- Owners of the Company			9549.03		8905.13
- Non-controlling interests			1345.25		1311.45
			10894.28		10216.58
Other comprehensive income for the year attributable to:					
- Owners of the Company			(1032.83)		(273.99)
- Non-controlling interests			(281.83)		44.11
			(1314.66)		(229.88)
Total comprehensive income for the year attributable to:					
- Owners of the Company			8516.20		8631.14
- Non-controlling interests			1063.42		1355.56
			9579.62		9986.70
Earnings per share (EPS) of ₹ 2 each from continuing operations:					
Basic earnings per equity share (₹)	55		63.38		59.45
Diluted earnings per equity share (₹)	55		63.29		59.35
Earnings per share (EPS) of ₹ 2 each from discontinued operations:					
Basic earnings per equity share (₹)	55		4.66		4.06
Diluted earnings per equity share (₹)	55		4.66		4.05
Earnings per share (EPS) of ₹ 2 each from continuing operations & discontinued operations:					
Basic earnings per equity share (₹)	55		68.04		63.51
Diluted earnings per equity share (₹)	55		67.95		63.40
Face value per equity share (₹)			2.00		2.00
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	1 to 64				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
Firm's Registration No.117366W/W-100018
by the hand of

SANJIV V. PILGAONKAR
Partner
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Whole-time Director & Chief Financial Officer
(DIN00019798)
Mumbai

M.M.CHITALE
Independent Director
(DIN00101004)
Mumbai

SIVARAM NAIR A
Company Secretary & Compliance Officer
M. No. FCS3939
Mumbai

June 5, 2020

Consolidated Balance Sheet as at March 31, 2021

	Note	As at 31-3-2021 ₹ crore	₹ crore	*As at 31-3-2020 ₹ crore*	*₹ crore*
ASSETS:					
Non-current assets					
Property, plant and equipment	**2**		11386.29		*10103.79*
Capital work-in-progress	**2**		388.37		*3224.91*
Investment property	**3**		3646.78		*3714.72*
Goodwill	**4**		8066.96		*8011.40*
Other intangible assets	**5**		19197.76		*19596.98*
Intangible assets under development	**5**		112.02		*86.18*
Right-of-use assets	**61(b)(iii)**		2021.53		*2226.49*
Financial assets					
Investments in joint ventures and associates	**43(e)**	2670.26		*2851.01*	
Other investments	**6**	5945.14		*4496.72*	
Loans towards financing activities	**7**	52631.67		*58589.36*	
Other loans	**8**	482.66		*1522.33*	
Other financial assets	**9**	1110.77		*638.15*	
			62840.50		*68097.57*
Deferred tax assets (net)	**51(d)**		2697.00		*3846.58*
Other non-current assets	**10**		5949.67		*6541.62*
Current assets					
Inventories	**11**		5820.54		*5746.65*
Financial assets					
Investments	**12**	31011.23		*12699.75*	
Trade receivables	**13**	42229.78		*40731.52*	
Cash and cash equivalents	**14**	13373.52		*11324.57*	
Other bank balances	**15**	2867.98		*3793.21*	
Loans towards financing activities	**16**	41379.03		*41723.42*	
Other loans	**17**	648.56		*716.00*	
Other financial assets	**18**	2838.47		*2927.87*	
			134348.57		*113916.34*
Other current assets	**19**		54791.48		*58659.69*
Group(s) of assets classified as held for sale	**45(f)**		6.24		*4367.21*
TOTAL ASSETS			311273.71		*308140.13*

Consolidated Balance Sheet as at March 31, 2021 (contd.)

	Note	As at 31-3-2021 ₹ crore	₹ crore	As at 31-3-2020 ₹ crore	₹ crore
EQUITY AND LIABILITIES:					
Equity					
Equity share capital	**20**	280.91		*280.78*	
Other equity	**21**	75587.62		*66442.44*	
Equity attributable to owners of the Company			75868.53		*66723.22*
Non-controlling interests			12051.53		*9520.83*
Liabilities					
Non-current liabilities					
Financial liabilities					
Borrowings	**22**	82120.04		*82331.33*	
Lease liability		1617.72		*1741.60*	
Other financial liabilities	**23**	186.74		*901.14*	
			83924.50		*84974.07*
Provisions	**24**		773.78		*708.67*
Deferred tax liabilities (net)	**51(d)**		1178.66		*1453.04*
Other non-current liabilities	**25**		68.70		*31.09*
Current liabilities					
Financial liabilities					
Borrowings	**26**	27765.83		*35021.02*	
Current maturities of long term borrowings	**27**	22719.39		*23654.77*	
Lease liability		406.10		*424.95*	
Trade payables:					
Due to micro enterprises and small enterprises		488.99		*479.51*	
Due to others	**28**	45015.62		*43164.42*	
Other financial liabilities	**29**	5569.55		*4923.23*	
			101965.48		*107667.90*
Other current liabilities	**30**		31269.63		*30816.67*
Provisions	**31**		2998.68		*2750.85*
Current tax liabilities (net)			1171.02		*1509.62*
Liabilities associated with group(s) of assets classified as held for sale	**45(f)**		3.20		*1984.17*
TOTAL EQUITY AND LIABILITIES			311273.71		*308140.13*
CONTINGENT LIABILITIES	**32**				
COMMITMENTS (capital and others)	**33**				
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	**1 to 64**				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
Firm's Registration No.117366W/W-100018
by the hand of

SANJIV V. PILGAONKAR
Partner
Membership No. 39826

S. N. SUBRAHMANYAN
Chief Executive Officer & Managing Director
(DIN 02255382)

R. SHANKAR RAMAN
Whole-time Director & Chief Financial Officer
(DIN 00019798)

M. M. CHITALE
Independent Director
(DIN 00101004)

SIVARAM NAIR A
Company Secretary & Compliance Officer
Membership No. FCS3939

Mumbai, May 14, 2021

Consolidated Statement of Profit and Loss for the year ended March 31, 2021

	Note	2020-21 ₹ crore	2020-21 ₹ crore	*2019-20 ₹ crore*	*2019-20 ₹ crore*
Continuing operations					
INCOME:					
Revenue from operations	**34**		135979.03		*145452.36*
Other income	**35**		3429.35		*2360.90*
Total income			139408.38		*147813.26*
EXPENSES:					
Manufacturing, construction and operating expenses:	**36**				
Cost of raw materials, components consumed		15571.40		*15548.66*	
Construction materials consumed		24558.23		*30316.12*	
Purchase of stock-in-trade		1213.58		*841.09*	
Stores, spares and tools consumed		2023.54		*2184.46*	
Sub-contracting charges		22316.18		*26454.05*	
Changes in inventories of finished goods, work-in-progress, stock-in-trade and property development		343.37		*647.70*	
Other manufacturing, construction and operating expenses		12983.56		*13328.71*	
Finance cost of financial services business and finance lease activity		7691.04		*8041.88*	
			86700.90		*97362.67*
Employee benefits expense	**37**		24762.03		*23114.00*
Sales, administration and other expenses	**38**		8892.00		*8646.71*
Finance costs	**39**		3913.44		*2796.66*
Depreciation, amortisation, impairment and obsolescence			2904.21		*2462.27*
Total expenses			127172.58		*134382.31*
Profit before exceptional items and tax			12235.80		*13430.95*
Tax expense:	**51(a)**				
Current tax		3923.39		*3564.58*	
Deferred tax (net)		87.43		*(301.38)*	
			4010.82		*3263.20*
Net profit after tax (before exceptional items) from continuing operations			8224.98		*10167.75*
Exceptional items before tax			(3693.78)		–
Tax expense on exceptional items:	**51(a)**				
Current tax		48.44		–	
Deferred tax		(186.20)		–	
			(137.76)		–
Exceptional items (net of tax)	**48**		(3556.02)		–
Net profit after tax from continuing operations			4668.96		*10167.75*
Share in profit/(loss) after tax of joint ventures/associates (net)	**43(f)**		14.40		*71.96*
Profit for the year from continuing operations			4683.36		*10239.71*
Discontinued operations					
Profit before tax from discontinued operations	**45(a)**		10790.50		*883.25*
Tax expense of discontinued operations	**51(a)**		2552.58		*228.68*
Net profit after tax from discontinued operations			8237.92		*654.57*
Net profit after tax from continuing operations & discontinued operations			12921.28		*10894.28*
Other comprehensive income					
A Items that will not be reclassified to profit or loss:					
Equity instruments through Other comprehensive income		55.05		*(386.05)*	
Income tax (expenses)/income on equity instruments through Other comprehensive income		–		–	
			55.05		*(386.05)*
Gain/(loss) on remeasurements of the net defined benefit plans		57.40		*(205.94)*	
Income tax (expenses)/income on remeasurements of the net defined benefit plans		(13.69)		*50.60*	
			43.71		*(155.34)*
Share in Other comprehensive income of joint ventures/associates (net)			(51.76)		*27.75*
B Items that will be reclassified to profit or loss:					
Debt instruments through Other comprehensive income		123.69		*115.22*	
Income tax (expenses)/income on debt instruments through Other comprehensive income		(31.14)		*(19.46)*	
			92.55		*95.76*
Carried forward - Other comprehensive income			139.55		*(417.88)*

Consolidated Statement of Profit and Loss for the year ended March 31, 2021 (contd.)

	Note	2020-21 ₹ crore	2020-21 ₹ crore	2019-20 ₹ crore	2019-20 ₹ crore
Brought forward - Other comprehensive income			139.55		(417.88)
Exchange differences in translating the financial statements of foreign operations		99.70		43.60	
Income tax (expenses)/income on exchange differences in translating the financial statements of foreign operations		(4.42)		4.45	
			95.28		48.05
Effective portion of gains/(losses) on hedging instruments in a cash flow hedge		1717.14		(1281.83)	
Income tax (expenses)/income on effective portion of gains/(losses) on hedging instruments in a cash flow hedge		(479.18)		334.42	
			1237.96		(947.41)
Cost of hedging reserve		11.12		(29.18)	
Income tax (expenses)/income on cost of hedging reserve		(2.98)		8.14	
			8.14		(21.04)
Share in Other comprehensive income of joint ventures/associates (net)			(26.56)		23.62
Other comprehensive income for the year (net of tax)			1454.37		(1314.66)
Total comprehensive income for the year			14375.65		9579.62
Profit for the year attributable to:					
Owners of the Company			11582.93		9549.03
Non-controlling interests			1338.35		1345.25
			12921.28		10894.28
Other comprehensive income for the year attributable to:					
Owners of the Company			1129.49		(1032.83)
Non-controlling interests			324.88		(281.83)
			1454.37		(1314.66)
Total comprehensive income for the year attributable to:					
Owners of the Company			12712.42		8516.20
Non-controlling interests			1663.23		1063.42
			14375.65		9579.62
Earnings per share (EPS) of ₹ 2 each from continuing operations:					
Basic earnings per equity share (₹)	55		23.82		63.38
Diluted earnings per equity share (₹)	55		23.80		63.29
Earnings per share (EPS) of ₹ 2 each from discontinued operations:					
Basic earnings per equity share (₹)	55		58.67		4.66
Diluted earnings per equity share (₹)	55		58.61		4.66
Earnings per share (EPS) of ₹ 2 each from continuing operations & discontinued operations:					
Basic earnings per equity share (₹)	55		82.49		68.04
Diluted earnings per equity share (₹)	55		82.41		67.95
Face value per equity share (₹)			2.00		2.00
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	**1 to 64**				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
Firm's Registration No.117366W/W-100018
by the hand of

SANJIV V. PILGAONKAR
Partner
Membership No. 39826

S. N. SUBRAHMANYAN
Chief Executive Officer & Managing Director
(DIN 02255382)

R. SHANKAR RAMAN
Whole-time Director & Chief Financial Officer
(DIN 00019798)

M. M. CHITALE
Independent Director
(DIN 00101004)

SIVARAM NAIR A
Company Secretary & Compliance Officer
Membership No. FCS3939

Mumbai, May 14, 2021

Other Matters

Our aforesaid report under Section 143(3)(i) of the Act on the adequacy and operating effectiveness of the internal financial controls over financial reporting in so far as it relates to 34 subsidiary companies, 1 joint operation company and 11 joint ventures, which are companies incorporated in India, is based solely on the corresponding reports of the auditors of such companies incorporated in India.

Our aforesaid report under Section 143(3)(i) of the Act on the adequacy and operating effectiveness of the internal financial controls over financial reporting in so far as it relates to 1 associate company, which are companies incorporated in India, whose financial information is unaudited and whose efficacy of internal financial controls over financial reporting is based solely on the Management's certification provided to us and our opinion on the adequacy and operating effectiveness of the internal financial controls over financial reporting of the Group is not affected as the financial information of such entities is not material to the Group.

Our opinion is not modified in respect of the above matters with respect to our reliance on the work done by and the reports of such other auditors and the financial information certified by the Management.

For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
(Firm's Registration No. 117366W/W-100018)

Sanjiv V. Pilgaonkar
(Partner)
(Membership No. 39826)
UDIN: 22039826AIVCZB5750

Place: Mumbai
Date: May 12, 2022

Consolidated Balance Sheet as at March 31, 2022

₹ crore

	Note	As at 31-3-2022		As at 31-3-2021	
ASSETS:					
Non-current assets					
Property, plant and equipment	2		10578.87		11386.29
Capital work-in-progress	2		1170.32		388.37
Investment property	3		3962.98		3646.78
Goodwill	4		7476.98		8066.96
Other intangible assets	5		18729.37		19197.76
Intangible assets under development	5		79.23		112.02
Right-of-use assets	61(b)(iii)		1988.62		2021.53
Financial assets					
Investments in joint ventures and associates	43(e)	2729.35		2670.26	
Other investments	6	7081.51		5945.14	
Loans towards financing activities	7	46736.84		52631.67	
Other loans	8	252.99		173.24	
Other financial assets	9	2162.97		1420.19	
			58963.66		62840.50
Deferred tax assets (net)	51(d)		2840.10		2697.00
Other non-current assets	10		6077.62		5949.67
Sub-total - Non-current assets			111867.75		116306.88
Current assets					
Inventories	11		5943.32		5820.54
Financial assets					
Investments	12	29792.51		31011.23	
Trade receivables	13	46138.92		42229.78	
Cash and cash equivalents	14	13770.24		13373.52	
Other bank balances	15	5182.93		2867.98	
Loans towards financing activities	16	42269.20		41379.03	
Other loans	17	280.34		235.35	
Other financial assets	18	3840.04		3251.68	
			141274.18		134348.57
Other current assets	19		60132.89		54791.48
Sub-total - Current assets			207350.39		194960.59
Group(s) of assets classified as held for sale	45(e)		830.78		6.24
TOTAL ASSETS			320048.92		311273.71

Consolidated Balance Sheet as at March 31, 2022 (contd.)

₹ crore

	Note	As at 31-3-2022		As at 31-3-2021	
EQUITY AND LIABILITIES:					
Equity					
Equity share capital	20	281.01		280.91	
Other equity	21	82126.65		75587.62	
Equity attributable to owners of the Company			82407.66		75868.53
Non-controlling interests			12966.07		12051.53
TOTAL EQUITY			95373.73		87920.06
Liabilities					
Non-current liabilities					
Financial liabilities					
Borrowings	22	61618.31		82120.04	
Lease liability		1633.31		1617.72	
Other financial liabilities	23	111.67		186.74	
			63363.29		83924.50
Provisions	24		817.77		773.78
Deferred tax liabilities (net)	51(d)		1039.33		1178.66
Other non-current liabilities	25		21.27		68.70
Sub-total - Non-current liabilities			65241.66		85945.64
Current liabilities					
Financial liabilities					
Borrowings	26	30476.96		27765.83	
Current maturities of long-term borrowings	27	31372.96		22719.39	
Lease liability		406.54		406.10	
Trade payables:					
Due to micro enterprises and small enterprises		575.91		488.99	
Due to others	28	50568.33		45256.24	
Other financial liabilities	29	6643.32		5328.93	
			120044.02		101965.48
Other current liabilities	30		34644.10		31269.63
Provisions	31		3355.86		2998.68
Current tax liabilities (net)			1309.82		1171.02
Sub-total - Current liabilities			159353.80		137404.81
Liabilities associated with group(s) of assets classified as held for sale	45(e)		79.73		3.20
TOTAL LIABILITIES			224675.19		223353.65
TOTAL EQUITY AND LIABILITIES			320048.92		311273.71
CONTINGENT LIABILITIES	32				
COMMITMENTS (capital and others)	33				
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	1 to 65				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
Firm's Registration No.117366W/W-100018
by the hand of

SANJIV V. PILGAONKAR
Partner
Membership No. 39826

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M. M. CHITALE
Independent Director
(DIN 00101004)

SIVARAM NAIR A
Company Secretary & Compliance Officer
Membership No. FCS3939

Mumbai, May 12, 2022

SIVARAM NAIR A
Company Secretary & Compliance Officer
Membership No. FCS3939

Mumbai, May 12, 2022

Consolidated Statement of Profit and Loss for the year ended March 31, 2022

₹ crore

	Note	2021-22		2020-21	
Continuing operations					
INCOME:					
Revenue from operations	34		156521.23		135979.03
Other income (net)	35		2267.08		3429.35
Total Income			158788.31		139408.38
EXPENSES:					
Manufacturing, construction and operating expenses:	36				
Cost of raw materials, components consumed		17100.84		15562.05	
Construction materials consumed		33506.21		24558.23	
Purchase of stock-in-trade		1069.50		1213.58	
Stores, spares and tools consumed		3091.07		2032.89	
Sub-contracting charges		24772.33		22316.18	
Changes in inventories of finished goods, work-in-progress, stock-in-trade and property development		(2076.60)		343.37	
Other manufacturing, construction and operating expenses		16322.62		12983.56	
Finance cost of financial services business and finance lease activity		5952.54		7691.04	
			99738.51		86700.90
Employee benefits expense	37		29733.53		24750.54
Sales, administration and other expenses	38		8831.89		8903.49
Finance costs	39		3125.70		3913.44
Depreciation, amortisation, impairment and obsolescence			2947.95		2904.21
Total Expenses			144377.58		127172.58
Profit before exceptional items and tax			14410.73		12235.80
Tax expense:	51(a)				
Current tax		4512.09		3923.39	
Deferred tax		(295.48)		87.43	
			4216.61		4010.82
Net profit after tax (before exceptional items) from continuing operations			10194.12		8224.98
Exceptional items before tax			119.70		(3693.78)
Tax expense on exceptional items:	51(a)				
Current tax		22.77		48.44	
Deferred tax		–		(186.20)	
			22.77		(137.76)
Exceptional items (net of tax)	48		96.93		(3556.02)
Net profit after tax from continuing operations			10291.05		4668.96
Share in profit/(loss) after tax of joint ventures/associates (net)	43(f)		128.19		14.40
Profit for the year from continuing operations			10419.24		4683.36
Discontinued operations					
Profit before tax from discontinued operations	45(a)		–		10790.50
Tax expense of discontinued operations	51(a)		–		2552.58
Net profit after tax from discontinued operations			–		8237.92
Net profit after tax from continuing operations & discontinued operations			10419.24		12921.28
Other comprehensive income					
A Items that will not be reclassified to profit or loss:					
Equity instruments through Other comprehensive income		–		55.05	
Income tax (expenses)/income on equity instruments through Other comprehensive income		–		–	
			–		55.05
Gain/(loss) on remeasurements of the net defined benefit plans		105.88		57.40	
Income tax (expenses)/income on remeasurements of the net defined benefit plans		(25.53)		(13.69)	
			80.35		43.71
Share in Other comprehensive income of joint ventures/associates (net)			56.18		(51.76)
B Items that will be reclassified to profit or loss:					
Debt instruments through Other comprehensive income		(79.51)		123.69	
Income tax (expenses)/income on debt instruments through Other comprehensive income		23.02		(31.14)	
			(56.49)		92.55
Carried forward - Other comprehensive income			80.04		139.55

Consolidated Statement of Profit and Loss for the year ended March 31, 2022 (contd.)

₹ crore

	Note	2021-22		2020-21	
Brought forward - Other comprehensive income			80.04		139.55
Exchange differences in translating the financial statements of foreign operations		25.58		99.70	
Income tax (expenses)/income on exchange differences in translating the financial statements of foreign operations		6.69		(4.42)	
			32.27		95.28
Effective portion of gains/(losses) on hedging instruments in a cash flow hedge		426.78		1717.14	
Income tax (expenses)/income on effective portion of gains/(losses) on hedging instruments in a cash flow hedge		(116.50)		(479.18)	
			310.28		1237.96
Cost of hedging reserve		3.06		11.12	
Income tax (expenses)/income on cost of hedging reserve		(0.77)		(2.98)	
			2.29		8.14
Share in Other comprehensive income of joint ventures/associates (net)			13.47		(26.56)
Other comprehensive income for the year (net of tax)			438.35		1454.37
Total comprehensive income for the year			10857.59		14375.65
Profit for the year attributable to:					
Owners of the Company			8669.33		11582.93
Non-controlling interests			1749.91		1338.35
			10419.24		12921.28
Other comprehensive income for the year attributable to:					
Owners of the Company			329.38		1129.49
Non-controlling interests			108.97		324.88
			438.35		1454.37
Total comprehensive income for the year attributable to:					
Owners of the Company			8998.71		12712.42
Non-controlling interests			1858.88		1663.23
			10857.59		14375.65
Earnings per share (EPS) of ₹ 2 each from continuing operations:					
Basic earnings per equity share (₹)	55		61.71		23.82
Diluted earnings per equity share (₹)	55		61.65		23.80
Earnings per share (EPS) of ₹ 2 each from discontinued operations:					
Basic earnings per equity share (₹)	55		–		58.67
Diluted earnings per equity share (₹)	55		–		58.61
Earnings per share (EPS) of ₹ 2 each from continuing operations & discontinued operations:					
Basic earnings per equity share (₹)	55		61.71		82.49
Diluted earnings per equity share (₹)	55		61.65		82.41
Face value per equity share (₹)			2.00		2.00
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	1 to 65				

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Independent Director
(DIN 00101004)

SIVARAM NAIR A
Company Secretary & Compliance Officer
Membership No. FCS3939

Mumbai, May 12, 2022

Consolidated Balance Sheet as at March 31, 2020

	Note	As at 31-3-2020 ₹ crore	₹ crore	As at 31-3-2019 ₹ crore	₹ crore
ASSETS:					
Non-current assets					
Property, plant and equipment	**2**		10103.79		*10889.56*
Capital work-in-progress	**2**		3224.91		*2483.56*
Investment property	**3**		3714.72		*4254.56*
Goodwill	**4**		8011.40		*1826.91*
Other intangible assets	**5**		19596.98		*4222.91*
Intangible assets under development	**5**		86.18		*11435.93*
Right-of-use assets	**61(c)(iii)**		2226.49		–
Financial assets					
Investments in joint ventures and associates	**43(e)**	2851.01		*2642.29*	
Other investments	**6**	4496.72		*4318.64*	
Loans towards financing activities	**7**	58589.36		*57788.88*	
Other loans	**8**	1522.33		*1481.08*	
Other financial assets	**9**	638.15		*1144.05*	
			68097.57		*67374.94*
Deferred tax assets (net)	**51(d)**		3846.58		*3418.93*
Other non-current assets	**10**		6541.62		*5648.62*
Current assets					
Inventories	**11**		5746.65		*6413.93*
Financial assets					
Investments	**12**	12699.75		*13946.17*	
Trade receivables	**13**	40731.52		*36845.87*	
Cash and cash equivalents	**14**	11324.57		*6509.49*	
Other bank balances	**15**	3793.21		*5216.75*	
Loans towards financing activities	**16**	41723.42		*42530.82*	
Other loans	**17**	716.00		*626.69*	
Other financial assets	**18**	2927.87		*2551.25*	
			113916.34		*108227.04*
Other current assets	**19**		58659.69		*52143.06*
Group(s) of assets classified as held for sale	**45(d)**		4367.21		*7.41*
TOTAL ASSETS			308140.13		*278347.36*

Consolidated Balance Sheet as at March 31, 2020 (contd.)

	Note	As at 31-3-2020 ₹ crore	₹ crore	As at 31-3-2019 ₹ crore	₹ crore
EQUITY AND LIABILITIES:					
Equity					
Equity share capital	**20**	280.78		*280.55*	
Other equity	**21**	66442.44		*62094.25*	
Equity attributable to owners of the Company			66723.22		*62374.80*
Non-controlling interests			9520.83		*6826.11*
Liabilities					
Non-current liabilities					
Financial liabilities					
Borrowings	**22**	82331.33		*74120.79*	
Lease liability		1741.60		–	
Other financial liabilities	**23**	901.14		*354.83*	
			84974.07		*74475.62*
Provisions	**24**		708.67		*556.84*
Deferred tax liabilities (net)	**51(d)**		1453.04		*311.13*
Other non-current liabilities	**25**		31.09		*0.55*
Current liabilities					
Financial liabilities					
Borrowings	**26**	35021.02		*29223.84*	
Current maturities of long term borrowings	**27**	23654.77		*22210.54*	
Lease liability		424.95		–	
Trade payables:					
Due to micro enterprises and small enterprises		479.51		*261.12*	
Due to others	**28**	43164.42		*42733.69*	
Other financial liabilities	**29**	4923.23		*4622.78*	
			107667.90		*99051.97*
Other current liabilities	**30**		30816.67		*31166.55*
Provisions	**31**		2750.85		*2443.43*
Current tax liabilities (net)			1509.62		*1137.16*
Liabilities associated with group(s) of assets classified as held for sale	**45(d)**		1984.17		*3.20*
TOTAL EQUITY AND LIABILITIES			308140.13		*278347.36*
CONTINGENT LIABILITIES	**32**				
COMMITMENTS (capital and others)	**33**				
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	**1 to 64**				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
Firm's Registration No.117366W/W-100018
by the hand of

SANJIV V. PILGAONKAR
Partner
Membership No. 39826
Mumbai

S.N.SUBRAHMANYAN
Chief Executive Officer & Managing Director
(DIN 02255382)
Chennai

R.SHANKAR RAMAN
Whole-time Director & Chief Financial Officer
(DIN00019798)
Mumbai

M.M.CHITALE
Independent Director
(DIN00101004)
Mumbai

SIVARAM NAIR A
Company Secretary & Compliance Officer
M. No. FCS3939
Mumbai

June 5, 2020

Consolidated Statement of Profit and Loss for the year ended March 31, 2020

	Note	2019-20 ₹ crore	2019-20 ₹ crore	2018-19 ₹ crore	2018-19 ₹ crore
Continuing operations					
INCOME:					
Revenue from operations	34		145452.36		135220.29
Other income	35		2360.90		1836.53
Total income			147813.26		137056.82
EXPENSES:					
Manufacturing, construction and operating expenses:	36				
Cost of raw materials, components consumed		15548.66		14771.56	
Construction materials consumed		30316.12		31230.44	
Purchase of stock-in-trade		841.09		887.87	
Stores, spares and tools consumed		2184.46		2812.31	
Sub-contracting charges		26454.05		26011.91	
Changes in inventories of finished goods, work-in-progress, stock-in-trade and property development		647.70		(731.11)	
Other manufacturing, construction and operating expenses		13328.71		13264.43	
Finance cost of financial services business and finance lease activity		8041.88		7385.63	
			97362.67		95633.04
Employee benefits expense	37		23114.00		17466.40
Sales, administration and other expenses	38		8646.71		6791.21
Finance costs	39		2796.66		1802.55
Depreciation, amortisation, impairment and obsolescence			2462.27		1923.03
Total expenses			134382.31		123616.23
Profit before exceptional items and tax			13430.95		13440.59
Exceptional items (net)	48		–		294.75
Profit before tax			13430.95		13735.34
Tax expense:	51(a)				
Current tax		3564.58		4402.95	
Deferred tax (net)		(301.38)		(335.86)	
			3263.20		4067.09
Net profit after tax from continuing operations			10167.75		9668.25
Share in profit/(loss) after tax of joint ventures/associates (net)	43(f)		71.96		(21.00)
Profit for the year from continuing operations			10239.71		9647.25
Discontinued operations					
Profit from discontinued operations	45(e)		883.25		845.57
Tax expense of discontinued operations	51(a)		228.68		276.24
Net profit after tax from discontinued operations			654.57		569.33
Net profit after tax from continuing operations & discontinued operations			10894.28		10216.58
Other comprehensive income					
A Items that will not be reclassified to profit or loss:					
Equity instruments through other comprehensive income		(386.05)		–	
Income tax (expenses)/income on equity instruments through other comprehensive income		–		–	
			(386.05)		–
Gain/(loss) on remeasurements of the net defined benefit plans		(205.94)		(30.47)	
Income tax (expenses)/income on remeasurements of the net defined benefit plans		50.60		10.98	
			(155.34)		(19.49)
Share in other comprehensive income of joint ventures/associates (net)			27.75		24.52
B Items that will be reclassified to profit or loss:					
Debt instruments through other comprehensive income		115.22		(63.01)	
Income tax (expenses)/income on debt instruments through other comprehensive income		(19.46)		7.61	
			95.76		(55.40)
Carried forward - Other comprehensive income			(417.88)		(50.37)

Consolidated Statement of Profit and Loss for the year ended March 31, 2020 (contd.)

	Note	2019-20 ₹ crore	2019-20 ₹ crore	2018-19 ₹ crore	2018-19 ₹ crore
Brought forward - Other comprehensive income			(417.88)		(50.37)
Foreign currency translation reserve		43.60		(34.83)	
Income tax (expenses)/income on foreign currency translation reserve		4.45		(3.25)	
			48.05		(38.08)
Effective portion of gains/(losses) on hedging instruments in a cash flow hedge		(1281.83)		(275.64)	
Income tax (expenses)/income on effective portion of gains/(losses) on hedging instruments in a cash flow hedge		334.42		106.69	
			(947.41)		(168.95)
Cost of hedging reserve		(29.18)		26.65	
Income tax (expenses)/income on cost of hedging reserve		8.14		(9.31)	
			(21.04)		17.34
Share in other comprehensive income of joint ventures/associates (net)			23.62		10.18
Other comprehensive income for the year [net of tax]			(1314.66)		(229.88)
Total comprehensive income for the year			9579.62		9986.70
Profit for the year attributable to:					
- Owners of the Company			9549.03		8905.13
- Non-controlling interests			1345.25		1311.45
			10894.28		10216.58
Other comprehensive income for the year attributable to:					
- Owners of the Company			(1032.83)		(273.99)
- Non-controlling interests			(281.83)		44.11
			(1314.66)		(229.88)
Total comprehensive income for the year attributable to:					
- Owners of the Company			8516.20		8631.14
- Non-controlling interests			1063.42		1355.56
			9579.62		9986.70
Earnings per share (EPS) of ₹ 2 each from continuing operations:					
Basic earnings per equity share (₹)	55		63.38		59.45
Diluted earnings per equity share (₹)	55		63.29		59.35
Earnings per share (EPS) of ₹ 2 each from discontinued operations:					
Basic earnings per equity share (₹)	55		4.66		4.06
Diluted earnings per equity share (₹)	55		4.66		4.05
Earnings per share (EPS) of ₹ 2 each from continuing operations & discontinued operations:					
Basic earnings per equity share (₹)	55		68.04		63.51
Diluted earnings per equity share (₹)	55		67.95		63.40
Face value per equity share (₹)			2.00		2.00
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	1 to 64				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
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Firm's Registration No.117366W/W-100018
by the hand of

SANJIV V. PILGAONKAR
Partner
Membership No. 39826
Mumbai

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R.SHANKAR RAMAN
Whole-time Director & Chief Financial Officer
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M.M.CHITALE
Independent Director
(DIN00101004)
Mumbai

SIVARAM NAIR A
Company Secretary & Compliance Officer
M. No. FCS3939
Mumbai

June 5, 2020

Consolidated Balance Sheet as at March 31, 2021

	Note	As at 31-3-2021 ₹ crore	₹ crore	*As at 31-3-2020 ₹ crore*	*₹ crore*
ASSETS:					
Non-current assets					
Property, plant and equipment	**2**		11386.29		*10103.79*
Capital work-in-progress	**2**		388.37		*3224.91*
Investment property	**3**		3646.78		*3714.72*
Goodwill	**4**		8066.96		*8011.40*
Other intangible assets	**5**		19197.76		*19596.98*
Intangible assets under development	**5**		112.02		*86.18*
Right-of-use assets	**61(b)(iii)**		2021.53		*2226.49*
Financial assets					
Investments in joint ventures and associates	**43(e)**	2670.26		*2851.01*	
Other investments	**6**	5945.14		*4496.72*	
Loans towards financing activities	**7**	52631.67		*58589.36*	
Other loans	**8**	482.66		*1522.33*	
Other financial assets	**9**	1110.77		*638.15*	
			62840.50		*68097.57*
Deferred tax assets (net)	**51(d)**		2697.00		*3846.58*
Other non-current assets	**10**		5949.67		*6541.62*
Current assets					
Inventories	**11**		5820.54		*5746.65*
Financial assets					
Investments	**12**	31011.23		*12699.75*	
Trade receivables	**13**	42229.78		*40731.52*	
Cash and cash equivalents	**14**	13373.52		*11324.57*	
Other bank balances	**15**	2867.98		*3793.21*	
Loans towards financing activities	**16**	41379.03		*41723.42*	
Other loans	**17**	648.56		*716.00*	
Other financial assets	**18**	2838.47		*2927.87*	
			134348.57		*113916.34*
Other current assets	**19**		54791.48		*58659.69*
Group(s) of assets classified as held for sale	**45(f)**		6.24		*4367.21*
TOTAL ASSETS			311273.71		*308140.13*

Consolidated Balance Sheet as at March 31, 2021 (contd.)

	Note	As at 31-3-2021 ₹ crore	₹ crore	As at 31-3-2020 ₹ crore	₹ crore
EQUITY AND LIABILITIES:					
Equity					
Equity share capital	**20**	280.91		*280.78*	
Other equity	**21**	75587.62		*66442.44*	
Equity attributable to owners of the Company			75868.53		*66723.22*
Non-controlling interests			12051.53		*9520.83*
Liabilities					
Non-current liabilities					
Financial liabilities					
Borrowings	**22**	82120.04		*82331.33*	
Lease liability		1617.72		*1741.60*	
Other financial liabilities	**23**	186.74		*901.14*	
			83924.50		*84974.07*
Provisions	**24**		773.78		*708.67*
Deferred tax liabilities (net)	**51(d)**		1178.66		*1453.04*
Other non-current liabilities	**25**		68.70		*31.09*
Current liabilities					
Financial liabilities					
Borrowings	**26**	27765.83		*35021.02*	
Current maturities of long term borrowings	**27**	22719.39		*23654.77*	
Lease liability		406.10		*424.95*	
Trade payables:					
Due to micro enterprises and small enterprises		488.99		*479.51*	
Due to others	**28**	45015.62		*43164.42*	
Other financial liabilities	**29**	5569.55		*4923.23*	
			101965.48		*107667.90*
Other current liabilities	**30**		31269.63		*30816.67*
Provisions	**31**		2998.68		*2750.85*
Current tax liabilities (net)			1171.02		*1509.62*
Liabilities associated with group(s) of assets classified as held for sale	**45(f)**		3.20		*1984.17*
TOTAL EQUITY AND LIABILITIES			311273.71		*308140.13*
CONTINGENT LIABILITIES	**32**				
COMMITMENTS (capital and others)	**33**				
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	**1 to 64**				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
Firm's Registration No.117366W/W-100018
by the hand of

SANJIV V. PILGAONKAR
Partner
Membership No. 39826

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Chief Executive Officer & Managing Director
(DIN 02255382)

R. SHANKAR RAMAN
Whole-time Director & Chief Financial Officer
(DIN 00019798)

M. M. CHITALE
Independent Director
(DIN 00101004)

SIVARAM NAIR A
Company Secretary & Compliance Officer
Membership No. FCS3939

Mumbai, May 14, 2021

Consolidated Statement of Profit and Loss for the year ended March 31, 2021

	Note	2020-21 ₹ crore	2020-21 ₹ crore	*2019-20 ₹ crore*	*2019-20 ₹ crore*
Continuing operations					
INCOME:					
Revenue from operations	**34**		135979.03		*145452.36*
Other income	**35**		3429.35		*2360.90*
Total income			139408.38		*147813.26*
EXPENSES:					
Manufacturing, construction and operating expenses:	**36**				
Cost of raw materials, components consumed		15571.40		*15548.66*	
Construction materials consumed		24558.23		*30316.12*	
Purchase of stock-in-trade		1213.58		*841.09*	
Stores, spares and tools consumed		2023.54		*2184.46*	
Sub-contracting charges		22316.18		*26454.05*	
Changes in inventories of finished goods, work-in-progress, stock-in-trade and property development		343.37		*647.70*	
Other manufacturing, construction and operating expenses		12983.56		*13328.71*	
Finance cost of financial services business and finance lease activity		7691.04		*8041.88*	
			86700.90		*97362.67*
Employee benefits expense	**37**		24762.03		*23114.00*
Sales, administration and other expenses	**38**		8892.00		*8646.71*
Finance costs	**39**		3913.44		*2796.66*
Depreciation, amortisation, impairment and obsolescence			2904.21		*2462.27*
Total expenses			127172.58		*134382.31*
Profit before exceptional items and tax			12235.80		*13430.95*
Tax expense:	**51(a)**				
Current tax		3923.39		*3564.58*	
Deferred tax (net)		87.43		*(301.38)*	
			4010.82		*3263.20*
Net profit after tax (before exceptional items) from continuing operations			8224.98		*10167.75*
Exceptional items before tax			(3693.78)		–
Tax expense on exceptional items:	**51(a)**				
Current tax		48.44		–	
Deferred tax		(186.20)		–	
			(137.76)		–
Exceptional items (net of tax)	**48**		(3556.02)		–
Net profit after tax from continuing operations			4668.96		*10167.75*
Share in profit/(loss) after tax of joint ventures/associates (net)	**43(f)**		14.40		*71.96*
Profit for the year from continuing operations			4683.36		*10239.71*
Discontinued operations					
Profit before tax from discontinued operations	**45(a)**		10790.50		*883.25*
Tax expense of discontinued operations	**51(a)**		2552.58		*228.68*
Net profit after tax from discontinued operations			8237.92		*654.57*
Net profit after tax from continuing operations & discontinued operations			12921.28		*10894.28*
Other comprehensive income					
A Items that will not be reclassified to profit or loss:					
Equity instruments through Other comprehensive income		55.05		*(386.05)*	
Income tax (expenses)/income on equity instruments through Other comprehensive income		–		–	
			55.05		*(386.05)*
Gain/(loss) on remeasurements of the net defined benefit plans		57.40		*(205.94)*	
Income tax (expenses)/income on remeasurements of the net defined benefit plans		(13.69)		*50.60*	
			43.71		*(155.34)*
Share in Other comprehensive income of joint ventures/associates (net)			(51.76)		*27.75*
B Items that will be reclassified to profit or loss:					
Debt instruments through Other comprehensive income		123.69		*115.22*	
Income tax (expenses)/income on debt instruments through Other comprehensive income		(31.14)		*(19.46)*	
			92.55		*95.76*
Carried forward - Other comprehensive income			139.55		*(417.88)*

Consolidated Statement of Profit and Loss for the year ended March 31, 2021 (contd.)

	Note	2020-21 ₹ crore	2020-21 ₹ crore	2019-20 ₹ crore	2019-20 ₹ crore
Brought forward - Other comprehensive income			139.55		(417.88)
Exchange differences in translating the financial statements of foreign operations		99.70		43.60	
Income tax (expenses)/income on exchange differences in translating the financial statements of foreign operations		(4.42)		4.45	
			95.28		48.05
Effective portion of gains/(losses) on hedging instruments in a cash flow hedge		1717.14		(1281.83)	
Income tax (expenses)/income on effective portion of gains/(losses) on hedging instruments in a cash flow hedge		(479.18)		334.42	
			1237.96		(947.41)
Cost of hedging reserve		11.12		(29.18)	
Income tax (expenses)/income on cost of hedging reserve		(2.98)		8.14	
			8.14		(21.04)
Share in Other comprehensive income of joint ventures/associates (net)			(26.56)		23.62
Other comprehensive income for the year (net of tax)			1454.37		(1314.66)
Total comprehensive income for the year			14375.65		9579.62
Profit for the year attributable to:					
Owners of the Company			11582.93		9549.03
Non-controlling interests			1338.35		1345.25
			12921.28		10894.28
Other comprehensive income for the year attributable to:					
Owners of the Company			1129.49		(1032.83)
Non-controlling interests			324.88		(281.83)
			1454.37		(1314.66)
Total comprehensive income for the year attributable to:					
Owners of the Company			12712.42		8516.20
Non-controlling interests			1663.23		1063.42
			14375.65		9579.62
Earnings per share (EPS) of ₹ 2 each from continuing operations:					
Basic earnings per equity share (₹)	55		23.82		63.38
Diluted earnings per equity share (₹)	55		23.80		63.29
Earnings per share (EPS) of ₹ 2 each from discontinued operations:					
Basic earnings per equity share (₹)	55		58.67		4.66
Diluted earnings per equity share (₹)	55		58.61		4.66
Earnings per share (EPS) of ₹ 2 each from continuing operations & discontinued operations:					
Basic earnings per equity share (₹)	55		82.49		68.04
Diluted earnings per equity share (₹)	55		82.41		67.95
Face value per equity share (₹)			2.00		2.00
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	**1 to 64**				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
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by the hand of

SANJIV V. PILGAONKAR
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M. M. CHITALE
Independent Director
(DIN 00101004)

SIVARAM NAIR A
Company Secretary & Compliance Officer
Membership No. FCS3939

Mumbai, May 14, 2021

Other Matters

Our aforesaid report under Section 143(3)(i) of the Act on the adequacy and operating effectiveness of the internal financial controls over financial reporting in so far as it relates to 34 subsidiary companies, 1 joint operation company and 11 joint ventures, which are companies incorporated in India, is based solely on the corresponding reports of the auditors of such companies incorporated in India.

Our aforesaid report under Section 143(3)(i) of the Act on the adequacy and operating effectiveness of the internal financial controls over financial reporting in so far as it relates to 1 associate company, which are companies incorporated in India, whose financial information is unaudited and whose efficacy of internal financial controls over financial reporting is based solely on the Management's certification provided to us and our opinion on the adequacy and operating effectiveness of the internal financial controls over financial reporting of the Group is not affected as the financial information of such entities is not material to the Group.

Our opinion is not modified in respect of the above matters with respect to our reliance on the work done by and the reports of such other auditors and the financial information certified by the Management.

For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
(Firm's Registration No. 117366W/W-100018)

Sanjiv V. Pilgaonkar
(Partner)
(Membership No. 39826)
UDIN: 22039826AIVCZB5750

Place: Mumbai
Date: May 12, 2022

Consolidated Balance Sheet as at March 31, 2022

₹ crore

	Note	As at 31-3-2022		As at 31-3-2021	
ASSETS:					
Non-current assets					
Property, plant and equipment	2		10578.87		11386.29
Capital work-in-progress	2		1170.32		388.37
Investment property	3		3962.98		3646.78
Goodwill	4		7476.98		8066.96
Other intangible assets	5		18729.37		19197.76
Intangible assets under development	5		79.23		112.02
Right-of-use assets	61(b)(iii)		1988.62		2021.53
Financial assets					
Investments in joint ventures and associates	43(e)	2729.35		2670.26	
Other investments	6	7081.51		5945.14	
Loans towards financing activities	7	46736.84		52631.67	
Other loans	8	252.99		173.24	
Other financial assets	9	2162.97		1420.19	
			58963.66		62840.50
Deferred tax assets (net)	51(d)		2840.10		2697.00
Other non-current assets	10		6077.62		5949.67
Sub-total - Non-current assets			111867.75		116306.88
Current assets					
Inventories	11		5943.32		5820.54
Financial assets					
Investments	12	29792.51		31011.23	
Trade receivables	13	46138.92		42229.78	
Cash and cash equivalents	14	13770.24		13373.52	
Other bank balances	15	5182.93		2867.98	
Loans towards financing activities	16	42269.20		41379.03	
Other loans	17	280.34		235.35	
Other financial assets	18	3840.04		3251.68	
			141274.18		134348.57
Other current assets	19		60132.89		54791.48
Sub-total - Current assets			207350.39		194960.59
Group(s) of assets classified as held for sale	45(e)		830.78		6.24
TOTAL ASSETS			320048.92		311273.71

Consolidated Balance Sheet as at March 31, 2022 (contd.)

₹ crore

	Note	As at 31-3-2022		As at 31-3-2021	
EQUITY AND LIABILITIES:					
Equity					
Equity share capital	20	281.01		280.91	
Other equity	21	82126.65		75587.62	
Equity attributable to owners of the Company			82407.66		75868.53
Non-controlling interests			12966.07		12051.53
TOTAL EQUITY			95373.73		87920.06
Liabilities					
Non-current liabilities					
Financial liabilities					
Borrowings	22	61618.31		82120.04	
Lease liability		1633.31		1617.72	
Other financial liabilities	23	111.67		186.74	
			63363.29		83924.50
Provisions	24		817.77		773.78
Deferred tax liabilities (net)	51(d)		1039.33		1178.66
Other non-current liabilities	25		21.27		68.70
Sub-total - Non-current liabilities			65241.66		85945.64
Current liabilities					
Financial liabilities					
Borrowings	26	30476.96		27765.83	
Current maturities of long-term borrowings	27	31372.96		22719.39	
Lease liability		406.54		406.10	
Trade payables:					
Due to micro enterprises and small enterprises		575.91		488.99	
Due to others	28	50568.33		45256.24	
Other financial liabilities	29	6643.32		5328.93	
			120044.02		101965.48
Other current liabilities	30		34644.10		31269.63
Provisions	31		3355.86		2998.68
Current tax liabilities (net)			1309.82		1171.02
Sub-total - Current liabilities			159353.80		137404.81
Liabilities associated with group(s) of assets classified as held for sale	45(e)		79.73		3.20
TOTAL LIABILITIES			224675.19		223353.65
TOTAL EQUITY AND LIABILITIES			320048.92		311273.71
CONTINGENT LIABILITIES	32				
COMMITMENTS (capital and others)	33				
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	1 to 65				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
Firm's Registration No.117366W/W-100018
by the hand of

SANJIV V. PILGAONKAR
Partner
Membership No. 39826

S. N. SUBRAHMANYAN
Chief Executive Officer & Managing Director
(DIN 02255382)

R. SHANKAR RAMAN
Whole-time Director & Chief Financial Officer
(DIN 00019798)

M. M. CHITALE
Independent Director
(DIN 00101004)

Consolidated Statement of Profit and Loss for the year ended March 31, 2022

₹ crore

	Note	2021-22		2020-21	
Continuing operations					
INCOME:					
Revenue from operations	34		156521.23		135979.03
Other income (net)	35		2267.08		3429.35
Total Income			158788.31		139408.38
EXPENSES:					
Manufacturing, construction and operating expenses:	36				
Cost of raw materials, components consumed		17100.84		15562.05	
Construction materials consumed		33506.21		24558.23	
Purchase of stock-in-trade		1069.50		1213.58	
Stores, spares and tools consumed		3091.07		2032.89	
Sub-contracting charges		24772.33		22316.18	
Changes in inventories of finished goods, work-in-progress, stock-in-trade and property development		(2076.60)		343.37	
Other manufacturing, construction and operating expenses		16322.62		12983.56	
Finance cost of financial services business and finance lease activity		5952.54		7691.04	
			99738.51		86700.90
Employee benefits expense	37		29733.53		24750.54
Sales, administration and other expenses	38		8831.89		8903.49
Finance costs	39		3125.70		3913.44
Depreciation, amortisation, impairment and obsolescence			2947.95		2904.21
Total Expenses			144377.58		127172.58
Profit before exceptional items and tax			14410.73		12235.80
Tax expense:	51(a)				
Current tax		4512.09		3923.39	
Deferred tax		(295.48)		87.43	
			4216.61		4010.82
Net profit after tax (before exceptional items) from continuing operations			10194.12		8224.98
Exceptional items before tax			119.70		(3693.78)
Tax expense on exceptional items:	51(a)				
Current tax		22.77		48.44	
Deferred tax		–		(186.20)	
			22.77		(137.76)
Exceptional items (net of tax)	48		96.93		(3556.02)
Net profit after tax from continuing operations			10291.05		4668.96
Share in profit/(loss) after tax of joint ventures/associates (net)	43(f)		128.19		14.40
Profit for the year from continuing operations			10419.24		4683.36
Discontinued operations					
Profit before tax from discontinued operations	45(a)		–		10790.50
Tax expense of discontinued operations	51(a)		–		2552.58
Net profit after tax from discontinued operations			–		8237.92
Net profit after tax from continuing operations & discontinued operations			10419.24		12921.28
Other comprehensive income					
A Items that will not be reclassified to profit or loss:					
Equity instruments through Other comprehensive income		–		55.05	
Income tax (expenses)/income on equity instruments through Other comprehensive income		–		–	
			–		55.05
Gain/(loss) on remeasurements of the net defined benefit plans		105.88		57.40	
Income tax (expenses)/income on remeasurements of the net defined benefit plans		(25.53)		(13.69)	
			80.35		43.71
Share in Other comprehensive income of joint ventures/associates (net)			56.18		(51.76)
B Items that will be reclassified to profit or loss:					
Debt instruments through Other comprehensive income		(79.51)		123.69	
Income tax (expenses)/income on debt instruments through Other comprehensive income		23.02		(31.14)	
			(56.49)		92.55
Carried forward - Other comprehensive income			80.04		139.55

Consolidated Statement of Profit and Loss for the year ended March 31, 2022 (contd.)

₹ crore

	Note	2021-22		2020-21	
Brought forward - Other comprehensive income			80.04		139.55
Exchange differences in translating the financial statements of foreign operations		25.58		99.70	
Income tax (expenses)/income on exchange differences in translating the financial statements of foreign operations		6.69		(4.42)	
			32.27		95.28
Effective portion of gains/(losses) on hedging instruments in a cash flow hedge		426.78		1717.14	
Income tax (expenses)/income on effective portion of gains/(losses) on hedging instruments in a cash flow hedge		(116.50)		(479.18)	
			310.28		1237.96
Cost of hedging reserve		3.06		11.12	
Income tax (expenses)/income on cost of hedging reserve		(0.77)		(2.98)	
			2.29		8.14
Share in Other comprehensive income of joint ventures/associates (net)			13.47		(26.56)
Other comprehensive income for the year (net of tax)			438.35		1454.37
Total comprehensive income for the year			10857.59		14375.65
Profit for the year attributable to:					
Owners of the Company			8669.33		11582.93
Non-controlling interests			1749.91		1338.35
			10419.24		12921.28
Other comprehensive income for the year attributable to:					
Owners of the Company			329.38		1129.49
Non-controlling interests			108.97		324.88
			438.35		1454.37
Total comprehensive income for the year attributable to:					
Owners of the Company			8998.71		12712.42
Non-controlling interests			1858.88		1663.23
			10857.59		14375.65
Earnings per share (EPS) of ₹ 2 each from continuing operations:					
Basic earnings per equity share (₹)	55		61.71		23.82
Diluted earnings per equity share (₹)	55		61.65		23.80
Earnings per share (EPS) of ₹ 2 each from discontinued operations:					
Basic earnings per equity share (₹)	55		–		58.67
Diluted earnings per equity share (₹)	55		–		58.61
Earnings per share (EPS) of ₹ 2 each from continuing operations & discontinued operations:					
Basic earnings per equity share (₹)	55		61.71		82.49
Diluted earnings per equity share (₹)	55		61.65		82.41
Face value per equity share (₹)			2.00		2.00
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	1 to 65				

In terms of our report attached
For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
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M. M. CHITALE
Independent Director
(DIN 00101004)

SIVARAM NAIR A
Company Secretary & Compliance Officer
Membership No. FCS3939

Mumbai, May 12, 2022

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MEASURING THE EFFECTIVENESS OFONLINE SHOPPING

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

A PROJECT

Submitted by

1. M. Lokesh	**(Reg. No.: U20BC116)**
2. M. Lokeshkumar	**(Reg. No.: U20BC117)**
3. M. Manish	**(Reg. No.: U20BC118)**
4. M. Mathava	**(Reg. No.: U20BC119)**
5. M. Matthew Selvakumar	**(Reg. No.: U20BC120)**

Under the guidance of

Dr. G. ANANDHI

Assistant Professor Department of Commerce

Bharath Institute of Higher Education and Research



DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION & RESEARCH

173 , AGARAM ROAD, CHENNAI- 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled **"MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING"** is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to **the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out** under the supervision or guidance of **Dr. G. Anandhi, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE**, Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

1. M. Lokesh	(Reg. No.: U20BC116)
2. M. Lokeshkumar	(Reg. No.: U20BC117)
3. M. Manish	(Reg. No.: U20BC118)
4. M. Mathava	(Reg. No.: U20BC119)
5. M. Matthew Selvakumar	(Reg. No.: U20BC120)

PLACE: CHENNAI

DATE :

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING** Submitted by **M.LOKESH (Reg: U20BC116),M.LOKESH(Reg: U20BC117),M.MANISH (Reg:U20BC118), M.MATHAVAN (Reg:U20BC119), M.MATHEW SELV AKUMAR (Reg : U20BC120)** for the degree of Bachelor of Commerce, **Department of Commerce , Bharath Institute Of Higher Educations And Research , Chennai - 600 073 ,** is based on the results of studies Carried out by him / her under my guidance and supervision . This Project or any part of the work has not been submited elsewhere for Any other degree.

Place: Chennai

Date:

DR.G.ANANDHI

(Research & Supervisor)

ACKNOWLEDGEMENT

We would like to thank the Honorable **Chancellor Dr. J. Sundeep Aanand** and Honorable Managing Director **Dr. E. Swetha Sundeep Aanand** respected **Vice Chancellor Prof. Dr. Vijaya Bhaskar Raju** for giving me an opportunity to pursue research program in Bharath Institute of Higher Education and Research.

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M. Lokesh	(Reg. No.: U20BC116)
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CHAPTER – 1
INTRODUCTION

1.1 INTRODUCTION

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 & the tendency of online shopping is mostly seen in youth. Online shopping is very relevant in nowadays. Consumers find a product of interest by visiting the websites of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. A customer can shop online through devices like desktop computers, laptops, tablet computers and smart phones. One of the benefits of online shopping is itsconvenience and many more as advantages

.

Online stores usually enable shoppers to use "search" features to find specific models, brands, or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Amazon.com, and eBay.

Online shopping sites provide detailed product information that is not usually available in a retail store, along with a means of easily comparing the attributes of several similar products. The amount of information and the way in which it is presented directly affects the customer's inclination to buy products and services online. Two important factors that have been found to influence buying behavior are complexity and novelty.

Complexity" refers to the number of different elements or features of a site; a

site that presents the same information in several different ways has the potential to induce impulse purchases. Novelty involves adding unexpected, new, or unfamiliar aspects to a site, such as weekly special offers, seasonal products, news articles, and pop-up windows; novelty keeps customers exploring the shopping sites

Online stores are available 24 hours a day, and many consumers have Internet access both at work and at home. A visit to a conventional retail store requires travel and must take place during business hours. During the holiday season and on weekends, shoppers in retail stores must contend with crowds and long lines.

Online shoppers have a higher risk of being defrauded by a merchant because they are unable to physically examine merchandise before purchasing it. Dishonest sellers occasionally accept payment for an order and never send the merchandise. Most credit card services offer protection against this type of fraud. Merchants also risk losses from purchases made using stolen credit cards, or fraudulent repudiation of online purchases.

A good online store is a website that is easy to navigate and browse for possible purchases. It has a product catalogue that customers can use to browse the search criteria (usually a type, price, material, age, etc.), and information about the products, the sellers, and the service centers. Online stores may also discuss business conditions and a Complaints Procedure.

If a shopper finds a product to purchase, clicking "send" will add the item to the shopping cart. The shopping cart collects all items to be purchased. Once a shopper is satisfied with their selections, the shopper makes a binding order and payment using a credit card or other financial arrangement. Therefore, implementing usability testing is highly important for an online store to avoid the reduce of overall performances of the online store

In the twenty first century, online shopping has become very popular, especially with the lifestyles of business people who are always busy and are looking for a convenient way to shop. Trends: general direction in which something is developing or changing. Recent Trends in shopping can be what type of categories products are on demand, who are buying the more products male or female, as India is marching towards digital payment which is most preferred payment method in India.

Today, online shopping has become the booming industry in India, some of market leaders in India are Amazon.com, Flipkart.com, Myntra.com etc.

1.2 OBJECTIVES OF THE STUDY

- To analyze the degree of online shopping among college students
- To evaluate the online shopping over offline shopping
- To study whether there is any fraudulent experience from online shopping

1.3 METHODOLOGY

- **Sources of data**

The **"STUDY ON THE INFLUENCE OF ONLINE SHOPPING AMONG COLLEGE STUDENTS"** out of 40 students in Irinjalakuda municipality. Investigator selected 40 students randomly from this study area. The study is designed as an empirical one based on survey method online. Based on both primary and secondary data. The primary data was collected from online survey. A detailed questionnaire was prepared in Google form journals like economics and political weekly, booklets of Irinjalakuda municipality, colleges of Irinjalakuda and from internet.

- **Tools of Analysis**

The study used tables, columns, diagrams and percentages etc.. . to present the data. Data from various sources have been analyzed with the help of mathematical and statistical techniques like percentage and average.

1.4 SIGNIFICANCE OF STUDY

In recent years online shopping has become very popular. The growth of technology has made these a part and parcel of everyday lifestyles. The advent of plastic money or the debit or credit card and the smooth access to the World Wide Web has brought the shops from around the world to the desktop. While it comes to personal purchases, students are very particular that they get best products available in the market and seek all the possible ways to secure the best products. This is where the role of online shopping sites emerges. Students who are well versed in the use of internet and active in social media, know about online markets and would have tried at least some of them. The study is very relevant because it can give a clear picture of the future of online markets in India and emerging trends in this field. The various factors that influence online shopping habits and its merits and demeritsand has to deals with it.

1.5 LIMITATIONS OF THE STUDY

- One of the major problems is time constraint and some respondents werenot readily available for the survey.
- Some respondents were not able to share about their information regarding their credit card and regarding information as it can be leaked.
- A direct interview method of data collection was not possible to get information about the study
- The indifference of some students while approached for interview wasanother problem

CHAPTER-2

REVIEW OF LITERATURE

1.6 REVIEW OF LITERATURE

- **Ajzen (1994),**

In his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

- **Garcia (1998)**:

Shows that the number of online shoppers in six key European markets has risen to 31.4 percent from 27.7 percent last year. This means that 59 million Europeans use the Internet regularly for shopping purposes. However, not only does the number of online shoppers grow, the volume of their purchases also increases over proportionally

- **Shim, Eastlick, Lotz and Warrington (2001),**

Another factor that influences the consumer's intention to purchase in online is the previous online shopping experiences. Consumers will continue to shop in the internet in the future is because they are satisfied with the online shopping experience and it was evaluated positively. Consumer's perceived risk will tend to reduce when they are satisfied from the shopping experiences (Monsuwe, Delleart and Ruyter, 2004).

- **Lee and Turban (2001),**

The last factor that will influence consumer's intention purchase in online is the trust in online shopping. According to reasons that consumers choose not to shop online is because consumers lack of trust in online shopping. Attitude towards security transaction such as payment security, consumer information privacy, return policy, and product shipping guarantee predicts online purchasing intentions for apparels product (Kim, et. al., 2003). Similarly, consumer's trust towards online shopping is based on the level of

security and privacy.

- **Murray (2001),**

In the US, says that online sales are forecasted to exceed $36 billion in 2002, and grow annually by 20.9 percent to reach $81 billion in 2006. Europeans are spending more money online as well. Whereas combined revenues for Amazon.com European operations grew at more than 70 percent annually in each of the past three quarters, topping $218 million.

- **Davis (2002),**

Their study reveals that if more attractive online stores were developed. This raises the issue of examining what factors affect consumers to shop online. Therefore, a framework is needed to structure the complex system of effects of these different factors, and develop an in-depth understanding of consumers' perceptions toward Internet shopping and their intentions to shop online.

- **Rogers (2003),**

Concluded that Online shopping features can be either consumers' perceptions of functional and utilitarian dimensions, like "ease of use" and "usefulness or their perceptions of emotional and hedonic dimensions like "enjoyment by including both utilitarian and hedonic dimensions, aspects from the information systems or technology literature, as well as the consumer behavior literature are integrated in our framework.

- **Khalifa and Limayem (2003),**

In a research entitled "Drivers of internet shopping" applied well-established behavioral theories to explain Internet consumer behavior. Then, they conducted a longitudinal survey study to identify key factors influencing purchasing on the Web and to examine their relative importance.

- **Kim and Park (2003),**

In a study "Identifying key factors affecting consumer purchase behavior in an online shopping context" investigated the relationship between various characteristics of online shopping and consumer purchase behaviour.

- **Limayen (2004),**

In addition to these relevant online shopping features, also exogenous factors are considered that moderate the relationships between the core constructs of the framework.

- **Delleart and Ruyter (2004),**

There are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping. Consumer's trait includes their demographic factors such as age, income, gender, and educational level will lead them to have the intention to shop online. For age factor, consumers that are aged under 25 has more potential to shop in online because of their interest in using new technologies to search for product information and compare and evaluate alternatives (Wood, 2002). For educational level, higher educated consumers are more likely to use the internet for their shopping medium because they are more computer literate (Burke, 2002).

- **Monsuwe (2004),**

Product characteristic is also another factor that will influence the consumer's intention to purchase in the internet. Product characteristic can be tangible or intangible; standardized or customized. In an online context, lower tangibility of a product is caused by the lack of physical contact and assistance in the shopping process; consumer's intention to shop on the internet will be low when there is a need to seek advice from a salesperson regarding the considered product (Products such as car, computers, perfume, perfume, or lotion has the lower potential to be purchased by the consumer because it

requires more personal knowledge and experience (Elliot, et. al., 2000).

- **Monsuwe, Delleart and Ruyter, (2004),**

Situational factors will also lead a consumer to have the intention to shop in the internet such as time pressure, lack of mobility, geographical distance, need for special items and attractiveness of alternatives Time pressure can be the insufficient time for consumers to shop in traditional stores because of their hectic lifestyle. Consumers are able to shop any time of the day or night in the comfort of their home; especially for consumers who have little amount of free time because of extended working hours (Wolfinbarger, et, al, 2001). For consumers that lack of mobility might be caused by their inability to reach the traditional store. Geographical distance is referred to as the far distance between the consumer's residential area and the shopping mall. Need to special items could be the consumer's needs of customized products to suit their demand (Monsuwe, Delleart and Ruyter, 2004).

- **Sycara (2005),**

Online shopping "Computer playfulness" is the degree of cognitive spontaneity in computer interactions. Playful individuals may tend to underestimate the difficulty of the means or process of online shopping, because they quite simply enjoy the process and do not perceive it as being effortful compared to those who are less playful "Computer anxiety" is defined as an individual's apprehension or even fear when she/he is faced with the possibility of using computers.

- **Benbaset (2006),**

Relevant exogenous factors in this context are "consumer traits" "situational factors" "product characteristics" "previous online shopping experiences" and "trust in online shopping" By incorporating these exogenous factors next to the basic determinants of consumers' perception and intention to use a technology, the framework is applicable in the online shopping context.

- **Pan (2007),**

The author cited from Engel, Blackwell and Miniard (1990), that defines purchasing intention as a psychological process of decision-making. According to Pan (2007), "purchasing decision process" is when the relevant information is searched by the consumers that are motivated by the fulfilment of demands according to personal experience and the external environment; then after accumulating a certain amount of information, they begin to evaluate and consider; and finally, after comparison and judgement, they make the decision on certain products.

- **Ching and Tsou (2007),**

States that behavioral intentions formed through the attitude toward a behavior and subjective norms lead to actual behavior given the availability of resources and opportunities. A person's interest in performing a particular behavior is reflected by the attitude toward a behavior and it is determined through behavioral beliefs; these beliefs are obtained through a cognitive evaluation of outcomes associated with performing the behavior and the strength of the association between outcomes and behavior; while the evaluation produces either a favorable or unfavorable response to the object, person, thing, or event.

- **Karayanni (2008)** :It states that "enjoyment" results from the fun and playfulness of the online shopping experience, rather than from shopping task completion. The purchase of goods may be incidental to the experience of online shopping. Thus, "enjoyment" reflects consumers' perceptions regarding the potential entertainment of Internet shopping found "enjoyment" to be a consistent and strong predictor of attitude toward online shopping.

- **Chen (2009),**

His dissertation entitled "Online consumer behavior: an empirical

study based on theory of planned behavior "extends theory of planned behavior (TPB) by including ten important antecedents as external beliefs to online consumer behavior. The results of data analysis confirm perceived ease of use (PEOU) and trust are essential antecedents in determining online consumer behavior through behavioral attitude and perceived behavioral control.

➢ **Menon (2010),**

Says that if consumers enjoy their online shopping experience, they have a more positive attitude toward online shopping, and are more likely to adopt the Internet as a shopping medium. In our framework, we identify three latent dimensions of "enjoyment" construct, including "escapism", "pleasure", and "arousal" "Escapism" is reflected in the enjoyment that comes from engaging in activities that are absorbing, to the point of offering an escape from the demands of the day-to-day world.

➢ **Morrison (2011),**

He states about pleasant or arousing experience will have carry-over effects on the next experience encountered If consumers are exposed initially to pleasing and arousing stimuli during their Internet shopping experience, they are then more likely to engage in subsequent shopping behaviour: they will browse more, engage in more unplanned purchasing, and seek out more stimulating products and categories

➢ **Geisler (2012),**

The shopping motivation literature is abounded with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donthu and Gilliland were used to measure innovativeness and risk aversion.

1.7 CHAPTER SCHEME

For the present study **"A STUDY ON THE INFLUENCE OF ONLINE SHOPPING AMONG COLLEGE STUDENTSIN IRINJALAKUDA MUNCIPALITY"** both primary and secondary data is used in the study. The work is divided into four chapters. The first chapter is an introductory chapter, which includes importance, objectives of the study, methodology, review of literature, limitations and the scheme of study. The second chapter deals with an overview about the Online shopping among college students of Irinjalakuda in global, Indian and Kerala context with special focus on Irinjalakuda Municipality. The third chapter is confined to the analysis of collected information. It reveals the various impact of covid-19 on the small scale retail sectors. The fourth chapter serves as the concluding chapter. A summary of the findings of study, some recommendations and conclusions are also provided inthis chapter.

CHAPTER -3
COMPAY PROFILE

2.1 WORLD LEVEL

The most well-known from of e-commerce familiar to consumer around the globe is business to consumer. It is also known as online retail or online shopping.

On international level, there is international consumer protection and enforcement network (ICPEN) which was formed in 1991 from an informal network of government customer fair trade organisation .There is also Asia pacific economic cooperation (APEC) established in 1989 with the vision of achieving stability, security and prosperity for the region through free and open trade and investment.

In Australia ,trade is covered under Australian treasury guidelines for electronic commerce and the Australian competition and consumer commission regulates and offer advice on how to deal with businesses online , and offer specific advice on what happens if things go wrong .In United Kingdom , Financial services authority was formerly the regulating authority for most aspects of thr EU's payment services directive until its replacement in n2013 by the prudential regulation authority and financial conduct authority.

In India, the information technology act 2000govers the basics applicability of e-commerce. In China the tele-communications regulations of the people's Republic of China, stipulated the ministry of industry and information technology (MIIT) as the government department for regulation all telecommunication related activities, including electronic commerce.

In recent past, India has stormed into world of interest start up, today is the third largest start up community, today Indian start-ups acquire $ 100 million weekly and sooner or later we are going to leave UK behind us.The growing start-up community has impacted the life style of common people

Today everyone is browsing through apps and websites .Looking for the specific service at an affordable rate.

The very concept of purchasing something online, a necessity or luxury looks time to settle down well with the Indian, since the entire was very western. In addition to that, there were other hindrances such as low computer penetration and low computer literacy. Gradually, people become more cyber savvy, which dissolved their inhibition about online trade.

As technology become more advanced, the percentage of merchants and traders increased with their good and services. Everybody wants to expand nationally as well as internationally in terms of business. Online trade makes it possible and connects you to numerous dealers within very less time.

The advent of smart phones has played magnified role in increasing this shopping habits. It has become very convenient for the people to shop via their smart phones anywhere and at any time, provided with goods internet connectivity. The trend in most popular among youngest. As they are glued to their mobile phones and it's like miracle for them or for any shopaholic to research among various alternate as products or best deals available, when comparing the prices with competitors , making suitable and affordable choice, with their own : "mall on mobile" . The concept of mall on mobile refers to shopping through mobile phones, a step ahead in online shopping.

Since last decade online shopping has brought a great revolution in the retailing world. This trend was followed in India also, but as compared USA and others European countries, the phase of online shopping in India was slower, due to low internet penetration, lack of awareness and less exposure of upgraded technologies and gadgets. As described earlier, online shopping

habits among Indians especially younger generations, and in turn empowering them to leverage its benefits like products options and choice, saving time, 24 hours availability, fast service, price and selection, cost effectives, comparison and easy mode of payment.

More and more players are entering in this entering in this domain and are curving their respective niche by providing best deals and discounts, due to which Indian online shopping markets is gearing up and grabbing a better share. In near future online retail in India is estimated to grow manifold as e-shopping awareness is increasing among Indian consumers. Furthermore, with the steady has of technological advancement and increasing pool of internet users, no doubt India will become a major player of this domain.

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favorable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favorable attitudes towards new shopping channels.

2.2 HISTORY OF ONLINE SHOPPING

One of the earliest forms of trade conducted online was IBM's online transaction processing (OLTP) developed in the 1960s and it allowed the processing of financial transactions in real-time. The computerized ticket reservation system developed for American Airlines called Semi-Automatic Business Research Environment (SABRE) was one of its applications. Here, computer terminals located in different travel agencies were linked to a large IBM mainframe computer, which processed transactions simultaneously and coordinated them so that all travel agents had access to the same information at

the same time.

The emergence of online shopping as we know today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Specifically, the growth of the internet as a secure shopping channel has developed since 1994, with the first sales of Sting album 'Ten Sumner's Tales'. Wine, chocolates, and flowers soon followed and were among the pioneering retail categories which fueled the growth of online shopping. Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success.

Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment: affluent, male, 30+. Online shopping has come a long way since these early days and -in the UK- accounts for significant percent's (depending on product category as percentages can vary).

2.3 ONLINE PAYMENTS

Online shoppers commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative means, such as:

Types of payment methods:

- Billing to mobile phones and landlines.
- Bit coin or other crypto currencies
- Cash on delivery (C.O.D.)

- Cheque/ Check
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment

Some online shops will not accept international credit cards. Some require both the purchaser's billing and shipping address to be in the same country as the online shop's base of operation. Other online shops allow customers from any country to send gifts anywhere. The financial part of a transaction may be processed in real time (e.g., letting the consumer know their credit card was declined before they log off), or may be done later as part of the fulfilment process.

2.1 PRODUCT SELECTION

Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine. Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete. Less sophisticated stores may rely on consumers to phone or e-mail their orders (although full credit card numbers, expiry date, and Card Security Code,] or bank account and routing number should not be accepted by e-mail, for reasons of security).

2.2 IMPORTANCE OF ONLINE SHOPPING

Many people around the world prefer to shop online and buy products from several brands and companies that they cannot find or are not available for purchase in their home countries. Nowadays, and with the help of the new technology and the support of the internet, people from all around the world started to purchase items online by simply sitting in their homes. Purchasing items and products through the Web is a very easy task to do. It is now playing a very important role in everybody's life especially elderly people, as well as people with a very busy life schedule. It provides a very comfortable service for its customers, by being able to save the item in the personal shopping bag, and buy it later on. Shopping through the Web simply works for people with a valid credit card, a debit card or an internetbank account.

Selling direct online increases your reach. With an online store, your profits are no longer limited by the number of customers that can physically visit your brick-and-mortar location. You can sell across towns, states, and even across borders, removing all geographical limitations. Your online store also allows you to cater to shoppers who find it more convenient to browse and buy at times when retail locations are not traditionally open. Online shopping can save time for both the buyer and retailer, reducing phone calls about availability, specifications, hours of operation or other information easily found on company and product page.

➢ **Convenience**

Convenience is online shopping's biggest gift to shoppers. Imagine ordering something as important as a refrigerator and trusting someone else to deliver it to your homestead. Such a thing was unimaginable 50 years ago. There are many reasons why online shopping is convenient. First, modern websites are easy to navigate. You can scroll through hundreds of products or use filters to narrow down to the exact item you want. The graphics are attractive

and product images are crystal clear. Anything you plan to shop is properly visualized on websites. Product details are comprehensively written and payment methods make it easy to complete payments instantly.

➢ **Time-Saving**

Convenience helps you order food at the comfort of your couch. Fast delivery helps you save time by not cooking the meal or driving to go get the meal. However way you look at it, online shopping is more time saving than traditional shopping. Sure, not every product is delivered on the same day. But considering that making an order takes as little as five minutes, buying items online helps you save a lot of time. What would usually take days to find around the city can be done in a couple of hours. If you want to buy a laptop and don't know how to go about it, all you have to do is shop around. On a shopping site like Amazon, there are hundreds of laptops. They are categorized based on their specifications and what they are designed to do. Alternatively, you can read guides on review platforms like and quicken your shopping time. Review websites do the hard work of analyzing products. They then list the best 10 products on each category. From there, you can find an ideal item easier.

➢ **Costs Saving**

Although some people go out of their way to buy extravagant items, most people are always looking for ways to save money. Whether you are buying a new smartphone or looking for a cocktail dress, you probably would want to minimize your costs. Online shopping sites help you lower your budget to the lowest possible figure. No matter how rare what you want to buy is, there is a different platform willing to help you get a better deal. Even on the same shopping website, it's not unusual to find the same product being sold at different prices. If you want to save money when buying anything online, check its prices online. Don't accept the first price you find. Compare prices from several shopping platforms. Make sure the product has the same specifications on all websites. Then, compare their shipping prices and pick

the one that helps you save the most.

➢ **Exhaustive Variety**

Not only do online websites help you shop fast and conveniently but they also expose to as many products as you can handle. If you are uncertain of what you want to buy, the sheer variety of items online can actually be confusing. Searching something as simple as a phone returns thousands of results. Only when you specify that you want an iPhone do you get a more manageable list of phones to purchase. This applies to almost all products. From kitchen appliances to office furniture, products come in vast amounts of variety online. While the huge variety of items can be a nightmare for shoppers, there are lots of tools to help you buy exactly what you want. Almost every shopping site these days has filters that help you navigate through product catalogues easily.

➢ **Helps you Find Quality Products**

Sure, the Internet is the number one dumping site for poor quality products. But within it are lots of shopping platforms that only sell legitimate products. The power of online reviews also means that you don't just have to listen to what the salesperson tells you. If you want an original pair of Air Jordan sneakers, Nike's official website has them. If you are looking for Yamaha motorcycles, the company has products for its products. Besides official websites, you can also find quality products on respected shopping sites like eBay, Amazon, and Walmart.com. Online reviews, on the other hand, help you decide whether to pick one brand's product or the others. By reading reviews about the products, you get to know whether they work as advertised or are not worth their prices. An ecommerce system provides real time data and analytics about your products and your customers. You can see how people interact with the site, what products interest them, what they left in their cart and how much the average purchase was. Valuable metrics that allow you to adjust meet your customer's needs.

2.5 ONLINE SHOPPING SITES IN INDIA

We all love online shopping if not for the problems that we have to face. For starters, we do not know of enough shopping sites, apart from the few big shots. Plus, even if we can shop at a particular site, it may not ship to our country, and even if it does, the shipping fee is merciless! But if you must shop, we've gone ahead and done the legwork for you. Here are 60 famous online shopping websites that people of 30 countries frequent for their online shopping needs. Who knows, you might be able to save on your shopping fee and have more to gift others.

1. Amazon

This website needs no introduction, and it is the king of marketplaces. By adding new options every day, it is getting better. Name it, and they have it, be it household products, electronics, clothing, books, furniture, etc. For some of its products, Amazon offers same-day or one-day delivery.



2. Flipkart

Flipkart is a solution to all your daily needs. They have everything from clothing, appliances, sports equipment, and furniture to electronics as well. They offer heavy discounts on most of the products and offer multiple payment options for your convenience. With their amazing daily offers, they have gained huge success. But most popular are their Diwali sales when their visitors increase by many folds. Currently, they are developing their fashion category by adding new brands every day.

3. Myntra

Myntra is the first name that comes to our minds when we think of online shopping. This top player sells everything from luxury goods to makeup, accessories, and clothing. Their significant sale events and extensive advertising have increased their reach and made them a trusted site to shop online. New brands are added to their website every day. Not to forget, exchanging or returning products is very easy for them. Be it saree shopping orretro fashion, Myntra is one of the most popular websites.

4. Ajio

In search of trendiest range of clothes; Ajio can be your one-stop-destination! It is one of the promising fashion e-commerce marketplaces in India that completely satisfies the wants of its users. Be it clothes, accessories or footwear, it offers the most stylish products from various brands at an affordable price

5. Snapdeal

Snapdeal is an online marketplace that has electronics, mobiles, men & women clothing, shoes, home & kitchen appliances at reasonable prices. They run daily offers where you can get good quality products at heavy discounts. Like Amazon, Snapdeal offers some products at zero shipping charges and provides next day delivery. Similar to Amazon Prime, they have launched Snapdeal Gold.

6. EBay

Ebay's strategy was to match up buyers and sellers collecting a small fee from each transaction, but the business grew quickly. One reason for the rapid growth was the fact that eBay was providing an outlet for items that were not very marketable by conventional store fronts. Additionally, the internet

connects people from all over, making marketing virtually free.



2.6 ADVANTAGES OF ONLINE SHOPPING

1. **Convenience:** There is no better place to buy informational products like e-books, which are available to you instantly, as soon as the payment goes through.

2. **Better prices:** Cheap deals and better prices are available online, because products come to you direct from the manufacturer or seller without involving middlemen.

3. **More variety:** The choices online are amazing. You can find almost any brand or item you're looking for. You can get in on the latest international trends without spending money on airfare.

4. **You can send gifts more easily:** Sending gifts to relatives and friends is easy, no matter where they are. All the packaging and shipping is done for you. Oftentimes, they will even gift wrap it for you.

5. **More control:** You don't have to let the store's inventory dictate whatyou buy, and you can get exactly what you want and need.

6. **Easy price comparisons:** Comparing and rese

7. **Arching products and their prices is so much easier online:** If you're shopping for appliances, for example, you can find consumer reviews and product comparisons for all the options on the market.

8. **No pressure.** Oftentimes when we're out shopping, we end up buying things that we don't really need, all because shopkeepers pressure us or use their selling skills to compel us to make these purchases.

9. **You can buy used or damaged items at lower prices.** The marketplace on the Internet gives us access to listings of old or damaged items at rock bottom prices. Also, if we want to buy antiques, there's no better place to find great ones.

2.7 DISADVANTAGES OF ONLINE SHOPPING

1. **Negative environmental impact of packaging and gas:** Having your purchase packed in several layers of plastic and cardboard packaging and delivered right to your front door is good for you, but not so great for the environment

2. **Shipping problems and delays:** Even the biggest and best shipping companies and online retailers have their bad days, so there's no way to ensure that you'll get your hands on your purchase in time unless you pick it up from a store. Items get lost, detoured, damaged, or delivered to the wrong address more often than you can imagine.

xxxxxxx

3. **Risk of fraud:** If you are shopping online, there's a larger risk of fraud: credit card scams, phishing, hacking, identity theft, counterfeit products, bogus websites, and other scams are common

4. **Spending too much time online.** Especially if your job requires that you look at a computer all day, you might get burnt out on all that screen time. Shopping online can turn into a marathon of scrolling andclicking down rabbit holes

5. **Less contact with the community:** If you do all your business online, you'll never have to leave your home. This might be great for a while but sometimes, you might want to go outside, breathe some fresh air, get a change of scenery, talk to real people, participate in your community, and just be a part of the crowd. Sometimes, a computer monitor can't compete with a real human connection.

6. **No sales assistance**: In a store, there's usually someone to help you but online, you're on your own. If you're confused or have questions, it's just too bad for you. You might have to make blind purchases and mistakes you'll regret later because there was no one to talk to.

7. **No support for local retailers**: If everyone started doing all their shopping online, all the local stores would go out of business. When all the stores in town are gone, we'll have to drive further and further away to shop at a real store.

8. **Unfriendly, scamp, or complicated websites:** Some sites require that you join their mailing list and make it impossible to

unsubscribe. Some sell your email address to others, so your email is full of ad.

3.1 PROFILE OF THE STUDY AREA

3.1.1IRINJALAKUDA: AN OVERVIEW

Irinjalakuda is a municipal town in Thrissur district, kerala, India. Irinjalakuda is a revenue division and the headquarters of Mukundapuram taluk. it is known for the koodalmanikyam temple and the Thachudyakaimals who had princely status until 1971.

In 1762 Maharaja Kingdom of Cochin formed Mukundapuram taluk by adding Mapranamnadus and parts of Nandilathunadu to Mukundapuramnadu (Muriyanadu). In the last decade of the 18th Century the last NaduvazhiNambiar of Mukundapuramnadu (Murijanadu) died and SakthanThampuran confiscated all the powers and properties of MukundapuramNambiar and MapranamNambiar. SakthanThampuran divided old Mukundapuram Taluk into six Proverties viz. 1) Thazhekkad 2) Areepalam,3) Mukundapuram (Nadavarambu) 4) Mapranam 5) Palathungal (Nandikkara) 6) Pudukkad for administrative and revenue purposes. Five more proverties were added to Mukundapuram Taluk afterwards: Kodassery (Chalakudy), Thirumukkulam (Kuzhur), Koratty (Adur), Pathinettarayalam (Edavilangu) and Malayattur. Tipu Sultan's Army was based at ThazhekkadProverty of Mukundapuram Taluk on 24 December 1789 to attack the Nedumkotta which is situated in the middle of Kochi Kingdom and was known as Travancore lines and attacked KonurKottavathil in January 1790.Whennew Chalakudy Taluk was formed in 2013 by bifurcating Mukundapuram Taluk it lost more than 50% of its territory.

Irinjalakuda has a rich cultural history associated with the UNESCO

recognized classical dance form Koodiyattam. Natanakairali - Research Training and Performing Centre for Traditional Arts, Irinjalakuda, is a prominent institution. Government aided Unnayi Warrier Smaraka Kalanilayam near koodalmanikyam temple trains artistes on Kathakali. The town also has other institutions that give training on classical dance forms and theatre arts. Walden Pond House is another cultural space in the town where artists and movie makers gather for workshops and movie shoots.

According to 2011 census irinjalakudaconsists of population of 28730 people. Number of women are 15333 and men consist of population of 13397. It consist in 41 wards. Irinjalakuda was an average literacy rate of 98 percentage which is much higher than national average of 76.75%.

EDUCATIONAL ORGANIZATIONS

Between the 14^{th} and 16^{th} Century, it was a centre of learning. Kerala School of astronomy and mathematics which was believed to be founded here, made major contributions in Algebra, Arithmetic, Astronomy, Calculus, Geometry, Infinite Series and Linguistics

3.1.2 IRINJALAKUDA: GENERAL INFORMATION

Irinjalakuda Coordinates: 10.33°N 76.23°E

Country	: India
State	: Kerala
District	: Trissur
Area	: 33.57 km2 (12.96 sq. mi)
Population :	: 51,585(2011)
Population Density	: 1,500/km2 (4,000/sq. mi).

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CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

MAP OF IRINJALAKUDA MUNCIPALITY



pg. 30

3.1.1 COLLEGES IN IRINJALAKUDA MUNCIPALITY

- Christ College.
- St. Joseph's College, Irinjalakuda.\
- Tharananellur College of Arts and Science, Thanissery.
- Christ College of Engineering.
- Universal College of Engineering, Vallivattom.
- Namboodiries Institute Of Higher Education
- Jyothis skill development centre

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3.2 DATA ANALYSIS

This section deals with analysis of the data collected through the direct interview method through Google form.

TABLE 3.2.1

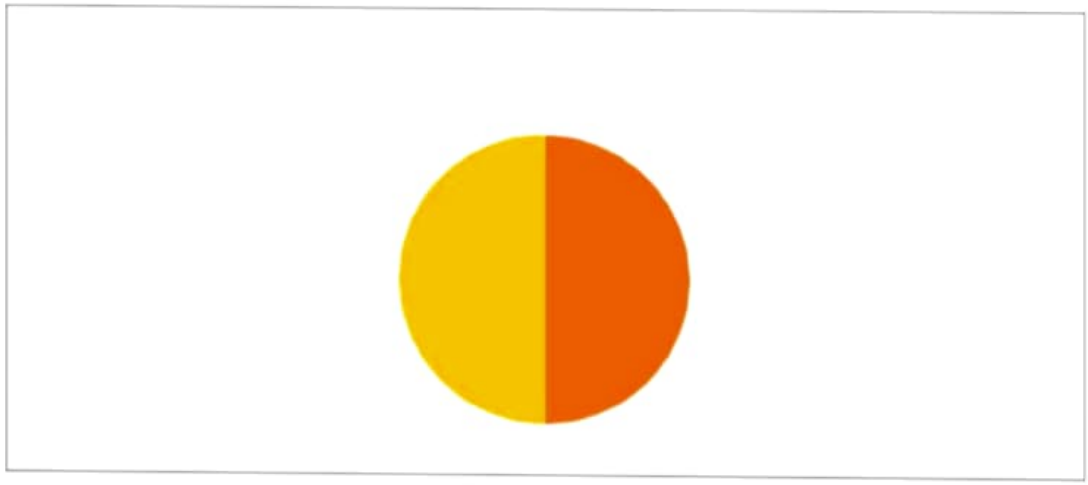
GENDER WISE CLASSIFICATION THROUGH ONLINESHOPPING

Gender	Number	Percentage
Male	20	50
Female	20	50
Total	40	100

(Source : online survey)

FIGURE 3.2.1

GENDER WISE CLASSIFICATION THROUGH ONLINE SHOPPING



(Source: online survey)

From this graph we can see that 50% of girls and boys shops online.

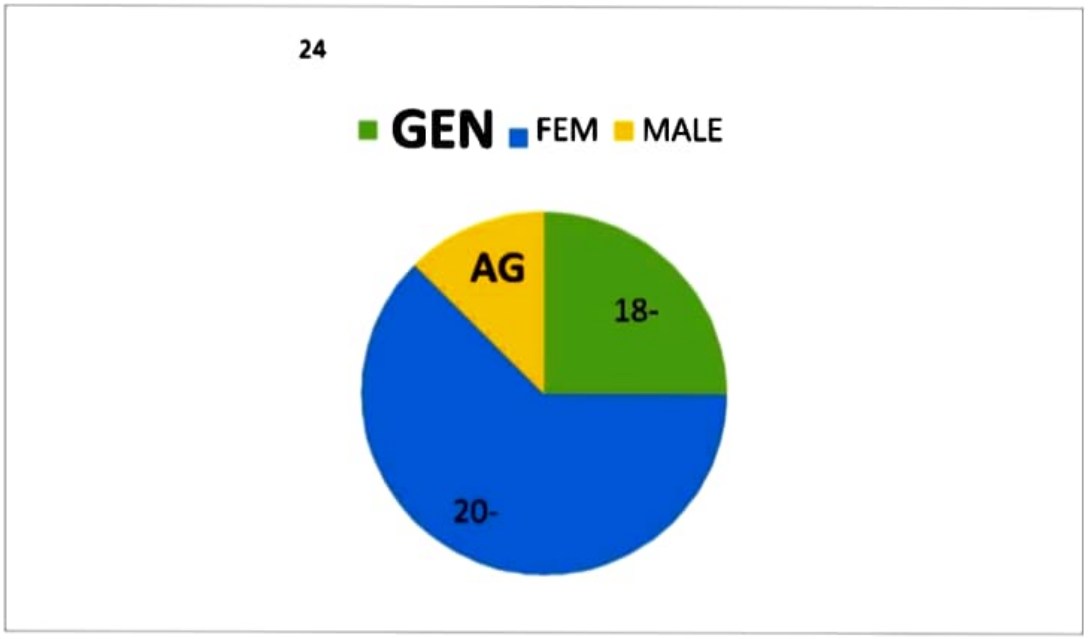
We conclude that both are very interested in online shopping.

TABLE 3.2.2
AGE WISE CLASSIFICATION

AGE	NUMBER	PERCENTAGE
18-20	10	25
20-22	25	62.5
22-24	5	12.5

(Source: online survey)

FIGURE 3.2.2
AGEWISE CLASSIFICATION



(Source: online survey)

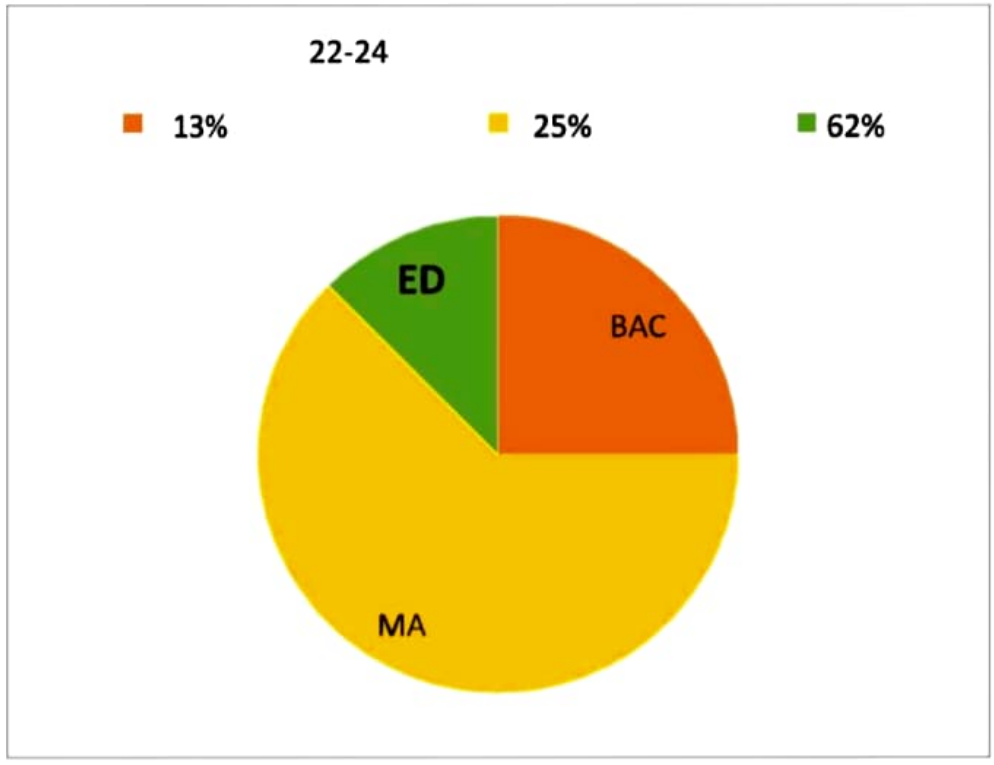
Out of 40 students 25 % students are between the ages of 18 – 20. 62.5% students are between 20-22 and 12.5 % of students are between the ages of 22-24.

TABLE 3.2.3
EDUCATIONAL LEVEL

EDUCATIONAL LEVEL	NUMBER	PERCENTAGE
Bachelor's Degree	10	25
Master Degree	25	62.5
PhD	5	12.5

(Source: online survey)

FIGURE 3.2.3
EDUCATIONAL LEVEL



(Source: online survey)

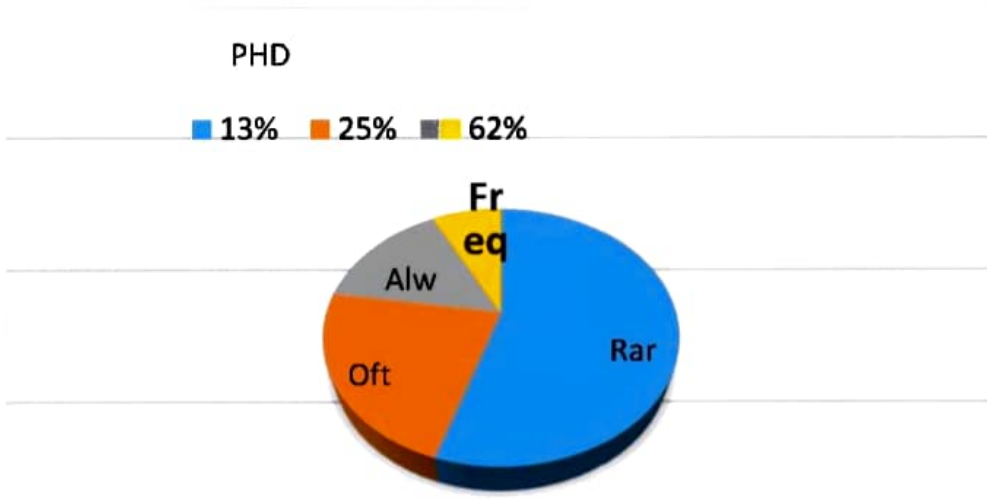
Out of 40 students 25 % students are studying bachelor's degree and 62.5% of them are Master degree and 12.5% of them PhD students.

TABLE NO .3.2.4
FREQUENCY OF ONLINE SHOPPING

Frequency of online shopping	Number	Percentage
Always	22	55
Often	9	22.5
Sometimes	6	15
Rarely	3	7.5
Total	40	100

(Source: online survey)

FIGURE 3.2.4
FREQUENCY OF ONLINE SHOPPING



(Source: online survey)

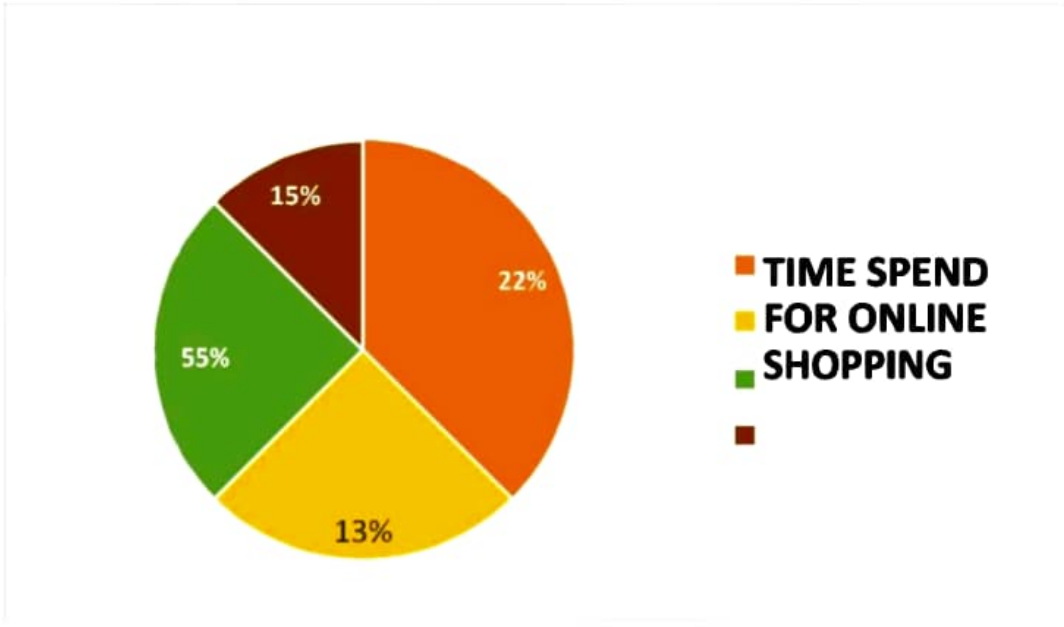
Out of 40 respondents 55% of students always shop online,22.5% of the students often and 15% of students sometimes shop online, 7.5% of the students only rarely or occasionally shop online.

TABLE 3.2.5
TIME SPEND FOR ONLINE SHOPPING

Hours	Number	Percentage
Less than 1 hours	15	37.5
1-2 hours	10	25
2-3 hours	10	25
More than 3 hours	5	12.5
Total	40	100

(Source: online survey)

FIGURE 3.2.5
TIME SPEND FOR ONLINE SHOPPING



(Source: online survey)

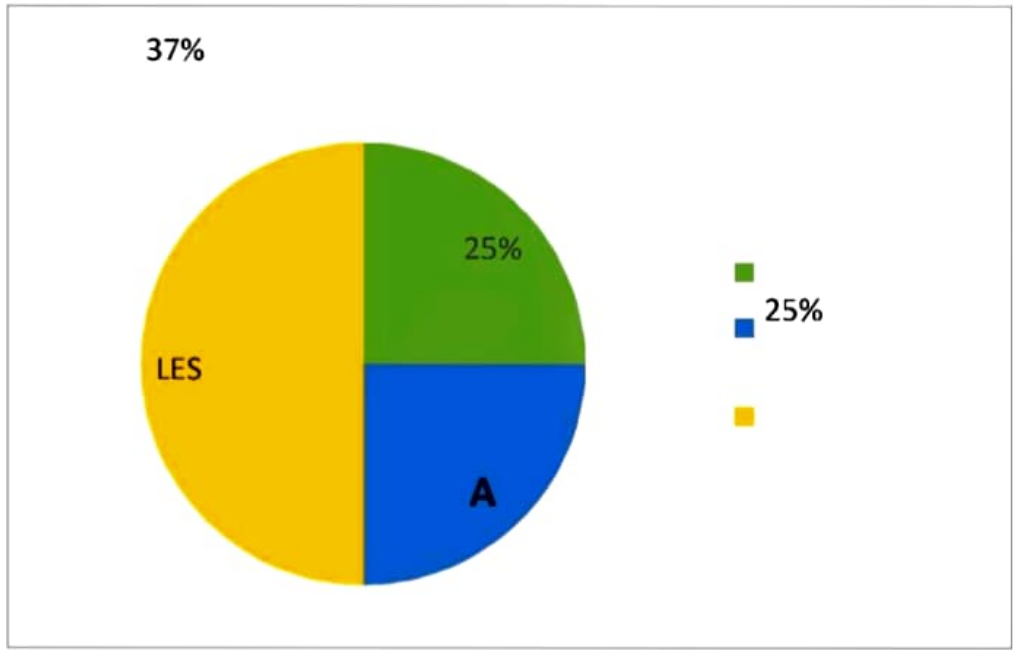
From this figure we can understand that 37.5% of students spent less than an hour shopping online. And 12.5% of students spend more than 3-hour s online shopping. 25% of students spent 1-2 hours & 2-3% hours.

TABLE 3.2.6
AMOUNT SPEND ON SINGLE ONLINE PURCHASE

Amount	NUMBER	PERCENTAGE
Less than 1000	10	25
1000-3000	10	25
More than 3000	20	50
Total	40	100

(Source: online survey)

FIGURE 3.2.6
AMOUNT SPEND ON SINGLE ONLINE PURCHASE



(Source: online survey)

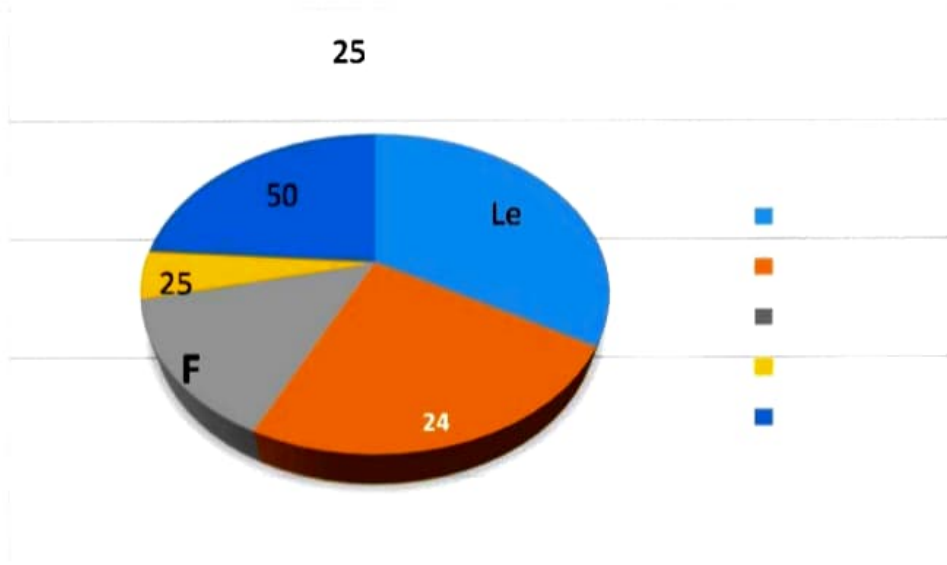
From this graph we can understand that 50% of students shop for more than Rs 3000. And only 25% of students spend less than 1000 on online shopping and also 1000-3000.

TABLE 3.2.7
FAVOURITE SITES

SITES	NUMBER	PERCENTAGE
FLIPKART	14	35
Amazon	10	25
Myntra	6	15
Snap deal.com	2	5
Others	8	20
Total	40	100

(Source: online survey)

FIGURE 3.2.7
FAVOURITE SITES



(Source: online survey)

The above shows that out of 40 students the 35% of students favorite sites is flip kart, and 25 % students' favorite site is Amazon. 15% students' favorite sites is Myntra and 5% students favorites site is Snap deals.

TABLE 3.2.8

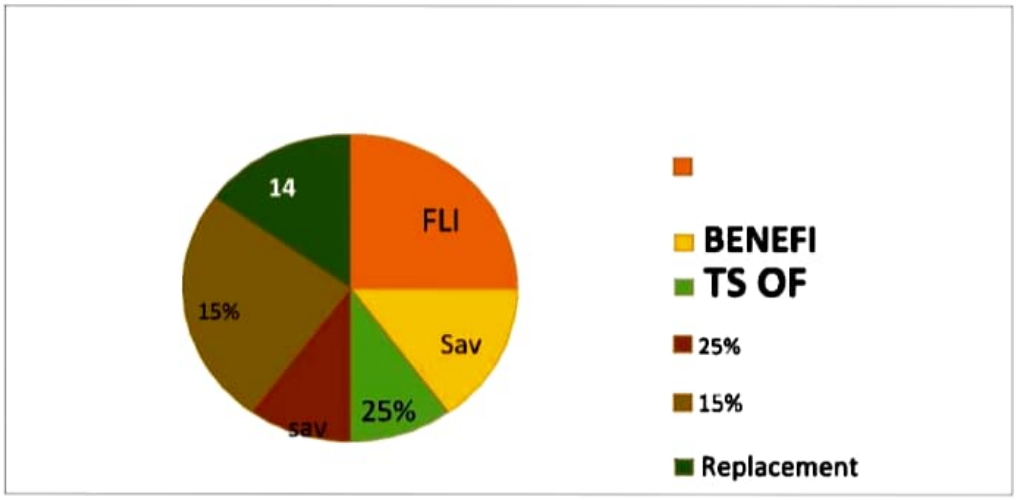
BENEFITS OF ONLINE SHOPPING OVER OFFLINESHOPPING

Benefit of online shopping	Number	Percentage
Save time	10	25
Save money	6	15
Convenient	4	10
Replacement	4	10
Home delivery	10	25
Variety of products	6	15
Total	40	100

(Source: online survey)

FIGURE 3.2.8

BENEFITS OF ONLINE SHOPPING OVER OFFLINESHOPPING



(Source: online survey)

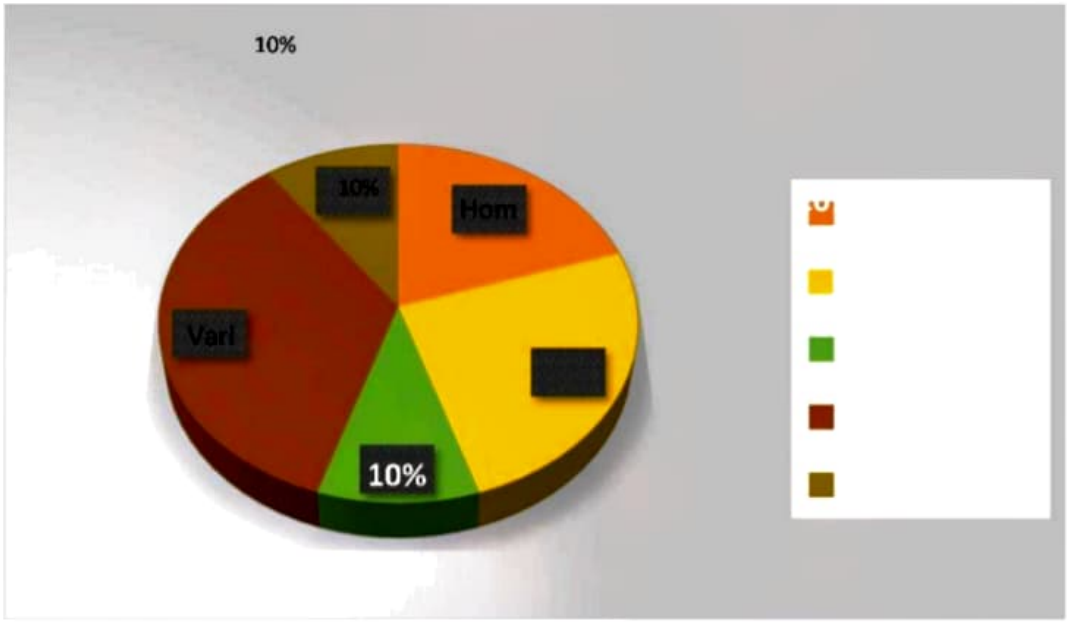
From this graph we can see that 25% of students shop online to save time and home delivery services. 10% of students shop online because of convenient& replacements. 15 %of the students shop online to save money, variety of product.

TABLE 3.2.9
PRODUCTS PURCHASED ONLINE

Products	Number	Percentage
Books	8	20
Clothes	10	25
Furniture	4	10
Electronics	14	35
Cosmetics	4	10
Total	40	100

(Source: online survey)

FIGURE 3.2.9
PRODUCTS PURCHASED ONLINE



(Source: online survey)

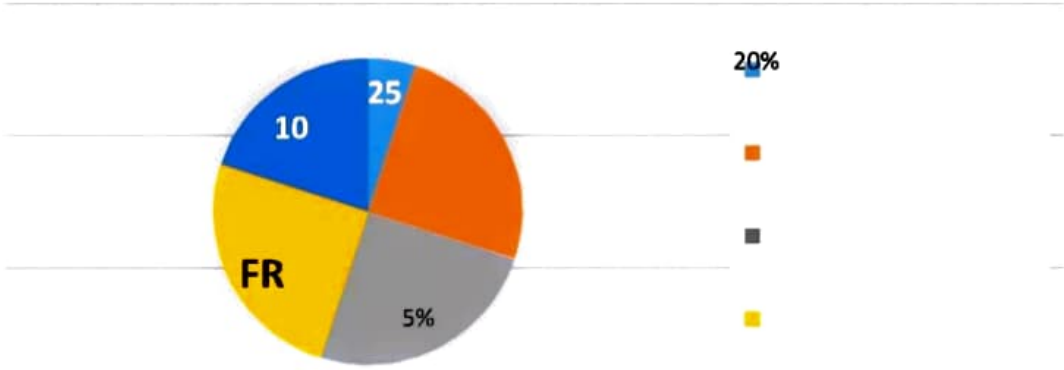
From this graph we can see that 35% of students buy electronics online and 10% of students people buy furniture and toys. 20% of students buy cosmetic online. 25 % of students buy clothes online.

TABLE 3.2.10 FRAUDULENT EXPERIENCE FROM ONLINE SHOPPING

Problem	Number	Percentage
Misusing bank account	2	5
Non quality of products	10	25
Getting unordered products	10	25
Product damage	10	25
No complaint	8	10
Total	40	100

(Source: online survey)

FIGURE 3.2.10 FRAUDULENT EXPERIENCE FROM ONLINE SHOPPING



(Source: online survey)

From this graph we can see that 25% of students get non quality product, unordered product and product damage through online shopping and 5% students have problem with misusing bank account .10% of students has no complaints.

TABLE 3.2.11
ONLINE SHOPPING PAYMENTS

Payment method	Number	Percentage
Payment Gateways	20	50
USSD	10	25
Bank transfer	10	25
Total	40	100

(Source: online survey)

FIGURE 3.2.11
ONLINE SHOPPING PAYMENTS



(Source: online survey)

From this graph we can see that 50% of people make online shopping through payment gateways and 25% through Bank transfer and USSD.

TABLE 3.2.12

SATISFACTION LEVEL THROUGH ONLINE SHOPPING

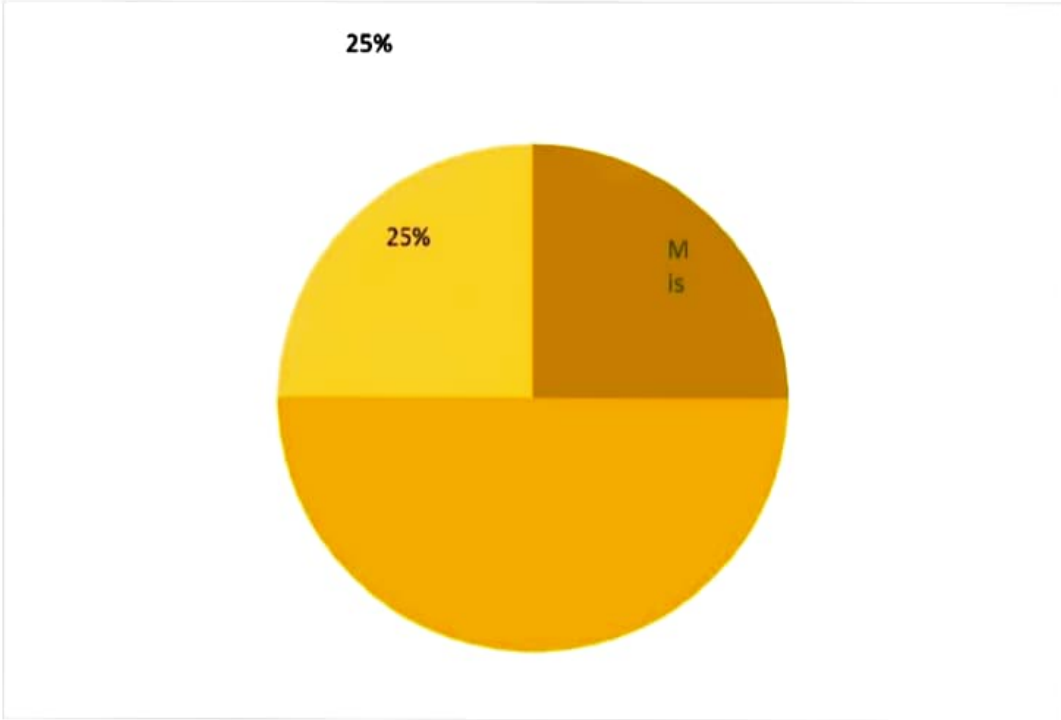
Satisfaction level	Respondents	Percentage
High	10	25
Medium	20	50
Low	10	25
Total	40	100

(Source: online survey)

S

FIGURE 3.2.12

SATISFACTION LEVEL THROUGH ONLINESHOPPING



(Source: online survey)

From this graph we can see that 50% of people like online shopping at medium level.25% of students like online shopping at low & high level

TABLE.3.2.13

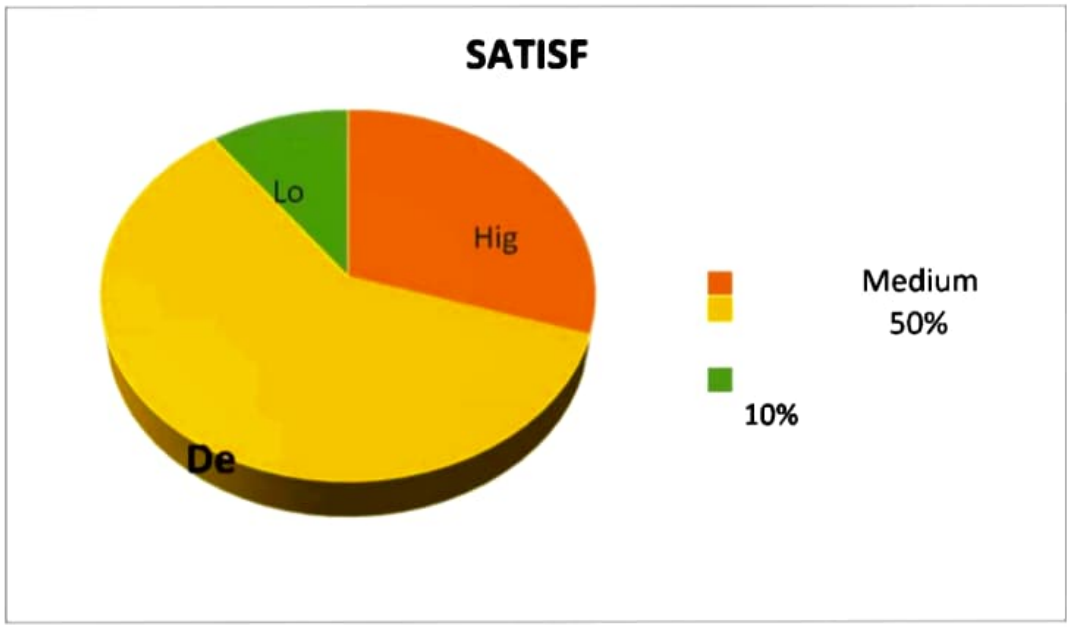
DEVICES USED FOR ONLINE SHOPPING

Digital devices	Number	Percentage
Desktop / laptop	12	30
Mobile	24	60
Tablet	4	10
Total	40	100

(Source: online survey)

FIGURE 3.2.13

DEVICES USED FOR ONLINE SHOPPING



(Source: online survey)

From this we can understand that 60 % of students used mobile phones and 30% of students used desktop / Laptop and least 10% of students used tablet.

CHAPTER-5

FINDINGS,

SUGGESTIONS

AND CONCLUSION

4.1 FINDINGS

- 50% of girls and boys shops online .We conclude that both are very interested in online shopping.

- Out of 40 students 25 % students are between the ages of 18 – 20. 62.5% students are between 20-22 and 12.5 % of students are between the ages of 22 -24.

- Out of 40 students 25 % students are studying bachelor's degree and 62.5% of them are Master degree and 12.5% of them PhD students.

- Frequency was listed that 55% of students always shop online. ,22.5% of the students often and 15% of students sometimes shop online,. 7.5% of the students only rarely or occasionally shop online

- 37.5% of students spent less than an hour shopping online. And 12.5% of students spend more than 3 hour s online shopping. 25% of students spent 1-2 hours / 2-3% hours.

- 50% of children shop for more than Rs 3000. And only 25% of students spend less than 1000 on online shopping.

- 35% of students favourite sites is flip kart, and 25 % students favourite site is Amazon. And some students are preferring other online shopping sites . . 15% students favourite sites is Myntra and 5% students favourite site is Snap deals.

- 25% of students shop online to save time and home delivery services . 10% of students shop online because of convenient& replacements. 15

  %of the students shop online to save money, variety of product,.

- 35% of people buy electronics online and 10% of people buy furniture online. 20% of students buy cosmetic online. 25 % of students buy clothes online.

- 25% of students get non quality product , unordered product and product damage through online shopping and 5% people have problem with misusing bank account.

- 50% of people make online shopping through payment gateways and 25% through Bank transfer and USSD.

- 50% of students like online shopping at medium level.25% of students like online shopping at low & high level.

- 60 % of students used mobile phones and 30% of students used desktop / Laptop and least 10% of students used tablet.

4.2 SUGGESTIONS

- Always place orders from a secure connection
- Know the merchant and their reputation.
- Avoid offers that seem too good to be true
- Use a Credit Card or PayPal

4.3 CONCLUSION

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping.

The overwhelming factor that influenced consumer to buy online was identified as significant convenience benefits. The study also revealed that all young students, Elite group who strongly valued every convenience provided by online shopping.

Safety concerns, privacy concerns, consumer cognition, consumers Internet known how etc. Are the factor effecting online shopping behaviour. Time saving, twenty four hours accessibility, broad selection, accurate information, less monetary cost of shopping, provision of cash on delivery etc. Are the factors attracting people to online shopping.

Despite the increasing popularity of online shopping still a considerable section of society keep aloof from it. This is mainly because of security and privacy concerns and the complexity of the procedures.

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APPENDIX

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

RESEARCH DEPARTMENT OF ECONOMICS

A STUDY ON THE INFLUENCE OF ONLINE SHOPPINGAMONG

COLLEGE STUDENTS IN IRINJALAKUDA MUNCIPALITY

QUESTION SCHEDULE

1. Name: ☐

2. Age: ☐

3. Gender: Male ☐ **Female** ☐ ☐

4. Educational level.

Bachelor's degree ☐ **Master degree** ☐

PhDs ☐

5. How many times did you have online shopping during last one year?

6. What type of commodity did you purchase through online shopping?

7. Have you felt any problem while conducting online purchase:

Yes ☐ **No** ☐

8. Frequency of online shopping

Always ☐ Often ☐

Sometimes ☐ Rarely ☐

9.Time spend for online shopping

Less than 1 hour ☐ 1-2 hours ☐

2-3 hours ☐ More than 3 hours ☐

10. Amount spend single online purchase

Less than 1000 ☐ More than 3000 ☐

1000-3000 ☐

11. Rank your Favorite sites

Flip kart ☐ Amazon ☐

Myntra ☐

Snap deal ☐ others ☐

12. Which you prefer more as a benefit of online shopping?

Save money ☐ Convenient ☐

Save time ☐ Home Delivery ☐

Replacement ☐ Variety of Products ☐

13. How would you describe your prophecy on the internet?

Novice ☐ **Intermediate** ☐ **Advanced** ☐

14. How often do you use internet for shopping?

Always ☐ **Sometimes** ☐

Often ☐ **Rarely** ☐

15. Do you use internet prior to a purchase for collecting information?

Yes ☐ **No** ☐

16. Which are the product purchased online?

Books ☐ **Electronics** ☐

Cloths ☐ **Cosmetics** ☐

Furniture ☐

17. What are the Fraudulent experiences from online shopping?

Misusing bank account ☐ **Product damage** ☐

Non quality of products ☐ **No complaints** ☐

Getting unordered products ☐

18. Online shopping payments

Payment's method ☐ **Bank transfer** ☐

USSD ☐

19. Comment your satisfaction level

High ☐ **Low** ☐

Medium ☐

20. Devices used for online shopping?

“A STUDY ON MARKETING STRATEGIES OF E-COMMERCE COMPANIES IN INDIA IN REFERENCE TO FLIPKART IN CHENNAI”

A project report submitted in the partial fulfillment of the requirements

for the award of the Degree of

BACHELOR OF COMMERCE

By

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BHARATH INSTITUTE OF HIGHER EDUCATION AND

RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY – 2023

DECLARATION

I declare that this Project entitled **"A STUDY ON MARKETING STRATEGIES OF E-COMMERCE COMPANIES IN INDIA IN REFERENCE TO FLIPKART IN CHENNAI "** is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of Dr. G. Anandhi, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

1. A. MOHAMMED ABUBAKKAR (Reg. No.: U20BC121)

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5. S. MONICA (Reg. No.: U20BC125)

Place : CHENNAI

Date :

CERTIFICATE

This is to certify that the Dissertation entitled **"A STUDY ON MARKETING STRATEGIES OF E-COMMERCE COMPANIES IN INDIA IN REFERENCE TO FLIPKART IN CHENNAI "** submitted to the Bharath Institute of Higher Education and Research,Chennai in partial fulfillment of the requirements for the awarded of the degree of **BACHELOR OF COMMERCE** is a bonafide record of research work carried out by **A. MOHAMMED ABUBAKKAR (Reg. No.: U20BC121), I. MOHAMMED RAFI (Reg. No.: U20BC122) M. MOHANA (Reg. No.: U20BC123), M. MOHANRAJ (Reg. No.: U20BC124) S.MONICA (Reg. No.: U20BC125),** during the period of **2020-2023** of his/her study in the Department of Commerce and Economics. Faculty of Arts and Science, Bharath Institute of Higher Education and Research, Chennai, Under my Supervision and Guidance and that the Dissertation has not formed the basis for the award previously of any degree, diploma, associate ship, fellowship or any other similar title to any candidate of any University.

Dr. G. ANANDHI

Head of the Department

Signature of the Supervisor

External Examiner

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A. MOHAMMED ABUBAKKAR

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CHAPTER 1

INTRODUCTION

CHAPTER 1
INTRODUCTION

We are living in e-century. The Internet and information and communications technologies (ICT) are central to economic growth and productivity. Internet-based technologies and networks can increase productivity, decrease costs and open new market opportunities.

Many marketers believe that despite the internet bubble burst a few years ago, The future is still bright for e-commerce.The 20th century was shaped by the Industrial Revolution, and became the age of the automobile and the television. The 21" century is shaped by the Technological Revolution, and has become the age of globalisation. The internet impacts all aspects of business.In this century, e-business is no longer an option for businesses - it is a necessity.

In the 1970s, the internet technology became more public and was utilised by educational institutions and commercial users. By the late 1980s, e-commerce became an integral part of business-to-business transactions. In 1992, the World Wide Web arrived, and made e-commerce economical, since small businesses could now reach large audiences more easily

As the popularity of the internet was increasing, online users were evolving. At the beginning, internet users were limited to world wide web navigation and email. The next stage introduced the capability of using the internet to search for information. Now,at last, web users are engaging in e-commerce by purchasing online.

E-commerce :

E-commerce refers to the buying and selling of goods or services over the internet. It has become increasingly popular in recent years, with the rise of online marketplaces such as Amazon, Alibaba, and eBay. E-commerce has transformed the way businesses operate, allowing them to reach a wider audience and operate on a global scale.

E-commerce is a rapidly growing sector in India, and it has been transforming the way businesses operate in the country. With the increased penetration of the internet and smartphones, online shopping has become more accessible, convenient, and popular among consumers. E-commerce companies in India have been adopting various marketing strategies to attract and retain customers in this highly competitive market.

The e-commerce industry in India has been growing at a rapid pace in recent years, driven by

factors such as increased internet penetration, rising disposable incomes, and the convenience of online shopping. According to a report by Statista, the e-commerce market in India is expected to reach US$200 billion by 2027, up from US$39 billion in 2017. This growth presents significant opportunities for e-commerce companies to expand their market share and revenue.

What is E-Commerce Marketing:

E-commerce marketing refers to the strategies and techniques used by businesses to promote their products or services online and attract customers to their e-commerce platform. Effective e-commerce marketing involves a combination of digital marketing techniques, such as Search Engine Optimization (SEO), social media marketing, email marketing, and paid advertising.

One of the critical aspects of e-commerce marketing is creating a compelling website that is user-friendly and easy to navigate. The website should have high-quality images and product descriptions, as well as clear Calls-To-Action (CTAs) to encourage customers to make a purchase. It's also essential to ensure that the website is optimised for search engines so that it appears at the top of Search Engine Results Pages (SERPs) when customers search for relevant keywords.

One of the unique features of the e-commerce market in India is the dominance of a few major players, such as Flipkart, Amazon, and Snapdeal, who have captured a significant market share. This has led to intense competition among e-commerce companies to differentiate themselves and gain a competitive edge through innovative marketing strategies.

What is an ecommerce marketing strategy?

An ecommerce marketing strategy is the tactics we plan to use to promote our online store and get more sales. The strategy is a long-term idea of where our ecommerce business is going. It’s based on our knowledge of the market, trends, consumer research, brand values, and product.

Questions to Ask yourself:

- What are our sales expectations?
- How big is our market?
- What target group do we want to reach?
- Where are they? — both geographically and online?
- How do we want our product to be perceived?
- What are our competitors doing?

The answers to these questions will help us pick our "battle weapons" from the marketing tactics that best fit our needs and abilities. E Commerce is a huge industry, with countless products, business models, and target groups, making it impossible to pinpoint just one best practice.
What works for one seller with a specific product won't necessarily work for another selling something else to another audience in a different market. E-commerce companies in India have been adopting various marketing strategies to attract and retain customers in this highly competitive market. **Digital marketing**, including **Search Engine Optimization (SEO)** and **Pay-Per-Click (PPC)** advertising, has been one of the most effective ways for e-commerce companies to increase their online visibility and drive traffic to their websites. **Social media marketing**, which involves promoting products or services through social media platforms, has also been a popular marketing strategy for e-commerce companies in India.
Mobile marketing has emerged as another essential marketing strategy for e-commerce companies in India, given the high penetration of smartphones in the country. Mobile marketing techniques, such as mobile apps and mobile-responsive websites, enable e-commerce companies to provide a seamless shopping experience for customers on their mobile devices.

The COVID-19 pandemic has accelerated the growth of e-commerce in India as more consumers are turning to online shopping due to restrictions on physical shopping and concerns over health and safety. This has presented both opportunities and challenges for e-commerce companies in India to adapt their marketing strategies to meet changing consumer needs and behaviour. Despite the growth potential of the e-commerce industry in India, E-commerce companies in India also face challenges in terms of customer acquisition and retention, given the diverse and

fragmented nature of the Indian market that can affect their marketing strategies and overall success. Marketing strategies that work in one region or demographic may not necessarily work in another, requiring e-commerce companies to tailor their marketing efforts accordingly. One of the significant challenges is the lack of trust among consumers regarding online transactions and the security of their personal information. Another challenge is the logistical difficulties of delivering products to customers in remote or rural areas. E-commerce companies also face regulatory challenges, such as taxation and data privacy regulations, which can impact their operations and profitability.

E-commerce companies in India are also exploring new marketing channels and technologies, such as influencer marketing, chatbots, and augmented reality (AR), to engage with customers and enhance their shopping experience. These emerging marketing strategies are still in the early stages of adoption in India, but have the potential to transform the e-commerce market in the coming years.

In conclusion, e-commerce companies in India have been adopting various marketing strategies to attract and retain customers in this highly competitive market. Digital marketing, social media marketing, and mobile marketing have emerged as the most effective marketing strategies for e-commerce companies in India. However, e-commerce companies also face several challenges, including trust issues among consumers, logistical difficulties, and regulatory challenges. Further research is needed to address these challenges and develop effective marketing strategies for e-commerce companies in India.

1.1 Statement Of Problem:

The e-commerce industry has grown exponentially, with total e-commerce sales expected to reach $1.065 trillion by 2023. As the e-commerce industry grows, retailers are grappling with new technology and overcoming hurdles.

As an e-commerce business owner, has unique challenges compared to brick-and-mortar shop owners. E-commerce businesses have unique rules and regulations to follow, and cybersecurity is a top priority to ensure all data stored online is protected.

- New technologies, like augmented reality and IoT (Internet of Things) commerce, have created even more challenges and considerations for e-commerce businesses.
- E-commerce conversion margins are slim, so driving relevant traffic to our site is crucial.
- The e-commerce explosion means competition is fierce, fulfilling orders can be overwhelming, and our return policy is critical.

Cybersecurity :

Victor Congionti, chief information officer and co-founder of Proven Data, knows that small e-commerce sites need the proper cybersecurity practices and tools in place.
"Small businesses that focus their attention in the e-commerce space need policies and procedures to create a solid cybersecurity framework for the organization," Congionti said. "In the case of a cyberattack, a small business cannot afford to have downtime in operations and sales, because every transaction is a marginal financial success that the business depends on."

Because a small business depends on that income, Congionti said business owners need the proper cybersecurity framework to keep data safe and secure while helping employees feel empowered to implement policies and tech to combat cyberattacks. Measures such as tighter access control and data security software can shore up defences against vulnerabilities and improve a small business's cybersecurity risks.

Businesses must have an incident response plan that establishes what to do in the event of a cyberattack, added Congionti.

Competition :

Competition comes in many forms for small businesses, especially in the e-commerce space. We have to keep up with competitive pricing, products and services – all competing for our target customer. "As a small business, we can overcome price competition by having a very clear company value proposition that consumers can't get elsewhere," said Calloway Cook, founder of Illuminate Labs. The e-commerce space has become so saturated that standing out from other e-commerce businesses is challenging, through no fault of our own.

Customer experience :

As a primarily e-commerce business or a business that conducts some selling online, we might find it a challenge to offer our customers the same experience level they would get in a brick-and-mortar store.

“One of the most overlooked areas of the customer experience in moving to e-commerce is pricing and customer segmentation,” said George Dunham, CEO of epaCUBE. “Customer experience is especially important when launching an e-commerce initiative, because customers expect to be treated as well or better online as they are face to face.”

Companies struggle to meet these new demands because doing so requires precise handling of pricing, analytics and customer segmentation. Successful experiences in the e-commerce space require the same, if not greater, clarity in product offerings, pricing, loyalty programs and more, as is required in a face-to-face buying process.

“In a world where everything is happening online, our customers expect more, and they also know more about our products, prices and competition,” Dunham said. “They expect to be treated the same way online as offline, so if they can get a certain price in person but can’t get that price online, they get frustrated and purchase somewhere else.”

Quality website traffic and visitor conversion :

Building, designing, and running an e-commerce website is complex, but generating quality conversions is even more challenging.To turn our traffic into converting customers, we must have a website that is modern, clean, user-friendly, trustworthy and virus-free. “Every industry is different, so understanding our audience is crucial to designing a website that resonates with our audience.”

Designing an effective business website is just the beginning, though. Maximizing the content on our website through SEO is the next – and perhaps most important step. Many businesses used to think that “if I build my online store, customers will somehow discover it” approach. “Today, that is no longer the case. When there were fewer e-commerce stores, they may have been able to rely on a stumble-upon effect, but now the internet is too crowded and

noisy. Therefore, engaging the customer and getting their attention has to be more meaningful and impactful."

Visibility :

How are we supposed to get quality traffic to our site and turn visitors into customers if people can't find our site? It's a significant issue for e-commerce businesses and one that could make or break a business.

If the company doesn't show up on the first page of Google's search results for relevant keywords, then it's unlikely that prospective customers will find them. The best way to overcome this challenge is to invest in SEO. E-commerce companies should conduct keyword research, implement on-page SEO best practices, and work on building high-authority links to their website. If all of the above is done correctly, it will lead to higher search visibility and optimized lead generation.

Finding the right market :

The first step of any business is to find product-market fit, and e-commerce is no different. Product-market fit is the degree to which a product satisfies market demand. The easiest way to find that fit quickly is to build a product that solves a problem people have. However, finding the right market for the product isn't the easiest task.

Borderless e-commerce :

Because of the increase in e-commerce websites available worldwide, shopping has become borderless. Consumers can easily purchase from companies outside of their own countries. As a result, e-commerce businesses must accommodate customers of all backgrounds.

Supporting a diverse customer base means providing information in various languages. According to CSA Research, 76% of online shoppers prefer to purchase products with information in their own language, 92% would prefer shopping in their local currency, and 33% might abandon the cart if pricing is only in U.S. dollars.

To maximize the chances of having a successful e-commerce business, we should use thought and consideration when accommodating other languages and cultures.

1.2 Objectives of Marketing Strategies of E-commerce:

Increase revenue:

The primary goal of any marketing strategy is ultimately to increase revenue, and Internet marketing is no exception. Thankfully, the Internet provides plenty of opportunities for every business to improve their bottom line.

By combining search engine optimization, or SEO, with pay-per-click ads, or PPC, your company can improve the chances that potential customers find you online. And with strategies like content marketing and social media marketing, you can position yourself as an expert in your field who also cares about your clients.

Build a brand :

Internet marketing objectives often include building a brand. This means not only establishing your logo and company name in the minds of consumers, but also what your company stands for.

Well-known brands are typically trusted more by customers, especially when paired with positive associations. The Internet is a great tool for building that trust, because it has a wide reach and allows you to directly connect with individuals.

Social media is particularly useful when building a brand, because it allows companies to create and post with a more personal feel. Organizations have discovered that this kind of brand-building can be fostered by the use of social media channels such as Facebook, Twitter, Instagram and Pinterest. In addition to organic posts on these sites, companies can build brand recognition by paying for advertisements and placements.

This takes patience on the part of the organizational leaders, because trust and loyalty are developed over many months, and sometimes years. The key is to stay focused on the results.

Improve local SEO :

Many small businesses, as well as companies focused on increasing sales in a specific geographic region, focus much of their marketing efforts on improving their local SEO.

This means optimizing various elements on their sites in order to attract local customers who are looking for the services they provide.

Although the number of searches that include both your industry and your town or city is undoubtedly lower than those that just specify a product or business type, those searches tend to generate much more qualified traffic. If a user is already looking for businesses where you are, chances are high that they'll be willing to come to your physical location

Increase qualified traffic :

Every business owner wants to see numbers rise in terms of visitors to their site and landing pages. However, those numbers are meaningless if they aren't the right kinds of traffic. Not every visitor to your site is going to make a purchase. That's just the way of the Internet, and should be accepted. However, if none of your site visitors make purchases (or contact you), you are likely attracting "unqualified" traffic, or visitors who have no intent of becoming a customer.

By targeting your marketing to specific personas and aiming to attract specific, qualified people, you can increase the ROI of your marketing efforts—as well as your bottom line

Manage online reputation :

In an age when anyone with a computer or smartphone can post their opinions about companies, products, and services for the whole world to see, it's important for businesses to maintain a solid online reputation. This means monitoring your company's name, maintaining social profiles, and responding to bad reviews accordingly.

One bad review doesn't mean that your company's reputation is shot, but one bad reaction to a bad review might. The way you publicly respond to customer complaints will show them (and all other current and potential customers) how much you care about their opinions. But as intimidating as that may sound, all it takes is a bit of respect and concern for your customer base.

1.3 Scope of E-commerce

Shift to the modern business tactics which are way more simpler than the complex traditional way of business. Big cabins and more investment is something which is outdated and more of an ache.

With the age of digitalization, the E-commerce industry has flourished into an empire which has no looking back. The venomous e-commerce have already started to give shrills to traditional business lines like shops and the undisputed malls.

The strategies prepared are no less than golden route retelling the successful scope of marketing in e-commerce industry.The scope of marketing strategies for e-commerce companies in India is vast and continually expanding. Some of the key areas where e-commerce companies can focus their marketing strategies:

• **Branding:**

Branding is the process of creating a strong and recognizable brand identity that resonates with customers. This involves developing a clear brand message, tone of voice, and visual identity that sets a company apart from its competitors. E-commerce companies can use marketing strategies such as content marketing, social media marketing, and influencer marketing to build brand awareness and loyalty.

• **Customer Acquisition:**

Customer acquisition is the process of attracting new customers to an online store. E-commerce companies can use a variety of marketing strategies to drive traffic to their site, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, influencer marketing, and content marketing.

• **Customer Retention:**

Customer retention is the process of keeping existing customers and building long-term relationships with them. E-commerce companies can use marketing strategies such as email marketing, personalization, and loyalty programs to keep customers engaged and encourage repeat purchases.

• **Sales Promotion:**

Sales promotion is the process of promoting products and services to drive sales. E-commerce companies can use marketing strategies such as discounts, coupons, flash sales, and referral programs to encourage customers to make purchases.

• **Customer Service:**

Providing excellent customer service is crucial for building customer loyalty and retaining customers. E-commerce companies can use marketing strategies such as live chat, email support, and social media engagement to provide timely and helpful support to customers.

• **Data Analytics:**

Data analytics is the process of gathering and analyzing data on customer behavior, preferences, and demographics. E-commerce companies can use marketing strategies such as web analytics, social media analytics, and customer surveys to gather data and use it to make informed decisions about their marketing strategies.

• **Mobile Optimization:**

With the increasing use of smartphones and tablets for online shopping, mobile optimization is becoming increasingly important for e-commerce companies. E-commerce companies can use marketing strategies such as responsive design, mobile-friendly checkout processes, and mobile app optimization to provide a seamless mobile shopping experience for customers.

Limitations of E-commerce Companies

Starting an online business is not everyone's cup of tea. It requires immense hard work and a strong business sense. It involves product sourcing as well. People are always searching for new products and can buy online from any nook and corner of the world. There are numerous logistic services available today which have made it very easy to deliver products and services to different locations.

There are many advantages of e-commerce, but along with that, there are some limitations of eCommerce as well.These limitations or disadvantages must be thoroughly understood by anyone wanting to set up an online business. It is always a wise idea to do a SWOT Analysis and look for different resources that are easy to access.

While e-commerce companies in India have many opportunities to grow their business through various marketing strategies, there are also some limitations that can hinder their success. Here are some of the common limitations of e-commerce marketing in India:

- **Huge technological cost**

Since everything is online, it requires the use of creative resources and also a large amount of investment. The costs have become very high due to an excessive 4G and 5G data usage for online work. Also, a huge investment is required for using advanced and high-speed internet connectivity. Advanced technology has given the business better productivity, posing an advantage in the long run.

- **Security**

This is one of the most common issues that many e-commerce businesses and customers face. There are many websites that are not capable of authenticating transactions nor have those features.This may lead to numerous fraudulent activities and threaten the business. Also, many businesses need to save various customer information like customer's name, address, contact number, email id, age, etc. This requires a huge investment to secure the data, so it is not misused.

- **Huge advertising cost**

In order to promote our business, a lot of money has to be spent advertising initially. Advertising has the potential to increase our reach, and this way, we can reach maximum people. However, advertising in several mediums can be expensive. Advertising costs can pose a disadvantage if the business cannot make the deal convertible. Various advertising mediums have varied costs, and many online advertising portals usually charge on a pay-per-click basis.

- **High shipping cost**

Shipping can be a major challenge for most e-commerce businesses. When delivering B2C orders, shipping can pose a major challenge and disadvantage. Often, shipping cost involves a large part of the profit which may, in turn, decrease the overall margin. Shipping cost, however, usually depends upon the size and weight of the product. It can cost higher in B2C orders as compared to B2B orders.

- **Marketing cost**

Along with advertising costs, a business must incur additional costs in marketing its product. Social media, emails, search engines, etc, are some ways through which we can market our product easily and effectively.

Google, Yahoo, and various other search engines offer methods to effectively market our product and drive more traffic to our website. Every marketing channel differs in cost according to its popularity and reaches; hence marketing budget should be prepared accordingly.

- **Complicated E-Commerce policies**

Every e-commerce portal has its policies that the seller must comply with. Companies like Amazon, Flipkart, Paytm, Myntra, etc, have business policies. Sellers register on these platforms, and often these platforms do not give them full rights to operate in the marketplace. This limits their business, and if they violate these rules, their account may be permanently suspended

Types of E-commerce

Business-to-Consumer (B2C) E-commerce:

The Business-to-Consumer type of e-commerce is distinguished by the establishment of electronic business relationships between businesses and final consumers. It corresponds to the retail section of e-commerce, where traditional retail trade normally operates. B2C e-commerce involves transactions between a business and individual consumers. This type of e-commerce is characterised by low order values, short sales cycles, and simple purchasing

decisions. B2C e-commerce can involve a variety of business models, such as online retailers selling directly to consumers, or traditional brick-and-mortar retailers selling online.

Business-to-Business (B2B) E-commerce:

B2B e-commerce involves transactions between two businesses. This type of e-commerce is characterised by high order values, long sales cycles, and complex purchasing decisions. B2B e-commerce can involve a variety of business models, such as manufacturers selling to distributors, distributors selling to retailers, or businesses selling to other businesses online.

Consumer-to-Consumer (C2C) E-commerce:

C2C e-commerce involves transactions between individual consumers. This type of e-commerce is typically facilitated by an online marketplace, where buyers and sellers can connect and transact with each other. C2C e-commerce can involve a variety of business models, such as online auction sites, classified ads sites, or peer-to-peer marketplaces. The Internet provides an excellent means by which consumers can buy or exchange goods or information directly with one another.

Consumer-to-Business (C2B):

In C2B there is a complete reversal of the traditional sense of exchanging goods. This type of e-commerce is very common in crowdsourcing based projects. A large number of individuals make their services or products available for purchase for companies seeking precisely these types of services or products. This type of e-commerce is characterised by the fact that consumers are the ones initiating the transaction. C2B e-commerce can involve a variety of business models, such as freelancing platforms, where individuals offer their services to businesses, or influencer marketing platforms, where individuals offer their social media presence to businesses.

Business to Government (B2G):

Some entities specialise as government contractors providing goods or services to agencies or administrations. Similar to a B2B relationship, the business produces items of value and remits those items to an entity. B2G e-commerce companies must often meet government requests for proposal requirements, solicit bids for projects, and meet very specific product or service criteria.

B2G e-commerce involves transactions between businesses and government entities. This type of e-commerce is characterised by the fact that the government is the buyer in the transaction. B2G e-commerce can involve a variety of business models, such as online bidding platforms, where businesses can bid on government contracts, or online portals where businesses can submit bids for government requests for proposals (RFPs).

Government-to-Business (G2B) E-commerce:

G2B e-commerce involves transactions where government entities offer their products or services to businesses. This type of e-commerce is characterised by the fact that the government is the seller in the transaction. G2B e-commerce can involve a variety of business models, such as online portals where businesses can purchase government licences or permits, or online platforms where businesses can access government data or information.

Government-to-Consumer (G2C) E-commerce:

G2C e-commerce involves transactions where government entities offer their products or services to individual consumers. This type of e-commerce is characterised by the fact that the government is the seller in the transaction. G2C e-commerce can involve a variety of business models, such as online portals where consumers can purchase government services, such as paying taxes or renewing licences, or online platforms where consumers can access government data or information.

1.4 E-Commerce Marketing Strategies in Industry 4.0

E-Commerce Marketing Strategies in Industry 4.0 In the industry 4.0 which has a variety of theories and models to achieve the goals of a business. Below is a draft of 9 stages of ecommerce strategy to improve marketing that can compete in the industry 4.0

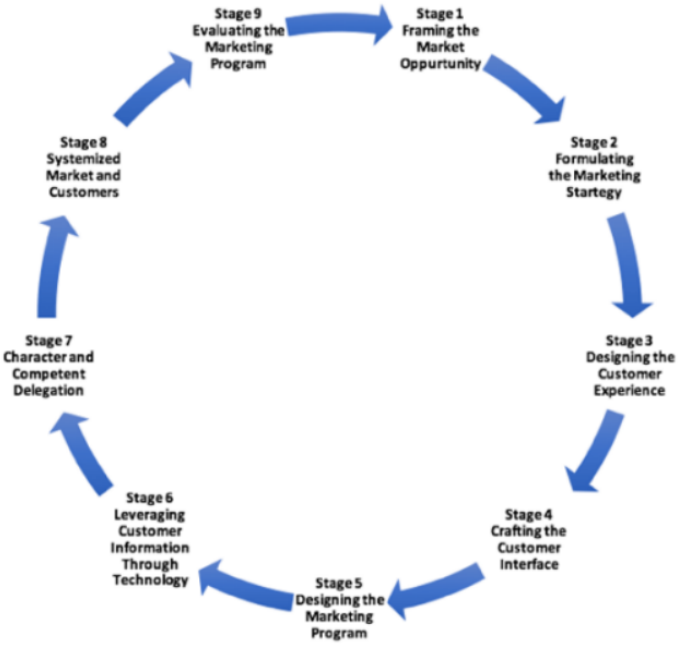


Fig 1: Nine Marketing Strategy in Industry 4.0

Developing 7 internet marketing cycle theories from Mohammed (2003), the author develop and discover 9 internet marketing steps that should be done by e-commerce actors in the industry 4.0 era, including:

Framing the Market Opportunity

The first stage in internet marketing shapes market opportunities and collects data from online and offline systems to create opportunity assessments. At this stage, there are 6 parts of a simple methodology for evaluating and shaping market opportunities, including in the following table:

Table 1: Transitioning Firms Identified under the Manufacturing Industry

Opportunity Analysis steps	Benefit of Step
Investigate Opportunity in an Existing of New Value System	This section is used to broadly identify which areas will be entered by new companies and what opportunities can be obtained to enable companies to enter the market.
Identify Unmet or Underserve Customer Needs	The creation of new value is based on doing a good job of seeing what is needed by the customer by identifying business processes in the existing company to see whether the current system can meet customer needs or not. The key activity at this stage is to identify one of the unmet needs or needs that have been met but in a better way.
Determine Target Customer Segments	Segmentation is the process of grouping customers based on the similarities that exist in them. After grouping customers into different segments, the company must determine the target segment of the company. Some customer grouping approaches, Geographic; country, area, city, or ISP domain. Demographic; age, gender, occupation, ethnicity, income, family status, standard of living, internet connectivity and browser type. Firmographic; differentiate markets based on companies. Behavioral; online or offline shopping behavior, website usage, etc. Occasion; time, location, event, special event and others. Psychographic; lifestyle, personality, and affinity. Benefit; trust and attitude or behavior.
Requirement to Deliver Offer-ing	At this stage, the company must identify the resources that can be offered to customers as well as the technology needed to meet the needs of the customers. Resources from the company itself include customer facing resources, internal and upstream.
Assess Competitive, Techno-logy and Financial Attractive-ness of Opportunity	Factors that companies can use to assess opportunities include competitive intensity, customer dynamics, technology vulnerability and microeconomics.
Conduct Go / No-Go Assessment	At this stage, discussed the final decision making based on every opportunity that has been successfully analyzed by the company. Where the opportunity will be used as a measure of whether Go / No-Go for companies to be able to do e-marketing. In determining Go / No-Go, there are three parameters of measurement namely positive factors, neutral factors and negative factors.

Formulating the Marketing Strategy

In the previous stage the Go/No-Go decision was taken, then the next step was to determine an online marketing strategy. This stage includes four main components, namely:

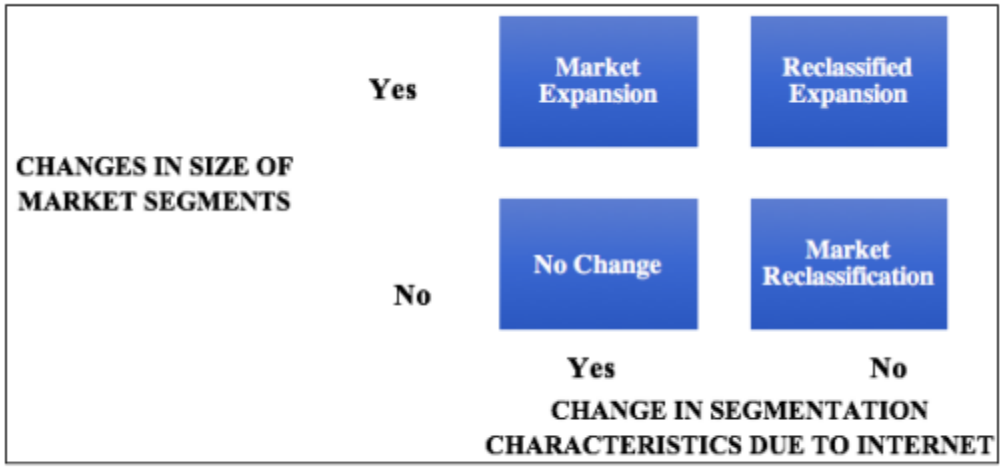


Fig. 2: Segmentation Scenario

Segmentation

Identify market segments and determine which targets to target by the company based on certain factors. Within the Bricks and Mortars for segmentation there are four possibilities, namely:

i. No Change:

It is possible that after online marketing it is still the same as offline marketing and does not show significant new segments, and the size of online market segmentation remains the same as in offline market segmentation.

ii. Market Expansion:

It is possible that after the implementation of online marketing, the characteristics of online customer segmentation are still the same as offline, but the size of market segmentation is changing.

iii. Market Reclassification:

It is possible that after applying online, the characteristics of customer segmentation will change from offline marketing, but the size of market segmentation does not experience a significant change from offline marketing.

iv. Reclassified Expansion:

It is possible that after the implementation of online marketing, the characteristics of customers and the size of segmentation both experience significant changes from offline marketing

Targeting

In determining customer segmentation targets, there are four different scenarios which are described as follows:

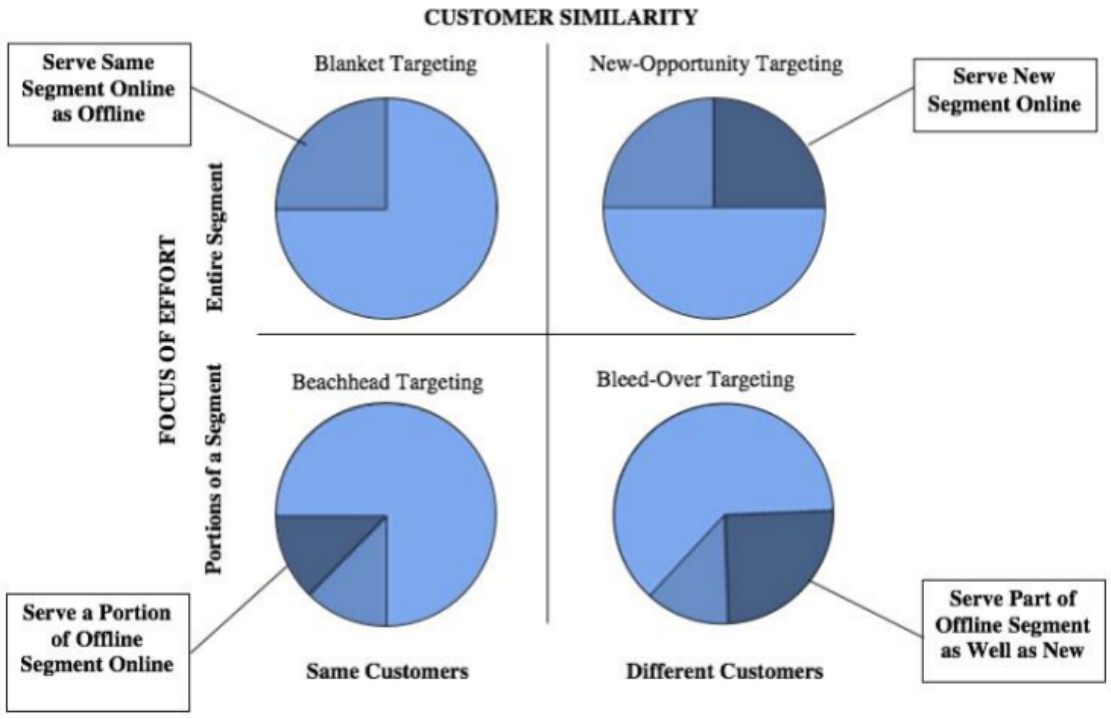


Fig. 3: Targeting Scenario

i. Blanked Targeting: The characteristics of online marketing segmentation have not changed from offline, but the segmentation is expanding as geographical reach increases.

ii. Beachhead Targeting: Online segmentation is smaller than offline segmentation, which might represent a more focused taste or taste group. This might happen, if only a portion of customers access the internet.

iii. Bleed Over Targeting: Online segmentation targets include a portion of offline segmentation, as well as inserting new segmentations that did not exist before in offline. Targeted segments include individuals who were previously ignored in offline, but are targeted because the online system offers what is attractive to these customers.

iv. New Opportunity Targeting: Online segmentation targets are completely different from target segmentation when companies run offline marketing. If this type of targeting is chosen, usually the company must have a completely different brand from offline.

Positioning

The positioning approach scenario based on the choice of targeting scenarios is divided into four, namely:

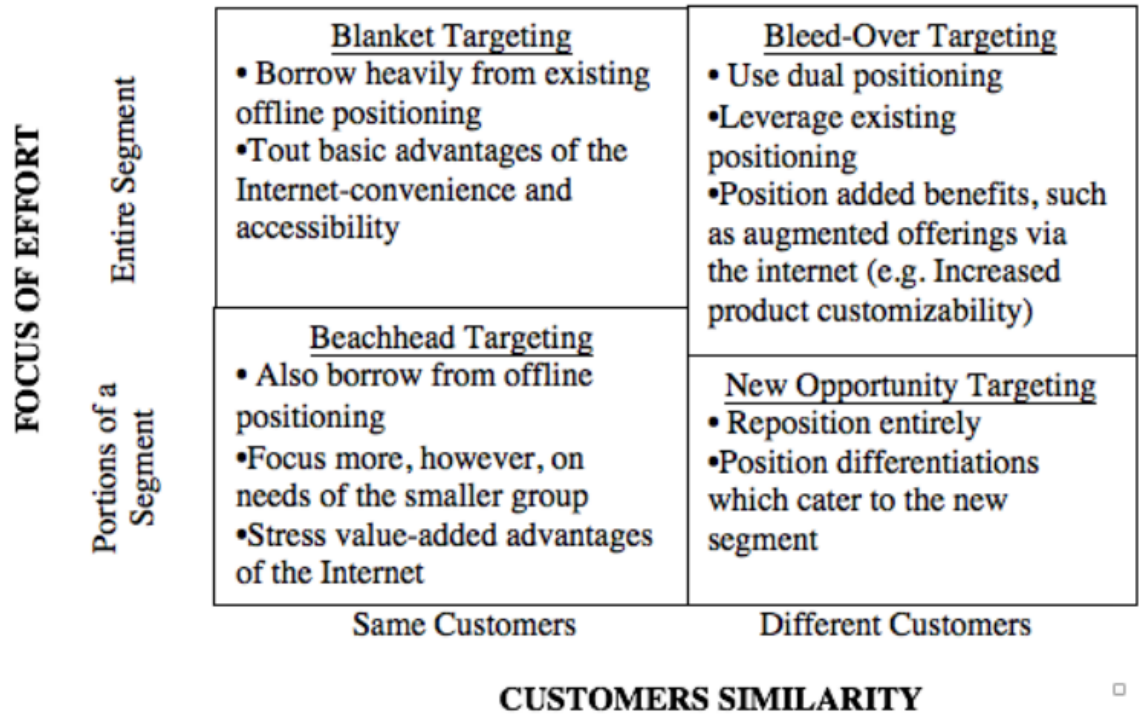


Fig. 4: Positioning Scenario

Designing the Customer Opportunity

At this stage, we will try to design the experiences that we expect our customers to get from the company. There are three stages in building a customer experience, namely:

Functionality:

These are the factors that determine whether a site that is created will work well or not. Five factors of functionality, namely

i. Usability and Ease of Navigation: Measured by how well a website anticipates user needs that are influenced by various elements, including load speed, page structure, and graphic design.

ii. Speed refers to the time taken to display a web page on the user's screen.

iii. Reliability describes the level at which a website experiences a downtime period, or the time when a user cannot get access to the website because of maintenance.

iv. Security by which customers want to know they can trust a particular website, when security and comfort is combined, the customer experience is improved.

v. Media Accessibility is the ability of a website to retrieve data on various media platforms.

Intimacy:

At this stage, customers feel that the company has a very good understanding of their needs and desires which are generally manifested in various customization for the appearance of the website the customer wants. The customer is obtained as are Customization, Communication, Clearly, Consistency, Trustworthiness, Exceptional value, Shift consumption to leisure activity.

Crafting the Customer Interface

In designing a good interface, the "7C" framework is used to identify the main display design encountered when implementing a business model. These elements, i.e.:

Context:

A web page must be able to capture aesthetics and function so it can see and feel. The main focus is on attractive graphical displays, colors and design aspects, while others have emphasized objectives that can be useful such as making navigation. Three critical factors in the appearance of a site are section breakdown or subcomponent, linking structure and navigation tools.

Content:

The contents can be confirmed with all things that are digital in a website. Media used are text, video, audio, and images or graphics that can convey messages clearly, including products, services and information provision. The four main dimensions in content are offering mix, appeal mix, multimedia mix and content type.

Community:

Relationships are built based on the same interest in something, both between customers and companies and customers with customers can attract customers to return to visit the website again.

Customization:

The ability of a website to be modified both by the company and by each customer.

Communication:

Dialogue involving the website and its users. This communication can occur in three forms, namely; Company to customers (e-mail); Customers to the company (customer service); and Customer to customer (instant message).

Connection:

Network that connects one site to another.

Commerce:

The ability of the website to conduct sales transactions of goods, products or services, namely by shopping charts, shipping and payment options, checking and order confirmation.

Designing the Marketing Program

At this stage, it is a marketing program design that is used to combine marketing strategies in a combination and can move the target customer from each stage of awareness about the company's products to the commitment stage and ends at the dissolution stage. There are four customer relationships, i.e.:

i. Awareness:

The stage where the customer has basic knowledge or views of the company or products offered by the company but has not yet started communication with the company.

ii. Exploration/Expansion:

The stage where the customer starts communicating and actions that are likely to continue towards a closer relationship, where the customer starts to be interested in exploring the company's website and looking for information in it.

iii. Commitment:

This stage involves having responsibility for the product or company. Customers will periodically access the website and provide views and attitudes that reflect loyalty.

iv. Dissolution:

This stage occurs when one or both parties (the company and the customer) break the relationship. The internet marketing mix consists of six classes of levers, which are product, pricing, communication, community, distribution and branding.

The Marketspace matrix is a tool used to design a combination of marketing mix activities to move customers from the awareness stage to the commitment stage.

		RELATIONSHIP STAGES			
		Awareness	Exploration	Commitment	Dissolution
CATEGORIES OF LEVERS	Product				
	Price				
	Communication				
	Community				
	Distribution				

Fig. 5: Market Space Matrix

Leveraging Customer Information Through Technology

Companies can use technology assistance to get, analyze, and utilize information about customers so that companies will better understand and know customers to know what customers need. This can be done through:

i. Marketing Research:

A tool that helps companies to understand and fulfill the desires and wishes of customers, which can provide information about the quality and usability of the products and services that customers need.

ii. Database Marketing:

A tool consisting of customer information acquisition. Analyzing this information is useful for estimating customer responses to certain offers, and making marketing decisions based on expected responses.

iii. Customer Relationship Management:

A tool that establishes long-term profitability of customers and maintains key customers. Customer information is a strength and customer information systems can make companies increase strength.

Character and Competent Delegation

E-commerce doers in the industry 4.0 who are in a position of authority know that relinquishing control and delegating tasks to others is not easy. Delegating tasks is one of the best ways to optimise productivity, manage large workloads, and aim to achieve goals on time. There are 5 delegation techniques that can be carried out by an e-commerce company leader in the industry 4.0, including:

Give Duty and Trust completely

In order to successfully delegate tasks, the leader of the e-commerce company must take the big risk of relinquishing control to employees. Stop thinking that only e-commerce company leaders

have good ideas and give team members confidence. Delegating tasks does not mean making decisions for team members. Give employees space to develop critical thinking skills, so they can produce the best ideas and solutions. Delegate tasks by releasing light tasks to employees. When they are able to do the job well, then give the job a higher priority than before. By using the approach above gradually, e-commerce company leaders can improve employee competencies and increase their confidence in accordance with the challenges in industry 4.0.

Delegate Tasks to the Right Person

When you are going to delegate a task, consider a definite decision. It is not permissible to delegate tasks to the wrong person. Observe the person given the task, regarding strengths, weaknesses, and skills possessed by team members. Knowing this, makes it easy for e-commerce company leaders to adjust tasks to the right people with the work to be given.

Convey Instructions Clearly

Not being able to deliver instructions correctly will affect the failure of the job or job done by the employee. In order to increase the chances of a job being done well, e-commerce company leaders must provide clear instructions to employees. Cannot confuse the instruction given. As an initial step e-commerce company leader can provide guidance to employees to perform tasks, if they can do it right, then e-commerce company leaders relinquish control for them.

Delegate Jobs Based on Interests

Interest in something is one reason you can use to motivate employees to do what is their job. In addition to adjusting skills to the tasks to be given, e-commerce company leaders must be able to encourage team members to perform tasks that interest them. The leader of the e-commerce company builds the reasons for what makes employees willing to perform the assigned tasks or work that motivates them to compete in the industry 4.0.

Set Deadlines and Evaluate

When e-commerce company leaders delegate tasks to employees, be sure to deliver when the deadline for the work must be completed. The leader of the e-commerce company must conduct an evaluation of the work and tasks so that the desired target runs in accordance with the objectives. Schedule job evaluations once a week and e-commerce company leaders can check

the results of the work after they have carried out half of the tasks assigned. The main goal is to ensure that every delegated work runs properly and that there are no deviations done by employees. Concern with the work and tasks that have been given to employees, will increase employee respect to e-commerce company leaders.

Creating a Systematic Market and Customers

Provide good service to customers. The key to making perfect customer service is to exceed customer expectations, not just meet customer expectations. Give customers repeat orders because of the service the company gives. Listening to customers is an effective way to find out customer needs, by finding these companies will know the needs of customers with certain products and servants that must be applied in the industry 4.0. Describe the needs in detail, to meet extensive customer service by providing recruitment and training to employees so that they can provide good service to customers. Using supporting technology, in industry Era 4.0 as the leader of an e-commerce company, it is best to facilitate employees with internal database access called Customer Loyalty Anticipation Satisfaction System (CLASS) which stores customer information in the past collected by the company so employees can offer service which is satisfactory based on a database that is already owned in the industry 4.0. To be more professional in determining the market in the industry 4.0, e-commerce businesses must have a systematic market to support business growth. In a systematic market, a company can develop product positions and marketing strategies for each type of market that are beneficial for make it easy to adjust the product, marketing mix strategy and develop product positions. Identify the parts of the market that can be effectively served, the company can be in a better position.

a. Anticipating competition.
b. Make use of limited company resources efficiently and effectively.
c. Target broader market opportunities.
d. Place marketing ideas more clearly.
e. Manage products better.
f. Find and compare market opportunities.
g. Classifying the budget that is owned appropriately.

h. Creating attraction in the marketing field.
i. The company will be in a better position.

In the industry 4.0 to create a systematic, successful market, e-commerce entrepreneurs must pay attention to factors related to the systematic market as follows:

Segment Size

Large e-commerce companies tend to choose large market segments and vice versa, small e-commerce companies will choose smaller market segments. It is intended that companies can adjust company targets according to their individual abilities.

Segment Growth

Segment growth factor is also one factor that must be considered in determining a more systematic market.

Situation Analysis

Perform a careful and careful situation analysis before determining a system of markets. The analysis of the situation relates to consumers, suppliers, and distributors using SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis

Company Resources

Before determining the target market, try to pay attention to the resources obtained by the company. If the company's resources are obtained from cooperation with outside parties

Costs that must be spent to reach the segment

A segment must be adjusted to the company's marketing activities, if the selected segment is not suitable then it should not need to be done. Therefore, identification of the segment to be addressed must be done carefully. Many examples of segments that were estimated to have great potential, but not as expected, while the company has incurred large costs.

Suitability of Purpose

After the market segment is determined, the company should continue to focus on that segment. As much as possible the company should not switch to other market segments that were not previously planned, because the risk of loss is quite large.

Target Market Implementation

After the market segmentation process is carried out, the next step is the implementation of the target market. To do this, an orderly and systematic process is needed, which are develop marketing references to determine targeted market segments, select market segments and target companies, develop products that fit market segments, develop a profile of the market segment that will be generated, add market segment criteria if needed an identify existing market segments.

Evaluating Marketing Program

This last stage evaluates all marketing programs whether they reach the goal. Use parameters to measure the success of an online marketing program and whether it matches the objectives of the company. In this stage, the Marketing Metrics Framework consists of:

i. Financial Metric is used to measure basic results and is the overall level.

ii. Customer Based Metrics is used to see marketing performance in building customer-oriented assets that will be generated financially.

iii. Implementation Metrics is used to see how effective and good the performance of the elements in marketing programs is in terms of building customer oriented asset.

CHAPTER 2

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

Ronald E Rice & James E-Katz (2000) With the popularity of the internet, more and more people are turning to their computers for health information advice, support and services. With its information based firmly on research, the internet and Health communication provides an in-depth analysis of the changes in human communication and health care resulting from the internet revolution

Elizabeth Glod smith & Sue L.T. M.G. Gregor (2000)He analysed the impact of e-commerce on consumers, public policy, business & education.

Arvind Panagariya(2000)He reported that access to internet services and access to services that can be traded electronically. The former deals with access to Internet infrastructure while the latter relates to specific commitments in electronically tradable services. E-Commerce offers unprecedented opportunities to both developing and developed countries.

Diana Oblinger(2001) Reported that one is that education and continuous learning have become so vital in all societies that the demands for distance and open learning will increase. As the availability of the Internet expands as computing devices become more affordable and an energy requirement and form factors shrink, elearning will become more popular.

Andrew D. Mitchell (2001): Examined the key issues that electronic commerce poses for global trade, using as a starting point the General Agreement on trade in services (GATS), World Trade Organization (WTO) agreement most relevant to e-commerce.

Nir B Kshetri (2001) The analysis indicated that the twin forces of globalisation and major revolutions in ICP are causing the rapid growth of global e-commerce.

Prithviraj Das Gupta & Kasturi Sengupta (2002) Reported that the recent growth & Internet Infrastructure and introduction of economic reforms in the insurance sector have opened up the

mono politic India income market to competition from foreign alliances although the focus of e-commerce has been mainly on business to consumer (B2C) applications. The Insurance Industry provides an appropriate model that combines both B2C and B2B applications.

James Christopher (2004) Examined all the best elements of e-commerce does not guarantee consumers will visit or remain loyal. But looking at what they want and their satisfaction levels of other well-established e-tailors such as Amazon and ebay who have already invested significant resources to understand what consumer's needs, wants and desires.

Werther H and Ricci F (2004) Reported that e-commerce in travel and tourism industries are continuously increasing despite tough economic problems. This industry is adopting applications of B2B and B2C. This industry has changed the ways of doing business from traditional ways to modern ways i.e. e-commerce via. Web and another online transaction software. The Web is changing the behaviour of consumers as well as they are becoming less loyal, and take less time for choosing and consuming the tourism products. Due to the adoption of e-commerce in the travel and tourism industry consumers are becoming a more powerful player as they can choose their destination and sites in a few minutes.

Kim (2004) Examined there are main two factors for conducting successful ecommerce strategy which are security of the e-commerce system and user-friendly web interface. Security means not only security of one's own system but also providing security assurance to users who are using the sites or online software user friendly web interface give consumer trust and it is easy to convenience for customers. Zabihollah Rezaee, Kenneth R. Lambert and W.Ken Harmon (2006), reported that the rationale for infusion of e-commerce education into all business courses is that technological development is significantly affecting all aspects of today's business. An e-commerce dimension can be added to the business curriculum by integrating ecommerce topics into existing upper level business courses. Students would be introduced to e-commerce education.

Mauricio S. Featherman, Joseph S Valacich & John D. Wells (2006) Reported that as companies' oracle to digitise physical based service processes repackage them as online e-services, it becomes increasingly important to understand how low consumers perceive the digitised

e-service alternative. E-service replacements may seem unfamiliar, artificial and non-authentic in comparison to traditional service processing methods.

Law and Bai (2008) On their research paper there are two types of customers who use travel companies' websites, those are buyers and borrowers. Buyers are those people who actually intend to buy the services whereas browsers are those who surf and get information only. Those browsers can be converted to buyers by improving the website contents making it attractive, provided it is very rich in contents and very user friendly to use.

Jonathan Denner (2008) The recent studies of mobile (cellular) phone use in the developing world, and identifies major concentrations of research. It is studied in two dimensions. One-dimension distinguishes studies of the determinants of mobile adoption from those that assess the impacts of mobile use, and from those focused on the interrelationships between mobile technologies and users. A secondary dimension identifies a subset of studies with a strong economic development perspective.

David Blumenthal, Mathew F. Burke, Michael C Hoaglin, Melinda Beeuwkes Buntin (2011) An unprecedented federal effort is under way to boost the adoption of electronic health records and spur innovation in health care delivery. We reviewed the recent literature on health information technology to determine its effect on outcomes, including quantity, efficiency and provider satisfaction.

Ray (2011) As a symbol of globalisation, E-Commerce represents the cutting edge of success in this digital age and it has changed and is around the world. (Development in the internet and web-based technologies have narrowed down that difference between traditional and e-marketplace leading to e-commerce fast becoming the new convention.)

Chanana & Goele (2012) E-commerce is the use of electronic communication and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or many organisations and between organisations and individuals.

Mishra & Lotkar (2015) Trace the timeline and development of B2C e-commerce in "A study on current status of E-commerce in India." A comparative Analysis of Flipkart & Amazon with its inception in the mid 1990's through the advent of matrimonial and job portals. However, due to limited internet accessibility, weak online payment systems and lack of awareness, the programs were very slow. The Indian B2C e-commerce industry got a major boost in the mid-2000's with the expansion of online services to travel and hotel booking which continue to be a major boost in the mid-2000's with the expansion of online services to travel and hotel bookings which continue to be major contributors even today.

Rina (2016) The utility of e-commerce is not limited to just sale and purchase of goods and services over computer networks but entails the entire online process of developing, marketing, selling, delivering, servicing and paying for products & services.

Khosla (2017) Explains why the E-commerce boom in India. Why is online shopping here to stay? The study conducted on the retail market in India sugs that the growing popularity of online shopping is affecting offline retailers since online companies are offering better prices and have attractive promotional strategies. It is also easy to reach the consumers online. The Online channel gives consumers the opportunity to shop anytime anywhere with the help of the internet. This is motivating the retail chains to get into the online business.

Ka Math (2017) GST to benefit e-commerce the most as he believes Goods and Services Tax (GST) will eliminate supply chain issues which are important from an ECommerce perspective. There will be less documentation in case of shipment and return of goods. Efficiency in the supply chain is the key to quicker deliveries and GST is expected to play a role. Goods can be priced and margins can be calculated properly.

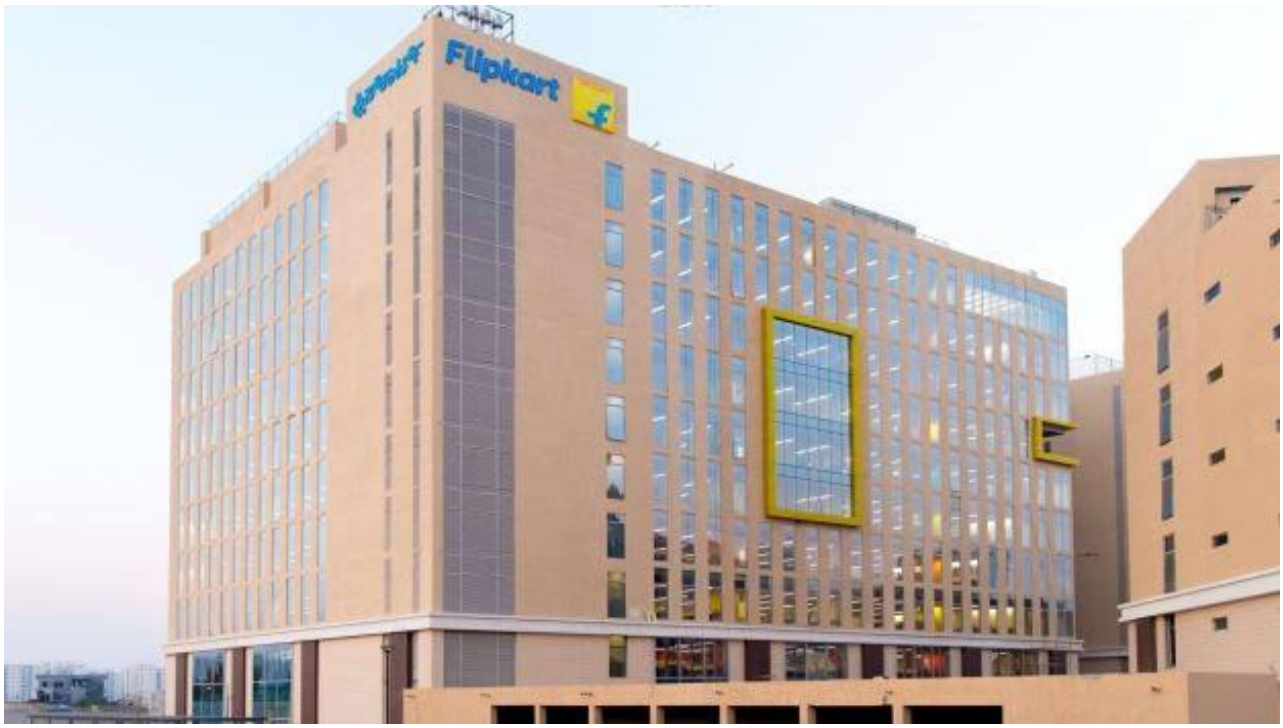
CHAPTER 3

COMPANY PROFILE

CHAPTER 3

COMPANY PROFILE

FLIPKART



Flipkart, Schain Bansal and the Binney Bansal, an e-commerce business was established in 2007 whose headquarters are located, acts, especially in India. Flipkart tablets, USBs, including the goods and laptop bags "DigiFlip" released under the name of its own product range. Flipkart brand "Citron" and Apparels brand "Flip" under the personal care and home appliances under the scope of its own. On May 2015, Flipkart DST Global expected $ 310 million and $ 2 billion from current investors Tiger Global in July and led the South African media group Naspers raised. Flipkart in December last investment round of $ 12 billion in its assessment.

History

Flipkart (the Company), Schain Bansal and Binney Bansal, Indian Institute of Technology was established in 2007 by alumni of both. Amazon worked with in the past. Flipkart Online Services Professional in October 2008 and formally combined as a business ltd. In their initial existences,

the only books on Flipkart, expanded it as soon as electric goods, mid-air conditioners, air chillers, stationery provisions and lifestyle goods and other products have ongoing to offer e-books. Leaving Microsoft to sell them the first product purchased in Andhra Pradesh VVK Moon World.

Flipkart is now have more than 16000 employees. Flipkart such as delivery, conveyance, cash, credit or debit card, net banking, cash wallet transactions, e-gift voucher and card swipe allows you to Reward devices.

Acquisitions

- 2010: We Read, a social book revelation apparatus.
- 2011: Mime360, an electronic content stage group.
- 2011: Chakpak.com a Bollywood newscast site that proposals refreshes, photos and copies. Flipkart found the rights to Champak's advanced directory which joins 40,000 filmographies, 20,000 motion pictures and near 50,000 appraisals. Flipkart has totally said that it won't be included with the first site and won't use the product name.
- 2012: Letsbuy.com, an Indian e-retailer in hardware. Flipkart has purchased the organization for about US$25 million
- 2014: Attained Myntra.com in an predictable 20 billion bargain.

Finance

In the beginning, the originators of the 500000 who had spent just a business to set up a website. After Flipkart Ace India has raised funding from venture capital funds. On 23 September 2012, Flipkart MIH (Naspers was part of a group) ICONIQ Principal for $ 170 million funding announced the completion of the 5th round. The company Tiger Global, Naspers, Accel Partners and current investors including Pacific Capital has raised an additional $ 330 million announced on 20 June 2013. Flipkart for sales in Fiscal year 2010-2011 financial year 2009-2010 and Fiscal Year 2008-2009 to 850 million, 260 million, 50 million was reported. In FY 2011-2012, the country's growing internet usage Flipkart 7 billion (US $ 200 million) aimed at the top is set and people are adapted to making online purchases. Flipkart sells products in more than 10 minutes in 2015 to 50 billion (US $ 0.81 billion), is aimed at creating income, the public sale to spread 12 billion by the 2014, the normal projected.

In November 2012, a foreign exchange management companies such as Flipkart Act, 1999, to investigate the alleged breach in terms of FDI 291cr in FY 2012-13, recording a loss of Flipkart of $ 172 million in private equity fund from investors. In the September 2013, it was the contribution of new investors Dragomir Flipkart current investors Tiger Global Venture Group, Morgan Stanley Wealth Organization, Sofina SA and Vulcan Inc. reported that it had raised an extra $ 172 million. At the end of June 2014, which is expected at the 2016 US list of Flipkart, was expected to be in talks to increase at least $ 600 million. In 1 August 2014, Flipkart Tiger Global Management LLC, Accel Partners and Morgan Stanley Investment Organization and the Singapore independent prosperity fund GIC raised $ 1 billion.

"Big Billion Day" in e-commerce is history created by reproachful but loyal customer service to their hard-win reputation grieved its sale of technical problems, and pricing and items availability, disappointed customers of social media are placed angry Comments. It is 7:55 am selling the discounted price of Rs 6 lakh mobile handsets with a big opening hour, five lakhs and 27,000 sets of textiles and footwear selling them. In November 2014, the amount earned $ 750 million, Flipkart had a marketplace cap of $ 12 or Rs.66000 crores.

In December 2014, India's below the long-term planned investments of investors of the number beyond Flipkart raised up by 50 dollars to 700 million fund of 700 million dollars, raising a public limited company to raise with Singapore-based companies, regulatory Acra with filing an application, publicized new depositors involved - Baillie Gifford, Greenbacks Capital, Steadview Capital T. Rowe ago Le Connections and the Qatar Investment Authority the company's board. Its existing investors, DST Global, GIC, ICONIQ Capital and Tiger Global participated in this latest backing overweight.

VISION, MISSION AND GOALS:

Vision: To become the Amazon of India.

Mission: Providing a pleasant customer experience.

Goals: Creation books easily obtainable to anyone who has admission to internet.

PRODUCT AND SERVICES:

- Flipkart introduced its own range of tablet, mobile phones and Phablet. Digiflip Pro XT 712 Tablet.
- In June 2014 Flipkart realeased its first systems administration switch, under its own brand name named DigiFlip WR0001 300 Mbit/s Wireless N Router.
- In October 2014 Flipkart increased home devices and individual human services mark Citron. The mark contains an extensive diversity of cooking utilities and prepping materials.

AREAS OF OPERATION:

In October and November 2011, the company attained the places Mime360.com and Chaakpak.com. Later, in February, the society uncovered its new Flite Numerical Music Store. Flyte, a good music download benifit in the vein of iTunes and Amazon.com, offered without MP3 downloads. Be that as it may, it was closed on 17 July 2013 as salaried melody copies were not popular in India because of the approach of free music dropping destinations.

COMPETITORS INFORMATION:

AMAZON:

Amazon, is an American Online trade and single computing group that was recognized on July 5, 1994, by Jeff Beezos and is located in Seattle, Washington. It is the main e-based shop in the world by collective deals and market capitalization.

SNAPDEAL:

Snapdeal is an Indian online(e) business organization located in New Delhi, India the group was begun by Kunal Bhal, a Wharton graduate as a main aspect of the double degree M&T Engineering and Business package at Penn, and Rohit Bansal, a previous student of IIT Delhi in February 2010.

SWOT ANALYSIS OF THE COMPANY

Strength :

- Largest E-commerce business of India.
- Acquisition of Letsbuy.co,, chapak.com, weread.com, Mine 360 and Myntra on 2014.
- Flipkart has its own logistics.
- Planned securing.
- Assured quality, wide variety of choices of different categories.

Weakness :

- Late conveyance
- Limited area access, many Sub urban and towns are not covered.
- IT foundation.

Opportunity:

- Growth in retail industry
- Great opportunity to expand its business.
- Indian customers are attracting towards online shopping.
- Development in digital volume.
- Cell phone applications

Threats:

- Technology overhauled by contenders.
- More number of new entrants.
- Huge competition from its competitor.

FUTURE GROWTH PROSPECT:

The entry of Amazon in India, affected Flipkart to renovate and expand its business to face the competition and to sustain its market size. Flipkart's future prospect is to increase the size of its business operations. It had planned to get 10- 12000 sellers under them in few years.

By acquiring Myntra, Flipkart owns 50% of market in lifestyle in India and it is planning to increase it to 70%. Now it has more than 10000 sellers and its need to increase it to 10000-15000 within a year and to few lakhs in 4-5 years. 40% of online traffic of Flipkart's comes from

mobiles. Hence it is planning to add some more specifications and features for mobile shopping app to increase buyer's satisfaction and loyalty.

Flipkart is trying to improve its IT infrastructure as e-business mainly depends on technology. It is planning to customize its IT framework to perform 2 functionalities, one is ability to guide, motivate, influence the customers what other product can be purchased to complement a product that is already purchased from Flipkart and another one is to conduct live survey to find the customer buying pattern and preferences.

Flipkart is also planning to have its own logistics to reduce its cost and dependability on others. It launched its own digital accessories brand Digiflip and its clothing brand Flipped and to analyze how it performs in the market. Flipkart is planning to get access to more number sub urban, and towns , cities for this it is increasing its warehouse and increased automation in its supply chain management. Flipkart also wants to increase its variety of categories of products in its domain and fill the gap in existing categories.

CHAPTER 4

METHODOLOGY OF STUDY

CHAPTER 4
METHODOLOGY OF STUDY

TITLE OF THE STUDY:

"A Study on Marketing strategy with reference to Flipkart"

NEED FOR THE STUDY:

Market levels and financial growth, increased buyer knowledge towards online spending. The explosion of e-commerce, obtaining patterns and customer preferences have changed. The leading brand of e-commerce technology is moving towards improved sales of their goods. That's about it for e-commerce dealings, there is no doubt that the quicker and easier, flatter. While this technology is to the advantage of both vendors and purchasers. We have all the technology and gears to support electronic business, such as the Chamber of Commerce and Business, aware that one of the pillars of the country's growth, does wonders for the country's economic progress.

OBJECTIVES OF THE STUDY:

Research objectives are as follows:

- To know the marketing strategy and changing buying behavior.
- To understand the improvement of e-commerce and online spending of products.
- To recognize the actualities to decide the success of online shopping in the area.
- To focus on the growth to make the websites attractive for enhancing the large number of buyers.
- To study the development of retailing with respect to Flipkart

SCOPE OF THE STUDY :

The new business plan will assist in conveying about the marketing strategy Study. This study supports to improve promotion to get more buyers. This study will be related with Flipkart and geographic location that are covered in Chennai.

SAMPLING DESIGN

Population – Within the Chennai

Sampling Technique – Simple Random Sampling techniques is used in this research.

The examining unit will be the customers who buy on the web.

100 respondents from different places in Chennai.

DATA AND SOURCES OF DATA

- **Primary Data:** In this kind of source data collected directly from the customers who purchase through online.
- **Survey:** Data collected through survey method.
- **Instrument:**

  Structured Questionnaire: An inspectional tool covering for the improvement of investigations and different stimuluses with the end goal of society matter statistics from respondents. In spite of the statistic that they are generally intended for measurable inspection of the responses, this is not frequently the case.

- **Secondary Data:**

1. Books
2. Journal articles
3. Magazines.
4. Websites.

CHAPTER 5

ANALYSIS AND INTERPRETATION

CHAPTER 5
ANALYSIS AND INTERPRETATION

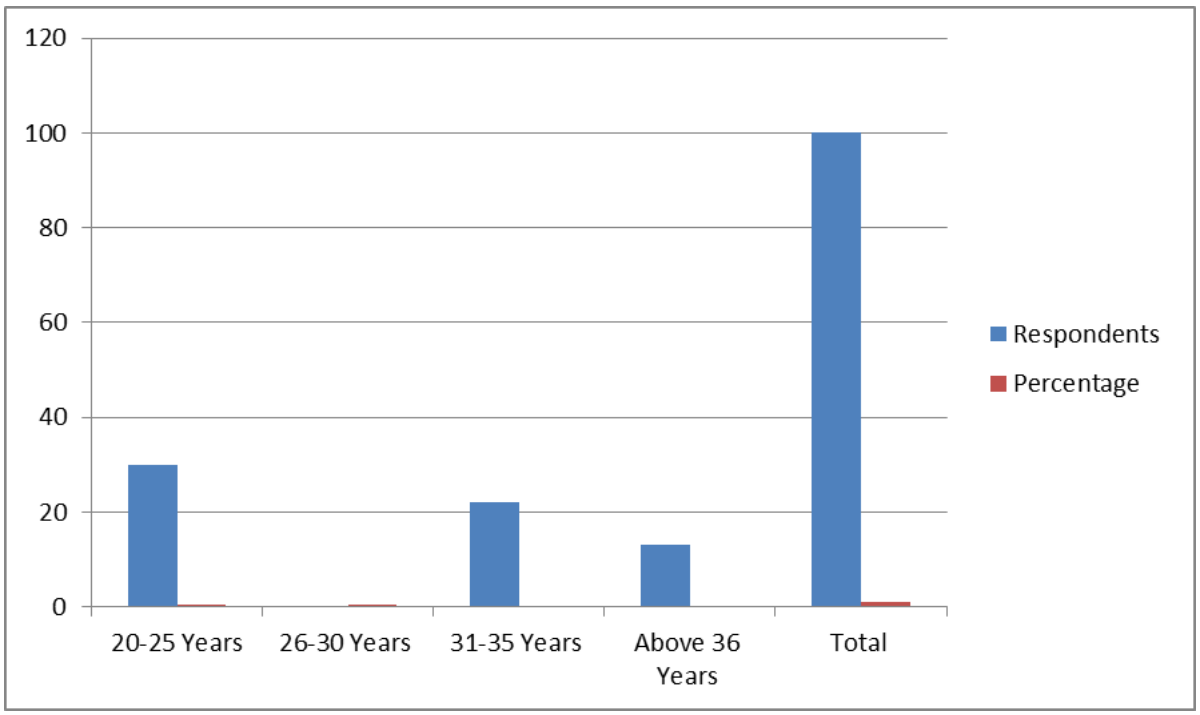
1 Table showing the Age of the respondents:

Particulars	Respondents	Percentage
20-25 Years	30	30%
26-30 Years	35	35%
31-35 Years	22	22%
Above 36 Years	13	13%
Total	100	100%

Analysis:

From the above table we can see that out of 100 respondents 35% were between 20-25 years of age, exactly 30% were among 26-30 years, around 22% were among 31-35 years and around 12% above 36 years.

1. Graph showing the Age of the respondents:



Interpretation:

By seeing this chart, we can interpret that the more number of respondents for this survey were between 26-30 years. Second highest number of respondents were fall between the age 20-25 Years

2 Table showing the professions of respondents:

Particulars	Respondents	Percentage
Students	23	23%
Salaried Persons	39	39%
Self Employed	30	30%
Retired/Staying in Home	8	8%
Total	100	100%

Analysis:

From the given table, we can easily know that 23% said student, around 39% were salaried persons, around 30% were self-employed (businessmen, professionals), about 8% were retired or who stayed at home.

2. Graph showing the professions of respondents:



Interpretation:

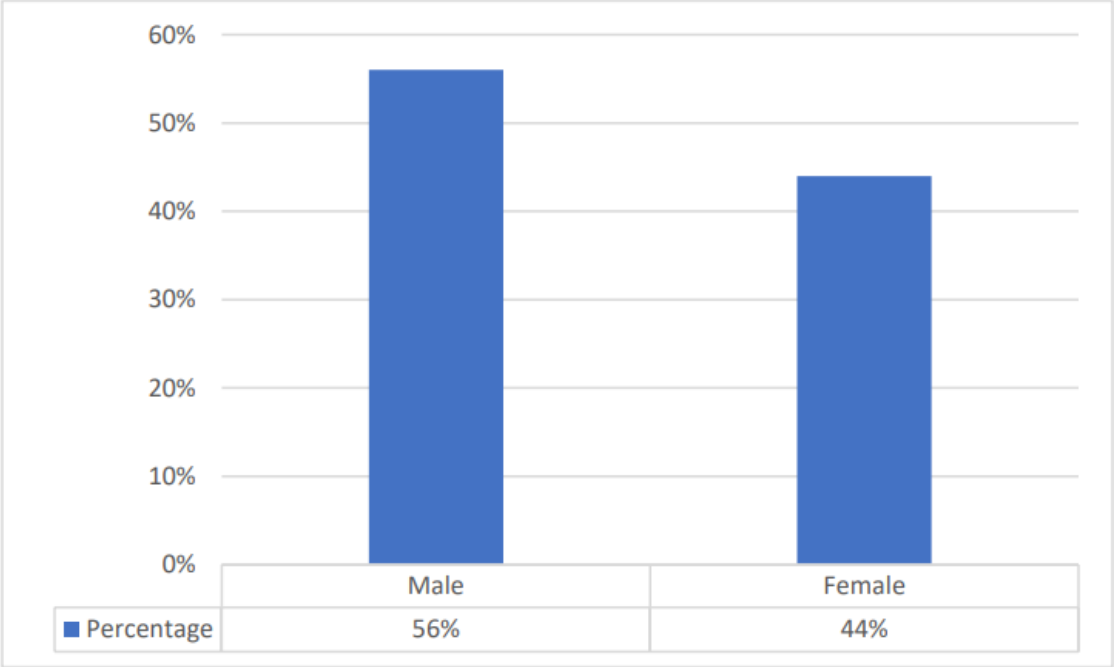
By seeing the above graph, we can interpret that the maximum or more number of respondents are salaried persons who are getting fixed salary with or without incentives. The next highest were self employed category

3 Table showing the gender of respondents:

Particulars	Respondents	Percentage
Male	56	56%
Female	44	44%
Total	100	100%

Analysis: Referring to the above table we can analyze that 56% of respondents were Male and remaining 44% were Female.

3. Graph showing the gender of respondents:



Interpretation:

Referring to the above graph we can conclude that most of the respondents were Males as there is now an increase in the electronic, fashion purchase.

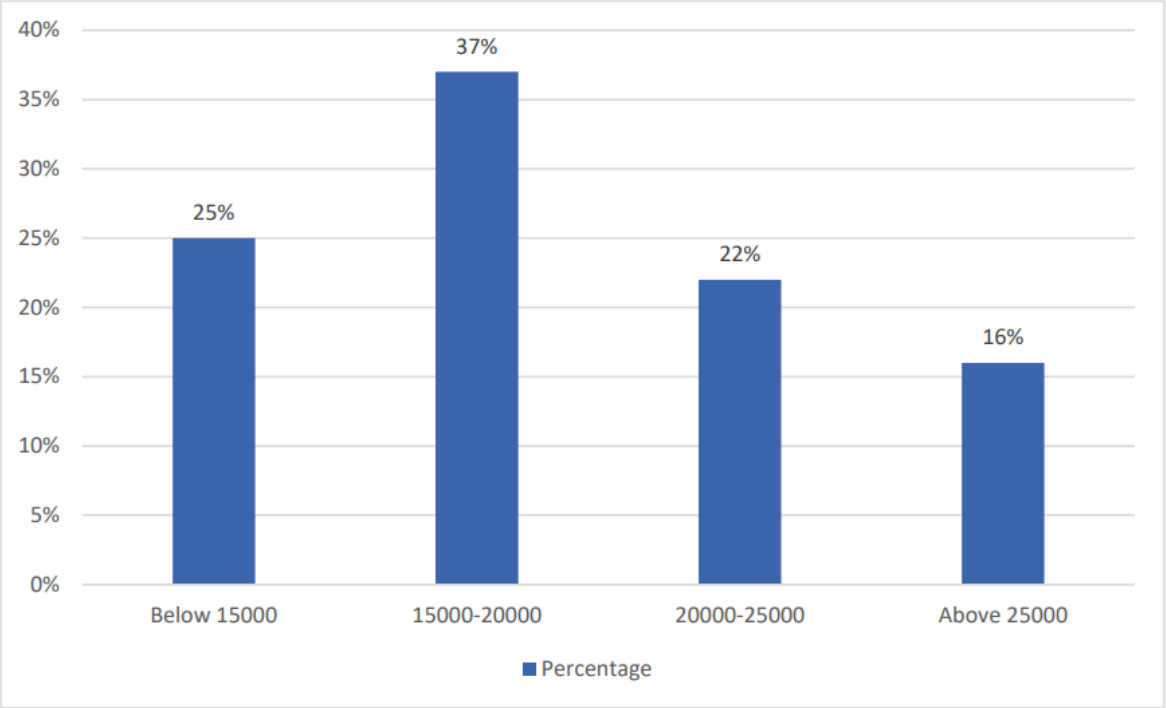
4 Table showing the Monthly Salary of customers

Particulars	Respondents	Percentage
Below 15000	25	25%
15000-20000	37	37%
20000-25000	22	22%
Above 25000	16	16%
Totals	100	100%

Analysis:

From the above given table, we can see that out of 100 respondent's majority of respondents are come under salary range 15000-20000 that is around 37%, and around 25% of respondents are earning below 15000, around 22% of respondents are earning 20000-25000 salary, around 16% of respondents earning above 25000. So, in this research more number of respondents are earning 15000-20000.

4. Graph showing the Monthly Salary of customers:



Interpretation:

From the given above graph we can see that the majority of respondents fall under salary earning 15000-20000, that is 37%. For this study major contribution is from those earning 15000-20000.

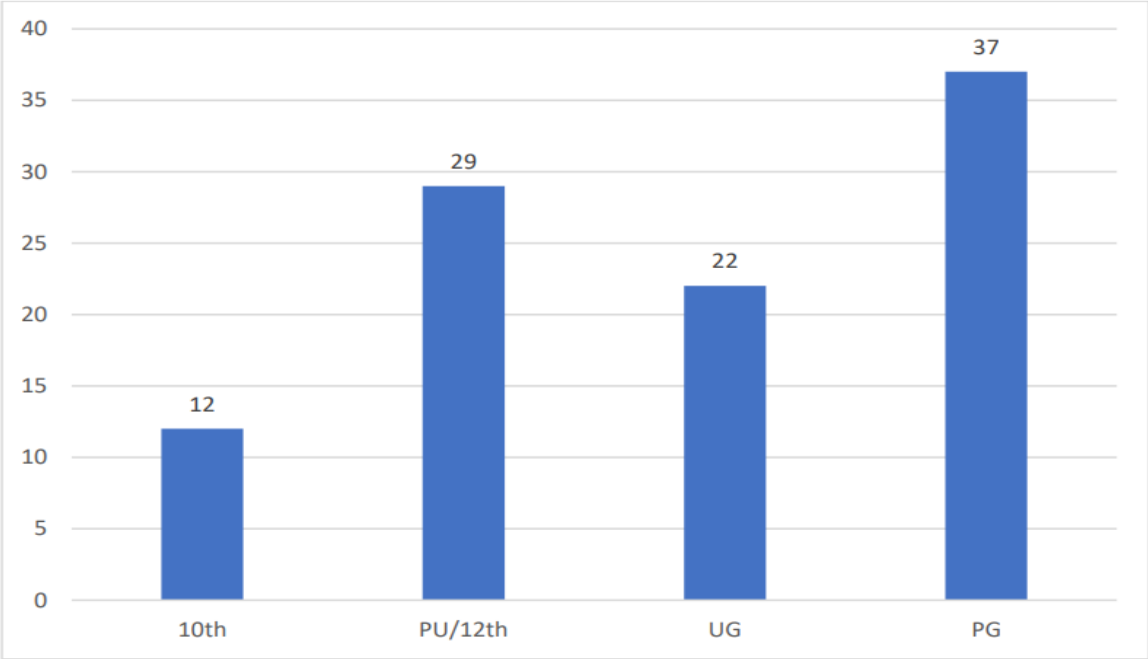
5 Table showing the qualification of respondents:

Particulars	Respondents	Percentage
10th	12	12%
12th	29	29%
UG	22	22%
PG	37	37%
Totals	100	100%

Analysis:

From the above table we can see that the majority of the respondents are done with their PG that is 37%, and around 12% are done 10th, around 29% are done 12th, around 22% are done UG.

5. Graph showing the qualification of respondent:



Interpretation:

By seeing the above graph, we know that 37% of respondents are qualified PG. PG qualified persons are the majority in this research.

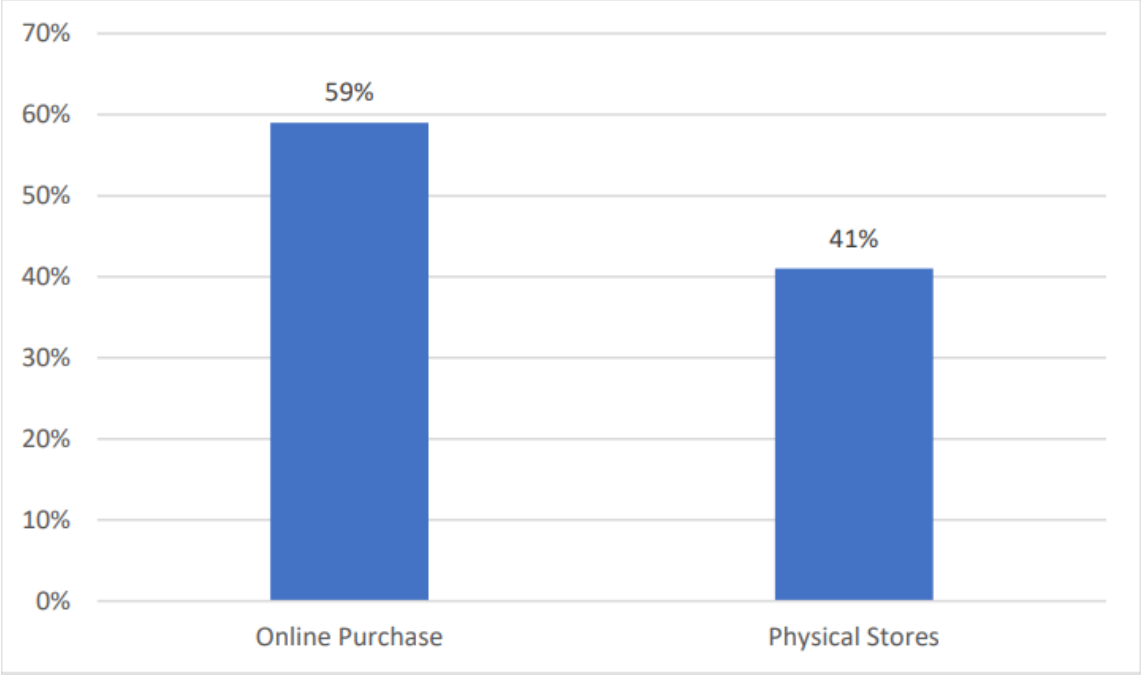
6 Table showing respondents preference for shopping:

Particulars	Respondents	Percentage
Online Purchase	59	59%
Physical Stores	41	41%
Total	100	100%

Analysis:

From the given table we can see that 59% of respondents prefer online shopping and 41% respondents prefer physical purchase.

6. Graph showing respondents preference for shopping:



Interpretation:

Above graph shows 59% of respondents prefer online shopping and 41% prefer physical purchase. Where the majority prefer online shopping.

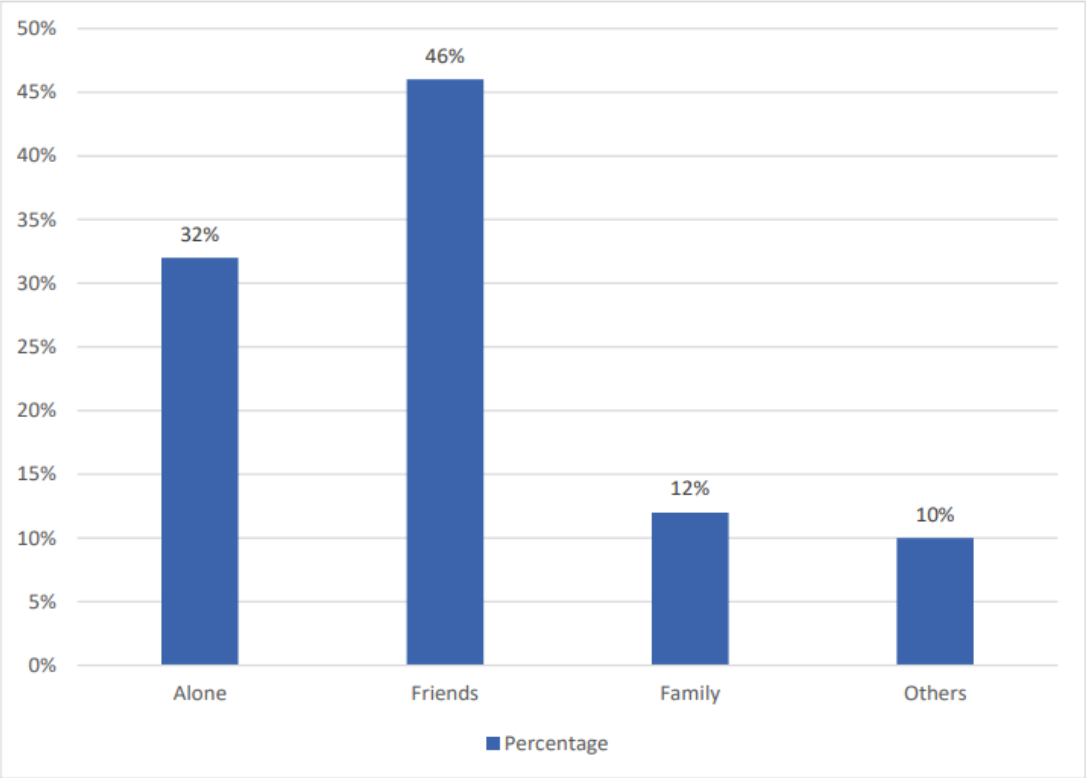
7 Table showing along with whom they shop:

Particulars	Respondents	Percentage
Alone	32	32%
Friends	46	46%
Family	12	12%
Others	10	10%
Total	100	100%

Analysis:

Above graph shows with whom they purchase most, 32% of people purchase alone, 46% of them purchase by discussing with friends, 12% of them purchase with suggestions of their family and only 10% of them purchase on others' influence.

7. Graph showing how often respondents shop online:



Interpretation:

Above graph shows that the majority of respondents say that 46% of them purchase after discussing with friends and the next highest is 32% of them purchase alone.

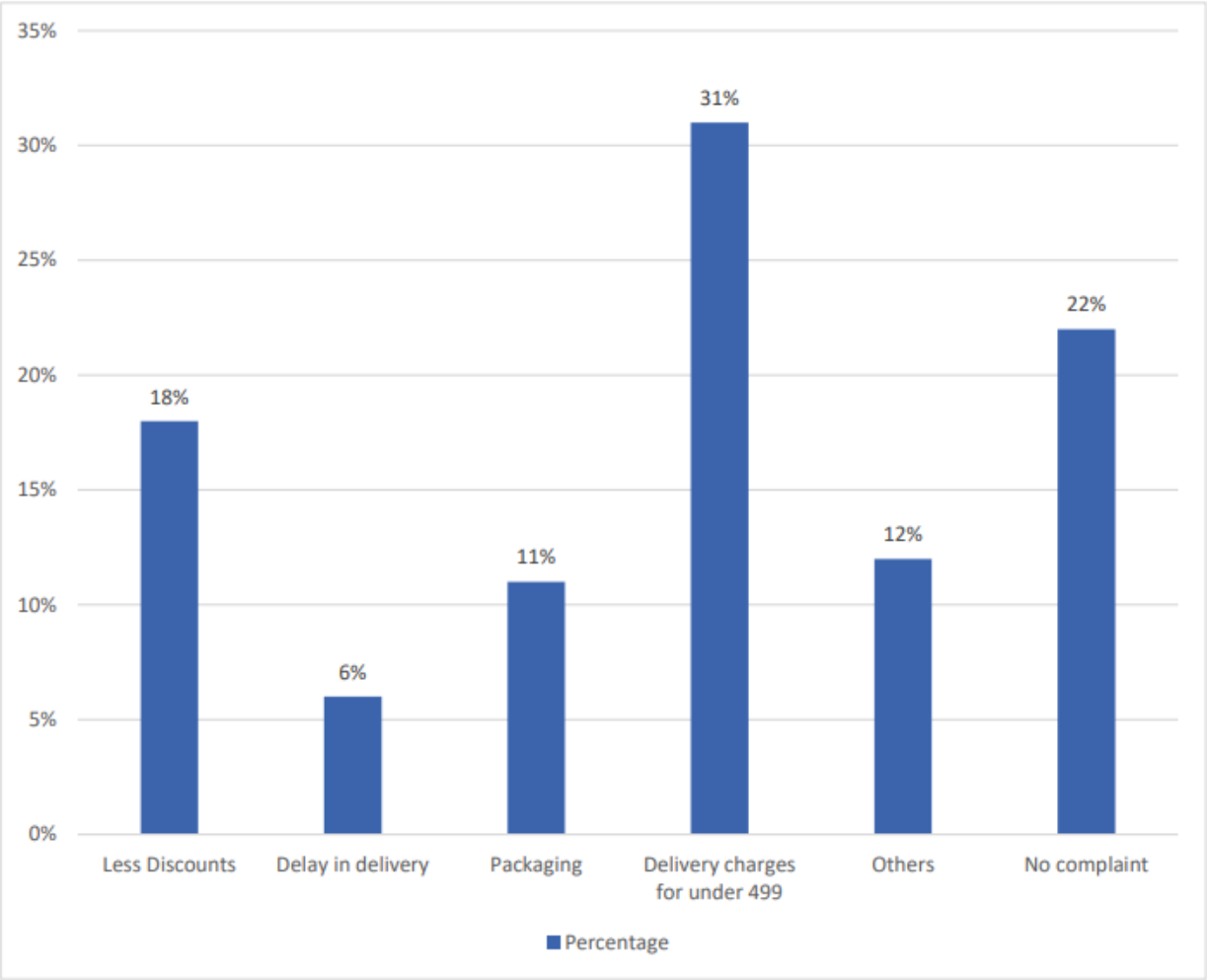
8 Table showing dislike factors in Flipkart:

Particulars	Respondents	Percentage
Less Discounts	18	18%
Delay in delivery	6	6%
Packaging	11	11%
Delivery charges for under 499	31	31%
Others	12	12%
No complaint	22	22%
Total	100	100%

Analysis:

Above table shows the dislike factors in Flipkart. The majority of them dislike the delivery charges for the purchase under 499 that is 31% and 22% of them are not having any complaints.

8. Graph showing dislike factors in Flipkart:



Interpretation:

Above graph shows that 31% of them dislikes Flipkart because of the delivery charges applied for the purchases under 499, so it should concentrate on minimizing the delivery charges or look for an alternative.

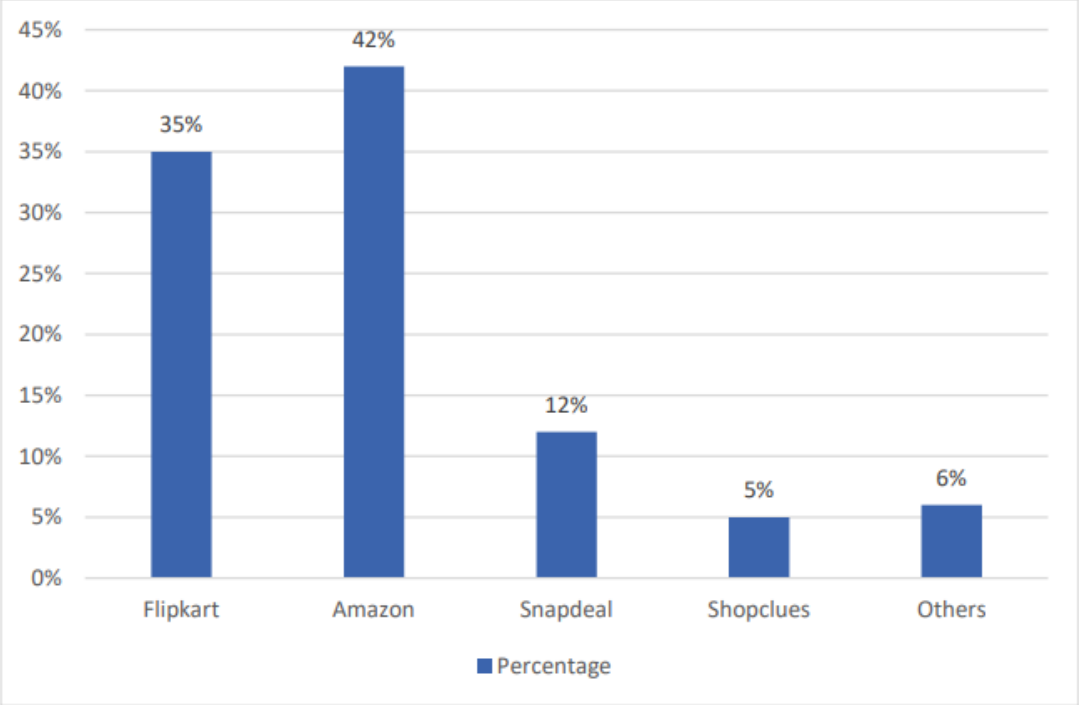
9 Table showing which online shopping respondents prefer:

Particulars	Respondents	Percentage
Flipkart	35	35%
Amazon	42	42%
Snapdeal	12	12%
Shopclues	5	5%
Others	6	6%
Total	100	100%

Analysis:

Above graph shows that 35% of the respondents purchase through Flipkart, around 42% prefer Amazon, around 12% buy through Snapdeal, around 5% buy through Shopclues and around 6% buy through Other shopping websites.

9. Graph showing which online shopping, respondents prefer:



Interpretation:

Above graph shows that around 35% of respondents buy through Flipkart whereas 42% buy through Amazon. Where Amazon is the straight competition for the Flipkart.

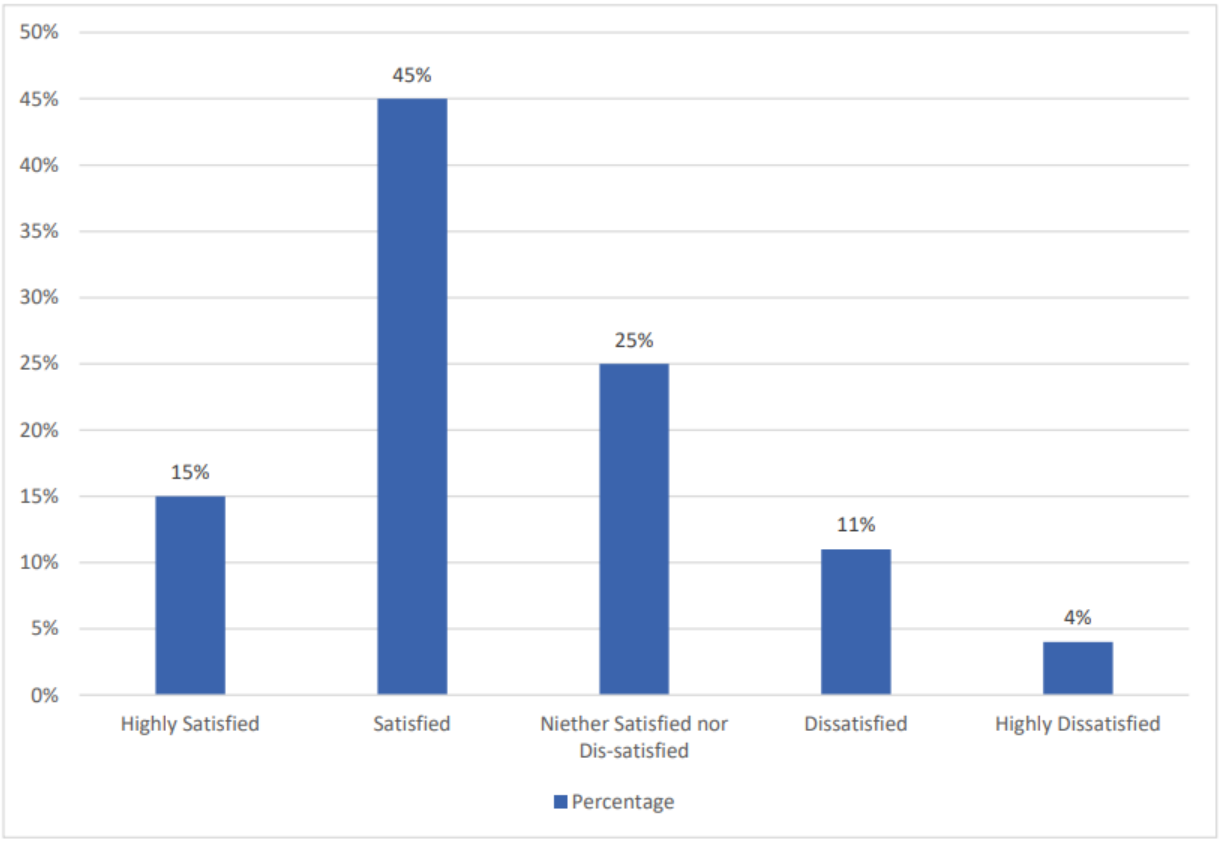
10 Table showing satisfaction level of Flipkart's delivery:

Particulars	Respondents	Percentage
Highly Satisfied	15	15%
Satisfied	45	45%
Neither Satisfied nor Dis-satisfied	25	25%
Dissatisfied	11	11%
Highly Dissatisfied	4	4%
Totals	100	100%

Analysis:

Above table shows 15% of respondents are highly satisfied, around 50% of respondents are satisfied with Flipkart's delivery, that is exactly 45% of respondents. So that Flipkart's delivery is satisfiable. And only 4% of the respondents are Highly dissatisfied.

10. Graph showing satisfaction level of Flipkart's delivery:



Interpretation:

Above graph represents that around 60% of respondents are satisfied with the delivery of Flipkart, where the dis-satisfaction level is just around 15%.

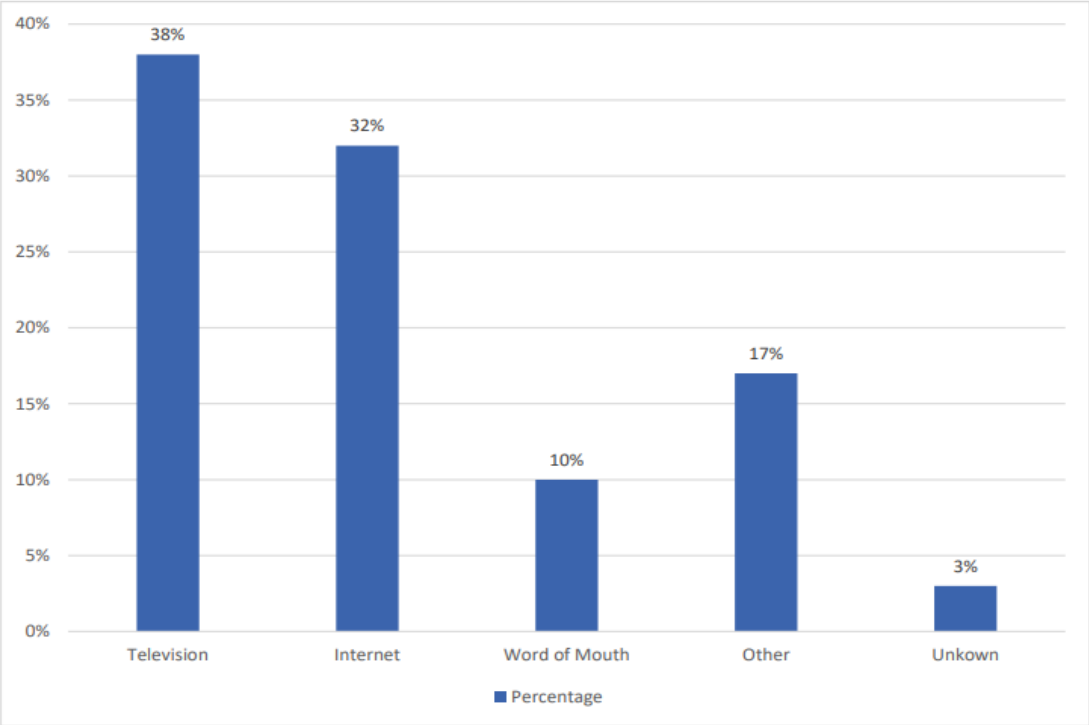
11 Table showing how people are aware of Flipkart:

Particulars	Respondents	Percentage
Television	38	38%
Internet	32	32%
Newspaper/Magazines	10	10%
Other	17	17%
Unknown	3	3%
Total	100	100%

Analysis:

Above table shows that about 38% of people are aware of Flipkart through various advertisements shown on TV. About 32% of people know about Flipkart through the internet. Still 3% people are not aware of Flipkart.

11. Graph showing how people are aware of Flipkart:



Interpretation:

Above graph shows about 70% of users are aware through Television and Internet. So, advertising through the Internet and TV will be very effective.

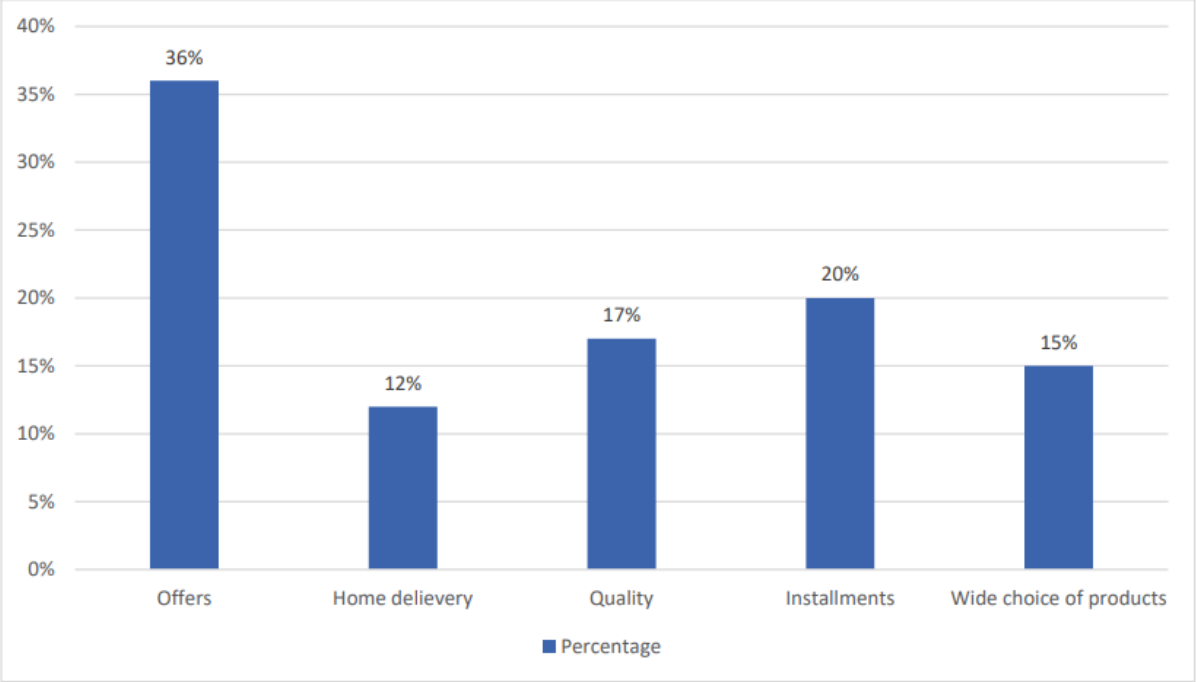
12 Table showing the reasons for shopping through Flipkart:

Particulars	Respondents	Percentage
Offers	36	36%
Home delivery	12	12%
Quality	17	17%
Installments	20	20%
Wide choice of products	15	15%
Total	100	100%

Analysis:

The above table shows that many peoples are attracted towards Flipkart because of its offers(discounts) that is 36%, around 12% for home delivery, around 17% for Quality products provided by Flipkart, around 20% for easy availability of installment and around 15% for wide range of products availability which helps the customers to choose the product.

12. Graph showing the reasons for shopping through Flipkart:



Interpretation:

Above graph shows that the majority of people buy the product because of offers and discounts provided by Flipkart and 20% of them purchase because of easy availability of installments.

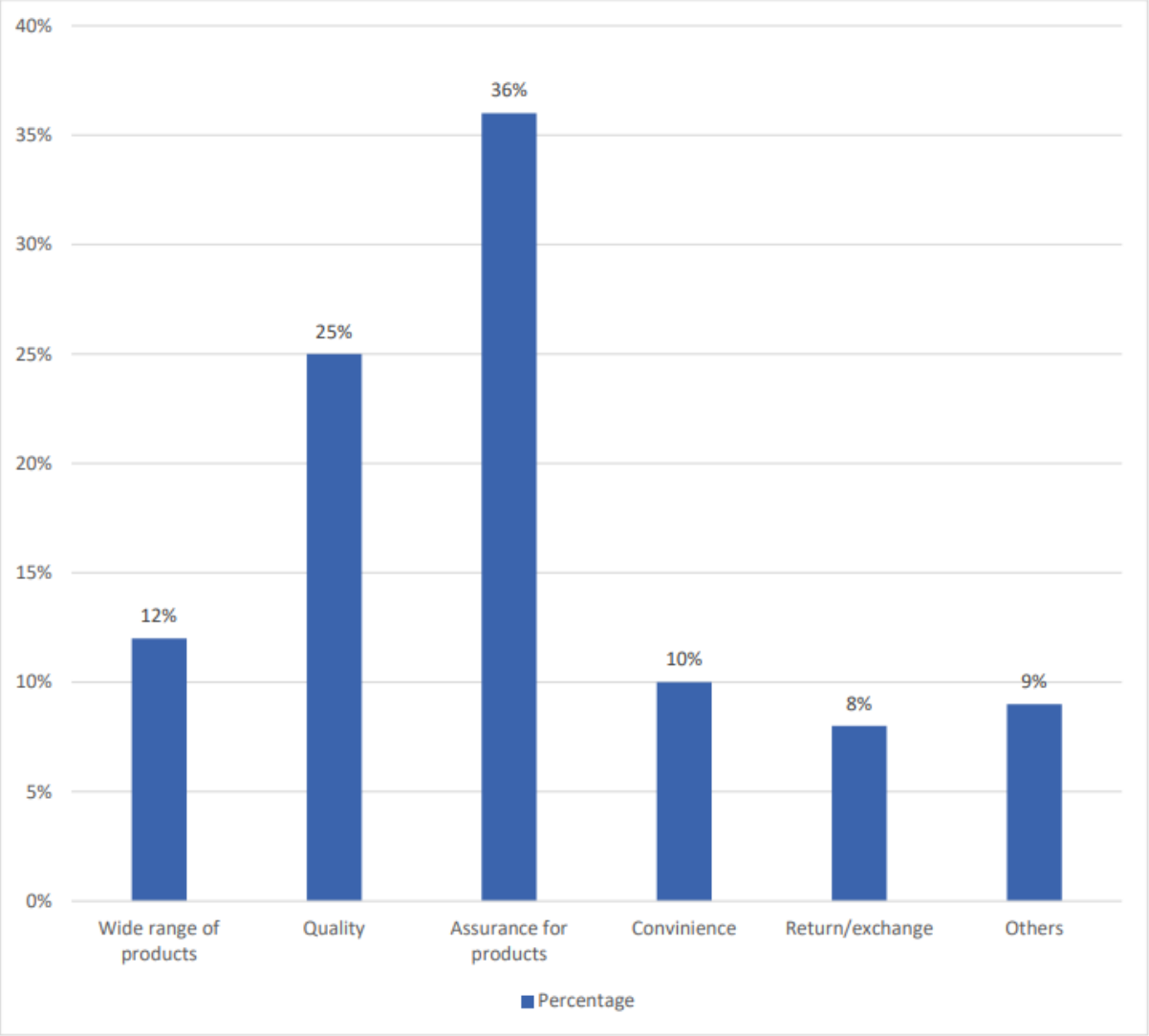
13 Table showing the factor influencing to purchase on Flipkart:

Particulars	Respondents	Percentage
Wide range of products	12	12%
Quality	25	25%
Assurance for products	36	36%
Convenience	10	10%
Return/exchange	8	8%
Others	9	9%
Total	100	100%

Analysis:

Above table shows that more people are influenced to purchase products through Flipkart because of Assurance provided for products that is 36% and 25% of respondents purchases because of availability of good quality products.

13. Graph showing the factor influencing to purchase on Flipkart:



Interpretation:

Above graph shows that around 61% of respondents purchase products through Flipkart because of Quality (36%) and assurance (25%) provided. So, Flipkart should maintain the quality.

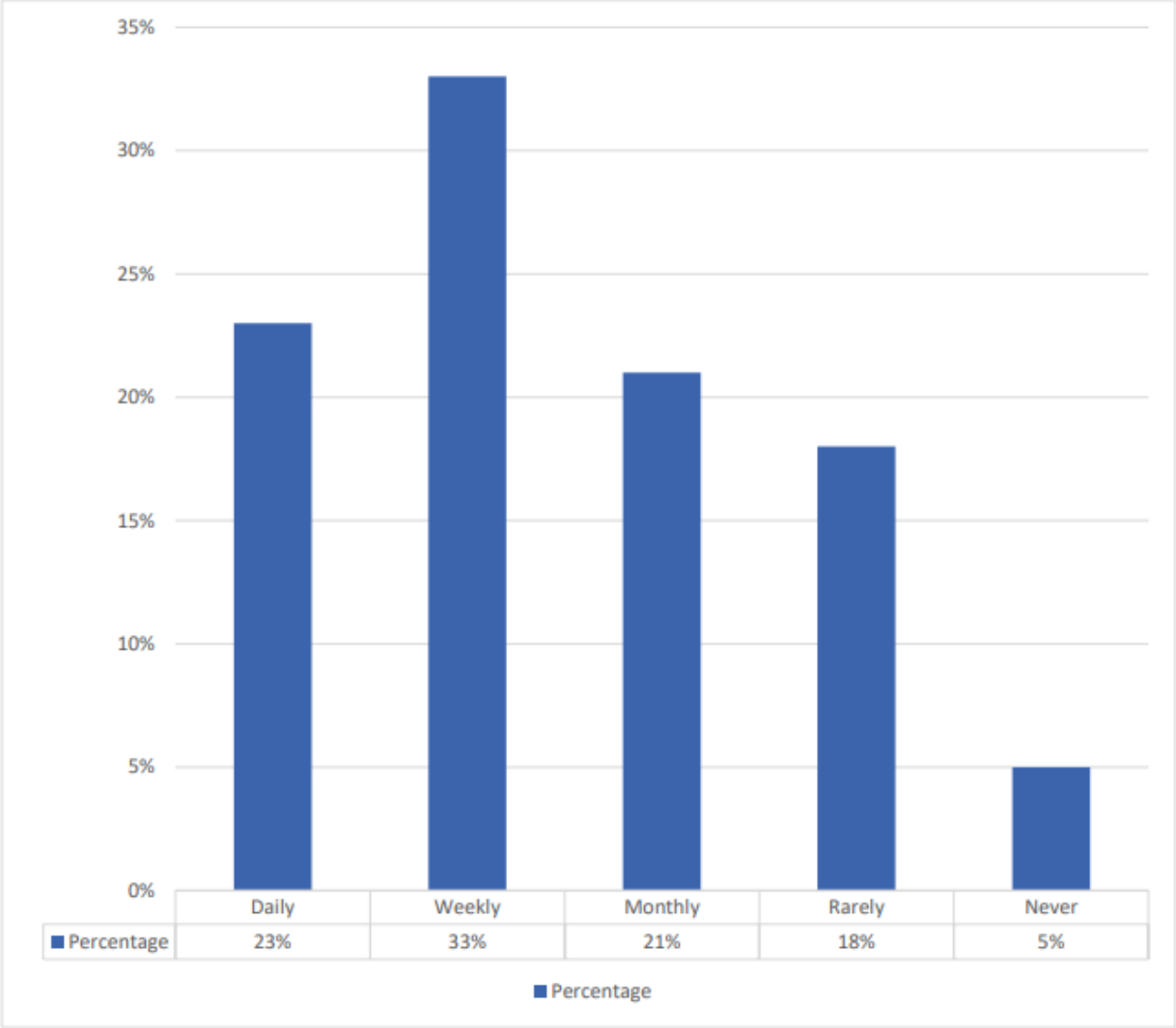
14 Table showing the frequency of visit to Flipkart:

Particulars	Respondents	Percentage
Daily	23	23%
Weekly	33	33%
Monthly	21	21%
Rarely	18	18%
Never	5	5%
Total	100	100%

Analysis:

Above table shows that 23% of respondents visit daily, 33% visit weekly, 21% of respondents visit monthly. Where weekly visitors are more than daily so it should concentrate on making them visit daily. 5% of the respondents never visit Flipkart.

14.Graph showing the frequency of visit to Flipkart:



Interpretation:

Above graph shows that weekly visitors are more when compared to that of monthly and daily visitors. So, Flipkart should convert them into regular(daily) visitors.

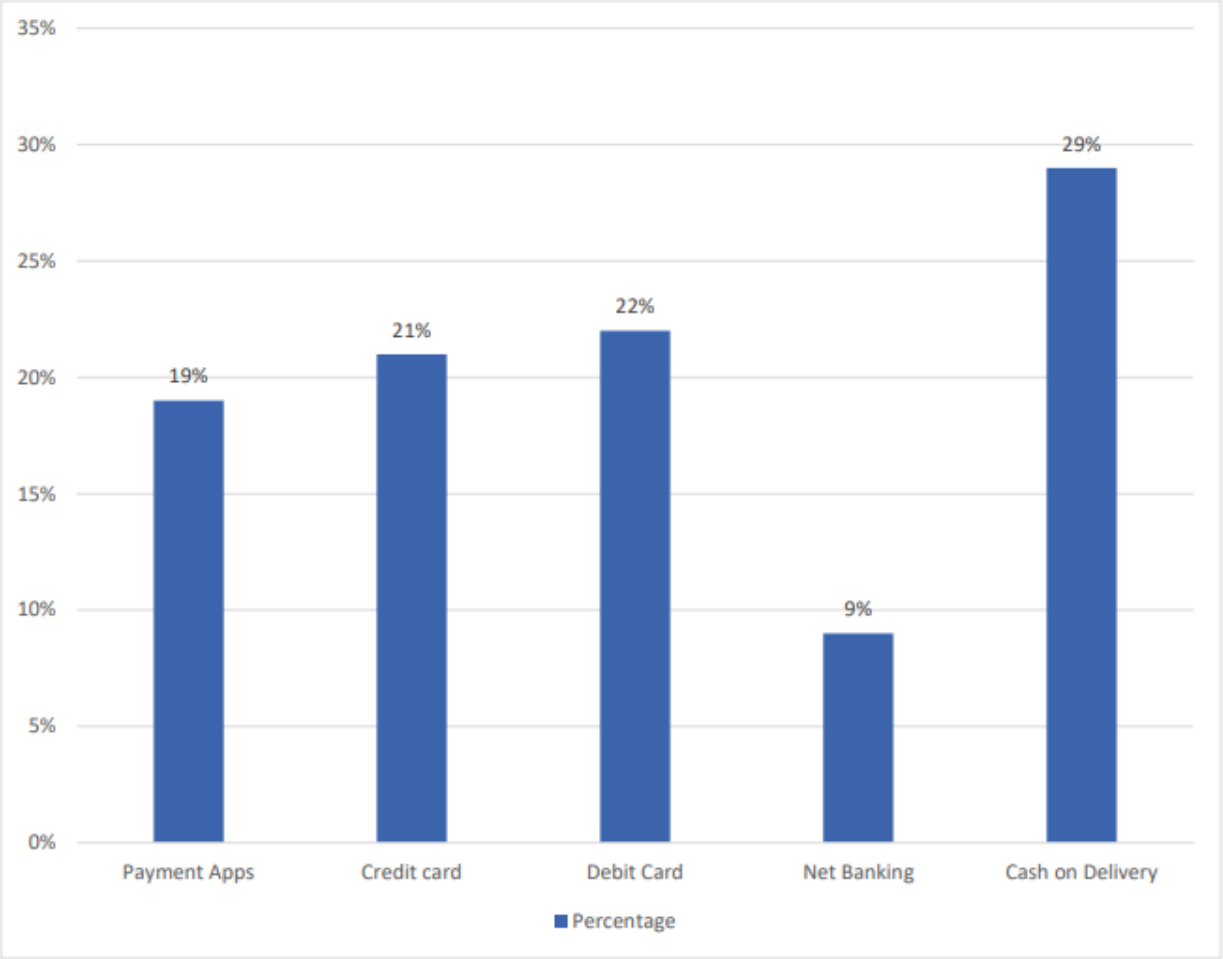
15 Table showing the mode of payment used to purchase on Flipkart:

Particulars	Respondents	Percentage
Payment Apps	19	19%
Credit card	21	21%
Debit Card	22	22%
Net Banking	9	9%
Cash on Delivery	29	29%
Total	100	100%

Analysis:

Above table shows that around 21% payments done through credit card, 22% through debit card but more number of payments that is 29% id done through cash on delivery. Whereas payment through net banking is very less, that is 9%.

15.Graph showing the mode of payment used to purchase on Flipkart:



Interpretation:

Above graph shows that about 29% of people purchase more through cash on delivery rather than other payment modes. Credit card and debit card purchase are about 43%.

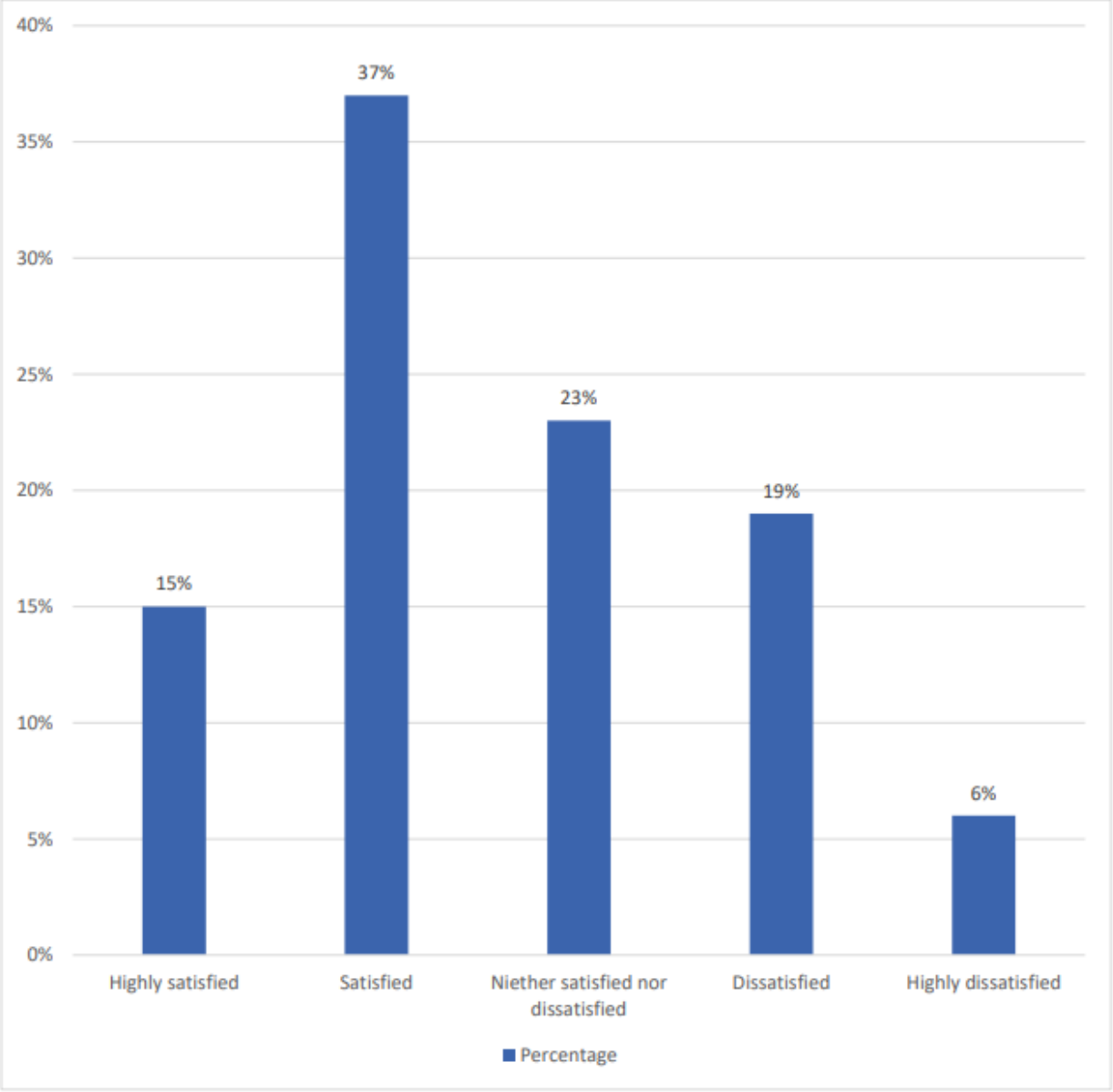
16 Table showing customers satisfaction level:

Particulars	Respondents	Percentage
Highly satisfied	15	15%
Satisfied	37	37%
Neither satisfied nor dissatisfied	23	23%
Dissatisfied	19	19%
Highly dissatisfied	6	6%
Total	100	100%

Analysis:

Above table shows that about 37% of people are satisfied with shopping through Flipkart and 15% of them are highly satisfied. So around 52% of customers are satisfied with shopping through Flipkart. Only 6% of them are highly dissatisfied.

16. Graph showing customers satisfaction level:



Interpretation:

The above graph shows that about 50% of customers are satisfied and happy in shopping through Flipkart. And 23% of them are neither satisfied nor dissatisfied, where about 25% of them are dissatisfied with shopping through Flipkart.

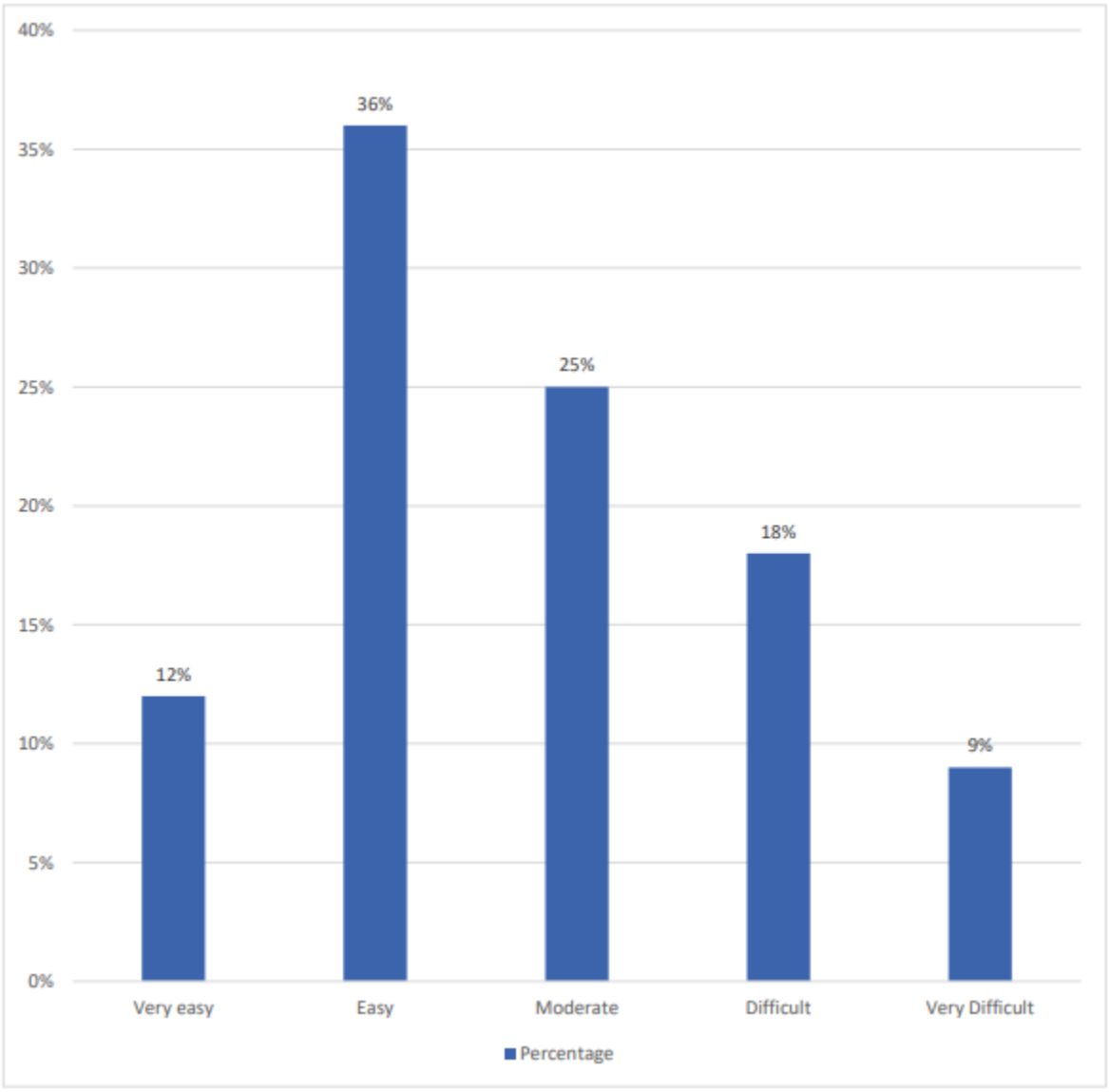
17 Table showing difficulty level of purchase in Flipkart:

Particulars	Respondents	Percentage
Very easy	12	12%
Easy	36	36%
Moderate	25	25%
Difficult	18	18%
Very Difficult	9	9%
Total	100	100%

Analysis:

Above table shows that around 36% of customers find it is easy to shop through Flipkart, around 12% of them find it very easy. And about 9% of them are found very difficult and 25% of them find it difficult.

17. Graph showing difficulty level of purchase in Flipkart:



Interpretation:

Above graph shows around 48% of customers finds easy to shop through Flipkart, around 25% of them find it moderate to shop and 25% of them find it difficult to shop. Here we can see that nearly half of them are found easy.

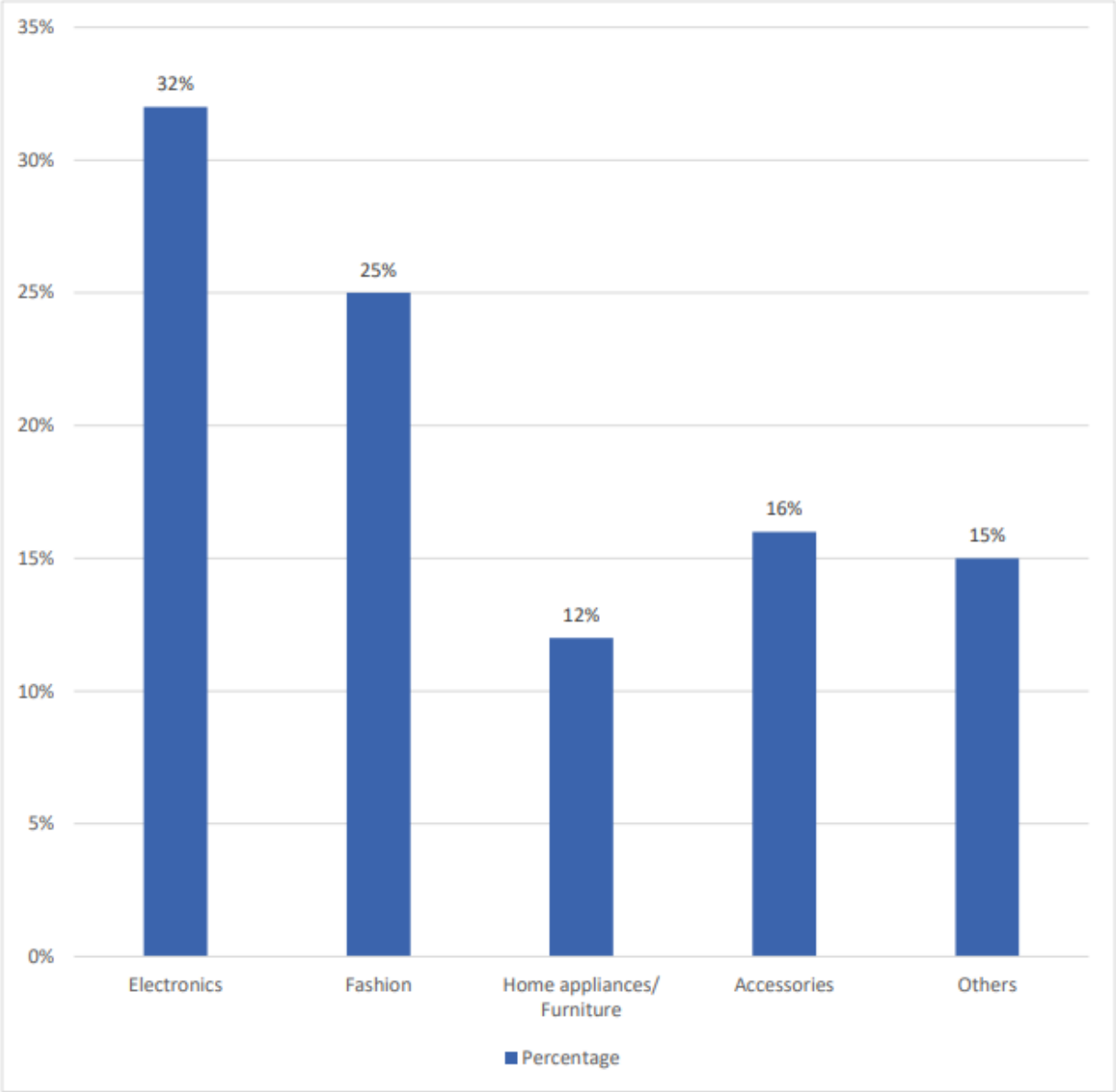
18 Table showing most frequently bought product category:

Particulars	Respondents	Percentage
Electronics	32	32%
Fashion	25	25%
Home appliances/ Furniture	12	12%
Accessories	16	16%
Others	15	15%
Total	100	100%

Analysis:

Above table shows that 32% of customers purchase electronics items, about 25% of them purchase Fashion, 12% of them purchase Accessories, 12% of them purchase Home appliances and Furniture,15% of them purchase Other category products.

18.Graph showing most frequently bought product category:



Interpretation:

Above graph shows that more number of respondents purchase Electronics item that is 32%, around 25% of them purchase Fashion items. Only 12% of them purchase Home appliances and Furniture.

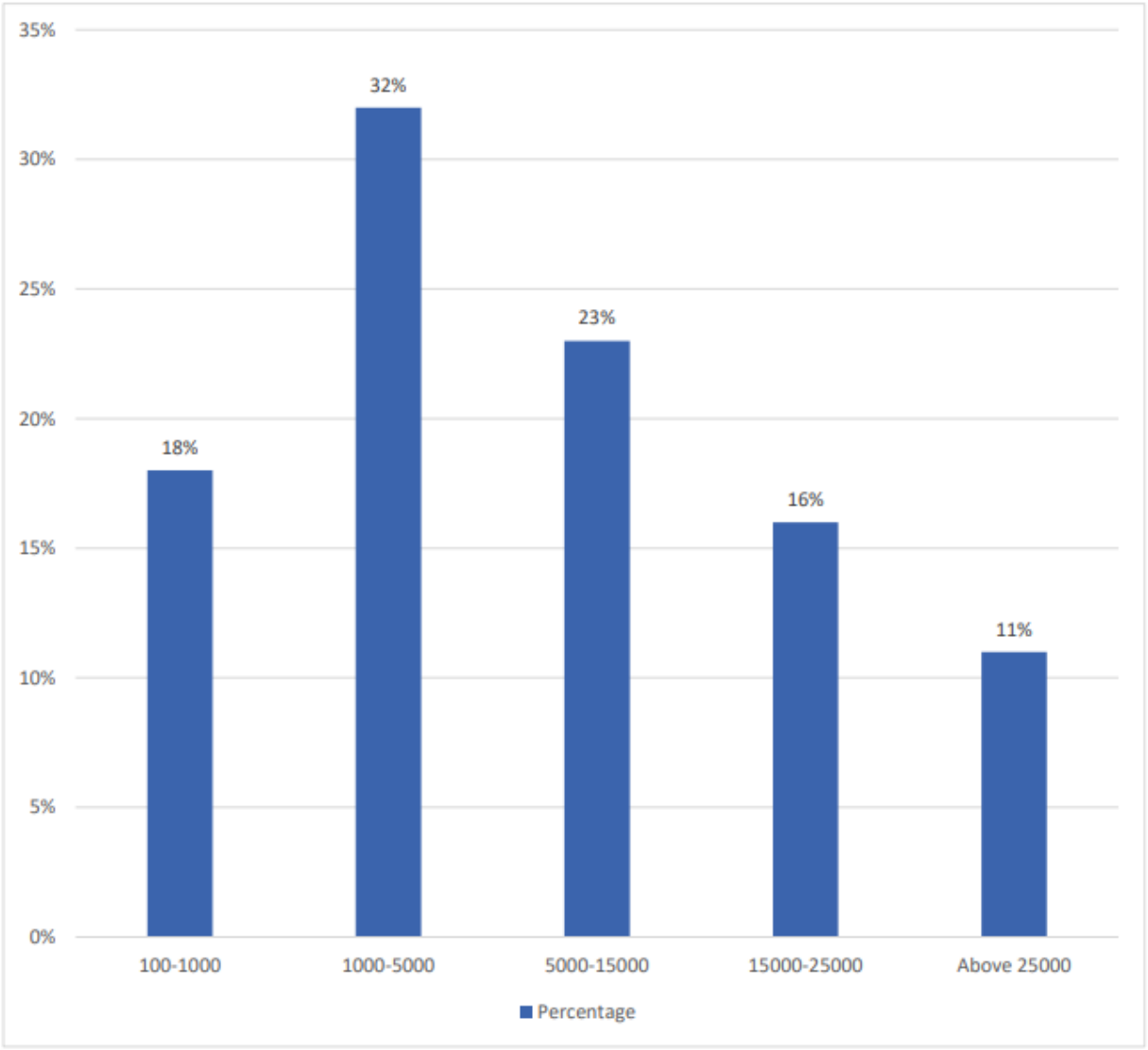
19 Table showing highest amount spent in single payment:

Particulars	Respondents	Percentage
100-1000	18	18%
1000-5000	32	32%
5000-15000	23	23%
15000-25000	16	16%
Above 25000	11	11%
Total	100	100%

Analysis:

The above table shows that 32% of customers purchases amount ranging from 1000-5000 at single payment, around 23% of them purchases amount ranging from 5000-15000. More number of products sold whose price range is from 1000-15000.

19.Graph showing highest amount spent in single payment:



Interpretation:

Above graph shows that 32% of purchases are in the price range from 1000-5000. About 11% of the purchase price range is above 25000. So costliest products are not purchased much.

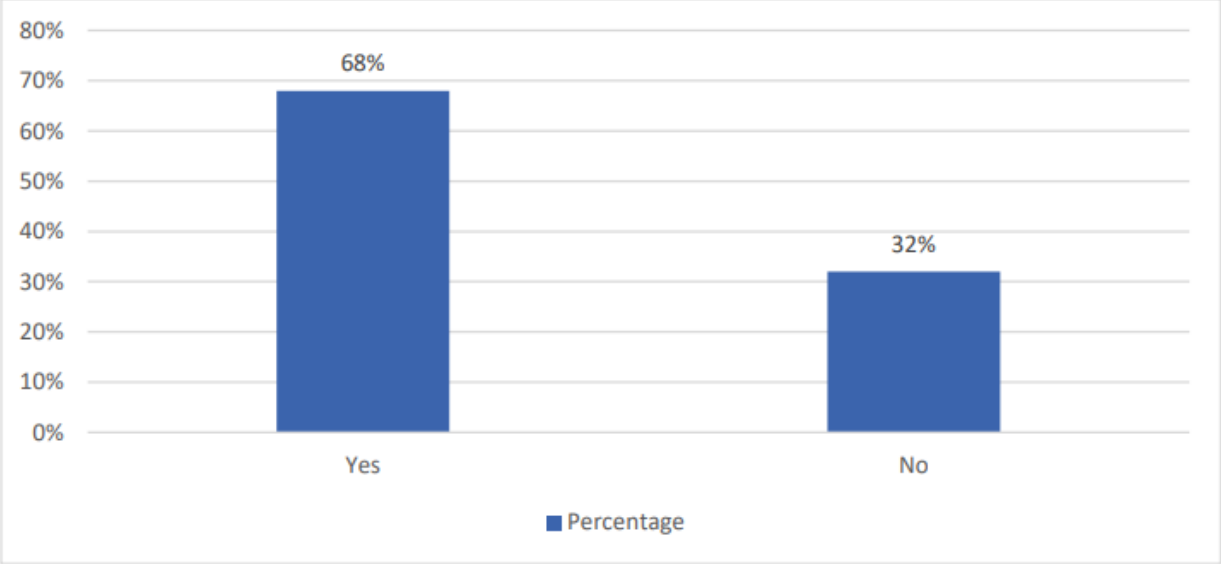
20 Table showing safety of shopping through Flipkart:

Particulars	Respondents	Percentage
Yes	68	68%
No	32	32%
Total	100	100%

Analysis:

Above table shows that about 68% of people feels shopping in Flipkart is safe where as 32% of them feels unsafe

20.Graph showing safety of shopping through Flipkart:



Interpretation:

Above graph shows that the majority of customers feel safe when shopping but still 32% of the customers feel unsafe so need to make all of them feel safe to do shopping on Flipkart.

CHAPTER 6

FINDINGS SUGGESTIONS AND CONCLUSION

CHAPTER 6
FINDINGS SUGGESTION AND CONCLUSION

FINDINGS:

- Most of the respondents fall under the age 26-30 years.
- The leading portion of respondents are those who are getting a fixed salary.
- Male respondents are purchasing more on Flipkart as they purchase more electronics items.
- The response from the salary factor is those who are earning Rs 15000-20000 is the major players of Flipkart shopping.
- The majority of customers purchase electronics items.
- Half of the respondents visit Flipkart frequently.
- Greater number of respondents are satisfied with Flipkart's delivery.
- Majority of the respondents purchase the products because of offers available.
- Most of the customers purchase products in cash on delivery.
- Most of the customers find it easy to shop through Flipkart.
- Major number of respondents are completed post graduate.
- More than half of the respondents prefer doing online shopping.
- Most of the respondents do online shopping along with their friends.
- Delivery charges for the goods under Rs.499 is the most disliked factor towards Flipkart.
- Flipkart stands second in customer preference to do online shopping after Amazon.
- People are aware of Flipkart because of advertisements in Television and Newspapers.
- Most of the customers purchase because of the offers provided by them.

SUGGESTIONS:

Company should concentrate more on the following factors to improve their sustainability and market share.

- Flipkart must concentrate on attracting customers towards the Home appliances and furniture.
- Flipkart should make simpler policies for exchange/return of the products.
- Along with Phone Pe it should allow other online payment apps for purchase.
- It should provide some special discounts/offers for those who purchase regularly.
- Should frame strategies to overcome the competition from Amazon.
- Quick convey ought to be made.
- Flipkart should extend its products variety to attract more customers.
- Should provide some extra offers and complementary goods to attract people to do online payment.
- Flipkart needs to give bonus points for those who give the feedback of their purchase.

CONCLUSION:

From the above review, we can conclude that the majority of the customers are Males as they were purchasing more electronics items. The main customers for Flipkart are those who are earning between 15000-20000. It should provide good quality products. Due to the demonetisation effect customers are using debit card and credit card for purchases where these two combinedly contribute 43%. There is no doubt that Flipkart is the great shopping site for online purchases as 68% of the people feel safe shopping through Flipkart. Now people are getting knowledge about online shopping as a result of this E-commerce growing rapidly.

The organization focuses on stocking the items its buyers required, and also offering effective comparison between the products. Flipkart gives the suggestions and guidelines for the right choice of the product. It has successfully figured out how to remain in front of the opposition.

CHAPTER 7

QUESTIONNAIRE ON FLIPKART

CHAPTER 7

QUESTIONNAIRE ON FLIPKART

Name of the respondent: _____

1) What is your age?

A. 20-25 Years
B. 36-30 Years
C. 31-35 Years
D. Above 36 Years

2) What is your gender?

A. Male
B. Female

3) What is your profession?

A. Student
B. Salaried
C. Self-employed
D. Retired/ Staying in home

4) What is your monthly income?

A. Below 15000
B. 15000-20000
C. 20000-25000
D. Above 25000

5) What is your qualification?

A. SSLC/10th
B. HSC/12th
C. UG
D. PG

6) Which mode of shopping do you prefer?

A. Online Purchases
B. Physical Store

7) With whom do you shop online?

A. Alone
B. Friends
C. Family
D. Others

8) Which factor you will not like on Flipkart?

A. Less Discount
B. Delay in delivery
C. Packaging
D. Delivery charges under 499
E. Others
F. No Complaint

9) Which online shopping do you prefer?

A. Flipkart
B. Amazon
C. Snapdeal
D. Shopclues
E. Others

10) Are you satisfied with Flipkart's delivery?

A. Highly satisfied
B. Satisfied
C. Neither satisfied nor Dissatisfied
D. Dissatisfied
E. Highly dissatisfied

11) How aware are you of Flipkart?

A. Television
B. Internet
C. Newspaper/Magazine
D. Other
E. Unknown

12) What is the reason for shopping on Flipkart?

A. Offers
B. Home delivery
C. Quality of product
D. Installment
E. Wide choice of products

13) What factor influenced you to purchase products on Flipkart?

A. Wide range of products
B. Quality of products
C. Assurance
D. Convenient
E. Return/Exchange

14) How frequently do you visit Flipkart?

A. Daily
B. Weekly
C. Monthly
D. Rarely
E. Never

15) Which mode of payment do you use to buy the product?

A. Payment Apps
B. Credit card
C. Debit card
D. Net Banking
E. Cash on Delivery

16) Are you satisfied with Flipkart?

A. Highly satisfied
B. Satisfied
C. Neither satisfied nor dissatisfied
D. Dissatisfied
E. Highly dissatisfied

17) How difficult is purchasing through Flipkart?

A. Very easy
B. Easy
C. Moderate
D. Difficult
E. Very difficult

18) Which is the most frequently bought product category?

A. Electronics
B. Fashion
C. Home appliances/Furniture
D. Accessories
E. Others

19) What is the highest amount spent on Flipkart?

A. 100-1000
B. 1000-5000
C. 5000-15000
D. 15000-25000
E. Above 25000

20) Do you feel safe shopping through Flipkart?

A. Yes
B. No

CHAPTER 8

BIBLIOGRAPHY

CHAPTER 8
BIBLIOGRAPHY

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"A STUDY ON AWARENESS OF MOBILE BANKING AMONG BANKING CUSTOMERS"

A project report submitted in the partial fulfillment of the requirements

for the award the Degree of

BACHELOR OF COMMERCE

submitted

By

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MAY - 2023

DECLARATION

I declare that this project entitled , **"A STUDY ON AWARENESS OF MOBILE BANKING AMONG BANKING CUSTOMERS"** is an original and bonafide work done by in the partial fulfillment of requirements for the award of the Degree of **BACHELOR OF COMMERCE** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, carried out under the supervision of **A.VALARMATHI M.Com, M.Phil, Ph. D., Assistant professor , Department of Commerce, Faculty of Arts and Science, Bharath Institute of Higher Education and Research,** is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

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BONAFIDE CERTIFICATE

This is to certify that the project entitled **" A STUDY ON AWARENESS OF MOBILE BANKING AMONG BANKING CUSTOMERS "** submitted by the **M.MURUGADASS (Reg. No.: U20BC126) A.MUTHUBALAN (Reg. no.U20BC127) I.NANDHINI (Reg. No.(U20BC128) T.NAVEEN KRISHNAN (Reg. No.U20BC129) R.A.NIMESH KUMAR (Reg. No.U20BC130)**for the degree of Bachelor of Commerce the Department of Commerce, Bharath Institute of Higher Education and Research, Chennai- 600 073, is based on the results of studies carried out by him / her under my Supervision and Guidance. this project or any part of the work has not been submitted elsewhere for any other degree.

PLACE: Chennai

DATE :

A.VALARAMATHI M.Com, M.Phil, Ph. D.,

Head of the Department

Signature of the Supervisor

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I.NANDHINI
T.NAVEEN KRISHNAN
R.A.NIMESH KUMAR

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CHAPTER - 1

INTRODUCTION

INTRODUCTION

Mobile banking is a term used to refer to systems that allow customers of a financial institution to conduct a number of financial transactions through a mobile device. Mobile banking enables the customer to access the information from his personal mobile and also used to transact money to another client through the keypad of mobile itself. It is used for checking the balance of accounts, transaction, payments and credit card application through a mobile device such as Mobile phone, Personal Digital Assistance.

Mobile banking provides a system for the user to access bank account details through mobile phones. The system also enables to pay his electronic bill, telephone bill through mobile as well as pay for some other services which he has availed. The mobile banking system is not just for payment but a user of the system can also transfer money to another account holder through this system. He can receive from his bank or from his business associated or friend or another person who is connected to the system. Mobile banking may also be used to help in business as well as financial. The mobile technology banks can offer a wide range of services to their customers such as doing fund transfer while travelling, receiving online updates of stock price even performing stock trading while being stock traffic. Mobile devices especially smart phones are the most promising way to reach the masses. The customers in mobile banking services are increasing day by day due to the security measures taken by the banks. More and more numbers of customers are being drawn to the mobile banking as they have been satisfied due to the measures taken by the banks to secure the mobile banking transactions.

1.1 STATEMENT OF THE PROBLEM

The main focus of current study is to access the influence of awareness on customer's attitude towards mobile banking. Mobile banking is a service that provides the individuals with a platform to carry out financial through a mobile. Even though it's a convenient service for the customers it still has to gain popularity among the users. There are still bank users who have a mobile but not making use of the mobile banking services. Customer awareness of mobile banking has been considered significant to influence customer's attitude with respect to ease to use, security and risk.

1.2 OBJECTIVE OF THE STUDY

Main objective of the study is to analyses the customer's awareness regarding mobile banking services.

The specific objectives are:

1. To identify the satisfaction level of mobile banking services
2. To find out various problems while using mobile banking services
3. To identify the reasons for preferring mobile banking
4. To identify the extent the factors affect the performance of the student
5. To determine if the extent of the factors differ between male and female

1.3 SCOPE OF THE STUDY

The study entitled "customers awareness towards mobile banking services" aims to find out the awareness level and the effectiveness of mobile banking services provided to customers. The analysis will help to know the awareness level of customers regarding the mobile banking services. Along with the satisfaction level of the customers in the mobile banking services and customer perception regarding the mobile banking services.

1.4 RESEARCH METODOLOGY

1.4.1 Research Design

Descriptive search design is followed for conducting the study

1.4.2 Source of data

Both primary and secondary sources have been used for the study.

1.4.2.1 Secondary data

Secondary data has been collected from books, reports, thesis, journals, websites etc.

1.4.2.2 Primary data

Primary data has been collected using questionnaire

1.4.2.2.1 Population of study

The population of the study is customers using banking services

1.4.2.2.2 Sampling design

The method of sampling design is convenient sampling

Sample size is 65

1.4.3 Tools of data collection

Questionnaire is used for data collection.

1.4.4 Statistical tools used

Simple percentage analysis is used for data analysis.

1.4.5 Limitation

1. The study is restricted to Chennai area only.
   The research is conduction in T.nagar area only

2. The study raw be further extended to other parts of Chennai city.
   There is a further scope to expect the research as mobile banking is playing major role for cashless banking. But the question is how far society has accept the changes. A change for settlement safety, easy and quick transactions

1.4.6 Limitation of the study

- Respondents may be biased
- The geographical scope of study is limited
- The respondents were unable to spend much time for filing the questionnaire.
- Issue with research samples and selection.
- Insufficient sample size for statistical measurement.
- Lack of previous research studies on the topic.
- Limited access to data.
- Time constraints.

CHAPTER- 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Literature review is text written by someone to consider the critical points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Due to this chapter is meant to contain the review of various literatures considered to be the study.

1. **Mortimer, Gary, Neale, Larry, Fazal E Hazan, Syed Dunphy, Benjamin (2015)** "investigating the factors influencing the adoption of mobile banking: a cross cultural study"**.** This paper aims to empirically examine the motivators that influence a consumer's intention to use f mobile banking.
2. **Hossein Mohammadi (2015**) "a study of mobile banking usage in Iran". In this study analyzed the reasons affecting user's attitude towards the intention to use mobile banking.
3. **Mohammad al Husein, Muhammad Asad Sali (2015)** "preference on the perception of mobile banking: a Saudi Arabian perspective". The purpose of this study was to identify factors that encourage customers to adopt mobile banking in Saudi Arabia, useful for both e commerce and e banking.
4. **Hossein Mohammadi (2015**) "a study of mobile banking loyalty in Iran". In this study analyzed the reasons affecting user's attitude towards uses of mobile banking, in order to further understanding of the user's behavioral patterns.
5. **Shunbo Yuan, Yong Liu, Ruihong Yao (2016)** "an investigation of users continuance intention towards mobile banking in China". This study build up on ECM,TAM and TTF and postulates satisfaction, perceived usefulness, perceived ease of use, perceived taste of technology fit and perceived risk as key beliefs.

6. **Frida Holmkvist, Caroline Karlsson, Miranna Kuossari (2016)** "a study regarding the customer behavior in mobile banking". The main purpose of this study was to examine the factors affecting adoption of mobile banking as well as to find the reason for why people do not use the application. The adoption of mobile banking is affected by many factors and it tends to vary from customer to customer.
7. **S.V.Krishna Kishore and Aloysius Henry Sequeira (2016**) "an empirical investigation on mobile banking service adoption in rural Karnataka". This study concludes mobile phones are the future of financial transaction. It should reach average person. Favorable attitude was found in rural people.
8. **Dr K Raja (2016)** "a study on customer perception towards mobile banking services in selected areas of Tamilnadu". This study focused on customer's satisfaction towards mobile banking services. In this study find out customers faced the problem of network and lack of awareness usage of mobile banking services. This study to evaluate and describe customer satisfaction bank selected districts of Tamilnadu.
9. **Prasansha Kumari (2016**) "customer adoption and attitudes in mobile banking in Sri Lanka." In this study, relative advantage, risk and complexity are strongest influence in building consumer adoption and attitudes towards mobile banking in Sri Lanka.
10. **Bharti M (2016)** "Impact of dimensions of mobile banking on user satisfaction". The result of the study revealed that effective distinctiveness, professed security, immense efficacy, innovative virtual environment , enhanced personalization and improved timely updates were not associated with satisfaction related to mobile banking while supportive access is an important factor which is directly associated with user satisfaction related to mobile banking.

11. **Romario Gomachab (2018)** "The impact of mobile banking on customer satisfaction: commercial banks of Namibia". This study has contributed to the existing body of knowledge in uncovering the expectations that the customers have of the mobile banking services as well as pointing out the mobile services that the consumers use most often and the services that consumers use at a low rate. This study also revealed the factor of mobile banking that influence customer satisfaction the most as well as least.
12. **Baabdullah, A M Alalwan, A A Rana, Nripendra P. Kizgin, Hatic Patil P (2018**) "consumer use of mobile banking in Saudi Arabia: towards an integrated model". This study was conducted with intention to see what the main factors that could affect the usage of mobile banking. This is in addition to see how using such system could contribute to the banks in terms of customer's satisfaction and loyalty.
13. **Suma Vally and Hema Divya (2018)** have made an attempt to understand the digital payment in India with the perspective of consumer's adoption.In addition, authors have aimed to be evaluated the impact of consumers education on usage and the impact of consumers income status on the usageof digital payments. The study adopted the descriptive techniques to analyze the perspective of consumer's adoption of digital payment.
14. **MR Prema and Gud, Dr A G Segon Roy (2018)** "impact of customer on mobile banking an analytical study". This study briefly highlights the customer's perception towards mobile banking, challenges faced by the customers and their level of satisfaction towards mobile banking services.
15. **Mahmud Akhtar Shareef, Abdullah Baabdullah , Shantanu Dutta, Vinod Kumar Yogesh K Dwivedi (2018**) "consumer adoption of mobile banking services- an empirical examination of factors according to adoption stages". This consumer behavior study for mobile banking services delivery channel is designed on the theoretical of GAM model.

16. **Ahamed M Mutahar and Norzaidi Mohd Daud , T Ramayab, Osamia Isaac, Adnan H Aldholoy (2018)** " the effect of awareness and perceived risk on the technology acceptance model mobile banking in Yemen". The primary objective of this study was to examine the external variables that could affect the main constructs of TAM in the context of Yemen and the extent of that country's uptake of mobile banking services.
17. **Bhaduk singh kunwar and R N Thakur (2019**) "user acceptance of mobile banking a demographic study on Nepal focusing on young customer aged (25- 40)". This study was conducted to identify the acceptance of m banking among young generation 25- 40 years of age in Nepal. The result of the study demonstrates that young individual of Nepal is aware of the technological advances happening in the banking sector of Nepal. They aware of the advantages brought by mobile banking and are utilizing it to their benefit.
18. **R.Abarna, Dr S.Vennila Fatima Rani (2019)** "a study of consumer awareness and perceptions of mobile banking". This study expected to decide the effect of statistic variable on clients view about mobile banking.
19. **Hanna Komulainen, Saila Saraiemi (2019)** "customer centricity in mobile banking a customer experience perspective". The purpose of this study was to increase understanding about how to improve customer value and to make mobile banking services a profitable business by exploring the experiences of users and the related value of a new mobile banking services.
20. **H. Manjula Bai (2019)** "mobile banking services and customer satisfaction with reference to ICICI bank". In this study, it came to know that ICICI bank is providing good mobile banking services to its customers.
21. **Abdul Waheed Siya,Ding Donghong, Waheed Ali Umrani, Saeed Siyal and Shaharbano Bhana(2019)** " predicting mobile banking acceptance and loyalty in Chinese bank customers'**.** This study extends the empirically

grounded theory that attitude predominantly influence future mobile banking usage behavior.

22. **Dr V Balachandran (2020**) "study on awareness of technology adoption model and Indian consumer's mobile banking". The result of this study shows that perceived usefulness, perceived ease of use, consumer awareness and perceived risk are the important determinants of mobile banking adoption.
23. **Rajesh Kumar D. Kiri (2020)** "an empirical study on adoption of mobile banking facility among customers of banks in north Gujarat"**.** This study indicates awareness of mobile banking, perceived ease of use, internet connection quality, perceived usefulness and mobile self-efficacy factors are significantly induce adoption of mobile banking in the northern part of Gujarat.

CHAPTER -3

THEORITICAL FRAMEWORK

THEORITICAL FRAMEWORK

The theoretical framework is a structure that can hold or support of a research study. The theoretical framework introduces and describes the theory that explains why the research problem under study exits. It plays an important role in guiding the entire process of the research study. Theories are constructed in order to explain, predict and master phenomena.

A mobile phone, cellular phone, cell phone, hand phone sometimes shortened to simply mobile, cell or just phone, is a portable telephone that can make and receive calls over a radio frequency link, while the user is moving within a telephone service area. The radio frequency link establishes a connection to the switching systems of a mobile phone operator, which provides access to the public switched telephone network. Modern telephone services use cellular network architecture and therefore mobile telephones are called cellular telephones or cell phones in north America. In addition to telephony, digital mobile phones support a variety of other services, such as text message, MMS, email, internet access, short range wireless communications, business application, video games and digital photography. Mobile phones offering only those capabilities are known as feature phones; mobile phones which offer greatly advanced computing capabilities are referred to as smart phones.

Technology based banking

The term technology banking refers to the use of sophisticated information and communication technologies together with computer science to enable banks to offer better services to its customers in a secure and affordable manner. Computers are getting more sophisticated. They have given banks a potential

they could only dream about and have given bank customers high expectations. The changes that new technologies have brought in to the banking are enormous in their impact on officers, employer, and customers of banks. Advances in technology are allowing for delivery of banking products and services more conveniently and effectively than ever before-thus creating new bases of competition. The bank gains a vital competitive advantage by having a direct marketing and accountable customer service environment and new, streamlined business processes.

Advantages and Disadvantages of technology based banking

Advantages:-

- Self -inquiry facility: Facility for logging into specified self- inquiry terminals at the branch to inquire and view the transactions in the account.
- Remote banking: Remote terminals at the customer site connected to the respective branch through a modern, enabling the customers to make inquiries regarding his accounts on-line without having to move from his office.
- Anytime banking: Installation of ATMs which offers non-stop cash withdrawals, remittances and inquiry facilities. Networking of computerized branches inter-city and intra-city will permit customers of these branches, when interconnected to transact from any of these branches.
- Tele-banking: A 24 hours service through which inquiries regarding balances and transactions in the account can be made over the phone.
- As information is centralized and updates are available simultaneously at all places, single-window service become possible, leading to effective reduction in waiting time

Disadvantages:-

- Not everyone enjoys the luxury of having a stable and fast internet connection at home. Aside from having a personal computer or laptop, having stable internet access at home is a basic prerequisite to performing electronic banking.
- Conducting a successful electronic banking transaction, like paying bills online, requires basic computer skills and knowing your way around the internet. Being computer literate is not common to everyone especially seniors who might not have grown up using computers and this is a major disadvantage to electronic banking.
- One of the biggest disadvantages of doing electronic banking is the question of security. With the prevalence of key loggers, phishing emails, Trojans and other online threats, it is natural for people to be concerned with the security of their identity, funds and electronic banking transactions.
- Some people still value talking and interacting with bank tellers, managers and other bank clients. Electronic banking takes the majority of these human interactions away, leaving the banking experience as very hands off, impersonal process.

Mobile banking

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

banking is dependent on the availability of an internet or data connection to the mobile device.

Transaction through mobile banking dependents on the features of the mobile banking app provided and typically includes obtaining accounts balances and lists of latest transactions, electronic bill payments, remote check deposits, P2P payments and fund transfer between a customers or another's accounts. Some app also enables copies of statements to be downloaded and sometimes printed at the customer's premises. Using a mobile banking app increases ease of use, speed, flexibility and also improves security because it integrates with the user built in mobile device security mechanisms.

From the banks point of view, mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawals and deposit transactions. Mobile banking differs from mobile payments, which involves the use of a mobile device to pay for goods or services either at the point of sale of remotely.

Features of mobile banking

- Simplified account access: simplified login or bi-metric login such as a fingerprint touch ID access the account.
- Simplified account management: having the ability to freeze an authorized account by the user, update account information or set spending notifications.
- Reliability: having an app that has few, if any crashes and errors and also installs updates smoothly is critical.
- Mobile deposits: having the ability to capture and deposit money right in to the account, day or night and the speed to access these funds.

- Bill pay: offering the capability to make payments from here to there and anywhere in between. No more stamps and paper checks.
- ATM locator: though digital banking has come a long way, we still need to tip wallets.
- 24 hours: enjoy free 24 hours access to account balance and transaction history using smartphones and tablets.
- Payments: make loan payments and request home equity line of credit advances.

Positive impact of mobile banking

- Always 24 * 7 accesses: Banks are able to provide services to the customers for 24 hours per day and 7 days per week. It enables the customers to be transaction ready much as cable access has facilitated online PC access and reduced consumer dialup delays.
- Advanced penetration of mobile networks: The 2G networks already cover more than 90% of the population in the western worlds and this number is growing steadily.
- Personalization: Through subscriber identity module (SIM) cards, mobile customers have a specific profile that enables customized functionality to directly reflect the way they want to transact business over mobile phones. Through the convenient addition of a multi -application, relationship card, mobile phone customers will also have platform for a host of other application services, including security keys, virtual credit cards and other customized payment instruments.
- Faster data processing speed: increase in bandwidth and data transmission speeds makes mobile data services efficient and cost effective in real time environment.

- Security: effectively the mobile phone can become a wireless wallet to protect proprietary purchase and financial information.
- Cost reduction: the biggest advantage of mobile banking offers to banks is that it dramatically cuts down the costs of providing service to customers. For service providers, mobile banking offers the next surest way to achieve growth. Countries like India where mobile penetration is nearing saturation, mobile banking helping service providers increase revenue from the now static subscriber base. Service providers are increasingly using the complexity of their supported mobile banking services to attract new customers and retain old ones.

Negative impact of mobile banking

- Restricted plans: though there were many plans to enhance mobile banking offerings and services, in reality the initiatives were very restricted. Most applications are informative such as bank balances or credit card or bank accounts rather than interactive services like buying and selling.
- Technical problems: There are problems of technical issues, security concerns and cost constraints.
- High charges: The most significant problem of m banking is that costs exceed perceived benefits. The charges for data transmitted are still too high to develop mobile banking in several countries.

Advantages and Disadvantages of mobile banking

Advantages:-

- It utilizes the mobile connectivity of telecom operators and therefore does not require an internet connection.

- With mobile banking users of mobile phones can perform several financial functions conveniently and securely from their mobile.
- You can check your account balance, review recent transaction, transfer funds, pay bills, locate ATMs, manage investments etc.
- Mobile banking is available round the clock 24/7/365, it is easy and convenient and an ideal choice for accessing financial services for most mobile phone owners in the rural areas.
- Mobile banking is said to be even more secure than online/internet banking.

Disadvantages:-

- The loss of a person's mobile device often means that criminals can gain access to your mobile banking PIN and other sensitive information.
- Modern mobile device like smart phone and tablets are better suited for mobile banking than old models of mobile phones and devices.
- Regular user's mobile banking over time can accumulate significant charges from their banks.
- Mobile banking users are at risk of receiving fake SMS messages and scams.

Services provided by mobile banking

- Account access: customer can easily access their bank account using their smart phone by downloading the mobile banking. All they needed to use their User ID and password to access their accounts. They can then carry out different banking transactions instantly.

- Fund transfer: Mobile banking have made the lives of people easier, it is mainly because of this service. People can now transfer money from their account to an account of their own bank or another bank easily. They may have to pay a nominal charge to carry out fund transfer but mobile banking fund transfers are usually free and transactions can also be carried out easily using mobile apps.
- Bank equity: One of the main reasons why people used to visit the bank was to keep their passbooks updated so that they always knew their current balance. When the balance equity service was offered through ATM, people started using it instead of visiting the bank. Now, it is even more convenient to check account balance using the mobile banking.
- Bill payment service: You can facilitate payment of electronics and telephone, building, mobile and insurance premium bills across the country through mobile banking to pay your bills. All you need is a registration and an application generally the bank does not charge customers for online bill payments. You can even schedule payments on a certain day of the month so that you do not have to worry about the payments. There is no need to stand in long queues to pay your phone bills, credit card bills, electronics etc.
- Account statement: If you want to check your bank account statement, you no longer need to go to the bank or ATM since you can get statement on the mobile app of your bank. Since there are only few free ATM transactions available to everyone these days, it is better to avail them only for cash withdrawal; account balance or account statement should be checked using the mobile app. You can also download your account statement in PDF format and save it on your phone.

- Recharge your prepaid phone: Now just top up your prepaid mobile card by logging into internet banking. By selecting your operator's name, entering your mobile number and the amount of recharge, your phone again comes back in action within a few minutes.
- Branch locator: If you are in a new city or area, you may need to find a branch of your bank then you can easily use the mobile banking app to find it. Most banks have a "Branch Locator" that you can use to find the nearest branch.
- ATM Locator: When you are in a new city or area, you might want to withdraw cash from an ATM. The easiest way to find an ATM of your bank is to open your mobile banking app and go to the "ATM Locator". You will be able to find the address and exact location of the ATM within your vicinity.
- Booking online: Through mobile banking applications we can assess the booking of our needs. Customer can make bookings for travel tickets, film ticket and railway ticket etc.
- Shopping at your fingertips: with a range of all kind of products, we can shop online and the payment is also made conveniently through our account.

GROW OF MOBILE BANKINGS

- **Kotak Mahindra bank Q3 earning**: profit grow 31% to Rs 2,792crore the net investment income (NII) was up over 30pre cent Y-o-Y to Rs 5653crore in the Q3 of FY23.
- **State bank of india Q3 earing**: SBI reported a 68.5% year-on-year (YoY) increase in net profit for the quarter ended decemder 2022 to Rs 14,205.34crore. this was the highest-ever quarterly profit posted by Indian largest bank.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

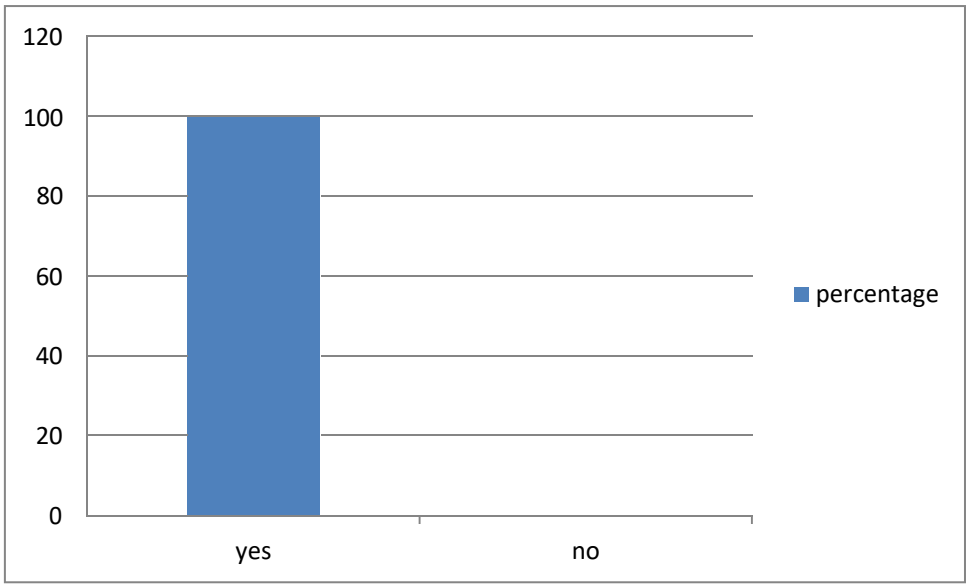
DATA ANALAYSIS AND INTERPRETATION

Table 4.1 showing the banks that providing mobile banking services

Particulars	Number of respondents	Percentages
Yes	65	100
No	0	0
Total	65	100

(Source:primary data)

figure 4.1 shows the banks that providing mobile banking services



Interpretation:

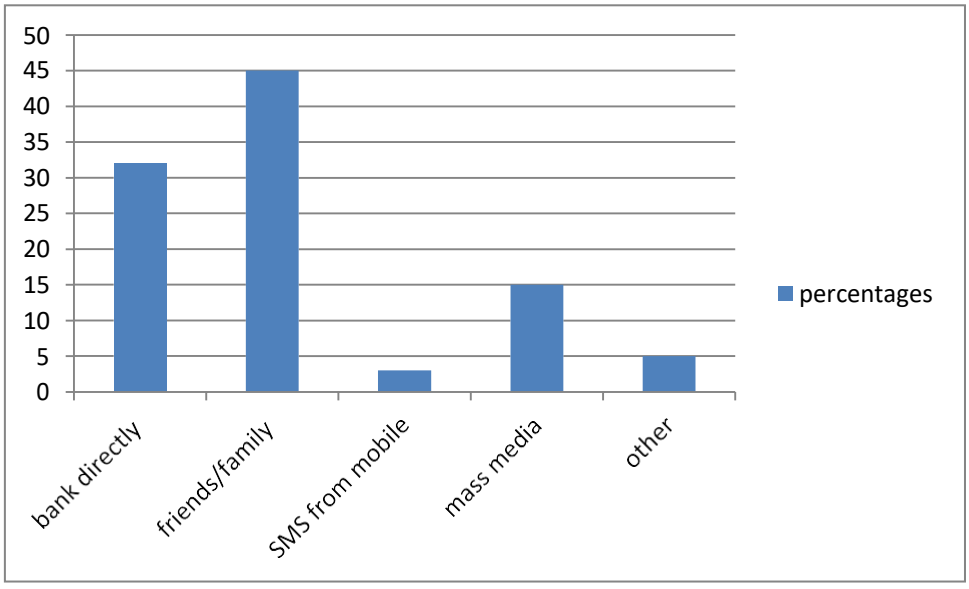
100 % of the respondent's bank provides mobile banking to them.

Table 4.2 showing how customers know about mobile banking services

Particulars	No of respondents	Percentages (%)
Bank directly	21	32
Friends/ Family	29	45
SMS from mobile Operators	2	3
Mass media	10	15
Others	3	5
Total	65	100

(Source: primary data)

Figure 4.2 showing how customers know about mobile banking services



Interpretation:

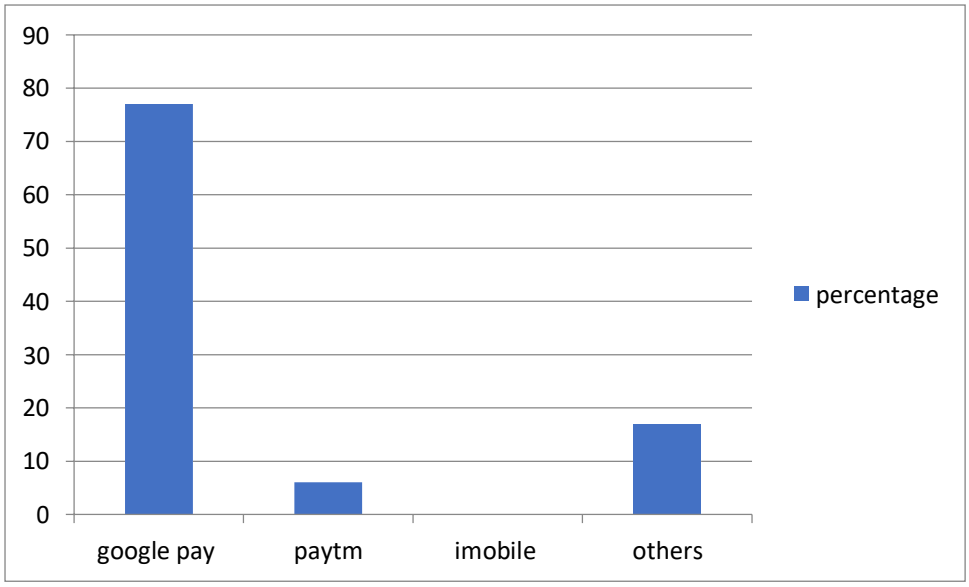
Most of respondents have the opinion that they are know about the mobile banking through friends and family. Bank directly provides information about the mobile banking to their customer.

Table 4.3 showing the mobile banking app used by the respondents

Particulars	No. of respondents	Percentages
Google pay	50	77
Paytm	4	6
Immobile	0	0
Others	11	17
Total	65	100

(Source: primary data)

Figure 4.3 showing the mobile banking app used by the respondents



Interpretation:

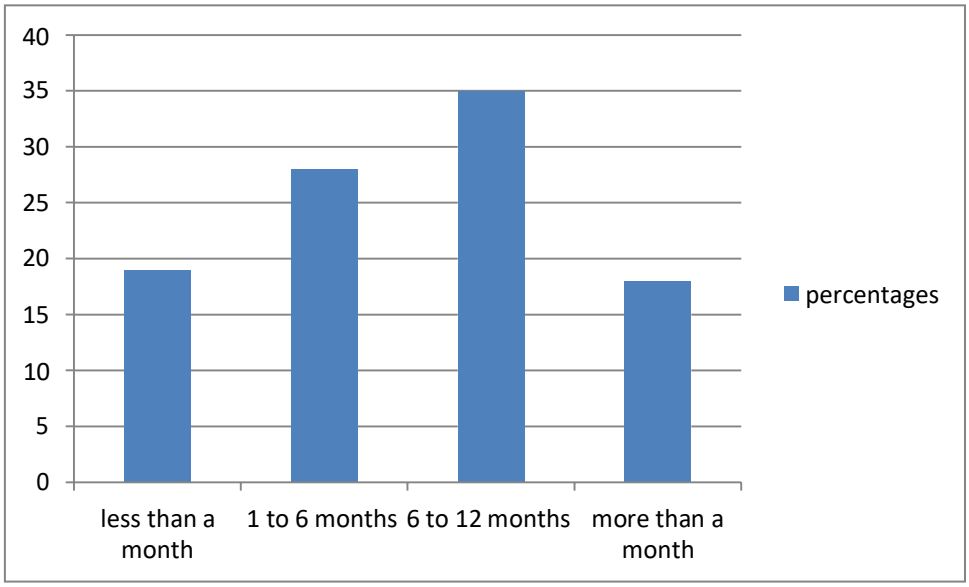
77 % of respondents are using Google pay. 6 % of respondents are using Paytm. 17 % of respondents are using other mobile banking apps.

Table 4.4 showing the frequency of use of mobile banking

Particulars	No of respondents	Percentages (%)
Less than a month	12	19
1 to 6 months	18	28
6 to 12 months	23	35
More than a month	12	18
Total	65	100

(Source: primary data)

Figure 4.4 showing frequency of use of mobile banking



Interpretation:

35 % of respondents are using mobile banking services for 6 to 12 months.

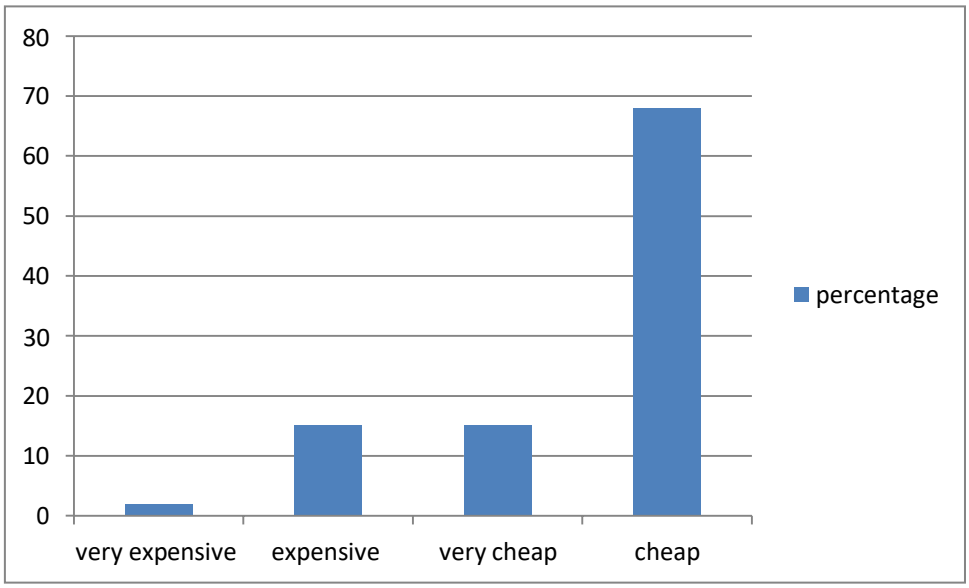
28% of respondents are using mobile banking for 1 to 6 months.

Table 4.5 showing whether mobile banking service is expensive/cheap

Particulars	No of respondents	Percentages
Very expensive	1	2
Expensive	10	15
Very cheap	10	15
Cheap	44	68
Total	65	100

(Source: primary data)

Figure 4.5 showing whether mobile banking is expensive/cheap



Interpretation:

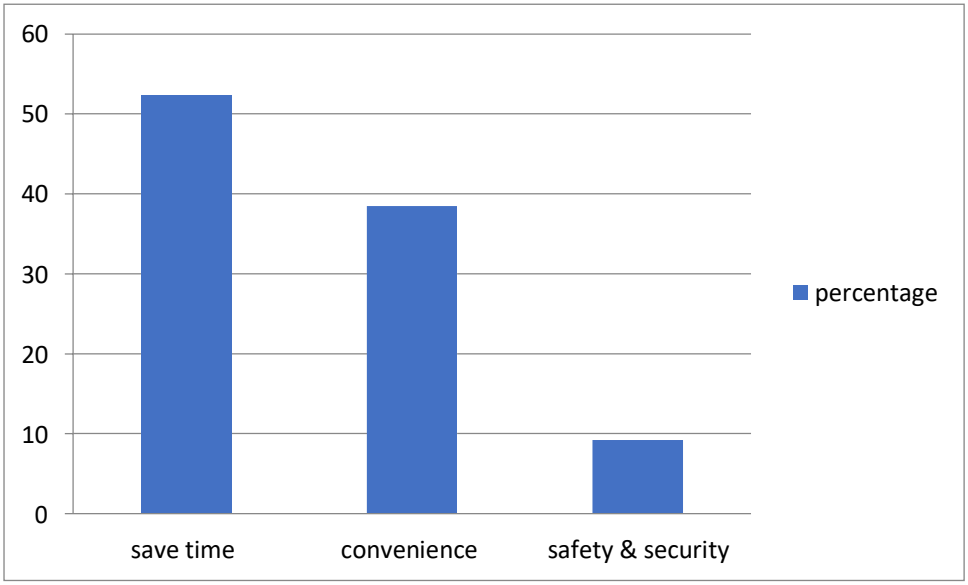
68 % of respondents are opined that mobile banking is cheap. 2 % of respondents opined that mobile banking very expensive.

Table 4.6 showing factors affecting mobile banking adoption

Particulars	No of respondents	Percentages
Save time	34	52
Convenience	25	39
Safety & security	6	9
Total	65	100

(Source: primary data)

Figure 4.6 showing factors affecting mobile banking adoption



Interpretation:

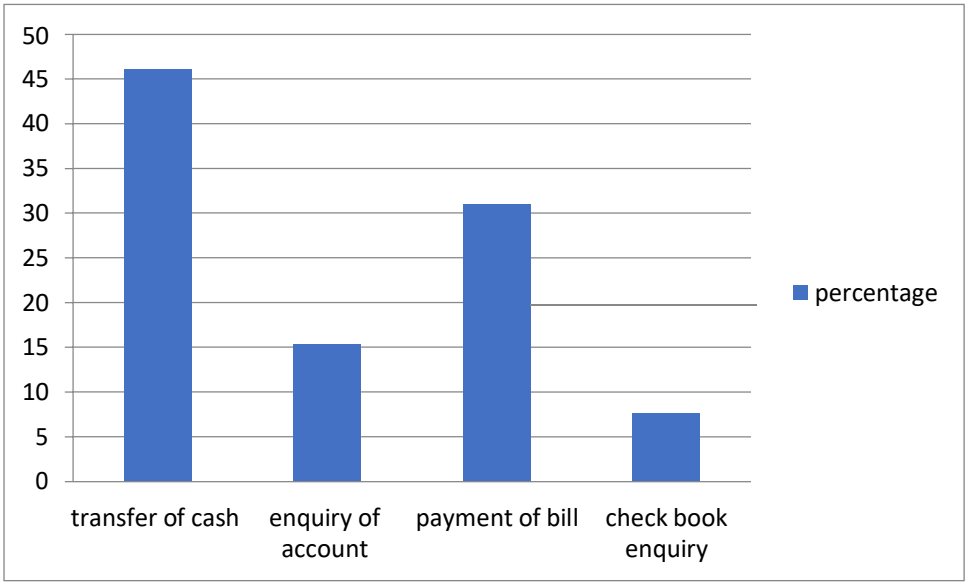
52 % of respondents adopt mobile banking because it saves time. 39 % of respondents adopt mobile banking because of convenience. 9 % of respondents adopt mobile banking because it provides safety and security.

Table 4.7 showing the kinds of financial services using through mobile banking

Particulars	No of respondents	Percentages
Transfer of cash	30	46
Enquiry of account	10	15
Payment of bill	20	31
Check book enquiry	5	8
Total	65	100

(Source: primary data)

Figure 4.7 showing the kinds of financial services using through mobile banking



Interpretation:

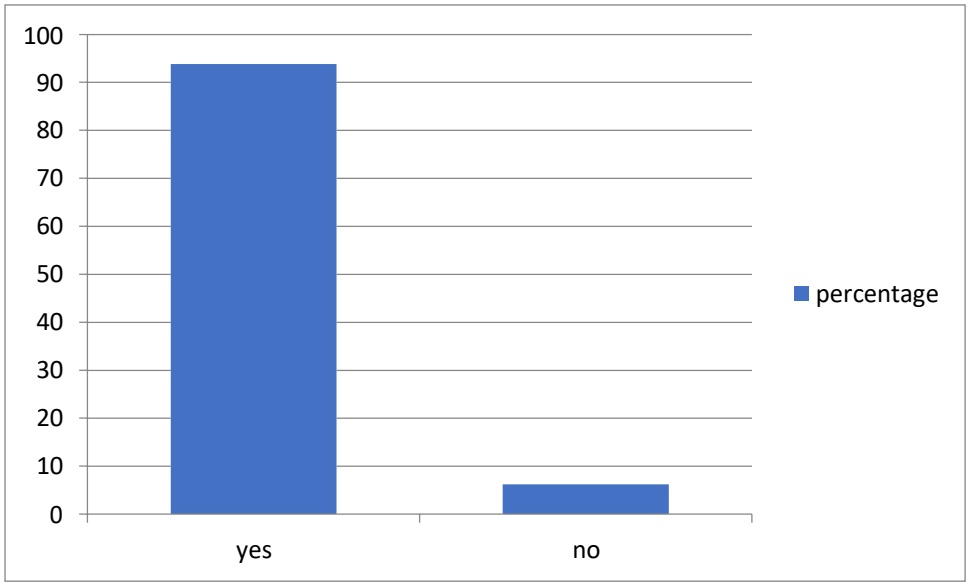
46 % of respondents use mobile banking for transfer of cash. 5% of respondents use mobile banking for checking book enquiry.

Table 4.8 showing the respondents awareness of mobile banking

Particulars	No of respondents	Percentages
Yes	61	94
No	4	6
Total	65	100

(Source: primary data)

Figure 4.8 showing the respondents awareness of mobile banking



Interpretation:

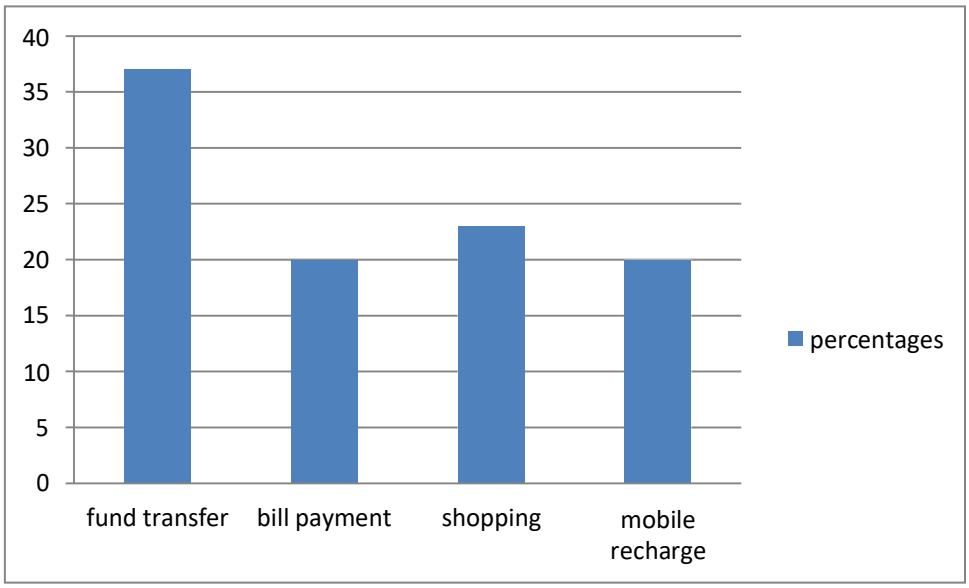
94 % of respondents are aware about mobile banking provided by their bank. 6 % of respondents are not aware about mobile banking provided by their bank.

Table 4.9 showing the purpose of using mobile banking

Particulars	No of respondents	Percentages
Fund transfer	24	37
Bill payment	13	20
Shopping	15	23
Mobile recharge	13	20
Total	65	100

(Source: primary data)

Figure 4.9 showing the purpose of using mobile banking



Interpretation:

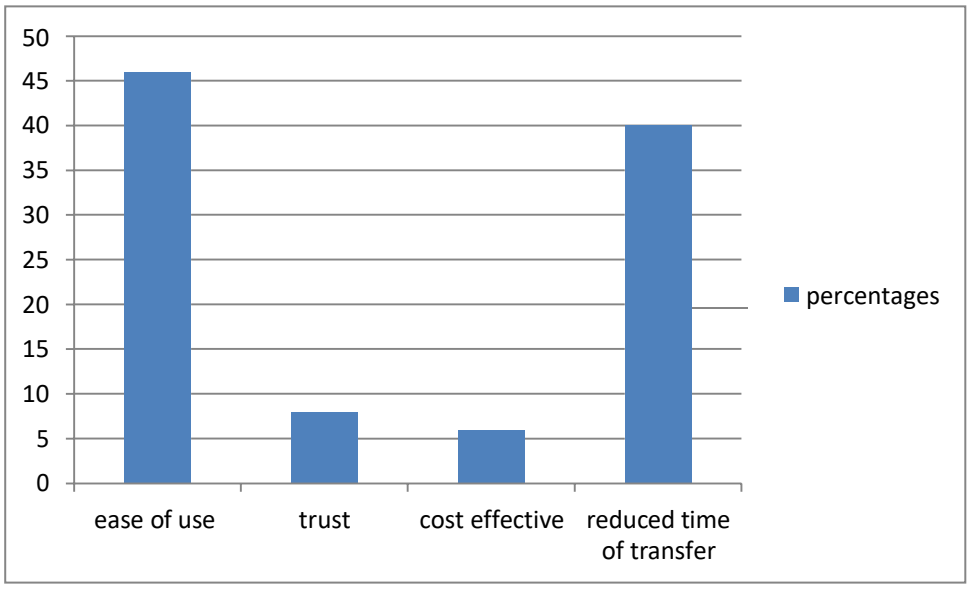
37 % of respondents are using mobile banking for fund transfer. 23 % of respondents are using mobile banking for shopping. 20 % of respondents are using mobile banking for bill payment and mobile recharge.

Table 4.10 showing factors that promotes the use of mobile banking

Particulars	No of respondents	Percentages
Ease of use	30	46
Trust	5	8
Cost effectives	4	6
Reduce time of Transactions	26	40
Total	65	100

(Source: primary data)

Figure 4.10 showing factors promotes the use of mobile banking



Interpretation:

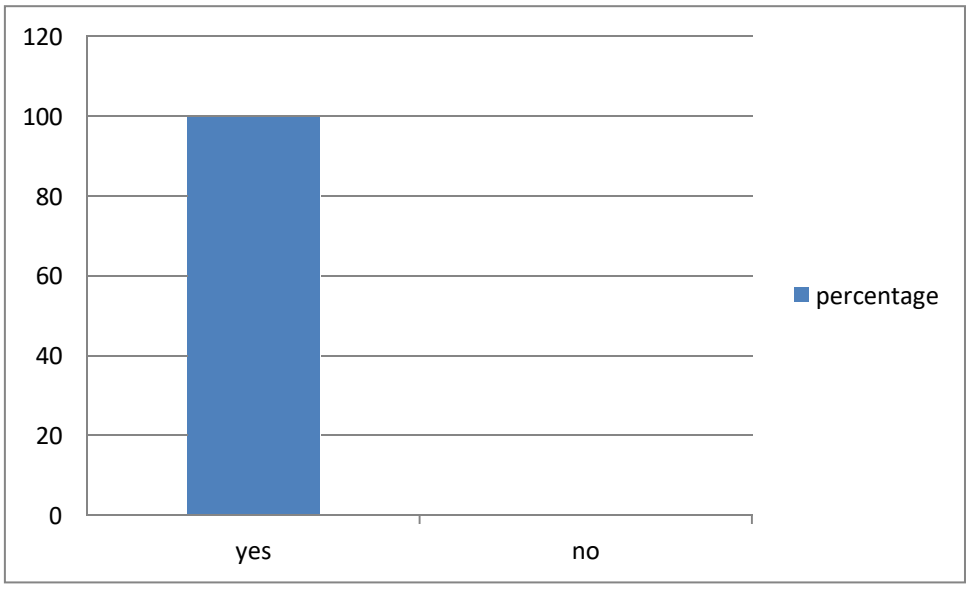
46 % of respondents opined that ease of use promotes them to use mobile banking.

Table 4.11 showing the frequency of convenience of mobile banking

Particulars	No of respondents	Percentages
Yes	65	100
No	0	0
Total	65	100

(Source: primary data)

Figure 4.11 showing the frequency of convenience of mobile banking



Interpretation:

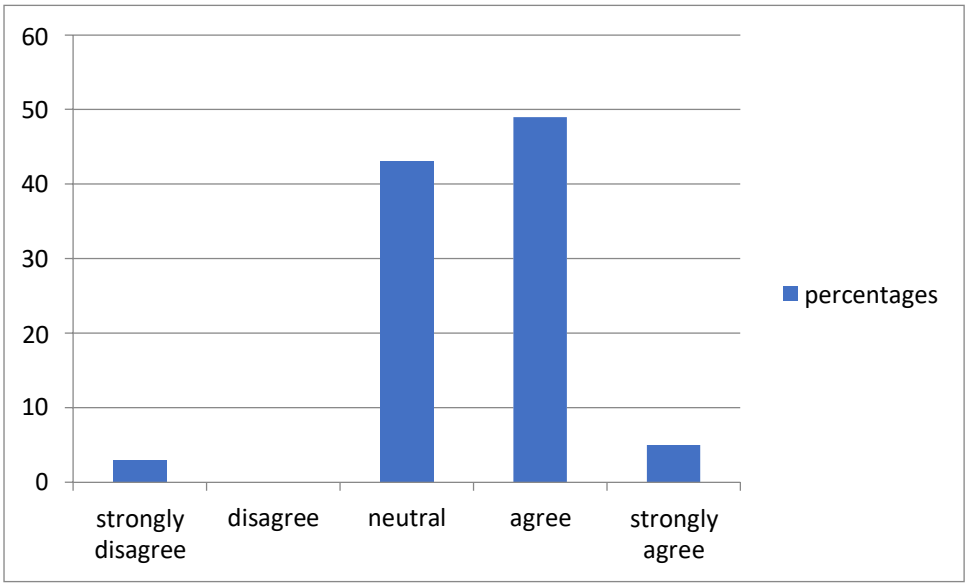
100 % of respondents agree that mobile banking make banking more convenient.

Table 4.12 showing the opinion regarding secure authentication of mobile banking

Particulars	No of respondents	Percentages
Strongly disagree	2	3
Disagree	0	0
Neutral	28	43
Agree	32	49
Strongly agree	3	5
Total	65	100

(Source: primary data)

Figure 4.12 showing the opinion regarding secure authentication of mobile banking



Interpretation:

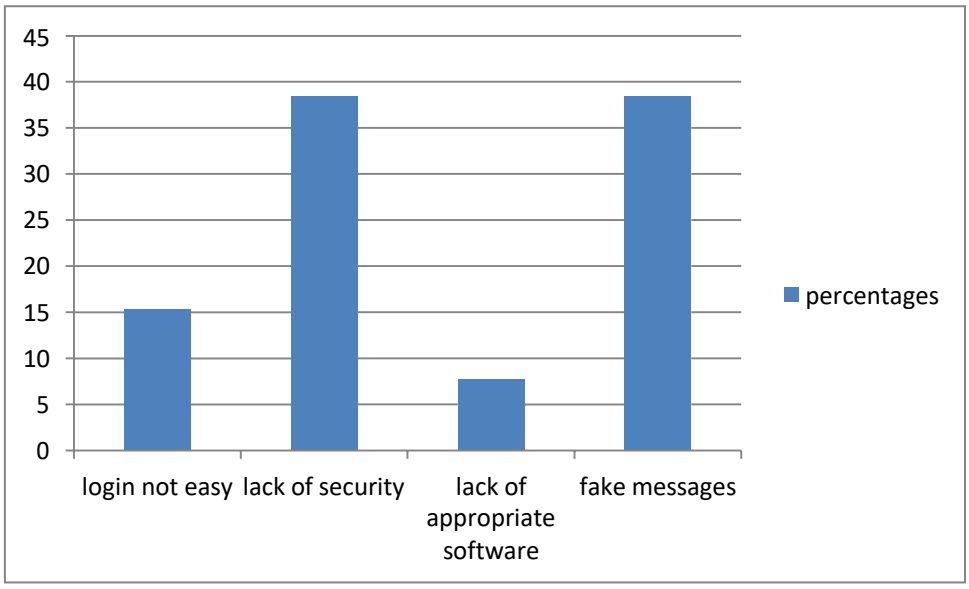
49% of respondents are agrees that mobile banking secure authentication for mobile payments. 3 % of respondents are strongly disagree that mobile banking secure authentication for mobile payments.

Table 4.13 showing the drawback of mobile banking

Particulars	No of respondents	Percentages
Login not easy	10	15
Lack of security	25	39
Lack of appropriate Software	5	8
Fake messages	25	38
Total	65	100

(Source: primary data)

Figure 4.13 that shows the drawback of mobile banking



Interpretation:

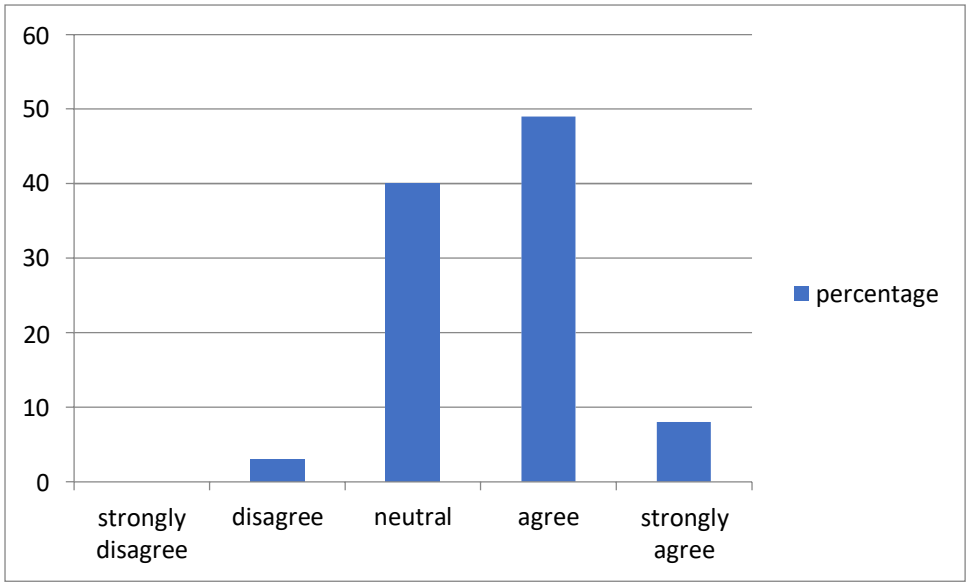
39 % of respondents opined that lack of security is the drawback of mobile banking.

Table 4.14 showing the opinion regarding the better way services of mobile banking

Particulars	No of respondents	Percentages
Strongly disagree	0	0
Disagree	2	3
Neutral	26	40
Agree	32	49
Strongly agree	5	8
Total	65	100

(Source: primary data)

Figure 4.14 showing the opinion regarding the better way services of mobile banking



Interpretation:

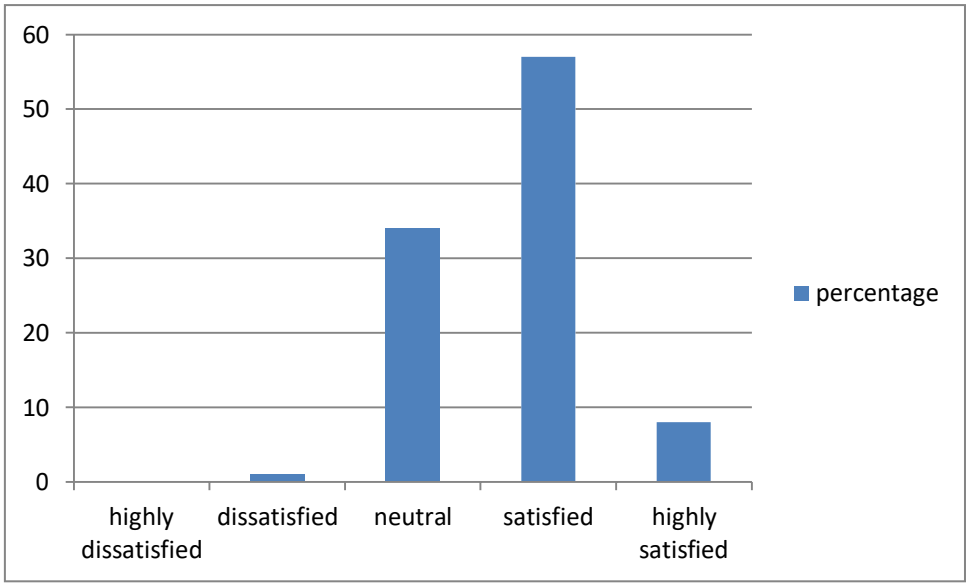
49 % of respondents agree that mobile banking shows a better way of service. 3 % of respondents disagree that mobile banking shows better way of service.

Table 4.15 showing the respondents satisfaction level of mobile banking

Particulars	No of respondents	Percentages
Highly dissatisfied	0	0
Dissatisfied	1	1
Neutral	22	34
Satisfied	37	57
Highly satisfied	5	8
Total	65	100

(Source: primary data)

Figure 4.15 showing the respondents satisfaction level of mobile banking



Interpretation:

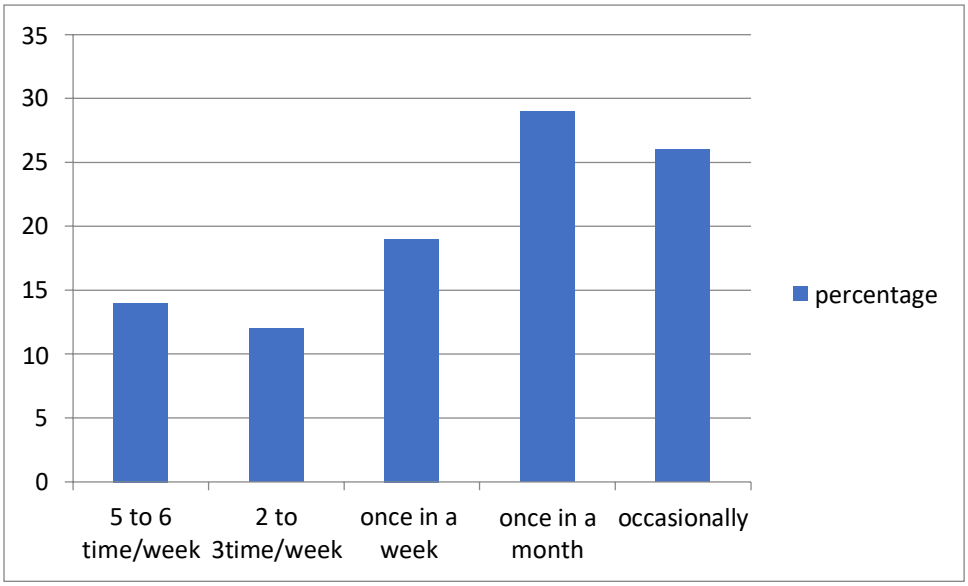
Most of respondents are satisfied with the mobile banking services provided by the bank. 1 % of respondents are dissatisfied with the mobile banking services provided by the bank.

Table 4.16 showing the frequency of usage of mobile banking in a week

Particulars	No of respondents	Percentages
5 to 6 times/week	9	14
2 to 3 times /week	8	12
Once in a week	12	19
Once in a month	19	29
Occasionally	17	26
Total	65	100

(Source: primary data)

Figure 4.16 showing the frequency of usage of mobile banking in a week



Interpretation:

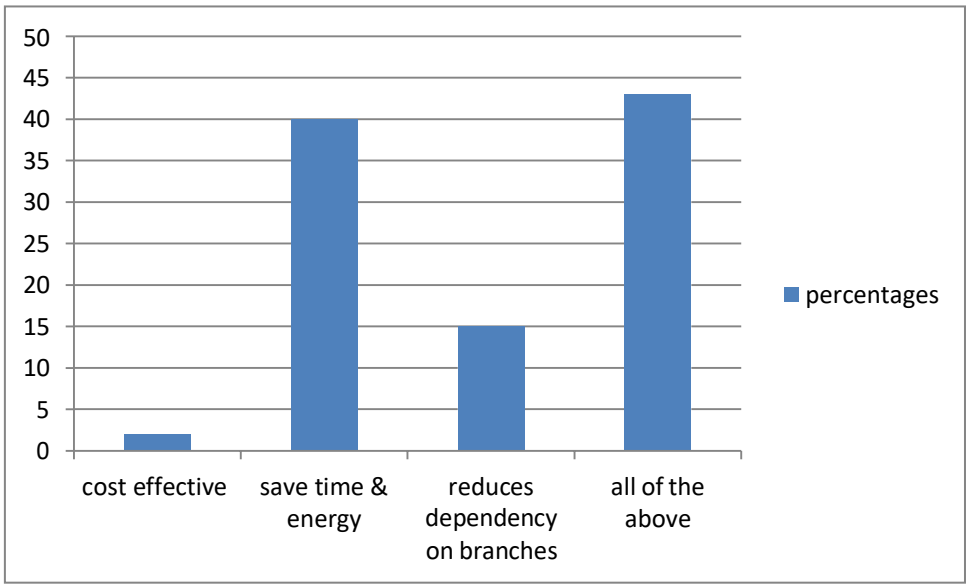
29 % of respondents use mobile banking once in a month. 26 % of respondents use mobile banking occasionally. 18 % of respondents use mobile banking once in a week. 13 % of respondents use mobile banking 5 to 6 weeks. 12 % of respondents use mobile banking 2 to 3 weeks.

Table 4.17 showing the benefit of mobile banking

Particulars	No of respondents	Percentages
Cost effective	1	2
Save time & energy	26	40
Reduces dependency on bank branches	10	15
All of the above	28	43
Total	65	100

(Source: primary data)

Figure 4.17 showing the benefit of mobile banking



Interpretation:

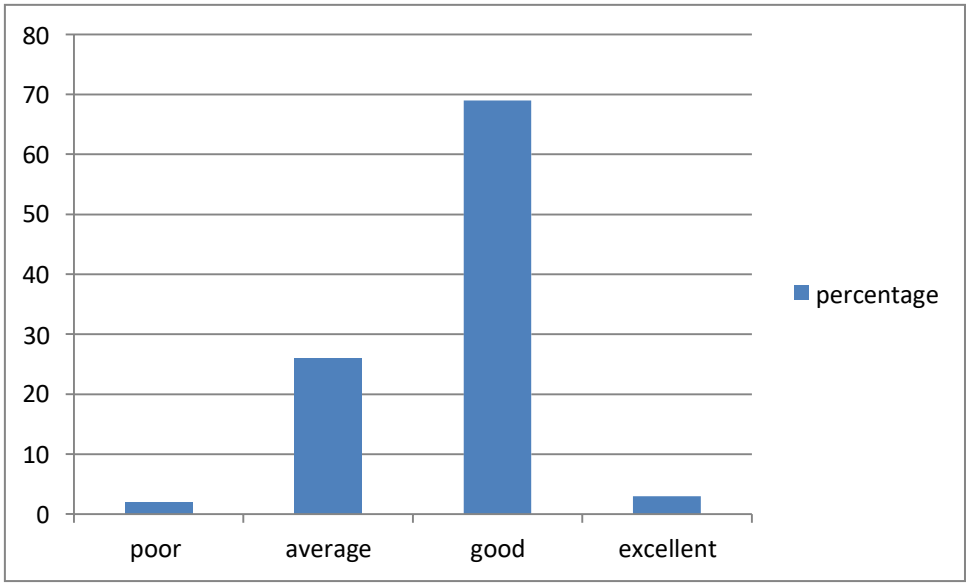
43 % of respondents opined that mobile banking is benefited through cost effective, save time & energy and reduce dependency on bank branches.

Table 4.18 shows the opinion regarding the money transfer facility offered by the mobile banking

Particulars	No of respondents	Percentages
Poor	1	2
Average	17	26
Good	45	69
Excellent	2	3
Total	65	100

(Source: primary data)

Figure 4.18 showing the opinion regarding the money transfer facility offered by the mobile banking



Interpretation:

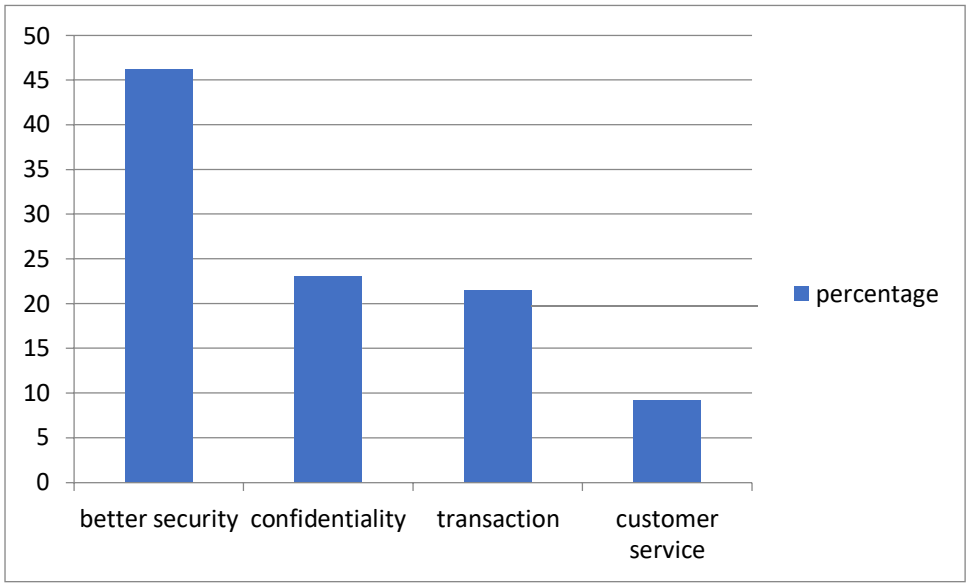
69 % of respondents opined that money transfer facility offered by mobile banking is good. 2 % of respondents opined that money transfer facility offered by mobile banking is poor.

Table 4.19 showing the opinion regarding the improvement in mobile banking

Particulars	No of respondents	Percentages
Better security	30	46
Confidentiality	15	23
Transaction	14	22
Customer services	6	9
Total	65	100

(Source: primary data)

Figure 4.19 showing the opinion regarding the improvement in mobile banking



Interpretation:

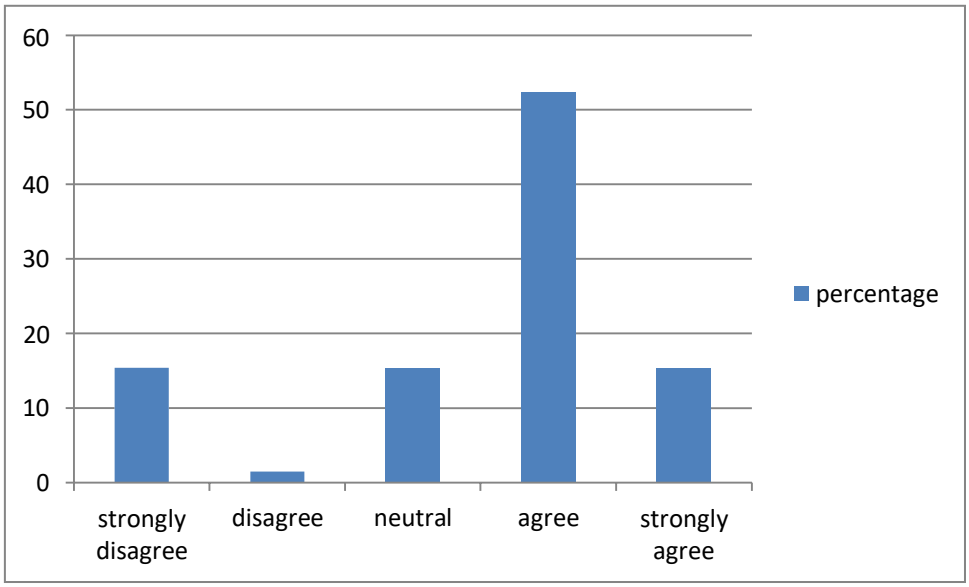
46 % of respondents want improvement in mobile banking is better security. 23 % of respondents want confidentiality. 22 % of respondents want transaction improvement.

Table 4.20 showing the opinion regarding mobile banking save time

Particulars	No of respondents	Percentages
Strongly disagree	10	15
Disagree	1	2
Neutral	10	15
Agree	34	52
Strongly agree	10	16
Total	65	100

(Source: primary data)

Figure 4.20 showing the opinion regarding mobile banking save time



Interpretation:

52 % of respondents agree that mobile banking save their time. 15% of respondents strongly disagree to mobile banking save their time.

CHAPTER- 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

1. Most of respondent's banks provide mobile banking facility.
2. Most of respondents get source information from bank directly.
3. Majority of respondents use Google pay app for mobile banking.
4. Most of the respondents are using mobile banking for more than a year
5. Mobile banking services are considered as cheap by most of the respondents.
6. A large percentage of respondents adopt mobile banking because of time saving.
7. Most of the respondents are using mobile banking for transfer of cash.
8. Most of respondents opined that awareness of mobile banking is provided.
9. Few respondents use mobile banking service for the purpose of fund transfer.
10. Majority of the respondents opined that ease of use is the attractive factor of mobile banking.
11. Majority of respondents adopted mobile banking for their convenient usage.
12. Most of respondents agree that mobile banking provide secure authentication for payments.
13. Majority of the respondents facing drawback of mobile banking due to lack of security.
14. Many of respondents agree that mobile banking is a better way of service.
15. Majority of the respondents are satisfied with mobile banking.
16. A large percentage of respondents responded that mobile banking is beneficial to the customers.
17. Most of the respondents opined that money transfer facility offered by mobile banking is good.
18. Few respondents opined that there should be improvement in better security.
19. Most of respondents opined that mobile banking saves their time.

SUGGESTIONS

- The bank should provide proper awareness about mobile banking.
- The merits and demerits of mobile banking should revealed to customers
- Proper security services should be provided because that is the main reason for not selecting mobile banking.
- The mobile banking processing should be simplified for easy process.
- The banks can introduce more students service like no frill accounts,etc.
- The banks can introduce campaigns in the college campus in order to make students more familiar and aware about the E-banking services offered by them
- It is advisable to banks not to charge for SMS service, debit cards changes, ect. From student community, since most of them belongs to non-income group, irregular income group.

CONCLUSION

The study was intended to find out awareness of mobile banking services, various problems while using mobile banking services, reason for performing mobile banking services and to consider the effective factors of mobile banking. Banks directly provide information about mobile banking to the customers. Its convenient adoption increases the attracting level of customers and also the cheapest transaction cost for using mobile banking. Mostly customers get attracted to mobile banking because of technology adopted by the banks. It will make sure to keep a better satisfaction with mobile banking users.

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WEBSITE

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APPENDIX

APPENDIX

QUESTIONNAIRE

Name:

Age:

Gender:

1. Does your bank provide mobile banking services?
    a. Yes
    b. No
2. Where did you know about mobile banking services?
    a. Bank directly
    b. Friends/Family
    c. SMS from mobile operators
    d. Mass media
3. Which is the mobile banking app you are using?
    a. Google pay
    b. Paytm
    c. imobile
    d. others
4. How long you have been using mobile banking services?
    a. Less than a month
    b. 1 to 6 months
    c. 6 to 12 months
    d. More than a month
5. Whether the mobile banking service is expensive / cheap?
    a. Very expensive
    b. Expensive
    c. Very cheap
    d. cheap
6. Why do you adopt mobile banking facility?
    a. Save time
    b. Convenience

c. Safety and security

7. What kind of financial services are you using through mobile banking?
    a. Transfer of cash
    b. Enquiry of account
    c. Payment of bill
    d. Check book enquiry
8. Are you aware of mobile banking provided by the bank?
    a. Yes
    b. No
9. For what purpose do you use mobile banking services?
    a. Fund transfer
    b. Bill payment
    c. Shopping
    d. Mobile recharge
10. Which factor promotes you to use the new techniques in the banking?
    a. Ease of use
    b. Trust
    c. Cost effective
    d. Reduce time of transaction
11. Mobile banking would make banking more convenient for you?
    a. Yes
    b. No
12. “Current mobile servicing provide secure authentication for the mobile payments” Do you agree?
    a. Strongly disagree
    b. Disagree
    c. Neutral
    d. Agree
    e. Strongly agree
13. What do you think about the drawback of mobile banking?
    a. Login not easy
    b. Lack of security
    c. Lack of appropriate software

d. Fake messages

14. “Is mobile banking shows a better way of services”. Do you agree?

a. Strongly disagree
b. Disagree
c. Neutral
d. Agree
e. Strongly agree

15. Are you satisfied with the mobile banking services provided by the bank?

a. Highly dissatisfied
b. Dissatisfied
c. Neutral
d. Satisfied
e. Highly satisfied

16. What is the frequency of usage mobile banking services in a week?

a. 5 to 6 time/week
b. 2 to 3 time/week
c. Once in a week
d. Once in a month
e. Occasionally

17. Why do you feel mobile banking is beneficial to you?

a. Cost effective for banks
b. Save time and energy
c. Reduces dependency on bank branches
d. All of the above

18. What do you think about the money transfer offered by the mobile banking system in any bank?

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

19. What improvement would you like to see with your mobile banking services?

a. Better security
b. Confidentiality
c. Transaction
d. Customer service

20. Do you agree mobile banking save your time?

a. Strongly disagree
b. Disagree
c. Neutral
d. Agree
e. Strongly agree

“A STUDY ON CUSTOMER PREFERENCE AND SATISFACTON TOWARDS MOBILE NETWORK SERVICE PROVIDER IN CHENNAI CITY”

A Project report submitted in the partial fulfillment of the requirement for the award of the

Degree of

BACHELOR OF COMMERCE

Submitted By

1) S. NISHANTH (Reg. No.:U20BC131)
2)D. NITHISH KUMAR (Reg. No.:U20BC132)
3)S. PAVITHRA (Reg. No.:U20BC133)
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DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "A STUDY OF THE CUSTOMER PREFERENCE AND SATISFACTION TOWARDS MOBILE NETWORK SERVICE PROVIDER IN CHENNAI CITY" is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of A. VALARMATHI ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

PLACE: CHENNAI

DATE

S. NISHANTH	**(Reg. No.:U20BC131)**
D. NITHISH KUMAR	**(Reg. No.: U20BC132)**
S. PAVITHRA	**(Reg. No.: U20BC133)**
S. PAVITHRA	**(Reg. No.: U20BC134)**
S. PAVITHRA	**(Reg. No.: U20BC135)**

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS MOBILE NETWORK SERVICE PROVIDER IN CHENNAI CITY "** submitted by **S. NISHANTH** (**Reg. No: U20BC131)**, D. **NITHISH KUMAR** (**Reg. No: U20BC132), S. PAVITHRA** (**Reg. No: U20BC133), S. PAVITHRA** (**Reg. No: U20BC134), S. PAVITHRA** (**Reg. No: U20BC135)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

A.VALARMATHI M.Com,M.Phil,Ph.D.,

Head Of The Department **(Research Supervisor)**

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CHAPTER – 1
INTRODUCTION

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INTRODUCTION

Mobile, wireless or cellular phone - a portable, handheld communications device connected to a wireless network that allows users to make voice calls, send text messages and run applications. India is the fastest growing mobile phone market in the world.

The booming telecom industry has been attracting large amount of investments in the country. A mobile service provider (MSP) is a company that offers transmission services to users of wireless devices (smart phones and tablet PCs) through radio frequency (RF) signals rather than through endto-end wire communication. The Indian telecom market is regulated by Telecommunication Regulatory Authority of India (TRAI) which acts as an independent regulator was set up in 1997 by the Indian Government.

Telecommunication policies were revised to allow private operators, companies such as Vodafone Idea, Bharti Airtel, Jio have entered the space in India. Mobile service providers have their own plans, policies, packages and corresponding rates. Although they are offered by various companies, they have only one common purpose. And that is to provide people with telecommunication services so that they could maintain good conversations either for personal purposes or for business reasons.

It is consumers' task to think about as to which company can provide him the best service.

Consumers demand a mobile phone service provider who offers the widest selection of features and excellent customer service and avoids hidden charges.

Mobile service provider means every person engaged in the business of selling mobile local 1079 telecommunication services to consumers. 1080 "Residential consumer" shall not include any consumer of mobile local telecommunication service. 1081 "Service address" means the location of the telecommunication equipment from which the 1082 telecommunication is originated or at which the telecommunication is received by a consumer. However, 1083 if the service address is not a defined location, as in the case of mobile telephones, maritime systems, 1084 air-to-ground systems and the like, service address shall mean the location of the subscriber's primary 1085 use of the telecommunication equipment within the licensed service

area. A mobile service provider may 1086 obtain a signed statement from a consumer indicating which county, city or town within the licensed 1087 service area is the location of the consumer's primary use of the telecommunication equipment. A 1088 mobile service provider shall be entitled to rely absolutely on a consumer's signed statement and shall 1089 remit the taxes collected to the county, city or town identified by the consumer. In the absence of a 1090 signed statement by a consumer, a mobile service provider shall identify the county, city or town of the 1091 consumer's primary use and shall remit the tax to such county, city or town based on any other 1092 reasonable method, including, without limitation, the consumer's billing address, service address, or 1093 telephone number within the licensed service area.

Messaging. Early networks could only deliver short text messages. This was later on extended to deliver images and other media. Messaging can also be used by the operator to program remotely the UICC (SIM).

Voice calling. The capability to place calls or be called by other mobile or fixed terminal users.

Data. The capability to exchange IP traffic between mobile devices and *packet data networks* such as the Internet.

Supplementary Services. Additional non-core services such as the capability to check and top-up your credit balance.

Mobility. Services which ensure calls and data sessions can be seamlessly handed over between cells as subscribers move from one area of coverage to the next. Also provides a way for the core network to be aware of the location of a subscriber in the network.

MEANING

A wave to and from users. It is composed of base stations that each cover a delimited area or "cell." When joined together these cells provide radio coverage over a wide geographic area. This enables a large number of portable transceivers (e.g., mobile phones, pagers, etc.) to communicate with each other and with fixed transceivers and telephones anywhere in the network, even if some of the transceivers are moving through more than one cell during transmission. mobile network route's communications in the form of radio

Mobile networks are rapidly becoming the universal service delivery vehicle for all applications. The key question is whether they can manage to keep up with the underlying bandwidth demands. The rising demand for mobile broadband services has accelerated the move to LTE and LTE-Advanced. This latest mobile technology further increases not only bandwidth but also quality requirements of the backhaul network.

User satisfaction is the degree of satisfaction provided by the services of application as measured by the number of repeat user. A user satisfaction survey is process of discovering whether or not an application's user were happy or satisfied with the services received. It may be conducted face to face, over the phone via email or internet or on handwritten forms. User answers to questions are then used to analyse whether or not changes need to be made in business operations to increase overall satisfaction of users. It is defined as "the number of users or percentage of total users, whose reported experience with a firm, it's products or its services exceeds specified satisfaction goals. In a competition market place where businesses compete for users, user satisfaction is seen as a key differentiator and increasingly has become a key element of business entity.

DEFINITION

The purpose of this study is to understand the factor influencing customer preference and satisfaction towards network service provider. More specifically, it's focus is on examining the grouped impact of the factors on user satisfaction. First, this research draws an existing research of customers preference towards their network services. Second, empirical research is conducted to discover the combined effects of different factors on customer satisfaction and on the loyalty towards their network services.

A SIM card, also known as a subscriber identity module, is a smart card that stores identification information that pinpoints a smartphone to a specific mobile network. Data that SIM cards contain include user identity, location and phone number, network authorization data, personal security keys, contact lists and stored text messages. SIM cards allow a mobile user to use this data and the features that come with them.

Without a SIM card, some phones would not be able to make calls, connect to internet services such as 4G LTE and 5G or send SMS messages. SIM cards are removable and have anywhere from 32 KB to 128 KB. Not all phones with SIM cards work the same, however. There are two distinct technologies used; GSM (Global System for Mobile communication) and CDMA (Code Division Multiple Access). GSM is the most widely adopted technology digital mobile network. Network carriers such as AT&T and T-Mobile use GSM. If a carrier uses GSM, users can remove their SIM card from a device and move it to another mobile device with all the same data and contacts on it. The network carrier will still be able to identify the user as well.

CDMA enabled phones do not need a SIM card instead, the mobile device will use an electronic serial number (ESN). Users that have a phone with an ESN cannot switch between devices as easily as users would need permission from their network carrier. Network carriers such as Sprint and Verizon use CDMA. Even though carriers such as Sprint and Verizon do not need SIM cards, SIM cards are can still be found in devices under those networks. This is because mobile devices need the use of SIM cards to use 4G LTE.A device called a SIM card reader can be used to upload data from a SIM card to a computer or other device

The first commercial automated cellular network (1G) analog was launched in Japan by Nippon Telegraph and Telephone in 1979.The antecedent to 1G technology is the mobile radio telephone (i.e., "0G"), where portable phones would connect to a centralised operated. In 1983, the first 1G cellular network launched in the United States, which was Chicago-based Ameritech using the Motorola DynaTAC mobile phone. In the early to mid 1990s, 1G was superseded by newer 2G (second generation) cellular technologies such as GSM and cdmaOne.The first global pre-commercial launch of the 3G network was in Japan by NTT Docomo in 1998, and it was branded as FOMA. Concerns about the lack of network security TeliaSonera was the first telecom operator in the world to launch 4G commercially.5g invented in 2022.

STATEMENT OF RESEARCH PROBLEM

At present, the demand for mobile phone is increasing. There are many players in the mobile phone industry. To market their services, every company is adding many new features. The subscribers are provided with various schemes of mobile phone services. And the market for mobile phone has become very competitive. There is cut throat competition between private players and public sector undertakings such as Bharat Sanchar Nigam Ltd. (BSNL). Due to poor area coverage, many mobile phone industries lost their market. Non-existence of towers in rural areas resulted in a great loss for many mobile phone industries.In this backdrop, an in-depth study on the mobile phone services throws insight into their strengths and weaknesses of factors, may suggest enhancements in appropriate areas for better functionality and/or serviceability.

There are several problems that can arise with SIM (Subscriber Identity Module) cards, including:

Network connectivity issues: One of the most common problems with SIM cards is network connectivity issues. This can include poor network coverage, dropped calls, slow data speeds, and difficulty connecting to the network.

SIM card errors: SIM card errors can occur due to a variety of reasons, such as a damaged SIM card, incorrect SIM card placement, or software errors. These errors can prevent the SIM card from working properly or prevent the device from recognizing the SIM card.

Security issues: SIM cards store sensitive user information, such as personal identification numbers (PINs) and passwords. If the SIM card is lost or stolen, this information can be at risk of being accessed by unauthorized individuals.

Compatibility issues: SIM cards may not be compatible with all devices, especially older devices. This can make it difficult to switch between devices or upgrade to newer devices.

Subscription issues: SIM cards may have subscription issues such as incorrect billing, renewal problems or confusion with plan offerings.

These are just a few examples of problems that can arise with SIM cards. Many of these issues can be resolved by contacting the network provider or by following troubleshooting steps provided by the device manufacturer.

OBJECTIVES OF THE STUDY

1. To study the prominent factors which influence the choice of mobile service provider.
2. To find out customer satisfaction towards various mobile network service.
3. To find out which service provider influences more customers.
4. To offer suggestions to solve the problems.

SCOPE OF THE STUDY

The main aim of the study is to establish a platform to examine the customer preferences for the selected mobile networks. The study also extends to understand the factors influencing to use the particular mobile network service.

SIM (Subscriber Identity Module) cards are small, portable memory chips that are widely used in mobile devices such as smartphones, tablets, and other cellular-enabled devices. The primary function of a SIM card is to authenticate the user and provide access to mobile network

services, such as voice calling, texting, and mobile data. SIM cards also store information such as contacts, text messages, and other personal data.

The scope of SIM cards is global, as they can be used in any compatible mobile device anywhere in the world. This makes them highly convenient for the travellers, who can simply swap out their local SIM card for an international one to access affordable voice and data services while abroad.

In addition to their use in mobile devices, SIM cards are also used in other applications such as internet of things (IoT) devices, smartwatches, and other wearable devices that require cellular connectivity. SIM cards are also used in certain types of industrial and enterprise applications, such as remote monitoring and tracking of assets.

Overall, the scope of SIM cards is wide-ranging, as they are an essential component of mobile communication and connectivity in today's interconnected world.

RESEARCH METHODOLOGY

The study is conducted among customers aging between 18-30 which are mostly students to infer their consumption of different mobile network service providers. The study is conducted through distribution of questionnaires online and a total of 70 responses were collected.

The study has used both primary data and secondary data.

Primary data : The primary data has been collected through random sampling, from the sample respondents through the schedule with the help of a questionnaire which was distributed online.

Secondary data : The secondary data has been collected from standard reference book and various websites.

Tools used for analysis : The tools for data analysis are tables, and pie charts.

LIMITATIONS OF THE STUDY

1. The cost of setting up cellular network infrastructure is higher.

2. The capacity is lower and depends on channel/multiple access techniques employed to serve subscribers.
3. Physical obstruction, climatic conditions, and inclement weather all have an effect on wireless communication.

CHAPTERISATION SCHEMES

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INTRODUCTION

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Chapter 5 :

FINDINGS, SUGGESTIONS & CONCLUSIONS

CHAPTER – 2
REVIEW OF LITERATURE

CHAPTER - 2

REVIEW LITERATURE

REVIEW OF LITERATURE

1. **Robert Ford et al (2001)** in their article titled, “Delivering excellent service lessons from the best firms “have stated that Many companies view investing in complaint handling as a way to enhance customer commitment and foster loyalty. However, these companies often lack the necessary knowledge to effectively address service failures and understand the effects of complaint handling strategies. They tend to adopt a "brand equity" perspective, in which satisfaction with complaint handling is seen to directly influence trust and commitment, but fail to fully consider the negative effects of poor complaint handling. The implications of these findings for managers and scholars have also been explored.

2. **Carsten Fink et al (2001)** in their study titled “Liberalising Basic Telecommunications the Asian Experience “According to research on "The Asian Experience," even though there has been a shift away from traditional public monopolies, many Asian governments are still reluctant to permit unbridled market entry, remove restrictions on private and foreign ownership, and establish robust independent regulatory bodies. To achieve comprehensive reform, there has been an implementation of measures such as privatization, competition, and regulation, resulting in noteworthy improvements in main line availability, service quality, and labour productivity.

3. **Raj Kumar Paulrajan and Harish Rajkumar (2011)** in their study examine the perception choice in selecting the cellular mobile telecommunication service providers. The result of the study indicates that in selecting the telecommunication service provider, communication and price has a significant impact in choice of the consumer preference nevertheless the product quality and availability has a significant impact in selecting the mobile telecommunication service provider.

4. **Lumbered and orgard10 (2013)** in their study on “Entry in Telecommunication: consumer loyalty, price sensitivity and Access prices” have stated that Telecommunication services can be perceived as undifferentiated products, leading to

customers not always being price sensitive. Brand loyalty can often play a dominant role in consumer preferences. This is especially evident in cases where consumers are still loyal to old monopolies. However, it is important to note that price fairness and quality service also play a significant role in customer satisfaction within the communication sector.

5. **Aderamola (2013),** a Subscriber Identification Module is an integrated circuit that securely stores an international mobile subscriber identity and related key. It is used to identify and authenticate subscribers on mobile devices, such as mobile phones. The SIM card contains a unique serial number, international mobile subscriber authentication, temporary information related to the local networks, and a list of the services that a user has access to. When inserted into a mobile phone, the SIM allows calls to be made and received, as well as the reception and sending of small message services to others . The SIM is a symbol of identity and allows a subscriber to identify a caller and the person who has sent a message. Vital information is also stored and protected on the SIM. Due to the importance of the SIM to both network providers and subscribers, provisions have been made for retrieval in case of loss or damage . All network providers have developed a welcome back package for reactivating SIM cards of prepaid customers whose SIMs may have been stolen or damaged. Nurudeen observed that many subscribers have had their SIM cards retrieved at some point, with 6 in every 10 subscribers to various networks having done.

6. **Kumar Ratnesh and AmitKansal (2013)** have studied the Indian telecom industry by concentrating on mobile service providers, and observed that there is high competition among the players in the industry. All the players were giving special offers and schemes as per the market conditions to maximize their subscriber base. Competition in telecom industry was heating up, now it's time for Indian telecom players to align up in the new dynamic business environment. According to the results, the most important determinants for consumers' satisfaction and their foster recommendation (positive word of mouth) to others were Customized VASs, Convenience, Network Coverage and Call tariff.

7. **Cohen et al. (2014)** noted that in the first decade of the new millennium, researchers focused on identifying consumer behaviour during the decision-making process, the motivations that influenced their decisions, and how expectations and perceptions affected their satisfaction and loyalty to a product or tourism destination. However, the

emergence of the Internet has enabled tourists to become active participants in creating their own unique experiences, which has changed their behaviour in line with the service-dominant logic theory. Tourists now engage with online content at every stage of the travel cycle, from pre-consumption to consumption and post-consumption. Therefore, it is essential to develop methods that can comprehend and predict these behaviours, as it plays a crucial role in the future success of tourism companies and destinations.

8. **University of Western Australia (2015)** conducted a study on the factors that prompt mobile phone customers to switch from being loyal to a provider. The researchers, Richard Lee and Jamie Murphy, found that various determinants influence the customers' decision to switch, including price, technical service quality, functional service quality, and switching costs. However, the study determined that price is the most significant factor that drives customers to switch their loyalties to another provider.2008, Mohammed Sohel Islam conducted a study to investigate how switching cost, corporate image, trust, and customer loyalty are related. The findings revealed that all the independent variables have some level of association with the dependent variable. However, trust emerged as the variable with the most substantial relationship with customer loyalty.

9. **Leo Franklin L. and Ambika S. (2015)** conducted a comparative study on Customer Preference of Mobile Service Providers with Selected Service Providers. They have stated that there is a stiff competition prevailing among the service providers. Since there is a marginal difference between the services rendered by the cellular service providers there is more possibility for the subscriber to switch from one service provider to another based on convenience. They have realized that it is very essential for the mobile service provider to understand the customer preferences and the influence of various demographic variables behind that influence. They have compared the customer preference on mobile communication with reference to service provided by private and public sector.

10. **Katleho E. Thokoa and Kalebe M. Kalebe (2015)** conducted a study on "Students' Satisfaction with Mobile Phone Services at National University of Lesotho". They have selected the sample of 100 students of National University of Lesotho using non-probability convenience sampling technique. Their results showed that the students to the extent of 37 per cent of the samples have switched from their first service provider

to another. Higher call charges and poor network quality were the major reasons for switching from one service network provider to another.

11. **Arun Prasath R. and Vijayadurai J. (2016)**, in their study on 'A Study on Consumer Attitude towards mobile Phone Service Providers in Tamil Nadu' examined the consumers' attitude towards various services offered by mobile service provider. They found that prepaid SIM card was bought by majority of the respondents. Value added services in Airtel and Vodafone have satisfied the respondents to a great extent. **Kumar (2017)** in their titled "New Era in Telecommunication: The study of Reliance

12. **JIO"** have stated that in recent days the objectives of business are consumer satisfaction and to meet the consumer expectations by providing good services. Customer ratings have the huge impact. If the ratings dip, they warn of problems that can affect sales and profitability. As research on consumption experience grows, evidence suggests that consumer purchased products for a combination of two types of benefits: Hedonic and utilitarian. Thus, we can say that reliance JIO is a very successful brand and also providing customer satisfaction as the main thing for the company and it will be successful in overseas market in upcoming years and it possesses wide network coverage, attractive 4G schemes and customer services as well as lifetime roaming services.

13. **JapaAsritha Reddy and MuraliDharshan (2019)** their main objective was to investigate customer perceptions of online buying and identify the key factors that affect consumers' decisions and evaluations. The research's The three factors that have the most influence on consumer behaviour are trust, price, and convenience.

CHAPTER – 3
COMPANY PROFILE

CHAPTER - 3

COMPANY PROFILE BHARTI AIRTEL

Bharti Airtel Limited is a leading global telecommunications company with operations in 16 countries across Asia and Africa. It is headquartered in New Delhi, India. The company ranks amongst the top three mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long-distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce.

- Operations in 16 countries across Asia and Africa
- Customer base of >342 million in India
- Total wireless and wireline subscriber base stood at 198.23 million and 3.54 million, respectively, as of July 2021
- Consolidated total income stood at Rs. 1,006,158 million

In 1984, Sunil Mittal started assembling push-button phones in India, which he earlier used to import from a Singaporean company, Singtel, replacing the old-fashioned, bulky rotary phones that were in use in the country then. Bharti Telecom Limited (BTL) was incorporated and entered into a technical tie-up with Siemens AG of Germany for the manufacture of electronic push-button phones. By the early 1990s, Bharti was making fax machines, cordless phones and other telecom gear. He named his first push-button phone as 'Mitbrau'.

In 1992, he successfully bid for one of the four mobile phone network licenses auctioned in India. One of the conditions for the Delhi cellular licenses was that the bidder have some experience as a telecom operator. So, Mittal clinched a deal with the French telecom group Vivendi. He was one of the first Indian entrepreneurs to identify the mobile telecom

business as a major growth area. His plans were finally approved by the Government in 1994 and he launched services in Delhi in 1995, when Bharti Cellular Limited (BCL) was formed to offer cellular services under the brand name AirTel. Within a few years, Bharti became the first telecom company to cross the 2 million mobile subscriber mark. Bharti also brought down the STD/ISD cellular rates in India under the brand name 'India one'.

In 1999, Bharti Enterprises acquired control of JT Holdings, and extended cellular operations to Karnataka and Andhra Pradesh. In 2000, Bharti acquired control of Skycell Communications, in Chennai. In 2001, the company acquired control of Spice Cell in Kolkata. Bharti Enterprises went public in 2002, and the company was listed on Bombay Stock Exchange and National Stock Exchange of India. In 2003, the cellular phone operations were re-branded under the single Airtel brand. In 2004, Bharti acquired control of Hexacom and entered Rajasthan. In 2005, Bharti extended its network to Andaman and Nicobar. This expansion allowed it to offer voice services all across India.

Airtel launched "Hello Tunes", a caller ring back tone service (Ringing Tone), in July 2004 becoming the first operator in India to do so. The Airtel theme song, composed by A.R. Rahman, was the most popular tune in that year.

In May 2008, it emerged that Airtel was exploring the possibility of buying the MTN Group, a South Africa-based telecommunications company with coverage in 21 countries in Africa and the Middle East. *Financial Times* reported that Bharti was considering offering US$45 billion for a 100% stake in MTN, which would be the largest overseas acquisition ever by an Indian firm. However, both sides emphasize the tentative nature of the talks, while *The Economist* magazine noted, "If anything, Bharti would be marrying up," as MTN has more subscribers, higher revenues and broader geographic coverage. However, the talks fell apart as MTN Group tried to reverse the negotiations by making Bharti almost a subsidiary of the new company.[15] In May 2009, Bharti Airtel again confirmed that it was in talks with MTN and the companies agreed to discuss the potential transaction exclusively by 31 July 2009. Talks eventually ended without agreement, some sources stating that this was due to opposition from the South African government.

Logo used by Airtel from 1994 to 2002



Logo used by Airtel until November 2010



In 2009, Bharti negotiated for its strategic partner Alcatel-Lucent to manage the network infrastructure for the fixed-line business. Later, Bharti Airtel awarded the three-year contract to Alcatel-Lucent for setting up an Internet Protocol access network across the country. This would help consumers access internet at faster-speed and high-quality internet browsing on mobile handsets.

In 2009, Airtel launched its first international mobile network in Sri Lanka. In June 2010, Bharti acquired the African business of Zain Telecom for $10.7 billion making it the largest ever acquisition by an Indian telecom firm. In 2012, Bharti tied up with Walmart, the US retail giant, to start a number of retail stores across India. In 2014, Bharti planned to acquire Loop Mobile for ₹7 billion (US$88 million), but the deal was called off later.

On 18 November 2010, Airtel rebranded itself in India in the first phase of a global rebranding strategy. The company unveiled a new logo with 'airtel' written in lower case. Designed by London-based brand agency, Superunion, the new logo is the letter 'a' in lowercase, with 'airtel' written in lowercase under the logo. On 23 November 2010, Airtel's Africa operations were rebranded to 'airtel'. Sri Lanka followed on 28 November 2010 and on 20 December 2010, Warid Telecom rebranded to 'airtel' in Bangladesh.

JIO

Reliance Jio Infocomm Limited, doing business as Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. Jio consists of powerful broadband networks, useful applications, best-in-class services and smart devices distributed to every doorstep in India. Jio's media offerings include the most comprehensive libraries and programmes of recorded and live music, sports, live and catch up television, movies and events. Jio is about creating connected intelligence for 6 billion global minds to unleash the power of a young nation. The three-pronged focus on broadband networks, affordable smartphones and the availability of rich content and applications. Today, Jio is capable of offering a unique combination of telecom, high speed data, digital commerce, media and payment services.

- Third largest telecom-operator in India
- 426.2 million subscribers until FY21
- Total wireless and wireline subscriber base stood at 443.61 million and 3.47 million, respectively, as of July 2021.
- Lowest call drops in the country
- Net profit stood at Rs. 3,508 crore (US$ 472.54 million) in the fourth quarter of FY21



Prime Minister Narendra Modi visits the stall of Jio with Ashwini Vaishnaw, Minister of Railways and Communications along with Mukesh Ambani and Akash Ambani on October 1, 2022.

The company was registered in Ambawadi, Ahmedabad, Gujarat on 15 February 2007 as Infotel Broadband Services Limited (IBSL). In June 2010, Reliance Industries (RIL) bought a

95% stake in IBSL for ₹4,800 crore (equivalent to ₹91 billion or US$1.1 billion in 2020). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013.

In June 2015, Jio announced that it would start its operations throughout the country by the end of 2015. However, four months later in October, the company postponed the launch to the first quarter of the financial year 2016–2017.

Later, in July 2015, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of a pan-India license to Jio by the Government of India. The PIL also alleged that the firm was being allowed to provide voice telephony along with its 4G data service, by paying an additional fee of just ₹165.8 crore (US$21 million) which was arbitrary and unreasonable, and contributed to a loss of ₹2,284.2 crore (US$290 million) to the exchequer. The Indian Department of Telecommunications (DoT), however, explained that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

The 4G services were launched internally on 27 December 2015. The company commercially launched its 4G services on 5 September 2016, offering free data and voice services until 31 December, which was later extended until 31 March 2017. Within the first month, Jio announced that it had acquired 1.6 crore (16 million) subscribers and has crossed 5 crore (50 million) subscriber mark in 83 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017, it had about 13 crore (130 million) subscribers.

On 5 October 2022, it has launched 5G services to Delhi, Mumbai, Kolkata and Chennai. Varanasi, Siliguri, Bangalore, Hyderabad and Nagpur. As of March 2023, Jio 5G service was available in 365 cities across India. As of April 2023, 5G service was available across 2,500+ cities in India.

VODAFONE IDEA

Vi or Vodafone Idea Limited is an Indian telecom operator with its headquarters based in Mumbai and Gandhinagar. It is a pan-India integrated GSM operator offering 2G, 3G, 4G, 4G+, VoLTE, and VoWiFi service.

On 31 August 2018, Vodafone India merged with Idea Cellular, to form a new entity named Vodafone Idea Limited.

On 7 September 2020, Vodafone Idea unveiled its new brand identity, 'Vi' which involves the integration of the company's erstwhile separate brands 'Vodafone' and 'Idea' into one unified brand.

As per to the latest data published by the telecom regulator TRAI, Vi had the lowest upload speed of 0.28 Mbps speed in May 2021.

As of 31 October 2021, Vi has a subscriber base of 269.03 million,making it third largest mobile telecommunications network in India and 10th largest mobile telecommunications network in the world.



In March 2017, it was announced that Idea Cellular and Vodafone India would merge. The merger got approval from the Department of Telecommunications in July 2018. On 30 August 2018, National Company Law Tribunal gave the final nod to the Vodafone-Idea merger It was completed on 31 August 2018, and the new entity was named Vodafone Idea Limited. Under the terms of the deal, the Vodafone Group held a 45.2% stake in the combined entity, the Aditya Birla Group held 26% and the remaining shares were to be held by the public.[16] Vi lost a significant number of gross and active subscribers in the month of August 2020 after the merger. Until 7 September 2020, Vodafone Idea Limited operated two separate brands: *Vodafone* and *Idea* who both operated pre-paid and post-paid GSM service. On 3 February 2023, the Government of India ordered the company to convert its interest dues worth 161.33 billion Indian Rupees ($1.96 billion) to equity at the rate of 10 rupees per share, thus making the government the single biggest shareholder in the company.

Bharat Sanchar Nigam Limited (BSNL)

Bharat Sanchar Nigam Limited (BSNL) is a technology-oriented company Incorporated on September 15, 2000 and provides all types of telecom services namely telephone services on wireline, wireless local loop (WLL) and mobile, broadband, internet, leased circuits and longdistance telecom service. The company has been in the forefront of technology with 100% digital technology switching network. BSNL's nation-wide telecommunications network covers all district headquarters, sub-divisional headquarters, Tehsil headquarters and almost all the block headquarters.As of April 2019, it had about 29.63-million-line basic telephone capacity, 1.39 million WLL capacity, 114.62 million GSM capacity, 31,611 fixed exchanges, 1,46,172 GSM BTSs, 95 Satellite Stations, 8,49,990 route kilometre (RKm) of OFC, 2,548 RKm of microwave network.

- 100% government owned Public Sector Undertaking
- Workforce of around 186,000
- Total wireless and wireline subscriber base stood at 17.89 million and 5.83 million, respectively, as of July 2021.
- Total income stood at Rs. 876,144 lakh (US$ 1.19 billion) in the first half of FY21

Bharat Sanchar Nigam Limited is India's government enterprise and its history can be traced back to the British India. The foundation of telecom network in India was laid by the British sometime during the 19th century. During the British era, the first telegraph line was established between Calcutta and Diamond Harbour in 1850. The British East India Company started using the telegraph in 1851 and until 1854 telegraph lines were laid across the country.

In 1854, the telegraph service was opened to the public and the first telegram was sent from Mumbai to Pune. In 1885, the Indian Telegraph Act was passed by the British Imperial Legislative Council. After the bifurcation of Post and Telegraph department in the 1980s, the creation of Department of Telecom eventually led to the emergence of the government owned telegraph and telephone enterprise which led to the foundation of BSNL.

For 160 years, BSNL had operated the public telegram service. In 2010 the telex network between its 182 offices was replaced with the "Web Based Telegram Messaging System" which relied on internet connections rather than telex lines (which are more reliable where power outages are more common). This led to a decline in service, and the company applied the title "diminished service" to telegrams in 2010. Finally on 15 July 2013 the public telegram service was shut down completely

INDUSTRY PROFILE

In the last ten years, the mobile revolution has truly changed the socio-economic landscape India and played a pivotal role in the growth and development of the economy. According to Cellular Operator Association of India (COAI), India ranks between the top ten telecom network in the world and the second largest in Asia. India is also one of the fastest growing markets in mobile communications. Telecom Regulatory Authority of India's report on Telecom Services Performance (TRAI, 2010) indicates cellular mobile subscriber base touching 635.71 million in June 2010. Growth in India's mobile telephone sector has been nothing short of spectacular in the past few years, aided by higher subscriber volumes, lower ta-riffs and falling handset prices. India is home to a number of global mobile operators working with local companies and mobile market has consistently experienced very high annual growth rates with the continuous decline in tariff.

MARKET SIZE

India is the world's second-largest telecommunications market. The total subscriber base, wireless subscriptions as well as wired broadband subscriptions have grown consistently. Tele-density stood at 85.91%, as of December 2021, total broadband subscriptions grew to 792.1 million until December 2021 and total subscriber base stood at 1.18 billion in December 2021.

Gross revenue of the telecom sector stood at Rs. 64,801 crore (US$ 8.74 billion) in the first quarter of FY22.

The total wireless data usage in India grew 16.54% quarterly to reach 32,397 PB in the first quarter of FY22. The contribution of 3G and 4G data usage to the total volume of wireless data usage was 1.78% and 97.74%, respectively, in the third quarter of FY21. Share of 2G data usage stood at
0.48% in the same quarter.

Over the next five years, rise in mobile-phone penetration and decline in data costs will add 500 million new internet users in India, creating opportunities for new businesses.

ROUST DEMAND

- In India, the total subscriber base stood at 1178.41 million in December 2021.
- Tele-density of rural subscribers reached 44.40% in December 2021. From around 4,200 petabytes in 2018, India's overall wireless internet data usage has increased by almost 7x to 32,397 petabytes in 2021.
- Also, India is one of the biggest consumer of data worldwide. As per TRAI, average wireless data usage per wireless data subscriber was 11 GB per month in FY20.

POLICY SUPPORT

The Union Cabinet approved Rs. 12,195 crore (US$ 1.65 billion) production-linked incentive

(PLI) scheme for telecom & networking products under the Department of Telecom. On October 14, 2021, 31 companies comprising 16 MSMEs and 15 Non-MSMEs (eight domestic and seven global companies) have been approved under the Production-linked Incentive (PLI) Scheme. To drive the development of 6G technology, the Department of Telecommunications (DoT) has developed a sixth generation (6G) innovation group.

INCREASING INVESTMENTS

- In Union Budget 2022-23 the Department of Telecommunications was allocated Rs. 84,587 crore (US$ 11.11 billion). Revenue expenditure was allocated 36% and capital expenditure 64%.
- FDI inflow in the telecom sector stood at US$ 38.25 billion between April 2000-December 2021.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATIONS

CHAPTER - 4

DATA ANALYSIS & INTERPRETATION

4.1 GENDER OF RESPONDENTS

GENDER	No. Of Respondents	% of Respondents
Female	28	39%
Male	42	61%
Total	**70**	100%

Table 4.1

Gender:

70 responses

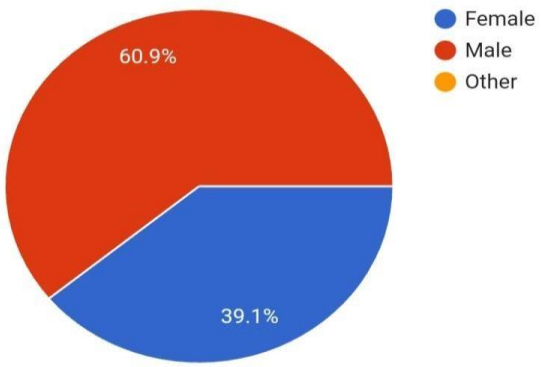


Chart 4.1

INTERPRETATION

- The primary data is collected from a total of 70 respondents
- 39% of the respondents are female
- 61% of the respondents are male

4.2. AGE GROUP OFRESPONDENTS

AGE GROUPS	No. of respondents	% of respondents
Below 20	28	39%
20 - 25	33	47%
26 - 30	7	11%
Above 30	2	3%
Total	**70**	**100%**

Table 4.2

Age Group:

70 responses

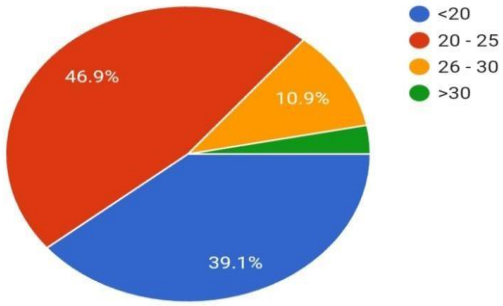


Chart 4.2

INTERPRETATION

- 47% of the respondents are in age group of below 20 - 25 years
- 11% of the respondents are in age group of 26 - 30 years
- 39% of the respondents are aged below 20 years
- 3% of the respondents are aged above 30

4.3 OCCUPATIONAL STATUS OF RESPONDENTS

OCCUPATIONAL STATUS	No. of respondents	% of respondents
Student	43	63%
Employer	4	6%
Employee	19	25%
Home maker	4	6%
Total	**70**	**100%**

Table 4.3

Occupation of the Respondent

70 responses

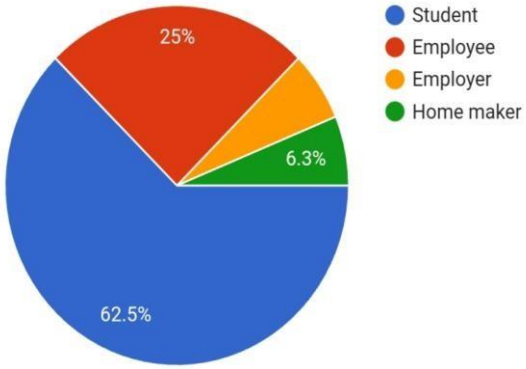


Chart 4.3

INTERPRETATION

- The majority of the respondents are students which consists of 63%
- 6% of the respondents are employers and home makers
- 25% of the respondents are employees

4.4 PREFERED MOBILE NETWORK SERVICE PROVIDERS

PREFERENCE	No. of Respondents	% of respondents
Airtel	32	45%
Jio	31	44%
Vodafone Idea (VI)	5	8%
BSNL	2	3%
Total	**70**	**100%**

Table 4.4

Mobile network:

70 responses

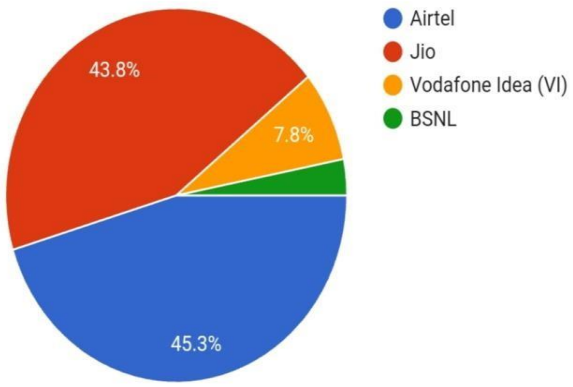


Chart 4.4

INTERPRETATION

Out of the 70 respondents, Airtel is the most popular being by 45% respondents followed by Jio 44%. Vodafone Idea (VI) is used by 8% of the respondents. Bharat Sanchar Nigam Limited (BSNL) is used by 3% of respondents.

4.5 TYPE OF CONNECTION

Connection Type	No. Of Respondents	% of Respondents
Prepaid	66	97%
Postpaid	4	3%
Total	**70**	**100**

Table 4.5

Type of connection:

70 responses

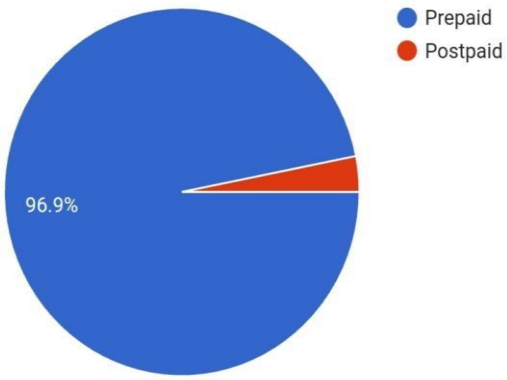


Chart 4.5

INTERPRETATION

Out of the 70 respondents, majority of them are using prepaid connection about 97% and only 3% respondents uses postpaid connection.

4.6 SCHEMES

Schemes	No. Of Respondents	% of Respondents
Life time	5	8%
Students pack	4	6%
Normal monthly plan	61	86%
Total	**70**	**100%**

Table 4.6

Schemes:

70 responses

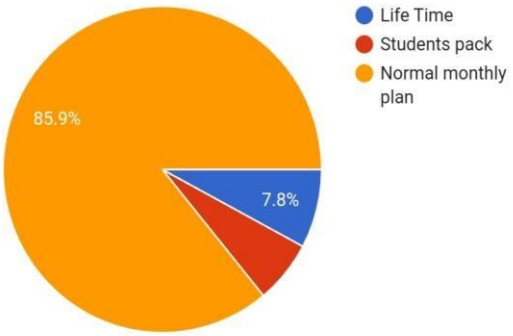


Chart 4.6

INTERPRETATION

From the above table majority of the respondents use normal monthly plan with 86%.

And 8% of them use life time pack and 6% of the respondents use students pack.

4.7 LONGEVITY

Periods	No. Of Respondents	% of Respondents
Less than 1 year	6	9%
1 - 2 year	26	37%
More than 2 years	38	53%
Total	**70**	**100%**

Table 4.7

Periods:

70 responses

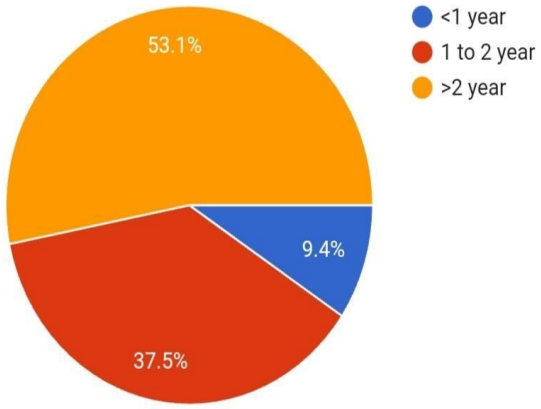


Chart 4.7

INTERPRETATION

From the above table Maximum no of respondents are using their mobile networks for more than 2 years followed by 1 to 2 years. Only 9% of the respondents uses their mobile network less than 1 year.

4.8 ON THE BASIS OF AFFORDABILITY

Mobile Networks	No. Of Respondents	% of Respondents
Airtel	28	39%
Jio	34	48%
Vodafone Idea (VI)	4	6%
BSNL	4	6%
Total	**70**	**100%**

Table 4.8

Affordability:

70 responses

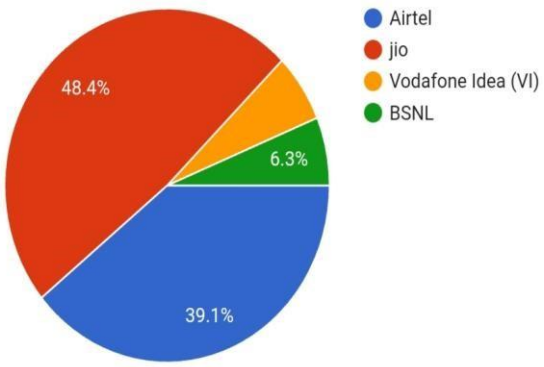


Chart 4.8

INTERPRETATION

From the above chart, Jio network is more affordable with 48% of the respondents followed by Airtel with 39%.

4.9 CUSTOMER'S SATISFACTION

Satisfaction	No. Of Respondents	% of Respondents
Yes	62	92%
No	8	8%
Total	**70**	**100%**

Table 4.9

Satisfaction of customers:

70 responses

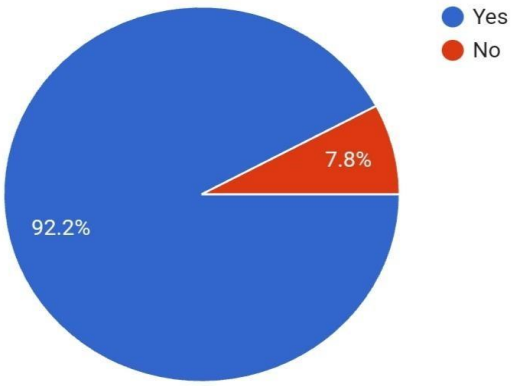


Chart 4.9

INTERPRETATION

From the above chart, 92% of the respondents are satisfied with their current Mobile network service provider.

4.10 IDEA OF SHIFTING MOBILE NETWORK SERVICE PROVIDERS

Idea to Shift	No. Of Respondents	% of Respondents
Yes	44	64%
No	26	36%
Total	**70**	**100%**

Table 4.10

Idea of Shifting:

70 responses

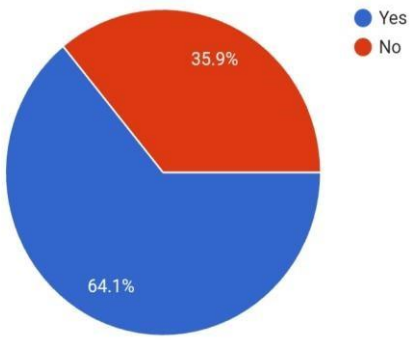


Chart 4.10

INTERPRETATION

Out of 70 respondents, 64% of the respondents have the idea to change their current Mobile network.

4.11 REASONS FOR SHIFTING

Reasons	No. Of Respondents	% of Respondents
High cost	10	18%
Slow internet	16	26%
No offers	3	2%
Any other	31	54%
Total	**70**	**100**

Table 4.11

Reasons: 70 responses

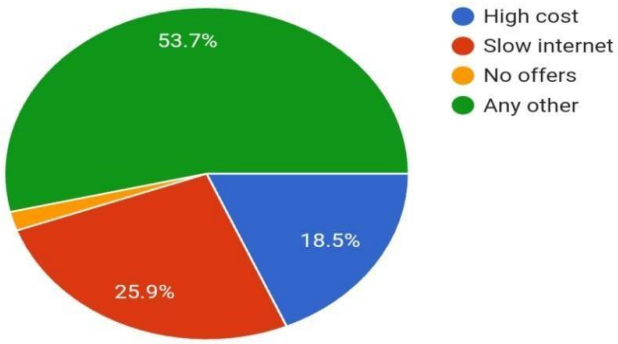


Chart 4.11

INTERPRETATION

From the above table, 54% of the respondents have other readings for changing their network while 26% of the respondents have the issue of slow internet. Followed by 18% for high cost and only 2% choose to change because of no offers.

CHAPTER – 5

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER - 5
FINDINGS, SUGGESTIONS & CONCLUSIONS

FINDINGS

1. It is found from the study that the majority of the respondents have given top preference to Airtel and Jio network and least preference to Vodafone Idea (VI) and Bharat Sanchar Nigam Limited (BSNL) in preferring the network service providers.
2. With the increasing competition and technology, the expectation of the customers has increased to a large extent.
3. The customers are quiet comfortable to switch their service providers to a new one in the market.
4. BSNL need to work more on the lines of their counter players in the market.
5. The main expectation is to get better services at lower cost.
6. Network quality is one of the most important drivers of overall service quality, and customer satisfaction.
7. It is found from the study that the majority of the respondents have given top preference to service quality, price affordability and customer care service and least preference to promotional offers in preferring the mobile network service providers.

SUGGESTIONS

1. It is found from the study that the majority of the respondents have given top preference to Airtel and Jio. Hence it is suggested that the other service providers (BSNL and Vodafone Idea (VI)) have to focus on improving their service quality, responsiveness, attractive offers, customer care service and impactful advertisement in order to widen their subscriber's base and capture more customers and market share.
2. It is found from the study that the majority of the respondents have given top preference to the service quality. Service quality of the network plays a vital role. Hence it is suggested that the operators have to maintain proper service quality in the call connectivity, Fulfilling their expectation, value added service offered by them including mobile data, caller tune, dry run, playback etc.
3. Service operators should promote more sales promotion schemes with various alternatives of payments and other packages.

4. Mobile service providers give more offers in the data usage and voice call tariff. It helps to attracts new customers and increase sales volume of the company.
5. Marketing of offers and service quality is essential for any successful business. So mobile network providers must take effort to popularize the service, service differentiation through appropriate publicity measures.

CONCLUSION

The Indian mobile telephony market has grown at a rapid speed in the last decade. Declining the call tariffs and favourable regulatory policies have led to a tremendous increase in the subscribers' base. Proper identification of the Customer preferences will facilitate the favourableness towards the various mobile service providers. Continuous research on consumers will enhance the customer satisfaction. The present research focuses on the study of customer preferences with the special reference to the mobile network users in Chennai city. The study has been carried out to find out the most preferred mobile network service provider and the factors influencing to use the particular mobile network service. The results revealed that, Airtel and Jio are the most preferred mobile network service providers. Service quality, Price affordability and customer care service are the most influencing factors in the selection of a particular mobile network service provider. If these suggestions are considered by the respective mobile network service providers and it would certainly help to improve the service quality of the mobile network service providers and also it improves the level of satisfaction of the mobile network users.

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QUESTIONNAIRE

1. NAME_____

2. E-MAIL ID_____

3. GENDER

a) Female

b) Male

c) Other

4. AGE GROUP

a) Below 20

b) 20 - 25

c) 26 - 30

d) Above 30

5. OCCUPATION OF THE RESPONDENT

a) Student

b) Employer

c) Employee

d) Home maker

6. PROVIDERS

a) Airtel

b) Jio

c) Vodafone Idea (VI)

d) BSNL

7. TYPE OF CONNECTION

a) Prepaid

b) Postpaid

8. WHICH SCHEME ARE YOU USING?

a) Life time

b) Students pack

c) Normal monthly plan

9. HOW LONG ARE YOU USING THE MOBILE NETWORK?

a) Less than 1 year

b) 1 - 2 years

c) More than 2 years

10. WHICH NETWORK SERVICE PROVIDER IS MORE AFFORDABLE?

a) Airtel

b) Jio

c) Vodafone Idea (VI)

d) BSNL

11. ARE YOU SATISFIED WITH YOUR CURRENT NETWORK?

a) Yes

b) No

12. IN THE NEAR FUTURE DO YOU HAVE ANY IDEA TO SHIFT FROM THE CURRENT NETWORK?

a) Yes

b) No

13. IF YES, WHY?

a) High cost

b) Slow internet

c) No offers

d) Any other

A STUDY ON IMPACT OF PROFITABLILTY IN TATA MOTORS AND MARUTHI SUZUKI

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

1) PERUMAL V (Reg. No.: U20BC136)
2) PONSELVAM J (Reg. No.: U20BC137)
3) PRABAKARAN R (Reg. No.: U20BC138)
4) PRABHAKARAN K (Reg. No.: U20BC139)
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Under the guidance of

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DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "**A STUDY ON IMPACT OF PROFITABILITY IN TATA MOTORS AND MARUTI SUZUKI**" is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of A. VALARMATHI M.Com, M.Phil., Ph. D., ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

PERUMAL V	**(Reg. No.:U20BC136)**
PONSELVAM J	**(Reg. No.:U20BC137)**
PRABAKARAN R	**(Reg. No.:U20BC138)**
PRABHAKARAN K	**(Reg. No.:U20BC139)**
PRADEEPRAJ R	**(Reg. No.:U20BC140)**

PLACE: CHENNAI

DATE :

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"A STUDY ON IMPACT OF PROFITABILITY IN TATA MOTORS AND MARUTI SUZUKI"** submitted by **PERUMAL V** (**Reg. No: U20BC136**),**PONSELVAM J** (**Reg. No: U20BC137), PRABAKARAN R** (**Reg. No: U20BC138), PRABHAKARAN K** (**Reg. No: U20BC139), PRADEEPRAJ R** (**Reg. No: U20BC140)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai
Date :

A. VALARMATHI M.Com, M.Phil., Ph. D.,
(Research Supervisor)

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V PERUMAL
J PONSELVAM
R PRABAKARAN
K PRABHAKARAN
R PRADEEPRAJ

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CHAPTER – I

(INTRODUCTION AND DESING OF THE STUDY)

Introduction and design of study

1.1 Introduction:

India is the third major hub in global map for production of automobiles, preceded by Japan and Germany by turnover. All major automobile producing companies in the world have set up plants in India. Many more are queuing up to set up their production base in India, awaiting statutory and procedural clearances from the country.

Thus, India is the preferred destination for automobile manufacturers due to fast-track clearances and approval, availability of physical and labour resources and availability of technology at cheaper cost. Therefore, automobile industry in India is continuously marching with high sales and profits and it is expected that the industry grows in leaps and bounds in the years to come.

The industry significantly contributes to the India's growth, in terms of taxes, foreign exchange, employment and world class products and services to the people globally. The survival and growth of any business depends on how it satisfies its customers by its products and services. Hence, supplying good quality of products or providing quality services at affordable price to the customers' needs a special focus from business perspective. Further, the business has to incur costs on all factors that facilitate cost of production and sale of its goods and services.

At the same time, the business shall not compromise the quality of goods and services in the quite of cost reduction and control, lest it will not find customers in the midst of cut-throat competition in the market. So, the business has to maintain a proper balance between cost and quality and if it does so, then it finds a prominent place in the market by reaping good profits and dividends.

The above said concept is true in the case of all industries in India, especially automobile industry as operating auto industry involves huge and substantial cost of funds. In this context, the concept of leverage come into play, that is, leverage leads the industry to see that how cost can be used as a tool to control and reduce the overall cost of funds in business operations that ultimately results in profit maximisation and serving the economic and financial stakeholders.

Hence, the present study is all about how a leverage impacted the profitability of automobile industry and serves the economic and financial interests of all the stakeholders over the years.

1.2 Objectives:

The primary objectives of the study is to analyse the impact of leverages of profitability of TATA Motors Limited and Maruti Suzuki Limited (herein referred to as selected companies). This primary objective is further classified as under:

- To study and compare the financial leverage of the selected companies.
- To study and compare the operating leverage of the selected companies.
- To study and compare the financial leverage and operating leverage together, that is, combined leverage of the selected companies.
- To study and compare the impact of leverages on the profitability of the selected companies.
- To study and compare the impact of leverages on the profitability of the selected companies.
- To offer fundings, suggestions, conclusion, and scope for further study.

1.3 Statement of problem:

The available literature and data suggest that financial leverage is one of the factors that affect the firm's profitability. It comprises the capital structure decisions. It has been observed that most of the times managers of the company use some extent of debt and some extent of equity to finance their assets. There for right choice of the combination of debt and equity is very important for the manager of any company. Those companies who dislike to borrow funds for the financing of their assets have to rely completely on equity financing therefore they are free from any fixed number of charges to pay which means there is no financial leverage associated with that company.

Financial leverage ratio tells the extent to which company has used borrowed money in order to finance its capital structure. If firm borrowed more money from creditors, then firm has to pay more amount of cost of debt to the creditor which is called interest rate which leads to the less net income for the firm which means lower profitability. In economic boom period, higher financial leverage gives benefits to the firm but on the other hand, in economic recession this

financial leverage has adverse impact on firms' profitability. This could be happened because there will be less sale volume in economic recession which make the firm unable to cover the interest payments to the creditors. The role of financial leverage in magnifying the return of the shareholders is based on the assumptions that the fixed charged funds can be obtained at a cost lower than the firm's rate of return on net assets. Hence it is necessary to study the leverage and the profitability of selected automobile companies in India.

1.4 Scope of study:

An investor who would like to rational and scientific in his investment activity has to evaluate a lot of information about past performance and future performance of the companies, industries and the economy as a whole before taking the investment decision and hence, the present study attempts to analyse the effect of leverage on financial performance of selected automobile companies in India for last 5 years. This will help the management to understand more possibilities.

1.5 Analytical tools used in the study:

The following statistical and financial tools were used in the study to analyse the financial and operating leverage of selected firms during the period of study:

- Mean.
- Annual compound growth rate.
- Regression.
- Operating leverage.
- Financial leverage.
- Combined leverage.
- Profitability ratios.

CHAPTER – II

(REVIEW OF LITERATURE)

Review of Literature

Review of Literature guides the researchers to know what research has been conducted in the study area in the past and what areas has been uncovered in the past researches so that the present research can include those uncovered areas. The following are some of the past studies reviewed by the researcher in order to get insights into what have been done so far and what are to be done in the present research. These cruces of the past studies are presented here.

Umer Iqbal and Muhammad [1] made a study on "Impact of Financial leverage on the financial performance of Automobile companies". The objective of the study was to determine whether financial leverage has a significant effect on financial performance of the companies. This study was made in the year 2018. The study used the tool Ex post facto research design. The Study Concludes that financial leverage has a negative and significant effect on Firm ROE and financial leverage has a positive and significant on firm ROA.

Baljinder Singh, Dr. Amandeep Singh [2] made a Study on "Impact of Financial Leverage on the financial performance of Automobile Companies". The objective of the Study is to ascertain the effect of financial leverage on efficiency of companies in automobile sector measured by Return on Assets. This study was made during the year 2017. This study used the Tool Ex post facto design. The study concludes that majority of the Sampled private sector companies' little debt during Companies post-reform period and become more dependent on internal Finance.

M. Singhania and A. Seth[3] made a study on "Impact of Financial leverage on the financial performance of Automobile companies". The objective of the study is to determine whether financial Leverage has a significant effect on financial performance of the Companies. This study was based on Secondary data. The was made during the year June 2018. This study used Ex post facto research design. The Study Concludes that the hypotheses that has been tested is that the debt ratio at time depends on the Size of the Company at time, the liquidity of the company at time, the growth of the company at time and the interest Coverage ratio at time.

Utkarsh Goel, Saurabh Chadha, Anilk. Sharma[4], Study made a study on "The impact of financial Leverage on Various measures of Operating Liquidity. The objective of the study was

to ascertain the effect of financial leverage on efficiency of companies in Automobile sector. The study was based on the Secondary data. This study was made during the year 2015. The Study used the research methodology Ex post facto research design. This study finds that financial Leverage has significant impact on different measures of Operating Liquidity.

Sanjay Bhayani[5] made a Study on "The Impact on financial Leverage on the financial performance of Cement Industries". The objective of the study Is whether financial leverage has a significant effect on financial performance of the companies. The study was based on the Secondary data. This study was made during the year 2009. This study used the tool Ex post facto research design. The study indicates that no impact of financial leverage on cost of Capital was found in Cement Industry in India

Bhargav Pandya[6] made a study on" The impact of financial leverage on the financial performance of Automobile industry". The aim of the study is analysing the impact of financial leverage on market value added in the context of the companies listed on the BSE. The study was made during the year 2018. The study used the research methodology Ex post facto research design. This study Concludes the Debt equity ratio and debt ratio are found to be statistically significant in explaining variation in market value added of The Sample Companies.

Sanjay Hiran[7] made a study on the "The impact of Financial Leverage on the financial performance of Automobile Industry." The objective of the study is to analyse the quick ratio with the current ratio. This study was made during the year 2016. The tool used to analyse is quick ratio and Current ratio. This study concludes that statistical technique that inventory turnover ratio is negative association with operating profit, quick ratio is positive association worth operating profit and Net profit while current ratio has negative relation with Net profit.

Bindiya Soni and Jigna Trivedi[8] made a study on " Leverage Analysis and Profitability for selected paint Companies in India". The objective of the study is to analyse the impact of both financial Leverage as well as operating Leverage of the profitability of the selected paint companies of India. The study was Conducted during the year February 2014. The research tool used in this study is correlation analysis. The Finding suggests that Financial Leverage

had no significant relationship on profitability while operating Leverage had significant relationship on profitability with the exception of few.

Kumar Ramana[9] made a study on "Relationship between Leverage and profitability in Bata India Limited". The Objective of the study istoanalyse the performance of Bata India Limited This data. This study is based on Secondary data. This study covers the period over a 7years (2005-06 to 2012-13). The research tool used in this study is correlation analysis. This Study Concludes that The Bata India has to revise its capital structure, so that financial Leverage will help to maximize the Shareholders wealth.

V. Kalpana[10] made Study on "Leverage analyses and Its impact on profitability of steel Companies traded in BSE ". The objective of the study is to analyse the impact of Leverage on profitability of the Selected firm and the relationship among financial leverage, operating Leverage, and Composite leverage with Earning Per Share of the firm. The study was made during the year 2014. This study is based on Secondary data. The research tools used are Correlation and test of Significance and Analysis of Variance (ANOVA). The study concludes that in order to increase the earning the firm needs to reduce the use of debt in capital structure and fixed cost in operation of the firm

Sanjay J. Bhayani and Butalal Ajmera[11] made a study "An Empirical Analyses of Financial Leverage, Earnings and Dividend: A study of Maruti Suzuki India Ltd". The Objective of the study is to study the theoretical approaches and practical application of Financial Leverage earning per share and dividend per share. The Study was conducted through the year2002-2008. The research tools used in the study are ratio techniques and Correlation Coefficient. The result of Study indicates that there is a Correlation between DFL and EPS and the difference is insignificant whereas result of Correlation Coefficient at 5% level of significance showed that the difference is significant between DFL and DPS, EDS and DPS.

D. Vijaya Lakshmi and Padmaja Manoharan[12] made a Study on "Determinants of Leverage– an Empirical analysis on India metal sector". The objective of the Study is to identify and analyse the determinants of Leverage of India metal sector. The study was Conducted during the year was 2013. The research tool used in this study is panel data

approach. The Study reveals that the variables, namely, profitability, size and tangibility are the key determinants of Leverage of Indian metal sector.

Singh Sukhdev, Luthra Rajni[13] made a Study on "Leverage analysis of selected Infrastructure Companies in India". The objective of the study is to analyse and understand the impact of Leverage on the capital structure practices via profitability of selected telecommunication Companies in India. The study was conducted during the year 2012. The research tools used in this study is one-way ANNOVA and t-test. The result of the Study suggested that leverage and profitability and growth are related and leverage is having an impact on the Capital Structure practices of the firm.

Burange. L. G and**Shruti Yamini**[14] made a study on "Performance of Indian cement Industry, the Competitive Land scape". The objective of this study is to focus of this work is the performance of Indian cement industry. This study is conducted during the period of 2009. The research tool of this study is overall Competitive index. The Study Concludes the marginal difference between Competitiveness of different firms reveals the tough Competition in the Industry.

Chandrakumar Mangalam and Govind Samy[15] made a Study on "An Analysis of India Cement industry based on Profitability performance." The objective of the study is to investigate the relationship between the leverage and the Earning per share. The Research tool used in this Study is Debt equity ratio. The Study Covers the period of 2013. This study Suggest that the leverage and profitability and growth are related and the leverage is having impact of the profitability of the firm.

Mohan Kumar, Safeer Pasha and Bhanu Prakash[16] made a study on "The Cement industry is a largest Industry in world economy". The objective of the study is analysing the profitability of selected Cement Companies in India. The study was made during the year 2015. The research tools used in the study are mean, standard deviation, co-efficient of variation, compound annual growth rate .The study found that the profitability position of Ambuja Cement is satisfactory compared to Other Companies

Dr M Thyigarajan and Mr Udaykumar[17] made a study on “Profitability analysis of select aluminium Companies in India". The objective of the study is to analyse the profitability position of the selected aluminium Companies for 10 years. This study is based on the secondary data. This study was conducted during the year 2015. The tools used to analysis are mean, standard deviation, co-efficient of Variation and Compound annual growth. The study ascertains the National Aluminium Company Limited shows satisfactory performance in concern with profitability

Sasikala and Balakrishnan[18] made a Study on “An Analysis of Indian Cement Industry based on profitability performance". The objective of the study is to evaluate the problems and prospects of selected Cement Companies in India. This study was conducted during the year 2015.Research tool used in the study to analyses financial analysis. The study was collected from the secondary data. The study Concludes extents where the industries can expand the position precision of its asset and funds.

Banerjee et al[19] made a study on “Capital structure in Indian Cement business throughout pre-and post- recession period. The objective of the study is to investigate the impact of various independent variables. The study was made during the year 2014.The research tool used in the study is multiple Regression Analysis The study concludes that available resource must be effectively utilized to optimise the profitability of Indian Cement Industry.

Sonu Santhosh[20] mode a study on” Impact of leverage on profitability of selected automobile companies in India”. The objective of this study is analysing the relationship between Liquidity and profitability of selected automobile companies. This study is based on secondary data. This study covers the period of 5 years from 2016 to 2020. The research tool used in this study are ratio analysis and corelation analysis. This study concluded the leverage is an important factor which is having an impact on profitability of the firm which affects the wealth of the shareholders in the firm.

CHAPTER – III

(COMPANY'S PROFILE)

3.1 PROFILE OF THE STUDY

TATA MOTORS HISTORY:

Tata motors Limited is an Indian multination automotive manufacturing company, It headquarter in Mumbai It formerly known as Tata Engineering and Locomotive Company Ltd. (TELCO). Tata motors are Public and BSE (Bombay Stock Exchange): 500.570, NSE (National Stock Exchange) Tata motors. Tata motors founded in the year of 1945; it was 78 years old company. Tata motors founder was "JohangirRabary Dadabhoy Tata." Tata motors, served to all over the world. The current 'CEO' of Tata motors named was" Guenter Bubochek." The current chairman of Tata motors is name was "Natarajan Chandrasekaran" and CDO in "Martin unalike". The Tata motor products are Automobiles, Luxury vehicles, commercial vehicles, Automobile parts, Pick trucks, Bus, SUV. The production output of Tata motors is 1.1 million (approx.)-2021. The services of Tata motors, Automobile services finance, vehicle leasing. vehicle services. The Revenue of the Tata motors are Rs.301, 144 & in year of 2022. They operating Income was Rs. -7,003 Cr in year of 2022 and they net Income was Rs. -11,234 Cr year of 2022. The Total asset of the Tata motors in Valued at Rs. 330, 619 Cr in the year of 2022 and they Total equity as valued at Rs.44,554 Cr in the year of 2022. Number of employees worked in Tata motors approx. 50, 837 in the year of 2022. They parent company was Tata Group. They Subsidiaries company was, Tata Daewoo, Jaguar, Land Rover, Tata Technologies, Tata Consultancy Service, Tata Hispano, Tata Hitachi, construction machinery, Tata Passenger Electric mobility.

The company was founded in the year of 1943 as a manufacture of locomotives. The Tata motors manufacture its first commercial vehicle in the year of 1954 in a collaboration with Daimler-Benz AG, which launched in 1969. Tata Motors entered the Passenger vehicle market in 1998 with the launch of the Tata motors followed by The Tata Sierra in 1991, becoming the trust Indian manufacturing to achieve the capability of developing a competitive Indigenous automobile. In 1998 they introduced his first car was "Tata Indica" and 2008 they launched another car was "Tata Nano" and most affordable car. Tata Docomo was an Indian mobile network operator a wholly owned subsidiary of Tata

Groups. It was founded in the year of 2008 and it was closed in the year of 2019. This company was sold to “Bharti Airtel,” Now the owner was "Bharti Airtel”.

Tata Motors has auto manufacturing and vehicle plants in Jamshedpur, Pant Nagar, Lucknow, Sanand, Dharwad, and Pune in India, as well as in Argentina, South Africa, the United Kingdom, and Thailand. It has research and development centres in Pune, Jamshedpur, Lucknow, Dharwad, India and South Korea, the United Kingdom, and Spain. Tata Motors is listed on the BSE (Bombay Stock Exchange), where it is a constituent of the BSE SENSEX index, the National Stock Exchange of India, and the New York Stock Exchange. The company is ranked 265th on the *Fortune Global 500* list of the world's biggest corporations as of 2019.

Tata Motors' principal subsidiaries include British premium car maker Jaguar Land Rover (the maker of Jaguar and Land Rover cars) and the South Korean commercial vehicle manufacturer Tata Daewoo. Tata Motors has a construction-equipment manufacturing joint venture with Hitachi (Tata Hitachi Construction Machinery), and a joint venture with Stellates which manufactures automotive components and Fiat Chrysler and Tata branded vehicles. On 12 October 2021, private equity firm TPG invested $1 billion in Tata Motors' electric vehicle subsidiary. Tata motors increase its UV market share to over 8% in the financial year 2019.
Tata Motors was founded in 1945, as a locomotive manufacturer. Tata Group entered the commercial vehicle sector in 1954 after forming a joint venture with Daimler-Benz of Germany. After years of dominating the commercial vehicle market in India, Tata Motors entered the passenger vehicle market in 1991 by launching the Tata Sierra, a sport utility vehicle based on the Tata Mobile platform. Tata subsequently launched the Tata Estate (1992; a station wagon design based on the earlier Tata Mobile), the Tata Sumo (1994, a 5-door SUV) and the Tata Safari (1998). Tata launched the Indica in 1998, a fully indigenous Indian passenger car tailor-made to suit Indian consumer needs though styled by I.D.E.A, Italy. Although initially criticized by auto analysts, its excellent fuel economy, powerful engine, and aggressive marketing strategy made it one of the bestselling cars in the history of the Indian automobile industry. A newer version of the car, named Indica V2, was a major improvement over the previous version and quickly became a mass favourite. Tata Motors also successfully exported large numbers of car to South Africa. The success of the Indica played a key role in the growth of Tata Motors In 2004, Tata Motors acquired Daewoo's South Korea-based truck manufacturing unit, Daewoo Commercial Vehicles Company, later renamed Tata Daewoo.

On 27 September 2004, Ratan Tata, the Chairman of Tata Motors, rang the opening bell at the New York Stock Exchange to mark the listing of Tata Motors.

In 2005, Tata Motors acquired a 21% controlling stake in the Spanish bus and coach manufacturer Hispano Carrocera. Tata Motors continued its market area expansion through the introduction of new products such as buses (Star bus and Globus, jointly developed with subsidiary Hispano Carrocera) and trucks (Novus, jointly developed with subsidiary Tata Daewoo).

In 2006, Tata formed a joint venture with the Brazil-based Marcopolo, Tata Marcopolo Bus, to manufacture fully built buses and coaches. In 2008, Tata Motors acquired the English car maker Jaguar Land Rover, manufacturer of the Jaguar and Land Rover from Ford Motor Company. In April 2022, Tata AVINYA Concept: A NEW PARADIGM OF INNOVATION Tata acquired full ownership of Hispano Carrocera in 2009.

In 2009, its Lucknow plant was awarded the "Best of All" Rajiv Gandhi National Quality Award.

In 2010, Tata Motors acquired an 80% stake in the Italian design and engineering company Trimix for €1.85 million. The acquisition formed part of the company's plan to enhance its styling and design capabilities.

In 2012, Tata Motors announced it would invest around ₹6 billion in the development of Futuristic Infantry Combat Vehicles in collaboration with DRDO.

In 2013, Tata Motors announced it will sell in India, the first vehicle in the world to run on compressed air (engines designed by the French company MDI) and dubbed "Mini CAT".

In 2014, Tata Motors introduced the first Truck Racing championship in India "T1 Prima Truck Racing Championship".

On 26 January 2014, the Managing Director Karl Slim was found dead. He fell from the 22nd floor to the fourth floor of the Shangri-La Hotel in Bangkok, where he was to attend a meeting of Tata Motors Thailand.

On 2 November 2015, Tata Motors announced Lionel Messi as global brand ambassador at New Delhi, to promote and endorse passenger vehicles globally. On 27 December 2016, Tata Motors announced the Bollywood actor Akshay Kumar as brand ambassador for its commercial vehicles range.

On 8 March 2017, Tata Motors announced that it has signed a memorandum of understanding with Volkswagen to develop vehicles for India's domestic market.

On 3 May 2018, Tata Motors announced that it sold its aerospace and defence business to another Tata Group Entity, Tata Advanced Systems, to unlock their full potential .

On 29 April 2019, Tata Motors announced a partnership with Nirma University in Ahmedabad to provide a B.Tech. degree program for employees of its Sanand plant.

On 24 March 2020, Tata Motors Ltd announced that it would spin off its passenger vehicles arm as a separate unit within the company.

On 5 March 2021, Tata Motors' shareholders approved hiving off its passenger vehicles business into a separate entity.

In August 2021, as a complimentary reward for Indian Olympians who finished close fourth in Tokyo Olympics 2021 and missed the place for Bronze, the company planned to recognize the efforts by gifting an Altron hatchback. On 23 August 2021 Tata Motors announced it will launch its mini–SUV Punch in the ongoing festive season.

On 30 May 2022 Tata Motors announced that it has signed an agreement to acquire a Ford India manufacturing plant in Sanand, Gujarat.[37] Tata Motors agreed to pay 7.26bn rupees ($91.5m) for the manufacturing plant.

In March 2023 Tata Motors had a Market cap of Rs. 1,48,866 crores. In December 2022 Tata motors had a market cap of Rs.11,71,481.89 Cr. 2022 & 2023 Tata groups sponsorship the Indian Bombon league (IPL) was a Title sponsor in the IPL 2023. Its established by to Board of control for cricket in India (BCCI).

TATA Starbucks Private Limited, formally known as Tata Starbucks Limited, is a 50:50 joint venture company owned by Tata Consumer products and Starbucks Corporation, that owns and operates Starbucks outlets in India.

The outlets are bounded Starbucks “A Tata Alliance.” The number of locations in India totally 270 stores and its CEO” Sushant Dash.” Zudio it was established in 1998 and part of the Tata group. Trent ltd operates Zudio. Zudio is a mass market brand in the value format offering and separate fashion destination. The Zudio store have several departments to meet the varied shopping needs of customers. Tanishq it also part of TATA groups, it was established in the year of 1994. I headquarter in Bangalore. It was brands in all over the world and has retail stores across more than 240 cities.

MARUTI SUZUKI HISTORY

Maruti Suzuki was formerly known as **Maruti Udyog** Limited. It Is an Automobile Manufacturers Located in New Delhi. It was founded in **1981** and owned by the Government of India until 2003.At first Maruti Suzuki was mainly an importer of Car. Local production was commenced by Maruti Suzuki in Dec **1983** with the Introduction of **SS30/SS40** Suzuki front Alto based **Maruti 800. R.C Bhargava** is the former C.E.O and current chairman of Maruti Suzuki, and **Hisashi Takeuchi** is the current C.E.0 of Maruti Suzuki. Headquarters of Maruti Suzuki company is in New Delhi, India. **16025** Workers were working in Maruti Suzuki company According to the year **2022.**

IN 1984 - The Maruti Van with the same three-cylinder engine as the 800 was released and the installed capacity of the plant in Gurgaon reached 40,000 units.

IN 1987 - The company started exporting to western markets, when a lot of 500 cars IN 1989 - The Maruti 1000 was introduced and the 970 cc, three-box was India's first contemporary sedan.

IN 1991 -65 percent of the components, for all vehicles produced, were indigenized. After the liberalization of the Indian economy

IN 1991 - Suzuki increased its stake in Maruti to 50 percent, making the company 50-50 joint venture with the government of India as the other stakeholder. were sent to Hungary.

IN 1993 - The Zen, a 993-cc engine hatchback was launched, and in 1994 the 1,298 cc Esteem sedan was introduced**.**

IN 1994 - Maruti's second plant was opened with an annual capacity reaching 200,000 units. Maruti produced its 1 millionth vehicle since the commencement of production in 1994.Maruti launched a 24-hour emergency on-road vehicle service.

IN 1998 - The new Maruti 800 was released, being the first change in design since 1986. Zen D, a 1,527-cc diesel hatchback, Maruti's first diesel vehicle, and a redesigned Omni were introduced.

IN 1999 - The 1.6-litre Maruti Baleno three-box sedan and Wagon R were also launched.

2000 - Maruti became the first car company in India to launch a call center for internal and customer services. The new Alto model was release

IN 2001- Maruti True Value, selling and buying used cars was launched. In October of the same year, the Maruti Versa was launched.

IN 2002 - Esteem Diesel was introduced. Two new subsidiaries were also started: Maruti Insurance Distributor Services and Maruti Insurance Brokers Limited. Suzuki Motor Corporation increased its stake in Maruti to 54.2 percent.

IN 2003 - The new Suzuki Grand Vitara XL-7 was introduced while the Zen and the Wagon R were upgraded and redesigned. The four millionth Maruti vehicle was built and they entered a partnership with the State Bank of India.

2004 - the Alto became India's best-selling car overtaking the Maruti 800 after nearly two decades. The five-seater Versa 5-seater, a new variant, was created while the Esteem was re-launched. Maruti Udyog closed the financial year 2003–04 with an annual sale of 472,122 units, the highest ever since the company began operations, and the fiftieth lakh 5 millionth car rolled out in April 2005. The 1.3-litre Suzuki Swift five-door hatchback was introduced in 2005.

IN 2006 - Suzuki and Maruti set up another joint venture, "Maruti Suzuki

Automobiles India", to build two new manufacturing plants, one for vehicles and one for engines. Cleaner cars were also introduced, with several new models meeting the new Bharat Stage III emission standards.

IN February 2012 - Maruti Suzuki sold its ten millionth vehicle in India.

IN July 2014 - It had a market share of more than 45%.

I**n May 2015** - The company produced its fifteen millionth vehicle in India, a Swift Dzire. On 25 April 2019, Maruti Suzuki announced that it would phase out production of diesel cars by 1 April 2020, when the Bharat Stage VI emission standards come into effect. **R.C BHARGAVA** Stated, "We have taken this decision so that in 2022 we are able to meet the corporate average fuel efficiency (CAFÉ) norms and a higher share of CNG vehicles will help us comply with the norms. I hope the union government's policies will help grow the market for CNG vehicles." Diesel cars accounted for about 23 percent of Maruti Suzuki's annual sales. The company plans to launch its first electric car in the second half of 2021, the Maruti Suzuki Wagon Electric and a test mule of the same has been spotted several times recently

Maruti Finance:

To promote its bottom-line growth, Maruti Suzuki launched Maruti Finance in January 2002. Prior to the start of this service Maruti Suzuki had started two joint ventures Citicorp Maruti and Maruti Countrywide with Citi Group and GE Countrywide respectively to assist its client in securing loan. Maruti Suzuki tied up with ABN Amro Bank, HDFC Bank, ICICI Limited, Kotak Mahindra, Standard Chartered Bank, and Sundaram to start this venture including its strategic partners in car finance. Since March 2003, Maruti has sold over 12,000 vehicles through SBI-Maruti.

CURRENT MODELS OF MARUTI SUZUKI: BODY STLE	MODEL NAME	INDIAN INTRODUCTION YEAR	CURRENT MODEL INTRODUCTION YEAR	CURRENT MODEL UPDATE/ FACELIFT	DEALER OUTLET
MUV / VAN	Eeco	2010	2010	-----	Arena
SEDAN	CIAZ	2014	2014	2018	Nexa
TRUCK	SUPERCARRY	2016	2016	------	Maruti Suzuki commercial
HATCHBACK	IGNIS	2017	2017	2019	Nexa
HATCHBACK	SWIFT	2005	2017	2021	Arena
SEDAN	DZIRE	2008 (as Swift Dzire)	2018	2020	Arena
MUV/VAN	ERTIGA	2012	2018	2022	Arena
HATCHBACK	S-PRESSO	2019	2019	-----	Arena
HATCHBACK	WAGON - R	1999	2019	2022	Arena

MUV / VAN	XL-6	2019	2019	2022	Nexa
HATCHBACK	CELERIO	2014	2021	---	Arena
HATCHBACK	ALTO-k10	2010	2022	2022	Arena
HATCHBACK	BALENO	2015	2022	----	Nexa
SUV/CROSSOVER	BREZZA	2016 (as Vitara Brezza	2022	----	Arena
SUV/CROSSOVER	GRAND VITARA	2022	2022	----	Nexa
SUV/CROSSOVER	FRONX	2023	2023	----	Nexa

DISCONTINUED MODELS: MODELS	**RELEASES YEAR**	**DISCONTINUED YEAR**
800	1983	2014
OMNI	1985	2019
GYPSY E	1985	2000
GYPSY KING	1985	1990
1000	1990	2000
ZEN	1993	2006
ESTEEM	1994	2007
BALENO	1999	2006
BALENO ALTRO	2000	2006

ALTO	2000	2023
VERSA	2001	2010
GRAND VITARA XL-7 (Imported)	2003	2007
ZEN ESTILO	2006	2013
GRAND VITARA (Imported)	2007	2014
SX- 4	2007	2014
A STAR	2008	2014
RITX	2009	2019
KISASHI	2011	2014
S-CROSS	2015	2022
BALENO RS	2017	2020

MARUTI TRUE VALUE:

Maruti True Value was Introduced in 2001.These Services are offered by Maruti Suzuki to its customers. It is a market place for used Maruti Suzuki vechicles.one can buy, sell or exchange used Maruthi or Non- Maruthi vehicles with the help of this true value services in India.

MARUTI DRIVING SCHOOL:

Maruti Suzuki Company Introduced Maruti Driving School In 2005.As part of its corporate social Responsibility Maruti Suzuki launched this Maruthi Driving School in Delhi. Later the services were extended to other cities of India as well. Many International Practices like Road behavior and attitude are also taught in these schools.

SALES AND SERVICE NETWORK IN MARUTI SUZUKI:

Maruti Suzuki has **2413** Arena sales outlets across **1992** cities and 380 Nexa sales outlets across 228 cities in India. The company aims to increase its sales network to **4000** outlets by **2020.** It has **4044** service stations across 1861 cities throughout India. Service is major revenue generator of the company. Most of the service stations are managed on franchise basis.

MARUTI ACCESSORIES:

Many of the auto component companies, other than Maruti Suzuki, started to offer compatible components and accessories. This caused a serious threat and loss of revenue to Maruti Suzuki. Maruti Suzuki started a new initiative under the brand name Maruti Genuine Accessories to offer accessories like alloy wheels, body cover, carpets, door visors, fog lamps, stereo systems, seat covers and other car care products. These products are sold through dealer outlets and authorized service stations throughout India.

AWARDS AND RECOGNITIONS:

The brand trust report published by trust research advisory, a brand analytics company has ranked Maruti Suzuki in thirty-seventh position in 2013 and 9th position in 2019. Among the most trusted brands in India.

CHAPTER – IV

(DATA ANALYSIS & INTERPRETATION)

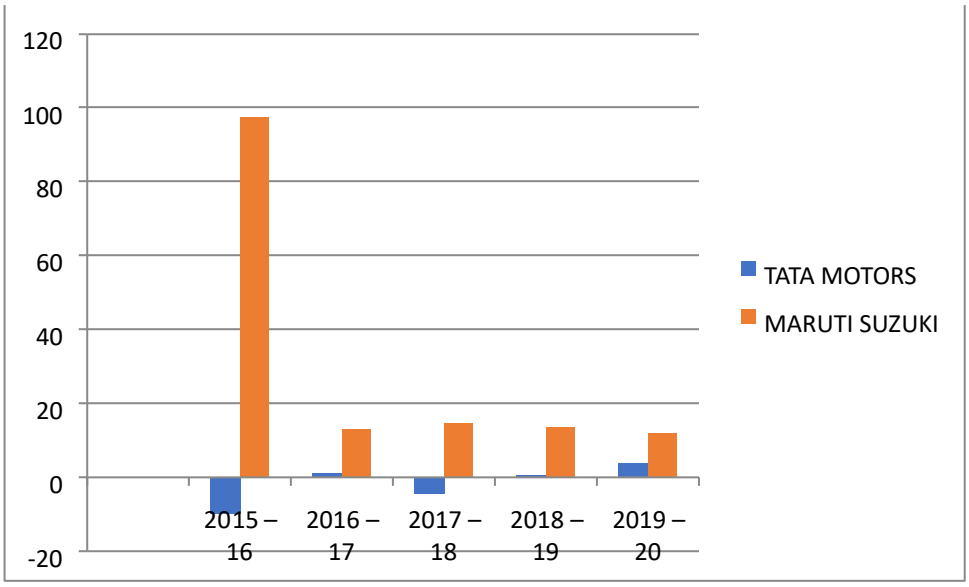
DATA INTERPRETATION AND ANALYSIS

Objective 1: Profitability Ratio

4.1.1 Net Profit Ratio:

TABLE SHOWING NET PROFIT RATIO OF TATA MOTORS LTD AND MARUTI SUZUKI LTD

YEAR	TATA MOTORS	MARUTI SUZUKI
2015 – 16	-9.84	97.42
2016 – 17	0.998	12.93
2017 – 18	-4.54	14.64
2018 – 19	0.033	13.79
2019 – 20	3.76	12.166
MEAN	-1.9178	30.1982
ACGR	-0.1750	0.3403



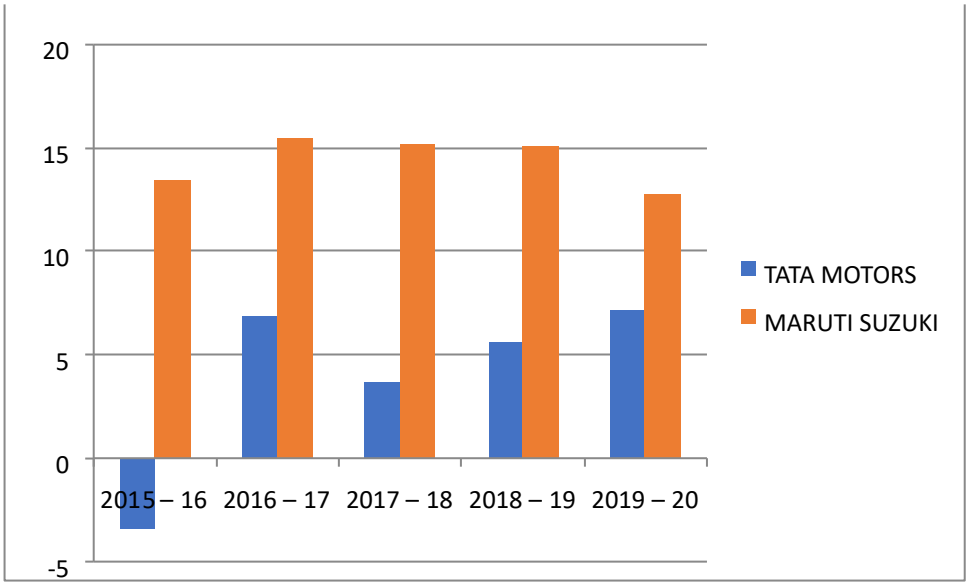
INFERENCE:

Net profit ratio of Maruti Suzuki motor is comparatively higher than Tata motors throughout the year 2015-2019.

4.1.2 Operating profit ratio:

TABLE SHOWING OPERATING PROFIT RATIO OF TATA MOTORS LTD AND MARUTI SUZUKI LTD

YEAR	TATA MOTORS	MARUTI SUZUKI
2015 – 16	-3.41	13.43
2016 – 17	6.88	15.44
2017 – 18	3.63	15.21
2018 – 19	5.62	15.12
2019 – 20	7.13	12.79
MEAN	3.97	14.398
ACGR	0.1589	-0.0097



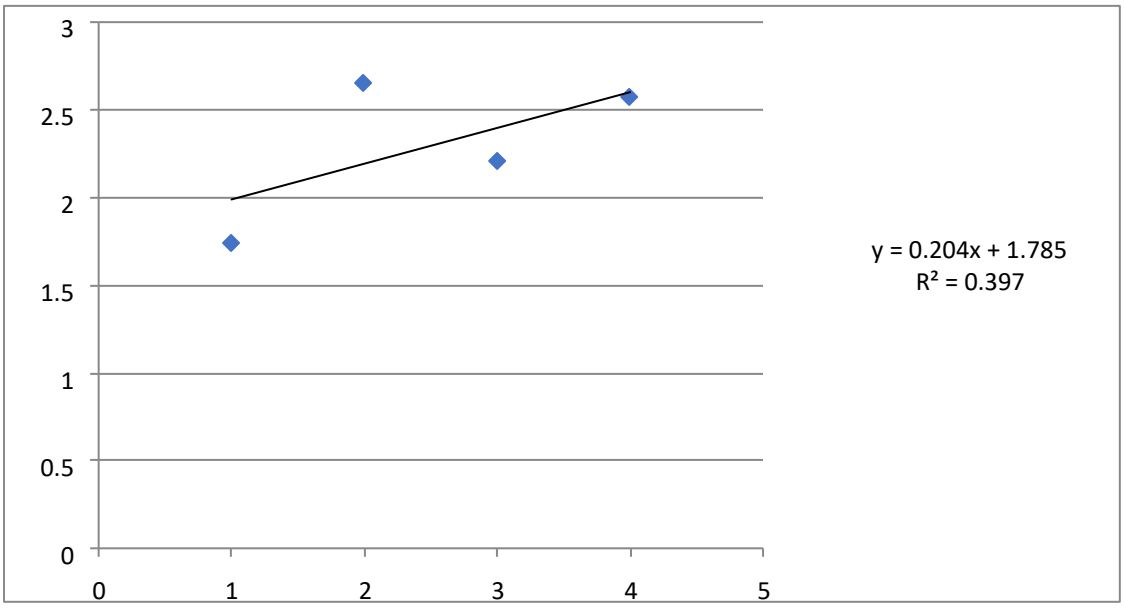
INFERENCE:

The operating profit of Maruthi Suzuki motor is higher comparing to Tata motor throughout the year 2015-2019.

Objective 2 : To Study and Compare the leverages and profitability position

4.2.1TABLE SHOWING REGRESSION OF TATA MOTORS LTD

Year	Operating leverage	Net profit ratio
2015-16	1.01	-9.84
2016-17	1.74	0.998
2017-18	2.66	-4.54
2018-19	2.21	0.033
2019-20	2.57	3.76

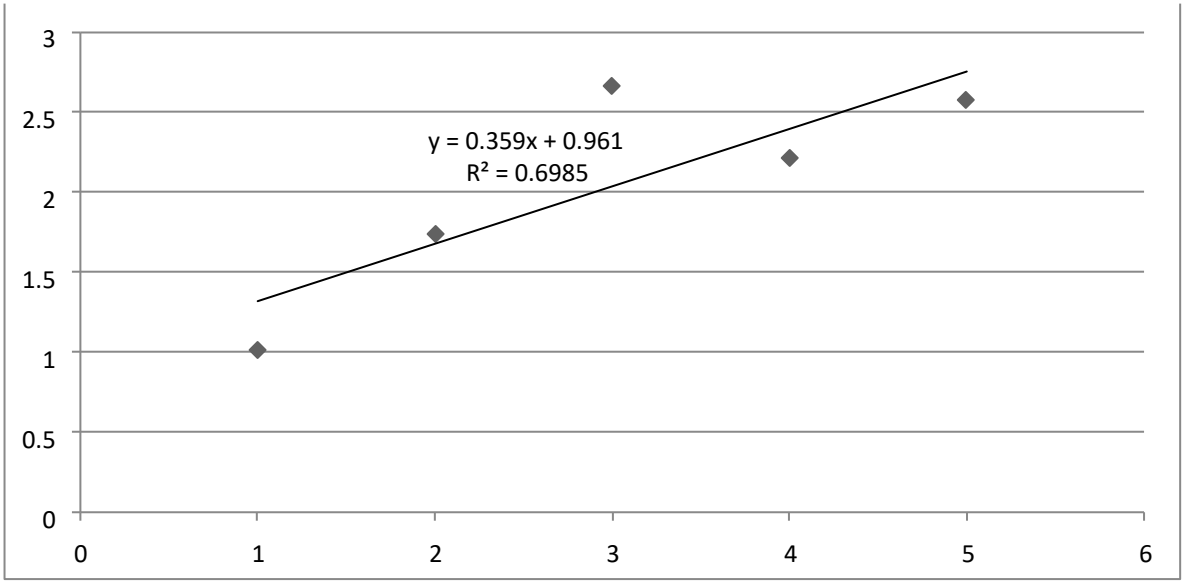


Inference:

When operating leverage increases by 1 operating profit ratio increases to 7.13.

4.2.2 TABLE SHOWING REGRESSION OF TATA MOTORS LTD

year	Operating Leverage	Operating profit ratio
2015-16	1.01	-3.41
2016-17	1.74	6.88
2017-18	2.66	3.63
2018-19	2.21	5.62
2019-20	2.57	7.13

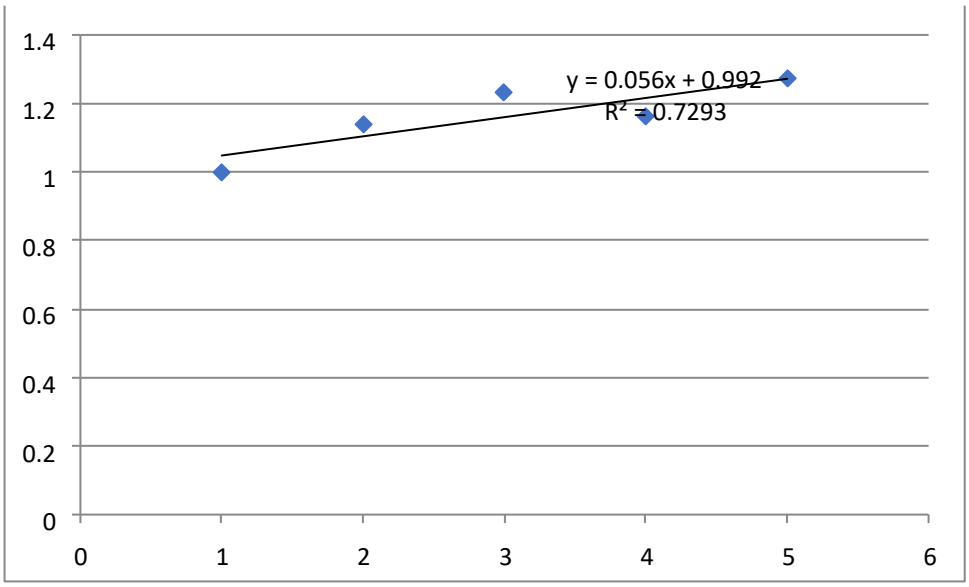


Inference:

When operating leverage increases by 1 operating profit ratio increases to7.13.

4.2.3TABLE SHOWING REGRESSION OF TATA MOTORS LTD

Year	Financial leverage	Net profit ratio
2015-16	1.00	-9.84
2016-17	1.14	0.998
2017-18	1.23	-4.54
2018-19	1.16	0.033
2019-20	1.27	3.76

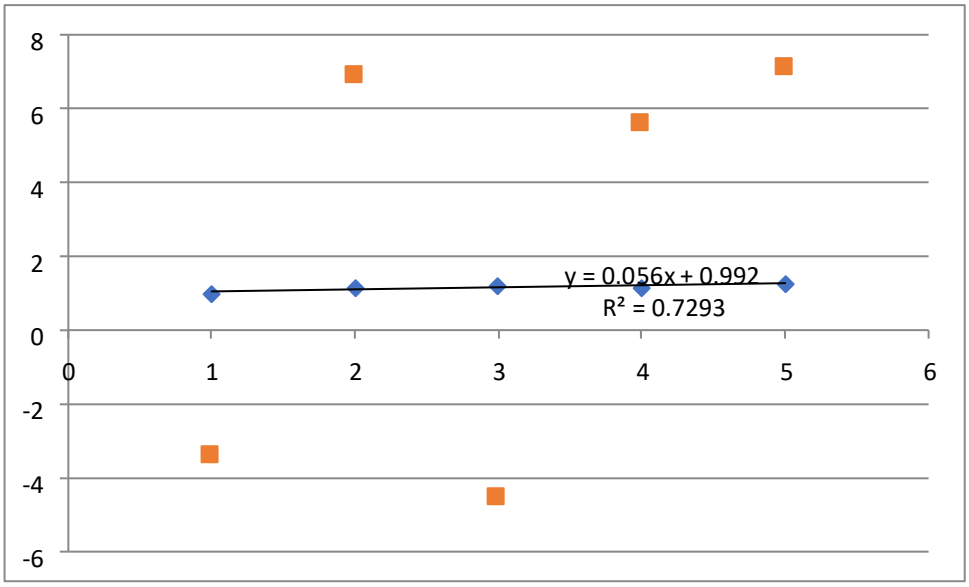


Inference:

When financial leverage increases by 1 net profit ratio increases to 3.76.

4.2.4 TABLE SHOWING REGRESSION OF TATA MOTORS LTD

Year	Financial leverage	Operating profit ratio
2015-16	1.00	-3.41
2016-17	1.14	6.88
2017-18	1.23	-4.54
2018-19	1.16	5.62
2019-20	1.27	7.13

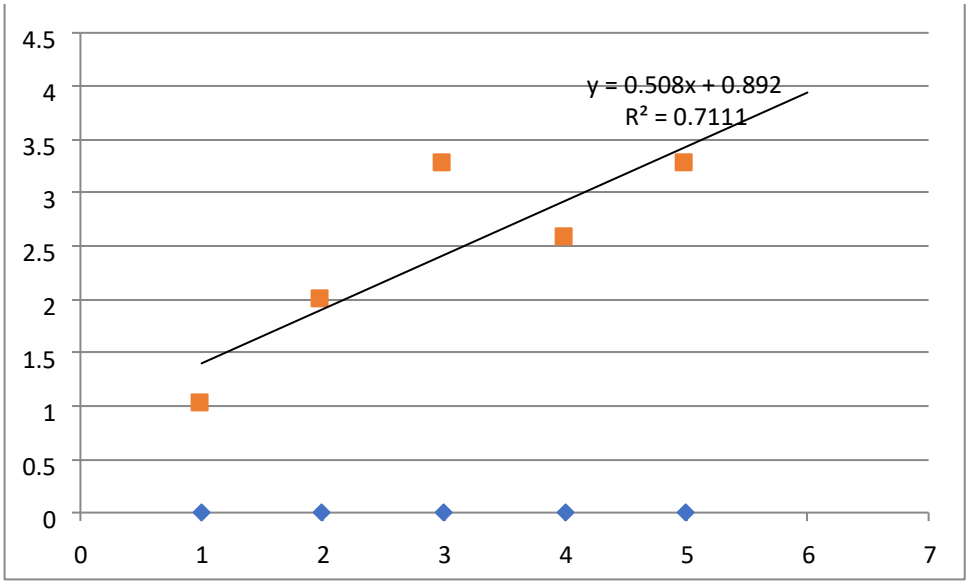


Inference:

When financial leverages slight increase by 1 operating profit ratio increases to 7.13.

4.2.5 TABLE SHOWING REGRESSION OF TATA MOTORS LTD

Year	Combined leverage	Net profit ratio
2015-16	1.01	-9.84
2016-17	1.98	0.998
2017-18	3.27	-4.54
2018-19	2.56	0.033
2019-20	3.26	3.76

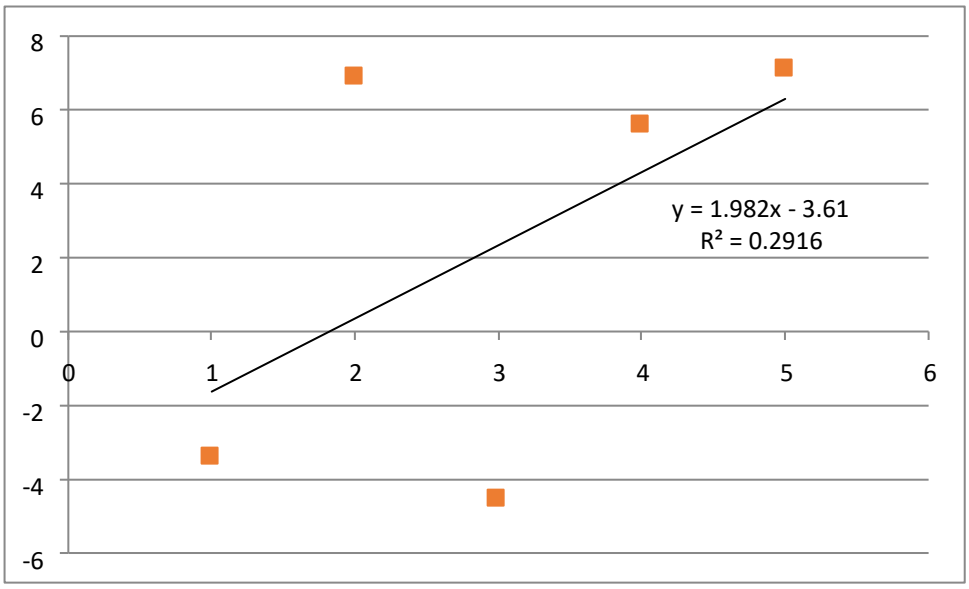


Inference:

When combined leverage increases by 1 net profit ratio increases to 3.76.

4.2.6 TABLE SHOWING REGRESSION OF TATA MOTORS LTD

Year	Combined Leverage	Operating profit ratio
2015-16	1.01	-3.41
2016-17	1.98	6.88
2017-18	327	-4.54
2018-19	2.56	5.62
2019-20	3.26	7.13

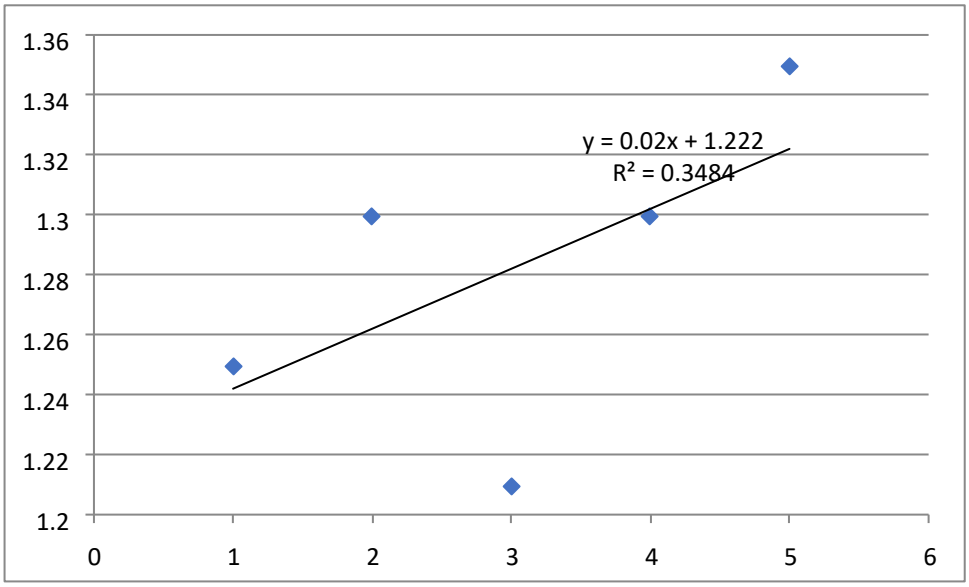


Inference:

When combined leverage increases by 1 operating profit ratio increases to 7.13.

4.2.7 TABLE SHOWING REGRESSION OF MARUTI SUZUKI LTD

Year	Operating Leverage	Net profit ratio
2015-16	1.25	97.42
2016-17	1.30	12.93
2017-18	1.21	14.64
2018-19	1.30	13.79
2019-20	1.35	12.166



Inference:

When operating leverage increases by 1 net profit ratio increases to 12.166.

CHAPTER – V

(FINDINGS, SUGGESTION AND CONCLUSION)

5.1 Findings:

- The EBIT of Tata motors and maruthi motors shows a moderate trend.
- The net profit of Tata motors ltd is more comparing to maruti motors Ltd.
- The profitability rate of Tata is better in the year of 2016-2019 whereas Maruti's profitability is comparatively better only in the year of 2015.
- Regression between operating leverage and net profit shows high positive Regression in the case of Tata motors.
- Regression between financial leverage and operating profit shows high positive Regression in the case of Maruti motors and shows negative Regression in the case of TATA motors.
- Regression between combined leverage and net profit ratio shows high positive Regression in the case of Tata motors as well as Maruti motors.
- Both Maruti and Tata motors has faced some significant loss during the period of 2019-2020 which is then result of covid.
- Covid was a major cause for most of the automobile builders to lose their place in market. Still now covid has left it's mark on many developing Automobile.

5.2 Suggestion

- In the case of TATA Motors ltd, it is found that is high operating risk, in order to reduce the risk, it is suggested that TATA Motors employees greater amount of variables cost and smaller amount of fixed cost become low. operating leverage will give cushion to the management by providing high margin of safety against fluctuations in sales.
- Since there is a positive correlation between the operating leverage and net profit ratio it is suggested that the firm can use high operating leverage in order to increase the EPS of the firms.
- In case of financial leverage, maruti has highest FL. In order to reduce the risk, proper planning of capital structure is needed. It is suggested that they must increase the equity capital and reduce long term borrowing in the capital structure of the firm.

- Since there is negative correlation between financial leverage and operating profit of Tata in order to increase that the firm should employ low financial leverage.
- In the case of combined leverage, it is suggested that proper balance between the operating and financial leverage of selected firms is made.
- Maruti can focus on their production in order to reduce production cost.
- Only specific models of maruti have been sold well during the past year so the must focus on producing the same vehicle.
- Maruti motors should produce those vehicles which peeks the interests of the customers.
- Tata gains more profit than maruti because of the availability of vehicles at lower cost which gains more interests among middle class people
- only during the year of 2015 maruti Suzuki motors managed to gain more profit than Tata because of the introduction of new vehicles
- The operating leverage of maruti is better comparing to Tata. So Tata must try to reduce their cost regarding labour and wages

5.3 CONCLUSION

This study shows the profitability of both the companies. In context of profitability study try to examine the financial position. Comparing profitability ratio of both the companies by taking three years of data the present data was collected from moneycontrol.com and the official website of both the companies. The presence study compare net profit, net profit ratio, gross profit ratio and operating ratio of the both the companies. At the end of the study, shows finding give appropriate suggestion.

Maruti Suzuki has better net profit as compare to Tata Motors. Net profit ratio, gross profit ratio, operating profit ratio of Maruti Suzuki was better and higher than Tata Motors. Thus, it would be cleared that Maruti Suzuki has better financial position than Tata Motors. Maruti Suzuki sound financial good than Tata Motors.

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QUESTIONNAIRE

PERSONAL INFORMATION:

1) Name _____

2) Gender

- Male
- Female

3) Age

- 10-20
- 30-50
- 20-30
- 50 & Above

4) Marital Status

- Single
- Married

5) Educational Status

- Matric
- 10+2
- Graduation
- Post-Graduation

6) Occupation

- Self-Employee
- Professional
- Student
- Others

7) Income Level

- < 10000
- < 20000
- < 40000

8) Contact No: _____

9) E-Mail ID: _____

ABOUT TATA MOTORS AND MARUTI SUZUKI:

1) Do you have any Commercial Vehicle?
   - Yes
   - No

2) Which brand you have chosen?
   - Tata Motors
   - Maruti Suzuki

3) Why did you choose this brand?
   - Brand name
   - Design
   - Availability
   - Recommended by others
   - Good service
   - User friendly
   - Other (Please specify) _____

4) If you want to purchase a new commercial vehicle, which brand will you prefer?
   - Tata Motors
   - Maruti Suzuki

5) Which brand you will consider?
   - Brand name
   - Design
   - Availability
   - Recommended
   - Good service
   - Easy to use
   - Other _____

6) Have you heard about Tata magic?
   - Yes
   - No

7) Which is your favourite small car in Maruti Suzuki?

- Alto
- Zen estilo
- Swift
- WagonR
- A star
- Ritz

8) Which particular brand of Maruti Suzuki are you using currently?

- Alto
- Zen estilo
- Swift
- WagonR
- A star
- Ritz

9) Which promotional media is influencing you to buy small cars?

- Broad casting
- Product demonstration
- Word of mouth
- Publications

10) Which company is your second choice while buying small cars?

- Ford
- Hyundai
- Tata
- Mahindra
- Chevrolet
- Volkswagen

11) What is your opinion about service of Maruti Suzuki comparing with others?

- Excellent
- Very good
- Good
- Average
- Poor

12) Which is your favourite design of small car of Maruti Suzuki?

- Alto
- Zen estilo
- Swift
- WagonR
- A star
- Ritz

13) Do you want any changes in small cars of Maruti Suzuki?

- Yes
- No

14) Do you feel that there will be demand for a model which is in the NANO platform?

- Yes
- No

15) Are you satisfied about the price of Maruti Suzuki small car comparing with others?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied

IMPLEMENTATION OF ONLINE MARKETING STRATEGIES CONSUMABLES PRODUCT IN MYNTRA

In partial fulfillment of the requirements for the Award
of the Degree of

BACHELOR OF COMMERCE

Submitted by

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2) SIVA S (Reg. No.: U20BC212)
3) SIVA KUMAR C (Reg. No.: U20BC213)
4) SIVARANJANI B (Reg. No.: U20BC214)
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BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH
173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "IMPLEMENTATION OF ONLINE MARKETING STRATEGIES CONSUMABLES PRODUCT IN MYNTRA" is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of** S.Barani Chelvi**, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diplomaearlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

1) SHYAM SUNDAR P (Reg. No.: U20BC211)
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PLACE: CHENNAI
DATE :

BONAFIDE CERTIFICATE

This is to certify that the Project entitled "**IMPLEMENTATION OF ONLINE MARKETING STRATEGIES CONSUMABLES PRODUCT IN MYNTRA"** submitted by **SHYAM SUNDAR P (Reg. No.: U20BC211)**, **SIVA S (Reg. No.: U20BC212), SIVA KUMAR C (Reg. No.: U20BC213), SIVARANJANI B (Reg. No.: U20BC214), SOMIYA S (Reg. No.: U20BC215)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai

Date :

S.Barani Chelvi

(Research Supervisor)

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SHYAM SUNDAR P
SIVA S
SIVA KUMAR C
SIVARANJANI B
SOMIYA S

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Online marketing is a set of powerful tools and methodologies used for promoting products and service through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to extra channels and marketing mechanism available on the internet. Online marketing is advertising and marketing the products or services of a business over Internet. Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps. Online marketing strategy is critical for organization operating in markets with high internet penetration.

Online shops introduced the physical analogy of goods and services at a regular "bricks and morter" shopping centres or retail Centre and many types of online shopping. Business-to-consumer (B2C) online shopping and business-to-business (B2B) online shopping. Online stores in business to buy from other business. Online stores enable the customer to check the firm's product and services to view the images or photos of the products and informing the product information's and specifications, price etc… Online marketing strategy is a critical for organization operated with very high internet penetration. Online marketing strategies are

- **Social media marketing**
- **Email marketing**
- **Content marketing**

- **Social media marketing**

Social media marketing is the utilization of social media stages and sites to advance an item or administration. Despite the fact that the terms e-marketing and computerized marketing are as yet prevailing in the scholarly community, social media marketing is winding up more prevalent for the two specialists and scientists. Most social media stages have worked in information examination apparatuses, which empower organizations to track the advance, achievement, and engagement of advertisement crusades. Organizations address a scope of partners through social media marketing, including present and potential clients, present and potential representatives, columnists, bloggers, and the overall population. On a vital level, social media marketing incorporates the administration of a marketing effort, administration, setting the degree.

- **Email marketing**

Email marketing is the act of sending of sending a business message, commonly to a gathering of individuals, utilizing email. In its broadest sense, each email sent to a potential or current client could be considered email marketing. It more often than not includes utilizing email to send commercials, ask for business, or request deals or gifts, and is intended to construct steadfastness, trust, or brand mindfulness. Marketing emails can be sent to a bought lead list or a present client database. The term as a rule alludes to sending email messages with the motivation behind improving a shipper's association with present or past clients, empowering client dependability and rehash business, getting new clients or persuading current clients to buy something instantly, and sharing outsider promotions.

- **Content marketing**

Content marketing implies pulling in and changing prospects into clients by making and sharing important free content. The motivation behind content marketing is to help the organization to make feasible brand steadfastness and give significant data to buyers, and in addition make eagerness to buy items from the organization later on. This generally new type of marketing

normally does not include coordinate deals. Rather, it fabricates trust and affinity with the gathering of people. Digital content marketing is a management process that uses digital products through different electronic channels to identify, forecast and satisfy the content requirements of a particular audience. It must be consistently updated and added to in order to influence the behaviour of customers.

One of the challenges in online marketing is that based on communication using technologies where hardly a week goes by without a search engine, ranking logarithm update or a social network update, keeping track of the technical changes alone becomes a major task and then there is need to work out how there changes affect an individual organization and ultimately its business model. The internet has given a new definition to business and has hitting high shares to increase sales.

1.2 Statement of the problem

Online marketing is playing a vital role today. Marketing strategies are very important for creating awareness about the products. This is the one tool where customers can easily get to know about the product features, varieties, price, and other contents which are very essential for the customers for making buying decision. On the other hand the company will also be benefited as these strategies helps in increasing sales of products. Hence this study id undertaken to know how effective the marketing strategies are helpful in increasing the sales of products with respect to Myntra.

1.3 Objectives of the study

- To know the online marketing strategies of the Myntra
- To analyze the promotional strategies of Myntra
- To find the level of satisfaction to the customers of Myntra
- To study the effectiveness of online marketing strategies in increasing the sale of products of Myntra

1.4 Scope of study

This study is done with reference to the Myntra, Manjeri. Which helps to understand about implementation of online marketing strategies consumable products in Myntra

1.5 Need of the study

Online marketing is important, because it aligns with the way consumer market purchasing decisions. Studies by analyse such as gather indicate that increasing number of consumers use social media and research on mobile internet to carry out preliminary products and price research before making final decisions. Online marketing enables to build relation with consumers and

prospects through regular, low cost personalized communication. Hence this study is intended to know the online marketing strategies used by Myntra to increase the sales.

1.6 HYPOTHESIS TESTING

HO: There is no significant difference between the male and female in respect of satisfaction level of 6 features of Myntra

1.7 RESEARCH METHODOLOGY

The research methodology used in this study is mainly designed as an empirical work based on both secondary data and primary data, obtained through pre-tested questionnaire, internet browsing, direct personal interviews of selected persons involved in this sector as well as.

1.8. SOURCE OF DATA

1.8.1 SOURCE OF PRIMARY DATA

The study makes use of primary data. The primary data collected through the questionnaire from the 50 customers of Myntra.

1.8.2 SOURCE OF SECONDARY DATA

The Main sources of secondary data are websites, books, magazines etc.

1.9 SAMPLE SIZE

The study is conducted on the basis of 50 selected sample and findings are drawn based on their response.

1.10 Sampling technique

Simple random sampling technique has been chosen for selecting the sample for this study.

1.11 TOOLS AND TECHNIQUES

1.11.1 TOOLS FOR DATA COLLECTION

The required data for the study has been collected through questionnaire

1.11.2 TOOLS USED FOR DATA REPRESENTATION

Tables, graphs and charts used to present data.

1.11.3 TOOLS USED FOR DATA ANALYSIS

Percentage analysis, average analysis, weighted average analysis and chi square analysis used for data analysis.

1.12 LIMITATIONS

Following are the main limitation of the study

- Sample size is very low
- Opinion is based on a particular area
- Respondent's bias might have influenced
- Same customers refused to co-operate
- Customer's response are deemed and believed to true to their knowledge
- Average response by respondents

1.13 CHAPTER PLAN

The study contains five chapters .The **first chapter** deals introduction, research methodology such has statement of problem, objectives, scope and methodology and limitations. The **second chapter** explains the review of literature.

The **third chapter** explains the organization profile and industrial profile of Myntra. The **fourth chapter** contains the analysis and interpretation of data collected from sample units. The **fifth chapter** includes findings, suggestion and conclusion.

CHAPTER-2

REVIEW OF LITERATURE

J Suresh Reddy has published article in Indian Journal of Marketing. Title of article is "Impact of E-commerce on marketing". Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide on-going information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term

Vikas Bondar has published his article on "sales and marketing strategies". Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

Victor Van Valenhas published article "Is Your Marketing Smart?" Today advertisers not only need to cater to and directly pinpoint a precise targeted audience, but they need to customize their advertisements as well. In print mediums, you have an idea of who will see your ad. For example, you know Femina magazine would be great to target women so you can promote your new beauty product in this magazine. But when it comes to online venues, how can you target the right audience when millions are browsing? Solution to this problem is Yahoo! SmartAds product, an innovative new advertising platform that allows marketers to deliver tailored ads to highly targeted audiences. SmartAds combines Yahoo!'s consumer insights and media capabilities with new ad serving technology. It automatically converts campaign creative and targeted offerings into highly-customized, relevant ad displays.

Dr.Rajesh Mahajan and Prof. Sunil Kumar have published their research paper entitled" Organisational Participation in Web Based E-markets" in Indian Journal of Marketing. The present research work on "Organisational Participation in Web Based Emarkets" is an attempt to know the level and nature of participation by the industrial units located in Punjab, primarily

dealing in Hand Tools and Sports goods. Web penetration is surprisingly helping this organization to exploit the markets globally.

Measurements /Finding:

- The use of Internet penetration is growing rapidly because of the cost factor. The cost of accessing Internet is about Rs.1400 per month, which is quite low as compared to the incomparable benefits of the Internet.
- Web advertising is quite popular in the industrial units of Punjab. Further the big organization is tremendous by exploiting the e-markets by launching attractive websites. The use of web advertising is influenced by the size of the organization.

Kingsnorth, S. (2017) Digital Marketing Strategy, shared that digital marketing and business strategy are concepts that should be integrated and grow together. Further research into specific digital marketing strategies, would be a valuable contribution to the field of digital marketing and current body of work. In-depth, qualitative and quantitative analysis would provide supporting evidence of the effectiveness or ineffectiveness of specific strategies. Further comparative studies between traditional marketing and digital marketing would give researchers and companies a better understanding of differences between the two approaches. Digital marketing is an innovative, influential contribution to the field of marketing.

CHAPTER-3

ORGANIZATION PROFILE

&

INDUSRTY PROFILE

3.1 ORGANIZATION PROFILE OF MYNTRA

Myntra is an Indian fashion E-commerce market place company headquarter in Bangalore, Karnataka, India. Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena in February 2007.Indian Institute Of Technology graduates with a focus on personalization of gift items, and soon expanded to set up regional offices in New Delhi, Mumbai and Chennai. By 2010, Myntra shifted its focus to the online retailing of branded apparel.

In May 2014,Myntra merged with Flipkart to compete against Amazon which entered the Indian market in June 2013 and other established offline retailers like Future Group, Aditya Birla Group and Reliance Retail

Vision:

"To become Amazon of India"

Mission

"Providing a delightful customer experience"

Products

In Myntra many types brands available Nike, Reebok, Puma, Adidas, Decathlon, FIFA, John Miller Asics, Lee, Lotto, Indigo Nation etc.

- Men, (clothing, footwear, accessories, watches, shoes etc...)
- Women, (clothing, footwear, accessories, watches, shoes etc...)
- Kids, (clothing, footwear, accessories, watches, shoes etc...)
- Home &Living, (bed linen & furnishing, curtains, lamps and lighting, kitchen etc...)
- Personal Care (fragrances, make up, grooming, skin & hair items etc...)

Achievements and awards

- Awarded 'Fashion E- retailer of the Year 2013' by Franchise India – Indian E-Retail Awards
- Awarded 'Best E-commerce Website for 2012' by IAMAI – India Digital Awards
- Awarded 'Images Most Admired Retailer of the Year: Non–Store Retail' for 2012 by Images Group

- Awarded 'Best E-commerce Partner of the year 2011-12' by Puma India

Competitors

- Flipkart
- Amazon
- Snapdeal
- Jabong
- E-bay

SWOT analysis

Strengths

-monetary assistance provided

-reduced labour costs

-existing distribution and sales networks

-domestic market

-high profitability and revenue

Weaknesses

-future market size

-small business units

Opportunities

-income level is at a constant increase

-growing economy

-new products and services

Threats

-price changes

-financial capacity

3.2 Industry profile

Online shopping is a type of electronic trade which enable the purchasers to specifically purchase administrations or merchandise from a vender over the Internet utilizing a web programs. Customers shows a result by going to the retailers looking among elective sellers utilizing the shopping indexes. And similar items valuating at various e commerce retailers. In 2016, clients can shop the online utilizing a scope of various computers s and gadgets, including desktop computers s, portable computers, tablet computers and cell phones.

History

The online shopping channel is started in 1994, with the principal offering of collection ‘Ten Summons’s Tales’ And chocolates and wines and blossoms took after and among the spear heading the retailer classifications powered the developing online shops. Many types of items did well as they are small items which customers didn’t have the touch and feel keeping in mind the end goal to purchase. Yet in addition critically in the good 'old days there were couple of customers online and they were from a thin fragment.

Growth

As the incomes from online deals kept on developing essentially scientists recognized distinctive sorts of online customers, Swaminathan and Rohm distinguished 4 classifications and named them "comfort customers, assortment searchers, adjusted purchasers, and store-situated customers". They concentrated on shopping inspirations and found that the assortment of items accessible and the apparent comfort of the purchasing online experience were critical spurring factors. This was distinctive for the disconnected customers, and who were more spurred by recreational and efficient intentions.

Online shops mostly use credit card in order to make payment. Different methods in payments. Such as cash on delivery, card on delivery, debit card, etc. Mostly customers used cash or card on delivery and debit or credit cards.

The first W.W.W (World Wide Web) server and browser, in 1990 created by Tim Berners-Lee and, 1991 it opened for commercial use. After the subsequent technological and innovations

emerged in 1994.and Pizza Hut started online pizza shop, Netscape's SSLV2 encrypted standard for secured transfer of data, and it is the first intershops online shopping system. In 1994 first secure retail transactions over the web is Internet shopping Network. After in 1995 Amazon launched its online shopping site and eBay was also started in 1995. And many other online shopping sites opened .Retailers have increased sales and services prior to availing through for building testing and managing demands.

Major players

- FLIPKART
- MYNTRA
- JABONG
- AMAZON
- SNAPDEAL
- ETC…

CHAPTER-4

ANALYSIS OF DATA

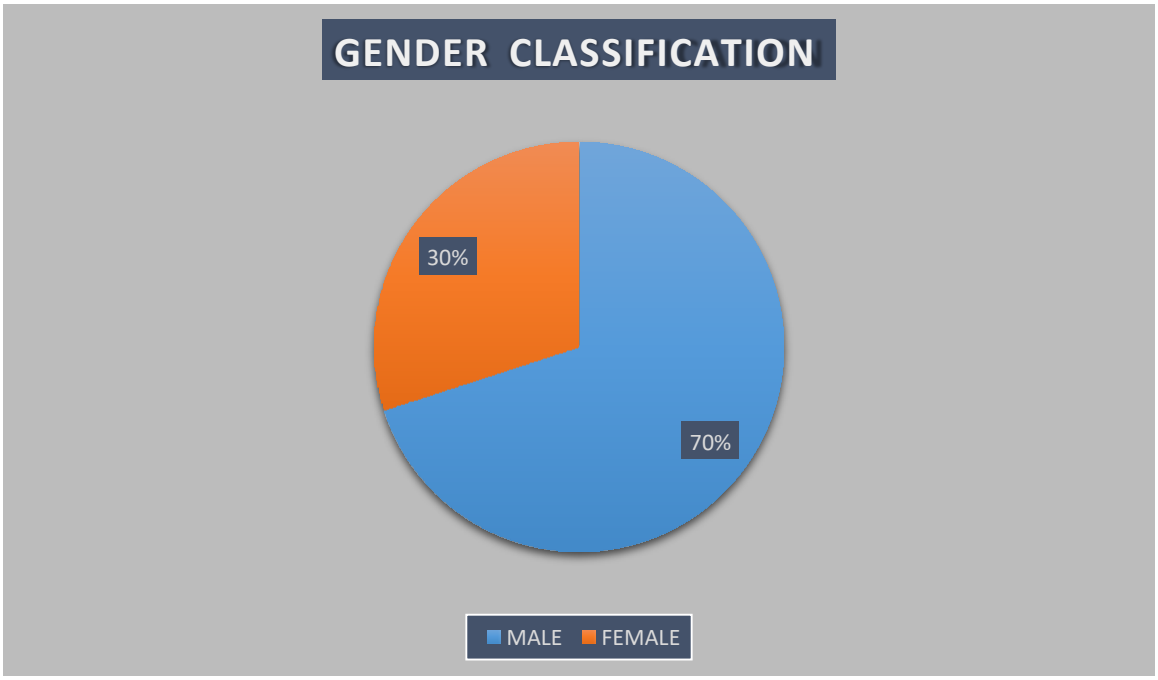
GENDER CLASSIFICATION

Table 4.1

GENDER	NO.OF RESPONDENT	PERCENTAGE
MALE	35	70%
FEMALE	15	3O%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.1



INTERPRETAITON;

The table shows that 35 respondents are male and remaining 15 respondents are female.

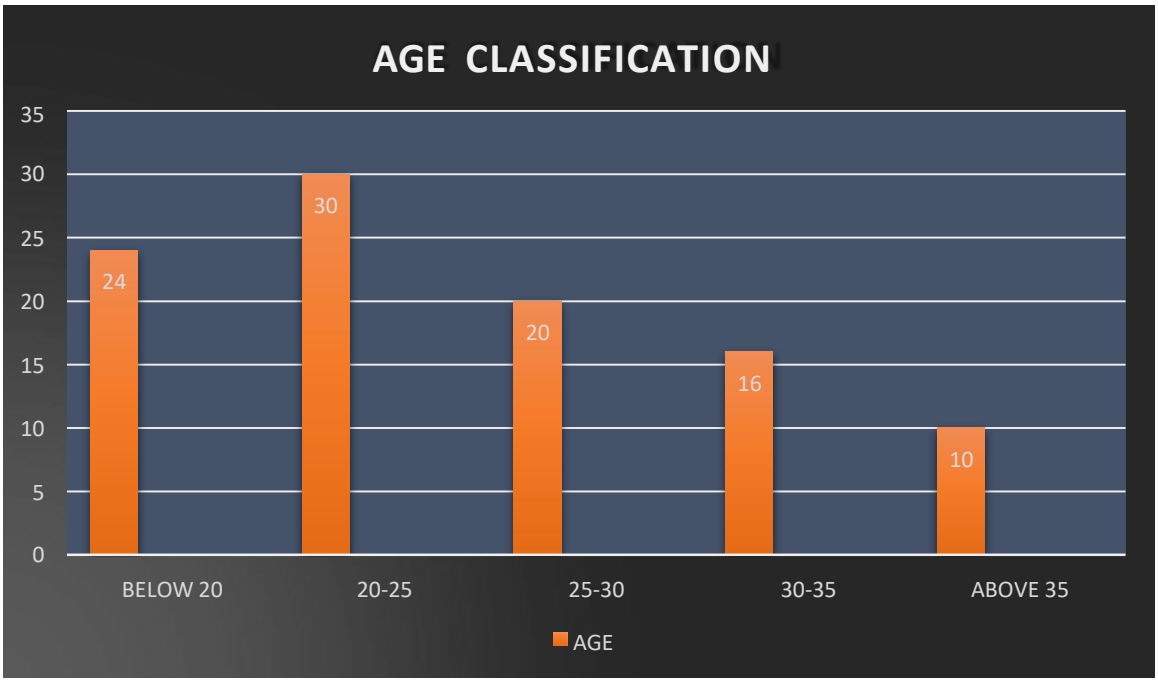
AGE CLASSIFICATION

Table 4.2

AGE	**NO.OF RESPONDENT**	**PERCENTAGE**
BELOW 20	12	24%
20-25	15	30%
25-30	10	20%
30-35	8	16%
ABOW 35	5	10%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.2



INTERPRETATION;

The table shows that 12 respondents are below 20 age, 15 respondents are 20-25 age, 10 respondents are 25-30 age, 8 respondents are 30-35 age and 5 respondents are above35 age.

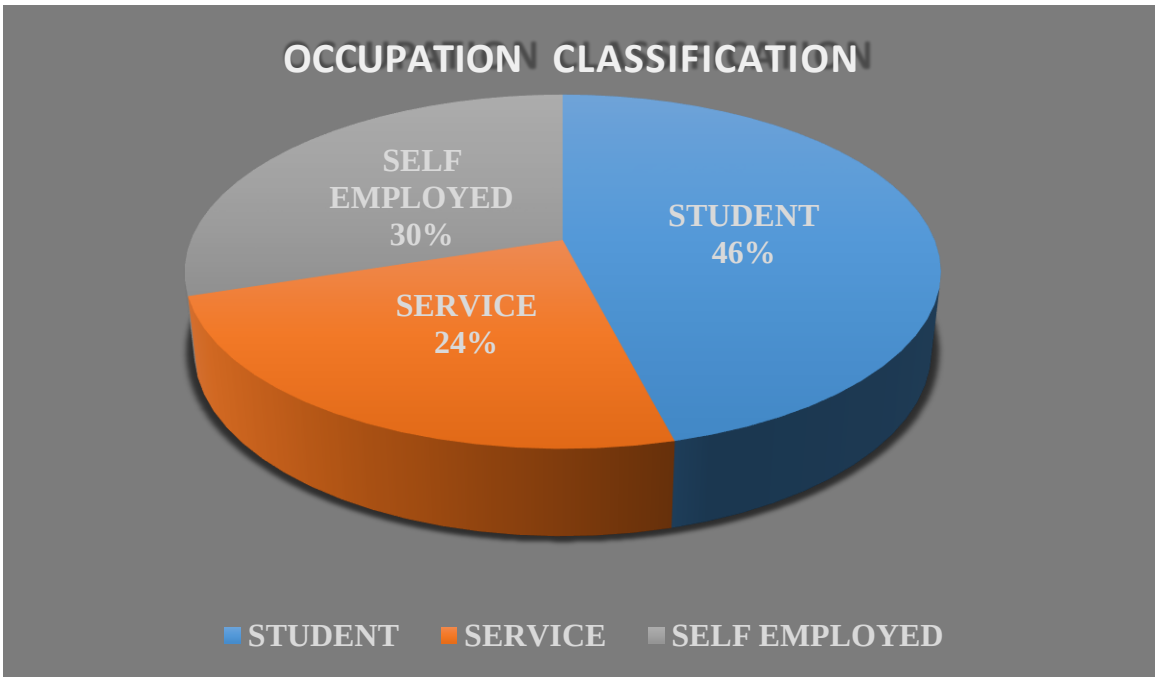
OCCUPATION CLASSIFICATION

Table 4.3

OCCUPATION	NO. OF RESPONDENT	PERCENTAGE
STUDENT	23	46%
SERVICE	12	24%
SELF EMPLOYED	15	30%
TOTAL	50	100%

(Source; Primary data)

Chart 4.3



INTERPRETATION;

The table shows the 23 respondents are student, 12 respondents are worked in service and 15 respondents are self-employed.

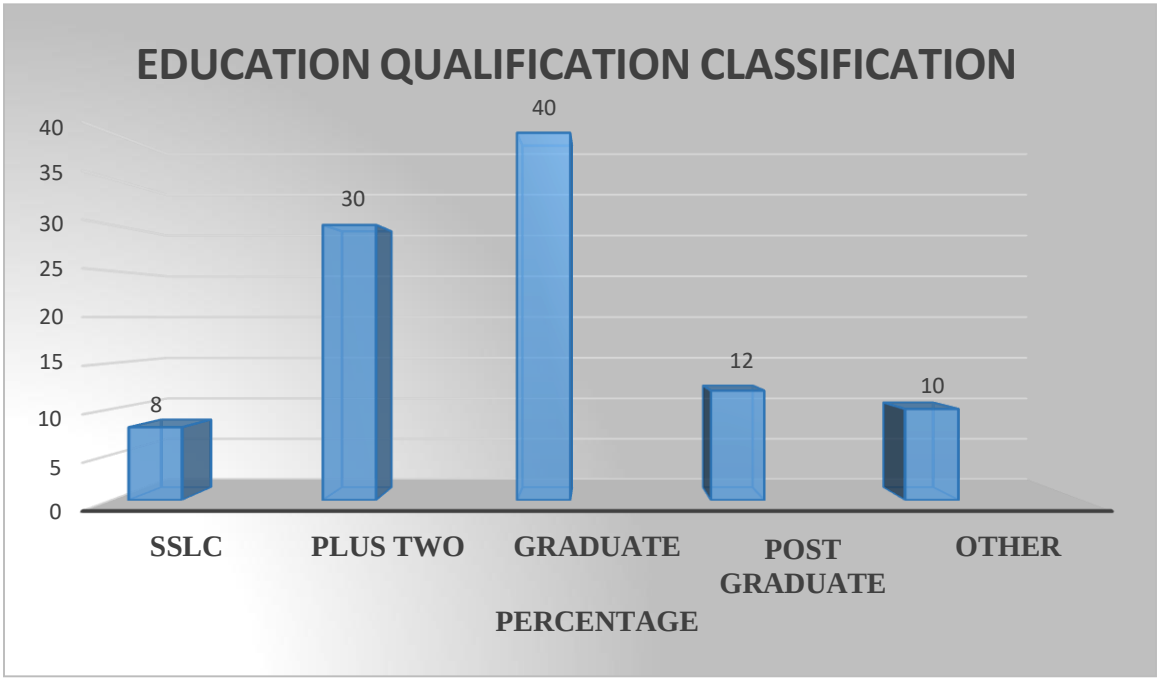
CLASSIFICATION ON THE BASIS OF EDUCATION QUALIFICATION

Table 4.4

EDUCATION QUALIFICATION	NO. OF RESPONDENT	PERCENTAGE
SSLC	4	8%
PLUS TWO	15	30%
GRADUATE	20	40%
POST GRADUATE	6	12%
OTHER	5	10%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.4



INTERPRETAION;

The table shows that respondents education qualification. 4 respondents are SSLC, 15 respondents are plus two, 20 respondents are graduate, 6 respondents are post graduate, and remaining 5 respondents are other.

CLASSIFICATION ON THE BASIS OF RESPONDENTS BUY THE PRODUCTS FROM MYNTRA

Table 4.5

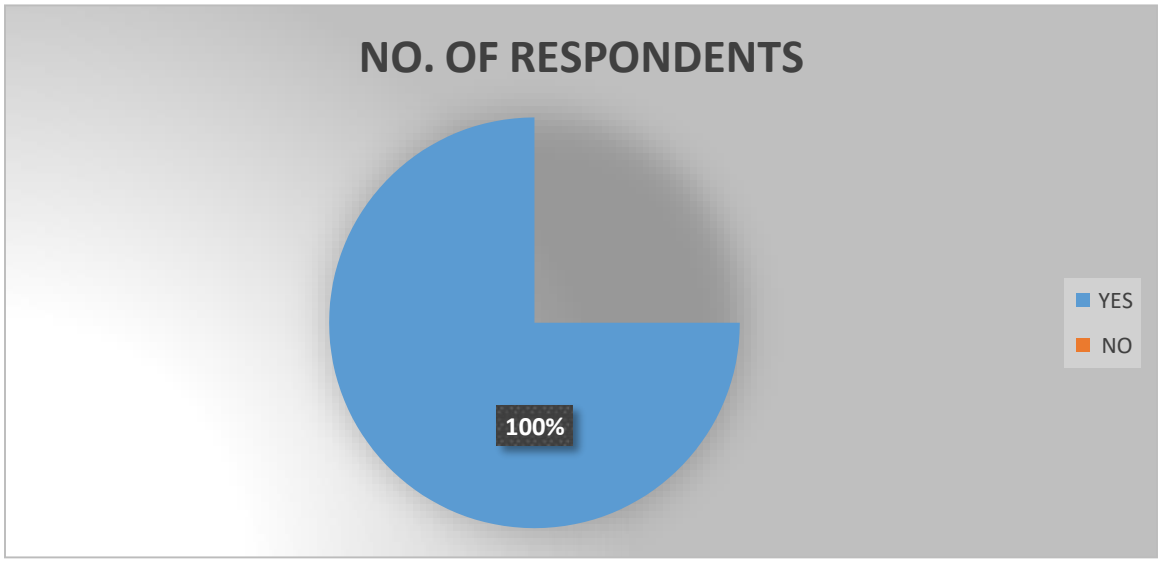
Table shows the no. of respondents buy the products from Myntra

PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
YES	50	100%
NO	0	0
TOTAL	**50**	**100%**

(Source; Primary data)

Chart 4.5

The graph shows that no. of respondents buy the products from Myntra



INTERPRETATION;

The table shows that 50 respondents are buying products through Myntra (only select the Myntra customers)

The pie chart shows that the all respondents are buy the products through Myntra because the availability of products, discounts, price, attractive offers etc. (Only select the Myntra customers)

PATTERN OF SHOPPING IN MYNTRA

Table 4.6

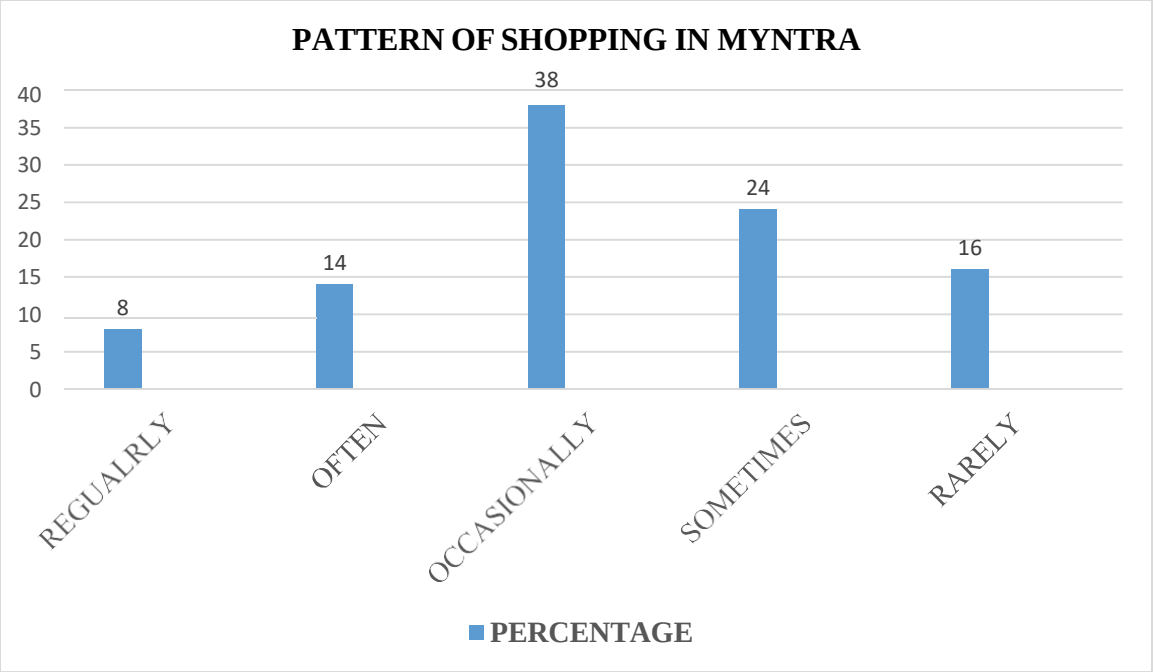
Table shows that no. of respondents often buy the product through online

FREQUENCY	**NO. OF RESPONDENTS**	**PERCENTAGE**
REGULARLY	4	8%
OFTEN	7	14%
OCCASIONALLY	19	38%
SOMETIMES	12	24%
RARELY	8	16%
TOTAL	**50**	**100%**

(Source; Primary Data)

Chart 4.6

The graph showing the no. of respondents often buy the product through online



INTERPRETATION;

The table shows that 8% of respondents are buying regularly, 14% of respondents are buying often, 38% of respondents are buying occasionally, 24% of respondents are buying sometimes and 16% of respondents are buying rarely.

The graph shows that the majority of the respondents are buying occasionally. Majority of the respondents are occasional shoppers. Only few of them are buying regularly as there may not be the requirement.

CLASSIFICATION ON THE BASIS OF OTHER WEBSITES USING APART FROM MYNTRA

Table 4.7

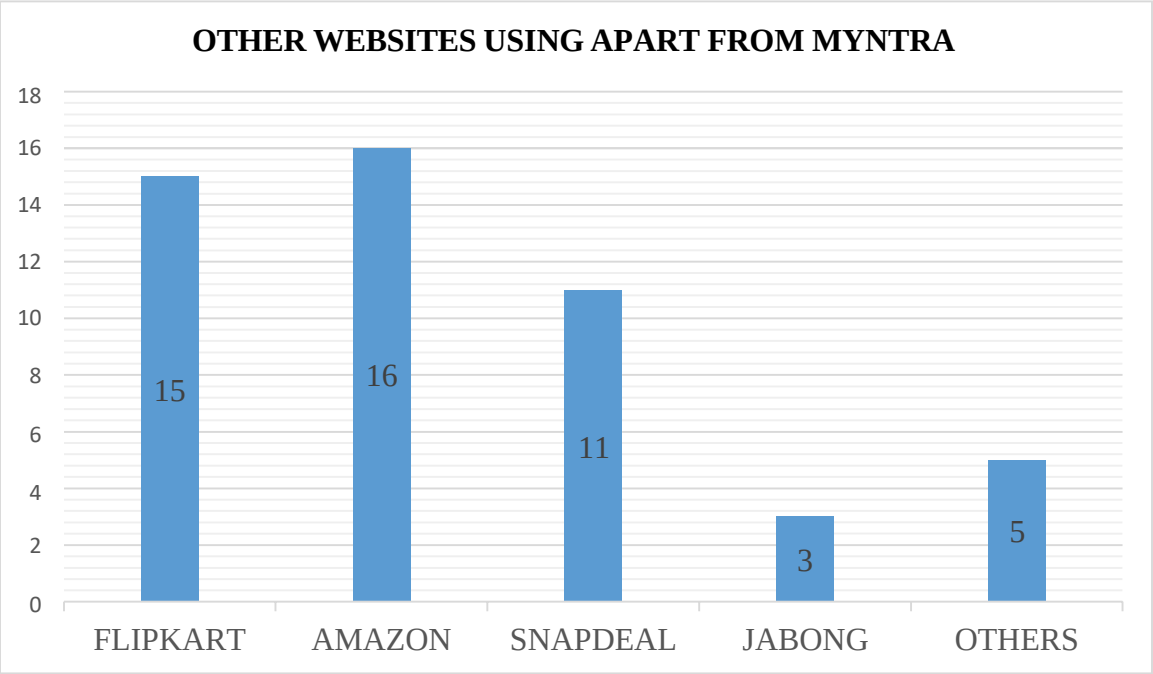
The table shows that respondents using other websites apart from Myntra

WEBSITES	**NO.OF RESPONDENTS**	**PERCENTAGE**
FLIPKART	15	30%
AMAZON	16	32%
SNAPDEAL	11	22%
JABONG	3	6%
OTHER	5	10%
TOTAL	**50**	**100%**

(Source; Primary Data)

Chart 4.7

The graph showing the no. of respondent using other websites apart from Myntra



INTERPRETATION;

The table shows that no. of respondents in 30% respondents are preferring Flipkart, and 32% respondents are preferring Amazon and 22% respondents are preferring Snapdeal and 6% of respondents are preferring Jabong and remaining 10% respondents are preferring other online shops.

The table shows that majority of respondents are preferring Amazon and Flipkart. This might be because of the quality services provided by Amazon in terms of in time delivery; price, product quality, effective promotion etc. and minority of the respondents prefer the other online shops. Today most of the customers are buying products through online only so to retain and attract the

customers the online shopping stores need to promote using latest strategies in an effective and attractive manner so that customers will prefer most.

PRODUCT PURCHASED THROUGH MYNTRA

Table 4.8

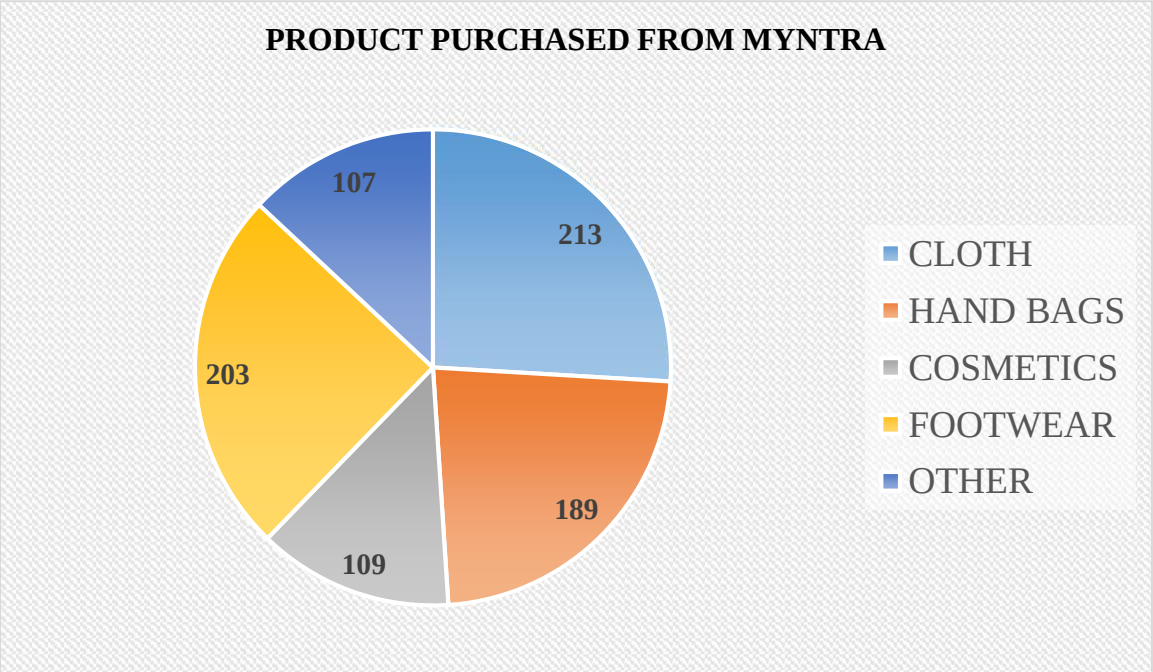
The table shows that categories of products that the consumer buys in Myntra

PARTICULARS	TOTAL	RANK
CLOTHING	213	1
HAND BAGS	189	3
COSMETICS	109	4
FOOTWEAR	203	2
OTHER	107	5

(Source; Primary Data)

Chart 4.8

The graph showing the no. of respondents purchased the types of products through Myntra



INTERPRETATION:

The table shows that the clothing is the most preferred product respondents buys in Myntra because the variety of cloths, brand and quality etc. And minority of respondents buys other types of products.

The graph shows that the majority of the respondents buy cloths in Myntra. This is due to the varieties of cloths and attractive offers and discounts etc... And minority of respondents buys other types of products.

MOTIVATION FACTORS TO BUY IN MYNTRA

Table 4.9

The table shows that factors motivates to buy in Myntra

Factors	**5**	**4**	**3**	**2**	**1**
Delivery time	13	24	6	3	4
Price	9	12	20	5	4
Quality	43	6	1	0	0
Availability	3	6	9	21	11
Brand	22	20	8	0	0
Size	1	5	7	16	21
Payment mechanism	11	24	13	2	0

(Source; Primary Data)

ANALYSIS OF MOTIVATION FACTORS TO BUY IN MYNTRA

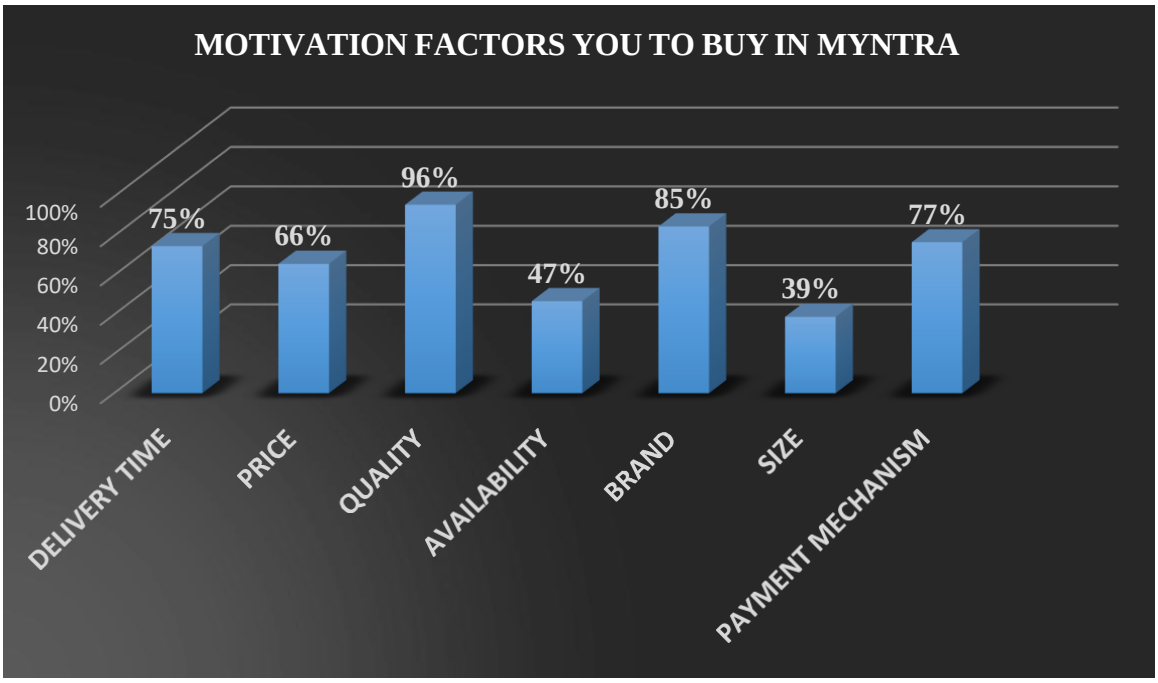
Table 4.10

Factors	5	4	3	2	1	TOTAL	PERCENTAGE
Delivery time	65	96	18	6	4	189	75%
Price	45	48	60	10	4	167	66%
Quality	215	24	3	0	0	242	96%
Availability	15	24	27	42	11	119	47%
Brand	110	80	24	0	0	214	85%
Size	5	20	21	32	21	99	39%
Payment mechanism	55	96	39	4	0	194	77%

(Source; Primary Data)

Chart 4.9

The graph showing the no. of factors motivates to buy product through Myntra



INTERPRETATION:

The table shows that75% respondents express that delivery time factor motivates them and 66% respondents are using price factor and96% respondents are using quality factor and 47% respondents are using availability factor and 85% respondents are using brand factors and 39% of respondents are using size factor and 77% respondents are using payment mechanism factor.

The respondents express that quality is the factor that motivates them to buy products through online. Quality is one of the major factors that the customers consider most while buying products

compared to the other factors. And minority of respondent's size factor motivates to buy product through online.

NO. OF RESPONDENTS SEES BEFORE MAKING A SELECTION OF PRODUCT IN MYNTRA

Table 4.11

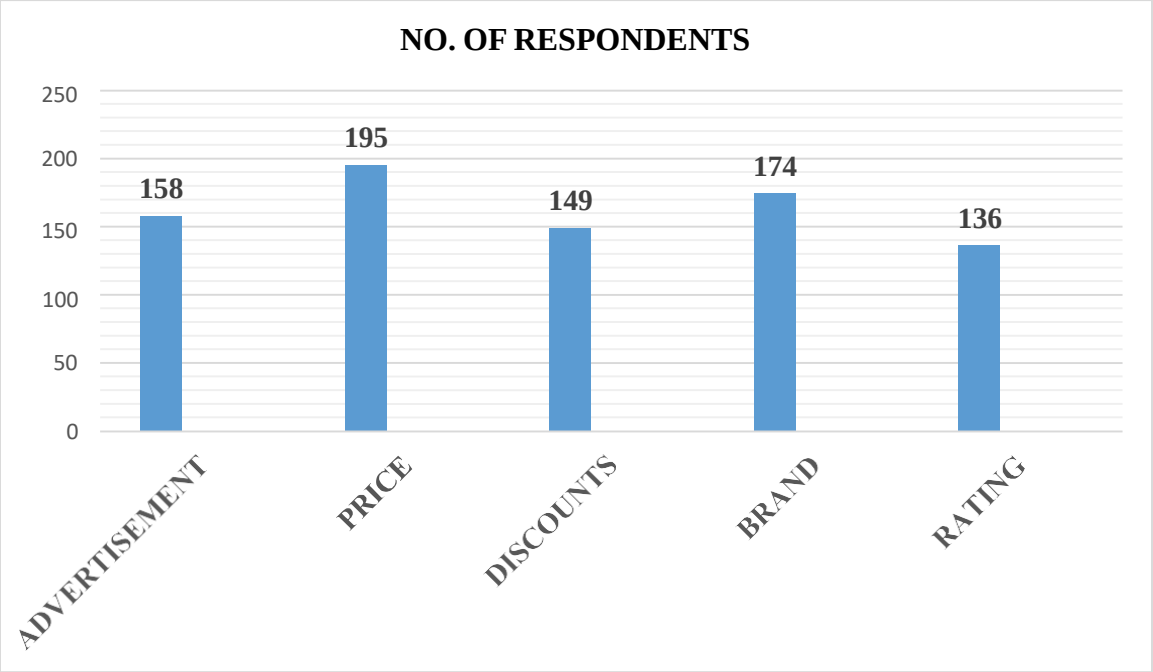
The table shows that the no. of respondents sees before making a selection of products in Myntra

FACTORS	TOTAL	RANK
ADVERTISEMENT	158	3
PRICE	195	1
DISCOUNTS	149	4
BRAND	174	2
RATING	136	5

(Source; Primary Data)

Chart 4.10

The graph showing the no. of respondents sees before making a selection of products in Myntra



INTERPRETATION:

The table shows that the no. of respondents sees before making a selection of products in Myntra. 10% respondents are selection of products by rating and 40% respondents are selection of products by price and 30% respondents are selection of products by brand and remaining 20% respondents are selection of products by advertisement.

The graph shows that majority of respondents make selection of products by considering the price factor because of attractive offers and discounts and minority are considering rating of products while selecting products of Myntra.

RESPONDENTS THINK THE MARKETING STRATEGIES HELP COMPANY TO INCREASE THE SALES

Table 4.12

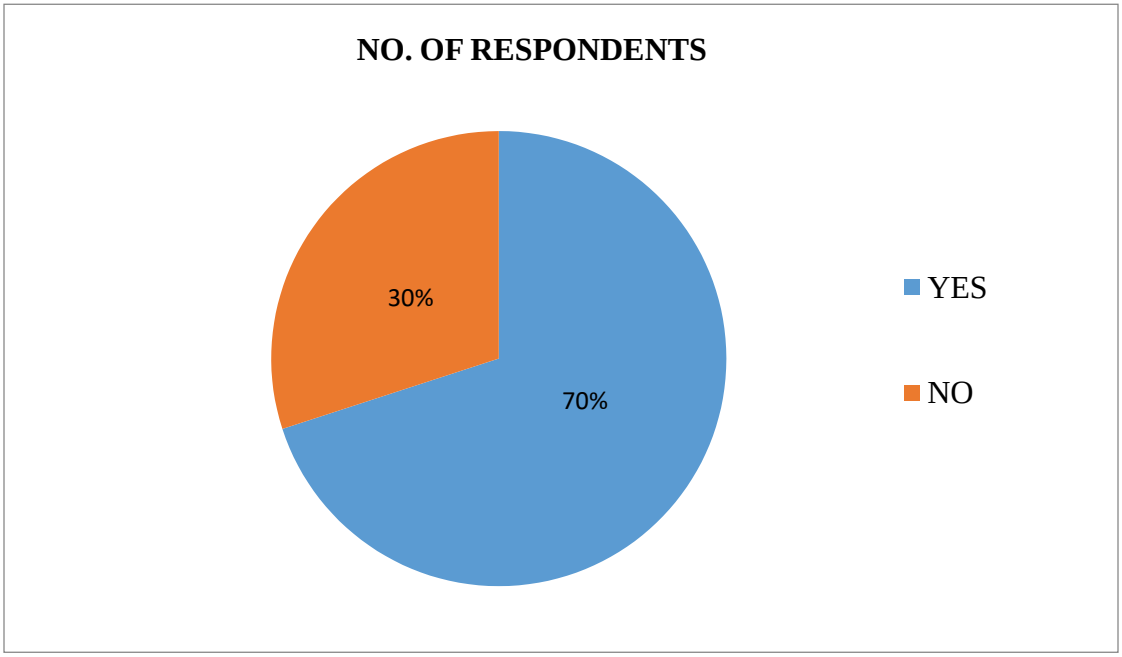
The table shows the no. of respondents think the marketing strategies helps company to increase the sales

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	35	70%
NO	15	30%
TOTAL	**50**	**100%**

(Source; Primary Data)

Chart 4.11

The graph shows the no. of respondents think the marketing strategies helps company to increase the sales



INTERPRETATION:

The table shows the no. of respondents 70% think the marketing strategies helps company to increase the sales and 30% think the marketing strategies not helps company to increase the sales. The shows that majority of respondents are think the strategies helps company to increase the sales and minority of respondents think marketing strategies not helps company to increase the sales.

PROMOTIONAL STRATEGIES OF MYNTRA

Table 4.13

The table shows that respondents rate the promotional strategies of Myntra

PROMOTIONAL STRATEGIES	**5**	**4**	**3**	**2**	**1**
Coupon bought	3	5	8	30	4
Festival offer	2	1	0	16	31
End of reason sale	5	14	22	7	2
Delivery charge	28	14	6	2	0
Discounts & deals	16	22	12	0	0

(Source; Primary Data)

ANALYSIS OF PROMOTIONAL STRATEGIES OF MYNTRA

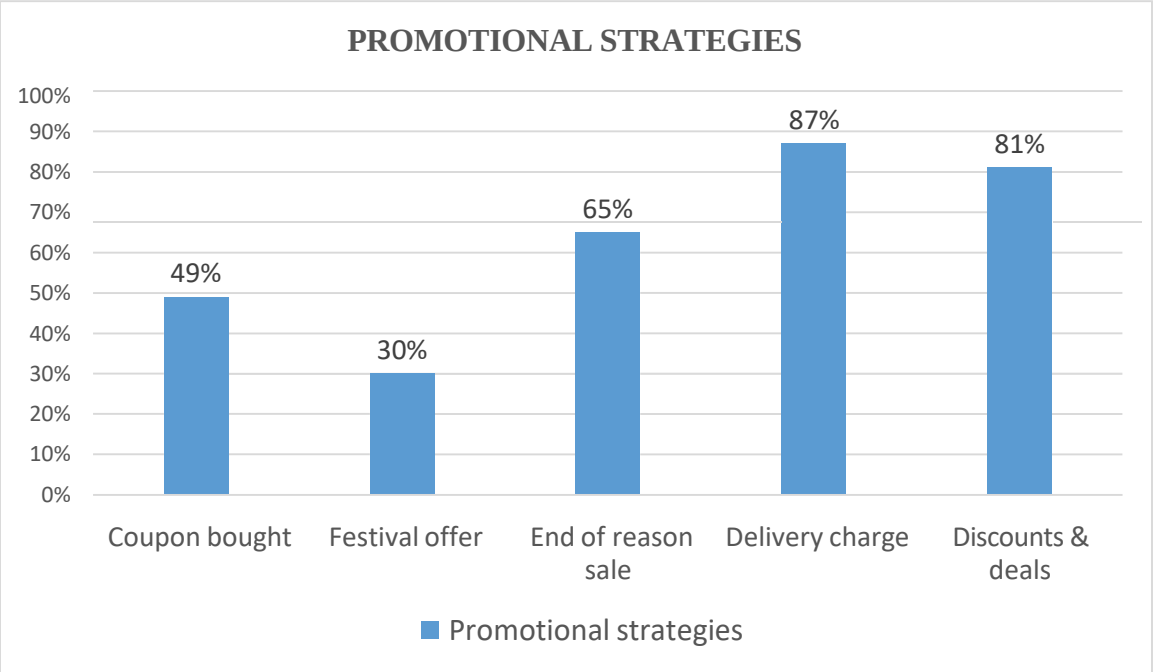
Table 4.14

PROMOTIONAL STRATEGIES	5	4	3	2	1	TOTAL	PERCENTAGE
Coupon bought	15	20	24	60	314	123	49%
Festival offer	10	4	0	32	2	77	30%
End of reason sale	25	56	66	14	0	163	65%
Delivery charge	140	56	18	4	0	218	87%
Discounts & deals	80	88	36	0	0	204	81%

(Source; Primary Data)

Chart 4.12

The graph shows the promotional strategies of Myntra



INTERPRETATION:

The above table shows 87% of respondents have rates delivery charge and 81%, 65% respondents had rates the discounts & deals, end of reason sale respectively. Whereas 49%, 30% of respondents rates only have coupon bought and festival offer.

RESPONDENTS RATES THE PROMOTIONS OF MYNTRA

Table 4.15

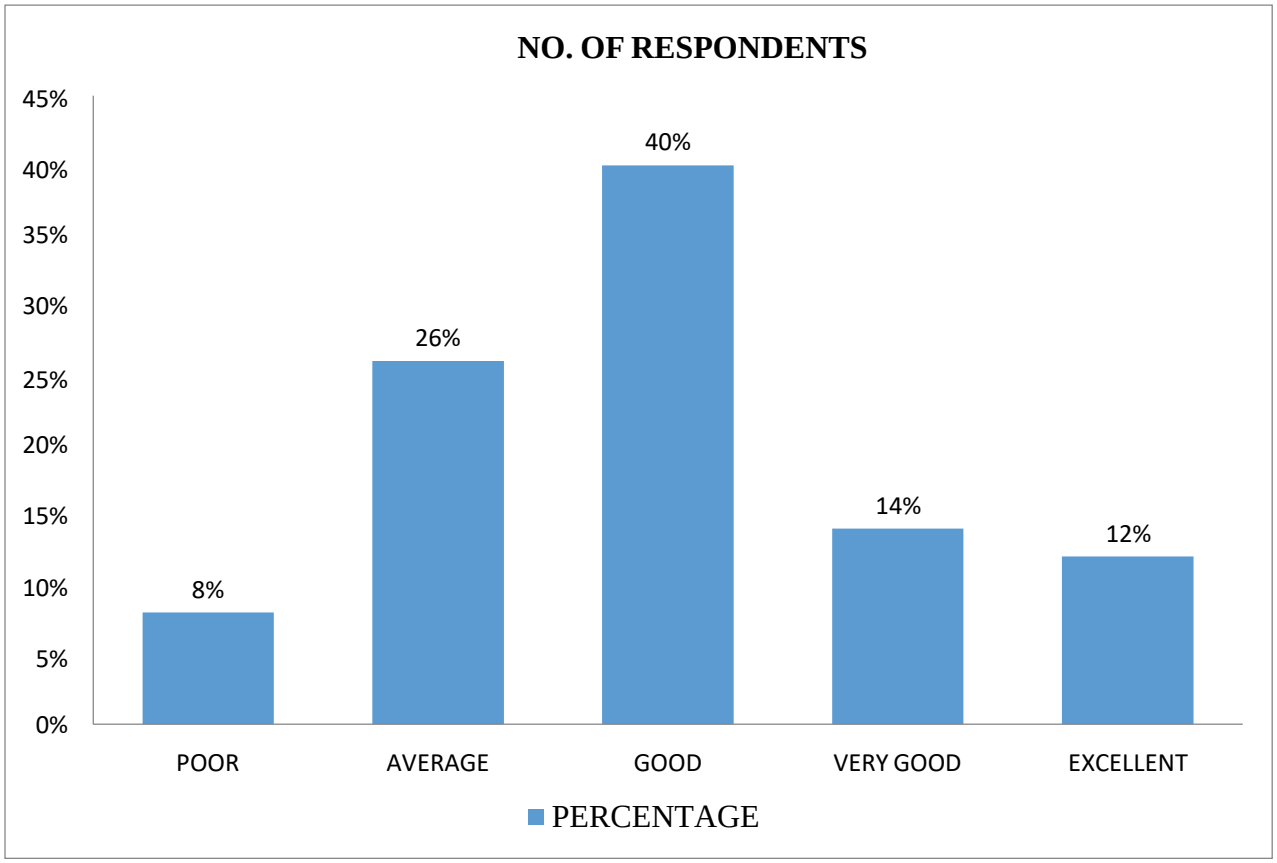
The table shows that no. of respondents rates the promotion of Myntra in comparison to others

PARTICULARS	**NO.OF RESPONDENTS**	**PERCENTAGE**
POOR	4	8%
AVERAGE	13	26%
GOOD	20	40%
VERY GOOD	7	14%
EXCELLENT	6	12%
TOTAL	**50**	**100%**

(Source; Primary Data)

Chart 4.13

The graph the no. of respondents rates the promotion of Myntra in comparison to others



INTERPRETATION:

The table shows that the 8% respondents are poor rating about Myntra and 26% respondents are average rating about Myntra and 40% respondents are good rating about Myntra and 14% respondents are very good rating about Myntra and remaining 12%respondents are excellent rating about Myntra.

The graph shows that the majority of respondents are good rating about the Myntra because of good quality of products and attractive offers and discounts etc...And minority of respondents is poor rating about Myntra.

RESPONDENTS HAVE GOT ANY SPECIAL OFFER FROM MYNTRA

Table 4.16

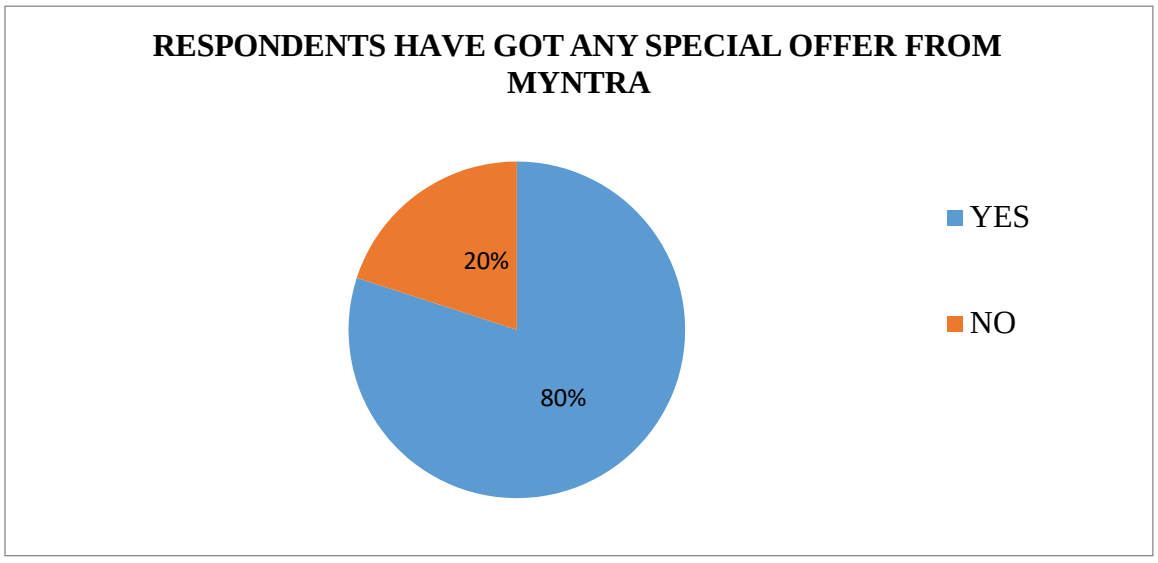
The table shows the no. of respondents have got any special offer from myntra

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	40	80%
NO	10	20%
TOTAL	**50**	**100%**

(Source; Primary Data)

Chart 4.14

The graph shows the no. of respondents have got any special offer from Myntra



INTERPRETATION:

The table shows that 80% no. of respondent have got any special offer from Myntra and 20% have not got any special offer from Myntra**.**

The graph in majority of respondents is got any special offers from Myntra. Because more purchasing have provides any special offers. And minority of respondents have not got any offers.

RESPONDENTS ARE SATISFIED WITH THE PRODUCT INFORMATION OF MYNTRA

Table 4.17

The table shows that no. of respondents are satisfied with the product information of Myntra

PARTICULARS	**NO.OF RESPONDENTS**	**PERCENTAGE**
VERY MUCH SATISFIED	5	10%
SATISFIED	10	20%
NEUTRAL	25	50%
DISSATISFIED	6	12%
HIGHLY DISSATISFIED	4	8%
TOTAL	**50**	**100%**

(Source; Primary Data)

ANALYSIS OF RESPONDENTS ARE SATISFIED WITH THE PRODUCT INFORMATION OF MYNTRA

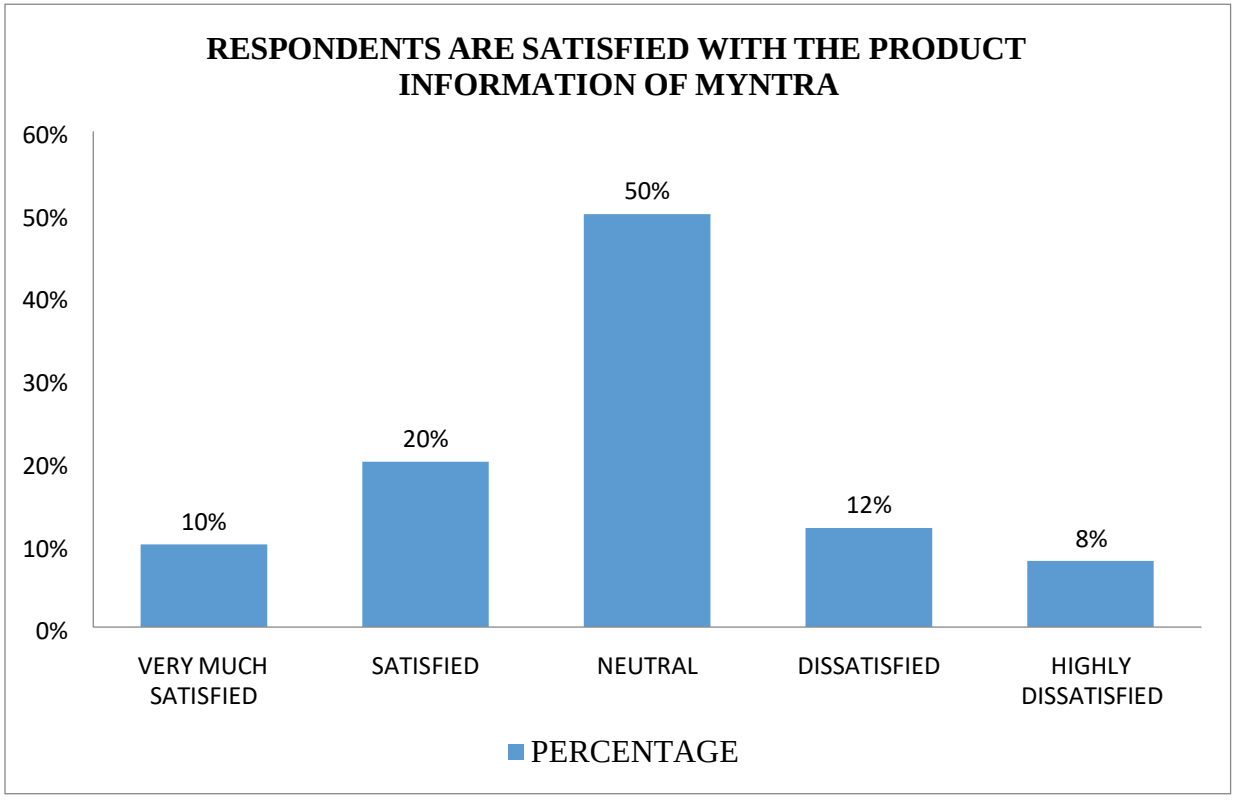
Table 4.18

VERY MUCH SATISFIED (5)	SATISFIED (4)	NEUTRAL (3)	DISSATISFIED (2)	HIGHLY DISSATISFIED (1)	TOTAL	WEIGHTED AVERAGE
25	40	75	12	4	156	0.62

(Source; Primary Data)

Chart 4.15

The graph shows that no. of respondents are satisfied with the product information of myntra



INTERPRETATION:

The graph shows that the 10% of respondents are very much satisfied with the product information of Myntra and 20% of respondents are satisfied with the product information of Myntra and 50% of respondents are very neutral with the product information of Myntra and 12 %of respondents dissatisfied with the product information of Myntra and 8% of respondents are highly dissatisfied with the product information of Myntra.

PROBLEMS FACED BY THE CUSTOMERS OF MYNTRA

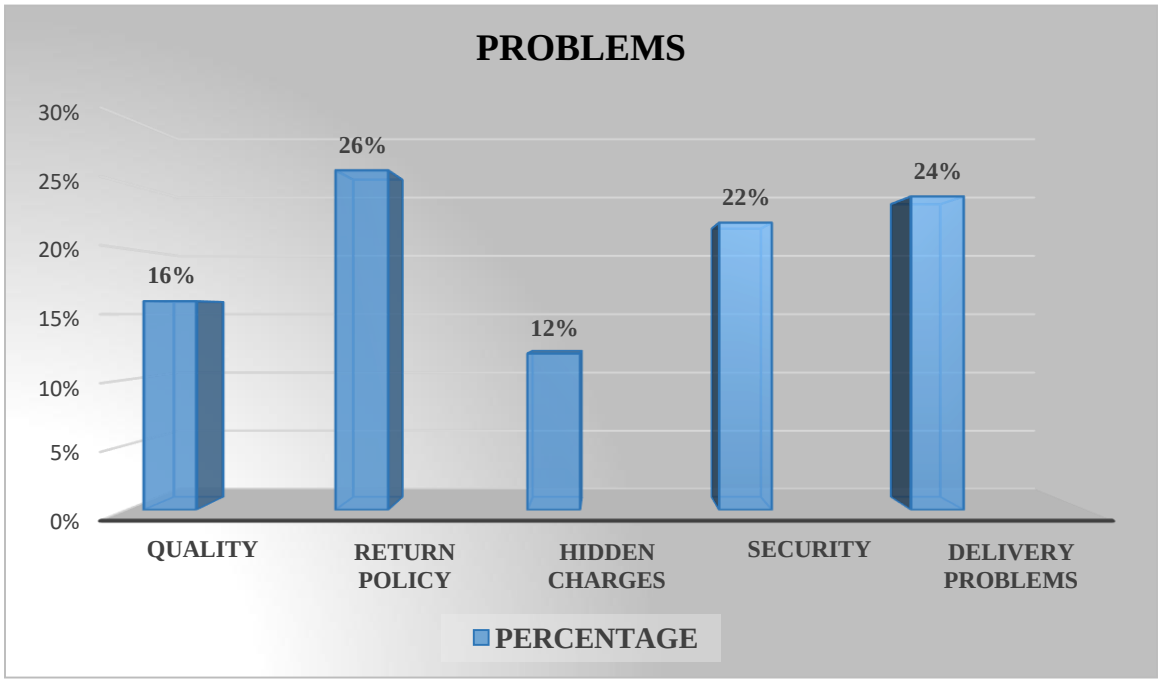
Table 4.19

The table shows the problems faced by the customers of Myntra

PROBLEMS	**NO.OF RESPONDENTS**	**PERCENTAGE**
QUALITY	8	16%
RETURN POLICY	13	26%
HIDDEN CHARGES	6	12%
SECURITY	11	22%
DELIVERY PROBLEMS	12	24%
TOATAL	**50**	**100%**

(Source; Primary Data)

Chart 4.16



INTERPRETATION;

The table shows the problems faced by the Myntra customers. 26% are return policy problems, 24% are delivery problems, 22% are security problems, 16% are quality problems and 12% are hidden charges while conducting online purchase through Myntra.

This is done to know the problems faced by the customers of Myntra. From this we can identify that the return policy gets 1st rank. Delivery problems, security, quality and hidden charges got the 2^{nd}, 3^{rd}, 4^{th} and 5^{th} rank respectively.

RESPONDENTS SATISFIED THE FOLLOWING FEATURES OF MYNTRA

Table 4.20

Table shows the no. of respondent satisfied the following features of Myntra

FEATURES	VERY MUCH SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
DISCOUNTS	12	15	18	2	3
CUSTOMER SERVICE	8	12	23	5	2
DELIVERY TIME	10	30	8	2	0
CASH ON DELIVERY	6	16	19	8	1
EXCHANGE	13	11	9	12	5
PACKAGING	7	19	11	9	4

(Source; Primary Data)

ANALYSIS OF RESPONDENTS SATISFIED THE FOLLOWING FEATURES OF MYNTRA

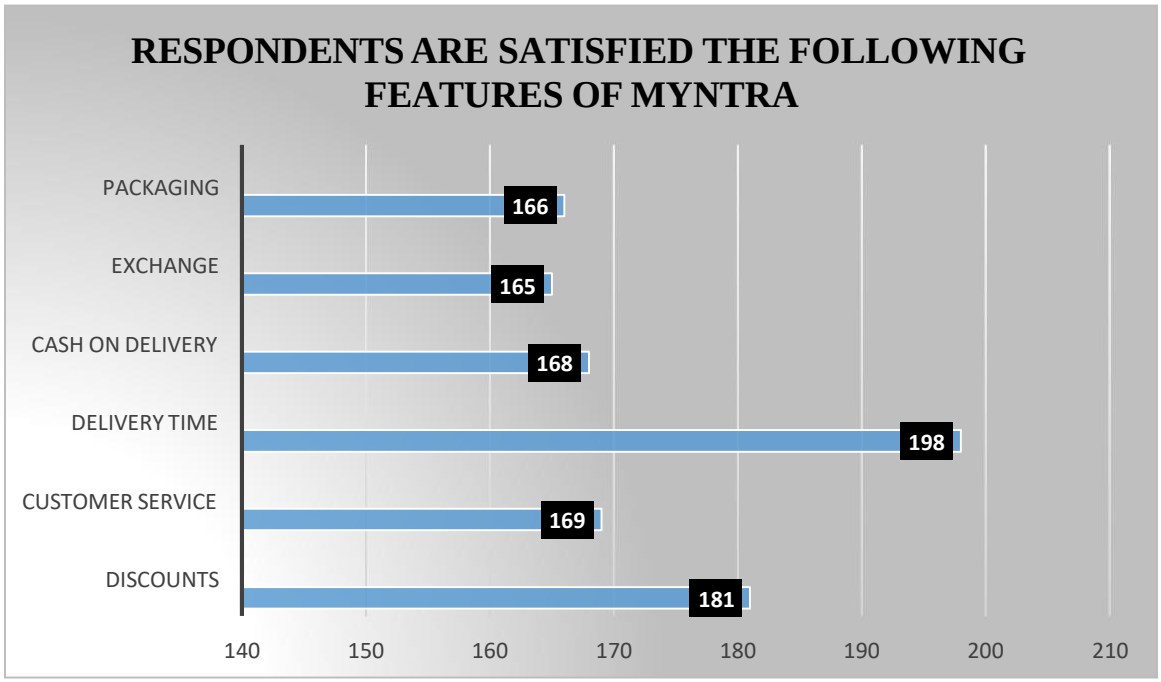
Table 4.21

Analysis of respondents satisfied the following features of Myntra

FEATURES	VERY MUCH SATISFIED (5)	SATISFIED(4)	NEUTRAL(3)	DISSATISFIED(2)	HIGHLY DISSATISFIED (1)	TOTAL	WEIGHTED AVERAGE	RANK
DISCOUNTS	60	60	54	4	3	181	0.72	2
CUSTOMER SERVICE	40	48	69	10	2	169	0.67	3
DELIVERY TIME	50	120	24	4	0	198	0.79	1
CASH ON DELIVERY	30	64	57	16	1	168	0.67	4
EXCHANGE	65	44	27	24	5	165	0.66	6
PACKAGING	35	76	33	18	4	166	0.66	5

(Source; Primary Data)

Chart 4.17



INTERPRETAION;

The graph shows that the satisfaction level of customers in the features of Myntra. Delivery time got 1st rank, discount got 2nd rank, customer service got 3rd rank, cash on delivery got 4th rank, packaging got 5th rank and exchange got 6th rank.

RESPONDENTS LIKE TO RECOMMEND OTHERS TO BUY PRODUCTS OF MYNTRA

Table 4.22

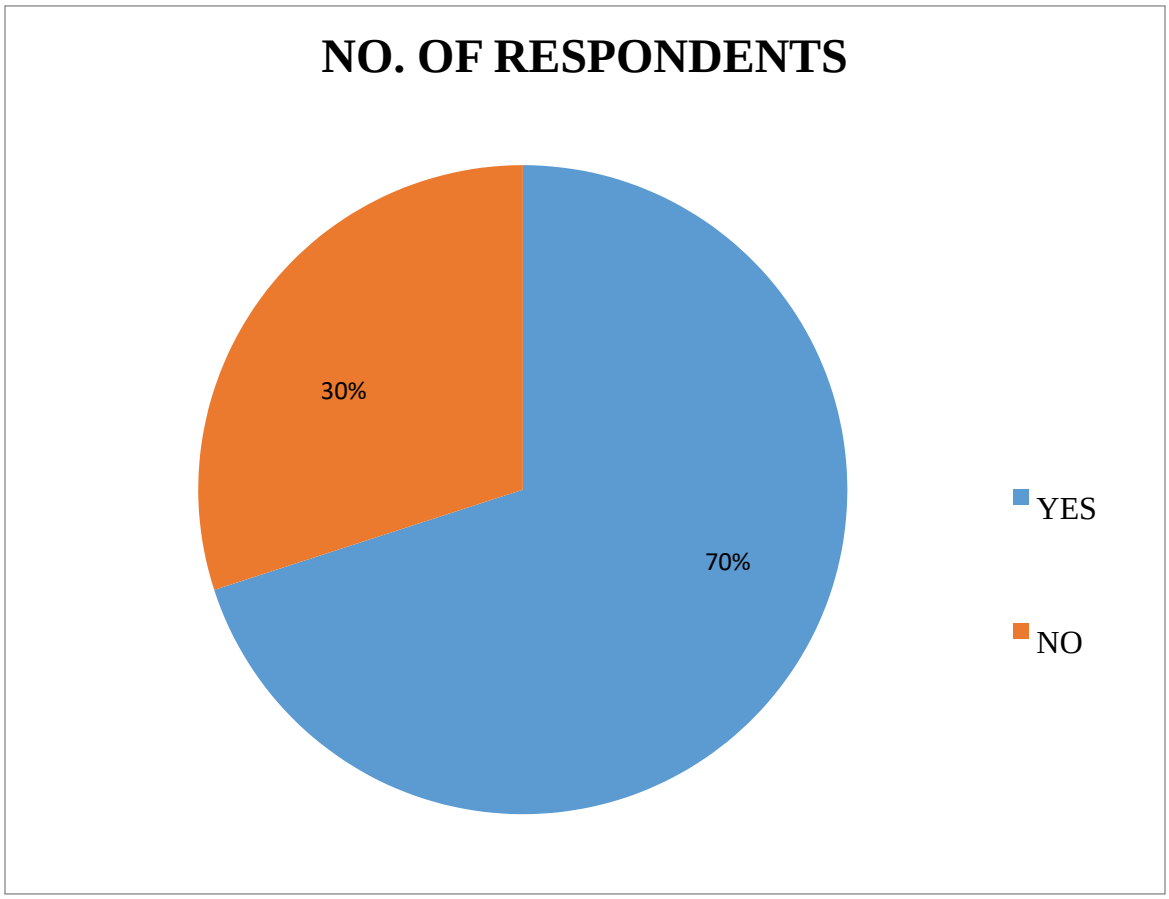
The table showing the no. of respondents like to recommend others to buy products of Myntra

PARTICULARS	**NO.OF RESPONDENTS**	**PERCENTAGE**
YES	35	70%
NO	15	30%
TOTAL	**50**	**100%**

(Source; Primary Data)

Chart 4.18

The graph showing the no. of respondents like to recommend others to buy products of Myntra



INTERPRETATION:

The table shows that the 70% of respondents like to recommend others to buy products of Myntra and 30% respondents are not like to recommend others to buy products of Myntra.

The graph shows that the majority of respondents are respondents like to recommend others to buy products of Myntra because of good quality of products and attractive offers and discounts and good return policy etc...And minority of respondents are not like to recommend others to buy products of Myntra.

HYPOTHESIS TESTING

- MALE AND FEMALE FACTORS EFFECTING SATISFACTION LEVEL

1. Whether there is significant difference between gender with respect of satisfaction level

	Satisfied	**Dissatisfied**	**Total**
Male	24	11	35
Female	10	5	15
Total	**34**	**16**	**50**

(Source; Primary Data)

HO: There is no significant difference between the male and female in respect of satisfaction level of 6 features of Myntra

H1: There is significant difference between the male and female in respect of satisfaction level of 6 features of Myntra

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
24	23.8	0.2	0.04	0.016807
11	11.2	-0.2	0.04	0.035714
10	10.2	-0.2	0.04	0.039216
5	4.8	0.2	0.04	0.083333
Total				0.17507

(Source; primary data)

Chi square = $\sum (O-E)^2 / E$ =0.17507

DF = (r-1) (c-1) = (4-1) (5-1) = 12

Level of significance =.05

Table value =21.02

INTERPRETATION;

The calculated value of chi-square test is less than table value. Hence the hypothesis drawn is sustained and accepted. It is established that, there is no significant difference between the male and female in respect of satisfaction level of customers.

CHAPTER-5

FINDINGS, SUGGESTIONS

&

CONCLUSION

5.1 SUMMARY

The project entitled “A study on implementation of online marketing strategies consumables product in Myntra, Manjeri”. The main objective of the study was to analyze the promotional strategies of Myntra.

This project was successfully completed through five chapters. The first chapter of the project contains introduction. It includes objective, scope, sampling technique source of data and limitations of the study.

The second chapter includes review of literature. The third chapter of project is company profile and industrial profile. It includes the achievements, awards, history and growth of Myntra. The study is conducted through direct personal interview of 50 individuals of various social groups with the help of well-structured questionnaire. Respondent of selected samples are duly tabulated, analyzed and interpreted by using various statistical tools are included in the fourth chapter.

The researcher while conducting the study comes across many findings, suggestions and conclusions. All these includes in fifth chapter.

5.2 FINDINGS

The following are the findings that appeared while analysing the study

- 87% of respondents have rates the delivery charge is the high promotional strategies of Myntra
- Most of the respondents (96%) have rates the quality is the high factor for motivates them to buy products through Myntra. Whereas size and availability are least factor
- 70% of respondents are affect the promotion strategy of buying decision in Myntra
- 69.8% of respondents are satisfied the some features of Myntra
- Majority of the respondents are buying the product through online in occasionally (32%)
- 32% of respondents are prefer Amazon and 30% of respondents are prefer Flipkart for online shopping
- 42% of respondents purchase clothing and near 32% of respondents purchase footwear in Myntra
- Most of the respondents ranked 1st for price and next is brand factor are considering for the selection of product
- 40% of respondents are good rating about the Myntra
- 80% of respondents are got any special offers from Myntra
- 50% of respondents are neutral with the product information of Myntra
- Among the respondent 26% of respondents felt problem in return policy and 24% of respondents felt problem in delivery while conducting online purchase in Myntra
- 70% of respondents are respondents like to recommend others to buy products of Myntra
- There are no significant difference between the male and female in respect of satisfaction level of customers

5.3 SUGGESTIONS

The following are the suggestions that appeared while analysing the study

- Since few of the customers are buying products through offline, awareness need to be created for increasing online payment mode
- Usage of products by the customers is required to be more as few of the customers are buying yearly also
- Promotional strategies need to be improved so as to motivate the customers to make buying decision
- The company has to make ease for searching products what they are looking for
- Special offer need to be provided for attracting the customers
- Complete information about the product need to be advertised for better understanding of the product
- Lucky draw, coupons, etc. are required to promote the customers and also to increase the sales
- The company has to give inform all customers for the new products launching time
- Ensure quick delivery
- Lack of out of stock should consider

5.4 CONCLUSION

Today online marketing strategies are very important for the customers to get to know about the products and also for the company to increase their sales which in turn helps to achieve their goals like profitability and survival. Marketing strategies are means for achieving the organizational goals. Social media marketing, e-mail marketing, content marketing etc. are some of the online marketing strategies that helps consumers in selecting the right products at the right time and at the right cost where customers can get a clear understanding of the products. Customer satisfaction is one of the major and significant factors that has to be met with the help of various marketing tools and techniques. Here an attempt is made to understand the implementation of online marketing strategies by Myntra in increasing the sale of products. It can be concluded that, Myntra has adopted various strategies so as to help customers and also to increase the sale of products in the highly competitive market.

APPENDIX

QUESTIONNAIRE

Dear Respondent,

We are students from MEASS College, Areekode currently pursuing for M.COM course as a part of curriculum. We are required to do a project work. We will be pleased if you kindly spare few minutes for filling up the questionnaire. Whatever Information provided by you will be kept confidential used only for the purpose of our study.

1. Name :

2. Gender :Male ☐ Female ☐

3. Age :Below 20 ☐ 20-25 ☐ 25-30 ☐
30-35 ☐ Above 35 ☐

4. Occupation : Student ☐ Service ☐
Self employed ☐

5. Education qualification: SSLC ☐ Plus two ☐ Graduate ☐
Post graduate ☐ other ☐

6. Do you purchase from Myntra?
Yes ☐ No ☐

7. How often do you purchase online?

Regularly ☐ Often ☐ occasionally ☐ sometimes ☐ rarely ☐

8. Which of the other websites, you are using apart from Myntra?

Flipkart ☐ Snapdeal ☐ Amazon ☐ Jabong ☐

Other ☐

9. Which of the product have you purchase in Myntra? (Rank 1-5)

Cloth ☐

Hand bags ☐

Cosmetics ☐

Footwear ☐

Other ☐

10. Rate the following factors that motivates you to buy in Myntra?

Factors	5	4	3	2	1
Delivery Time					
Price					
Quality					
Availability					
Brand					
Size					
Payment Mechanism					

11. Rank the following factors influence you before making a selection of product in Myntra?

Factors	Rank
Rating	
Brand	
Discounts	
Advertisement	
Price	

12. Do you think marketing strategies help company to increase sales?

Yes ☐ No ☐

13. Rate the following promotional strategies of Myntra?

Promotional strategies	5	4	3	2	1
Coupon bought					
Festival offer					
End of reason sale					
Delivery charge					
Discounts & deals					

14. Please rate the promotions of Myntra in comparison to others?

Poor ☐ Average ☐ Good ☐ Very Good ☐

Excellent ☐

15. Have you hope a special offer from Myntra?

Yes ☐ No ☐

16. Are you satisfied with product information displayed in Myntra?

Very much satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐

Highly dissatisfied ☐

17. What are the inconvenience and discomforty you have in Myntra?

Quality ☐ Return policy ☐ Hidden charges ☐

Security ☐ Delivery problem ☐

18. Are you satisfied the following features of Myntra?

Features	Very much satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Discounts					
Customer service					
Delivery Time					
Cash on delivery					
Exchange					
Packaging					

19. Would you recommend others to buy products of Myntra?

Yes ☐ No ☐

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TO STUDY AWARENESS AND ACCEPTANCE BY THE CUSTOMERS OF UNILEVER PERSONAL CARE PRODUCTS

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

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173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "TO STUDY AWARENESS AND ACCEPTANCE BY THE CUSTOMERS OF UNILEVER PERSONAL CARE PRODUCTS is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of S. BARANI CHELVI (M.F.C.MPHIL), ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

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PLACE: CHENNAI

DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"TO STUDY AWARENESS AND ACCEPTANCE BY THE CUSTOMERS OF UNILEVER PERSONAL CARE PRODUCTS "** submitted by **R. SOWMIYA** (**Reg. No: U20BC216)**, **S. SOWMIYA** (**Reg. No: U20BC217), G. SRIDHAR** (**Reg. No: U20BC218), T. SRINIVASAN** (**Reg. No: U20BC219), P. SRIPRIYA** (**Reg. No: U20BC220)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai S. BARANI CHELVI (M.F.C.MPHIL)

Date : **(Research Supervisor)**

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CHAPTER 1
INTRODUCTION

In the modern world, the product is considered the most important element of marketing theory and practice. The brand plays a major role in the commercial success of the product in the market. The use of branding helps companies to attract consumer attention to their products and establish themselves in the market. One of the most current topics in marketing theory and practice is the issue of branding. The key to the success of a brand lies in creating its positive image and ensuring its recognition and awareness. Brand image has a great influence on the purchase decisions of consumer goods. The greater the popularity of a brand, the greater the acceptance of the brand by consumers. When a consumer is satisfied with the consumption and use of a specific brand, he or she gradually becomes a loyal buyer. Thus, achieving and maintaining positive results in branding are directly related to the company's constant and tirelesswork in this direction. Brand awareness can seem nebulous and mysterious, but it is not that hardto define. It refers to how people recognize and remember your company, and it employs a few strategies across a variety of industries. How to measure brand awareness, however, is notalways so easy to explain.

Hindustan Unilever was started in the year 1933 as lever brothers India limited. Hindustan Unilever Limited (HUL) is India's largest consumer goods company based in Mumbai, Maharashtra. in 2004 to 2008, the company reduced carbon dioxide emissions from its manufacturing operations by more than 25%. Hindustan Unilever's distribution extends to over 1 million retail outlets across India, and its products are available in over 6.3 million stores in the country, accounting for nearly 80% of all retail outlets in India.

In this study we are going to study Unilever brand awareness and its acceptance by using primary and secondary data. primary data is collected through google forms from 85 students and secondary data is collected through journals.

Unilever soap brands:

- Dove
- HAMAM
- LIFE BOY
- AXE
- LUX
- LIRIL
- PEARS

OBJECTIVE

- To know the effect of advertisements on Unilever soap brands.
- To know the effect of product attributes on the consumer of Unilever soap brands.

SCOPE OF THE STUDY

- The study focuses on the effect of advertisements on students.
- The study is limited to a sample size of 85.
- The study will focus on factors like product quality, lower price, ways of advertisement, brand loyalty among students, switching of brands.
- The overall scope of the study is to analyze the level of awareness through advertisement and the effect of product attributes on students.

LIMITATIONS OF THE STUDY

- The study is confined to Vellore Institute of technology.
- The sample size of 85 customers may not be representative of the entire population of Vellore Institute of technology.
- The study only focuses on Unilever personal care soap brands.
- The findings may not be generalizable to all population.
- The study has been carried out for a period of 1 month by considering the time constraint.

CHAPTERIZATION

The project has been arranged into five chapters as follows:

Chapter I: Introduction - This chapter comprises a brief introduction to the topic, a statement of the problem, the objectives of the study, limitations of the study and research questions.

Chapter II: Review of Literature - this chapter represents the literature review of various research papers relating to Unilever brand awareness and product attributes of Unilever products.

Chapter III: Research methodology – this chapter consists of research methodology, research design, the population of the study, sample size, sample design, period of the study, sources of data and percentage analysis is used for analyzing the data.

Chapter IV: Data analysis and interpretation - this chapter gives a detailed summary of data analysis and interpretation relating to gender, awareness level among students about Unilever products and brand loyalty of the students.

Chapter V: Conclusion - this chapter presents a summary of the findings of the study, suggestions to improve brand awareness among the customers of Unilever brands and ways of effective ways of advertising for the brands.

CHAPTER 2

REVIEW OF LITERATURE

1. Geoffrey Jones (2002)

In this article, he examined the strategy and performance of Unilever in the United States, focusing on the period between 1945 and 1980. Unilever's difficulties in the United States can beexplained on several levels. Certainly, it can be said that Unilever was behind in competition in the immediate postwar decades, especially in detergents. The company was very diversified, had too many divisions with poor results, and maintained a corporate culture in which making profitswas only one of several considerations. Decision making and innovation were slow compared to P&G, which was highly centralized. Unilever performed best where it had strong and establishedbrands, such as in Northern European margarine markets, emerging market detergent markets, and oil-rich Nigeria, where there was no international competition. The company was also successful in high-risk and unpredictable developing countries. In the battle for dominance in European detergents, however, Unilever lost out to P&G. Against this background, it was not surprising that Unilever found competition with P&G in its home market difficult. The Unilever case offers many insights into the poor performance of foreign multinationals in the United States. Certainly, the story of Lever Brothers contradicts the age effect argument, unless the devastating personnel losses in the late 1940s can be used to support the argument that Lever wasa "new company" thereafter. The recently acquired Lipton, which operated in an industry of which Unilever knew little, was far more efficient than the long-established Lever Brothers.

2. Stefan Schwarzkopf (2009)

Lever and JWT not only segmented the market for soap products based on traditional demographic factors, but also conducted an early form of psychographic and behavioral segmentation based on the idea of fashion as a new 'way of life' for young and middle-aged women in the 1920s. This created a series of dense descriptions of consumer behavior that helped position Lux as a lifestyle brand that responded to highly differentiated consumer needs. Thus, the beginnings, however modest, of qualitative consumer research are to be found in the

market research practice of the 1920s, and not in the academic discussion of motivation research between the 1930s and 1950s, nor in the multifactor analysis of psychographic of the 1960s.Lever and JWT constantly monitored how consumers changed the use of their productsand the meaning of Lever's brands. Lever remained competitive in the interwar period by not telling consumers how to behave, what to buy, and how to use the products, but by examining what consumers did with the products they bought in their respective social environments. By the mid-1920s, both Lever and his advertising agency had recognized that brand survival in a mature market depended on giving consumers some control over a brand's meaning (de Chernatony and McDonald 2003). JWT and Lever's early interest in market research and consumer behavior helped Lever shift his marketing philosophy from a product-oriented to a consumer-oriented view.

3. W. Glynn Mangold and David J. Faulds (2009)

People are more likely to communicate via word-of-mouth and social media when they are committed to the product, service, or idea. This engagement can be natural for supporters of causes, political candidates, and trendy new technological products. However, it can also be usedcreatively for products and services that elicit less psychological engagement from customers.For example, Pepsi (2008) uses its online loyalty program, Pepsi Stuff, to engage consumers by allowing them to redeem points for MP3 downloads, TV show downloads, CDs, DVDs, electronics, and clothing. Campaign participants can also enter drawings for larger prizes such ashome theater systems and trips. Coca Cola (2008) has a similar campaign called 'My Coke Rewards.' Contests can be used to build customer loyalty. Procter & Gamble's Gillette brand sponsored the $30,000 Gillette Phenom contest, which asked online participants to create a short video demonstrating their skill in a ball sport. The sport could the sport could include the major sports -- basketball, baseball, soccer, soccer, golf, tennis -- the less obvious - volleyball, water polo, cricket, rugby, croquet -- and even the footballs and superballs of the world. The videos were submitted and judged by a panel of judges after they were uploaded through their own YouTube account were uploaded. The top 25 videos were then rated by the site's viewers to determine the final winner. Such online voting gives Internet users a sense of ownership and increases engagement. American Idol, Dancing with the Stars, and similar television shows have

successfully engaged their viewers by allowing them to either vote for their favorite artist online or cast their vote via text message. Dove's 2007 campaign for real beauty allowed consumers to create commercials for a panel of judges to vote on. Online viewers could then vote on the five semi-finalists, with the winning entry being shown during the 2008 Academy Awards (Greenberg, 2007).

4.Joy I. Dirisu & Dr. Oluwole Iyiola (2013)

This study examined the impact of product differentiation as a tool of competitive advantage on organizational performance of manufacturing companies, using Unilever Nigeria Plc as a case study. To investigate this relationship, 323 customers/consumers of the company were interviewed. For a clear analysis, the study focuses on two major variables: the dependent variable and the independent variable. The dependent variable is company performance, which was further divided into sub-variables such as customer satisfaction and sales growth. The independent variable was product differentiation, which was operationalized in terms of higher product quality, new product innovation, product design, and unique product features. Thehypotheses were tested and interpreted using regression analysis. The result of the regression analysis indicates that product differentiation as a tool of competitive advantage has a positive and significant impact on firm performance of manufacturing firms in Nigeria. The result supports some previous research findings.

First, given the dynamic nature of the business environment and ever-changing customer needs, it is certain that management must ensure that it adequately satisfies its customers. In other words, management should pay more attention to customer satisfaction, as their survival in this dynamic environment is highly dependent on their ability to maintain a larger customer base compared to their competitors. In addition, management should pay more attention to product differentiation, as it is an important tool for achieving competitive advantage that leads to higher company performance. Moreover, product differentiation seems to be a crucial factor for corporate performance, which could play the role of a bridge linking the positive influence of customer satisfaction with corporate performance. Therefore, management should focus more on and invest in product differentiation as it can be used as an important tool to achieve a

competitive advantage over industry rivals and can ensure the long-term survival of the company.

5. Karthikeya Dwivedi (2013)

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of the measure classes that appear in Marketing Metrics as part of the ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent said they found a customer satisfaction metric to be very useful in managing and monitoring their organizations.

A customer's expectations for a product tell us what performance they expect for that product. The literature indicates that consumers may have different types of expectations when forming an opinion about the expected performance of a product. For example, Miller (1977) distinguishes four types of expectations: ideal, expected, minimum tolerable, and desirable. identifies among the expectations those that relate to the cost, the product characteristics, the Brand loyalty in marketing consists of a consumer's dedication, retention, and commitment to repurchase and continue using a brand's product or service over an extended period of time, regardless of changes in competitors' prices or changes in the external environment. Brand loyalty reflects a customer's commitment to maintain a relationship with a brand over time.

The study concludes that Hindustan Unilever is a leader in soap brands because most of its soaps are among the best- selling brands and students are familiar with the brand. The respondents gave the least importance to advertising as the company is not able to persuade them to buy anew brand of soap.Dove and Pears soap are the most popular among Unilever soaps, thecompany should effectively position and use the elements of the marketing mix to increase the sales of other brands. The company should try to improve the soaps with more effective fragrances that have a long-lasting effect, as this is the most important factor influencing the purchase of a soap. The company should produce a durable soap that can be used for a long period of time, and the price of the products should also be appropriate to the quality. Since mostof the soaps preferred by consumers are not from Dove but from other brands, the company should try to differentiate its brand so that consumers become loyal to the other brands as well.

The company should also launch new products like herbal and antiseptic soaps to compete with Patanjali and Dettol as they are most preferred by other age groups.

6. S. M. M. Raza Naqvi(2013)

CSR is a tool to implement a long-term strategy and can help improve community relations and economic performance. Not only FMCG, but other companies can create a consumer market by incorporating green practices into their strategy, because a company with green practices can sustain its existence in the marketplace over a long time. CSR allows companies to follow the triple bottom line approach, which considers the environment, society, and the economic aspect of the company. This is because CSR is a new concept for many companies and is becoming a tactical approach to run businesses on a sustainable basis. The results have shown that the majority of consumers prefer Unilever because of the high quality of its products and itscorporate social responsibility. Unilever established a foundation called the Unilever Foundation in 2012 to help more than one billion people improve their health and standard of living. The company has also invested in other projects such as safe drinking water, Unilever's safe travel program, etc. The Company also operates a consumer complaint call center called Raabta.

7. Parthiban Siwayanan and Nooh Abu Bakar(2015)

In this study the term "green and environmentally friendly" has been used worldwide to guide the manufacture and marketing of laundry detergents. In view of this trend, high performance phosphate-free MES detergent powders formulated with palm oil-based binary surfactants (C16MES) and linear alkylbenzene sulfonic acid (LABSA) have been developed. In this work, a pilot survey was conducted to investigate consumer preferences and purchasing behavior for both commercial detergents and MES detergent powders. The results of the pilot survey showed that the majority of respondents did not know about MES detergent powder, nor had they heard of its surfactants, but their preferences for this new environmentally friendly product were generally positive. It was found that most consumers have an intellectual orientation to protect the environment. Because of their strong commitment to a more environmentally friendly lifestyle, respondents are also willing to pay a premium for MES detergent powder. However,

there is a limitation in this study: the pilot survey was conducted in one specific location, and to confirm the results of the pilot survey, a more comprehensive survey is needed in several more locations.

8. Mila Davids & Koen Frenken(2017)

This paper proposes a framework that combines the dimensions of proximity that support collaborative innovation and knowledge transfer with different types of knowledge bases that play a role in new product development. The different forms of proximity are geographic, cognitive, social, institutional, and organizational. The argument is that the relative importance of each proximity dimension depends on the type of knowledge mobilized and produced, distinguishing between analytical, synthetic, and symbolic knowledge.

This study has empirical limitations. The proximity plus knowledge base framework was inspired by only one case study. The Unilever case is, of course, not representative of most companies. Rather, it is typical of a modern, science-based multinational consumer goods corporation. Therefore, it lends itself particularly well to a combined analysis based on proximity and knowledge base, as it integrates all three knowledge bases and does soon a global scale.

This leads us to conclude that the framework, which relates different knowledge bases and proximities to different stages of new product development, should be understood primarily as a heuristic tool for future case study research. The framework appears to be particularly useful for global industries that produce science-based consumer products such as food, clothing, pharmaceuticals, cosmetics, electronics, vehicles, furniture, and toys. Such cases will help further explore the theoretical considerations and refine the framework overall. At the same time,the framework provides testable evidence about the relative importance of proximity dimensions at different stages of new product development. It is therefore hoped that in the future, information on proximity in different phases of product development will be systematically collected to test the hypotheses either statistically or through further case studies.

Finally, this framework can be used in the context of strategic management to develop a more dynamic view of how innovation networks may change over the course of an innovation project. To the extent that a lack of proximity in one dimension can be compensated for by the presence of proximity in another dimension, alternative forms of organization are conceivable that can be

equally effective. A full-fledged proximity and knowledge base framework can then not only explain why alternative organizational arrangements coexist, but also provide strategic implications for how organizations can choose and learn to bridge distances in certain dimensions while being close in another dimension and adjust this according to the underlying knowledge base to adapt. Another question is how to effectively combine different types of knowledge when those types of knowledge are in different locations of a multinational company.Indeed, the combined management of proximity and knowledge base can become an organizational capability and thus a key source of competitive advantage for a company.

9. Lisa Pizzagalli et al (2018)

Selling products to the bottom of the pyramid is very profitable, as numerous multinational corporations and small and medium enterprises have discovered in the past decades. This is a large market, consisting of over 4 billion consumers. However, since these consumers live on less than $1.25 a day, companies must be creative in formulating their marketing strategies in order to effectively reach consumers and earn a profit. Marketing programs need to be developedto cater to the BOP's needs in order to foster relationships with this market. By selling affordableproducts, informing consumers about those products, as well as by supporting local economic development and hygiene – really, consumer wellbeing overall, companies can establish trusting relationships with consumers. It is important for companies to be aware of the BOP's limited resources, financial, as well as communication and payment limitations. Increasing sales and market share at the bottom of the pyramid requires not only a well-thought-out business plan, butalso social marketing and company leadership on all the fronts addressed in this study, in orderto build trust and consumer engagement with the company.

10. Dr. Nguyen Hoang Tien and Do Thi Y Nhi(2019)

Based on the results of this article entitled "Comparative Analysis of Knowledge Management Software Application at E&Y and Unilever in Vietnam," we can draw the following conclusions about the current situation of knowledge management software application at E&Y and Unilever in Vietnam E&Y and Unilever, has different characteristics. Appropriate systems and

infrastructures are required, enterprises must have data sharing and data storage systems, build a knowledge-based business development strategy to create an enterprise culture that creates a creative and collaborative work environment, strengthen the training of professionals involved in the development of the knowledge-based economy.

11. Sri Widyastuti and Muhammad Said (2019)

Unilever successfully built a green corporate image and a good green corporate image in the community. Both programs simultaneously contributed to achieving a green corporate image. This fact shows that implementing green marketing into Unilever's marketing strategy and the corporate social responsibility program bring high benefits to the community and positive value to the company's green image. Unilever implements CSR in the form of community development programs in education, health, and other social issues. Unilever continuously implements other useful corporate social responsibility programs for the community that provide positive value for customer trust and promote the company's green image.

Unilever should be able to provide more objective information to consumers to accurately understand green marketing programs, their benefits and environmental impacts, and publicly educate members of society, especially consumers who have used Unilever products, to increase their familiarity with Unilever's green products. Unilever should be able to attract more consumers and increase their awareness of the environment. This study is limited to a single company. It is suggested to extend the

research objective to other areas, such as manufacturing sector, private sector, or state-owned enterprises, and investigate the reputation that companies' CSR activities have on customers' behavioral factors and customer loyalty. It is proposed to develop further research variables on the factors affecting green marketing and corporate social responsibility, which are mainlyrelated to the competitive advantage and sustainability of the company in the long run.

12. Dr Guna sundari and santhoshama (2022)

This study is an attempt to draw attention to brand preference for HUL products. HUL is committed to reducing the cost of our procurement. Manufacturing and distribution processes while maintaining and improving the quality of our products. Strong brands help build the company's image and facilitate the introduction of new brands and acceptance by retailers and consumers. Consumers want brands to help them in terms of quality, quantity, price, style, packaging, differences and business. This study discussed factors and issues related to brand awareness and its importance to HUL. The findings help to identify the strengths and weaknesses of various brands and suggestions have been formulated to achieve higher level of brand awareness, preference and satisfaction towards Hindustan Unilever Limited.

Appropriate forms of marketing activities can create an overall positive association and trigger a purchase action for positively perceived brands. Brands represent a certain value in the minds of consumers. Branding ensures a certain level of quality of the product.

CHAPTER 3

RESEARCH METHODOLOGY

Research method:

The data will be collected from respondents and will be depicted using different pie charts and tables in a descriptive form.

Period of the study:

The period of study is from 17th February 2023 to 18th March 2023.

Respondents of the study:

The respondent of the study will be 85 students at Vellore Institute of Technology, Vellore campus.

Sampling technique:

For the above study we are using Convenience sampling technique.

DATA COLLECTION TOOL

Primary Data:

- Online Questionnaire- Structured.
- Questions are closed ended and answered in fixed options.

Secondary Data:

- Company website
- Articles

Questionnaire design:

The questionnaire is a standard questionnaire. The sampling method used in this research is convenient sampling. The data was collected through online mode where a Google form is created, and it was filled by various age groups of respondents. The survey was conducted in Vellore institute of technology.

The questionnaire is designed to meet our core objective of our research, that is to know how well the customers are aware of Unilever owned brands. It consists of

- Did everyone use Unilever soap products?
- Which Unilever brand is most loved?
- Are people aware that these products are Unilever brands?
- What brand of Unilever is most used?
- Which means of advertisement is most effective.

Population and Sample:

Respondents: Representatives of the following professional groups should be targeted for survey, and they are Students.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Demographic profile- Percentage analysis

INTRODUCTION:

To understand the respondent's level of awareness towards the Unilever soap products and how respondents accept the product in their daily life is shown using diagrammatic interpretation for better understanding.

1. **To know the gender ratio**

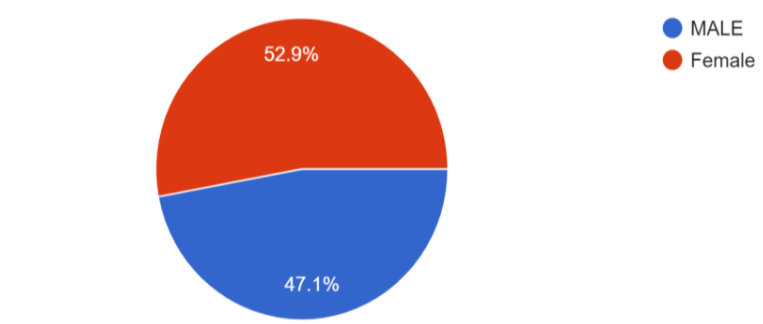
Table 4.1

GENDER	FREQUENCY	PERCENTAGE
MALE	40	47.1%
FEMALE	45	52.9%
TOTAL	85	100%

INFERENCE

In the above table 4.1 we can observe that 52.9% are females and 47.1% males have responded for this form, which is shown in chart 4.1.

Chart 4.1



2) Awareness level among the respondents about Hindustan Unilever personal care brands-

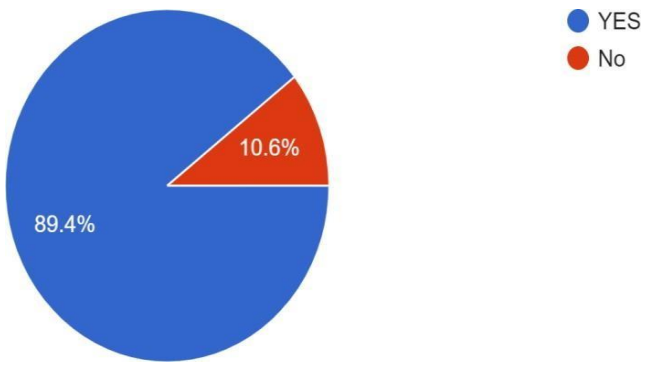
Table 4.2

RESPONSE	FREQUENCY	PERCENTAGE
YES	**76**	**89.4%**
NO	**9**	**10.6%**
TOTAL	**85**	**100%**

INFERENCE

Above table 4.2 show how many of the respondents are aware of the unilever personal care products , it is clear that nearly 90% of the respondents have known about unilever products and 10% of the respondents are unaware about the products.

Chart 4.2



3. How do you choose personal care products

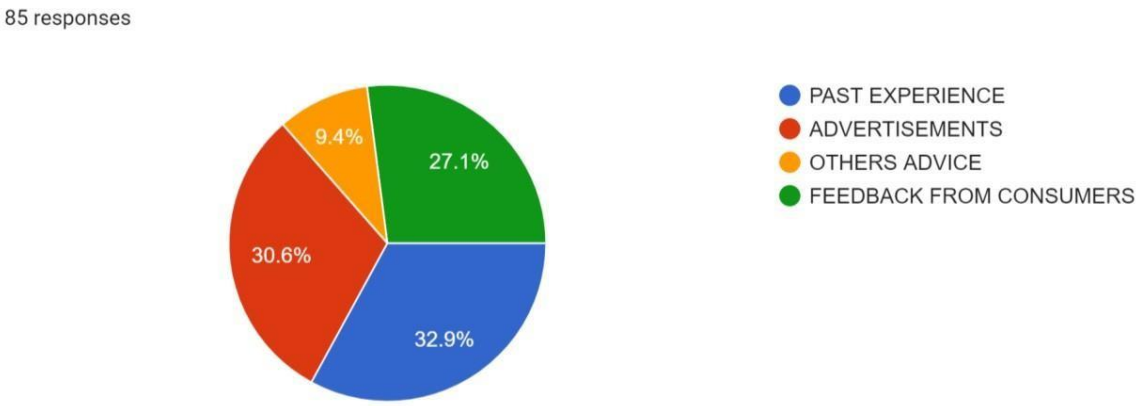
Table 4.3

RESPONSE	FREQUENCY	PERCENTAGE
PAST EXPERIENCE	28	33%
ADVERTISEMENTS	26	31%
OTHERS ADVICE	8	9%
FEEDBACK FROM CONSUMERS	23	27%
TOTAL	85	100%

INFERENCE

The above table 4.3 shows how respondents choose their personal care products, that is which means of promotion will be effective. Nearly 33% of respondents choose their Past experience which is the highest. 31% choose advertisement, 9% choose others' advice and 27% choose feedback from others.

CHART 4.3



4. Which brand of soap are you currently using?

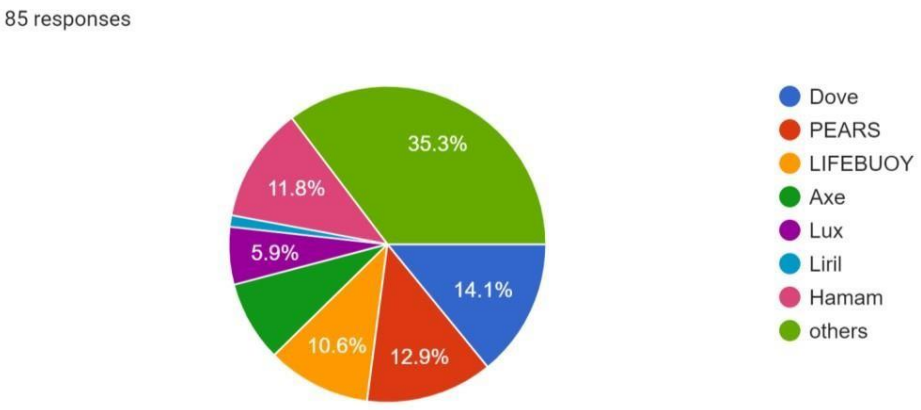
Table 4.4

RESPONSE	FREQUENCY	PERCENTAGE
DOVE	12	14%
PEARS	11	13%
LIFE BOY	9	11%
AXE	7	7%
LUX	5	6%
LIRIL	1	1%
HAMAM	10	12%
OTHERS	30	35%
TOTAL	85	100%

INFERENCE

Table 4.4 shows respondents of current soap brands which are Unilever products. From this we can see that 35% of the respondents do not use Unilever soap brands. Here we can see Dove is used highest 14%, followed by pears 13%, Hamam 12% , Life boy 11% and the lowest is Liril.

CHART 4.4



5. Number of family members in the family

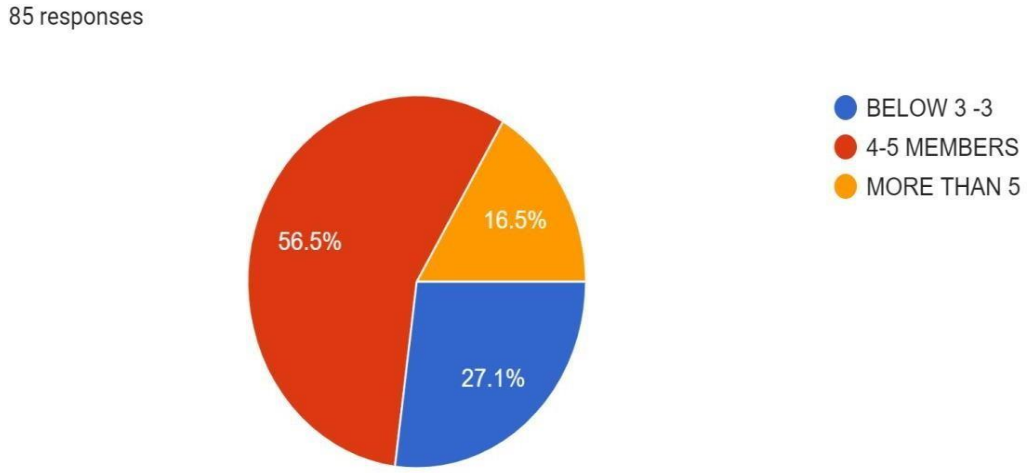
Table 4.5

RESPONSE	FREQUENCY	PERCENTAGE
BELOW 3-3	23	27%
4-5	48	56%
MORE THAN 5	14	17%
TOTAL	85	100%

INFERENCE

The above table 4.5 shows the number of family members in the respondent family. Below 3 and 3 member families are 27%, 4-5 member families are highest with 56% and more than five members are the least with 17%.

CHART 4.5



6. Do all the family members of respondents use Unilever soaps?

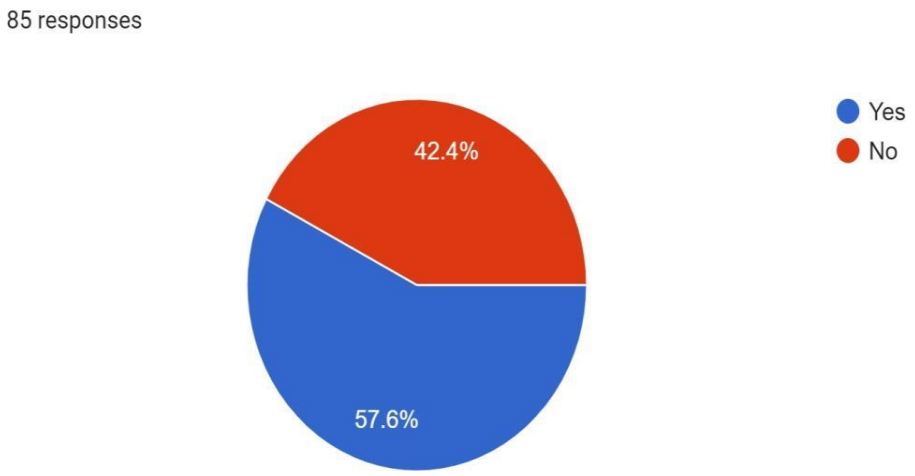
Table 4.6

RESPONSE	FREQUENCY	PERCENTAGE
YES	**49**	**57.6%**
NO	**36**	**42.4%**
TOTAL	**85**	**100%**

INFERENCE

The above table 4.6 shows whether all the members use Unilever soaps are not. Nearly 58% of the respondents' families use Unilever soaps and 42% do not use Unilever soaps.

CHART 4.6



7. Factors taken into consideration before buying the soap

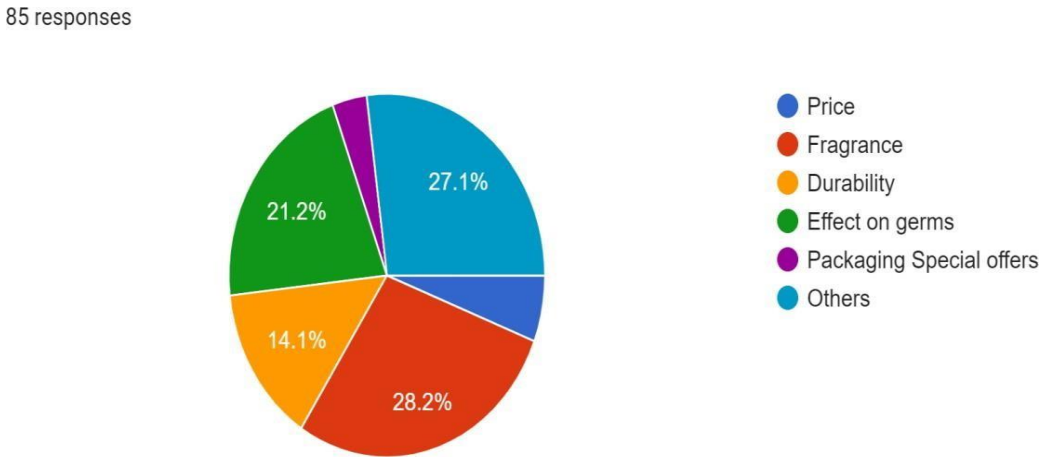
TABLE 4.7

RESPONSE	FREQUENCY	PERCENTAGE
PRICE	5	6%
FRAGRANCE	24	28%
DURABILITY	12	14%
EFFECT ON GERMS	18	21%
PACKAGING	3	4%
OTHERS	23	27%
TOTAL	85	100%

INFERENCE

The above table 4.7 shows which factor is considered while buying the soaps. The most considered one is fragrance which is 28% and the least considered factor is packaging which is 4%.

CHART 4.7



8. Other brands used by the family members

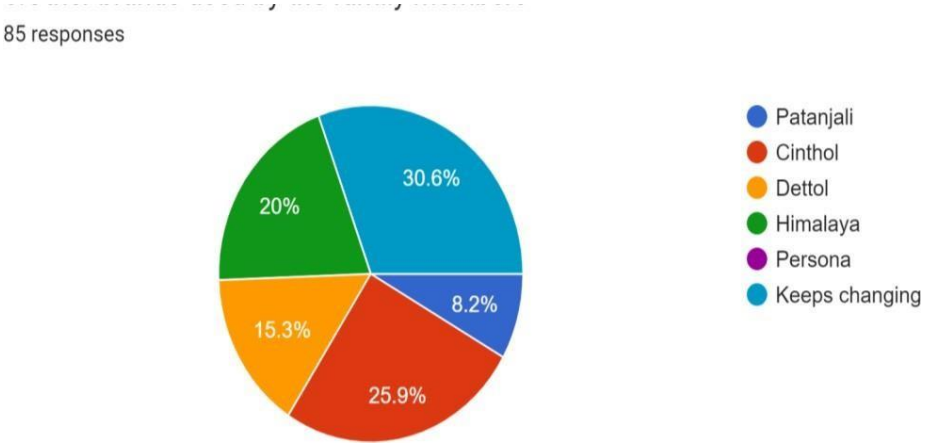
TABLE 4.8

RESPONSE	FREQUENCY	PERCENTAGE
PATANJALI	7	8%
CINTOL	22	26%
DETTOL	13	15%
HIMALAYA	17	20%
PERSONA	0	0%
KEEPS CHANGING	26	31%
TOTAL	85	100%

INFERENCE

The above table 4.8 list other brands which are used by family members. We can see that most of them keep changing their brands, nearly 31%. Most used is Cintol with 26%.

Chart 4.8



9. How often do you change your soap brands Time-period

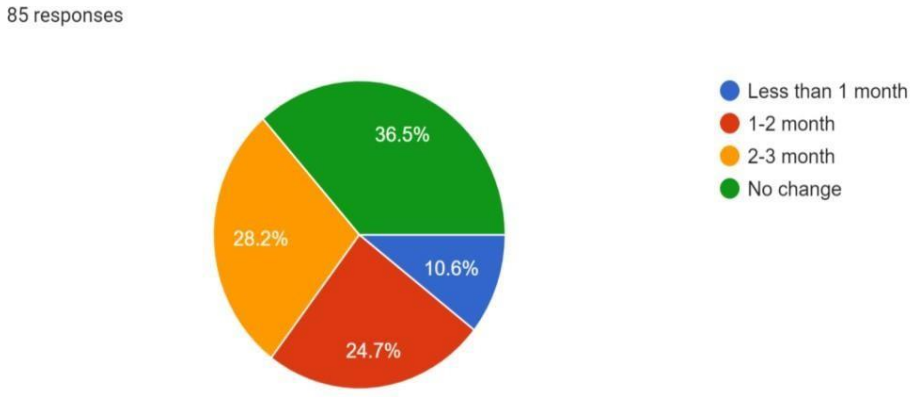
TABLE 4.9

RESPONSE	FREQUENCY	PERCENTAGE
LESS THAN 1 MONTH	9	11%
1-2 MONTHS	21	24%
2-3 MONTHS	24	28%
NO CHANGE	31	37%
TOTAL	85	100%

INFERENCE

The above table 4.9 shows how often the respondent changes the soap brand in his/ her day-to-day life. Nearly 37% of them don't change the soap brand. Nearly 28% change soap in 2-3- months, 24% change the soap in 1-2 months.

CHART 4.9



10. Sources of brand awareness for unilever personal products

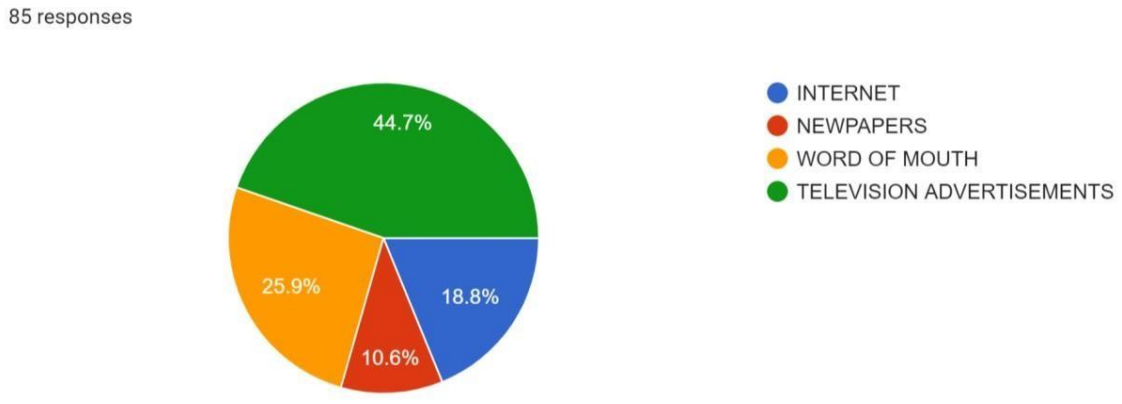
TABLE 4.10

RESPONSE	FREQUENCY	PERCENTAGE
INTERNET	16	19%
NEWS PAPER	9	11%
WORD OF MOUTH	22	26%
TELEVISION	38	45%
TOTAL	85	100%

INFERENCE

The above table 4.10 shows what are the means of awareness for the Unilever soap brand. Most awareness is reached with television which is 45% and word of mouth which is 26% in total. The least way of awareness is by newspaper 11%.

CHART 4.10



11. Prefered place of purchase for unilever personal care products

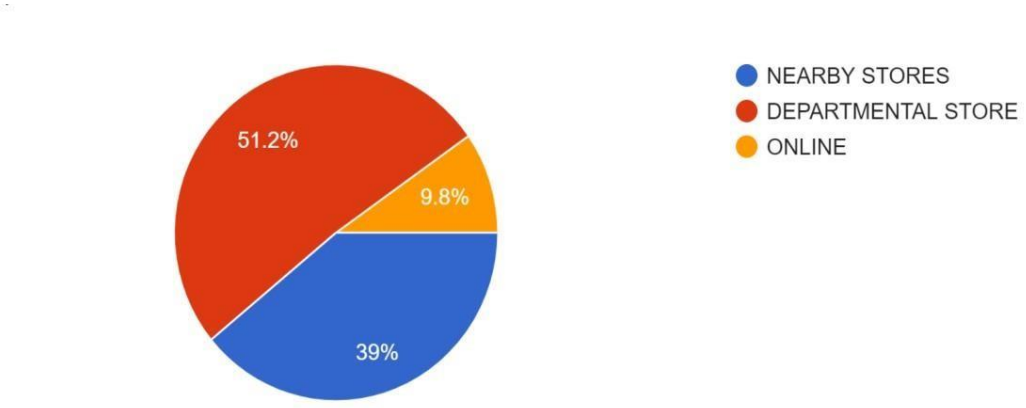
TABLE 4.11

RESPONSE	FREQUENCY	PERCENTAGE
NEARBY STORES	32	39%
DEPARTMENTAL STORE	42	51%
ONLINE	8	10%
TOTAL	85	100%

INFERENCE

In the above table 4.11 we can see most of them buy from departmental stores nearly 51% and least is bought by means of online which is 8%.

CHART 4.11



12. Have you tried a new brand of Unilever soap after viewing the advertisement, feedback or recommendations from others?

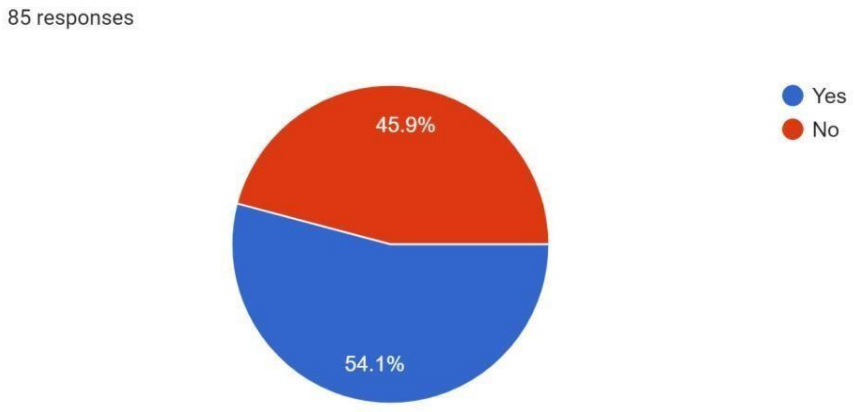
TABLE 4.12

RESPONSE	FREQUENCY	PERCENTAGE
YES	**46**	**54%**
NO	**39**	**46%**
TOTAL	**85**	**100%**

INFERENCE

The above table 4.12 shows the mindset of the people after seeing or hearing a positive opinion on soap products. More than half of the people tried the new soap in the market which is 54% of people and 46% have not tried the new soap.

CHART 4.12



13. Does advertisement is effective for product awareness

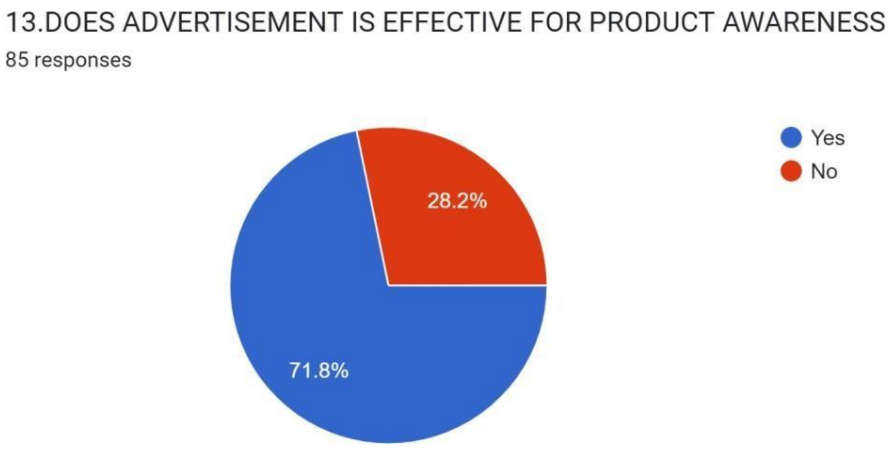
TABLE 4.13

RESPONSE	FREQUENCY	PERCENTAGE
YES	**61**	**72%**
NO	**24**	**28%**
TOTAL	**85**	**100%**

INFERENCE

From the above table 4.13 we can see that nearly 61% of people are aware about a product through advertisement. 28% are not aware about the product through advertisement.

CHART 4.13



14. Brands prefer on overall basis such as (considering price, fragrance, etc)

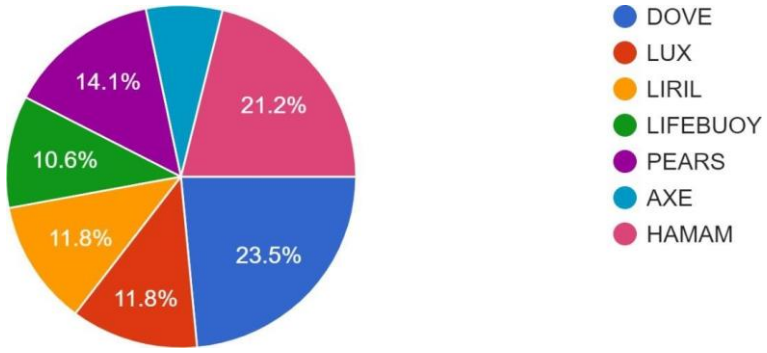
TABLE 4.14

RESPONSE	FREQUENCY	PERCENTAGE
DOVE	20	23.5%
PEARS	10	11.8%
LIFE BOY	10	11.8%
AXE	9	10.6%
LUX	12	14%
LIRIL	6	7%
HAMAM	18	21%
TOTAL	85	100%

INFERENCE

From the above table 4.14 we can see the preference of the people on an overall basis while considering factors like price, fragrance, durability etc. Most preferred soap is dove with 23% next is hamam with 21% and the least is Liril with 7%.

CHART 4.14



15. Awareness of Unilever product is better than other brand or not

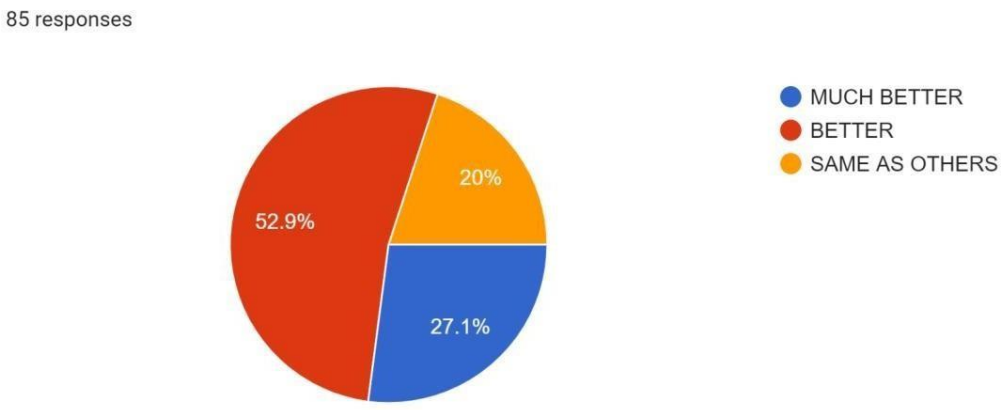
TABLE 4.15

RESPONSE	FREQUENCY	PERCENTAGE
MUCH BETTER	23	27%
BETTER	45	53%
SAME AS OTHERS	17	20%
TOTAL	85	100%

INFERENCE

From the above table 4.15 we can see that more than half of the people feel the awareness about the product is much better than others, which is 53% of them, and 20% of them feel that it is the same as others.

CHART 4.15



CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- The data shows that the gender distribution among the sample of 85 individuals was nearly equal, with females comprising slightly more than half of the group.
- The data suggests a high level of awareness (89.4%) among the respondents about Hindustan Unilever personal care brands.
- The data indicates that experience and advertisements were the most common factors influencing personal care product selection, with 33% and 31% of respondents citing them, respectively.
- The data shows that no single brand of soap dominated the market, with respondents reporting a wide range of preferences, and 35% reporting use of "other" brands.
- The data indicates that most families (56%) had 4-5 members, with 27% having below 3-3 members and 17% having more than 5 members.
- The data suggests that not all family members of respondents use Unilever soaps, with 42.4% of respondents reporting that some family members do not use Unilever soaps.
- The data shows that fragrance was the most commonly cited factor influencing soap purchasing decisions, with 28% of respondents considering it. Other important factors includedeffect on germs (21%), durability (14%), and price (6%).
- The data indicates that the brands used by family members of respondents vary widely, with no single brand dominating the market. The highest frequency of usage was reported for Cintol (26%), followed by Himalaya (20%) and Dettol (15%).
- The data suggests that the majority of respondents (37%) do not change their soap brands at all, while those who do change tend to do so within a 2–3-month period (28%).
- The data suggests that most respondents (45%) became aware of Unilever personal careproducts through television advertisements, while word of mouth (26%) and internet (19%) also played a significant role in creating brand awareness.

- Most respondents (51%) prefer to purchase Unilever personal care products from department stores, followed by nearby stores (39%) and online platforms (10%).
- More than half of the respondents (54%) tried a new brand of Unilever soap after viewing the advertisement, feedback, or recommendations from others, while 46% did not.
- Most respondents (72%) agreed that advertisements are effective for product awareness.
- The most preferred brand overall is Dove with 23.5% followed by Hamam with 21%. The other brands are evenly distributed.
- Based on the data in table 4.15, most respondents (80%) believe that Unilever products are better or much better than other brands.

SUGGESTIONS:

- To maintain and increase awareness levels, companies should continue to invest in marketing campaigns and product innovation while also gathering feedback from consumers to identify areas for improvement. Additionally, it may be worthwhile to examine the reasons why the 10.6% of respondents reported no awareness in order to address any potential gaps in the company's marketing strategies.
- Companies should prioritize delivering positive customer experiences to drive repeat purchases, while also investing in effective advertising strategies to attract new customers. Gathering and sharing feedback from satisfied customers can also be a powerful tool for building trust and encouraging new purchases. Additionally, it may be worthwhile to explore ways to leverage the influence of word-of-mouth recommendations, such as incentivizing satisfied customers to share their positive experiences with friends and family.
- Companies can use this data to identify opportunities to differentiate their products from the competition and target specific segments of the market. By understanding the factors that drive customer preferences, such as scent, texture, and ingredients, companies can create products that appeal to their target audience. Additionally, investing in branding and advertising campaigns that emphasize unique selling propositions can help companies stand out in acrowded market.
- Understanding the average family size can help companies tailor their product sizes and pricing to accommodate the needs of their target audience. Additionally, companies can leverage this

data to identify potential opportunities to expand their product lines to include larger or smaller sizes based on the needs of different customer segments.

- Companies can use this information to identify potential areas for growth by targeting households that do not currently use their products. By understanding the reasons why some family members do not use Unilever soaps, companies can develop strategies to address any concerns or barriers to adoption. Additionally, offering promotions or bundle deals that incentivize households to switch to Unilever products can help drive adoption and increase market share.
- Companies can use this information to develop marketing campaigns and product features that appeal to the most important factors for consumers. For example, emphasizing the effectiveness of a soap's germ-fighting capabilities or the long-lasting nature of the product canhelp attract customers. Additionally, offering a variety of fragrances that appeal to different preferences can help expand market share. Finally, companies may want to consider exploring the "other" category to identify additional factors that influence consumer behavior and develop strategies to address these needs.
- Companies can use this data to identify areas of opportunity to expand their product lines and target specific segments of the market. By understanding the features and benefits that consumers value most in their soap products, companies can develop products that meet the needs of their target audience. Additionally, companies may want to invest in advertising campaigns that emphasize the unique selling propositions of their products and target segments of the market that are not currently using their products.
- Companies can use this information to develop strategies to retain their existing customers and attract new ones. By offering a consistent and reliable product that meets the needs of their customers, companies can encourage loyalty and reduce the likelihood of customers switching to a competitor's brand. Additionally, companies may want to consider developing promotional campaigns that emphasize the benefits of using their products over a longer period of time. For example, emphasizing the long-lasting fragrance or the effectiveness of the product over an extended period can help attract customers who are looking for a reliable and consistent product.
- Based on these findings, companies may want to allocate a significant portion of their marketing budget to television advertisements. Additionally, companies can leverage the

power of social media and other online platforms to increase brand awareness through targeted digital marketing campaigns. Encouraging word-of-mouth marketing by incentivizing customers to share their positive experiences with friends and family can also help increase brand awareness and attract new customers.

- Companies should focus on increasing their presence in department stores and nearby stores to cater to most of their target audience. Offering discounts and promotional offers through online platforms can also encourage customers to make purchases online. Additionally, improving the availability and accessibility of products in all potential purchase channels can lead to increased sales and brand loyalty.
- Companies can leverage the power of advertising and word-of-mouth marketing to introduce new products to their target audience. Providing samples or offering trial sizes can also help to encourage customers to try new products. In addition, incorporating customer feedback into product development can lead to increased customer satisfaction and brand loyalty.
- The company should continue to invest in advertising their products to increase brand awareness and reach a wider audience. They could also explore different advertising channels to reach their target audience effectively.
- Suggestion would be for Unilever to focus on promoting Dove and Hamam, while alsoimproving the features of other brands to increase their popularity among consumers.

Conclusion

Advertising has been found to have a positive impact on brand awareness and brand recognition. With increased advertising, consumers tend to remember the brand and associate it with the advertised product. Thus, the probability of consumers buying Unilever soap brands increases. Additionally, advertising helps in creating a brand image and identity, which can increase brand loyalty.

Product attributes also have a significant impact on consumer behavior. Consumers tend to prefer products that have attributes such as good quality, reasonable price, and a pleasant fragrance. Unilever soap brands are known for their quality and fragrance, which makes them more desirable to consumers. The product attributes of Unilever soap brands play a crucial role in creating a positive image of the brand and building brand loyalty.

In conclusion, it can be inferred that advertising and product attributes are essential factors that affect consumer behavior towards Unilever soap brands. The company needs to focus on creating effective advertisements and maintaining the quality of its products to increase brand awareness, recognition, and loyalty. Additionally, Unilever needs to continually evaluate and improve its product attributes to meet the evolving needs and preferences of consumers, which can lead to increased sales and profits.

Based on the data presented in Tables 4.1 to 4.15, it can be concluded that Unilever is a well-known brand in the personal care industry, with a significant presence in the Indian market. The data indicates that most of the respondents are aware of Unilever products and have used them in the past. Most of the respondents consider Unilever products to be of good quality, and many of them prefer Unilever products over other brands.

Regarding the preferred products of Unilever, the most popular brand among the respondents was Dove, followed by Pears, Lifebuoy, Axe, and Lux. It is interesting to note that the popularity of Hamam was also quite high, indicating that the brand is still relevant in the Indian market.

The study also revealed that fragrance is an important factor considered by consumers when purchasing soap. Many of the respondents preferred a long-lasting and pleasant fragrance in their soap.However, price, durability, and the ability to kill germs were also important factors considered by the respondents.

The data also showed that television is the most effective source of brand awareness for Unilever products, followed by word of mouth and the internet. Therefore, advertising on television can be a valuable tool for Unilever to increase its brand awareness.

Regarding the place of purchase, most respondents preferred to buy Unilever products from department stores and nearby stores. The study also indicated that many respondents changed their soap brands after 1-2 months, indicating that brand loyalty is not very high in the personal care industry.

Finally, the data showed that most of the respondents found Unilever advertisements effective in creating product awareness. This finding highlights the importance of advertising for companies like Unilever to remain competitive in the market.

APPENDIX

APPENDIX

QUESTIONNAIRE

TO STUDY PRODUCT AWARENESS AND ITS ACCEPTANCE BY THE CUSTOMERS

* Required

1. 1.GENDER *

   Mark only one oval.

   - ◯ MALE
   - ◯ Female

2. 2) Awareness level among the respondents about Hindustan Unilever personal care brands- *

   Mark only one oval.

   - ◯ YES
   - ◯ No

3. 3.HOW DO YOU CHOOSE PERSONNAL CARE PRODTUCTS *

   Mark only one oval.

   - ◯ PAST EXPERIENCE
   - ◯ ADVERTISEMENTS
   - ◯ OTHERS ADVICE
   - ◯ FEEDBACK FROM CONSUMERS

4. 4.Which brand of soap are you currently using? *

Mark only one oval.

- ◯ Dove
- ◯ PEARS
- ◯ LIFEBUOY
- ◯ Axe
- ◯ Lux
- ◯ Liril
- ◯ Hamam
- ◯ others

5. 5. Do all the family members of respondents use Unilever soaps? *

Mark only one oval.

- ◯ Yes
- ◯ No

6. 6.Other brands used by the family members *

Mark only one oval.

- ◯ Patanjali
- ◯ Cinthol
- ◯ Dettol
- ◯ Himalaya
- ◯ Persona
- ◯ Keeps changing

7. 7. Factors taken into consideration before buying a soap- *

Mark only one oval.

- ◯ Price
- ◯ Fragrance
- ◯ Durability
- ◯ Effect on germs
- ◯ Packaging Special offers
- ◯ Others

8. 8. How often do you change your soap brands? *
Time-period

Mark only one oval.

- ◯ Less than 1 month
- ◯ 1-2 month
- ◯ 2-3 month
- ◯ No change

9. 9.NUMBER OF FAMIL MEMBERS IN THE FAMILY *

Mark only one oval.

- ◯ BELOW 3 -3
- ◯ 4-5 MEMBERS
- ◯ MORE THAN 5

10. 10.SOURCES OF BRAND AWARENESS FOR UNILIVER PERSONAL PRODUCTS *

Mark only one oval.

- ◯ INTERNET
- ◯ NEWPAPERS
- ◯ WORD OF MOUTH
- ◯ TELEVISION ADVERTISEMENTS

11. 11.PREFERED PLACE OF PURCHASE FOR Unilever PERSONAL CARE PRODUCTS

Mark only one oval.

- ◯ NEARBY STORES
- ◯ DEPARTMENTAL STORE
- ◯ ONLINE

12. 12.Have you tried new brand of Unilever soap after viewing the advertisement, feedback or recommend by other? *

Mark only one oval.

- ◯ Yes
- ◯ No

13. 13.DOES ADVERTISEMENT IS EFFECTIVE FOR PRODUCT AWARENESS *

Mark only one oval.

- ◯ Yes
- ◯ No

14. 14.Brands prefer on overall basis such as (considering price, fragrance, durability etc) *

Mark only one oval.

- ◯ DOVE
- ◯ LUX
- ◯ LIRIL
- ◯ LIFEBUOY
- ◯ PEARS
- ◯ AXE
- ◯ HAMAM

15. 15.AWRENESS OF UNILIVER PRODUCT IS BETTER THAN OTHER BRAND OR NOT *

Mark only one oval.

- ◯ MUCH BETTER
- ◯ BETTER
- ◯ SAME AS OTHERS

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THE-IMPACT OF E-COMMERCE IN EMERGING MARKET

A PROJECT

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In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE



DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "**THE IMPACT OF E-COMMERCE IN EMERGING MARKET "** is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of S.Barani Chelvi,M.F.C.Mphil,ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

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Place: Chennai
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CHAPTER 1 INTRODUCTION

1.1 INTRODUCTION

E-commerce, is more than just electronics and commerce added together. It represents an entirely new way of doing business over a medium that changes the very rules of doing business. It is therefore, far more about strategy and business management than it is about technology. E-commerce and the internet, if correctly utilized for development, can be instruments for ensuring future sustainable economic growth. Throughout the world, the profound impact of electronic commerce in the economics and societies of the glob will no doubt improve economic efficiency, competitiveness, and profitability (for those engaging in ecommerce) and, therefore result in the development of the information society. Ecommerce and the new emerging digital technologies and services can be tools for development and help improve the livelihood of millions across the globe, by linking up remote regions and bringing together scientist, administrators development professionals, managers, and people into projects and programmes topromote economic and social development

The Internet revolution was really about people customer and fundamental shift of market power from the seller to buyer. In the new economy customers expectations are very different than before. A company understanding of this difference and its ability to capitalize on it will be the key to success. The web, the internet and emerging computing and communication technologies have redefined business erasing traditional boundaries of time and geography and creating new virtual communities of customers and suppliers with new demand to product and services. E-commerce only forms a fragment of e-business. Earlier companies had web sites displaying the company products etc. then they started to use the ecommerce as one of the distribution channel in addition to the existing system for sales that is e- commerce. The term Electronic commerce or

e-commerce consists of all business activities carried on with the use of electronic media, that is, computer network. It involves conducting business with the help of the electronic media, making use of

the information technology such as Electronic Data Interchange (EDI). In simple words, Electronic commerce involves buying and selling of goods and services over the World Wide Web. Customers can purchase anything right from a car or a cake sitting comfortably in his room and gift it to someone sitting miles apart just by click of a mouse. Shipping method is generally used for the delivery of the goods ordered. Every Bank which is highly leading now performs their transaction through computer and computer is not only the concept can make off the transaction automatic. All the commercial application now transfers to the concept of e-commerce and is one of the very important aspects for carrying bank transactions falsity. In the commercial world surrounded by highly competitive and volatile market conditions, any new concept or technology would be acceptable only if it provides strong benefits to all concerned. Ecommerce offers some distinct advantages. The E-commerce is more than just electronics and commerce added together. It represents an entirely new way of doing business over a medium that changes the very rules of doing business. It is therefore, far more about strategy and business management than it is about technology (ILO, 1999). Throughout the world, the profound impact of electronic commerce in the economics and societies of the globe will no doubt improve economic efficiency, competitiveness, and profitability (for those engaging in e-commerce) and, therefore result in the development of the information society

E-commerce involves conducting business using modern communication instrument: telephone, fax, e-payment, money transfer systems, e-data

inter-change and the internet. E-commerce is not only a new technology and a new frontier for global business and trade, it is also still evolving. It is essential, therefore for Nigerians to understand in detail what is e-commerce, what are their challenges, and opportunities it holds, lastly what can be done

to harness the benefits from e- commerce. All these are being focused upon in this study.

1.2 Statement of the Problem

With increasing retail space rental and other operating cost, with declining salesand financial constraints, retailers have new choice but urgently need to find alternative to increase profit. Online store/ e-shop can be one of the attractive solution. It is the fact that most business organisation use the internet to cut marketing cost of the product and to improve competitiveness in the market.

However, before venturing in it, it is important for retailers to understand clearlysuch opportunity of online shopping.

1.3 Significance of the Study

E-commerce provides many of the important way to do business as well. Consumers attitude or behaviour toward online shopping are attracting substantial attention of the customers in research. Unlike the requirements necessary to run a business froma physical building, e-commerce does not require storage space, insurance, or infrastructure investment on the part of the retailer. The only prerequisite is a well-designed web storefront to reach customers. In such business it is necessary to knowthe potential consumers and their attitude towards online buying of the product.

1.4 Objectives of the Study

- To study the effectiveness of e-commerce in emerging markets
- To study the awareness of customers regarding decathlon
- To study the role of Decathlon in the present e-commerce emerging markets
- On the basis of the college sports students of total 10 group. From each taken5 respondents

1.5 Research Design

1.5.1 Nature of study

A descriptive study is used is used for conducting the research

1.5.2 Nature of data

Both primary and secondary data are utilized for conducting the study

1.5.3 Source of data

Primary data: Data collected from college sport students of Thrissur

Secondary data: Internet, Books

1.6 Sample design

1.6.1 Nature of population

The study is conducted among the college sport students of Thrissur

1.6.2 Sample unit

College Sport student of Thrissur

1.6.3 Method of sampling

Cluster sampling method is used for the study

1.6.4 Size of sample

The size of sample to be taken is 50

1.7 Tools used for the study

- Percentage analysis
- Charts and diagrams

1.8 Limitations of study

Financial constraint– Insufficient fund tends to impede the efficiency of the researcher in sourcing for the relevant materials, literature or information and in theprocess of data collection (internet, questionnaire and interview).

Time constraint– The researcher will simultaneously engage in this study with other academic work. This consequently will cut down on the time devoted for the research work.

1.9 Chapterisation

This research work is organized in five chapters, for easy understanding, as

followsChapter 1: Introduction

Chapter 2: Review of literature

Chapter 3: Industry profile and Company

profileChapter 4: Data analysis and

interpretation Chapter 5: Findings,

Suggestions, Conclusion

CHAPTER 2 REVIEW OF LITERATURE

2.1 Conceptual review

2.1.1 Meaning

E-Commerce or Electronic Commerce means buying and selling of goods, products, or services over the internet. E-commerce is also known as electronic commerce orinternet commerce. These services provided online over the internet network. Transaction of money, funds, and data are also considered as E-commerce. These business transactions can be done in four ways: Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Customer to Business (C2B). The standard definition of E-commerce is a commercial transaction which is happened over the internet. Online stores like Amazon, Flipkart, Shopify, Decathlon, Myntra, Ebay, Quikr, Olx are examples of E-commerce websites. By 2020, global retail ecommerce can reach up to $27 Trillion.

2.1.2Definition

Electronic commerce or e-commerce (sometimes written as e-commerce) is a business model that lets firms and individuals buy and sell things over the internet. E-commerce operates in all four of the following major market segments: business to business, business to consumer, consumer to consumer, consumer to business.

2.1.3Types of e-commerce

Generally speaking, when we think of e-commerce, we think of an online commercial transaction between a supplier and a client. However, and although this idea is right, we can be more specific and actually divide e-commerce into six majortypes, all with different characteristics. They are;

1. Business-to-Business (B2B)

2. Business-to-Consumer (B2C)
3. Consumer-to-Consumer (C2C)

4. Consumer-to-Business (C2B).
5. Business-to-Administration (B2A)
6. Consumer-to-Administration (C2A)

Business-to-Business (B2B)

Business-to-Business (B2B) e-commerce encompasses all electronic transactions ofgoods or services conducted between companies. Producers and traditional commerce wholesalers typically operate with this type of electronic commerce.

Business-to-Consumer (B2C)

The Business-to-Consumer type of e-commerce is distinguished by the establishment of electronic business relationships between businesses and final consumers. It corresponds to the retail section of e-commerce, where traditional retail trade normally operates.

These types of relationships can be easier and more dynamic, but also more sporadicor discontinued. This type of commerce has developed greatly, due to the advent ofthe web, and there are already many virtual stores and malls on the Internet, which sell all kinds of consumer goods, such as computers, software, books, shoes, cars, food, financial products, digital publications, etc.

When compared to buying retail in traditional commerce, the consumer usually has more information available in terms of informative content and there is also a widespread idea that you'll be buying cheaper, without jeopardizing an equally personalized customer service, as well as ensuring quick processing and delivery ofyour order.

Consumer-to-Consumer (C2C)

Consumer-to-Consumer (C2C) type e-commerce encompasses all electronic transactions of goods or services conducted between consumers. Generally, these transactions are conducted through a third party, which provides the online platformwhere the transactions are actually carried out.

Consumer-to-Business (C2B)

In C2B there is a complete reversal of the traditional sense of exchanging goods. This type of e-commerce is very common in crowdsourcing based projects. A large number of individuals make their services or products available for purchase for companies seeking precisely these types of services or products.

Examples of such practices are the sites where designers present several proposals for a company logo and where only one of them is selected and effectively purchased. Another platform that is very common in this type of commerce are themarkets that sell royalty-free photographs, images, media and design elements, suchas istackphoto.

Business-to-Administration

This part of e-commerce encompasses all transactions conducted online between companies and public administration. This is an area that involves a large amount and a variety of services, particularly in areas such as fiscal, social security, employment, legal documents and registers, etc. These types of services have increased considerably in recent years with investments made in e-government.

Consumer-to-Administration

The Consumer-to-Administration model encompasses all electronic transactions conducted between individuals and public administration.

Examples of applications include:

- Education – disseminating information, distance learning, etc.
- Social Security – through the distribution of information, making payments,etc.
- Taxes – filing tax returns, payments, etc.
- Health – appointments, information about illnesses, payment of health services, etc.

Both models involving Public Administration (B2A and C2A) are strongly associated to the idea of efficiency and easy usability of the services provided to citizens by the government, with the support of information and communication technologies.

2.2 Empirical Literature

- **Gupta (2014)**, in her paper "E-Commerce: Role of e-commerce in today's business", presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different ecommerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty grittiesof each.
- **Rina (2016),** also elaborates the different applications of e-commerce in "Challenges and Future Scope of E-commerce in India", at the same time, defining the degree to which they are operational in the country.
- **Windrum and Berranger (2002)** suggest that the commercial benefits of ebusiness lie in five areas. Firstly, firms are able to expand their geographical reach. Secondly, important cost benefits lie in improved efficiency in procurement, production and logistics processes. Thirdly, there is enormous scope for gaining through improved customer communications and management. Fourthly, the Internet reduces barriers to entry for new market entrants and provides an opportunity

for small firms to reorient their supply

chain relationships to forge new strategic partnerships. Finally, e-business technology facilitates the development of new types of products and new business models for generating revenues in different ways. According to Windrum and Berranger (2002) it is hypothesized that many of the factors affecting the successful adoption of new technologies such as e-business aregeneric in nature and that the successful adoption of internet technologies in part depends on how these are used in conjunction with the other technologies

and management practices that form a 'technology' cluster.

- **Ayo (2006),** investigated the prospects of e-commerce based on ability,motivation and opportunities (AMO) model and observed that virtually allcompanies have online presence. The paper reported the motivation andopportunities for e-commerce as low based on lack of e-Payment infrastructure and access to information and communication technology (ICT) facilities.
- **Melao (2008),** the clear commonalities among these definitions, include theimprovement of business processes and the use of ICT in intranets, extranets and the Internet to conduct business. He defines e-Business as the use of ICT as an enabler to (re)design, manage, execute, improve and control business processes both within and between organizations. Thus, front and back-office integration and multi-channel integration become crucial in e-Business,which requires a challenging process improvement approach to support the necessary organizational, technological and social changes.
- **Mishra & Kotkar (2015),** trace the timeline and development of B2Cecommerce in "A Study on Current Status of E-Commerce in India:

A Comparative Analysis of Flipkart and Amazon" with its inception in the mid1990s through the advent of matrimonial and job portals. However, due to limited internet accessibility, weak online payment systems and lack of awareness, the progress was very slow. The Indian B2C e-commerce industry

got a major boost in mid 2000s with the expansion of online services to travel and hotel bookings which continue to be major contributors even today.

- **Das & Ara (2015)** observe in "Growth of E-Commerce in India" that thoughonline travel and hotel bookings still control the lion's share of e-commerce market, their share has comparatively fallen over the years due to the recent augmentation and consequent rise of e-tailing services. There has been a tremendous surge in the volume of investment in this sector. With the ecommerce markets in the west reaching their saturation, investors see tremendous potential in the Indian market, in the light of which, many startups have received funding from venture capitalists and private equity firms. China's Alibaba Group and affiliate Ant Financial became the largest shareholders of One97 Communications, the parent of Indian e-tailer Paytm,by investing $680 million, in 2015
- **Aulakh (2015),** To tap the potential of what it regards as "underdeveloped internet economy" of India, Japanese investment company and technology powerhouse Softbank invested $627 million into online retailing marketplaceSnapdeal and $210 million in Ola cabs. (Mac, 2014). Similarly, New York firm Tiger Global Management has funded companies such MakeMyTrip, Decathlon, Flipkart, Myntra and Quickr. The availability of funds has presented a favorable ecosystem and growth opportunities for big as well as small companies. It has enabled local startups to survive in cut throat competition against foreign giants and has facilitated the penetration of ecommerce to every facet of human life; such that the differentiation between e-commerce and traditional business is getting blurred.
- **Raghunath & Panga (2013)**, present a comprehensive analysis of various nuances of e-commerce while accentuating that, in present

time every business activity, be it advertising, ordering, payment etc, can be performed in the digital ecosystem. The paper also enlists numerous points on the

importance of e-commerce which are responsible for its development as the new convention. It has enabled the creation and exploitation of new business opportunities, at the same time increasing the say of customers in the development of new products and services. E-commerce has not only augmented the performance of internal business management, but, has also enabled better customer relationships by promoting a business model that is essentially based on information sharing. The accessibility of internet connectivity and other online tools herald, a new revolution.

- **Deshmukh, Deshmukh & Thampi (2013),** recognize another important development: m-commerce, which they identify as a subset of e-commerce. “Transformation from E-commerce to M-commerce in Indian

  Context” reviews the current and potential status of e-commerce and mcommerce in the Indian market, while projecting the latter as the potentialfuture. The paper discerns ubiquity, personalization, flexibility and immediacy as the singular advantages of m-commerce. The authors affirm the idea that smart phone penetration and rise in internet user base, mostly driven by youth, shall propel the growth of e-commerce.

CHAPTER 3

INDUSTRIAL AND COMPANY’S PROFILE

3.1 Industry profile

Retail industry

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment.The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry.

The total concept and idea of shopping has undergone an attention drawing change in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retailing has entered into the Retail market in India as is observed in the form of bustling shopping centers, multistoried malls and the huge complexes that offer shopping, entertainment and food all under one roof.

In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. Indian retail is expected to grow 25 per cent annually. Modern retail in India could be worth US$ 175-200 billion by 2016. The Food Retail Industry in India dominates the shopping basket. The Mobile phone Retail Industry in India is already a US$ 16.7 billion business, growing at over 20 per cent per year. The future of the India Retail Industry looks promising with the growing of the market, with the government policies becoming more favorable and the emerging technologies facilitating operations.

The Indian retail scene

India is the country having the most unorganized retail market. Traditionally it is a family's livelihood, with their shop in the front and house at the back, while they run the retail business. More than 99% retailer's function in less than 500 square feet of shopping space. Global retail consultants KSA Techno park have estimated that organized retailing in India is expected to touch Rs 35,000 crore in the year 200506. The Indian retail sector is estimated at around Rs 900,000 crore, of which the organized sector accounts for a mere 2 per cent indicating a huge potential market opportunity that is lying in the waiting for the consumer-savvy organized retailer.

Purchasing power of Indian urban consumer is growing and branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages,Food and even Jewelry, are slowly becoming lifestyle products that are widely accepted by the urban Indian consumer. Indian retailers need to advantage of this growth and aiming to grow, diversify and introduce new formats have to pay more attention to the brand building process. The emphasis here is on retail as a brand rather than retailers selling brands. The focus should be on branding the retail business itself. In their preparation to face fierce competitive pressure, Indian retailers must come to recognize the value of building their own stores as brands to reinforce their marketing positioning, to communicate quality as well as valuefor money. Sustainable competitive advantage will be dependent on translating core values combining products, image and reputation into a coherent retail brandstrategy.

Strategies, Trends and Opportunities 2007

Retailing in India is gradually inching its way toward becoming the next boomindustry. The whole concept of shopping has altered in terms of format and

consumer buying behavior, ushering in a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centres, multistoried mallsand huge complexes offer shopping, entertainment and food all under one roof. The Indian retailing sector is at an inflexion point where the growth of organizedretailing and growth in the consumption by the Indian population is going to takea higher growth trajectory. The Indian population is witnessing a significant change in its demographics. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing workingwomen population and emerging opportunities in the services sector are going to be the key growth drivers of the organized retail sector in India.

Growth of retail sector in India

Retail and real estate are the two booming sectors of India in the present times. And if industry experts are to be believed, the prospects of both the sectors are mutually dependent on each other. Retail, one of India's largest industries, has presently emerged as one of the most dynamic and fast paced industries of our times with several players entering the market. Accounting for over 10 per cent of the country's GDP and around eight per cent of the employment retailing in India is gradually inching its way toward becoming the next boom industry.

As the contemporary retail sector in India is reflected in sprawling shopping centers, multiplex- malls and huge complexes offer shopping, entertainment and food all under one roof, the concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. This has also contributed to large-scale investments in the real estate sector with majornational and global players investing in developing the infrastructure and construction of the retailing

business. The trends that are driving the growth of theretail sector in India are

- Low share of organized retailing

- Falling real estate prices
- Increase in disposable income and customer aspiration

Another credible factor in the prospects of the retail sector in India is the increase in the young working population. In India, hefty pay packets, nuclear families in urban areas, along with increasing working-women population and emerging opportunities in the services sector. These key factors have been the growth drivers of the organized retail sector in India which now boast of retailing almost all the preferences of life - Apparel & Accessories, Appliances, Electronics, Cosmetics and Toiletries, Home & Office Products, Travel and Leisure and many more. With this the retail sector in India is witnessing rejuvenation as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores.

The retailing configuration in India is fast developing as shopping malls are increasingly becoming familiar in large cities. When it comes to development of retail space specially the malls, the Tier II cities are no longer behind in the race. If development plans till 2007 is studied it shows the projection of 220 shopping malls, with 139 malls in metros and the remaining 81 in the Tier II cities. The government of states like Delhi and National Capital Region (NCR) are very upbeat about permitting the use of land for commercial development thus increasing the availability of land for retail space; this making NCR render to 50% of the malls in India.

India is being seen as a potential goldmine for retail investors from over the world and latest research has rated India as the top destination for retailers for an attractive emerging retail market. India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets.

Even though India has well over 5 million retail outlets, the country sorely lacks anything that can resemble a retailing industry in the modern sense of the term. This presents international retailing specialists with a great opportunity. Theorganized retail sector is expected to grow stronger than GDP growth in the next five years driven by changing lifestyles, burgeoning income and favorable demographic outline.

Retailing format in India

Malls:

The largest form of organized retailing today. Located mainly in metro cities, in proximity to urban outskirts. Ranges from 60,000 sq ft to 7,00,000 sq ft and above. They lend an ideal shopping experience with an amalgamation of product,service and entertainment, all under a common roof. Examples include Shoppers Stop, Pyramid, and Pantaloon.

Specialty Stores:

Chains such as the Bangalore based Kids Kemp, the Mumbai books retailer Crossword, RPG's Music World and the Times Group's music chain Planet M,are focusing on specific market segments and have established themselves strongly in their sectors.

Discount Stores:

As the name suggests, discount stores or factory outlets, offer discounts on theMRP through selling in bulk reaching economies of scale or excess stock left

over at the season. The product category can range from a variety of perishable/nonperishable goods.

Department Stores:

Large stores ranging from 20000-50000 sq. ft, catering to a variety of consumer needs. Further classified into localized departments such as clothing, toys, home,groceries, etc.

Departmental Stores are expected to take over the apparel business from exclusive brand showrooms. Among these, the biggest success is K Raheja's Shoppers Stop, which started in Mumbai and now has more than seven large stores (over 30,000 sq. ft) across India and even has its own in store brand forclothes called Stop.

Hyper marts/Supermarkets:

Large self-service outlets, catering to varied shopper needs are termed as Supermarkets. These are located in or near residential high streets. These stores today contribute to 30% of all food & grocery organized retail sales. Super Markets can further be classified in to mini supermarkets typically 1,000 sq ft to2,000 sq ft and large supermarkets ranging from of 3,500 sq ft to 5,000 sq ft. having a strong focus on food & grocery and personal sales.

Convenience Stores:

These are relatively small stores 400-2,000 sq. feet located near residential areas.They stock a limited range of high-turnover convenience products

and are usually open for extended periods during the day, seven days a week.

Prices are slightly higher due to the convenience premium

Retail sales in India Challenges & Opportunities

Retailing has seen such a transformation over the past decade that its very definition has undergone a sea change. No longer can a manufacturer rely on salesto take place by ensuring mere availability of his product. Today, retailing is about so much more than mere merchandising. It's about casting customers in a story, reflecting their desires and aspirations, and forging long-lasting relationships. As the Indian consumer evolves they expects more and more at each and every timewhen they step into a store

Retailing in India is currently estimated to be a US$ 200 billion industry, of which organized retailing makes up a paltry 3 percent or US$ 6.4 billion. By 2010, organized retail is projected to reach US$ 23 billion. For retail industry in India, things have never looked better and brighter. Challenges to the manufacturers and service providers would abound when market power shifts to organized retail.

3.2 COMPANY'S PROFILE

Decathlon is a French sporting goods retailer. With over 1647 stores in nearly 1000 cities in 57 countries and regions (Jan 2020), it is the largest sporting goodsretailer in the world. Its holding company was formerly known as Oxylane.

Industry	Retail
Founded	1976; 45 years ago
Founder	Michel leclercq
Headquarters	Villeneuve d'Ascq. France
Number of locations	1,647 stores in 57

countriesKey people Michel Aballea (CEO)

	Osvaldo Fusardi (COO)
Products	Clothing
	Sportswear
	Sports
	Equipment
Revenue	US$ 12.80 billion (2017)
No. of Employees	87000 (2017)
Subsidiaries	Tribord, Quechua, Domyos, B’Twin, Kipsta, Nabaiji, Wed’zi, Simond, Kalenji, Newfeel, Artengo, Inesis, Geologic, Caperlan, Solognac, Fouganza, Oxelo, Aptonia, Geonaute, Orao, Subea, Outshock
Website	www.deccathlon,com

History

Founded by Michel Leclercq in 1976, Decathlon started with a store in Lille, France. The company expanded abroad a decade later: to Germany in 1986, Spain in 1992, Italy in 1993, Belgium in 1997, Portugal, the United Kingdom in 1999, Brazil in 2001, China in 2003, India in 2009, Taiwan in 2012, Hong Kong in 2013, Malaysia and Singapore in 2016, South Africa, Philippines and Indonesia in 2017 and South Korea, Australia in 2018.The company employs more than 87,000 staff from 80 different nationalities.

The retailer stocks a wide range of sporting goods, from tennis rackets to advanced scuba diving equipment, usually in large, big-box superstores averaging4,000m^2 in size. Decathlon Group markets its products under

more than 20

brands. Its research and development facilities are located across France, wherethe company develops its product designs, registering up to 40 patents per year.

Product brands

Decathlon is vertically integrated, designing and developing its own products and marketing under its more than 20 brands, with each sport—and often sub- sports and sports groups—having their own brand:

- Aptonia - Nutrition and Triathlon
- Artengo - Tennis
- B'Twin - Cycling
- Caperlan - Fishing
- Domyos - Fitness, Gym, Yoga, Dance,
- Forclaz - Trekking
- Fouganza - Horse Riding
- FLX - Cricket
- Geologic - Target Sports such as Archery, Darts and Pétanque
- Geonaute - Sports Electronics
- Inesis - Golf
- Inovik - Cross-country skiing
- Itiwit - paddle sports
- Kalenji - Running
- Kipsta - Team Sports

- KOROK - Field hockey

- Kuikma - Padel (sport)
- Nabaiji - Swimming
- Newfeel - Sport Walking
- Offload - Rugby
- Olaian - Surfing and Boardwalking
- Opfeel - Squash
- Orao - Kiting and Kitesurfing
- Oroks - Ice hockey
- Outshock - Combat Sports
- Oxelo - Rollersports, Skating and Scooters
- Perfly - Badminton
- Quechua - Hiking, Camping
- Rockrider - Mountain Biking
- Sandever - Beach Tennis
- Simond - Mountaineering
- Solognac - Hunting
- Subea - Diving
- Tarmak - Basketball
- Triban - Cycling (Comfort-Oriented)
- Tribord - Sailing
- Van Rysel - Cycling (Performance/Racing-Oriented)
- Wed'Ze - Skiing and Snowboarding

Brands providing technical support for the products for the company's passionbrands:

- Equarea - Clothing designed for the active removal of sweat
- Essensole - Shoe soles and insoles
- Novadry - Waterproof and breathable clothes
- Stratermic - Warm and light clothes
- Strenfit - Light and Robust Synthetic fabrics (non garment)
- Supportiv - Support and compression

Economic review

Its success has greatly contributed to the decline of independent retailers in France, while the spread of its own brands has caused great difficulties for traditional manufacturers. 2008 was a record year for the company as the brand Decathlon had beaten all its competitors on three key points: margin, market share, and highest turnover per square meter of retail space. It is arguably the third at a global level. A 2008 survey of 774 catchment areas at the request of the Ministry of Economy and Finance shows that "for sporting goods, Decathlon is dominant in 92.8% of zones". This dominant position has the effect of marginalizing its commercial competitors, including independent retailers.

Competition

In 2009, Decathlon's sector rivals, Go Sport and Sport 2000, joined forces to set up a common purchasing centre in Switzerland, intended to "pressurize most of the major international suppliers", according to François Neukirsh,

Managing Director of Go Sport, in the newspaper “Les Echos”. Otherwise, the company does not have significant competition due to their specific targetaudience in mass-market retail.

Social Standards

Decathlon claims to follow a strict policy when it comes to employee welfare and that all contractors working with Decathlon follow the Human Responsibility in Production (HRP) process in all activities. The HRP designates the management system and resources implemented by Decathlon relative to workplace conditions at production sites and with suppliers.

Since 2003, Decathlon has adopted a social charter of the Social and Environment Responsibility World Forum regarding human rights, health and safety, respect for the environment, corruption and management and communication.

Decathlon has however declined to disclose the names of their suppliers, and has been under scrutiny after reports indicate that the company's suppliers in Sri Lanka free trade zones violate the country's labor laws.

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

This chapter is considered to be the core part of this project. The data collected using questionnaire is represented in graphical forms as graphs and diagrams. This is for the purpose of making analysis of data and interpret the results there of. The sample size is 50. Tool used for data analysis is percentage analysis. Graphical representation helps us in easy interpretation of the results

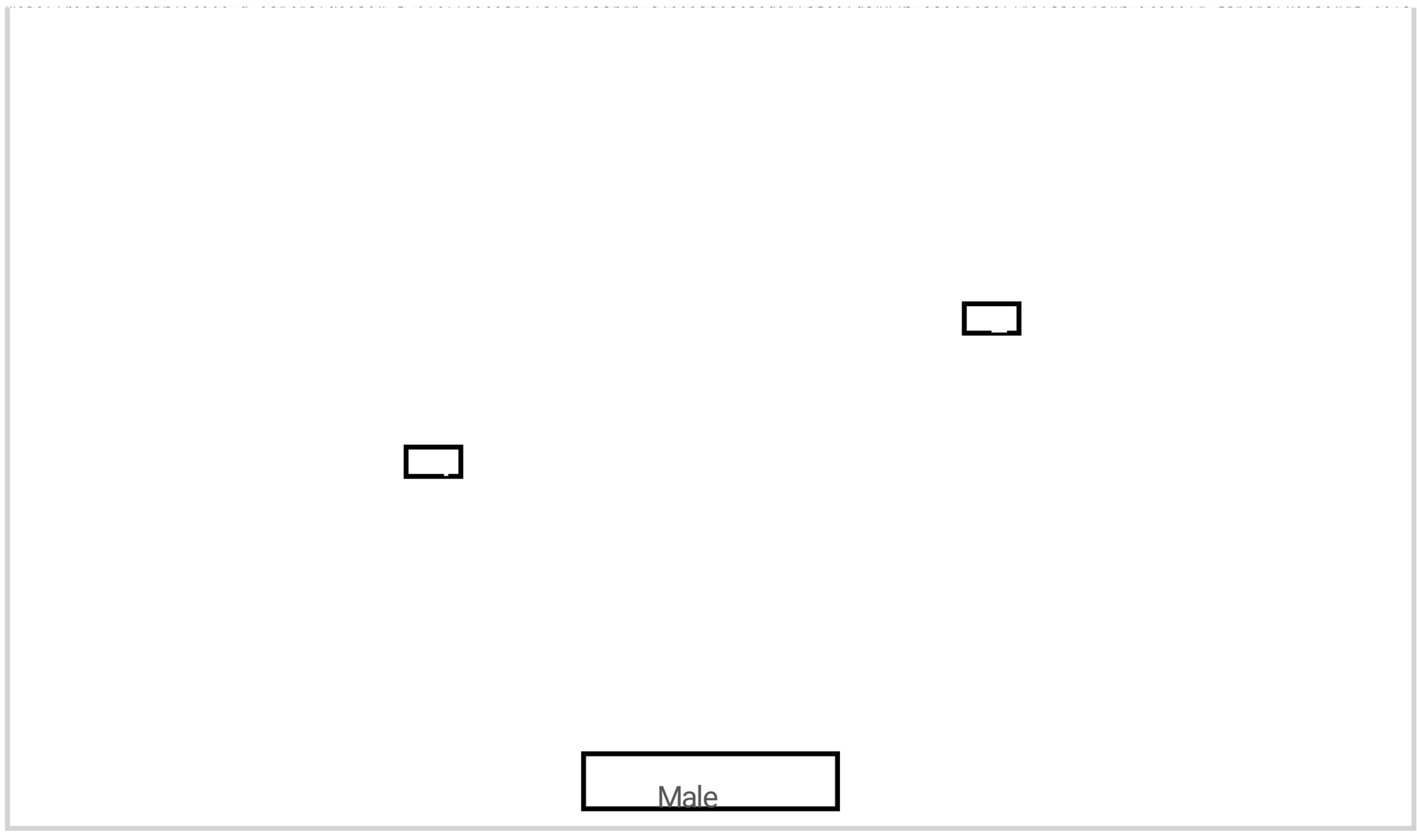
4.1 Table showing the gender classification of respondents

Respondents	No of respondents	Percentage
Male	21	42%
Female	29	58%
Total	50	100%

Source: Primary data

42% of the respondents are male and 58% of the respondents are female.

4.1 Figure showing the gender classification of respondents



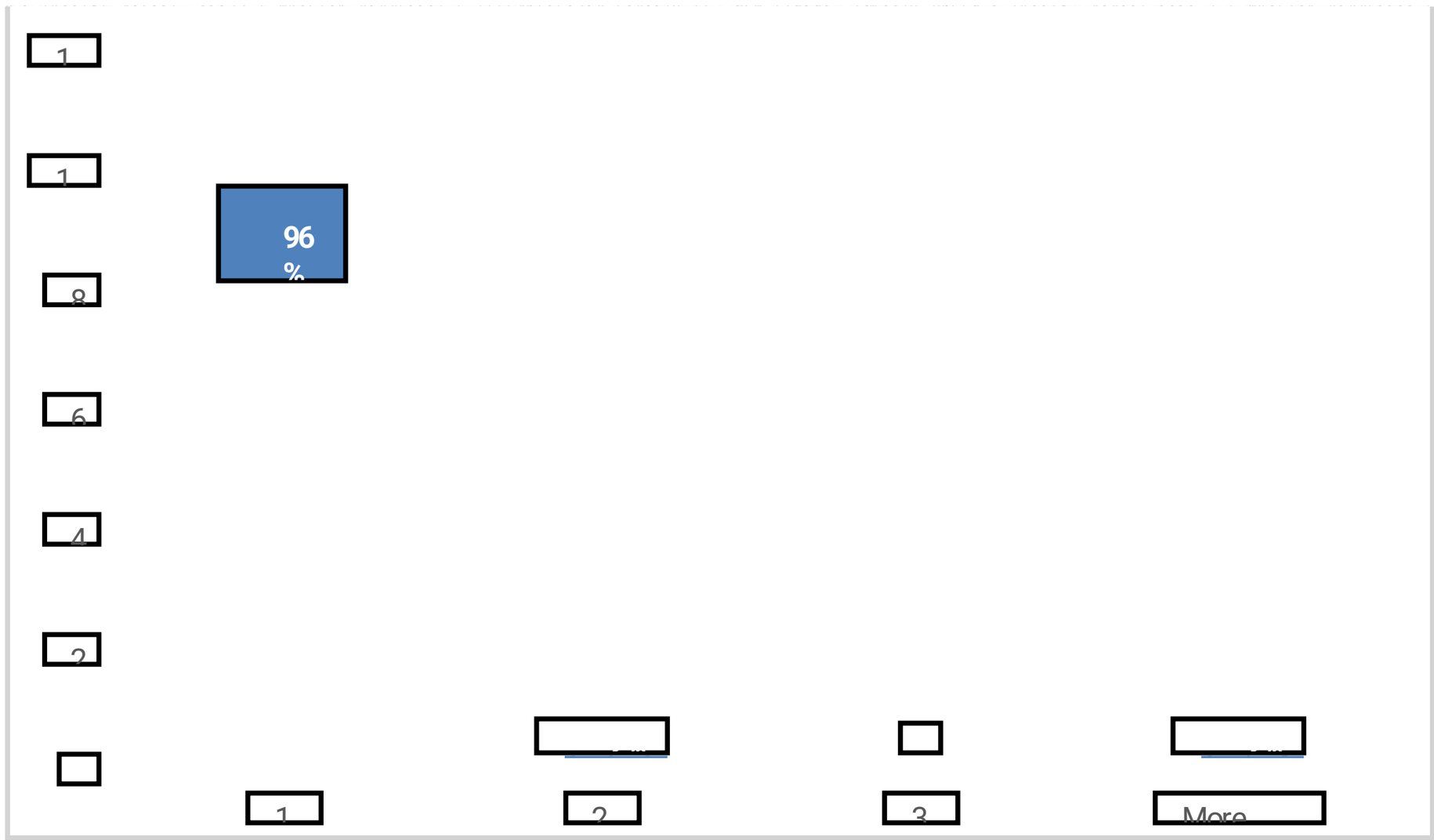
4.2 Table showing age of the respondents

Responses	No of respondents	Percentage
18-25	48	96%
25-30	1	2%
30-35	0	0%
More than 35	1	2%
Total	50	100%

Source: Primary data

96% of the respondents are between the age group 15-25, 2% of the respondents are between the age group 25-30, 0% of the respondents are between the age group 30-35 and 2% of the respondents are between the age group More than 35.

4.2 Figure showing age of the respondents



4.3 Table showing education of the respondents

Responses	No of respondents	Percentage
SSLC	0	0%
HSC	7	14%
UG/PG	43	86%
Total	50	100%

Source: Primary data

14% of the respondents are HSC qualified, 86% of the respondents are UG/PGqualified and None of the respondents are SSLC qualified.

4.3 Figure showing education of the respondents

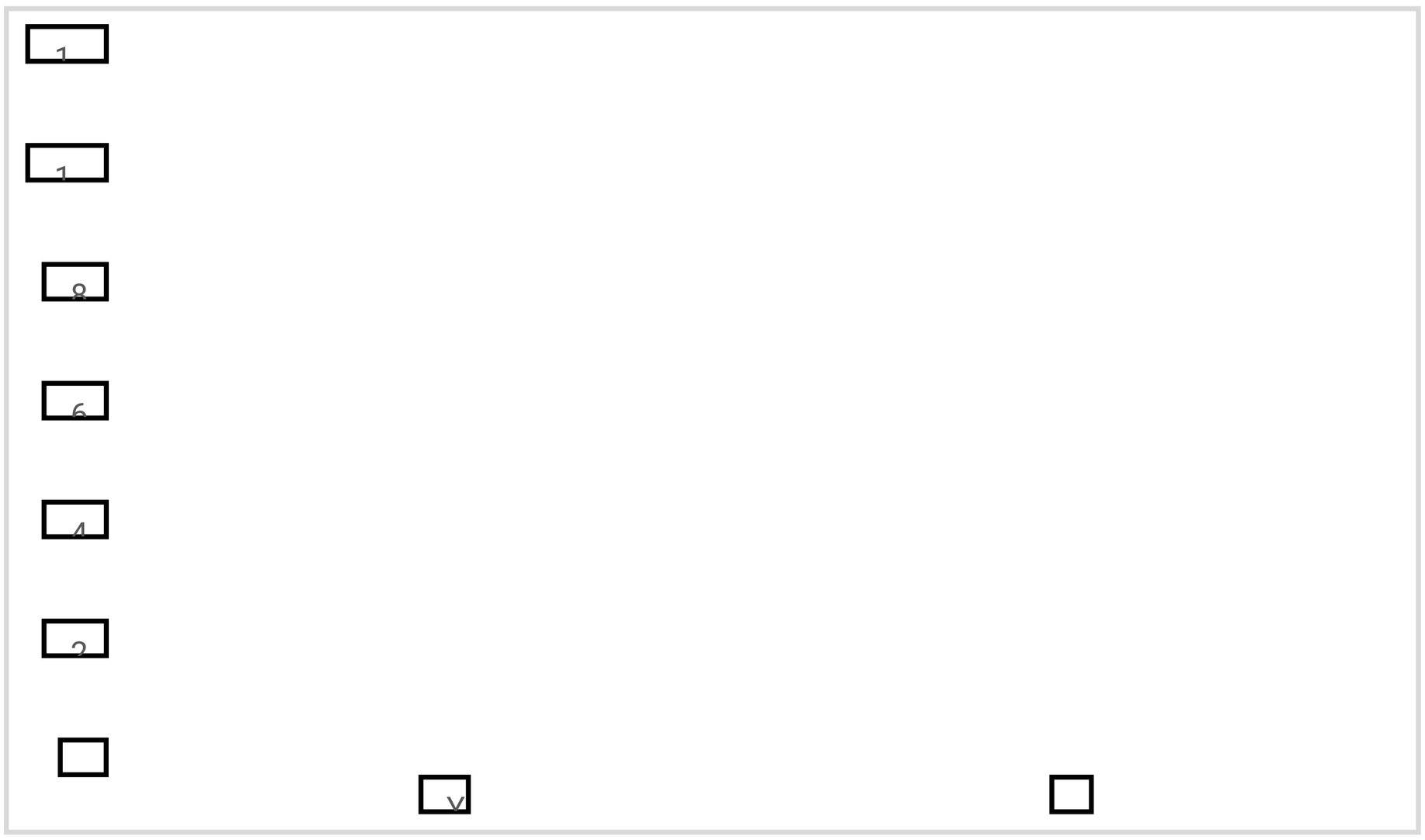


4.4 Table showing internet usage

Responses	No of respondents	Percentage
Yes	50	100%
No	0	0%
Total	50	100%

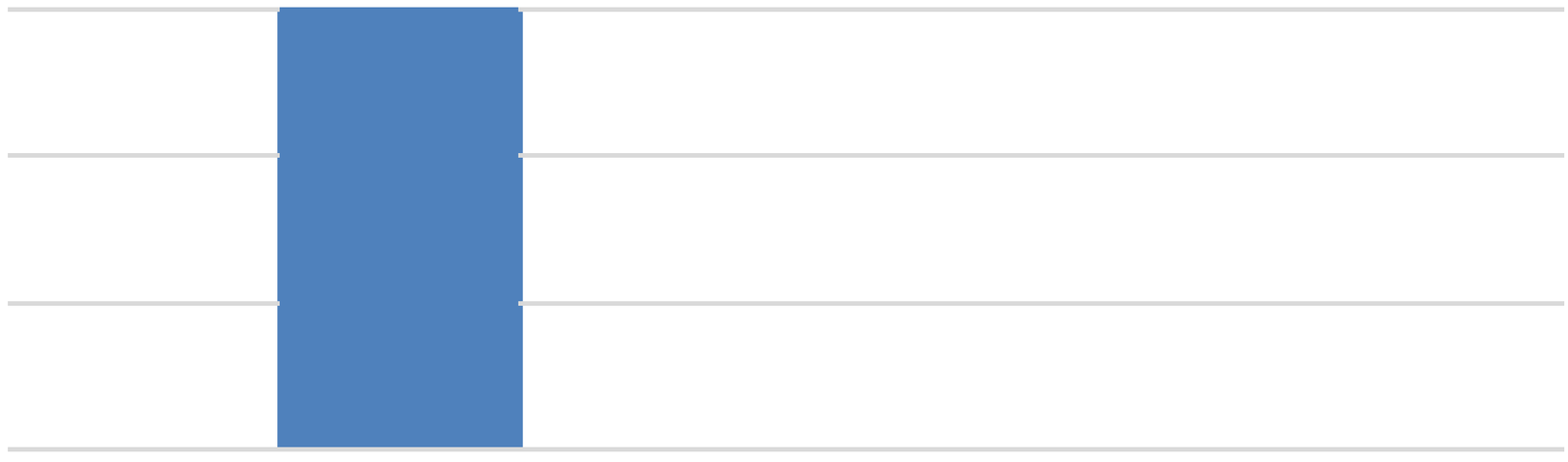
Source: Primary data

All of the respondents used internet



4.4 Figure showing internet usage





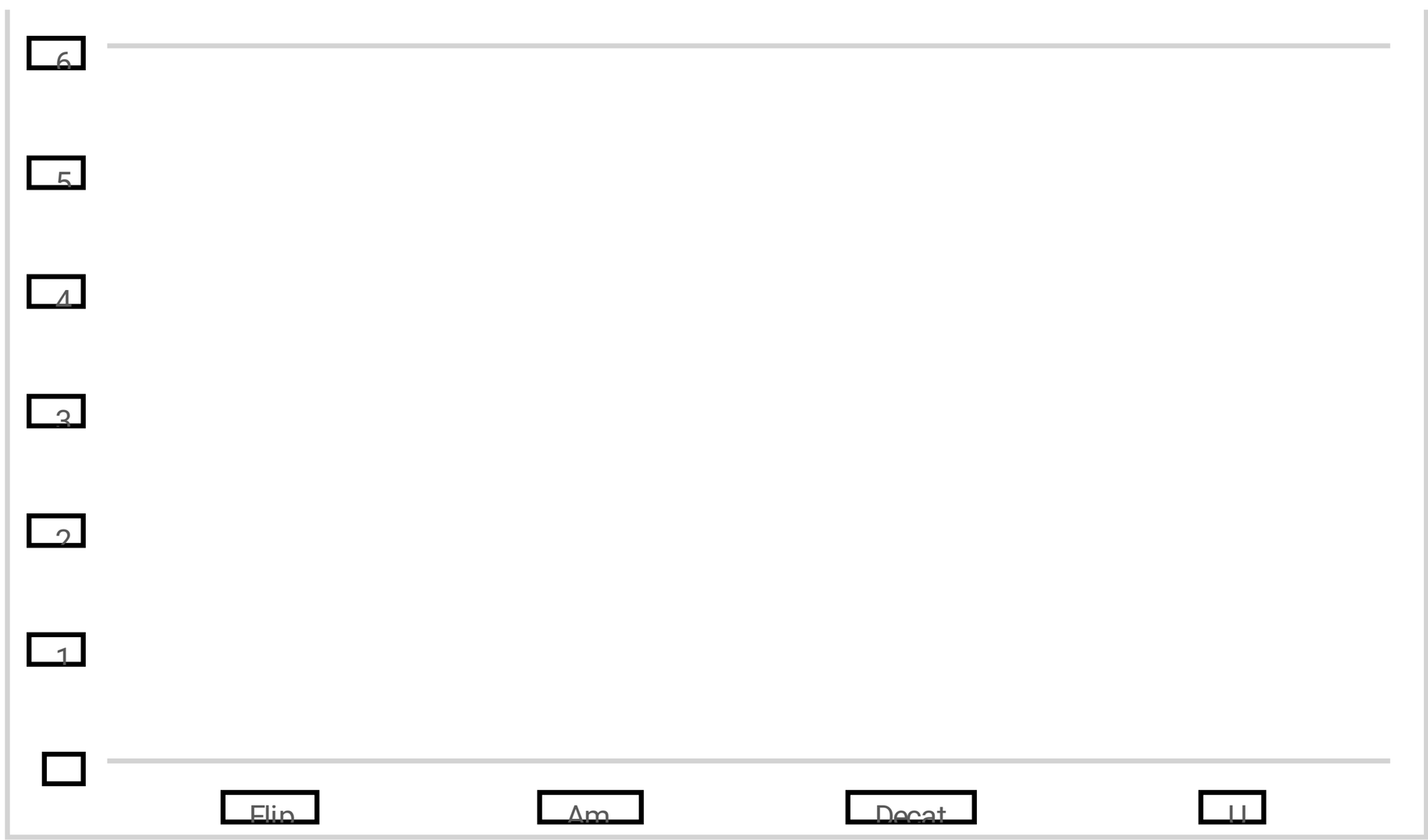
4.5 Table showing most preferred e-commerce website

Responses	No of respondents	Percentage
Flipkart	26	52%
Amazon	22	44%
Decathlon	2	4%
Uber	0	0%
Total	50	100%

Source: Primary data

52% of the respondents most preferred e-commerce website is Flipkart, 44% of therespondents most preferred e-commerce website is Amazon, 4% of the respondents most preferred e-commerce is Decathlon, no one preferred ecommerce website as Uber in this study.

4.5 Figure showing most preferred e-commerce website



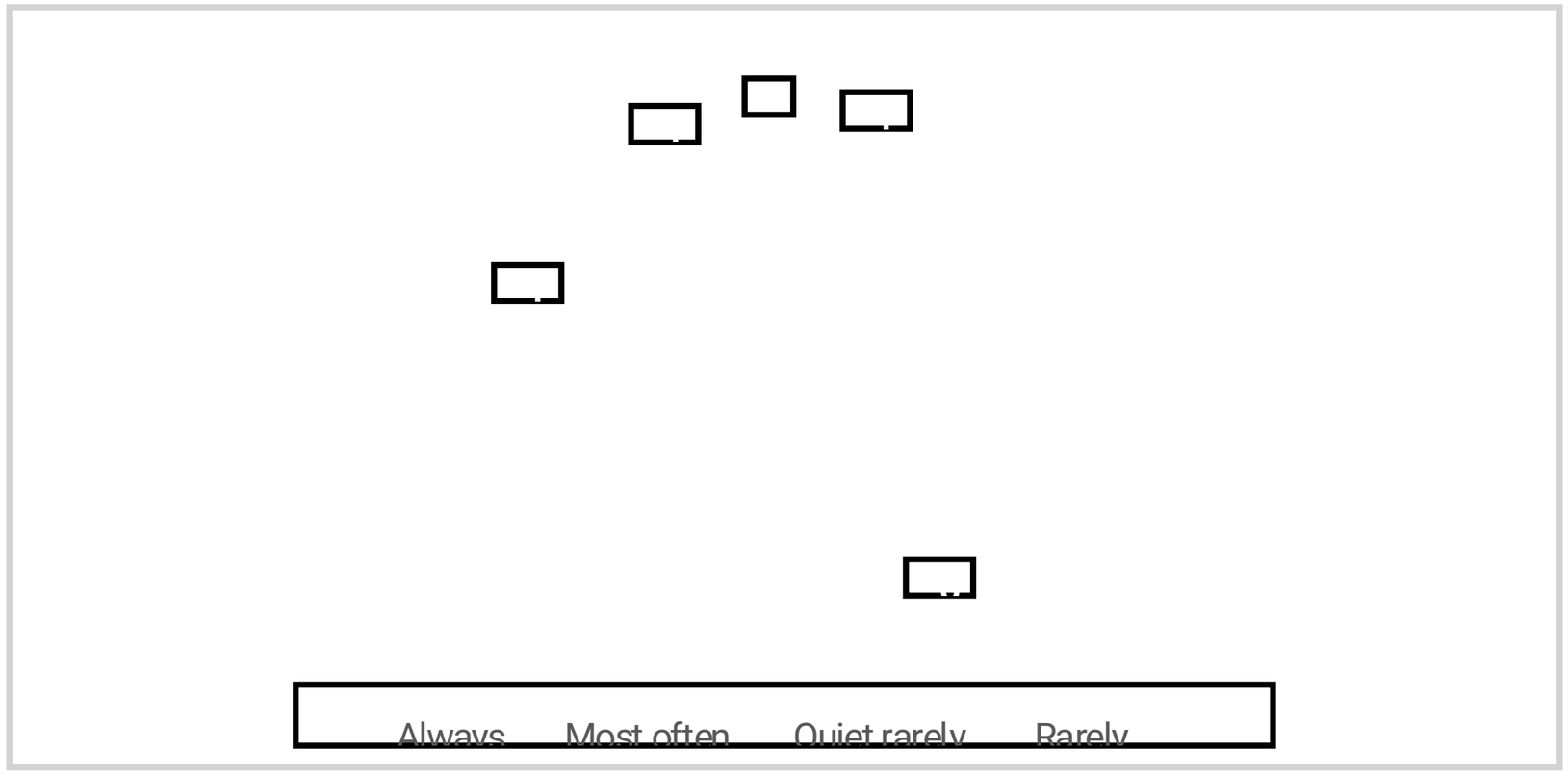
4.6 Table showing frequency of usage of e-commerce websites for getting information before physical store

Responses	No of respondents	Percentage
Always	5	10%
Most often	31	62%
Quiet rarely	8	16%
Rarely	5	10%
Never	1	2%
Total	50	100%

Source: Primary data

62% of respondents use e-commerce websites for getting information before physical store, 16% of respondents use e-commerce websites for getting information before physical store, 10% of respondents use e-commerce websites for getting information before physical store, 10% of respondents use e-commerce websites for getting information before physical store

4.6 Figure showing frequency of usage of e-commerce websites for getting information before physical store



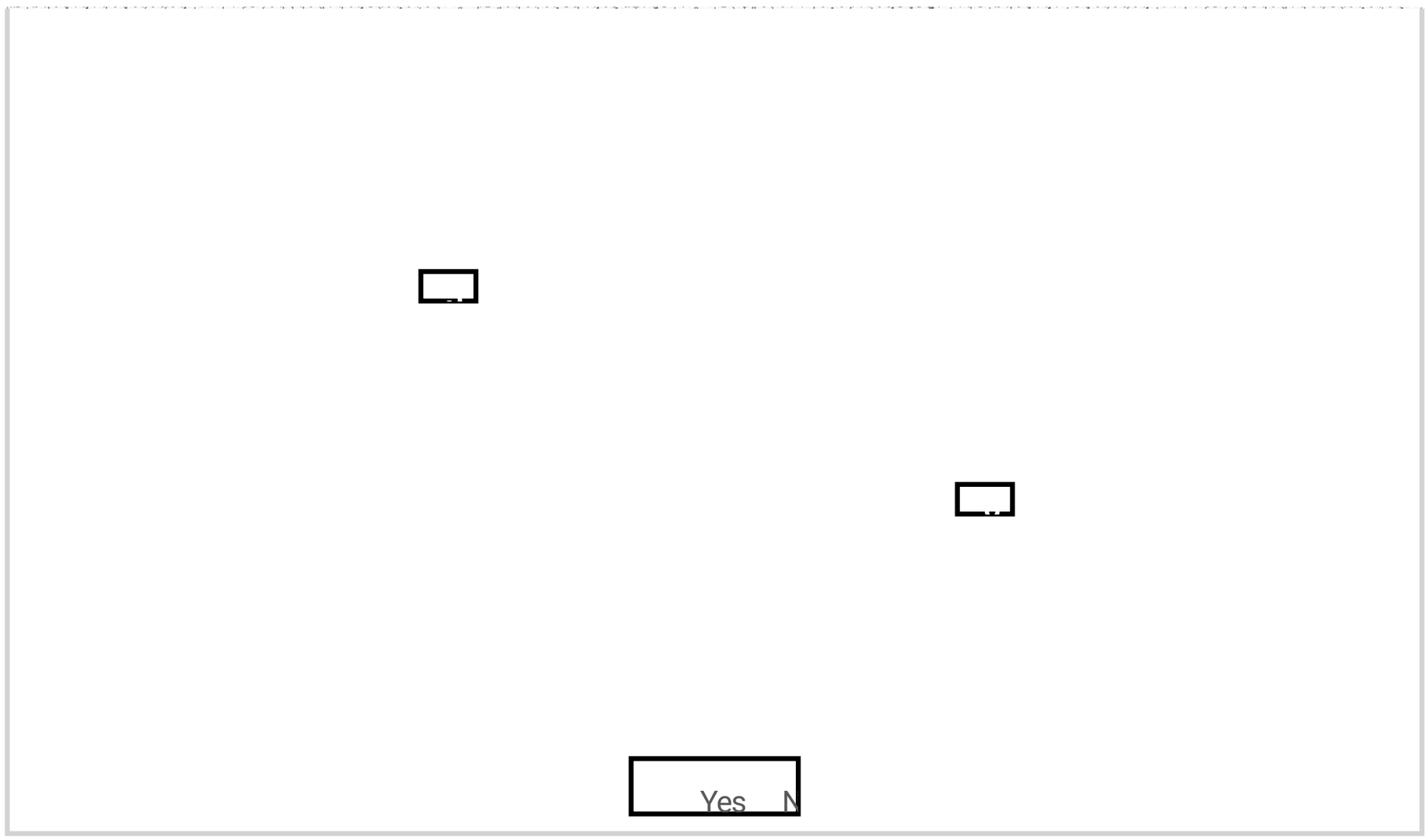
4.7 Table showing respondents awareness of Decathlon an e-commercewebsite

Responses	No of respondents	Percentage
Yes	31	62%
No	19	38%
Total	50	100%

Source: Primary data

62% of the respondents are aware of Decathlon an e-commerce website and 38%of the respondents are aware of Decathlon an e-commerce website.

4.7 Figure showing respondents awareness of Decathlon an e-commercewebsite



4.8 Table showing source of knowledge of customers regarding decathlon

Respondents	No of respondents	Percentage
Word of mouth	23	46%
TV	2	4%
Internet	16	32%
Print media	1	2%
Other	8	16%
Total	50	100%

Source: Primary data

46% of the respondents knew Decathlon through word of mouth, 4% of the respondents knew Decathlon through TV, 32% of the respondents knew Decathlon through Internet, 2% of the respondents knew Decathlon through print media, 16% of the respondents knew about Decathlon through other ways.

4.8 Figure showing source of knowledge of customers regarding decathlon



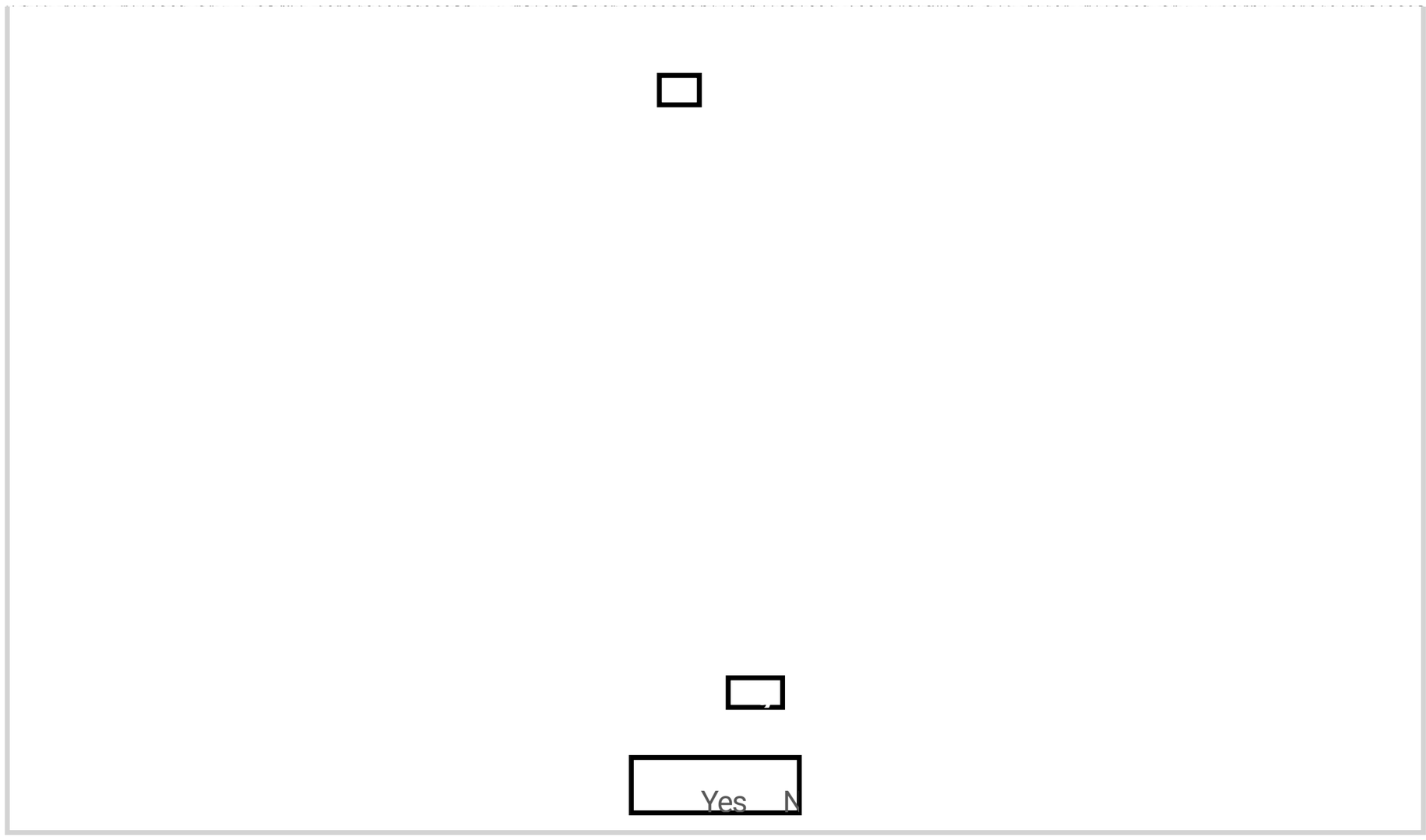
4.9 Table showing satisfaction of customers with regard to usage ofecommerce

Responses	No of respondents	Percentage
Yes	48	96%
No	2	4%
Total	50	100%

Source: Primary data

96% of the respondents are satisfied of using e-commerce often and 4% of therespondents are satisfied of using e-commerce often.

4.9 Figure showing satisfaction of customers with regards to usage ofecommerce



4.10Table showing biggest concern about buying products online

Responses	No of respondents	Percentage
Fake products	18	36%
Online payments	14	28%
Wrong information	11	22%
Privacy	7	14%
Total	50	100%

Source: Primary data

36% of the respondents biggest concern about buying products online are fake products, 28% of the respondents biggest concern about buying products online are online payments, 22% of the respondents biggest concern about buying products online is wrong information, 14% of the respondents biggest concern about buyingproducts online is privacy.

4.10 Figure showing biggest concern about buying products online



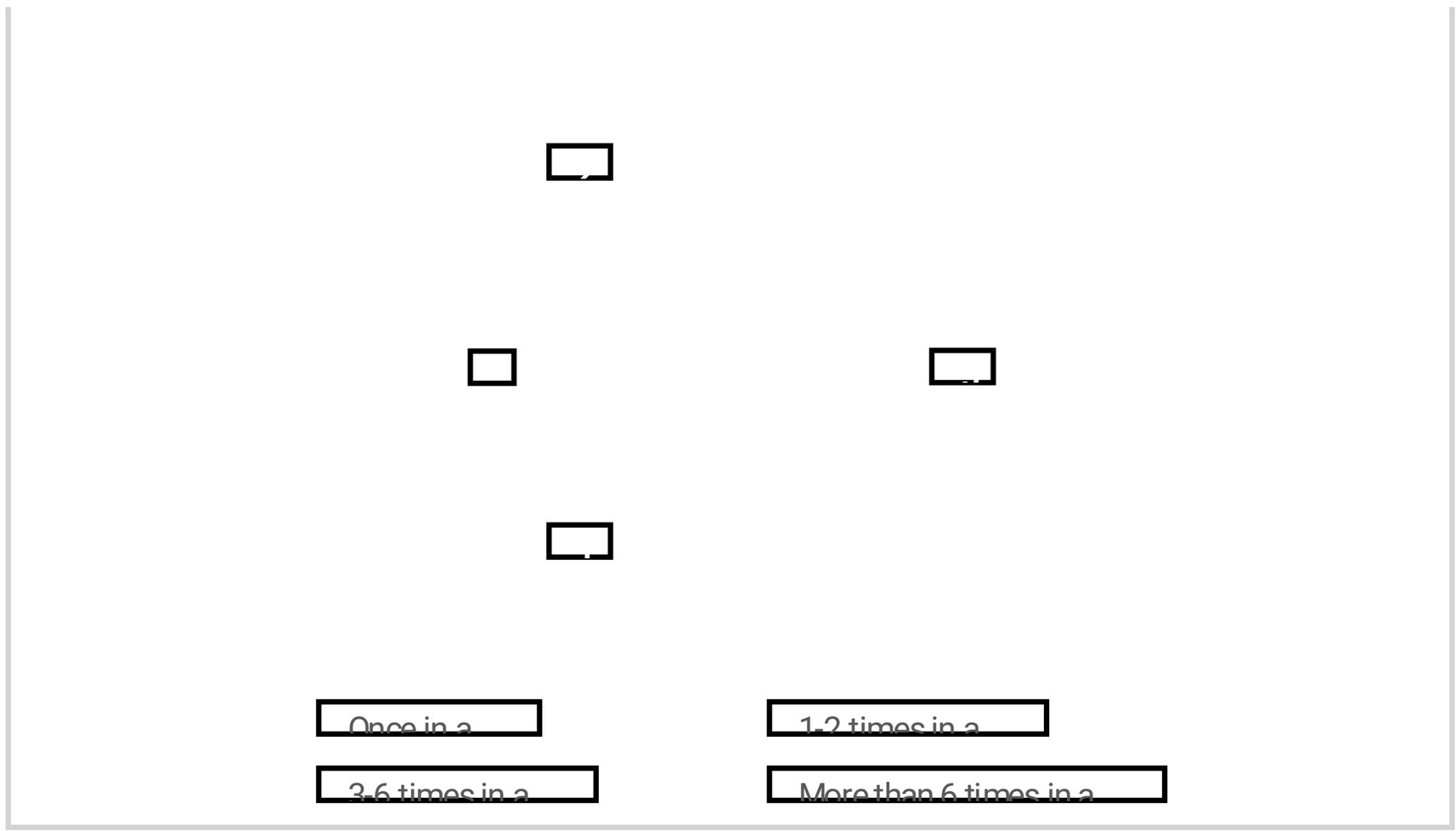
4.11 Table showing frequency of shopping through e-commerce website

Responses	No of respondents	Percentage
Once in a month	26	52%
1-2 times in a month	9	18%
3-6 times in a month	4	8%
More than 6 times in a month	11	22%
Total	50	100%

Source: Primary data

52% of the respondents shopped through e-commerce website once in a month, 18% of the respondents shopped though e-commerce website 1-2 times in a month, 8% of the respondents shopped though e-commerce website 3-6 times in a month, 22% of the respondents shopped through e-commerce website more than 6 times ina month.

4.11 Figure showing frequency of shopping through e-commerce website



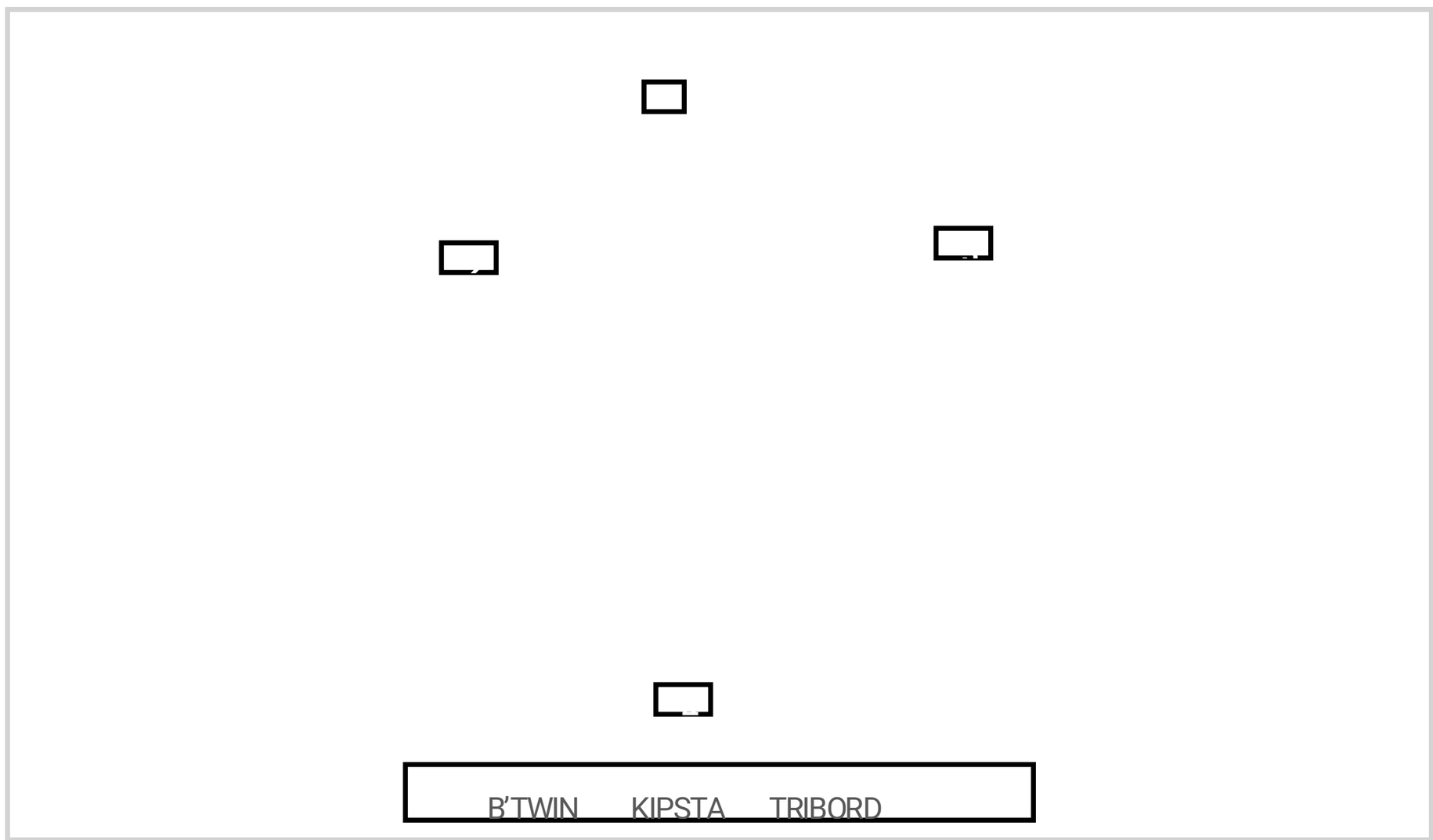
4.12Table showing more preferred brand among respondents

Responses	No of respondents	Percentage
B’TWIN	16	32%
KIPSTA	20	40%
TRIBORD	11	22%
APTONIA	3	6%
Total	50	100%

Source: Primary data

32% of the respondents more preferred brand is B’TWIN, 40% of the respondentsmore preferred brand is KIPSTA, 22% of the respondents more preferred brand is TRIBORD and 6% of the respondents more preferred brand is APTONIA.

4.12Figure showing more preferred brand among respondents



4.13Table showing types of products respondents typically buy on online

Responses	No of responses	Percentage
Shoes	42	84%
Training kit	1	2%
Gym equipment	2	4%
Track suits	5	10%
Total	50	100%

Source: Primary data

84% of the respondents buy shoes in online, 2% of the respondents buy training kitin online, 4% of the respondents buy gym equipment in online and 10% of the respondents buy track suits in online.

4.13 Figure showing types of products respondents typically buy on online



4.14Table showing respondents comfortability on buying products at online

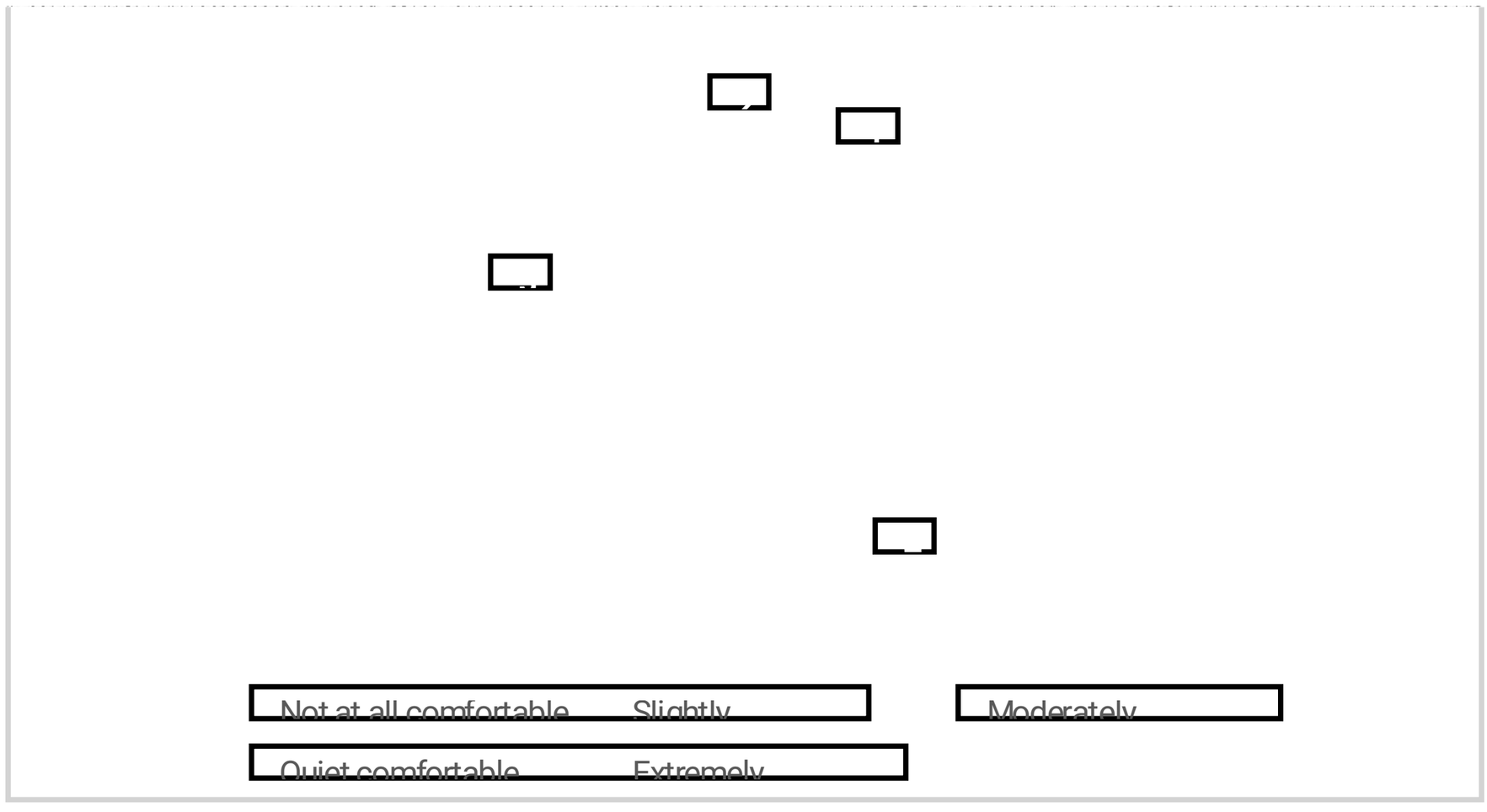
Responses	No of respondents	Percentage
Not at all comfortable	0	0%
Slightly comfortable	8	16%
Moderately comfortable	23	46%
Quiet comfortable	18	36%
Extremely comfortable	1	2%
Total	50	100%

Source: Primary data

0% of the respondents are not at all comfortable on buying products at online, 16%of the respondents are slightly comfortable on buying products at online,

46% of the respondents are moderately comfortable on buying products at online, 36% of the respondents are quiet comfortable on buying products at online, 2% ofthe respondents are extremely comfortable on buying products at online

4.14Figure showing respondents comfortability on buying products at online



4.15 Table showing privacy concerns of respondents that prevent frombuying products online

Responses	No of respondents	Percentage
Once in a while	23	46%
About half the time	19	38%
Most of the time	7	14%
Always	1	2%
Total	50	100%

Source: Primary data

46% of the respondents had privacy concerns once in a while, 38% of the respondents had privacy concerns about half the time, 14% of the respondents had privacy concerns most of the time and 2% of the respondents had privacy concern always.

4.15 Figure showing privacy concerns of respondents that prevent from buyingproducts online

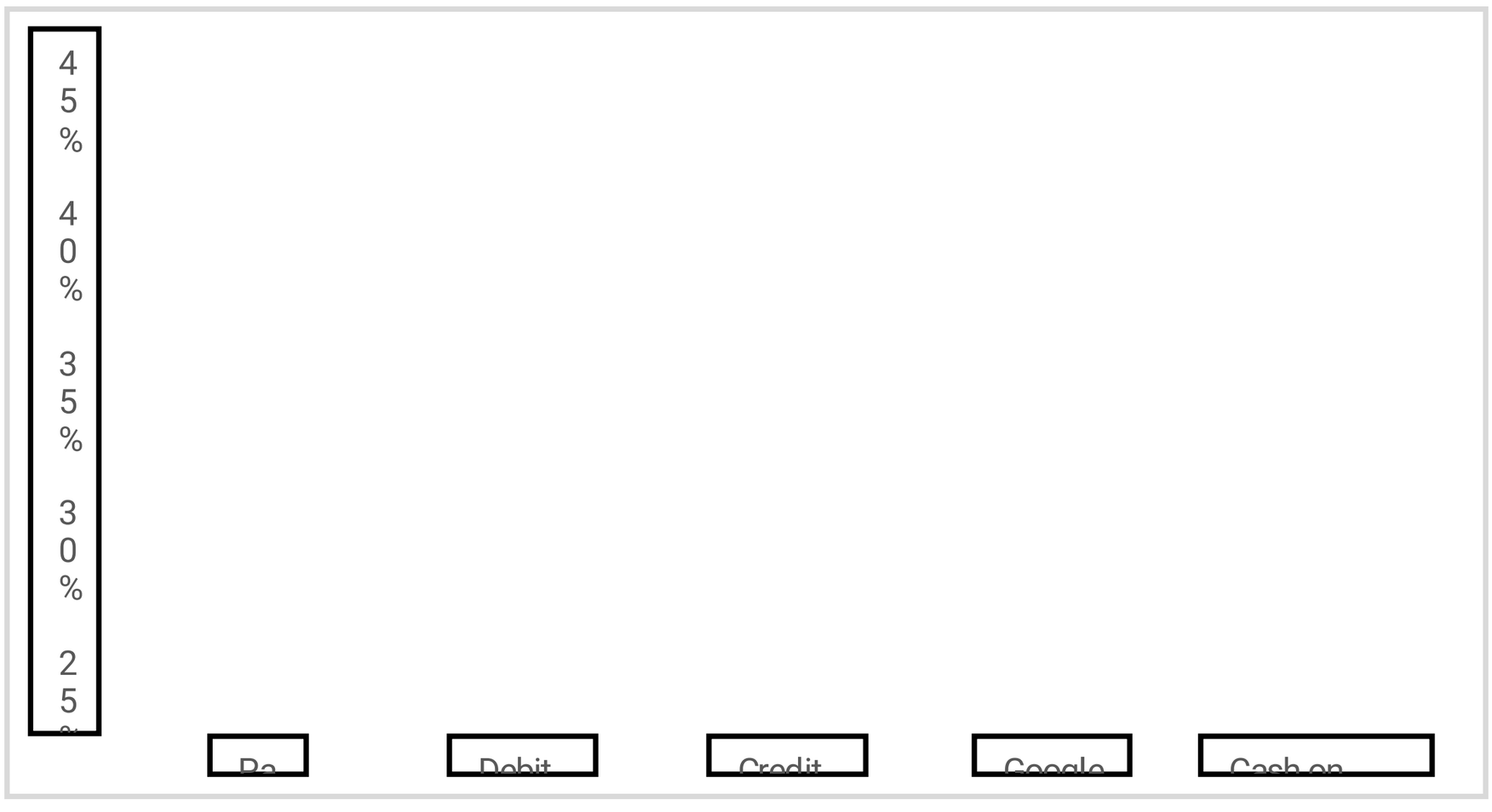
4.16 Table showing most often used payment method when buying productsonline

Responses	No of respondents	Percentage
Paypal	0	0%
Debit card	18	36%
Credit card	1	2%
Google pay	11	22%
Cash on delivery	20	40%
Total	50	100%

Source: Primary data

None of the respondents used Paypal, 36% of the respondents used Debit card, 2%of the respondents used Credit card, 22% of the respondents used Google pay, 40%of the respondents used Cash on delivery.

4.16 Figure showing most often used payment method when buying productsonline



4.17 Table showing acknowledgement of respondents about time saving ononline purchase

Responses	No of respondents	Percentage
Strongly disagree	0	0%
Disagree	0	0%
Neutral	19	38%
Agree	23	46%
Strongly agree	8	16%
Total	50	100%

Source: Primary data

None of the respondents strongly disagree or disagree on time saving, 38% of the respondents are neutral about time saving, 46% of the respondents are agree about time saving, 16% of the respondents are strongly agree about time saving

4.17 Figure showing acknowledgement of respondents about time saving on online purchase



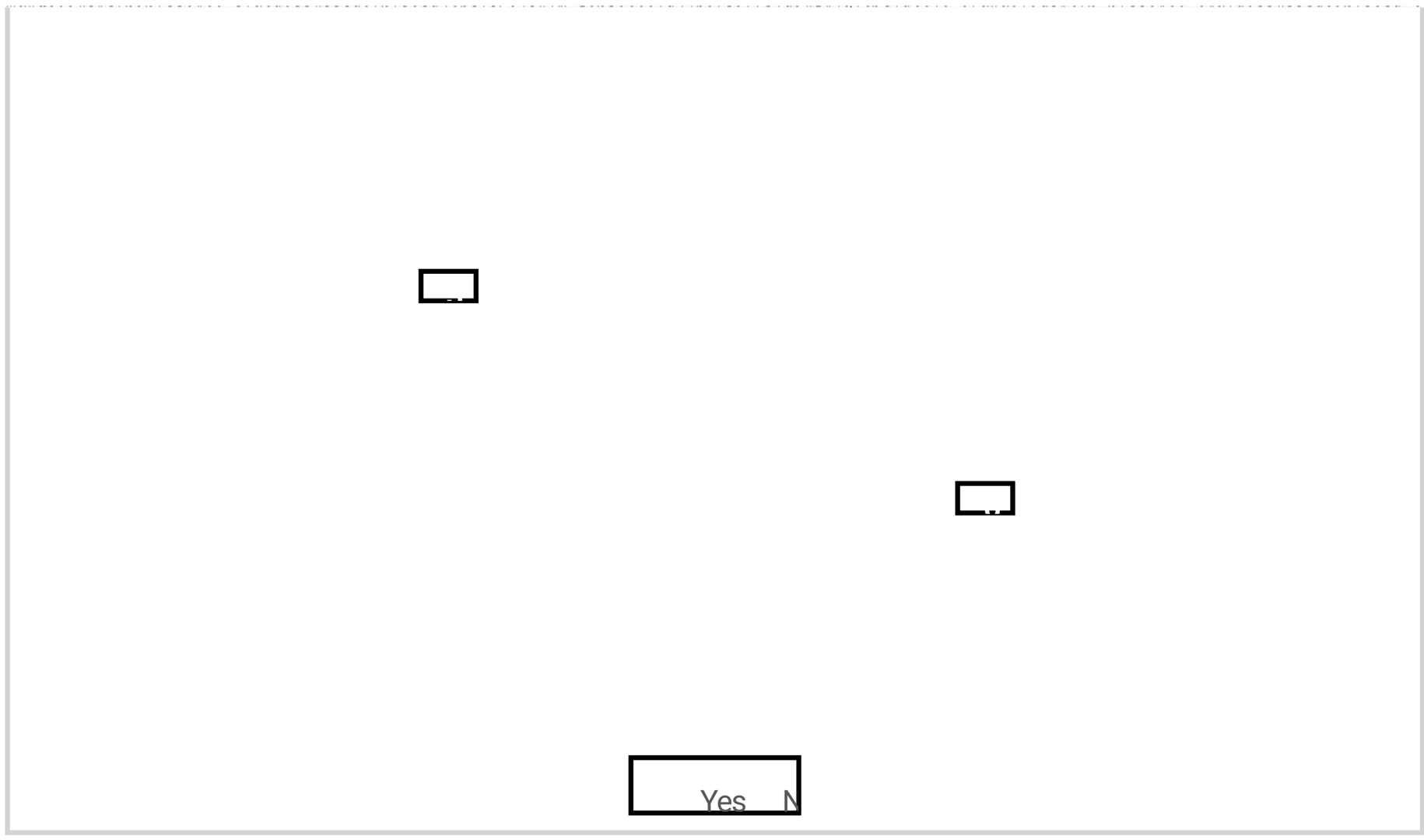
4.18 Table showing authenticity of products description on the website

Responses	No of respondents	Percentage
Yes	31	62%
No	19	38%
Total	50	100%

Source: Primary data

62% of the respondents agree that authenticity of products description on the website and 38% of the respondents disagree that authenticity of products description on the website.

4.18 Figure showing authenticity of products description on the website



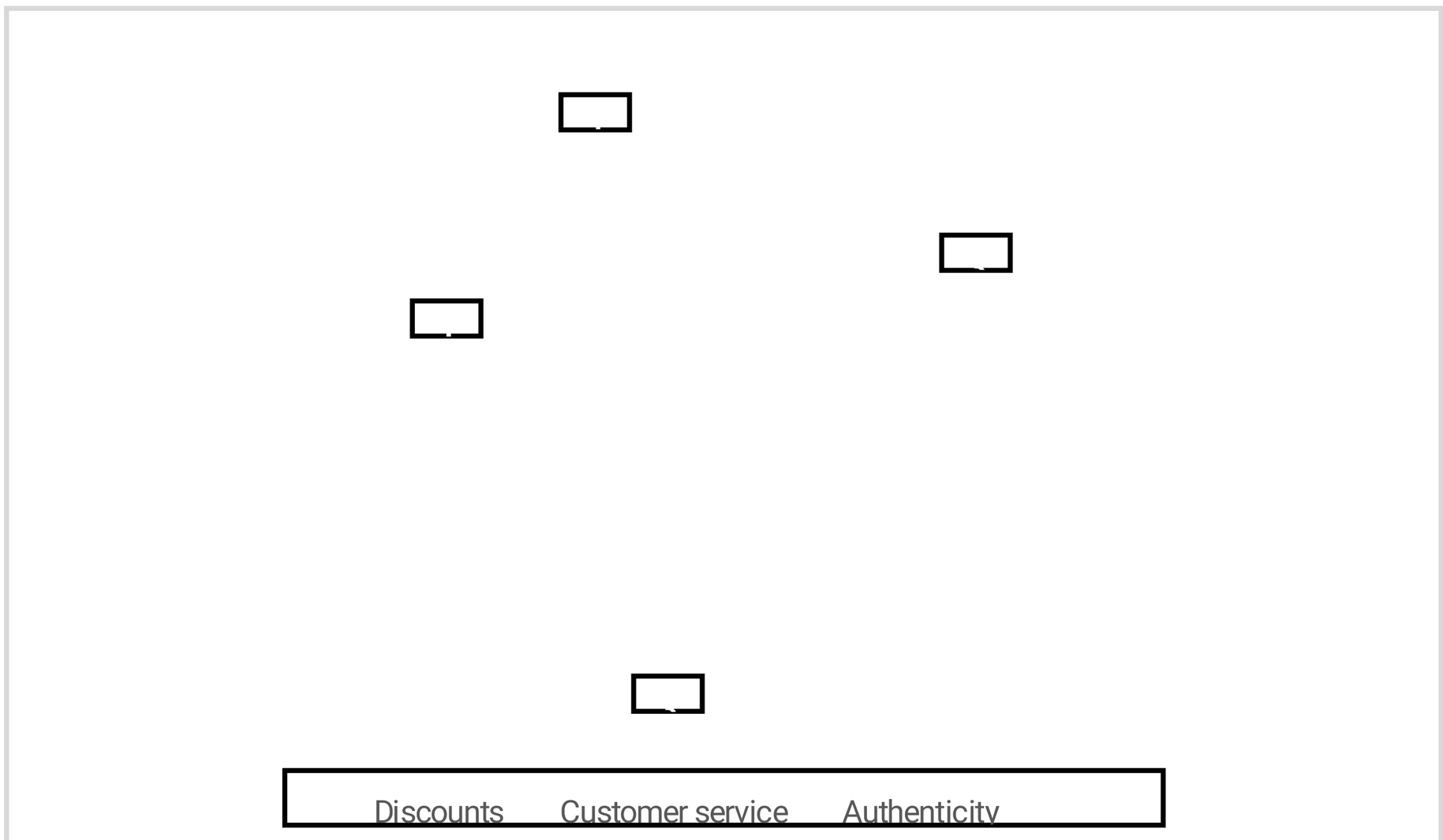
4.19 Table showing features that respondents like about Decathlon

Responses	No of respondents	Percentage
Discounts	17	34%
Customer service	19	38%
Authenticity	7	14%
Packing	7	14%
Total	50	100%

Source: Primary data

34% of the respondents like discounts about Decathlon, 38% of the respondents like customer service about Decathlon, 14% of the respondents like Authenticity and 14% of the respondents like packing about the Decathlon.

4.19 Figure showing feature that respondents like about Decathlon



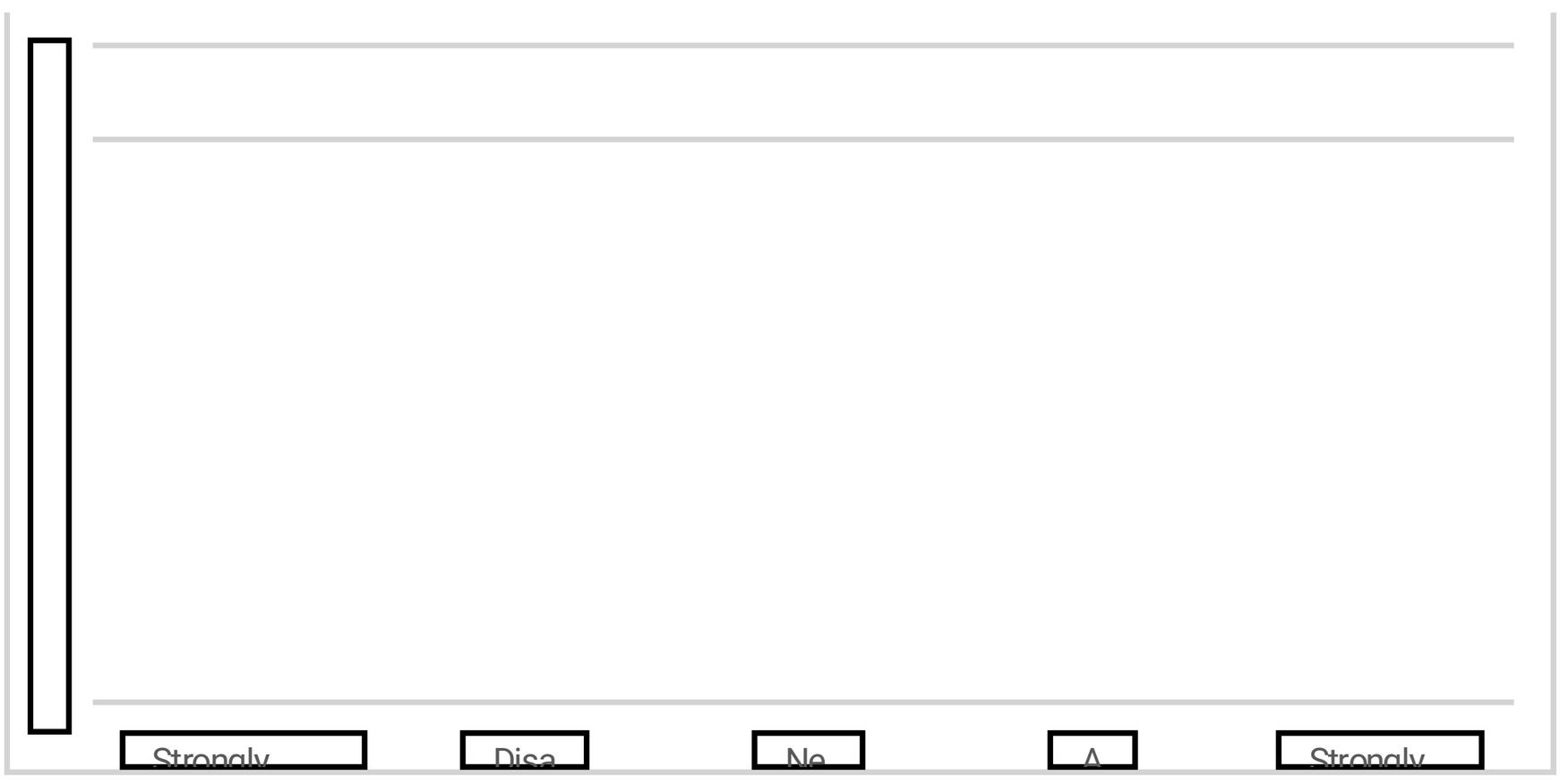
4.20 Table showing respondents perceive about offering various brandsproduct by "decathlon.com" like other offline retail store

Responses	No of respondents	Percentage
Strongly disagree	0	0%
Disagree	2	4%
Neutral	29	58%
Agree	19	38%
Strongly agree	0	0%
Total	50	100%

Source: Primary data

None of the respondents strongly disagree or strongly agree about the perceive, 4% of the respondents disagree about the perceive, 58% of the respondents are neutral about the perceive and 38% of the respondents agree about the perceive.

4.20 Figure showing respondents perceive about offering various brands ofproducts by "decathlon.com" like other offline retail store



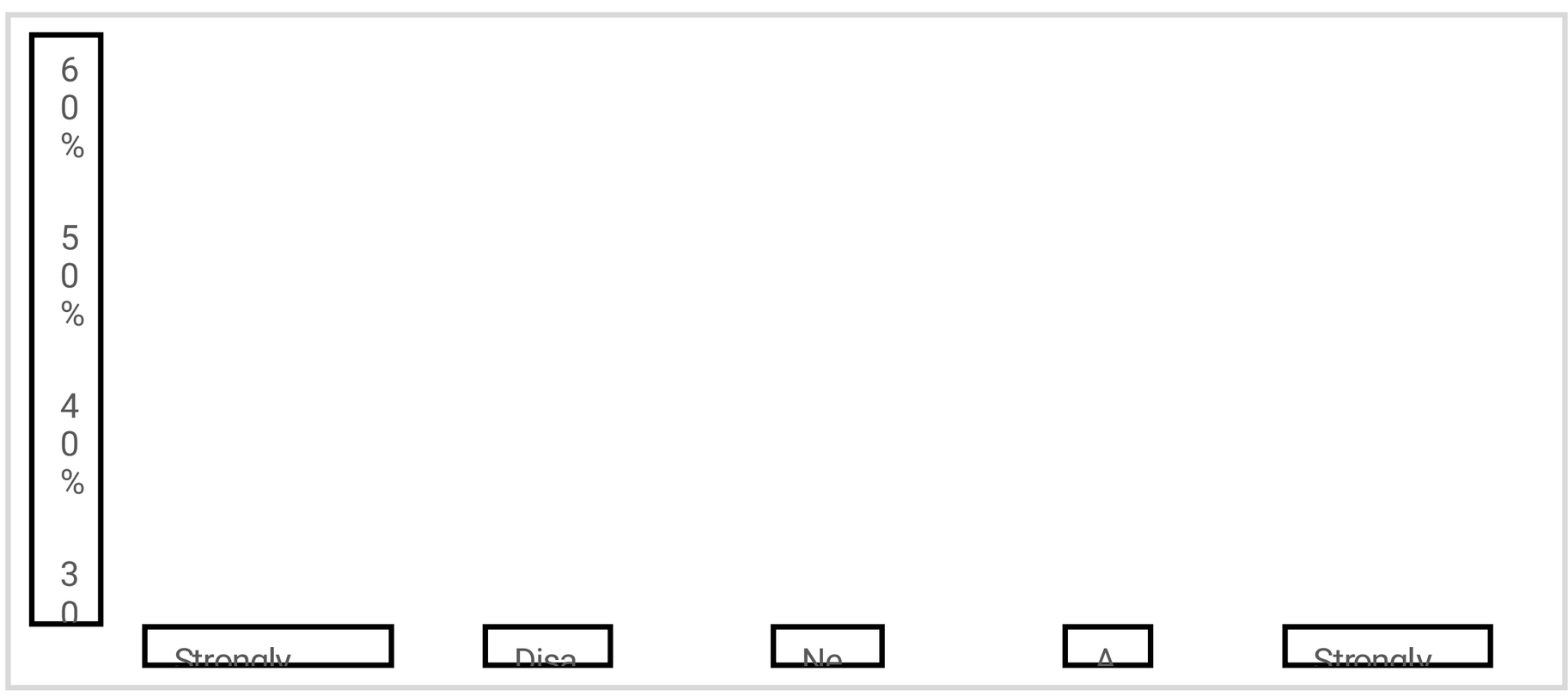
4.21 Table showing respondents acknowledgement about Decathlonsreasonable return and exchange policy

Responses	No of respondents	Percentage
Strongly disagree	0	0%
Disagree	2	4%
Neutral	15	50%
Agree	21	42%
Strongly agree	2	4%
Total	50	100%

Source: Primary data

None of the respondents strongly disagree about return and exchange policy, 4% ofthe respondents disagree about return and exchange policy, 50% of the respondents neutral about return and exchange policy, 42% of the respondents agree about return and exchange policy and 4% of the respondents strongly disagree about return andexchange policy.

4.21 Figure showing respondents acknowledgement about Decathlonsreasonable return and exchange policy



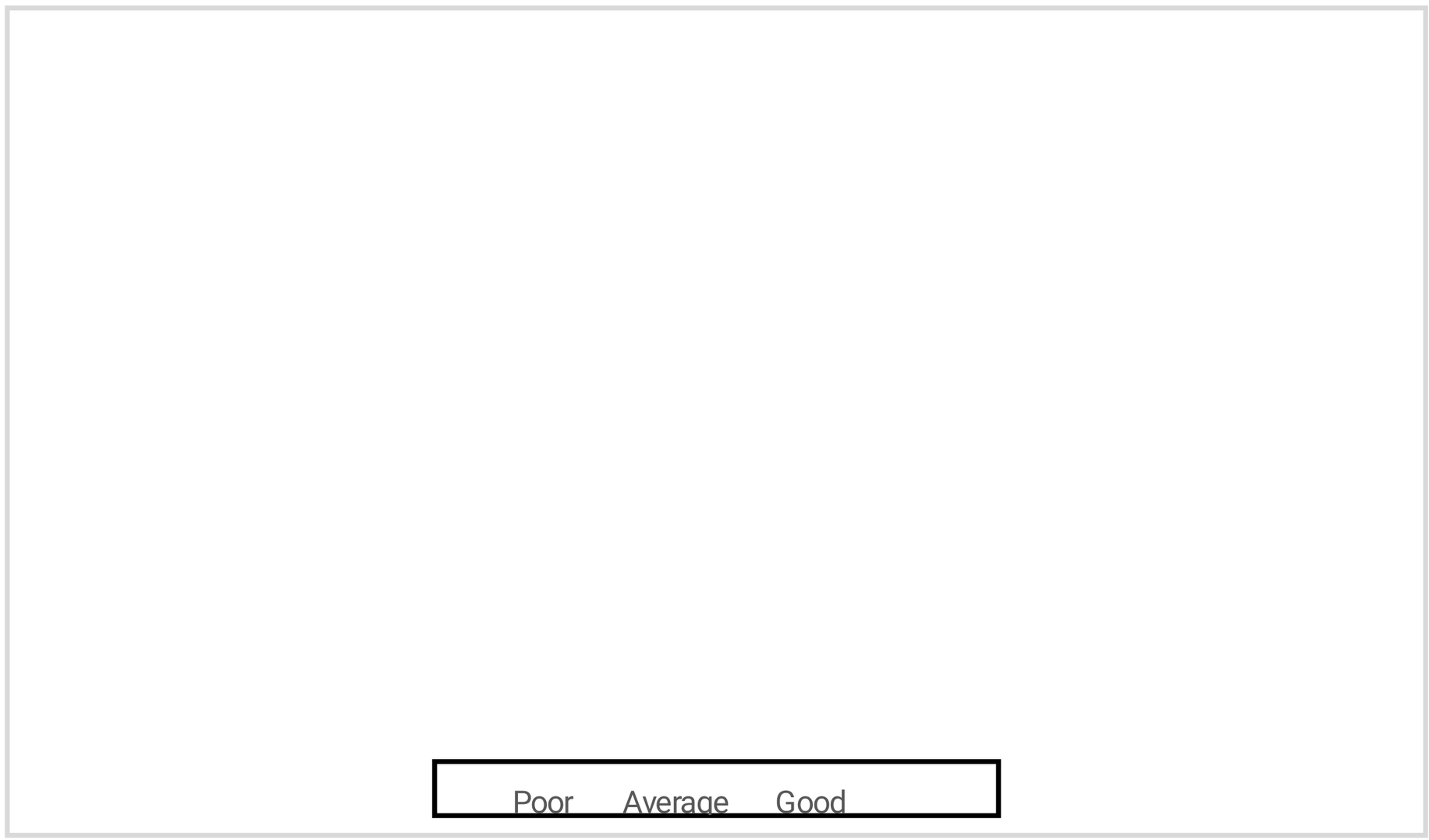
4.22Table showing respondents Decathlon’s rating

Responses	No of respondents	Percentage
Poor	1	2%
Average	1	22%
Good	30	60%
Excellent	8	16%
Total	50	100%

Source: Primary data

2% of the respondents rated poor experience, 22% of the respondents rate averageexperience, 60% of the respondents rated good experience and 16% of the respondents rated excellent experience.

4.22 Figure showing respondents Decathlon’s rating



CHAPTER 5

FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

- 100 percentage of the students uses the internet.
- More than half of the student says that Flipkart is the most preferred ecommerce website.
- More than half of the students most commonly use the e-commerce websitefor getting information before physical store.
- More than half of the students says that they are aware about Decathlon asecommerce website.
- Less than half of the students says that they know about the Decathlonthrough word of mouth.
- Majority of the students are satisfied using e-commerce website often.
- Less than half of the students are concerned about the fake products on onlinepurchase.
- More than half of the students says that they use e-commerce website onlyonce in a month.
- Less than half of the students says that KIPSTA is the more preferred brand.
- Majority of the students says that they typically purchase shoes throughonline purchase.
- Less than half of the students says that they are moderately comfortable whileusing online purchase.
- Less than half of the students says that privacy concerned once in a whilepreventing them buying products through online.
- Less than half of the students prefer cash on delivery while buying theproducts through online.
- Less than half of the students acknowledge about saving the time whilepurchasing products through online.

- More than half of the students says that description about the product ononline is accurate.
- Less than half of the students says that customer service is the best featureabout Decathlon.
- Half of the students neutrally satisfied with the Decathlon’s reasonable returnand exchange policy.
- More than half of the students gives good rating about Decathlon`s website

5.3 SUGGESTIONS

- Company needs to spend a lot on advertising and promotion to create anbetter reputation among the public.
- Provide better customer service.
- Need to include varieties of similar items.
- Better if they provide filtered information.

5.2 CONCLUSIONS

In this study we have taken cluster sampling method in a selected college, sports students by random selected students. Decathlon success is a direct result of its detailed pricing and marketing strategies, but Omnia gave the company the tools toensure that strategy became a success.

After completing this research, we come to know that Decathlon website is the most preferred website by the sports students. Decathlon has successfully placed itself into the prospects mind making it as worlds emerging markets with huge sports products. KIPSTA is the most preferred brand in Decathlon website. Customers gives good rating about the Decathlon’s service. It provides services through online as well as offline retail shop.

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APPENDIX

QUESTIONNAIRE

THE IMPACT OF E-COMMERCE IN EMERGING MARKETS(DECATHLON)

A special study among the college students of Thrissur

Name:

Age: 18-25 ☐ 25-35 ☐ 35 above ☐

Gender: Male ☐ Female ☐

1. Education qualification :SSLC ☐ HSC ☐ UG/PG ☐
2. Do you use internet? Yes ☐ No ☐
3. Which is your most preferred e-commerce website?Flipkart ☐ Amazon ☐ Decathlon ☐ Uber ☐
4. How frequently have you used the e-commerce website for gettinginformation before shopping at a physical store? Always ☐ Most often ☐ Quiet rarely ☐ Rarely ☐ Never ☐
5. Are you aware of decathlon an e-commerce website?Yes ☐ No ☐
6. How did you know about Decathlon?

Yes ☐ No ☐

Word of mouth ☐ TV ☐ Internet ☐

Print media ☐ Other ☐

7. Are you satisfied using e-commerce often?

Yes ☐ No ☐

8. What are your biggest concerns about buying products online? Fake product ☐ Wrong information ☐ Online payment☐Personal security☐
9. How frequently do you shop through e-commerce website?
   Once in a month ☐ 1-2 times in a month ☐ 3-6 times in a month ☐
   More than 6 times in a month ☐
10. Which brand do you prefer more? B'
    TWIN☐ KIPSTA ☐ TRIBORD☐
    APTONIA ☐
11. What type of products do you typically buy online?Shoes ☐ Training kit☐ Gym equipment ☐ Track suits ☐
12. How comfortable are you buying products online?
    Not at all comfortable ☐ Slightly comfortable ☐ Moderately comfortable☐ Quiet comfortable ☐ Extremely comfortable ☐
13. How often do privacy concerns prevent you from buying products online?Never ☐ Once in a while ☐ About half the time ☐
    Most of the time ☐ Always ☐
14. Which payment method do you use most often when buying productsonline?
    Paypal ☐ Debit card ☐ Credit card ☐
    Google pay ☐ Cash on delivery☐
15. Do you agree that online purchase will save your time?Strongly agree ☐ Agree ☐
    Neutral☐

Yes ☐ No ☐

Disagree ☐ Strongly disagree ☐

16. The description of the products shown on the website are very accurate

Yes ☐ No ☐

17. Which of the features do you like about Decathlon?

Discounts ☐ Customer service ☐ Cash on delivery ☐Packing ☐ Others ☐

18. How do you feel about offering various bands of products byDecathlon.com like other offline retail store?

Strongly agree ☐ Agree ☐ Neutral☐ Disagree ☐ Strongly disagree ☐

19. Decathlon had a reasonable return and exchange policy?Strongly agree ☐ Agree ☐ Neutral☐ Disagree ☐ Strongly disagree ☐

20. How do you rate Decathlon experience?Poor ☐ Average ☐ Good ☐ Excellent ☐

A STUDY ON CONSUMER PERCEPTION TOWARDS

SAMSUNG

A PROJECT

Submitted by

1) SURENDRAN K (Reg. No.: U20BC226)
2) SURENTHIRAN V (Reg. No.: U20BC227)
3) SURYA D (Reg. No.: U20BC228)
4) SURYA PRAKESH N (Reg. No.:U20BC229)
5) SURYAPRAKESH D (Reg. No.:U20BC230)

Under the guidance of

S.Barani Chelvi ,M.F.C.,MPhil
Assistant Professor
Department of Commerce
Bharath Institute of Higher Education and Research

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS SAMSUNG" is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of**

S.Barani Chelvi ,M.F.C.,MPhil, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,

Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

SURENDRAN K	**(Reg. No.:U20BC226)**	**-**
SURENTHIRAN V	**(Reg. No.:U20BC227)**	**-**
SURYA D	**(Reg. No.:U20BC228)**	**-**
SURYAPRAKESH N	**(Reg. No.:U20BC229)**	**-**
SURYA PRAKESH D	**(Reg. No.:U20BC230)**	**-**

PLACE: CHENNAI
DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **A STUDY ON CONSUMER PERCEPTION TOWARDS SAMSUNG submitted by SURENDRAN K (Reg. No:U20BC226),STURENTHIRAN V (Reg. No: U20BC227), SURYA D (Reg. No: U20BC228), SURYAPRAKESH N (Reg. No: U20BC229), SURYA PRAKESH D (Reg.NO:U20BC230)** for the degree of Bachelor of

Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073, is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

S.Barani Chelvi M.F.C.,MPhil ,
Assistant Professor,
(Research Supervisor)

Place: Chennai
Date :

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SURENDRAN K
SURENTHIRAN V
SURYA D
SURYAPRAKESH N
SURYA PRAKESH D

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CHAPTER I

INTRODUCTION

1.1 Introduction

World is changing according to the new technologies that developing day by day. And the people also changes along with its update. Technology and internet created new products and new markets. The understanding of consumer made introduction of smart phone sector. Now we can watch the growth of mobile industry day by day.

Thus, we can see the growth that Samsung mobile along with the time. Factors such as price, functions, specification, and country of origin are the main characteristics that a buyer searches. Samsung mobiles have such features that make everyone buying it. We can see its growth from when it introduced and it was the 6th Interbrand's Best Global Brand in 2019. The consumer tries to buy which is most suitable to them and Samsung succeeded in making their consumer happy.

Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities, and retail. Since 1990, Samsung has increasingly globalised its activities and electronics; in particular, its mobile phones and semiconductors have become its most important source of income. The innovative features and build quality made Samsung favorite of millions.

1.2 Statement of the problem

In the present scenario cellular phone companies has heavy competition in mobile market. The study includes the buying behavior of consumers and the features that make Samsung mobile different from others. And this study also covers their strategies that taken by the company to be the first in India.

1.3 Objectives of the study

- To identify the factors influencing the buying behavior of people.
- To know the consumer perception towards Samsung mobiles.

- To know the various strategies adopted by the company to improve the consumer perception towards Samsung mobiles.

1.4 Research design

1.4.1 Nature of study

The nature of study states as descriptive.

1.4.2 Nature of data

The study is based on both primary data and secondary.

1.4.3 Source of data

Primary data is collected through questionnaire which is suitable for this study. Secondary data is also used in the study for proper understanding of concepts used in the study. This secondary data is collected from various books, journals and websites.

1.5 Sample design

A sample design is the framework or roadmap that server as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. One must define a sampling frame that respects the population of interest from which a sample is to be drawn.

1.5.1 Nature of population

A questionnaire had been issued to the Samsung mobile users.

1.5.2 Sample unit

Sample unit is Samsung mobile users in Christ college Irinjalakuda.

1.5.3 Methods of sampling

Multistage sampling has been adopted in this study. Data had been collected using questionnaire. Questionnaire had been distributed among the students of Christ college irinjalakkuda.

1.5.4 Size of sample

Sample size is 60

1.6 Tools of analysis

The following tools are used in the study

- Percentage analysis
- Chart

1.7 Chapterisation

Chapter 1- Introduction

Chapter 2- Review of Literature

Chapter 3- Company Profile

Chapter 4- Data analysis and interpretation

Chapter 5- Finding, suggestion and conclusion

CHAPTER II

REVIEW OF LITERATURE

2.1 Introduction

This chapter deals with the review of literature. Review of literature is divided into two parts, conceptual and empirical. Conceptual literature includes explanation of various concepts used in the study. Empirical literature includes reviews of previous studies. These studies are arranged in chorological order.

2.2 Conceptual Literature

2.2.1 Consumer perception

Consumer perception refers to the customer's opinion of your business or products. It summarizes how customers feel about your brand including every direct or indirect experience they've had with your company. By monitoring customer perception your business can spot common user pain points and improve the customer journey.

Measuring consumer perception requires you to gather a variety of qualitative and quantitative customer data. You'll need to look at resources like product usage reports, surveys, and customer interviews to get an accurate view of customer perception. If you don't have this data, consider adopting customer feedback tools to help you collect this information from your customer base.

2.2.2 Factors affecting consumers perception and purchase intention

- **Price**

  Price is one of the most important factor which affects consumer's choice to purchase a particular product or brand. According to Law of Demand as the price of a commodity increases the demand for the same decreases. “Price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service” (Kotler & Armstrong, 2010). Price has been found to have a significant influence on purchase intension in many previous studies.

- **Product Features**

  As per Lay-Yee, Kok Siew & Yin Fah, (2013) “Feature is an attribute of a product to meet the satisfaction level of consumers' needs and wants, through owning of the product, usage, and utilization of a product. Product features includes hardware and software. Hardware is the description for a device that can be touched physically. The hardware of a Smartphone is the body of the phone itself, size and weight. Colour and design are also considered as hardware as it is the physical appearance of the Smartphone. Software whereas is the general term for computer programs, procedure and documentation. The software of a Smartphone is the operating platform, storage memory, or apps that run the phone.”

- **Relative Advantage**

  Relative advantage is the degree to which an innovation is perceived as better than the product it supersedes, or competing products (Tidd, 2010). The nature of an innovation determines what specific type of relative advantages is important to the people, although the potential adopter's characteristics also affect which sub dimensions made up the relative advantages (Rogers E. M., 1995).

- **Social Influence**

  Social influences means one person causes in another to make a change on his/her feelings, attitudes, thoughts and behaviour, intentionally or unintentionally (Rashotte, 2007). Social influence includes the influence of media, parents and peers (Nelson and McLeod, 2005). Social Influence has been found an important factors affecting consumer's purchase in many studies (Qun, Howe, Thai, Wen and Kheng, 2012; Anam, 201; Ibrahim, Subari, Kasim & Mohammad, 2014)

- **Brand Name**

  Brand name is another important factor which affects consumer's purchase behavior. According to the American Marketing Association, brand is defined as the “name, term, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition”. Brands are more than just names and symbols. It is also the element of relationship between company and customers (Kotler and Armstrong, 2010). “Brand names are valuable assets that help correspond quality and suggest precise knowledge structures which related to the brand” (Srinivasan and Till, 2002). Importance of Brand name is shaping consumer's behaviour towards Smart phones has been recognized in the previous studies like; Lay-Yee, Kok Siew & Yin Fah, (2013), Wollenberg & Thuong (2014) and Malviya, Saluja & Thakur, (2013).

- **Convenience**

  Convenience in Smartphone may refer to the ability to use the Smartphone at anytime and anywhere, without having to port the Smartphone in a fixed workstation (Ding et al., 2011). Technology Acceptance model (Davis, 1989, Davis and Venkatesh, 1996) which was developed to explain who accept new technology recognized that the intension to accept a new technology is determined by perceived ease of use and perceived usefulness. Perceived ease of use in this model is a reflection of consumer's perception, to what extent the technology is convenient and easy to use. Previous studies such as Lay-Yee, Kok Siew & Yin Fah, (2013), Liew (2012), Ding et al. (2011) and Suki and Suki (2013) have found convenience to be a significant deterministic factor which influences consumer's purchase intension.

- **Dependency**

  Smart phone usage in daily life has immensely increased especially after the addition of new applications called apps which make one's job very easy. Smart

phones now a days have become an inseparable part of life. Use of Smart Phones is not only limited to the calling and messaging, internet connectivity rather one can perform many other functions such as online shopping, electronic fund transfer etc. which were not possible with ordinary mobile phone earlier. Dependency is the strong propensity for continuous high usage, being engaged and unwilling to be apart from it (Ding et al., 2011). Lay-Yee, Kok Siew & Yin Fah, (2013) found dependency to be significantly correlated with purchase intension. Some other studies such as(Ding et al., 2011) and Suki and Suki (2013) also found that dependency significantly affects purchase intension.

- **Compatibility**

  Compatibility is also an important issue which influences consumer's perception and purchase intension especially when the product of technical nature like Smart phone. Product compatibility is a unique outcome of symmetric perfect and firm should decide whether to make their product compatible before competing in prices (Farrell & Saloner, 1985). Qun, Howe, Thai, Wen and Kheng (2012) examined the impact of compatibility on purchase intension and found that compatibility significantly affects consumer's purchase intension of Smart phones and together with price and social influence explains 51.6% of total variance. Anam (2014) also found that compatibility significantly affects purchase intension.

2.2.3 Ways to Improve Customer Perception

1. Look inward.

One of the biggest obstacles businesses often have to overcome on their way to improved customer perception is themselves and their approach to customer success. While it's valuable to have direction, too much process and protocol can get in the way of real, human interactions.

To ensure your business isn't getting in its own way, take the time to evaluate your existing approach. Ask yourself:

- Are you being proactive or reactive in your communications with customers?
- Are you getting to them before a problem arises, or scrambling to collect all the necessary information you need as the problem escalates?

2. Strike an emotional chord with customers.

"Our research across hundreds of brands in dozens of categories shows that the most effective way to maximize customer value is to move beyond mere customer satisfaction and connect with customers at an emotional level -- tapping into their fundamental motivations and fulfilling their deep, often unspoken emotional needs," explains Alan Zorfas and Daniel Leemon..

This task requires you to dig beyond the surface and actively listen to a customer's needs and goals, while also tuning in to the details they are leaving out.

3. Lean on positive language.

Dr. Barbara Fredrickson, a leading researcher on the study of positivity, suggests that positive emotions have the power to open us. In other words, these feelings allow us to see more -- they change our perspective and our understanding of possibilities.

Trouble is, people are often hesitant to introduce these types of positive emotions in the business world, operating under the notion that it's not appropriate or should be minimized. However, according to University of Haifa Professor Dana Yagil's research, suppressing interpersonal emotions of employees for customers could lead to a decline in customer satisfaction.

4. Commit to consistency.

When evaluating consistency, it's important to take step back and consider its role in your customer onboarding process.

To tee up a positive customer perception from the start, you'll want to ensure that the hand off from sales to support or customer success is fluid and reflective of how you want folks to view your brand. To achieve this type of harmonious experience, it's helpful to establish core operating values -- things like respect, integrity, and customer focus -- to serve as a framework for all of your brand interactions.

For example, Zappos -- an online shoe and clothing shop that has set the standard for customer experience and service -- asks that its employees live by the following 10 values:

In doing so, there are no questions around how to act, what to think, or how to approach a customer problem. You just do it. And if the operating values are enforced consistently, customers will begin to expect that level of quality over and over again.

5. Fill skill gaps before they become evident.

A modern customer success or customer service professional knows how to treat a customer like a human -- not just a ticket number. They know when to be proactive, when to ask clarifying questions, and what to do when they don't have the answer right away. These are all skills that help to comprise a positive customer perception.

But this skillful approach to service and customer relationship building doesn't come without proper training and a commitment to continuous learning. And as the industry standard continues to shift to meet the demands of the empowered, informed customer, folks in customer-facing roles need to keep pace.

To maximize your competitive advantage, it's important that both you as an individual -- as well as your larger organization -- are aware of the skills and

service areas that need improvement, and are also willing to invest in software and training to help bridge the skills gap.

6. Break down data silos.

A data silo is information that's only accessible by one team or department. This not only slows down internal processes, but it also creates negative interactions with customers. Customers want transparency and will get easily frustrated if they think you're withholding information.

For example, airlines are often criticized for poor customer service. That's because airport security makes it difficult for employees to share information. When flights get delayed or canceled, gate attendants aren't allowed to reveal specific details about the problem. While this data silo keeps passengers safe, customers are less understanding when their goals aren't being met.

Unless you're an airline, your business probably won't be restricted by intense security protocol. While you may have some sensitive data, most information should be easily accessible and readily available when it's relevant to customer needs. This is where data management plays a crucial role in enhancing customer experience. The right data management software leads to more personalized interactions and improved customer perception.

7. Collect customer feedback.

You can't improve customer perception without knowing what your customers already think about your company. After all, you don't want to stop doing something that they really like. By collecting customer feedback, you'll know exactly how they feel about each aspect of your business.Customer feedback can be obtained in a few different ways. The most popular way is using surveys or questionnaires to quickly poll customers. You can also conduct interviews and hold focus groups for more in-depth conversations. Regardless of what you find, customers will appreciate your efforts to consider their suggestions.

Additionally, one of the biggest challenges businesses face is getting participants to submit feedback. Unless the customer has a strong opinion towards your brand, they may not be interested in taking a survey. This leaves your feedback only consisting of either highly-positive or highly-negative reviews. Consider offering an incentive for submitting customer feedback and you should get a more accurate feel for customer perception.

8. Follow up with customers after every interaction.

Following up with your customers may seem trivial, however, it's a small investment that rewards a major payout. Studies show that leads are nine times more likely to re-engage with your company if you follow up with them within five minutes of their interaction. Motivating customers to return to your business strengthens your relationship with them and increases customer loyalty.

Follow up messages present the opportunity to enhance the customer's experience or prevent potential churn. For example, after a positive interaction, you can use a follow-up call to upsell and cross-sell. Since the customer just had a good experience, they'll be more likely to upgrade or buy another product.

2.2.4 Positive Perception

The bar for customer expectations is rising. They want to eliminate the complexity involved in arriving at a solution to their problem and they want you to know when it's appropriate to balance automation vs. human outreach.

If you fail to acknowledge this shift, you can expect your brand perception to take a hit. But if you get the wheels turning back in the right direction, placing an emphasis on the importance of that perceived experience with your brand, well, we think you'll enjoy the outcome.

Read this blog post to learn the best practices and key mistakes to avoid creating an exceptional customer service experience.

2.3 Empirical Literature

Review of related literature is one of the first step in research process. It consist of summary of finding of research carried out in the past on the same directly and indirectly related topics. This review provides insight to the researchers regarding what is already known and what remains to be tested regarding the topic of research.

Therefore, the aim of this chapter is to review the literature on mobile phone related work. In other words, in the chapter, the studies which have been undertaken by various researchers in India and abroad in relation to mobile phone purchase preferences.

- Lee and feich (2001) argues that customer satisfaction contribute positively in customer retention. To explain the link Lee and feick (2001) found that switching cost plays a very important role. Switching cost further linked with quality. Mobile company focus on quality it will increase customer satisfaction. Lee and feick 2001.

- Liu (2002) in a recent paper analysed factor that in Asia. It was found that the choice of the mobile phone is characterized by two distinct attitudes towards brands: attitudes towards the mobile phone brand and attitude towards the network. Customer's choice of mobile phone brand is affected largely by new features more than size. This trend of choosing is definitely towards phones with better capacity larger screens.

- Swait and Adamowicz (2003) found that a lot of decision behavior exercised by purchasers can be different from one individual to another because customer may use different approaches to make their choices rather only using mathematical modeling.

  A prospective buyer's decision of buying a product or brand may be influenced

by personal preferences and perspective of buying may have a greater effect on brand choice if the customer has little subsequent knowledge or experience about the product. The conventional problem solving technique that is used in making purchasing decision that affects buyers preference might not be the best approach in all conditions. Mobile phase selection can either be based on functional/primary/ rational factors or it can be based on emotional factors such as fun, pleasure/excitement etc.

- Delveccio, Heratd, Reling (2006): The journel of "An Empirical study of Brand preference for mobile phones quoted that sales promotion neither a positive nor a negative effect on brand preference beyond the promotion period. While the overall mean effort is not satirically significant and does not suggest that sales promotion do not affect brand preference, depending on the promotion and the characteristic of the product being promoted.

- Eric and Bright (2008) conducted a study on factors that determine the choice of brands of mobile phone in Ghana specifically Kumarimetrolis. Accordingly, the results of the study showed that first most important factor is reliable quality or the mobile phone brand and the other faller is war-friendliness of the brand of mobile phone.

- Mack and Sharpies (2009) showed that ability in the most important determinant of mobile choice. Other attributes particularly features, aesthetics and cost are other factors that have implication on the choice of mobile brand.

- Subramanyam and Venkateswarlu (2012) conducted a study on factors influencing buyer behavior of mobile phone buyers in kadapa district in India. The researchers studies the various type of marketing strategies play in consumer buying process. According to the results, income, advertising and level of education in a family are the determining factors of owning a phone set.

- Malasi (2012) explained the influence of product attributes on mobile phone preference among undergraduate university students in Kenya. The study indicated that varying the product attributes has an influence on the undergraduates' student. Preference on mobile phones. Various aspects of product and brand attributes were considered such as color themes, visible name labels and mobile phone with variety of models, packing for safety, degree of awareness on safety issues, look and design of the phone.

- James (2014) : from the magazine smart addictions he carried out research on mobile phone use and discovered a large use of 1.5 hours a day. Their findings showed a range of characteristics associated with a dick to use. The number of messages sound and received skill at using SMS were significant predictors of mobile phone among people.

- Joel Billieux (2017) despite its unambiguous advantage cellular phone use has been associated with harmful or potentially disturbing behaviors problematic use of the mobile phone is considered as an inability to regulate one's use of the mobile, which eventually involves conservancies in daily life.

CHAPTER III

INDUSTRY AND COMPANY PROFILE

3.1 Introduction

This chapter deals with the industry profile and company profile. In Industry profile history of mobile industry and their present performance in the market had been explained. In company profile a brief description about the companies selected in the study had been explained.

3.2 Industry Profile

The Indian mobile industry is the fastest growing in the world and India continues to add more mobile connections every month than any other country in the world. The telecom boom in the country provides great opportunities to handset manufactures. India is currently facing the onslaught of cheap sub-standard Chinese phones which occupy as much as 25% of the market.

India is the world's second largest telecom market, after China. In India, handsets are categorized as high (Rs. 20000+) medium (Rs. 10000 – 20000) low (5000 – 10000) and ultra low(< 5000). The medium cost segment is likely to be the fastest growing segment in terms of volume, affordability of feature rich handsets is also expected to be a key enabler of handset adoption.

The Indian mobile handset market has gotten even more crowded and fragmented in the lower and mid – market segment. This is due to the entry of new players offering innovative models at attractive prices to lure in buyers. There is a huge demand for lowest handsets of the total handsets sales, the majority of the volume is and that is where one will find the majority of the Indian and Chinese manufacturing playing. Low cost devise will gap 60% of the market over next 3 – 4 years. The majority of the Indian manufactures are in the low price band and that is why market is looking quite competitive. However, if they more up the price band, then they face competition from global players. When the low end segment customer goes for repeat purchases, they go for low cost mobile phones with extra features.

3.3 Company profile

3.3.1 Samsung

The Samsung Group is a South Korean multinational headquartered in Samsung Town, Seoul. Samsung makes and invests in smartphones, mobile apps, laptops, bags, trimmers, earphones, television, fitness hands and many other products. Samsung ranked 19th on fortune global 500 list for 2020.

The history of Samsung starts when they were originally founded – back in 1938. And their electronics division's been on the go since 1969. But the SGH-100 had the honour of being their very first mobile phone released in Korea in 1988. In September 1998, Samsung introduced the SGH-600 – the phone that helped them break into Europe. It is designed to appeal to simple, clean design tastes, the SGH-600 was marketed to "high-end" customers. The plan worked and it sold well. The awards started rolling in and Samsung started to think about the next big thing. The Samsung Galaxy S changed everything. Released in June 2010, it brought Samsung to the forefront of people's minds when it came to Android devices. And since then, they've been killing it in all corners and price ranges of the Android market.

Samsung Electronics produces LCD and LED panels, mobile phones, memory chips, NAND flash, solid-state drives, televisions, digital cinemas screen, and laptops. The company previously produced hard-drives and printers. By 2004 Samsung was the world's-largest manufacturer of OLEDs, with a 40 percent market share worldwide and as of 2018 has a 98% share of the global AMOLED market. Samsung Electronics has been the world's largest memory chip manufacturer since 1993, and the largest semiconductor company since 2017. In the area of storage media, in 2009 Samsung achieved a ten percent world market share, driven by the introduction of a new hard disk drive capable of storing 250Gb per 2.5-inch disk. In 2009, Samsung sold

around 31 million flat-panel televisions, enabling to it to maintain the world's largest market share for a fourth consecutive year. Samsung has introduced several models of digital cameras and camcorders including the WB550 camera, the ST550 dual-LCD-mounted camera, and the HMX-H106 (64GB SSD-mounted full HD camcorder). In 2009, the company took the third place in the compact camera segment. In 2010, the company introduced some more energy efficient products, including the laptop R580 and the netbook N210. In the MP3 player segment, Samsung has launched products including the M1 MP3 player, and the world's-smallest DivX MP3 player R1.

3.3.2 Vision

The underlying principle that defines our vision for the future of Samsung Electronics is "Inspire the World, Create the Future".

3.3.3 Mission

To inspire the world with innovative technologies, products and designs that enrich people's lives and contribute to a socially responsible, sustainable future.

3.3.4 Goal

- **Quantitative goals**
  USD 400 billion in sales, predominantly No. 1 in the global IT industry & Global top 5
- **Qualitative goals**
  Innovative company; Respected company; Top 10 world's best work places; Creative leader building new markets; Global enterprise that attracts the world's

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter deals with data analysis and interpretation. The study focuses on analysing the satisfaction of the customers. Multistage sampling has been adopted in this study. Data had been collected using questionnaire. Questionnaire had been distributed among the students of Christ college irinjalakkuda.

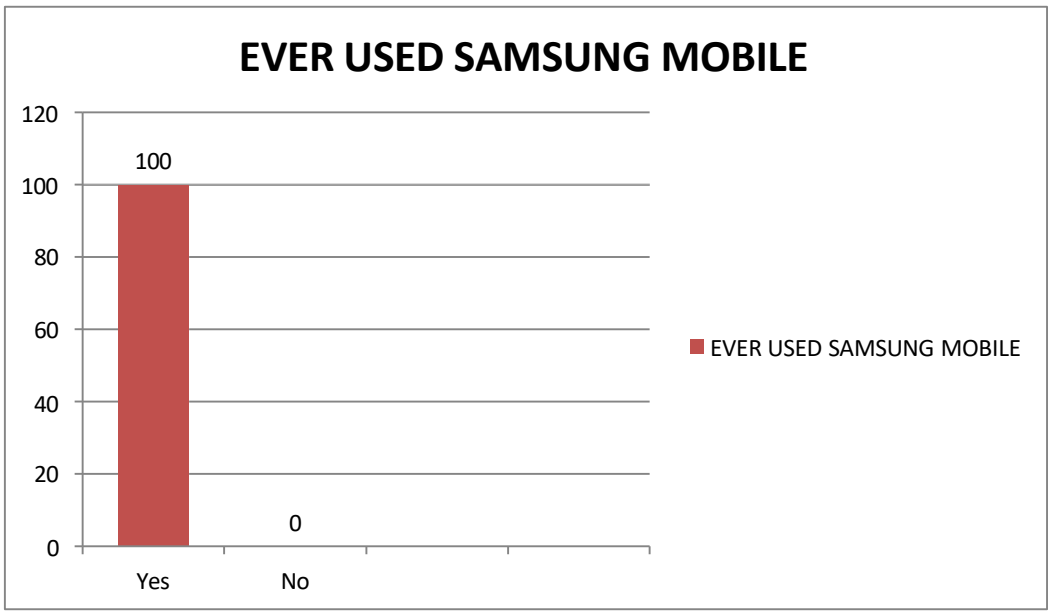
Table 4.1 - Table showing the respondent who have ever used a Samsung mobile

Respondents	No. of respondents	% of respondents
Yes	49	81.5
No	11	18.5
Total	60	100

(Source: Primary data)

From the above table 4.1, all the respondents are Samsung users or used ones

Figure 4.1 - Figure showing the respondent who have ever used a Samsung mobile



(Source: Primary data)

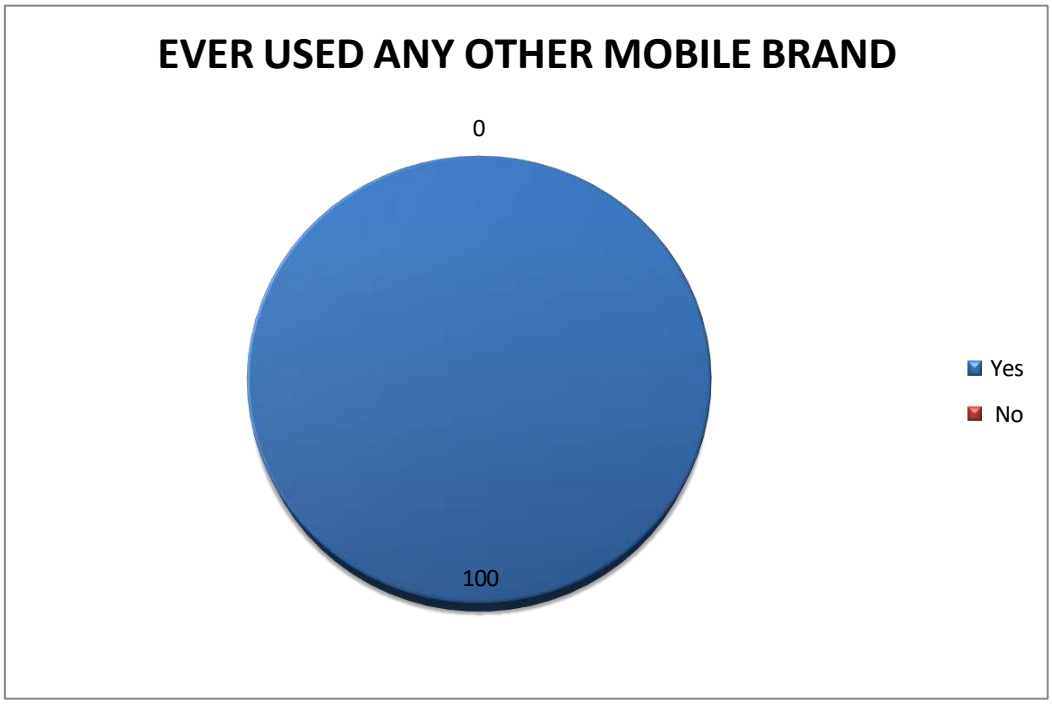
Table 4.2 - Table showing respondents who used any other mobile phone brand

Respondents	No. of respondents	% of respondents
Yes	60	100
No	0	0
Total	60	100

(Source: Primary data)

The above table 4.2 shows the details of the respondents, ever used a mobile other than Samsung. All the respondents(100%) have used other mobile phone brand other than Samsung. Here Samsung mobile is their second or third mobile.

Figure 4.2 - Figure showing respondents who used any other mobile phone brand



(Source: Primary data)

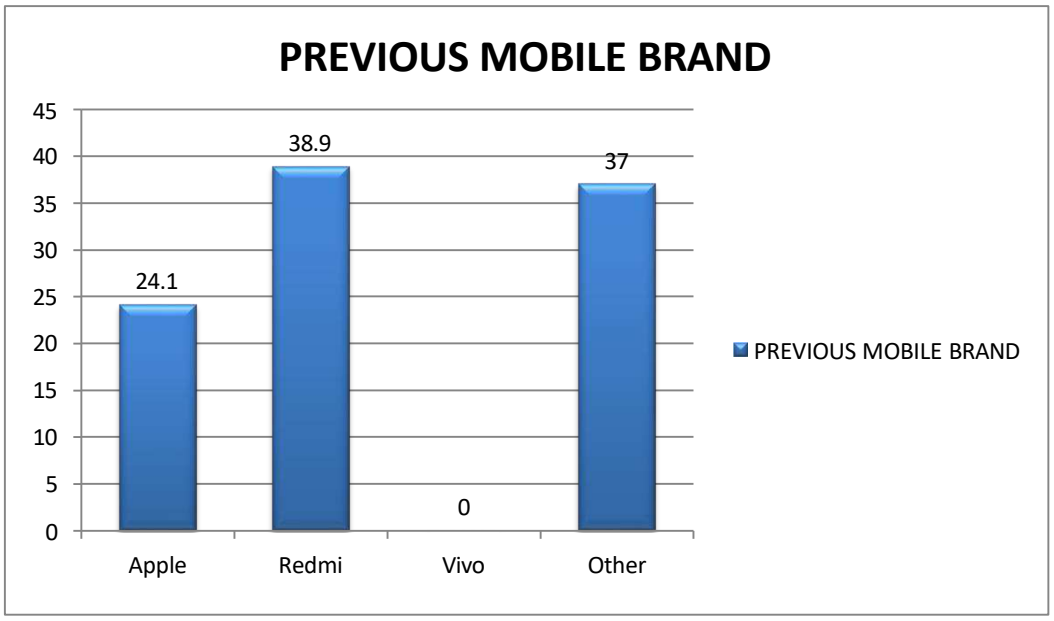
Table 4.3 - Table showing the previous mobile brand of the respondents

Brand	No. of respondents	% of respondents
Apple	15	24
Redmi	23	39
Vivo	-	-
Other	22	37
Total	60	100

(Source: Primary data)

From the above table 4.3 it is clear that 39% of the respondents used Redmi as their previous brand. 24% of the respondents used Apple and 37% of the respondents used other brand as their previous mobile brand. From the analysis its clear that majority of the respondents used Redmi(39%) as their previous brand.

Figure 4.3 - Figure showing the previous mobile brand of the respondents



(Source: Primary data)

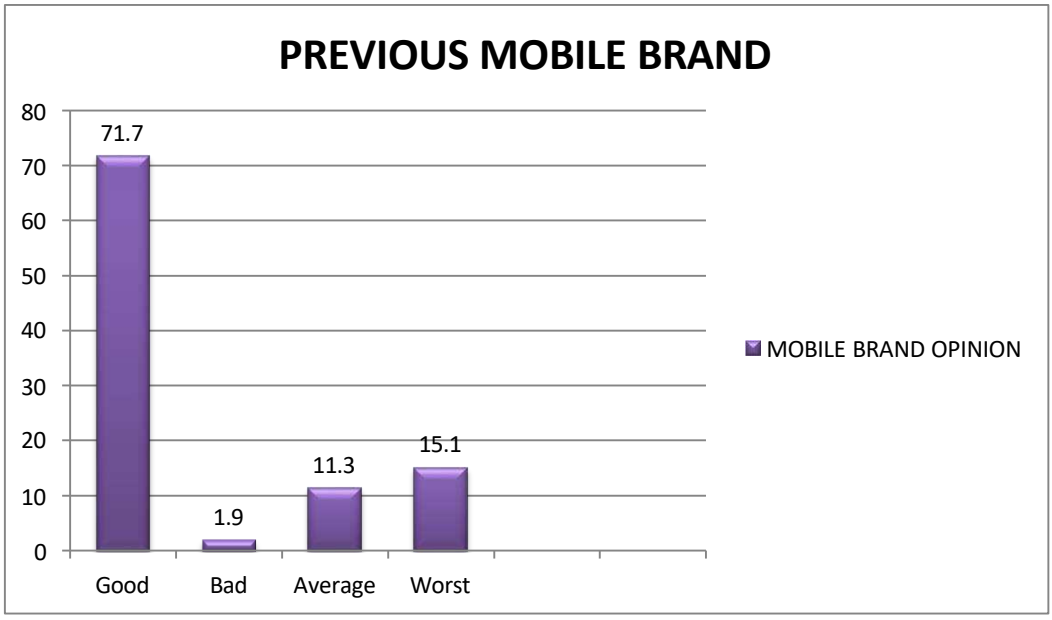
Table 4.4 - Table showing previous mobile brand opinion of the respondents

Respondents	No. of respondents	% of respondents
Good	43	71.7
Bad	1	1.9
Average	7	11.3
Worst	9	15.1
total	60	100

(Source: Primary data)

The above table shows the opinion about the previous mobile brand. They show their opinion in good, bad, average and worst. About 43 respondents says it was good and only 1 respondent personally said it was bad. 7 respondents said that it is only average and 9 respondent said it is worst.

Figure 4.4 - Figure showing previous mobile brand opinion of the respondents



(Source: Primary data)

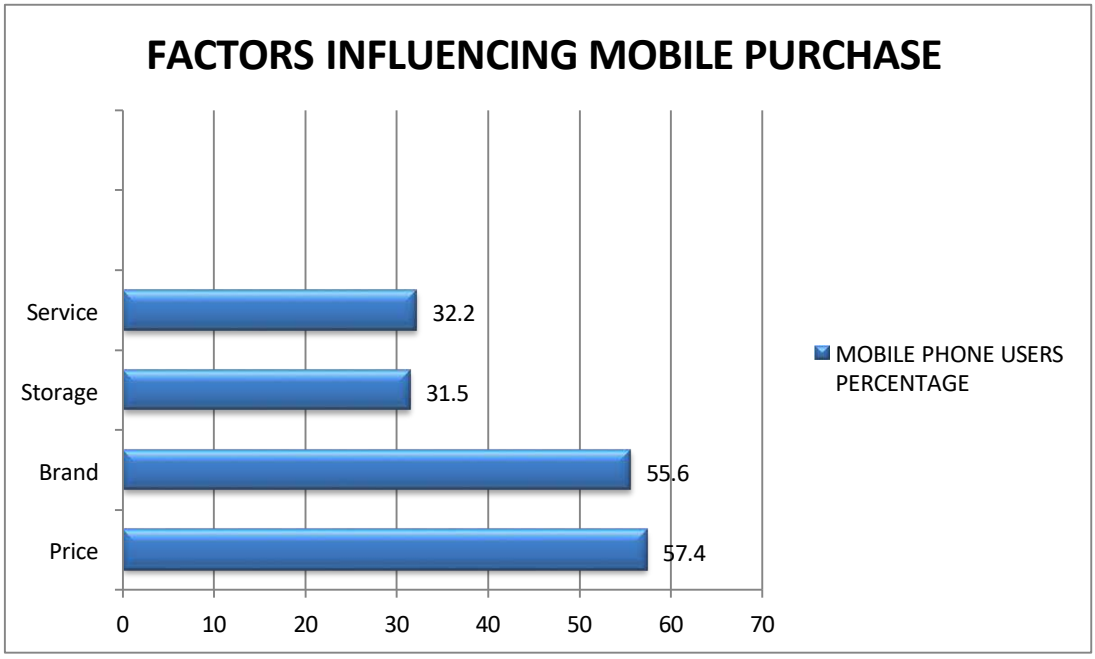
Table 4.5 - Table showing the factors influencing while purchasing mobile

Factors	No. of respondents	% of respondents
Price	31	57.4
Brand	30	55.6
Storage	17	31.5
Service	19	32.2
Total	60	100

(Source: Primary data)

From the above table, 57.4% of the respondents selected price and 55.6% of the respondent selected brand. 31.5% respondent selected storage and 32.2% respondent selected service. From the analysis it is clear that price and brand are the main factors that influence while purchasing mobile.

Figure 4.5 - Figure showing the factors influencing while purchasing mobile



(Source: Primary data)

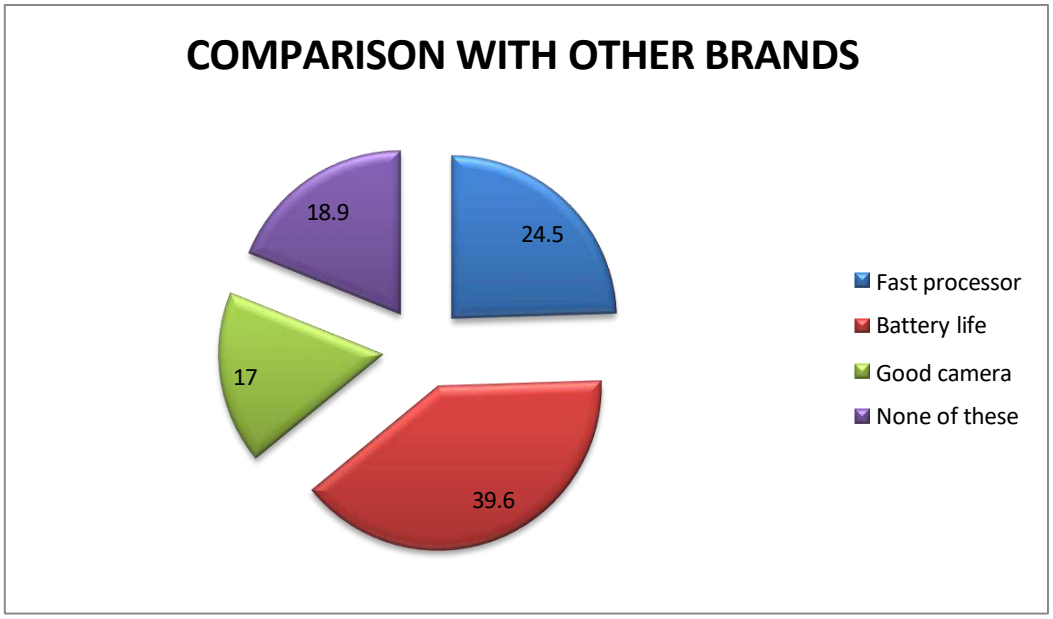
Table 4.6 - Table showing comparison of other mobile brand with Samsung

Factors	No. of respondents	% of respondents
Fast processor	15	24.5
Battery life	24	39.6
Good camera	10	17
None of these	11	18.9
Total	60	100

(Source: Primary data)

From the above data we can see that the battery life is the best feature of Samsung mobile. 39.6% of the respondents selected it. Then its processor(24.5% of the respondent) is the second. The features of Samsung mobile which people like the most is its battery backup(39.6%).

Figure 4.6 - Figure showing comparison of other mobile brand with Samsung



(Source: Primary data)

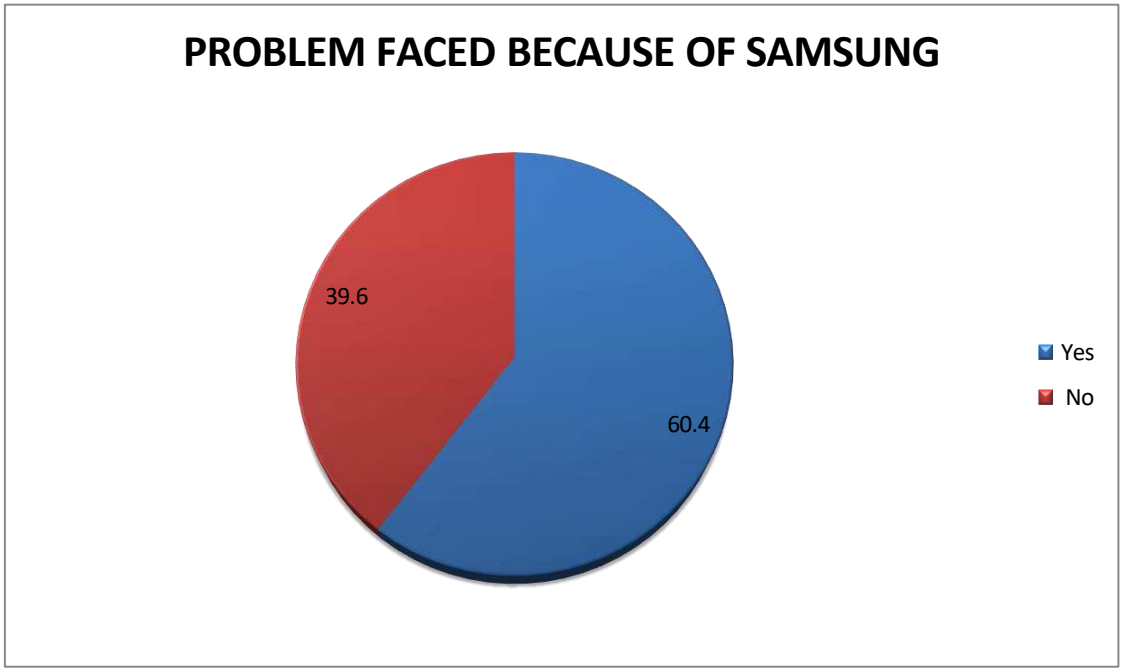
Table 4.7 - Table showing do the respondents faced any problem while using Samsung

Responds	No. of respondents	% of respondents
Yes	36	60.4
No	24	39.6
Total	60	100

(Source: Primary data)

From the table we can see that the problem caused by Samsung is 60.4%. The problem may vary according to models. But 60.4% people have faced some problems.

Figure 4.7 - Figure showing do the respondents faced any problem while using Samsung



(Source: Primary data)

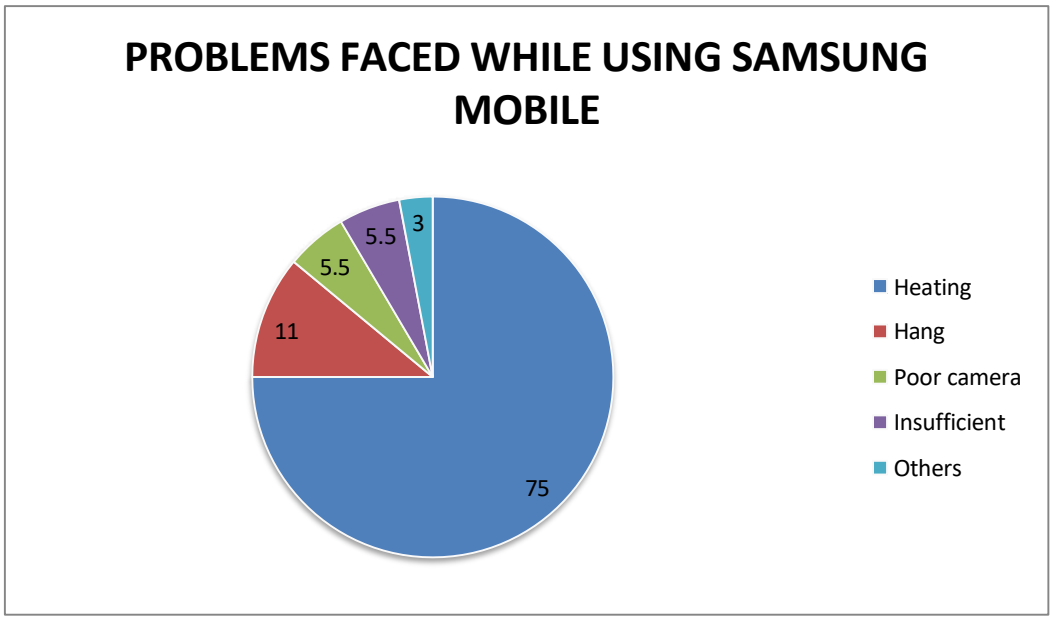
Table 4.8 - Table showing problems faced by the respondents while using Samsung mobile

Factors	No. of respondents	% of respondents
Heating	27	75
Hang	4	11
Poor camera	2	5.5
Insufficient	2	5.5
Others	1	3
Total	36	100

(Source: Primary data)

From the above table we can understand that, heating(75%) is the major problem of Samsung mobile. Frequent hanging(11%) and other problems are also there.

Figure 4.8 - Table showing problems faced by the respondents while using Samsung mobile



(Source: Primary data)

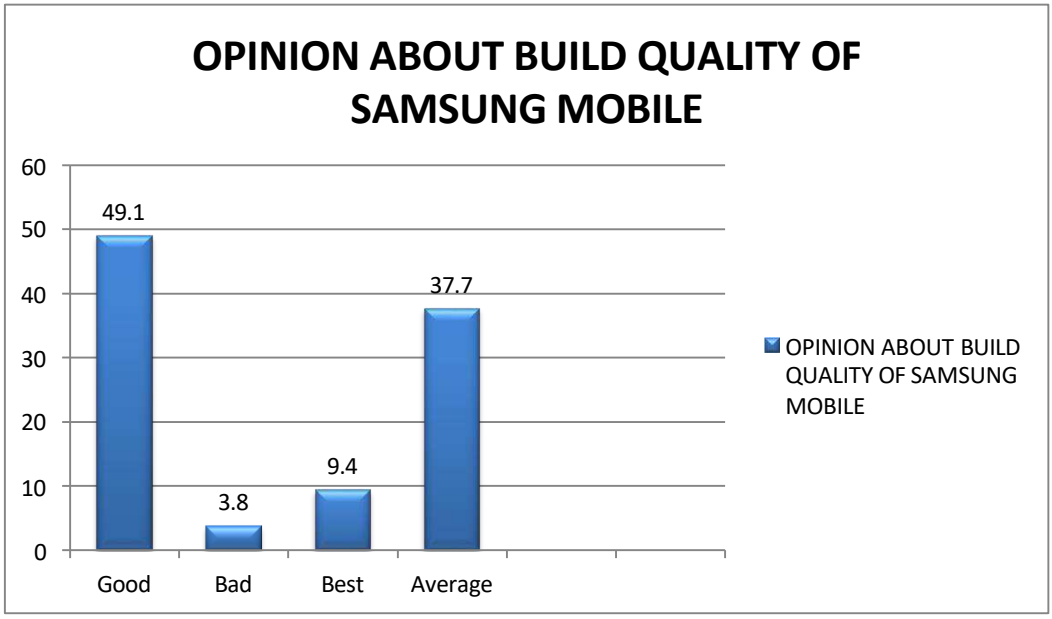
Table 4.9 - Table showing opinion about the build quality of Samsung mobile

Opinion	No. of respondents	% of respondents
Good	29	49.1
Bad	2	3.8
Best	6	9.4
Average	23	37.7
Total	60	100

(Source: Primary data)

From the above table we can see that the build quality is good(49.1) and average(37.7). It shows a good result. The build quality shows the upward direction in sales.

Figure 4.9 - Table showing opinion about the build quality of Samsung mobile



(Source: Primary data)

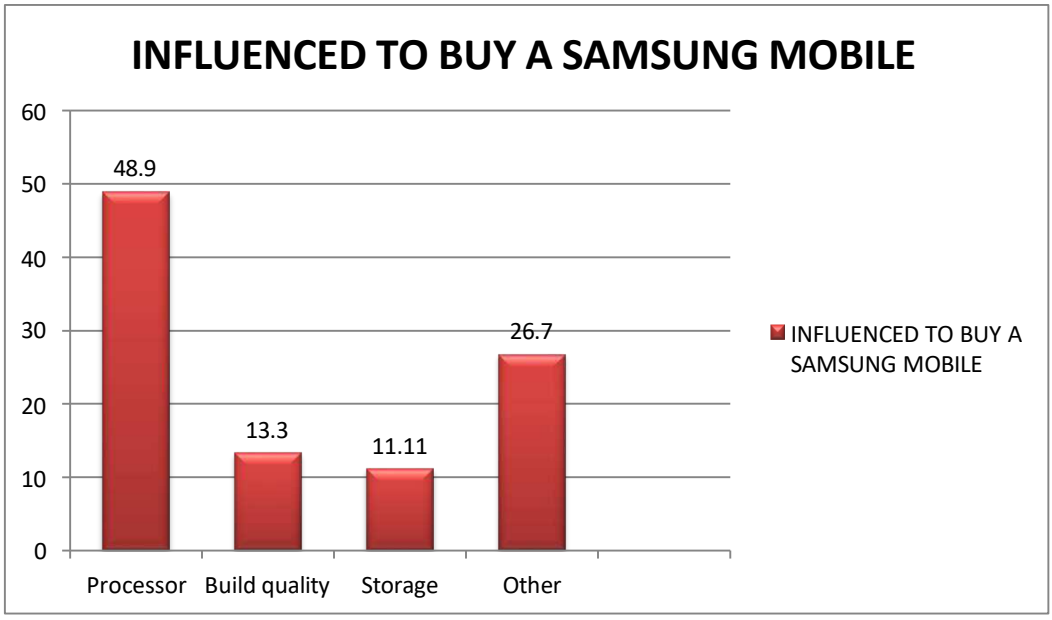
Table 4.10 - Table showing the factors influenced to buy Samsung mobile

Factors	No. of respondents	% of respondents
Processor	16	48.9
Build quality	8	13.3
Storage	7	11.11
Other	29	26.7
Total	60	100

(Source: Primary data)

From the above table we can see that the processor(48.9) is the main factor that people liked most. 13.3% of the respondents selected the built quality and 11.11% of the respondents selected storage as the best factor. From this analysis processor is the main factor which influence the people to buy Samsung mobile. The feature of Samsung stands good.

Figure4.10 - Figure showing the factors influenced to buy Samsung mobile



(Source: Primary data)

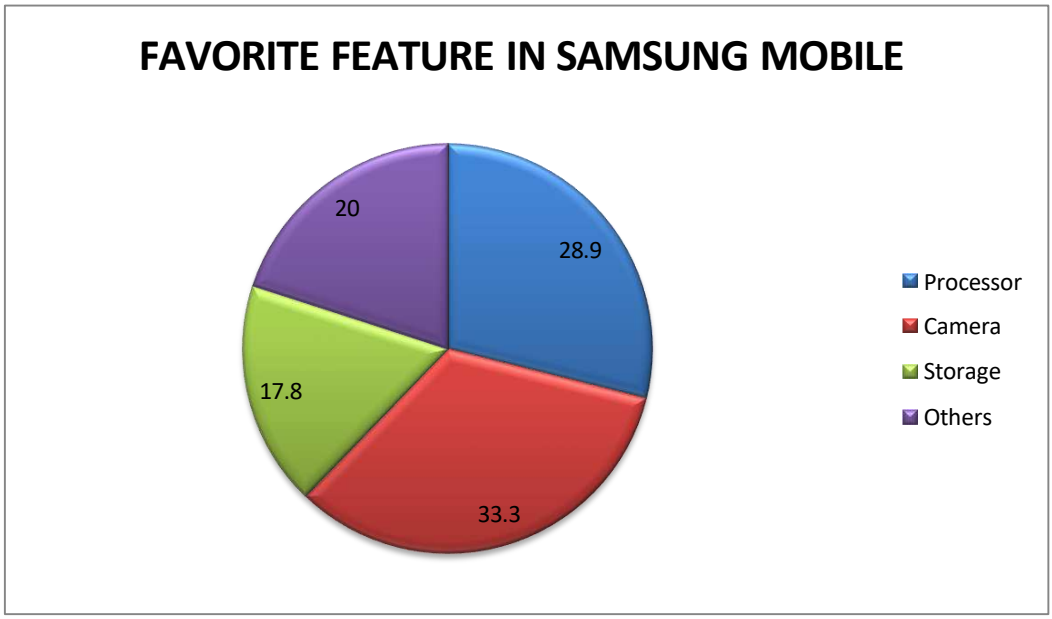
Table 4.11 - Table showing the favorite features of respondents in Samsung mobile

Factors	No. of respondents	% of respondents
Processor	17	28.9
Camera	20	33.3
Storage	11	17.8
Others	12	17.8
Total	60	100

(Source: Primary data)

From the above table it shows that, camera(33.3%) is the best feature in Samsung mobile. Processor(28.9%), other features(17.8), storage(17.8%) follows it. Most of the people choose Samsung because of its camera.

Figure4.11 - Table showing the favorite features of respondents in Samsung mobile



(Source: Primary data.)

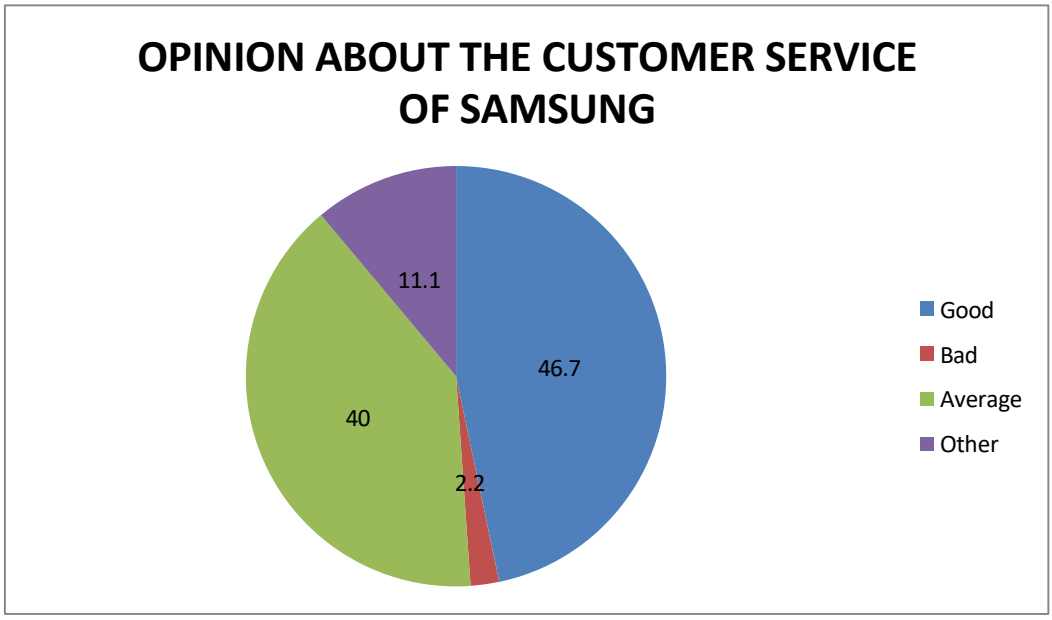
Table 4.12 - Table showing opinion about the customer service of Samsung

Result	No. of respondents	% of respondents
Good	28	46.7
Bad	2	2.2
Average	24	40
Other	6	11.1
Total	60	100

(Source: Primary data)

The table shows the service of Samsung is good(46.7%) and 2.2% show it is bad.40% of the respondent said it is average. Service have is major influence while purchasing of mobile.

Figure 4.12 - Figure showing opinion about the customer service of Samsung



(Source: Primary data)

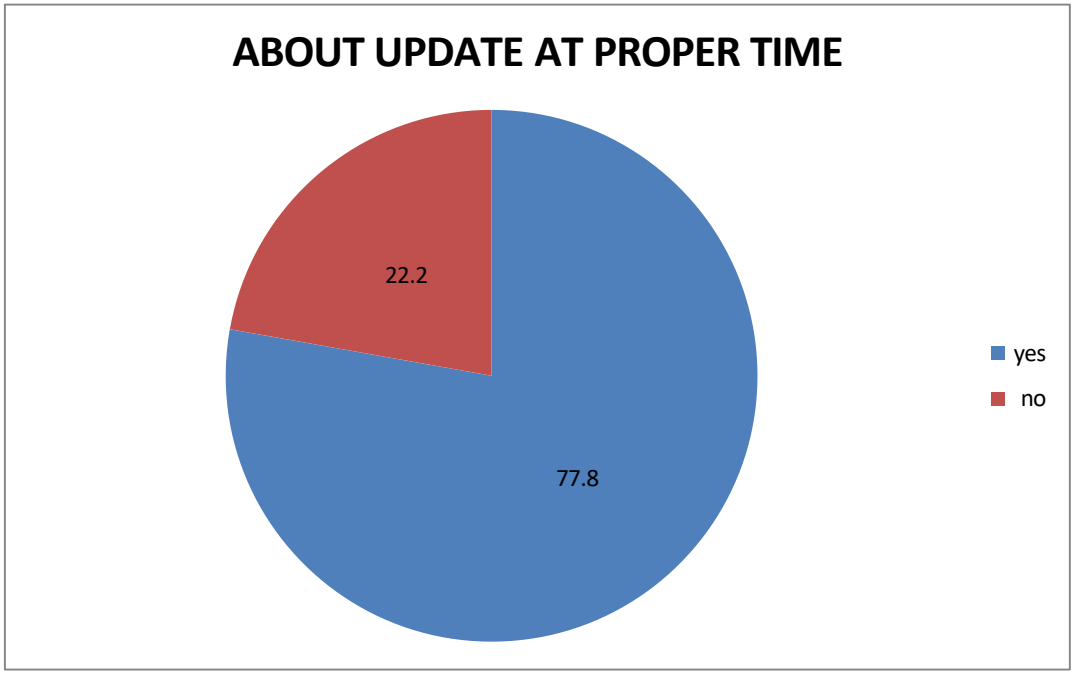
Table 4.13 - Table showing whether the updates are proper or not

Respondents	No. of respondents	% of respondents
Yes	47	77.8
No	13	22.2
Total	60	100

(Source: Primary data)

From the table we can see proper updations are given from Samsung. 77.8% people are satisfied on their updates. Updates give refresh to the mobile and its application.

Figure 4.13 - figure showing whether the updates are proper or not



(Source: Primary data)

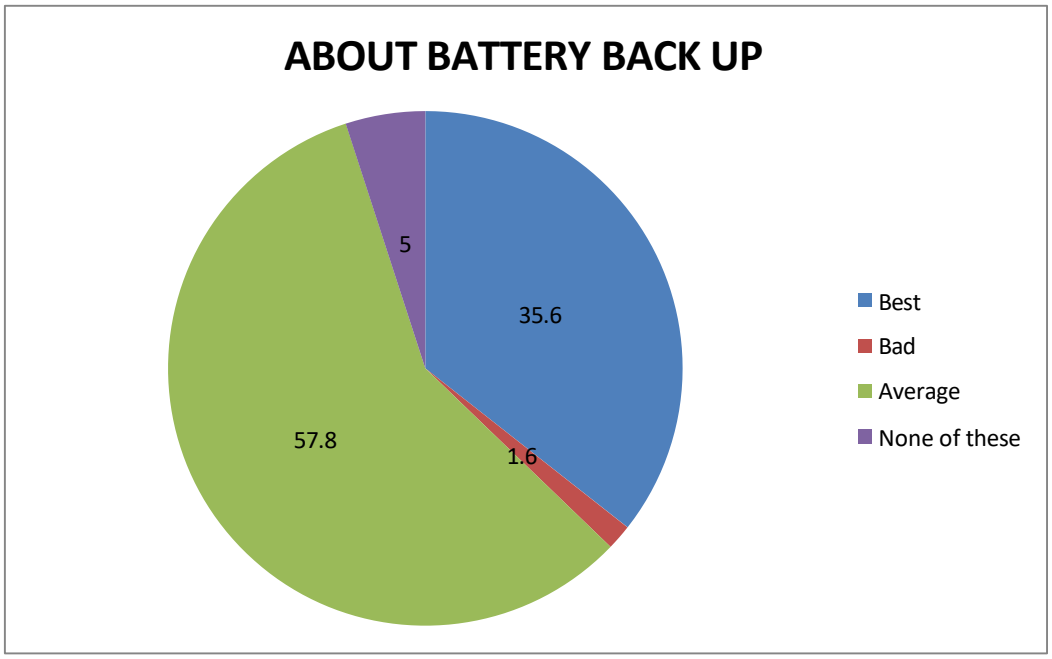
Table 4.14 - Table showing opinion about the battery back up

Replies	No. of respondents	% of respondents
Best	21	35.6
Bad	1	1.6
Average	35	57.8
None of these	3	5
Total	60	100

(Source: Primary data)

From the above table, it shows average(57.8%) battery backup is given from Samsung. 35.6% of respondents said the battery backup is best in Samsung mobiles. Battery backup is the main advantage of Samsung mobile.

Figure 4.14 - figure showing opinion about the battery back up



(Source: Primary data)

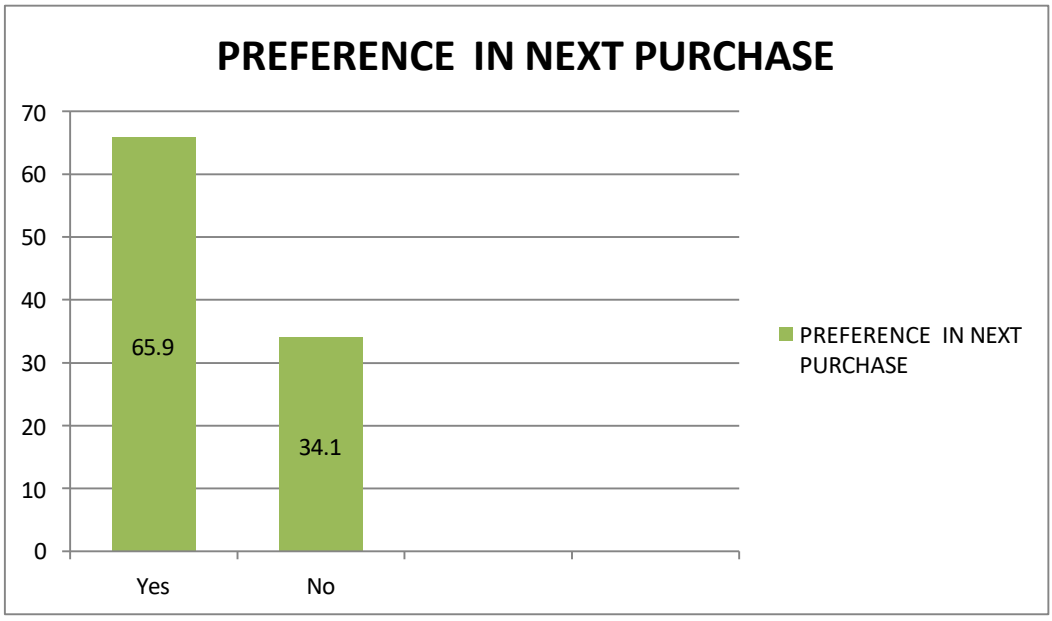
Table 4.15 - Table showing whether the respondent prefer to buy Samsung mobile in their next purchase

Response	No. of respondents	% of respondents
Yes	40	66
No	20	34
Total	60	100

(Source: Primary data)

From the table we can understand that 34% of the respondent do not prefer to buy Samsung mobile in their next purchase and 66% of respondent prefer to buy Samsung mobile in their next purchase. Through we can see that Samsung have succeed in satisfying customer.

Figure 4.15 - Figure showing do the respondent prefer to buy Samsung mobile in their next purchase



(Source: Primary data)

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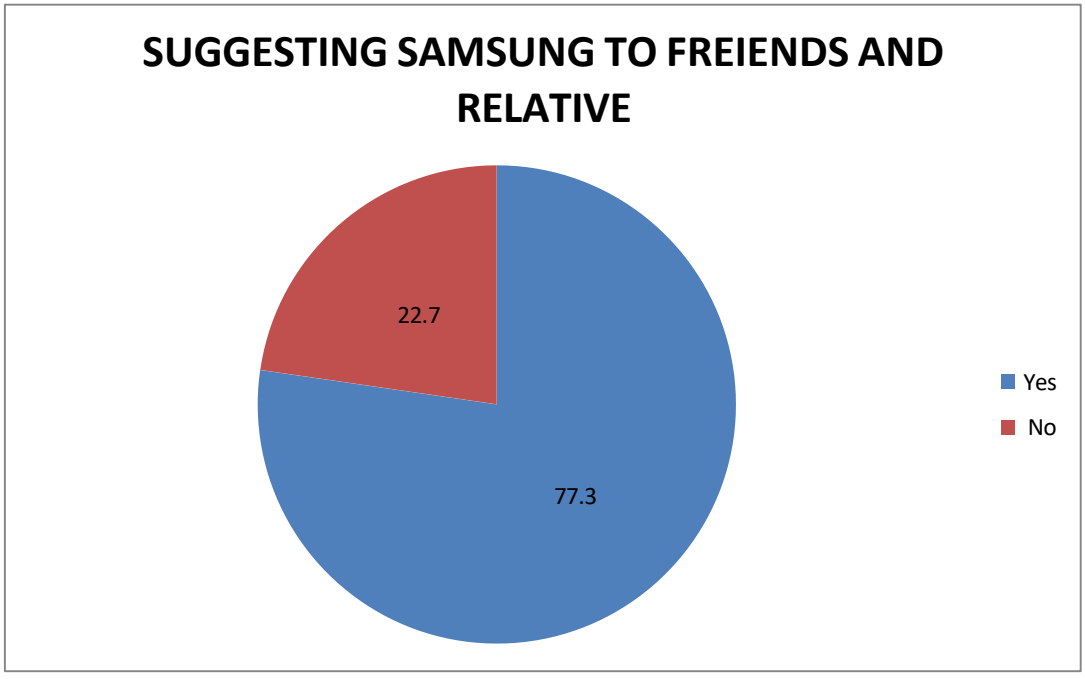
Table 4.16 - Table showing whether the respondent suggest Samsung to their friends and relatives

Responds	No. of respondents	% of respondents
Yes	47	77.3
No	13	22.7
Total	60	100

(Source: Primary data)

From the table we can understand that the respondents will suggest Samsung to their friends and relatives is almost 77.3%. It helps Samsung to have good sale. Only 22.7% of the respondents said no.

Figure 4.16 - Figure showing whether the respondent suggest Samsung to their friends and relatives



(Source: Primary data)

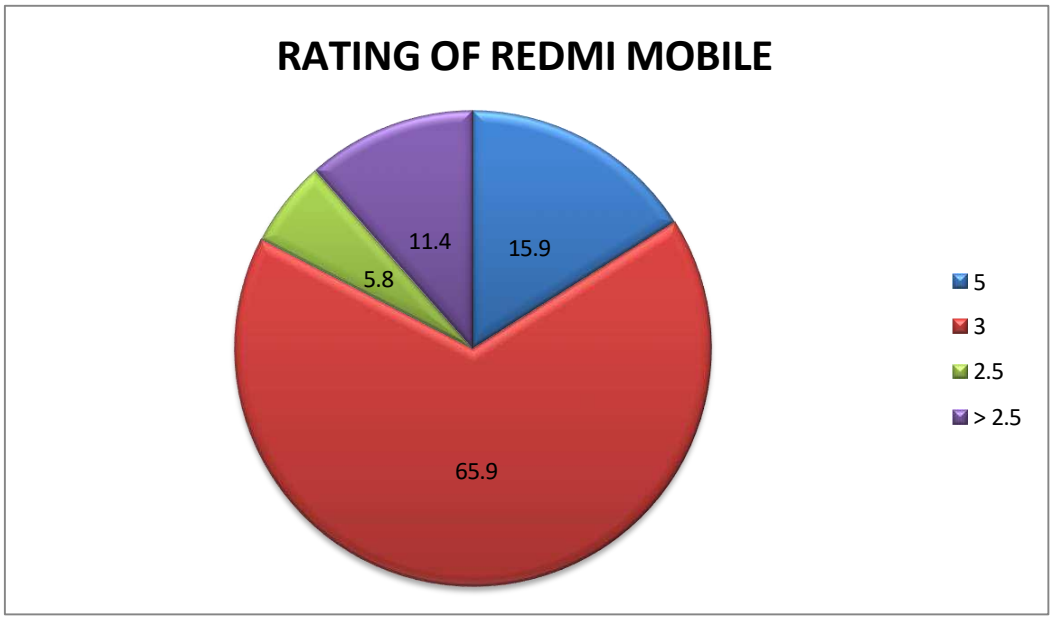
Table 4.17 - Table showing the rating of Samsung mobiles

Response	No. of respondents	% of respondents
5	10	15.9
3	40	65.9
2.5	4	5.8
> 2.5	6	11.4
Total	60	100

(Source: Primary data)

From the table 4.17, it shows that 65.9% of the respondent rate Samsung a 3 out of 5. 15.9% of the respondent rate 5 and 5.8% of the respondent rate 2.5 out of 5. Only 11.4% of the respondent rate below 2.5 out of 5 to Samsung.

Figure 4.17 - Figure showing the rating of Samsung mobiles



(Source: Primary data)

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

The findings of the study about the consumer perception towards Samsung mobiles are the following:

- Almost 100% percentage of the respondents have a mobile phone.
- 100% percentage respondents are Samsung users or used persons.
- Majority of the respondents used Redmi as their previous mobile.
- Most of the respondents used or using Samsung as their second purchase.
- From the respondents 71.7% say Samsung mobiles are good to use.
- Price and brand shows the main factors that influence while purchasing mobile.
- Battery backup and processor are the best in Samsung mobile.
- About 60.4 percentage of the respondents faced problems while using Samsung mobile.
- Heating is the major problem of Samsung mobiles.
- The build quality of Samsung mobiles shows good among from all mobile brands.
- Processor is the main feature that everyone likes to purchase it.
- Processor and camera are the favourite features in Samsung.
- Customer service stand good among the reviews.
- Proper updations are given on time by Samsung to users.
- Battery backup of Samsung mobile have good review.
- Many of the users give preference to the next purchase also.
- 77.3% of students suggest Samsung to their friends and relatives.
- The overall rate average is 3 in 5. It shows good result.

5.2 Suggestions

- It is advisable to the company to maintain its pricing strategy since; customers consider its pricing as its main attraction.
- It would be better if company provide proper updates in order to offer latest features to the customers.
- Since most of the customers are dissatisfied regarding heat emission of Samsung mobiles, it will be good if company can take steps to resolve this issue.
- It is recommended for the company to improve the battery backup and camera quality of their mobile phones.

5.3 Conclusion

This study concludes that, most of the people prefer using Samsung mobile since, it is a budget friendly mobile. The other features like camera, battery backup, processor performance etc, also attract the consumers. So overall the customers have a very positive experience regarding the usage of Samsung mobiles, apart from the dissatisfaction related to the heating and hanging part of Samsung mobiles.

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ANNEXURE

QUESTIONNAIRE

As part of academics, we are conducting a study on the consumer perception towards Samsung mobiles among students of Christ College, Irinjalakuda. If you could sacrifice some of your valuable time to fill in the questionnaire, it would help in the completion of our study

1. Name:

2. Class:

3. Age:

4. Your Gender:

5. Have you ever used a Samsung Mobile?

☐ Yes ☐ No

6. Have you ever used any other mobile phone brand?

☐ Yes ☐ No

7. Which was your previous mobile brand?

☐ Apple ☐ Redmi ☐ Vivo ☐ Other

8. What is your opinion about your previous brand when you used other than Samsung?

☐ Good ☐ Bad ☐ Average ☐ Worst

9. What are the factors influencing while purchasing mobile?

☐ Price ☐ Brand ☐ Storage ☐ Service

10. By comparing your previous brand with Samsung, in what all features Samsung excels?

☐ Faster processor ☐ Better battery backup

☐ Good camera ☐ None of these

11 .While using Samsung mobile do you faced any problems?

☐ Yes ☐ No

12. If yes what are the problems faced while using Samsung mobile?

☐ Heating ☐ Hang ☐ Poor camera

☐ insufficient storage ☐ others

13. What is your opinion about the build quality of Samsung mobile?

☐ Good ☐ Bad ☐ Best ☐ Average

14. What influenced you to buy Samsung mobile?

☐ Processor ☐ Camera ☐ Storage ☐ Others

15. Which is your favorite feature in Samsung mobile?

☐ Processor ☐ Camera ☐ Storage ☐ others

16. What is your opinion about the customer service of Samsung?

☐ Good ☐ Bad ☐ Average ☐ None of these

17. Are you getting updates on proper time?

☐ Yes ☐ No

18. How do you feel about the battery backup?

☐ Best ☐ Bad ☐ Average ☐ None of these

19. Will you suggest Samsung mobile to your friends and relatives?

☐ Yes ☐ No

20. Do you prefer Samsung in your next purchase?

☐ Yes ☐ No

21. Do you have any suggestion to improve the Samsung mobile?

☐ Yes ☐ No

22. How do you rate Samsung mobile?

☐ 5 ☐ 3 ☐ 2.5 ☐ > 2.5

A STUDY ON CONSUMER SATISFACTION ON REDMI MOBILES ON PALLAVARAM

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

A PROJECT

Submitted by

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2)THARUN P (Reg. No.:U20BC237)
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DEPARTMENT OF COMMERCE

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173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled **"A STUDY ON CONSUMER SATISFACTION ON REDMI MOBILES ON PALLAVARAM "** is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of M.M.Shanmugapriya M.E., M.B.A., ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

THAMILARASAN S	**(Reg. No.:U20BC236)**	**-**
THARUN P	**(Reg. No.:U20BC237)**	**-**
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PLACE: CHENNAI

DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"A STUDY ON CONSUMER SATISFACTION ON REDMI MOBILES ON PALLAVARAM"** submitted by **THAMILARASAN S (Reg. No: U20BC236),THARUN P (Reg. No: U20BC237), THARUN S (Reg. No: U20BC238), THEEVASH S (Reg. No: U20BC239), THIRUNAVUKARASU M (Reg. No: U20BC240)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai **M.M.SHANMUGAPRIYA M.E., M.B.A.,**

Date : **(Research Supervisor)**

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THAMILARASAN S

THARUN P

THARUN S

THEEVASH S

THIRUNAVUKARASU M

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION

Today communication is the most important gift self-gifted by man. It acts as a repository of wisdom, a propeller for the advancement of knowledge and the telescope to view the vision of the future. A mobile phone is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. India‟s mobile phone Industry is one of the fastest growing Industries in the world. Mobile phones have become Ubiquitous in our society. In fact they have been around for several decades in some form or another.

Smart phone has changed the way we do things; the role smart phones play in today‟s society is phenomenal. Today, Smart phones is been substituted the role of computer, making it possible to do a lot of functions with this small handheld device. A Smartphone is a Mobile phone built on a mobile computing platform, with more advanced computing ability and connectivity than a feature phone. Number of Brands in the Smartphone market is increasing rapidly and this has led to various innovations in the field and a very stiff competition among the players. The Leading Smartphone brands in the market are Xiaomi, Samsung, Nokia, Apple, Lenovo, Asus, and Motorola. Redmi is a sub brand owners by the Chinese electronics company Xiaomi. It was introduced as a budget smart phone line manufactured by Xiaomi, that was first announced in July 2013.Redmi phones use the Xiaomi MIUI user interface on top of android.

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is often part of a balanced scorecard. In a competitive marketplace where business competes for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. India being an emerging market is the target of many existing and emerging Smartphone companies and they are competing to capture the market with improved quality and features at fair prices. Thus the study on customer

satisfaction of Redmi Smartphone helps to get an idea about the level of satisfaction of Redmi Customers.

1.1 STATEMENT OF THE PROBLEM

Technology is very much dynamic. It is always evolving and changing. The companies have to identify the needs and wants of their existing and also prospective consumers. Redmi has a good share in the market because of its performance. It is very important to study the customer satisfaction for providing better experience.

1.2 SCOPE OF THE STUDY

The scope of the study is confined to evaluating satisfaction of Redmi mobile phone users. It is mainly concentrated to Chennai city at Pallavaram division. It is a preliminary study of Redmi mobile phone to examine the customer‟s satisfaction. This project can be useful to top management to take appropriate decision for improvement of the features or updates

1.3 SIGNIFICANCE OF THE STUDY

The last decade has witnessed a major breakthrough in the mobile phone industry with arrival of smart phones. Today‟s smart phones possess such improved technology and features that it has become almost a substitute for personal computers. Today smart phone market is one of the fastest growing markets and there are vast numbers of players in the market and also competition is very high. Smartphone companies are making new and new innovations in various aspects of the phone to succeed in this highly competitive market. Each and every new models introduced in the market has improved and differentiated features than the old ones. The Chinese smart phone company Redmi has become firm favorite with the Indian consumer base. The growing share of Redmi in India is a testimony of increasing influence over the people. India is an extremely important market in Redmi mobilization strategy and one of their largest markets outside of mainland

China. Thus it is important to study on the customer satisfaction of Redmi smart phone.

1.4 OBJECTIVES OF THE STUDY

The important objectives of the study include:

- To identify the factors which influence the customer to purchase Redmi mobile phones
- To analyze the level of customer satisfaction based on gender respect to Redmi mobile phone features.
- To analyze the factors that influences the level of satisfaction of customers.

1.5 HYPOTHESES

$H_{1:}$ There is significant difference in factors influencing the satisfaction of male and female customers.

$H_{2:}$ There is significant difference in factors influencing the purchase decision of male and female customers.

1.6 RESEARCH METHODOLOGY

Both primary and secondary data will be used for the study. Primary data will be collected through questionnaire. Secondary data will be collected from internet, journals, magazines and books.

A sample of 100 people, who uses Redmi Smartphone‟s, was selected by convenience sampling from the population and the questionnaires were distributed to them in order to collect information.

1.7 LIMITATIONS OF THE STUDY

This study is not free from limitations. Some of the limitations of the study are as follows:-

- The response of respondents may or may not be bias

- The study is about Redmi mobile phones only and finding cannot be generalized.

1.8 CHAPTER SCHEME

The present study is consists of five chapters. The first chapter is the introduction. The second chapter deals with the review of literature. Conceptual framework is the third chapter. Analysis and interpretation are made in the fourth chapter. And the fifth chapter is the findings, suggestions, and conclusion.

CHAPTER – 2

REVIEW OF LITERATURE

In order to have better understanding about the present study in its proper perspective, it has undertaken to present the corresponding studies through review of what has already been done in the field.

1. Shakir Hafeez and S.A.F. Hasnu (2010) in their article titled, "Customer satisfaction for cellular Phones in Pakistan: A Case Study of Mobil ink" have studied that Customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. Overall customer satisfaction and customer loyalty is comparatively low among the consumers. The customer loyalty in mobile sector is relatively low because it is an emerging industry

2. T.Kavipriya and P.Renugarajan (2012) in their article, "User‟s Level of Satisfaction with mobile phone service providers- with Special Reference to Tirupur

District, Tamil Nadu" has point out in recent the demand for mobile phone is increasing. Though cell phone industry has its origin in the recent past and growth has been excellent. And the market for cell phone has become very competitive. The finding of the study to market their services, every company is adding many new features. Day by-day, many new competitors enter the market with new attractive schemes, provide additional facilities, adding new features to existing ones, reduce the charges of incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits the subscribers.

3. Vipan Bansal and Bindu Bansal (2013) have studied the customer satisfaction of Mobile phone service users operating in Malwa Punjab". This paper is used to trace the reason for purchasing mobile phones and usages of mobile phone applications. This study revealed that SMS is the most widely used Valued Added Service. The results revealed that most of the respondents were satisfied with their current service provider, show maximum willingness for shifting to Airtel.

4. Dr.T.N.R.Kavitha and Mr.R Mohana Sundaram (2014) in their study entitled "A Study on Customer Satisfaction towards Samsung Mobile Phone in Erode City".

This paper carried out with an objective to determine the consumer preference and satisfaction. This paper concentrated on one particular mobile phone brand called Samsung and its Price, quality, color and satisfaction level. The findings of the study are all customers are satisfied with after sale services of Samsung mobile brand.

5. Singh (2011) conducted a mobile phone satisfaction survey in Punjab with a sample of size of1000 respondents. The seven major parameters Viz. convenience, responsiveness, reliability, tangible, assurance, network quality and economy were studied. Findings of the study are 9 availability of modern equipment, timely delivery of bills, fulfilling the needs of the customer, ease of understanding of schemes and offering.

6. Mandan, Bahran, &Maasomeh (2003) customer satisfaction is considered to be one of the most important competitive factors and will be the best indicator of a company‟s profit ability in addition, customer‟s satisfaction will drive company to improve their reputation and image, to reduce customer‟s turnover, and to increase attention to customers‟ needs, Such actions will help company create barriers to switching and improve business relationships with their customers. Customer‟s satisfaction is a measure of how products and services supplied by a company meets or surpass customer‟s expectation.

7. Oliver (1987) defined Customer satisfaction as an outcome of a purchase/usage experience would appear to be an important variable in the chain of purchase experience linking product selection with other post purchase phenomena including favorable word- of mouth and customer loyalty.

8. S.Namasivayam, M.Prakash and M.Krishnakumar (2014) Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power the researcher has conducted this study to find out the level of customer satisfaction towards Samsung smart phones. The target respondent includes those customers who are using the

Samsung smart phones. The collected data was edited, coded and tabulated by using some statistical tools.

9. SanySanuriMohd, Mokhtar, Ahmed AuduMaiyaki, NorzainibtMohd Noor (2011)explores the relationship between service quality and customer satisfaction on customer loyalty with regards to mobile phone usage among the postgraduate students of a university in Northern Malaysia. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. It was therefore, recommended that mobile service providers should pay special attention to their service quality and the factors that drive customer satisfaction.

10. Liang, Wei, (2004)Linked with old-fashioned physical store businesses, mobile frequencies offer customers sufficiently of unique value, such as no time based and longitudinal limitation, and accessibility of information. These Smartphone structures bring us different stages of suitability, and this device has arisen as an important statement tool in our lives. Concerning the rapid extension of smart phone apps service, m-commerce is estimated to be the next trend of Internet business after ecommerce.

11. Sharma and Patterson (2000) If the customers are more engaged with the company, there are chances that they will remain loyal for the company. An engaged customer will first try to resolve the problem with the service provider instead of moving to other service provider. Another strong enabler to strengthen the bond between customer and the company is an effective communication and timely sharing of information between the customer and the client.

12. According to Pontell (2000) the customer‟s satisfaction is capable of stimulating repeat purchases as well as „word of mouth‟ advertising, which leads marketing professionals to seek not just to satisfy, but moreover to „delight‟ the customer, by offering attributes or qualities that not even the customer would have hoped to find in the product or service. de Almeida corroborates this, emphasizing that is no longer

enough to speak of satisfying customers; rather, it is essential to seek to „delight“ them, which is achieved when what is offered exceeds their expectations," that is, when "their desires and wishes are exceeded."

13. According to Nanda (2008) aesthetic design has to do with users‟ emotional reactions. Emotional information affects human choices and preferences. Aesthetically pleasing designs influence the key human sensory organ, the eyes, and therefore users get emotionally attached to the device. Smart phones in different colors and sizes provide users with personalized options. Nanda (2008), agree that "better aesthetics lead to users‟ perception of increased usability".

14. Kimiloglu (2010) Buyers compare different smart phone brands regarding models and attributes when it comes to making a purchase. The decisive factors however, vary for each potential buyer. Some may focus on the price of a smart phone. Overall, these devices are expensive due the applications they contain. Hence, a potential buyer will balance the price with the attributes and then end up with a decision.

15. Farris (2010) defined customer satisfaction as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction in total is equal to the emotional perception.

16. Lynda Andrews, Judy Drennan, Rebekah Russell-Bennett, (2012) examine the nature of consumers' perceptions of the value they derive from the everyday experiential consumption of mobile phones and how mobile marketing (mmarketing) can potentially enhance these value perceptions. The findings highlight ways to tailor m-marketing strategies to complement consumers' perceptions of the value offered through their mobile phones.

17. Ajax Persaud, Irfan Azhar, (2012) concludes that consumers' shopping style, brand trust and value are key motivations for engaging in mobile marketing through their smart phones. Further research should focus on specific tactics marketers use

to engage customers beyond marketing messages, that is, how they engage customers in dialogue to build relationships, encourage purchases and build loyalty. This could reveal how customers really want to engage in mobile marketing.

18. Ahmed Alamro, Jennifer Rowley, (2011) explored that there are 11 antecedents of brand preference; these can be theoretically clustered into three groups: awareness antecedents (controlled communication (advertising), and uncontrolled communication (publicity, word of mouth) image antecedents (service value attributes (price, quality), provider attributes (brand personality, country of origin, service (employee + location), and corporate status (corporate image, corporate reputation) and customer attribute antecedents (satisfaction, perceived risk, and reference group). Multiple regressions showed the contribution of each of these antecedents to brand preference.

19. HandeKimiloglu, V. Aslihan Nasir, Süphan Nasir, (2010), aims to discover consumer segments with different behavioral profiles in the mobile phone market. Pragmatic consumers are found to give high importance to the functional, physical and convenience-based attributes of the product. The abstemious group also gives importance to functionality along with design. While value-conscious consumers focus strongly on price, the charismatic segment represents the want-it-all group valuing many attributes such as technological superiority, practicality, durability, functionality, and design. The study also includes findings and discussions about the differences these clusters display in terms of their involvement and loyalty styles.

20. Luca Petruzzellis (2010) referred and concluded that technology nowadays is overcome by customer preferences and needs. In particular, the role of the brand is to be analyzed with respect to its influence in shifting customer preferences from the technical performances (tangible elements) to the emotional/symbolic ones (intangible elements). The researchers had provided an analysis of the brand attitude and perception tested and viewed through user eyes.

21. Chu-Mei Liu (2002) inferred that Branding is important to manufacturers, retailers and consumers. Brands with higher brand equity have higher sales. The

growth of mobile phone subscriptions is considerably faster in the Philippines. Advertising and promotion are undertaken through cooperation between the service providers and mobile phone manufacturers. The study tries to find out the effects of the different activities on consumer choice of mobile phone brands.

22. Arvind Sahay and Nivedita Sharma (2010) focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher‟s results suggest that young consumers develop relationships on all brand relationship dimensions.

23. Ramakrishnan Venkatesakumar, D. Ramkumar and P. ThillaiRajan, (2008), confirms that Brand loyalty and brand switching behavior of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behavior through multi-dimensional scaling and results suggest that a set of product attributes trigger the intention to switch the current brand.

24. Shibashish, Chakraborty and Kalyan Sengupta (2008) endeavors to make a detailed study on important demographic variables of customers affecting brand switching of customers. This study will highlight pertinent aspects of prediction of switching proclivity of customers from one service provider to another.

25. Harsha de Silva (2011) generally shows that adoption of (primarily) mobile telephones has significant benefits not just to the adopter, but to the community at large. In this context, the objective of the current article is to examine, from a user perspective, the influences (as well as the interplay of these influences) on mobile

phone adoption by the poor in a selected set of countries in the emerging Asian region.

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CHAPTER – 3

THEORETICAL FRAMWORK

THEORETICAL FRAMEWORK

BUSINESS

A business is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities. Businesses can be for-profit entities or non-profit organizations. There are various forms of a business, such as a limited liability company (LLC), a sole proprietorship, a corporation, and a partnership. Businesses can range from small operations operating in one industry to large operations operating in many industries around the world.

OBJECTIVES

1. Getting and Staying Profitable

Maintaining profitability means making sure that revenue stays ahead of the costs of doing business. Focus on controlling costs in both production and operations while maintaining the profit margin on products sold.

2. Productivity of People and Resources

Employee training, equipment maintenance and new equipment purchases all go into company productivity. Your objective should be to provide all of the resources your employees need to remain as productive as possible.

3. Excellent Customer Service

Good customer service helps you retain clients and generate repeat revenue. Keeping your customers happy should be a primary objective of your organization.

4. Employee Attraction and Retention

Employee turnover costs you money in lost productivity and the costs associated with recruiting, which include employment advertising and paying placement agencies. Maintaining a productive and positive employee environment improves retention.

5. Mission-driven Core Values

Your company mission statement is a description of the core values of your company. It is a summary of the beliefs your company holds in regard to customer interaction, responsibility to the community and employee satisfaction. The company's core values become the objectives necessary to create a positive corporate culture.

6. Sustainable Growth

Growth is planned based on historical data and future projections. Growth requires the careful use of company resources such as finances and personnel.

7. Maintaining a Healthy Cash Flow

Even a company with good cash flow needs financing contacts in the event that capital is needed to expand the organization. Maintaining your ability to finance operations means that you can prepare for long-term projects and address shortterm needs such as payroll and accounts payable.

8. Dealing with Change

Change management is the process of preparing your organization for growth and creating processes that effectively deal with a developing marketplace. The objective of change management is to create a dynamic organization that is prepared to meet the challenges of your industry.

9. Reaching the Right Customers

Marketing is more than creating advertising and getting customer input on product changes. It understands consumer buying trends, being able to anticipate product distribution needs and developing business partnerships that help your organization toimprove market share.

10. Staying Ahead of the Competition

A comprehensive analysis of the activities of the competition should be an ongoing business objective for your organization. Understanding where your products rank in the marketplace helps you to better determine how to improve your standing among consumers and improve your revenue.

Understanding a Business

Generally, a business begins with a business concept (the idea) and a name. Depending on the nature of the business, extensive market research may be necessary to determine whether turning the idea into a business is feasible and if the business can deliver value to consumers.

Customer

A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them, businesses cannot continue to exist.

- Customers are the individuals and businesses that purchase goods and services from another business.
- To understand how to better meet the needs of its customers, some businesses closely monitor their customer relationships to identify ways to improve serviceand products.
- The way businesses treat their customers can give them a competitive edge.

Although consumers can be customers, consumers are defined as those whoconsume or use market goods and services.

Understanding Customers

Businesses often honor the adage "the customer is always right" because happy customers are more likely to award repeat business to companies who meet or exceed their needs. As a result, many companies closely monitor their customer relationships to solicit feedback on methods to improve product lines. Customers are categorized in many ways. Most commonly, customers are classified as external or internal.

External customers are dissociated from business operations and are often the parties interested in purchasing the final goods and services produced by a company. Internal customers are individuals or businesses integrated into business operations, often existing as employees or other functional groups within the company.

Studying Customers

Businesses frequently study their customers' profiles to fine-tune their marketing approaches and tailor their inventory to attract the most customers. Customers are often grouped according to their demographics, such as age, race, gender, ethnicity, income level, and geographic location, which all may help businesses cultivate a snapshot of the "ideal customer" or "customer persona." This information helps companies deepen existing customer relationships and reach untapped consumer populations to increase traffic.

Customers are so important that colleges and universities offer consumer behavior courses dedicated to studying their behavioral patterns, choices, and idiosyncrasies. They focus on why people buy and use goods and services and how it impacts companies and economies. Understanding customers enables businesses to create effective marketing and advertising campaigns, deliver products and services that address needs and wants, and retain customers for repeat business.

Customer Service, which strives to ensure positive experiences, is key to a successful seller/customer dynamic. Loyalty in the form of favorable online reviews, referrals, and future business can be lost or won based on a good or bad customer service experience. In recent years, customer service has evolved to include real-time interactions via instant message chats, texting, and other means of communication. The market is saturated with businesses offering the same or similar products and services. What distinguishes one from another is customer service, which has become the basis of competition for most businesses. This is a key element of Sigma Six.

CUSTOMER SATISFACTION

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer‟s expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their business. According to Philip Kotler, “Satisfaction is a person‟s feelings of pressure or disappointment resulting from product‟s perceived performance (Outcome) in relation to his or her expectations. Customer satisfaction is the level of a person‟s felt state resulting from comparing a product‟s perceived performance (outcome) in relation to the person‟s expectations”.

The importance of customer satisfaction can be identified from the following points:

- It is a leading indicator of consumer repurchase intention and loyalty: Asking customers to rate their satisfaction on a scale of 1-10 is a good way to see if theywill become repeat customers or even advocates.
- It is a point of differentiation**:** in a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environments are the ones that make customer satisfaction a key element of their business strategy.

- It increases customer life time value**:** Satisfaction plays a significant role in how much revenue a customer generates for your business. Successful business understands the importance of Customer Lifetime Value (CLV).
- It is cheaper to retain customers than to acquire new ones**:** this is probably the most publicized customer satisfaction statistic out there. It costs six to seven times more to acquire new customers than it does to retain existing customers.

SMARTPHONE

A Smartphone is a mobile phone that can do more than other ordinary phones. They work as a computer but are mobile devices small enough to fit in a user‟s hand. As Smart phones are small computers, they run an operating system that is often common between devices to ensure compatibility. The majority of Smart phones run on Apple IOS or Android system while some others use Windows or Blackberry operating system. Smart phones are able to run more than one program or application at the same time which helps the user do things quicker and easier. The users can get more programs from the manufacturer‟s application store.

The distinction between Smart phones and feature phones is vague and there is no official definition for what constitute the difference between them. One of the most significant difference is that the advanced Application Programming Interfaces (APIs) on Smart phones for running third-party applications to have better integration with the phone‟s OS and hardware than what the typical feature phones can. In Comparison, Feature phones more commonly run on proprietary firmware, with third-party software support through platforms such as JAVA ME or BREW. An additional complication in distinguishing Smart phones and feature phones is that over time the capabilities of new models of feature phones can increase to exceed those of phones that had been promoted in the past.

KEY SMARTPHONE FEATURES

As there is no standard definition for the term “Smartphone” in the industry itself it is better to point out some of the key features that distinguish a Smartphone from an ordinary feature phone.

Operating System:In general, a Smartphone will be based on an operating system that allows it to run applications. Apple‟s iPhone runs an iOS, Blackberry runs on Blackberry OS and other common operating systems are Google‟s android OS and Microsoft Windows.

Applications**:** Unlike feature phones Smart phones allow its users to download thirdparty applications to cater to the users specified needs. Normally standard applications will be available in new phones and extra applications can be downloaded from application stores. Most of the operating systems have its own application stores such as Google‟s Play Store, Apple‟s App Store etc…

Internet Access:It is one of the common features of any Smartphone. It enable users to access internet at high speeds with the help of 4G and 3G networks, also internet connection through Wi-Fi connection is also possible in Smart phones.

Processor:Powerful processors are one of the important features of any Smartphone. These powerful processors help users in using different applications at a time without compromising with its performance.

Camera:High pixel camera is another important factor that makes a Smartphone different from any ordinary phones. Most of the new generation Smart phones come up with high definition cameras and also front cameras have become a common specification in Smart phones.

GPS: The Global Positioning System is space based satellite navigation system that provides location and time information in all weather, anywhere on or near earth, where there is an obstructed line of sight to four or more GPS satellites. Smart phones

use this GPS system to provide navigation and weather information services to its users. „Google Map“ in Android phones is one of the common examples.

Touch Screen:It is a common feature found in any of the Smart phones. Phones with high sensitive touch screens have become a trend in the Industry.

Besides the above mentioned key features there are some special specifications that have become trend in the market in the last 2-3 years and they are pointed out below:-

RAM:Phones with higher RAM capacities such as 2GB, 3GB, 4GB etc… has become common in the Smartphone market in the past few years. This higher RAM enables devices to carry on multiple applications effectively and with maximum speed.

Fingerprint Sensing:Smart phones have started to use systems which recognize user“s fingerprints for unlocking the phone and this system can ensure security of phones and user“s data. This system was first introduced by Apple In its iPhones, later it was adopted by other Smartphone manufacturers.

High Capacity Batteries:Smartphone companies are installing high capacity batteries in their Smart phones which ensure more working hours and thereby frequent charging can be avoided. Some Smart phones also have a feature called Instant Charging which allows us to charge phones in less time than what is normally required.

VoLTE Facility:VoLTE or Voice over LTE is an improvement in the technology of LTE. This is meant to make calls in Smart phones without disturbing the internet access through LTE. Most of the Smartphone companies have starts to provide this facility in their Smart phones.

HISTORY OF SMARTPHONES

The popularity and range of Smart phones has exploded in the last few years, however the first Smartphone was introduced nearly 24 years ago in 1995 although it was not called a Smartphone then. So, let“s take a look at the evolution of Smart phones in the past decades.

1995

The first Smartphone was introduced in 1995 and it was called IBM Simon. It could do much more than make calls and send texts. It was very much advanced for that time and had features like calendar, world time, address book, notepad and e-mail. This phone was priced $899.00 and was only available in United States.

1996

Nokia Introduced its first Smartphone model called Nokia 9000 in 1996 targeting business customers. This model had features of both phones and PDAs and this was followed by models like 9210, 9300 and 9500. The Nokia 9210 was one of the phones to use an open operating system.

1997

The first handset which was actually called a Smartphone was the strangely named „Penelope‟ from Ericsson. This was a concept model and only around 200 units were produced, but it paved the way for Ericsson to develop the R380 a few years later.

2000

Ericsson‟s development of their concept phone Penelope led to the launch of the R380 in 2000, the first phone to be marketed as a Smartphone. It featured both communications and PDA functions and used a clever touch screen which could be covered by a hinged keyboard when it was being used to make calls. The R380 was the first commercially available Smartphone to use the Symbian OS.

2002

2002 was a busy year for Smart phones and saw the release of the Palm Treo with its full QWERTY keyboard, the P800 from newly merged Sony Ericsson and the first ever Blackberry. The P800 added several new features to the Smartphone market,

including a MP3 player and a color touch screen. Blackberry concentrated on providing wireless e-mail access, which continues even today.

2005

Sony Ericsson launched the N-Series of Smart phones in 2005. This series of phones were initially marketed as mobile multimedia computers. The N-series was one of the Smart phones mostly preferred by business people.

2007

The much-hyped and subsequently much loved iPhone got introduced in the market successfully. The Apple brand helped it much in its selling, also the introduction of App Store added to its popularity. The introduction of iPhone and RIM‟s Blackberry series is considered as Catalyst of expansion of the Smartphone industry market.

2009

Several companies launched their own App Stores including Nokia‟s OVI store, Windows Marketplace for phones and Blackberry‟s App World. The market share of android had a visible increase during this period. The new versions of iPhone such as 3GS were introduced during this period.

2012

Android made huge change in road into the Smartphone market and grabbed a 20% market share; one reason for this was the release of Nexus One and some brilliant handsets from Samsung and HTC. The aggregate of Smartphone sales increased by 72% in 2010 and made up nearly the 20% of the mobile phones sold. Also Apple announced 3 billion download marks on its App Store and launched iOS 4 and the iPhone 4 which allow third-party applications to run.

2014

Larger screens with higher resolutions have been one of the biggest Smartphone trends in the last couple of years. While LTE is still in its infancy in many parts of the world, Operators have started to test a technology called carrier aggregation to offer faster download speeds. It allows networks to devote more resources to some users by treating two channels in the same or different frequency bands as if they were one. Smartphone have had a profound effect on the gaming sector by making portable devices such as the Sony Play Station Portable and the Nintendo 3DS appealing.

2016

This was an important year for the Smartphone industry. The LTE technology was made practical in this year. The introduction of Jio 4G was a revolution in the Smartphone market and it increased the demand for 4G phones to a large extend.

REDMI

Redmi is a sub-brand owned by the Chinese electronics company Xiaomi. It was first announced in July 2013 as a budget smart phone line, and became a separate sub- brand of Xiaomi in 2019 with entry-level and mid-range devices, while Xiaomi itself produces upper-range and flagship Mi phones.

Redmi phones use the Xiaomi's MIUI user interface on top of Android. Models are divided into the entry-level Redmi, the mid-range Redmi Note, and the highend RedmiK. In addition, the unrelated Mi A Android One series is also positioned in the similar market segment with Redmi devices, despite being part of the upper-range Xiaomi Mi lineup. The most significant difference from other Xiaomi smart phones is that they use less-expensive components and thus have lower prices while retaining higher specifications. In August 2014, The Wall Street Journal reported that in the second quarter of the 2014 fiscal year, Xiaomi had a market share of 14% of smart phone shipment rankings in China.Redmi sales were attributed as a contributing factor toward this gain in shipment rankings.

2013

The first Redmi phone Redmi 1, released in 2013, was first launched on Xiaomi's website, with consumer sales beginning on 12 July 2013.

2014

On 13 March 2014, Redmi announced that their phones had been sold out in Singapore alone, eight minutesafter being made available to buy on Xiaomi's website. Criticism regarding the release of Redmi phones included the notion that the firm may be exaggerating its sales by releasing them in small batches, causing them to quickly sell out.

On 4 August 2014, The Wall Street Journal reported that in China's smart phone market, Xiaomi overtook Samsung in the second-quarter of the 2014 fiscal year with a 14% market share in smart phone shipment rankings, while Samsung had a 12% market share during this time. Yulong and Lenovo both had a 12% market share during this time. Redmi sales were attributed as contributing to Xiaomi's increased shipment rankings in the smart phone market. Conversely, in the first-quarter of 2014, Xiaomi held a 10.7% market share.

2015

The Redmi Note 3 launched on 24 November 2015 unlike its predecessor, it does not have a user-changeable battery or microSD slot. It uses the MediaTek Helio X10 Octa-core 2.0 GHz Cortex-A53 SOC with the PowerVR G6200 GPU. The Snapdragon variant of the phone, released later the same year, is based on the Snapdragon 650 and has microSD support.

2016

In July 2016, the actors Liu Shishi, Wu Xiubo and Liu Haoran became the first ambassadors of the Redmi series in China.Redmi Pro has appeared as Pro lineup in Redmi series.

On 25 August 2016, Xiaomi unveiled the Redmi Note 4, powered by MediaTek's Helio X20 deca-core processor clocked at 2.1 GHz. The device has 2 GB RAM and 16 GB

of internal storage. It has a 5.5-inch Full-HD display and a 13 MP rear camera and 5 MP front camera. It runs on Android 5.1 Lollipop and is powered by a 4,100 mah battery.

In November 2016, Xiaomi released its new budget phone, Redmi 4. It has a polycarbonate body, dual-SIM support and runs on MIUI 8 based on Android 6.0.1 Marshmallow. The Redmi 4 has a 5-inch 720x1280 pixels display, is powered by a 1.4 GHz octa-core processor, and has 2GB of RAM.

2017

In January 2017, the Xiaomi Redmi Note 4x based on Qualcomm Snapdragon 625 Chipset became the company's first major launch of 2017. It is an upgraded version of the previously released Redmi Note 4 based on the MediaTek Helio X20 chipset. The device is known as Redmi Note 4 in regions where the original Redmi Note 4 was not released.

In December 2017, Xiaomi unveiled the Redmi 5 and 5 Plus. They are the first phones in the Redmi series with an 18:9 screen aspect ratio. The EU release was set to January 2018 and prices were set to €170 for the Redmi 5 and €215 for the Redmi 5 Plus.

2018

In February 2018, Xiaomi unveiled the Redmi Note 5 and Note 5 Pro. They are the first phones from Xiaomi to feature facial recognition.

In May 2018, Xiaomi unveiled the Redmi S2.

In June 2018, Xiaomi unveiled the Redmi 6, 6A and 6 Pro. The Redmi 6 Pro is the first phone in the Redmi series with a notch similar to the iPhone X and a 19:9 screen aspect ratio.

In September 2018, Xiaomi unveiled the Redmi Note 6 Pro. It is the first phone in the Redmi series with four cameras (two cameras on the front and two cameras on the back) and constructed using 6000 series aluminium.

2019

In January 2019, Xiaomi officially announced Redmi to be a separate sub-brand, distinct from Xiaomi.On 10 January 2019, Redmi unveiled the Redmi Note 7 and Note 7 Pro, the first phonesin the Redmi series with a 48-megapixel rear camera. The Note 7 has a Samsung GM1image sensor, and the Note 7 Pro has a Sony IMX586 48MP image sensor. The Note 7 is powered by the Qualcomm Snapdragon 660 Octa-Core Processor clocked at 2.2 GHz, and the Note 7 Pro has an 11 nm Qualcomm Snapdragon 675 Octa-Core Processor clocked at 2.0 GHz. The Note 7 is available with 3GB RAM with 32GB storage, 4GB RAM with 64GB storage and 6GB RAM with 64GB storage. It has a 4,000mAh battery with Quick Charge 4.0. The Redmi Note 7 series of smart phones isone of the best-selling Redmi phones; over 20 million devices were sold in the 7 months from their introduction.

The Redmi K20 and K20 Pro (also marketed as the Mi 9T) are Redmi's first foray into the flagship market. The phone was launched along with the Redmi 7A in China on May 28. The K20 Pro is powered by the flagship Snapdragon 855 processor while the K20 is powered by the newly released Snapdragon 730 and Redmi 7A is a less expensive phone with Snapdragon 439. Redmi Note 8 and Note 8 Pro were launched on August 29, and Redmi 8 and 8A were announced in October 2019.

After emerging as a sub-brand of Xiaomi, Redmi employed the same Smartphone &dual core strategy as Xiaomi, and branched out to different product categories such as smart TVs, notebook PCs. Xiaomi also forayed into home appliances such as washing machine, and products such as luggage.

2020

On 7 January, Redmi unveiled the Redmi K30 5G, it being Redmi's first 5G handset available in the market. The K30 is powered by the flagship Snapdragon 765G, an Octa-Core Processor clocked at 2.4 GHz. The K30 features a LCD display punch hole camera cutout with 120 Hz refresh rate.

In March, Redmi unveiled the Redmi Note 9 Pro and Redmi Note 9 Pro Max in India. Both handset models are powered by the Snapdragon 720G, an Octa-core Processor

clocked at 2.2 GHz. The Redmi Note 9 Pro features a 48MP quad camera rear setup and 18W fast charge, while the Redmi Note 9 Pro Max features a 64MP quad camera rear setup and 33W fast charge. In the same month, Redmi introduced the Redmi Note 9S to the global market, rebranded from the Indian Redmi Note 9 Pro, both featuring identical design and specifications. Redmi introduced the Indian Redmi Note 9 Pro Max rebranded as the Redmi Note 9 Pro to the global market in May, both featuring identical design and specifications.

On March 24, Redmi unveiled the Redmi K30 Pro. The Redmi K30 Pro has a Sony IMX686 64MP sensor. The K30 Pro is powered by the flagship Snapdragon 865, an Octa-Core Processor clocked at 2.84 GHz. The Redmi K30 Pro is available with

6GB RAM with 128GB UFS 3.0 storage, 8GB RAM with 128GB UFS 3.1 storage and 8GB LPDDR5 RAM with 256GB UFS 3.1 storage.

Redmi introduced a massive 98" Redmi TV MAX at a price of RMB 19,999 which undercuts the massive screen LCD TV market.

On 26 May, Redmi unveiled the Redmi 10X Series, featuring the Redmi 10X Pro 5G, Redmi 10X 5G and Redmi 10X 4G. Both the Redmi 10X Pro 5G and Redmi 10X 5G features the MediaTek Dimensity 820, a 7 nm Octa-core Processor clocked at 2.6 GHz. Redmi 10X 4G features the MediaTek Helio G85, clocked at 2.4 GHz. Along with the introduction of the Redmi 10X Series, Redmi also introduced the Redmi TV X-series, offering big-screen TV at excellent value. Redmi also unveiled a range of notebook PCs featuring AMD Ryzen on the same day.

COMPETITORS OF REDMI

The Indian Smartphone market is one of the fastest growing market segments. The number of players in the market is increasing day by day.

The Major competitors of Redmi in India are Given Below:

SAMSUNG

Samsung Electronics is a South Korean multinational electronics and information company head quartered in Samsung Town, Seoul. It is the flagship subsidiary of the Samsung group. With assembly plants and sales networks in 61 countries across the world, Samsung has approximately 1, 60,000 employees. In 2009, the company took the position of the world‟s biggest IT maker by surpassing the previous leader Hewlett-Packard. Its sales revenue in the areas of LCD and LED displays and memory chips is number one in the world.

Even though a late entrant in the Smartphone market, Samsung with its technology and performance took over the market and became the biggest player in the Smartphone market segment by 2011. The latest premium models of Samsung Smart phones are Samsung Galaxy S9 and S9+.

NOKIA

With around 1,30,000 employees in 120 countries, sales in more than 150 countries and global annual revenue of over 38 billion, it was the world‟s largest manufacturer of mobile phones in 2011, with global device market share of 23% in the second quarter. Nokia was one of the early pioneers in the Smartphone market and the early Nokia phones were based on the Symbian platform. On February 2011 Nokia announced a partnership with Microsoft; all Nokia Smart phones since then were run under Microsoft‟s Windows Phone (WP) Operating System. The first windows phones from Nokia were the WP7.5 Lumia 710 and 800.

Nokia lost the battle to Apple‟s touch screen technology and sold out to Microsoft in 2013 for $7.2 billion. But luck didn‟t favor Bill Gates - Paul Allen founded company and Microsoft sold the brand in two parts in 2016 for $350 million. The brand name was sold to HMD Global, formed mostly by former Nokia employees in Finland. The manufacturing arms of Nokia were bought by iPhone manufacturer Foxconn, which also agreed to build the new Nokia phone for HMD.

Since December 2016, HMD Global has used its brand power to rollout 11 mobile phones in 11 months,with all of them proving to be a success. In fact, Nokia 8, the company‟s flagship product which launched Recently, has taken the challenge to all the big names in the market.

MICROMAX

Micromax is an Indian consumer Electronics Company headquartered in Gurugram Haryana. The Company was established as an IT software company operating in the embedded devices domain; it later entered the mobile handset business. By 2010, it was one of the largest domestic companies making handsets in low cost feature phone segment in India. However the company is facing stiff competition from Chinese companies entered in the Indian Market.

Some of the Latest Micromax Smart phones are Micromax Infinity N12,

Micromax Canvas Infinity etc…

HUAWEI

Huawei devices are a subsidiary of Huawei technologies, a global leader in providing next-generation telecommunications solutions for operators around the world. Serving 45 out of the world‟s top 50 telecom operators and revenues exceeding US$28 billion, Huawei products and solutions have been deployed in over 140 countries and support the communications needs of one third of the world‟s population. In India, Huawei devices has been offering a range of high quality products for the past several years satisfying the needs of nearly 25 million Indian household and enterprises in multiple categories, like Mobile broadband, home convergence products and Smart phones.

Some of the best Huawei Smart phones are Huawei Nova 3i, Huawei P20

Pro etc…

MOTOROLA

Motorola Inc. was an American multinational telecommunications company based in Schaumburg, Illinois, which was eventually divided into two independent public companies, Motorola Mobility and Motorola Solutions on January 4 2011. The first phone to use the newest version of Google open source OS, Android 2.0 was released on November 2009 as the Motorola Droid. In October 2014 Lenovo acquired Motorola Mobility. The Latest Launch of Motorola is Moto G6, Moto G6 plus and Moto One Power.

OPPO

Oppo Electronics Corporation, commonly referred to as Oppo, is a Chinese consumer electronics and mobile communication company, known for its Smart phones, Blueray players and other electronic devices. A leading manufacturer of Smart phones, Oppo was the top Smartphone brand in China in 2016 and was ranked No. 8 worldwide. The brand name Oppo was registered in China in 2001 and launched in 2004. Since then, they have expanded to all parts of the world. They produce phones in their A series, Find series, F Series, N series and R series. Oppo also produces headphones and Blu-ray players under its Oppo Digital brand.The Oppo K-Series is the newest addition of Smart phones under the brand, consistingof the Oppo K1 which was launched in October 2018.

VIVO

Vivo Communication Technology Co. Ltd. (Commonly referred to simply as Vivo, named after the Esperanto word for life) is a Chinese technology company owned by BBK Electronics that makes Smart phones, Smartphone Accessories, Software, and Online services. It was founded in 2009 in Dongguan, China. The company develops software for their phones such as the Vivo App Store, manager included in their proprietary Android-based operating system called Fun touch OS. Vivo joined the ranks of the top 10 Smartphone makers in the first quarter of 2015 with a global market share of 2.7%. With research and development centers in Shenzhen and Nanjing, the company employs 1,600 R&D personnel as of January 2016. Vivo has made numerous phones including several concept phones. Out of them Vivo "V" series are the flagship models of the company.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale basis is a good way to see if they will become repeat customers. Ongoing satisfaction leads to loyalty and repurchase. This chapter makes an analysis of Customer Satisfaction of Redmi Phones.

The Data collected through structured questionnaire from 100 samples are analyzed carefully and interpretations are made accordingly.

For this purpose the methods of percentage analysis and chi square test are applied. Diagrams such as Simple Bar Diagram, Pie Chart, and other charts were employed for presenting the Data.

TABLE 4.1

CLASSIFICATON ON THE BASIS OF AGE IN PALLAVARAM

AGE	NO. OF RESPONDENTS	PERCENTAGE AGE
Below 20	3	3
20 – 30	79	79
30 – 40	9	9
Above 40	9	9
Total	100	100

From the above table reveals that the largest group of customers is the age group of 20-30 years which constitutes 79%, 9% of customers are in the group of 30-40 and above 40. The lowest percentages of customers are below the age of 20.

FIGURE 4.1

CLASSIFICATION ON THE BASIS OF AGE in Pallavaram

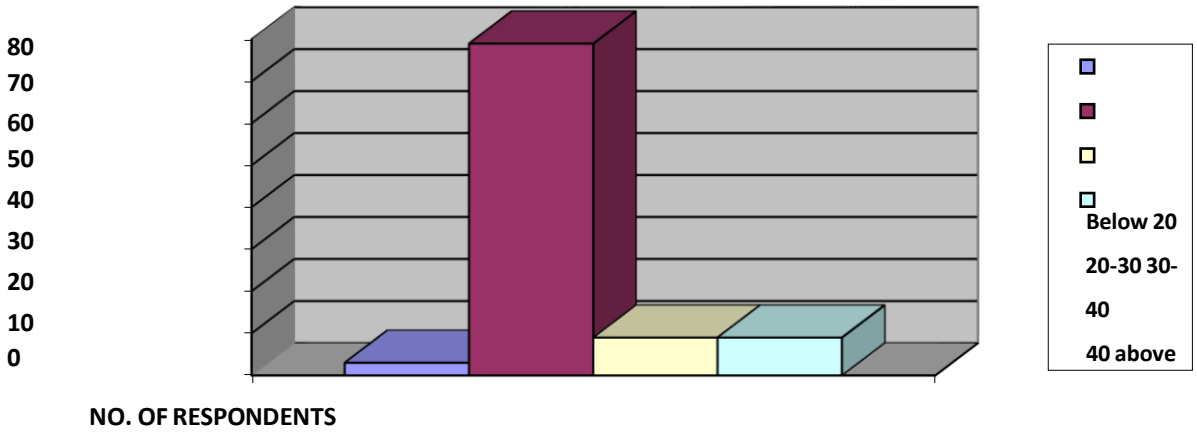


TABLE 4.2

GENDER WISE CLASSIFICATION in Pallavaram

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	56	56
Female	44	44
TOTAL	100	100

Source: Primary Data

The above table shows that 56% of customers are male and 44% are female. There is slightly difference in the number of male and female customers of Redmi phones.

FIGURE 4.2

GENDER WISE CLASSIFICATION in Pallavaram

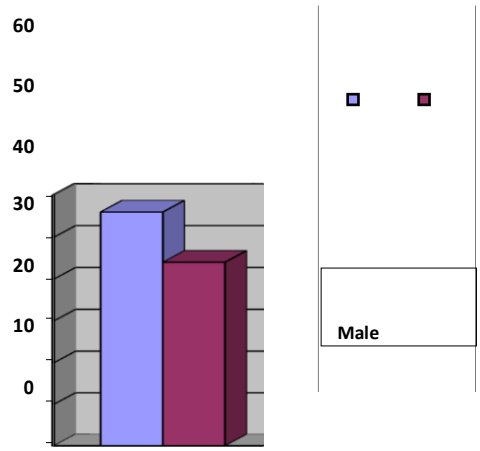


TABLE 4.3

OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF REPONDENTS	PERCENTAGE
Students	52	52
Self employed	10	10
Professional	8	8
Home maker	6	6
Others	24	24
TOTAL	100	100

Source: Primary Data

The above table shows that the largest group belongs to students with 52%. The major of the customer of Redmi users are students. The second sector of occupation represents the others with 24% and 10%,8%,6% customers are self employed, professional, home maker respectively

FIGURE 4.3

OCCUPATION OF THE RESPONDENTS in Pallavaram

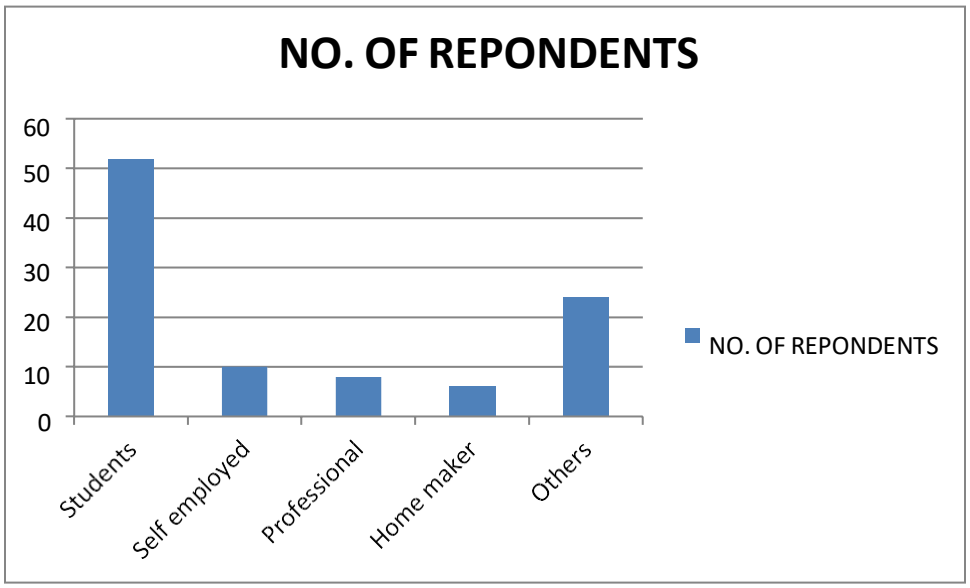


TABLE 4.4

REGULARLY USES OF SMART PHONES in pallavaram

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Yes	98	98
No	2	2
TOTAL	100	100

Source: Primary Data

The above table discloses that 98% customers are use the smart phone regularly and rest of 2% are not use regularly.

FIGURE 4.4

REGULARLY USES OF SMART PHONES in Pallavaram

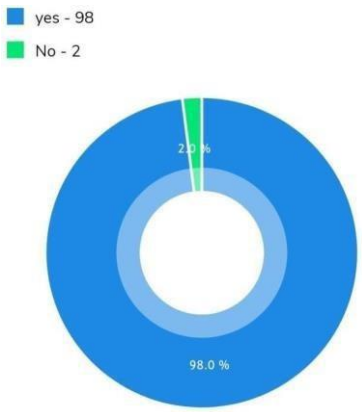


TABLE 4.5

SHOWING HOW LONG SMART PHONE HAVE BEEN OWED
Pallavaram

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Less than 6 months	5	5
Less than 1 year	15	15
More than 1 year	80	80
TOTAL	100	100

Source: Primary Data

The above table states that 80% of customers are owned the Redmi phone before a yearand 15% of customer owned between 6 months to 1 year, another 5% owned in last 6months.

FIGURE 4.5

SHOWING HOW LONG SMART PHONE HAVE BEEN OWED IN PALLAVARAM

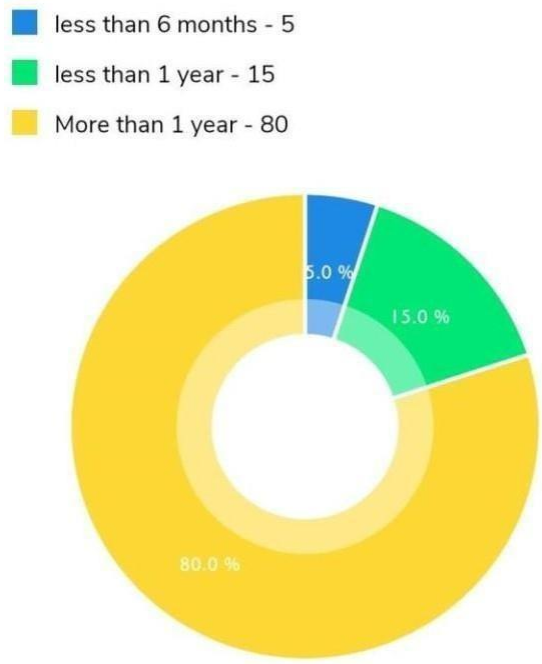


TABLE 4.6

PURPOSE BY THE SMART PHONE IN PALLAVARAM

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Phone calls	28	28
Social media	54	54
Gaming	8	8
Emailing	1	1
Browser	5	5
Others	4	4
TOTAL	100	100

Source: Primary Data

Out of 100 respondents 54% of them use smart phones mainly for social media. Followed by 28% respondents who use phones for calling, where as 8% respondents for gaming and rest of them used for browser, emailing and other activities.

FIGURE 4.6

PURPOSE BY THE SMART PHONE IN PALLAVARAM

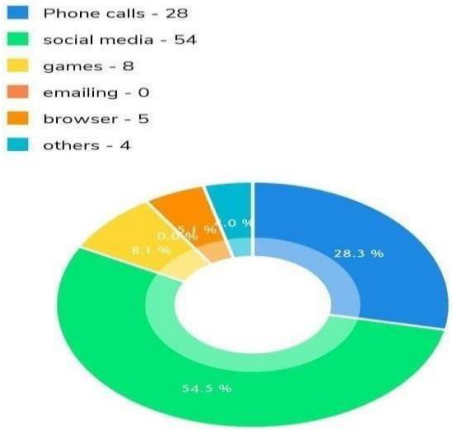


TABLE 4.7

REASON TO PREFER REDMI PHONE

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Due to price	45	45
Due to quality	37	37
Due to design	10	10
I don‟t know	8	8
TOTAL	100	100

Source: Primary Data

Above table reveals that out of 100 respondents 45% prefer Redmi phone of its price, 37% prefer of its quality, 10% prefer of its design of the phone and 8% have no opinion why they prefer the Redmi phone.

FIGURE 4.7

REASON TO PREFER REDMI PHONE IN PALLAVARAM

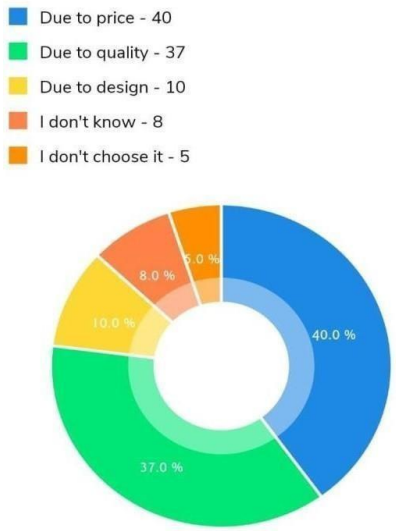


TABLE 4.8

BASED ON PRICE RANGE IN PALLAVARAM

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Less than 10,000	14	14
Less than 20,000	73	73
Less than 40,000	10	10
Less than 60,000	3	3
TOTAL	100	100

Source: Primary Data

The above table shows that majority 73% of customers use the Redmi phone in the price range between 10,000-20,000,14% use below 10,000,10% of customer use the phone in the price range between 20,000-40,000 and only 4% use the price range between 40,000-60,000.

FIGURE 4.8

BASED ON PRICE RANGE
IN PALLAVARAM

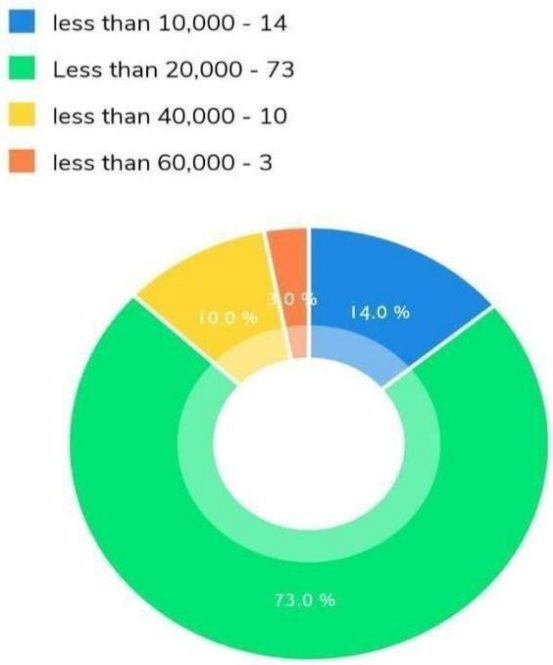


TABLE 4.9
WORTH THE MONEY
IN PALLAVARAM

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Strongly disagree	2	2
Disagree	1	1
Neutral	28	28
Agree	53	53
Strongly agree	16	16
TOTAL	100	100

Source: Primary Data

53% of respondents agree that the phone is worth the cost and 16% of them strongly agree the same. Rests of them 28% respondents have neutral opinion and 2%, 1% are strongly disagree and disagree respectively.

FIGURE 4.9

WORTH THE COST

IN PALLAVARAM

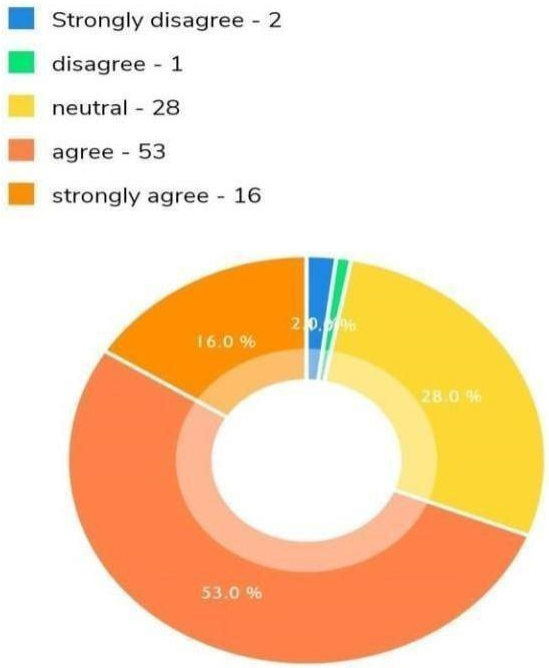


TABLE 4.10

CUSTOMER SERVICE

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Strongly disagree	2	2
Disagree	12	12
Neutral	32	32
Agree	39	39
Strongly agree	15	15
TOTAL	100	100

Source: Primary Data

In this table 39% of the Redmi phone users are agreed with the customer service, while 32% are neutral, where as 15% of customer are strongly agreed with their customer service only 2% of them are strongly disagree with the Redmi phone customer service.

FIGURE 4.10

CUSTOMER SERVICE IN PALLAVARAM

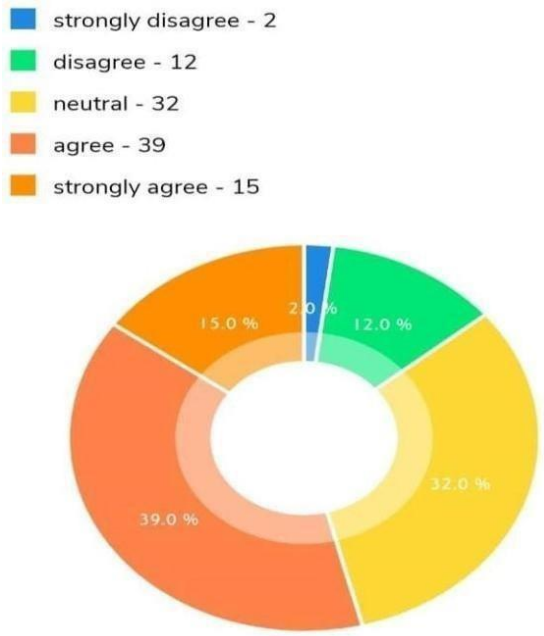


TABLE 4.11

VARIETY MODELS

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Strongly disagree	2	2
Disagree	1	1
Neutral	37	37
Agree	51	51
Strongly agree	9	9
TOTAL	100	100

Source: Primary Data

The above table reveals that the 51% of respondents agree with Redmi phones offering wide variety models of smart phones. 37% of them are neutral opinion, while 9% are with strongly agree and 2%, 1% of respondents are strongly disagree and disagree.

FIGURE 4.11

VARIETY MODELS IN PALLAVARAM

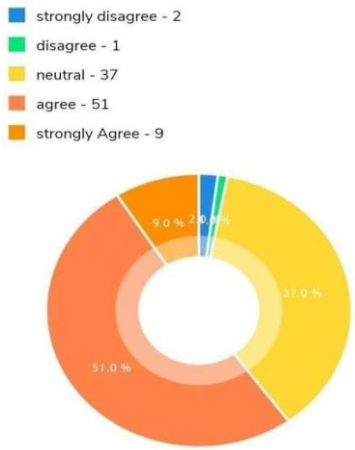


TABLE 4.12

PERIOD OF USAGE IN PALLAVARAM

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Less than 6 months	2	2
Less than 1 year	6	6
More than 1 year	46	46
More than 2 year	46	46
TOTAL	100	100

Source: Primary Data

The above table states that 46% of the respondents phone last for more than 1 and 2 years, where as 6% of respondents phone last less than 1 year and 2% of respondents phone has less than 6 months

FIGURE 4.12

PERIOD OF USAGE IN PALLAVARAM

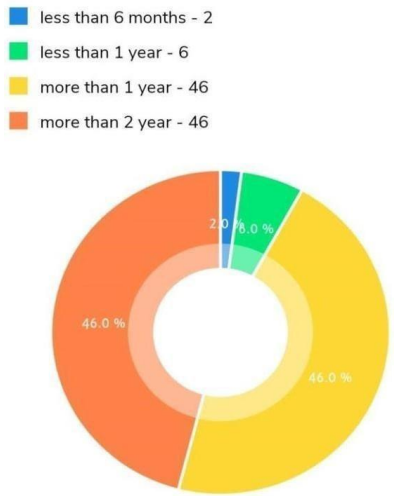


TABLE 4.13

FACTOR EFFECT YOUR PURCHASE IN PALLAVARAM

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Advertisement	10	10
Suggestion from friends and relatives	57	57
Price discount	33	33
TOTAL	100	100

Source: Primary Data

This table reveals that out of 100 respondents 57% came to know about the Redmi Smartphone from friends and relatives, 33% by the price discount and rest 10% through advertisement.

FIGURE 4.13

FACTOR EFFECT YOUR PURCHASE IN PALLAVARAM

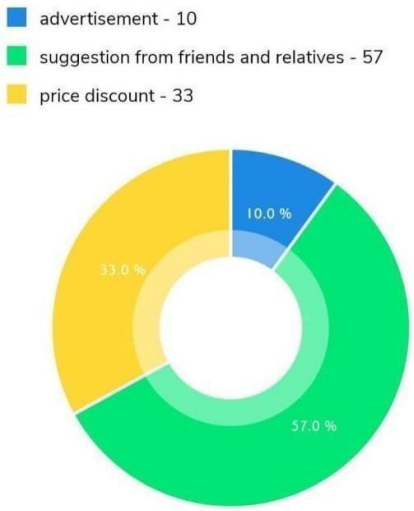


TABLE 4.14

CLARITY OF CAMERA

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Strongly disagree	1	1
Disagree	11	11
Neutral	23	23
Agree	53	53
Strongly agree	12	12
TOTAL	100	100

Source: Primary Data

The above table shows that 53% of respondents are satisfied with the clarity of Redimi phone camera.12% of respondents are strongly agreed with the clarity of camera, whereas 23% are have neutral opinion and rest of respondents are disagree, strongly disagree with 11%,1% respectively for the same.

FIGURE 4.14

CLARITY OF CAMERA IN PALLAVARAM

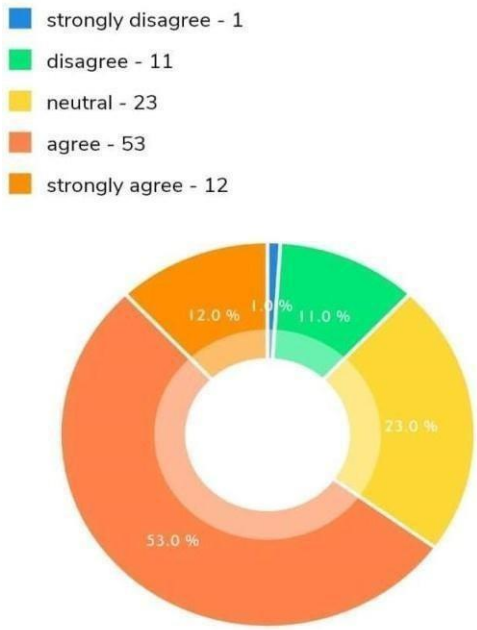


TABLE 1.15

BATTERY CAPACITY

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Strongly disagree	1	1
Disagree	6	6
Neutral	31	31
Agree	50	50
Strongly agree	12	12
TOTAL	100	100

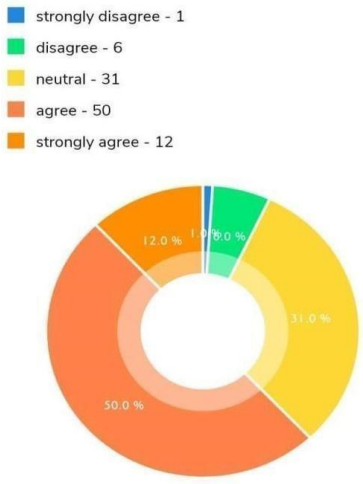
Source: Primary Data

The above table states that out of 100 respondents 50% of them have agreed with the Redmi smart phone battery, while 31% have neutral opinion. 12% of respondents rated the battery is excellent, where as 6% of respondents have disagree and 1% rated as strongly disagree with the same.

FIGURE 1.15

BATTERY CAPACITY

IN PALLAVARAM



PERCENTAGE TABLE 4.16

INTERNAL MEMORY IN PALLAVARAM

OPTIONS	NO. OF REPONDENTS	
Strongly disagree	0	0
Disagree	9	9
Neutral	21	21
Agree	61	61
Strongly agree	9	9
TOTAL	100	100

Source: Primary Data

This table discloses that 61% of the respondents rated as agreed to the internal storage of the Redmi smart phone, where as 21% of them are have neutral opinion for the same and 9% of the respondents stated as strongly agree and disagree opinion.

FIGURE 4.16

INTERNAL MEMORY PERCENTAGE IN PALLAVARAM

TABLE 4.17

PROMOTIONL ACTIVITY

OPTIONS	NO. OF REPONDENTS	
Online offer	47	47
Discount	27	27
Others	26	26
TOTAL	100	100

Source: Primary Data

The above table shows that 47% of the respondents attract the online offer of the Redmi, while 27% of attract discount and 26% respondents attracts other promotional activities.

FIGURE 4.17

PERCENTAGE PROMOTIONAL ACTIVITY IN PALLAVARAM

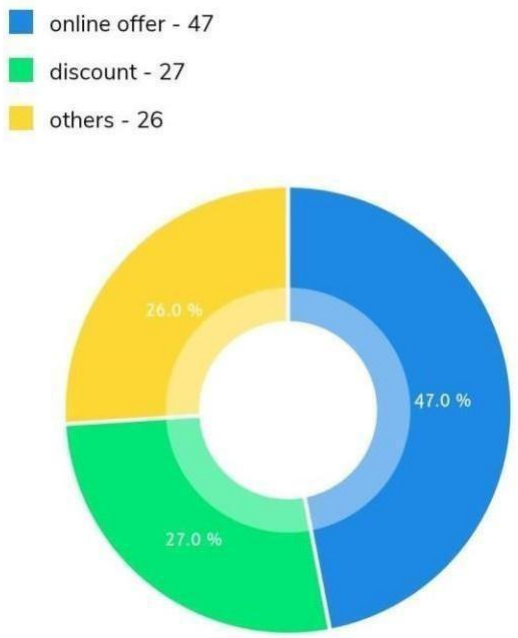


TABLE 4.18

RECOMMEND TO FRIENDS OR RELATIVES

OPTIONS	NO. OF REPONDENTS	
No	13	13
Yes	87	87
TOTAL	100	100

Source: Primary Data

The above table stated that from the 100 respondents 87% of the respondents are recommended redmi smart phones to friends and relatives; where as 13% of they are not interested to recommend to friends and relatives.

PERCENTAGE FIGURE 4.18

RECOMMEND TO FRIENDS OR RELATIVES
IN PALLAVARAM

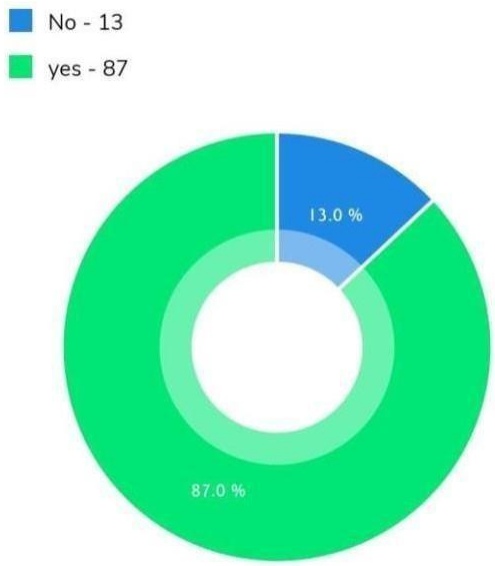


TABLE 4.19

EXPECTED IMPROVEMENT

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Improve quality of camera	39	24.53
Increase the span of battery charge	32	20.13
Reduce the heating	62	38.99
Others	26	16.35

Source: Primary Data

This table reveals that 38.99% expects an improvement in heating issue and 24.53% inquality of camera. 20.13% of respondents expect to improve in battery life, while 16.35% are expect to improve other features

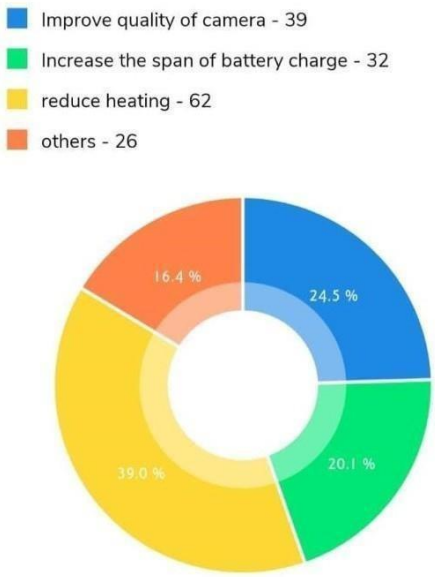


FIGURE 4.19

EXPECTEDIMPROVEMENT

TABLE 4.20

PRICE

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Highly satisfied	36	36
Satisfied	34	34
Neutral	21	21
Dissatisfied	2	2
Highly dissatisfied	3	3
TOTAL	100	100

Source: Primary Data

From this table it is clear that 34% users of Redmi smart phone are satisfied with the price of the phone, where as 36% of the respondents are highly satisfied only 3% is highly dissatisfied

FIGURE 4.20

PRICE OF THE PHONE

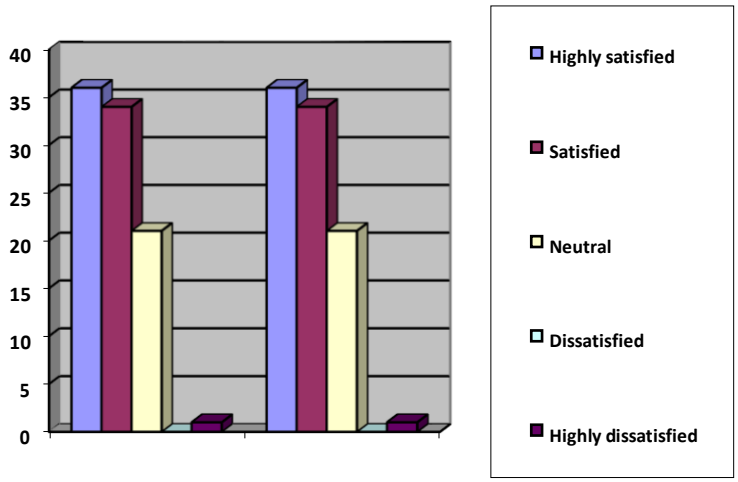


TABLE 4.21

DESIGN OF THE PHONE

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Highly satisfied	16	16
Satisfied	54	54
Neutral	29	29
Dissatisfied	0	0
Highly dissatisfied	1	1
TOTAL	100	100

Source: Primary Data

This table shows that majority (54%) of them are satisfied with design of the phone, 29% are have neutral opinion.16% of users are highly satisfied with the design only 1% have highly dissatisfied for the same.

FIGURE 4.21

DESIGN OF THE PHONE IN PALLAVARAM

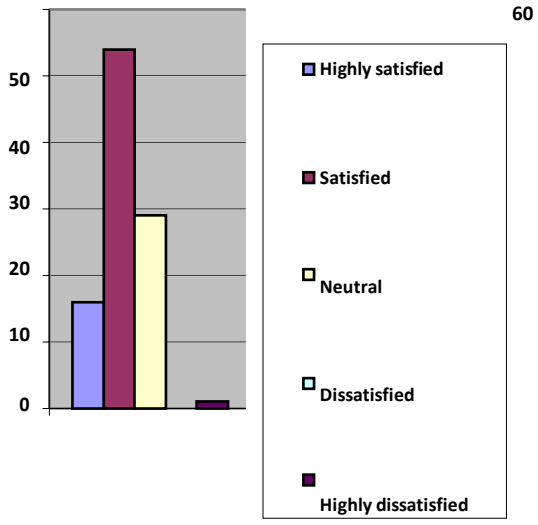


TABLE 4.22

BATTERY PERFOMENCE

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Highly satisfied	22	22
Satisfied	37	37
Neutral	36	36
Dissatisfied	3	3
Highly dissatisfied	2	2
TOTAL	100	100

Source: Primary Data

This table discloses that 37%% of the respondents rated as satisfied to the battery perfomence of the Redmi smart phone, where as 36% of them are have neutral opinion for the same and 22% of the respondents stated as highly satisfied.

FIGURE 4.22

BATTERY PERFOMENCE

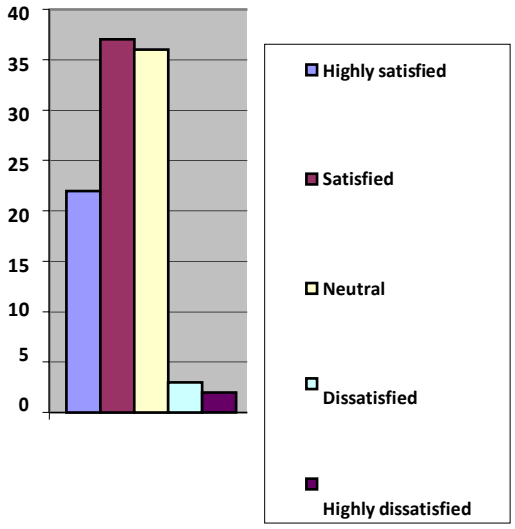


TABLE 4.23

CLARITY

OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Highly satisfied	13	13
Satisfied	53	53
Neutral	28	28
Dissatisfied	5	5
Highly dissatisfied	1	1
TOTAL	100	100

Source: Primary Data

The above table states that out of 100 respondents 53% of them have satisfied with the Redmi smart phone clarity, while 28% have neutral opinion. 13% of respondents rated the clarity is excellent, where as 5% of respondents have dissatisfied and 1% rated as highly dissatisfied with the same.

FIGURE 4.23

CLARITY

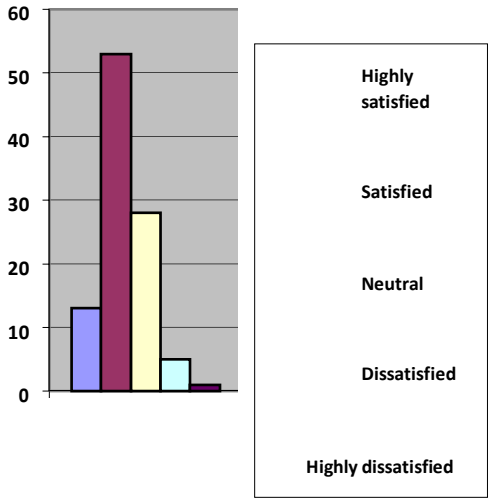


TABLE 4.24

INTERNAL MEMORY

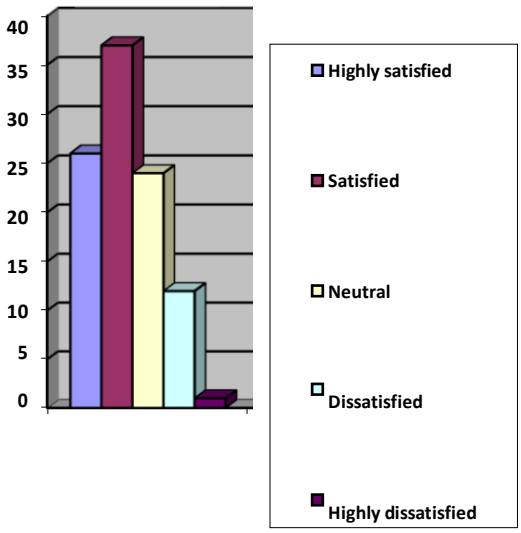
OPTIONS	NO. OF REPONDENTS	PERCENTAGE
Highly satisfied	26	26
Satisfied	37	37
Neutral	24	24
Dissatisfied	12	12
Highly dissatisfied	1	1
TOTAL	100	100

Source: Primary Data

The above table shows that 37%% of respondents are satisfied with the internal memory of Redmi phone.26% of respondents are highly satisfied with the internal memory, whereas 24% are have neutral opinion and rest of respondents are dissatisfied, highly dissatisfied with 12%,1% respectively for the same.

FIGURE 4.24

INTERNAL MEMORY



The factors tested with levene‟s t test by framing the following hypothesis.

H0: There is no significant difference in factors influencing the satisfaction of male and female

H1: There is significant difference in factors influencing the satisfaction of male and female

		Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2tailed)	Decision	
Factors influencing the satisfaction of male and female	Equal variances assumed	.045	.833	-1.051	98	.296	Not significant	H0 accepted
	Equal variances not assumed			-1.054	93.545	.295	Not significant	H0 accepted

TABLE NO 4.25LEVENE'S TEST FOR EQUALITY OF VARIANCES

Source: SPSS Output

The table shows the levene‟s test for equality of variance among male and female respondents. The equality of variance is checked through spss, the result of analysis shows variance is not significant in their factors influencing the satisfaction that means p values are greater than the significance level of 0.05. Thus, the null hypothesis is accepted. It means that male and female have the same factors influencing the satisfaction.

H0: There is no significant difference in factors influencing the purchase decision of male and female

H1: There is significant difference in factors influencing the purchase decision of male and female

TABLE NO 4.26LEVENE'S TEST FOR EQUALITY OF VARIANCES

		Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2tailed	Decision	
Factors influencing the purchase decision of male and female	Equal variances assumed	1.388	.242	-1.182	98	.240	Not significan	H0 accepted
	Equal variances not assumed			-1.197	96.182	.234	Not significan	H0 accepted

Source: SPSS Output

The table shows the levene‟s test for equality of variance among male and female respondents. The equality of variance is checked through spss, the result of analysis shows variance is not significant in their factors influencing the purchase decision that means p values are greater than the significance level of 0.05. Thus, the null hypothesis is accepted. It means that male and female have the same factors influencing thepurchase decision.

Chapter – 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- It reveals that the largest group of customers is the age group of 20-30 years which constitutes 79%, 9% of customers are in the group of 30-40 and above 40. The lowest percentages of customers are below the age of 20.
- Majority of the Redmi phone users are from male category.
- It is clear that the largest group belongs to students.
- It shows that 98% customers are use the smart phone regularly and rest of 2% are not use regularly.
- It prove that 80% of customers are owned the Redmi phone before a year and 15% of customer owned between 6 months to 1 year, another 5% owned in last 6months.
- Out of 100 respondents 54% of them use smart phones mainly for social media. Followed by 28% respondents who use phones for calling, where as 8% respondents for gaming and rest of them used for browser, emailing and other activities.
- It reveals that out of 100 respondents 45% prefer Redmi phone of its price, 37% prefer of its quality, 10% prefer of its design of the phone and 8% have no opinion why they prefer the Redmi phone.
- The majority 73% of customers use the Redmi phone in the price range between 10,000-20,000,14% use below 10,000,10% of customer use the phone in the price range between 20,000-40,000 and only 4% use the price range between 40,000-60,000.
- The study identify53% of respondents agree that the phone is worth the cost and 16% of them strongly agree the same. Rests of them 28% respondents have neutral opinion and 2%, 1% are strongly disagree and disagree respectively.
- 39% of the Redmi phone users are agreed with the customer service, while 32% are neutral, where as 15% of customer are strongly agreed with their customer service.

- Majority of respondents came to know about the Redmi Smartphone from friends and relatives.
- It shows that 53% of respondents are satisfied with the clarity of Redimi phone camera.12% of respondents are strongly agreed with the clarity of camera.
- The study reveals that 38.99% expects an improvement in heating issue and 24.53% in quality of camera. 20.13% of respondents expect to improve in battery life, while 16.35% are expect to improve other features.
- By levenes test, the result of analysis shows that variance is not significant in their factors influencing the satisfaction that means p values are greater than the significance level of 0.05. Thus, the null hypothesis is accepted. It means that male and female have the same factors influencing the satisfaction.
- The result of analysis shows variance is not significant in their factors influencing the purchase decision that means p values are greater than the significance level of 0.05. Thus, the null hypothesis is accepted. It means that male and female have the same factors influencing thepurchase decision.

5.1 SUGGESTIONS

Based on the findings of the following suggestions are put forwarded,

- More importance should be given to resolve the heating problem which is a major trouble faced b customers.
- Improve the camera performance in the upcoming launches.
- As majority of respondents had purchased their smartphones through online platform there for the company should avoid flash sales as it actually pulls back the customers from the product.
- The company should ensure the availability of product in offline markets also, in order to make it available for the customer who has limited access to online facilities.
- Company should take step to span the battery performance of the smart phones.
- Company wants to invest in advertisement to increase the customers.

5.2 CONCLUSION

There was a time when Chinese products were considered cheap and not durable in India, those times are long gone. Now, especially in the smartphone market Chinese companies are finding their feet in the Indian market. They have started to firmly root themselves and push away the competition around them. Winning consumer confidence was one of the major breakthroughs that have helped Chinese smartphone manufacturers to gain ground.

India is an extremely important market for Redmi globalization strategy. It was very important as Redmi during brand equity as well as market share in the country, and its efforts were validated in the recent report from Indian Market Research Bureau were it was declared as the company that offers best in class service delivery.

In the 21st century most businesses have begun to transact online and buyers no longer need to go out from their house and go through all the hassles just to buy certain products. Redmi took advantage of the changes in the world of internet and succeeded. Innovations, correct pricing and understanding of the market place are the reasons for Redmi‟s success. The company does a lot of innovation on both the software and hardware side. By understanding the market requirements Redmi scaled up the ladder of success.

From the study on customer satisfaction of Redmi Smartphones, we can arrive at the conclusion that it provides high level of satisfaction to its customers. The respondents are satisfied with their Redmi smartphone. This study reveals that majority of the respondents are satisfied, only few are not satisfied with Redmi Smartphones. In the upcoming launches, by making improvements in Camera Quality, resolve heating and other defaults observed in this study, Redmi can conquer Indian smartphone market in future. Nonetheless the study conducted among 100 Redmi smartphone users through Questionnaire designed to find their level of satisfaction and purchase decision, on basis of which some suggestions are provided which implemented, can definitely improve the level of satisfaction and purchase decision.

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APPENDIX

QUESTIONNAIRE

- Name:
- Age:
- Place:
- Gender:
- Occupation:
- Qualification:

1. Do you regularly use smart phone?

   Yes ○

   No ○

2. How long have you owned your smart phone?

   Less than 6 months ○

   Less than 1 year ○

   More than 1 year ○

3. For which of the following activities you do use the phone most?

   Phone calls ○

   Social media ○

   Games ○

   Emailing ○

   Browser ○

   Others ○

4. Why do you prefer Redmi smart phones?

Due to price ○

Due to quality ○

Due to design ○

I don‟t know ○

I don‟t choose it ○

5. What is the range you are willing to pay for Redmi phones?

Less than 10,000 ○

Less than 20,000 ○

Less than 40,000 ○

Less than 60,000 ○

6. Is the phone worth the cost?

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

7. Is Redmi phones have excellent customer service (like convenient repairlocation, reasonable repair charge)

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

8. Redmi phones offer very large variety of models to choose?

Strongly disagree ○

Disagree ○

Neutral ○

Agree ○

Strongly agree ○

9. How long does your phone last?

Less than 6 months

Less than 1 year

More than 1 year

More than 2 year

Which of the following factor affect your purchase?

Advertisement

Suggestions from friends and relatives

Price discount

10. Are you satisfied with clarity of the camera?

Strongly disagree ○

Disagree ○

Neutral ○

Agree ○

Strongly agree ○

11. Redmi phones have long – lasting battery

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

12. Does the storage space of phone satisfy you?

Strongly disagree

Disagree

Neutral

Agree

Strongly agree ○

13. Which promotional activity attracts you the most?

Online offer

Discount

Others

14. Would you recommend Redmi phones to friends and relatives?

Yes ◯

No ◯

15. Please give tick mark for the following suggestion?

Improve quality of camera

Increase the span of battery charge

Reduce heating

Others

16. For the following attribute, give ranks according to your preference (highly dissatisfied-5,dissatisfied-4, neutral-3, satisfied-2, highly satisfied-1)

	5	4	3	2	1
Price					
Design					
Battery charge					
Clarity					
Storage space					

17. With which of the following factor you are not satisfied (highly dissatisfied-5, dissatisfied-4, neutral-3, satisfied-2, highly satisfied-1)

	5	4	3	2	1
Camera					
Charging support					
Price					
Heating					

A STUDY ON MARKETING STRATEGY OF

PATANJALI AYURVEDA

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

A PROJECT

Submitted by

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173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "**A STUDY ON MARKETING STRATEGY OF PATANJALI AYURVEDA"** is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out **under the supervision of M.M.Shanmugapriya M.E., M.B.A., ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,** Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

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PLACE: CHENNAI

DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"A STUDY ON MARKETING STRATEGY OF PATANJALI AYURVEDA"** submitted by **TINKI DINESH R** (**Reg. No: U20BC241)**, **UMA MAGESHWARI P**(**Reg. No: U20BC242), VEERABATHIRAN S**(**Reg. No: U20BC243), VENKATESH R**(**Reg. No: U20BC244), VENKATESH R**(**Reg. No: U20BC245)** for the degree of Bachelor of Commerce**, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai **M.M.SHANMUGAPRIYA M.E., M.B.A.,**

Date : **(Research Supervisor)**

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CHAPTER -1
INTRODUCTION

INTRODUCTION TO THE STUDY

Patanjali Ayurved Limited is an Indian consumer goods company. Manufacturing units and headquarters are located in the industrial area of Haridwar while the registered office is located at Delhi. The company manufactures mineral and herbal products. It also has manufacturing units in Nepal under the trademark Nepal Groundhog and imports majority of herbs in India from Himalayas of Nepal. [7][8]

According to CLSA and HSBC, Patanjali is the fastest growing FMCG company in India. It is valued at 30 billion (US$420 million) and some predict revenues of 5,000 crore (US$700 million) for the fiscal 2015–16. Patanjali declared its annual turnover of the year 2016-17 to be estimated ₹10,216 crore (US$1.4 billion). Baba Ramdev has stated in his interview with CNN-News18 that profit from Patanjali Products goes to charity.

Acharya Balkrishna established Patanjali Ayurveda Limited in the year 2006 taking inspiration from YOGRISHI BABA RAMDEV for the objective of establishing science of Ayurveda in accordance and co-ordinating with the latest technology and ancient wisdom.

Patanjali Ayurveda was first started by manufacturing Medicinal Products. Gradually they have expanded their range from medicines to food items and cosmetics. In March 2012, when Ramdev has announced his entry into fast moving consumer goods and Herbal Retail Markets with his “SWADESHI” line of products, the Yoga Guru today has emerged as one of India’s more successful brands in the otherwise less penetrated rural markets too as his 150-200 dedicated outlets in 2012 have grown to almost 4000 now, prompting Ramdev to sell the FMCG range in the open market too. Patanjaliayurved.net domain is owned by Patanjali Ayurved Limited incorporated in 2006 under Companies Act, 1956 with its registered office at D-26, Pushpanjali Bijwasan Enclave, New Delhi - 110061. Patanjaliayurved.net is the official online Patanjali store of Patanjali Ayurved Limited. Full range of best quality, trusted Patanjali products are now just a click away from your door step. They are dedicated for best service, quality products, real time.

HISTORY

Baba Ramdev established the Patanjali Ayurved Limited in 2006 along with Acharya Balkrishna with the objective of establishing science of Ayurveda in accordance and coordination with the latest technology and ancient wisdom.

UNITS OF PATANJALI AYURVEDA LIMITED

Already 12 successful units running including units for packaging materials and Containers
e.g., flour mill, candy plant, herbal cosmetics and detergent plant, digestive Unit,
juice plants etc.

Co- packing facility: Tetra pack multi-fruit juice processing line Nutraceuticals processing line Sale Channels: Patanjali brand with national and international reach, more than 85000 Retail channels- accessible to Patanjali products.

EMPLOYMENT GENERATION

Currently PAL employs more than 6000 laborers in its processing activities. More than 400 Sales Staff. PAL has more than 300 technically qualified employees. PAL has provided more than 2.00 Lac indirect employment.

RESEARCH METHODOLOGY

Attaining accuracy in any research requires in depth study regarding the subject. As the prime motive of the project is to know the marketing strategies of Patanjali Ayurveda and how it is affecting Indian Economy.

Type of Research: Descriptive Research includes Surveys and Fact findings enquiries of different kinds. The main characteristics of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening.

DATA SOURCES: There are two types of Data. Source of Primary Data for the present study is collected through questionnaire and answered by the consumer of Patanjali Ayurveda. The Secondary Data is collected from Journals, Books and through Internet Search.

PRIMARY DATA: The data that is collected first hand by someone specifically for the purpose of facilitating the study is known as primary data. So, in this research the Data is collected from respondents through questionnaire.

SECONDARY DATA: For the company information I had used secondary data like Brochures, web site of the company etc. The method used by me is Survey Method as the research done is Descriptive Research.

RESEARCH INSTRUMENTS: Selected instruments for Data Collection for survey is Questionnaire.

SAMPLE UNIT: 50-60 Respondents of different age groups, different professional and of different gender.

SAMPLING DESIGN: Convenience sampling.

SAMPLING TOOLS: Pie charts, Averages graphs, Ratio Analysis graphs.

OBJECTIVES

The main objectives to study this project is to know about the different strategies of Patanjali Ayurveda.

- To Find out how the digital marketing strategies have affected the sale of Patanjali products.
- To Study, the increasing growth of profit of Patanjali Products.
- To Study, the factors responsible for growth.
- To Study, the consumer behaviour with respect to Patanjali products.

HYPOTHESIS

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research Has Been done, apart from a basic background review. You ask a question, read up on what has been studied before, and then form a hypothesis.
A hypothesis is usually tentative; it's an assumption or suggestion made strictly for the Objective of being tested.

THERE ARE TWO TYPES OF HYPOTHESES

NULL HYPOTHESIS

The null hypothesis reflects that there will be no observed effect in our experiment. In a mathematical formulation of the null hypothesis, there will typically be an equal sign. This hypothesis is denoted by H0. There is no significance difference between the age groups on the consumers buying behaviour.

ALTERNATE HYPOTHESIS

The alternative or experimental hypothesis reflects that there will be an observed effect for our experiment. In a mathematical formulation of the alternative hypothesis, there will typically, be an inequality, or not equal to symbol. This hypothesis is denoted by either Ha or by H1. There is a significance difference between the age groups on the consumers buying.

SCOPE OF STUDY

The research provided fruitful information about Patanjali Ayurveda Kendra Pvt Ltd. For conducting the research, the target population was Childrens, Mens and Women. The project data was collected and analysed by creating google forms and through the survey method.

LIMITATIONS OF STUDY

1) Time Constraints.
2) Limited number of Respondents.

3) Couldn't visited to the head office.

4) The data obtained in some cases may be biased.

5) Difficulty in communicating within the city while conducting the survey.

6) The information obtained from the consumers based on questionnaire was assumed to be factual

7) Since the survey is based on sampling method, it does not disclose the character of the entire customer.

8) Product unavailability in the market is one of the biggest limitations for the Patanjali Ayurveda.

TABLE 1.1

SAMPLE SIZE OF THE STUDY

Variables	Sub Samples	No. of. Respondents	Percentage
Gender	Male	128	64.0
	Female	72	36.0
Occupation	Business	20	10.0
	Employees	28	14.0
	Students	60	30.0
	Agriculture	28	14.0
	Daily wages	24	12.0
	House wife	40	20.0
Family members	Less than 3	44	22.0
	3-5	120	60.0
	Above 5	36	18.0
Income group	Less than 10,000	20	10.0
	10,001-20,001	84	42.0
	20,001-30,000	60	30.0
	Above 30,000	36	18.0

DATA COLLECTION OF THE STUDY

The data collection of this study is collected through questionnaire from respondents.

1. Do you use Patanjali Ayurveda Products?
2. Which category products of Patanjali Ayurveda you use?
3. How frequently you use the Patanjali Ayurveda products?
4. Would you like to recommend Patanjali Ayurveda Products to others?
5. Why do you use choose Patanjali Ayurveda Products?
6. From where do you purchase the Patanjali Products?
7. Have you seen any tangible health benefits of using Patanjali Ayurveda products?
8. Do you find them affordable?
9. Would you like to switch brand in near future?
10. Is the huge rise of Indigenous Patanjali Ayurveda products good for our country?
11. Is it good to buy a Patanjali Ayurveda product for our Indian Economy?

TECHNIQUES AND TOOLS USED FOR RESEARCH

- Probably used survey method for research project
- Gathered some information from company website
- Gathered information from goggle form
- Visited my friends store for product information

CHAPTER -2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

PATANJALI started off manufacturing bulk ayurvedic medicines later Branching its operations into FMCG markets as well. Since, the FMCG Market has low entry barriers, Patanjali soon established itself as a Major consumer goods' manufacturer. The recent trends clearly imply That the company's priorities are shifting from medicines to consumer Goods, perhaps because the net revenues earned through FMCG are on Par with ayurvedic medicines. Patanjali as a brand currently has more than 350 products from Soap to Toothpaste and from Oats to Health drinks. The 2014-2015 Revenue of Patanjali Ayurveda crosses Rs. 2000 crore figures. In January 2016, IIFL said "Patanjali Ayurveda Ltd has, in a short span of less than a decade, recorded a turnover higher than what several Companies have managed to achieve over several decades. There is No doubt that Patanjali is a disruptive force in the FMCG space and is A credible threat for the incumbents." The industrial data indicates That the brand has a market share of 4-5%.

DEFINITIONS OF THE TERMS

MARKETING:

Marketing is the subject of the Management of exchange Relationships. The American Marketing Association has defined marketing as "the activity, set of institutions, and processes for creating, communicating, Delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". The technique used in marketing include choosing target Markets through market analysis and market segmentation, As well as understanding methods of clout on the Consumer behaviour. From a societal point of view, marketing provides the link Between a society's material requirement and its economic Pattern of response. This way marketing satisfies these needs and wants through the advancement of the exchange Processes and the building of long-term relationship. In the case of non-profit organization marketing, the aim is to Deliver a message about the organization's services to the Applicable audience. Government often employee marketing to communicate messages with a social aspiration, such as a public health or safety message, to citizens.

MARKETING STRATEGIES

A Marketing Strategy is a process or model to allow a company or organization to focus limited resources on the best opportunities to increase sales and thereby accomplish a sustainable competitive advantage. Two major troop of marketing strategies can be distinguished:

(a) Strategies, which how to clout the relevant market.

(b) Strategies, which describe, to which extend an organization Employees "power" or "force" to tackle market related issues.

For, (a) 4 different types can be differentiated:

Segment Strategies: Which market in terms of product/customer-Combinations will be managed? Which products and /or services Will be offered to which customer segment?

Strategies for market stimulation: Which marketing instruments will Be employed in order to develop certain preferences?

Strategies for market itemization: Which fundamentals market items (In term of structures) are useful? Does the organization employee mass Marketing or segment marketing techniques? Does the organization cover the entire market or "only" part of this market?

Strategies for market areas: Which areal dimensions should be used to Implement strategy?

For, (b) 3 types can be distinguished, too.

Pull back Strategy: To make a strategic withdrawal (in military terms: A fall back strategy) **Assert Strategy:** to assert and to extend a certain position Competition Strategies.

MARKETING

Marketing involves a number of activities. To begin with, an organization may decide on its target groups of customers to be served. Once the target group is decided, the product is to be placed in the market by providing the appropriate product, price, distribution and promotional Efforts. These are to be combined or Mixed in an appropriate proportion so as to achieve the marketing goal.

Such mix of product, price, promotion and distribution efforts is known as “Marketing Mix”.

According to the Philip Kotler’ “marketing mix is the set of controllable Variables that the Firm can use to influence the buyer’s response”.

The controllable variables in this context refers to the 4 ‘P’s *price, Place(distribution), product and promotion]. Each firms strive to Build up such a composition of 4 ‘P’s, which can create highest Level of customer satisfaction and at the same meet its Organizational objectives. Thus, this mix is assembled keeping In the mind needs of target customers, and its varies from one Organization to another depending upon its available resources And marketing objectives.

Let us now have a brief idea about the four components of marketing mix:

Product: Products refers to the goods and services Offered by the organizations. A pair of shoes, a plate of Dahil-Vada and a lipstick, all are products. All these is Purchased because they satisfy one or more of our Needs. We are paying not for the tangible products but for the benefit it will provide. So, in simple words, products can be described as a bundle of benefits which a Marketer offers to the consumer for the price. While buying a pair of shoes, we are actually buying comfort for Our feet. While buying a lipstick we are actually paying for beauty Because lipstick is lightly to make us look good. Product can also Take the form of a service like an air travel, telecommunications Etc. Thus, the term product refers to goods and services offered by the organization for Sale.

Price: Price is the amount charged for a product or service. It is the second Most important element in the marketing mix. Fixing the price of the product Tricky job. Many Factors like Demand for a product, cost involved, consumers Ability to pay, prices charged by the competitors for similar Products, government restrictions etc. have you be kept in mind While fixing the price. In fact, pricing is a very crucial Decision area as it has effect on demand for the product and Also on the profitability of the firm.

Place: Goods are produced to be sold to the consumers. They must made available to the consumer at a place where They can conveniently make purchase. Woollens are Manufactured on a large scale at Ludhiana and you purchase Them at a store from the nearby market of your town. So, it is Necessary that the product is available at shops in your town. This involves a chain of individuals

and institutions like Distributors, wholesalers and retailers who constitute Firms distribution network (also called as channel of Distribution). The organization has to decide whether to Sell directly to the retailer or through the distributors/wholesalers etc. It can even plan to sell it Directly to the consumers. The choice is guided by the Host of factors about which you will learn later.

Promotion: If the product is manufactured keeping the Consumers needs in mind, is rightly priced and made Available at outlets convenient to them but the consumers is Not made aware about its price, features, availability, Etc., its marketing efforts may not be successful. Therefore, Promotion is an important ingredient of marketing mix as it Refers to a process of informing, persuading and influencing a Consumer to make choice of the product to be bought, Promotion is done through means of personal selling, Advertising, publicity and sales promotion. It is done Mainly with a view to provide information to Prospective consumers about the availability, characteristics and uses of a product. It arouses potential Consumers interest in the product, compare it with competitor's product and make His choice.

CHAPTER – 3

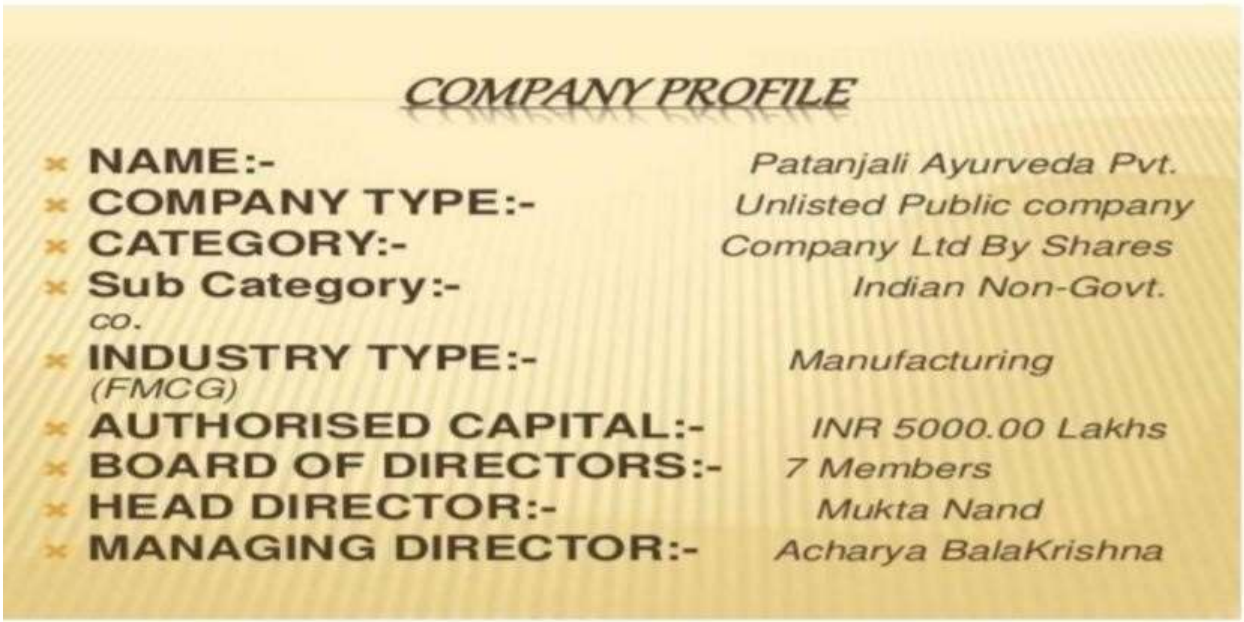
COMPANY PROFILE

COMPANY PROFILE

Patanjali Ayurved Limited, the fastest growing FMCG Company in the Country is a mineral and herbal products company established in 2006 and Headquartered in the industrial areas of Haridwar. The products offered by the company are in the personal care and foods segments including baby Care and beauty products.

Currently it has around 450 different kinds of products and it also Manufactures over 300 medicines for the treatment of a range of body Ailments. The company claims that all its products are made from Natural components and Ayurveda. Patanjali's Dant Kanti, Ghee, KeshKanti, herbal bath soap and honey are some of the its best-selling Products which have propelled the growth of this company. Patanjali's Noodles were an attempt to promote a healthier eating habit in the kids of the country.

The reasons for the success of the company are two folds; one is the shift in the lifestyle of the Indian customers towards using more natural and Ayurvedic products, the second reason is that the Patanjali products are Significantly less expensive than other personal care and food products in the market. This has made a significant proportion of Indian middle class to move towards Patanjali



PRODUCTS CATELOG/LIST

Founded in 2007, Delhi based Patanjali is India´s fastest growing Consumer products brand, cofounded by Baba Ramdev, Yoga guru, and Acharya Balkrishna, an Ayurveda expert. They have grown 10 times in Revenue in just 5 years, earning 20 billion in FY2015.

They have a wide product line ranging from home care, cosmetics, health, Food and beverage sand health drinks.

All their products are either 100% natural or with the minimum of chemical Ingredients.

The Soundarya Face Wash is highly popular with only natural ingredients In it's such as Tulsi, amla, aloe vera, neem and orange peel extract. The Patanjali Sunscreen is all natural, made of cucumber, wheat germ, mango Ginger, turmeric, fenugreek, aloe Vera, coconut oil and with an SPF 30.

Their Coconut Hair washes shampoo consists of coconut oil, henna, Methi, bhringraj, and ghritkmari. Their Anti-Wrinkle Cream is one of the most affordable creams in that category.

Apart from the above-listed products, some of the other most popular And highly rated products include the Aloe Vera gel, Multani Mitti Soap, Tejus beauty cream, Badam Rogan,Divya Kanti Lep face mask,Boro Safe Antiseptic Cream, rose water and more. For overall health, try their Amala juice which can be mixed with their Aloe Vera juice to curemany ailments naturally.

You can buy Patanjali Products from Flipkart or Amazon

Sheetal Oil, a potent combination of sesame, mint, tulsi, amla, clove, Nilgiri and bringraj, is great to bring relief from many problems such as Sleeplessness, headache, cold, body pains, stress, dandruff, hair fall etc.

Their herbal toothpaste, Dant Kanti is a highly effective product Containing babul and akarkara,curing many tooth ailments such as tooth Pain, gingivitis, bad breath etc. The deep brown color and the strong Pungent taste of the toothpaste might not appeal to some. Their Divya Sanjivani Vati is great to fight against seasonal flu, cold, fever etc and Build overall immunity.

Patanjali's skin care products, therefore, offer a great alternative as they are derived from

Here is the complete list of Baba Ramdev's Patanjali Products: -

CONTENTS

Skin Care Products by Swami Ramdev

Hair Care Products

Toiletries Products

Herbal Home Products by Baba Ramdev

Health Care

Food Products

TABLE 3.1

SKIN CARE PRODUCTS BY SWAMI RAMDEV

A glowing skin makes a mighty difference to how the world Perceives your beauty. With the amount of pollution and Stress we go through every day, there is an urgent need to Take care of our skin. This helps in feeling rejuvenated as well As in preventing early aging.

With skin care products, a massive concern always remains about the chemicals that Are used in cosmetics. Moreover, several foreign brands also tend to be tested on Animals which is a major ethical concern. Similarly, imported products sometimes Also contain animal-derived matter which is a strict no-no for vegetarian's herbs and 100% natural.

Here's the detailed list of all skin care options in the Patanjali bouquet:

NEEM TULSI FACE WASH	60gm	45
ALOE VERA GEL	150gm	80
HONEY ORANGE FACE WASH	60gm	45
SAUNDRA FACE WASH	60gm	60
LEMON HONEY FACE WASH	60gm	45
PATANJALI ACTIVATED CARBON FACIAL FORM	60gm	60
FACE PACK MULTANI MITTI	60gm	60
ORANGE ALOE VERA FACE WASH	60gm	45
ROSE FACE WASH	60gm	45

Face cream

SAUNDARAYA ANTI AGING CREAM	15gm	300
SAUNDARAYA SWARN KANTI FAIRNESS CREAM	15gm	399
ALOE VERA MOISTURISING CREAM	50gm	75
SUNSCREEN CREAM	50gm	100
MOISTURISING CREAM	50gm	75

BEAUTY CREAM	50gm	75
ANTI WRINKLE CREAM	50gm	150
CRACK HEAL CREAM Shave Gel	50gm	60
SHAVE GEL Face scrub	50gm	40
APRICOT FACE SCRUB	60gm	60

TABLE 3.2

HAIR CARE PRODUCTS

The hair of Indian women is considered to be their pride. Indeed, of all the countries in the world, Indians are envied for their lush black hair. But in these days of mighty Air pollution and vehicular smoke, keeping your hair clean and well-maintained can be Quite a task Moreover, shampoo brands by multi-nationals tend to position themselves as containing fancy Ingredients like "Pro nourishment", "Beta-carotene" etc. No one really knows what this Ingredient are. For all you know, these are heavy lab-created chemicals which will give your hair A temporary shine but damage it in the longer run. The secret behind the glorious hair of Indians is the time-honoured tradition of Ayurveda. We have All used shikakai at some point in our life to make our hair lustrous. Patanjali's hair products Bring the same Ayurvedic formulations in a bottle. Here is the complete range of Patanjali's hair Care products.

Shampoo

KESH KANTI NATURAL POUCH	8 gm	2
KESH KANTI NATURAL	200 ml	75
KESH KANTI ALOE VERA HAIR CLEANSER	200 ml	75

Hair oil

KESH TAILA	100ml	85
AMLA HAIR OIL	100 ml	40
SHEETAL OIL	100 ml	55
KESH KANTI HAIR OIL	120 ml	130
COCONUT OIL	200 ml	65

Conditioner

CONDITIONER DAMAGE CONTROL	100 gm	60
HAIR CONDITIONER COLOUR PROTECTION	120gm	60
HAIR CONDITIONER OLIVE ALMOND	100 gm	60
HERBAL MEHANDI	100gn	35
KESH KANTI HAIR CONDITIONER	100gm	75

Body care

GULAB JAL	120 ml	30
SAUNDARYA MYSORE SUPER SANDAL BODY CLEANSER	7 gm	35
KANTI HALDI CHANDAN BODY CLEANSER	150 gm	25

KANTI PANCHGAVYA	75 gm	13
KANTI NEEM	75 gm	15
LEMON BODY CLEANSER	125 gm	45
SAUNDARYA CREAM BODY CLEANSER	75 gm	40
PEEDANTAK OIL	100 ml	60
LEMON HONEY KANTI BODY CLEANSER	75 gm	19
KANTI HALDI CHANDAN	75 gm	13
PATANJALI MINT TULSI	75 gm	24
MOGRA BODY CLEANSER	75 gm	25
MULTANI MITTI BODY CLEANSER	75 gm	35
KANTI ROSE	75 gm	19
KANTI ALMOND KESAR	75 gm	19
OJAS AQUAFRESH	75gm	24
PATANJALI ROSE BODY CLEANSER	125 gm	45
KANTI ALO VERA BODY CLEANSER	150 gm	25
AQUA FRESH BODY CLEANSER	75 gm	24
CRACK HEEL CREAM	50 gm	60

TABLE 3.3

TOILETRIES PRODUCTS

Soaps, shaving creams, detergents: there is so much variety available in the products That sometimes it becomes hard to make a choice. Moreover, it often happens that we Have to purchase different brands in order to meet our daily need of toiletries. For example, a company that makes shaving cream might not manufacture detergent. Similarly, you don't want to use some random product that contains chemicals for Washing Your little infants. Thankfully, Patanjali offers all the toiletries products that you need under one Single umbrella. And the fact that these products are natural and contain no Chemicals is definitely an added bonus.

Here is a complete list of Patanjali's toiletries products:

DETERGENT POWDER SUPERIOR	1kg	65
Detergent cake DETERGENT CAKE POPULAR DETERGENT CAKE SUPERIOR	250 gm 125 gm	12 8

Hand wash		
HAND WASH REFIL PACK	200 ml	40
HAND WASH	250 ml	55
HAND WASH ALMOND KESAR	175 ml	90
OLIVE HAND WASH	175 ml	90
EYE CARE		
DRISHTI EYE DROP	15 ml	25
MAHATRIFALA GHRIT	200 gm	380
HERBAL KAJAL	3 gm	90
SHISHU CARE		
SHISHU CARE BODY LOTION	100 ml	85
SHISHU CARE CREAM	25 gm	40
SHISHU CARE BODY WASH GEL 100 ml	100 ml	75

TABLE 3.4

HERBAL HOME PRODUCTS BY BABA RAMDEV

Finding Ayurvedic medicines easily can be a task especially in big cities. Often, one Has to travel a long distance to find a specialized shop that sells the herbal and Ayurvedic items that you need. And these might not necessarily be medicines. Research has shown that consuming Ayurvedic herbs on a daily basis makes your Immune system strong while negating all the ailments in your body in order to keep You fit. We have all been made to drink turmeric milk at some point by our

grandma. And we have also known of elders who have been extremely fit and active by Regularly consuming amla juice. Similarly, several world-renowned sportspersons Have talked about how they stayed fit by eating a couple of spoons of Chyawanprash everyday as far as kitchen needs go, ghee forms an important part of the diet of any Indian Household. In many towns and cities, it is difficult to find pure unadulterated ghee Unless you make it at home yourself which is a timeconsuming process. For all these herbal and traditional products, all you need to do is visit the nearest Patanjali store.

S.NO	Aggarbati	Grams
1	MADHURAM YAJNA SUGANDHAM	25 gm
2	MADHURAM WHITE FLOWER	25 gm
3	MADHURAM SANDAL	28 gm
4	MADHURAM MEDITATION	28 gm
5	MADHURAM JASMINE	28 gm
6	MADHURAM ROSE	28 gm
7	MADHURAM AMBER	25 gm
8	MADHURAM OUDH	25 gm
9	MADHURAM KONARK	24 gm
10	MADHURAM UTSAV	24 gm
11	MADHURAM LAVENDER	28 gm

TABLE 3.5
HEALTH CARE

Health & wellness		
MUSLI PAK	200 gm	
PATANJALI POWER VITA	500 gm	
GULKAND	400 gm	
SHILAJEET SAT	20 gm	
SHILAJEET CAPSULE	5 gm	
ASHVASHILA (Capsule)	5 gm	
ISABGOL BHUSI	100 gm	
AMRIT RASAYAN	1 kg	160
SHILAJEET RASAYAN	20 gm	35
PATANJALI WHEAT GRASS POWDER	100 gm	350
KESAR	100 gm	285
ASHWAGANDHA CHURNA	100 gm	60
Chyawanprash SPECIAL CHYAWANPRASH CHYAWANPRASH	 1 kg 1 kg	 250 190
Badam pack Badam pack	 250 gm	 130
Ghee DESI GHEE	 500 gm	 270

Health drinks

Amla Aloe vera Juice with Lichi Flavour	70 gm	5
Aloe vera Juice with Fibre and Orange Flavour (L, Read Review	1100 gm	200
LAUKI AMLA JUICE (L)	1 kg	90
Aloe vera Juice (L)	1050 gm	180
Arjun Amla Juice (L)	570 gm	80
Karela Amla Juice (L	570 gm	75
Amla Juice (L)	1180 gm	100
Giloy Amala juice	570 gm	90
Giloy juice	570 gm	80
Aloe vera Juice with Fibber (L)	1100 gm	200

TABLE 3.6

FOOD PRODUCTS

We all remember the famous ban on Maggi noodles a couple of years ago. This was done after the government found unacceptable amount of lead in these noodles. Similarly, there have been several concerns about the biscuits and namkeens that are available in the market.Whilesome of them contain hydrogenated vegetable oils, there are also issues with the quality of Maida which is used to produce them.

Patanjali has an entire range of food products which have become mightily popular around the country over the last few years. Here's a range of some food products made by Patanjali.

BUSCUITS AND COOKIES

NARIYAL BISCUITS	100gm	10
MARIE BISCUITS	120gm	12
Patanjali Doodh Biscuits	100gm	10
ELAICHI DELITE BISCUITS	75gm	10
Nariyal Biscuit 300gm	300gm	30
Herbal Tea DIVYA PEYA DIVYA HERBAL PEYA	 100gm 50gm	 50 70

Gram Flour Besan GRAM FLOUR BESAN	500gm	90
Corn Flakes CORN FLAKES MIX CHOCO FLAKES	 500gm 125gm	 145 55
Noddles ATTA NOODLES Atta Noodles Chatpata Atta Noodles Classic	 70gm 60gm 60gm	 15 10 10
NAMKEEN MOONG DAL NAMKEEN Patanjali Chana Dal Namkeen Spices	 200gm 35gm	 52 10
RED CHILLI POWDER	200gm	60
CHHOLE MASALA	100gm	45
BLACK PEPPER POWDER	100gm	120

GARAM MASALA	100gm	65
CUMIN WHOLE	100gm	40
CORIANDER POWDER	100gm	30
Chaat masala	100gm	36
BLACK PEPPER WHOLE	100gm	120
SABZI MASALA	100gm	38
TURMERIC POWDER	100gm	24
Jam MIXED FRUIT JAM GUAVA JAM PINEAPPLE JAM	 500gm 500gm 500gm	 70 150 70

Sugar products MADHURAM SUGAR (JAGGERY POWDER)	1kg	60
Pickle AMLA PICKLE APPLE CHUTNEY TOMATO KETCHUP LEMON PICKLE	1kg 500gm 500gm 400gm	95 75 70 65
Oats OATS	200gm	35
Bura BURA	1kg	65
Candy MANGO CANDY BEL CANDY AMLA CANDY	250gm 500gm 500gm	55 140 140

MURABBA AMLA MURABBA BEL MURABBA HARAD MURABBA	 1kg 500gm 500gm	 120 110 115
Broken cereals dalia BARLEY DALIA PUSHTAHAR DALIA WHEAT DALIA	 500gm 500gm 500gm	 30 40 22
Mustard oil KACHI GHANI MUSTARD OIL	950gm	135
Rice Basmati Rice Silver Basmati Rice Gold	 1kg 1kg	 75 110
Basmati Rice Diamond	1kg	145

TABLE 3.7

Compared to brands like Forest Essentials and Kama Ayurveda, Patanjali is the most affordable line of genuine Indian Ayurvedic products.

PRODUCT	Size (g)	PATANJALI PRICE (in rs)	COMPETING BRAND	SIZE (g)	PRIZE (in rs)
Toothpaste	200	75	Colgate	100	50
Aloe Vera Gel	150	75	Green Leaf	500	324
Coconut Oil	200	65	Parachute	250	72
Amla Juice	1000	100	HealtheVet	500	190

Anti-Dandruff Shampoo	200	100	Head And Shoulder	180	135
Herbal Mehndi	100	35	Khadi Sudha	100	60
Hair Cleanser Shampoo	200	70	Pantene	340	180
Cow Ghee	500	230	Amul	1000	395
Hand wash	250	55	Dettol	215	70
Amla Hair Oil	100	40	Dabour amla	275	111
Saundarya Face wash	60	60	Clean and clear	100	110
Neem Tulsi Facewash	60	45	HimalayaNeem Facewash	200	150
Almond Hair Oil	100	50	Bajaj Almond	100	57
Mix Fruit Jam	500	70	Kissan Mix Fruit	700	145
Chyawanprash	1000	250	Dabour Chyawanprash	1000	295
Shikakai HairCleanser	20	95	Lotus Herbal	200	150
Agarbatti	28	30	Cycle	1	100
Garam Masala	100	65	MDH	100	72

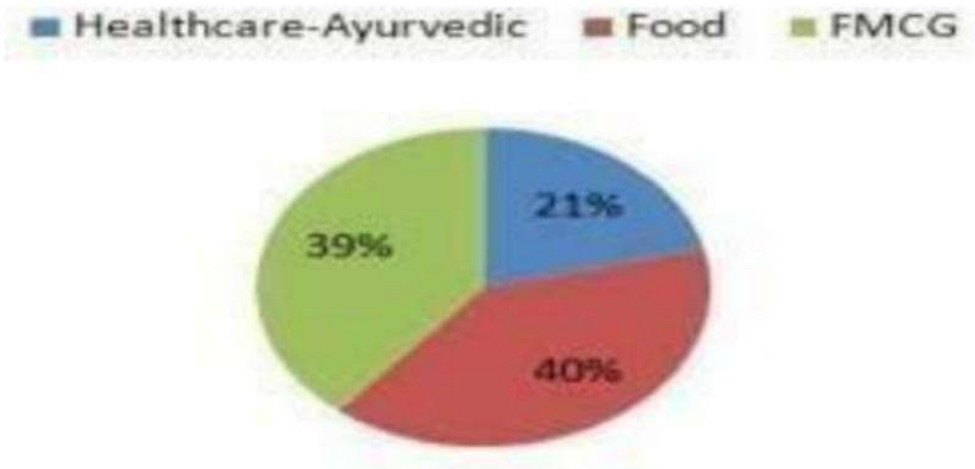
Saundarya Swarankanti Cream	15	399	Loreal White	50	745
Corn Flakes	500	145	Kellogs	475	164
Moisturizer Cream	50	75	Nivea Soft	100	150
Aloe Vera Body Soap	75	13	Vivel Aloe Vera	100	24
Detergent	1000	185	Surf Excel	1000	200
Kesh kanti HairOil	120	130	Himalaya Hair Oil	200	180
TomatoKetchup	500	170	Kissan	500	100
Sun Screen	50	98	Lakme Sunscreen	120	220
Atta Noodles	75	15	Maggi Atta	80	15
Honey	250	70	Dabour Honey	250	100
Patanjali Atta	10	300	Ashirwad	10	325
Patanjali ChocoBiscuits	70	10	Britannia Good Day Choco	150	40

Total Income Composition of Patanjali Products and Their Challenges.

Patanjali established in the year 2006 is a well-known Ayurvedic company by a well-Known guru Baba Ramdev which deals in items like food products, beauty products, Health care products and all kinds of FMCG goods. Patanjali is one of the fastest Growing FMCG company and has an annual turnover of approx. 10500 cr. Patanjali Has its headquarters and manufacturing unit located in the industrial area of Haridwar while the registered office is in Delhi. It has its retail outlets expanded all over India as well as in UK, US, Nepal etc.

FIGURE 3.1

Total income composition



This diagram shows the income composition of Patanjali Ayurveda, which shows that 21% of Income is generated from healthcare ayurvedic products of Patanjali, 40% of the total Income generated by Patanjali is from food and beverages and around 39% of share of Income is generated from cosmetics and home care products of Patanjali.

Patanjali is a swadeshi brand with a main aim of creating awareness among Indian People about swadeshi products. One of the main objectives of the company was Market penetration as there Procter & Gamble. So, in order to increase its products Acceptance in the market Patanjali sells its products at a discounted rate. The profit Generated is either reinvested in R&D or used for social welfare. On one side where Big brands like HUL,P&G,RB produce and sell FMCG products and

brands like Dabur and Baidyanath produce and sell Ayurvedic products, Patanjali as a brand Combines both FMCG as well as ayurvedic products, but sells its products as FMCG. Hence, its customers show more interest towards its products as the get the benefit of Ayurveda as well. As per the report of the Edelweiss: "Patanjali"s management has Set revenue target ~ INR 20000cr and is confident of achieving it, led by its presence in most consumer categories. The company is working on plugging the gaps in the Supply chain and distribution with plans afoot to implement ERP (for better inventory Management) and consolidate its online presence. Strong innovation and new Products pipeline, pricing discounts to the peers (15-30) %"

PATANJALI STARTEGY AND CHALLENGES

Patanjali, Yoga guru Baba Ramdev's, has gained a huge mind and Pocket-share (lately) with a multitude of new products getting launched (almost) every month. From their controversial "Maggi" to Shuddhi, a Cow urine-based floor cleaning solution, the company has jumped into Various product categories. Patanjali, which started selling its products Through their own stores in key Indian cities many years ago, has now Partnered with a leading retailer, Future Group (operator of Big Bazaar) To sell its branded products and appeal to the rural-urban consumer. It has Also started selling its products through traditional mom-and-pop stores This year to penetrate deeper. Patanjali's product offering is as diverse as it can get. It spans across Various product lines with a very low "product mix consistency". Where have you heard about a company offering household cleaning supplies, Personal care, human and cattle food, Spices, Ayurvedic medicines, Yoga CDs, et al. To add to the portfolio, there is news around Patanjali branded Apparels, shoes and other lifestyle categories including baby wear. The Brand is eyeing to be one of India's largest FMCG companies by 2016 Year end and go beyond FMCG giants such as Godrej, Dabur and Marico's in yearly revenues. So, let's take a look at what has clicked for Patanjali and what challenges could the home-grown or Swadeshi empire Face in time to come.

STARTEGY

Loyal consumer base and competitive price – Baba Ramdev's fanatic consumer Base of about ~70 million has proved to be a great head start for him. This large fan Base comes from an

Ayurveda-freak nation and years of conducting yoga sessions. Further, Patanjali's products are priced lower than their key competitors for price Sensitive Indian consumers, who now see more "value" in Patanjali's products.

Appeal to rural-urban "aspiration and conservatism-driven" consumers – Apart From appealing to the above consumer base, Patanjali also managed to attract rural-Urban "aspiration and conservatism-driven" consumers by launching modern Consumer household products which promised purity with goodness, on the lines of Major players.

Anti-foreign campaigns – Time and again, Baba Ramdev raised voices to boycott "foreign" products, ranging from shampoos to colas, by showing their ill-effects. This Further created a loyal consumer base that promoted word-of-mouth advertising for Patanjali and cleared ways for different product categories.

Loyal employee structure– It is said that most of their employees are volunteers and, From manufacturing to selling, most of them do not take regular wages.

No financial burden and minimal advertising budget – Baba Ramdev's ~40 crore Corpus, that he garnered from his Yoga shivirs, satellite television shows and Donations, was utilised to kick start the empire. Further, Patanjali relies heavily on Word-of-mouth advertising, with a few commercials (such as for cow's ghee) to Strengthen its brand identity and promise.

CHALLENGES

Maintaining quality and brand promise – The key to buying any Patanjali product Is quality and purity (possibly, that's why its cow milk ghee's sales forms ~50% of its Revenues). This stands as a core brand promise. Consumers associate Patanjali with These attributes. Without a consistent adherence to quality standards across all its Product categories, Patanjali cannot shake the boardrooms of FMCG giants. Quality Becomes even more important as the company starts relying on contract manufacturers for newer and "inconsistent" product categories. You just can't open an apparel and Shoes manufacturing plant overnight, if you are running a food and medicine plant!

An ever-expanding product portfolio with brand extensions – Few brands, such as Virgin Group, have done a tremendous job at brand extensions, though with failures in Many categories. Considering Patanjali has forayed into categories (such as shoes, Apparels, home cleaning solutions, etc.) that are not directly linked with ayurveda or Purity or goodness, ensuring their loyal consumers do not get confused with what it Wants to do with the brand and how far it wants to stretch, could be a challenge in the longer run.

Absence of a key sub-branded range under Patanjali "Umbrella" – Further, most of its products are branded under "Patanjali" umbrella and are then linked with generic Names such as Patanjali Atta Noodles, Patanjali ghee, Patanjali Cornflakes. Their Communication largely focuses around the name "Patanjali" and not around any sub-Brand. This could affect sales of their key categories, if inconsistent product categories Do not perform well. It can also confuse consumers if Patanjali want to increase "product Depth" and launch variants with minute differences. Parley, a biscuit and snacks Company, first nurtured its hide and seek range to a "brand" and then launched newer "related" biscuit categories within Parel's Hide and Seek range. Patanjali can do Something on similar lines. Image driven branding – Consumers don't just buy products to suit their needs, instead they buy a solution that offers them value with "trust". "Patanjali" is largely Co-branded/co-promoted with Baba Ramdev and his companion Acharya Balkrishna. Any questions arising on their integrity will surely affect the brand's performance.

SUGGESTIONS:

In my opinion, Patanjali should focus on fewer product categories that are linked and consistent. They should also focus on creating sub-brands for newer product Lines with a solid brand architecture to offset any future risks associated with umbrella Brand "Patanjali". This will help them create an even greater product depth and appeal to different consumer segments.

Moreover, a consumer who uses cow urine-based "Patanjali Shuddhi" for home floor cleaning is less likely to buy "Patanjali Ghee". So, You Patanjali folks, better use market analytical skills to market Ghee and Shudhi Together. Having said that, they should also, at Least slowly, move away from a being a "Baba image-driven" company, in case they Wish to Stay relevant and longer in the Indian market.

VISION AND MISSION OF PATANJALI AYURVEDA KENDRA LIMITED

VISION

Keeping Nationalism, Ayurveda and Yoga as our pillars, we are committed to create a Healthier society and country. To raise the pride and glory of the world, we are Geared up to serve people by bringing the blessings of nature into their lives. With Sheer dedication, scientific approach, astute planning and realism, we are poised to Write a new success story for the world.

- To be a top Ayurveda company among all MNCs
- To Re- introduce the Indian Ayurveda
- To crack the world's attraction to our India
- To work for the welfare of Humanity
- To reinvent our traditional knowledge of Yoga and Ayurveda.

MISSION

Making India an ideal place for the growth and development of Ayurveda and a Prototype for the rest of the world.

- To reach the great heights.
- To restart the swadeshi movement.
- To produce good quality products at cheaper rates.
- To introduce India Ayurveda to this Modern World.
- To crack the maximum market share.

MARKETING MIX OF PATANJALI AYURVEDA

Hindustan Uniliver and **P&G** are the FMCG companies, whose Market share has been potentially affected by Patanjali. P&G And Hindustan Uniliver are on back foot and trying to lure Customers back by providing huge discounts and impressive Offers Products in the marketing mix of Patanjali Ayurveda.

Baba Ramdev is constantly pushing Indian people to start using Indian brands and save the economic growth of the company. Patanjali is planning to take over all Reputed brands dealing in beverages and foods.

Some of the sectors where Patanjali products are already doing great:

- Foods – Including jams, biscuits, noodles, oats, pulses and many other lines of food Products.
- Beverages
- Healthcare & Medicines
- Personal care products
- Cleaning agents

Products that are already making news and have forced competitors to bring their Prices downing order to save their presence in the market.

Dabur Honey: Patanjali Ayurved is providing people with option to buy quality Honey at around 30% lesser price than Dabur.

Colgate: Patanjali Ayurved is preaching how Colgate cheated people in early days. And How Ayurveda is the best way to treat your gums and your teeth.

Patanjali Noodles: Patanjali Noodles rose to fame while Maggi was away from the Market and has done quite damage to Maggi, which once was the king of Noodle's Market.

PRICING IN THE MARKETING MIX OF PATANJALI AYURVEDA

Two factors that have made Patanjali Ayurved the fastest growing FMCG company in India are:

a) Use of Natural Ingredients and Ayurved and

b) Pricing. Pricing plays an extremely

Important role in putting Patanjali Ayurved ahead of its fierce competitors. Hindustan Uniliver and P&G are trying their level best to cope up with the Competition but the love for Indian product growing in people is not helping Them.

Patanjali is educating people about the benefits of using their products and are also Using price comparison as an effective marketing strategy. The pricing strategy is Clearly penetrative pricing

because Patanjali knows that it cannot conquer the market With higher prices. Plus, if the ingredients are natural and domestic, the cost of the Product is lesser too. There is a drop of 25-30 percent of price in almost every product When compared to International Brands which is helping Patanjali reach each and Every household in India Place in the marketing mix of Patanjali Ayurveda.

Patanjali Ayurved is India's fastest growing FMCG Company but it is not stopping It from spreading its wing to neighbouring countries like Nepal. Patanjali has a Manufacturing unit in Nepal. Patanjali also imports herbs from Himalayas in Nepal; The well-established trade relation is helping Patanjali expand its wings in Nepal with Great ease. With the growing outreach in India and Nepal, Baba Ramdev surely will be aiming to Overtake market in lot of other countries. With impressive revenue of 5000 Crores, Patanjali is surely going to have a lot of funds for expansion and growth.

In India, 1000's of stores is now selling Patanjali products, and these stores are Exclusively selling Patanjali, making the local retailer quake. The penetration levels Will only rise further as the margins in the product are good too. While a lot of people shifted to Patanjali Products because of Baba Ramdev, a pool of Indians started following him when they realized how good and cheap Patanjali Products actually are. Patanjali Ad campaigns have always focused on surpassing Information to people that "revenue of Patanjali is for Charity and not for Brand Owners". Secondly, it is better that the revenue generated from day-to-day products Remains within India rather than the profits going out to foreign companies. Till date, Indians did not have many alternatives to foreign products but now they do have Localised products.

Baba Ramdev took the opportunity in his hands and has started influencing Indians by Sharing information about price gap and how useful herbal Patanjali products actually Are. Baba Ramdev has ceased the opportunity with both hands and has made huge Difference to the branding of Patanjali Ayurveda. Now, Patanjali is also selling the Products online through Ecommerce, increasing their penetration even further. Only time will tell how people from around the world are going to receive Patanjali Products asan alternative of products from Hindustan Uniliver and P&G.

SWOT Analysis of Patanjali with USP, Competition, STP (Segmentation, Targeting, Positioning) – Marketing Analysis.

3.8 Patanjali	
Parent company	Patanjali Ayurved Limited
Category	Consumer products
Sector	FMCG
Tagline/Slogan	Prakriti ka Ashirwad
USP	Patanjali sells only Ayurveda based products in food, cosmetics and FMCG.

3.9 Patanjali STP	
Segment	People looking for healthy FMCG products.
Target group	Middle and upper middle-class families who prefer ayurvedic products.
Positioning	Patanjali offers healthier and safer products in the FMCG category.

3.10 Patanjali SWOT analysis	
Strengths	Below are the strengths, weaknesses, opportunities & threats (SWOT) analysis of Patanjali: • Patanjali has grown at a rapid pace within a short span of time. • Extensive marketing has pulled people into accepting its products as a healthier and safer option. • Strong brand ambassador with Babu Ramdev as its face helped boost the business for Patanjali. • Patanjali offers new products, new style of marketing etc has changed the market dynamics. • The venture has generated tremendous revenues, which are comparable to existing players. • More than 200,000+ employees with Patanjali. • Excellent word of mouth marketing has helped the brand grow.
Weaknesses	• Launched too many products in a short time. • Patanjali faced issue with advertising council of India.
Opportunities	• Patanjali can tap overseas market as Ayurveda is increasingly getting awareness. • Can enter more segments in personal hygiene, FMCG etc 3. Can also diversity in apparels.
Threats	• Prominent FMCG players coming up with their own variants of ayurvedic products. • Big players have their existing model which is study, which can overcome new competition from Patanjali.

3.11 Patanjali competition	
Competitors	Below are the 6 main Patanjali competitors: • Procter and Gamble • Marico • Nestle Ltd • HUL (Hindustan Unilever Limited) • Himalaya Herbal Healthcare

The brand guide table above concludes the Patanjali SWOT analysis along with its Marketing and brand parameters. Similar analysis has also been done for Competitors of the company belonging to the same category, sector or industry.

PATANJALI KEY TO SUCCESS

Six reasons behind Ramdev, Balkrishna and Patanjali's success while Ramdev is busy propagating Yoga and Ayurveda to create a market for the Products, Balkrishna is creating the products. Their partnership has been phenomenal, but there are also many other reasons behind the success story.

In 1995, Ramdev was a little-known yoga teacher in Haridwar when his close Associate, Acharya Balkrishna, and him set up Divya Pharmacy – under the aegis of Ramdev 's guru, Swami Shankar Dev's, ashram – to make Ayurvedic and herbal Medicines. The medicines proved so popular that Ramdev and Balkrishna sought to Scale and diversify into other products. But that proved difficult since Divya Pharmacy was registered under a trust. At the same time, with Ramdev's popularity soaring, substantial funds began to come in – sizeable loans from the likes of NRIs Sarwan and Sunita Poddar, as well as locals Such as Govind Agarwal – which in turn helped to get bank loans. Thus, was born Patanjali Ayurved as a private company in 2006, which has since rolled out a range Of products – in healthcare, hair care, dental care, toiletries, food and more – at Breath-taking speed. "When Divya Pharmacy was set up, we hardly had the money to pay for the registration," Ramdev told Business Today last year. "For the first three years, till 1998, we distributed the

medicines free. From buying the raw materials to grinding and mixing, we did everything ourselves," he added.

Today, Balkrishna stands among the richest men in India and Patanjali as one of the Main players in the Indian fast moving consumer goods (FMCG) sector. While Ramdev is busy Propagating Yoga and Ayurveda to create a market for the products, Balkrishna is Creating the products. Their partnership has been phenomenal, but there are also many other reasons behind the success story:

Media attention: Ramdev rose to national fame as a yoga guru through his Programmes on TV channels – Sanskar in 2001 and Aastha from 2003. He readily Acknowledges the role of the media in his rise. "Patanjali ko banana main ek se 10 Per cent humeral role hai, baaki role media ka hai (My own role in the rise of Patanjali Is just one to 10 per cent, the rest of the credit goes to the media)," he told Business Today website.

Smart pricing: Yet another reason for Patanjali's success is the thrift it practices. "Our profit margins are miniscule because the main aim is not to make profit," said Ramdev. "Profiting from patients is against the philosophy of Ayurveda, so we aim at Minimum profit from our health products. Our input costs are low because we source Directly from farmers, avoiding middlemen." Salaries are also modest. "Humair Yahaan crore ki salary paane waala koi vyaktinahee hai, (There is no one in our Company who is paid crores as salary)," he added. "Most companies have Administrative costs of around 10 per cent of their revenue, but in our case, it is just Two percent."

Retail outlets: Initially, Patanjali shunned the conventional distribution network, preferring to rely on its own channels of super distributors, distributors, Chikitsalayas (franchise dispensaries) and Arogya Kendras (health centres which sell Ayurvedic Remedies). Once it turned to retail outlets from 2011, revenue began to multiply Manifold.

Variety of products: Already, a few Patanjali products have made major inroads –Apart from desi ghee, its toothpaste Dant Kranti, for instance, launched in March 2010, brought in revenues of Rs 200 crore in 2014/15. Patanjali has also ventured out to Produce many other new items that were mostly produced by foreign companies in Recent months. Patanjali also sells toothpastes, unpolished pulses and detergents.

Swadeshi factor: Patanjali is happy to co-exist with indigenous companies; Multinational ones are a different matter. “Humara ek simple funda hai: MNCs ko Replace karna (We have a simple principle: we want to replace MNCs),” said Ramdev. “We don’t want to put anyone down, but we would like to instil swadeshi pride so that Indian money does not go out of the country.” He is aware that the competition is Gunning for him. “The MNC mindset is such that whenever an Indian does anything, MNCs think we are competing with them,” he said. “MNCs are creating special war Rooms to combat Patanjali. We are not into any such war rooms. We don’t analyse other companies’ strategies or conduct market surveys and feasibility studies. It is on When people ask for cheap and healthy option that we try to respond.”

Advertising: Patanjali’s own advertising was limited in the past, but has increased Considerably of late, with ads appearing on general entertainment TV channels (GECs) Such as Star and Zee. The company has also reached out to regional Southern Channels.

Competition from Patanjali prompts FMCG stop hit back Yoga guru Baba Ramdev has begun his five-day meditation and yoga camp at the MMRDA Grounds at Bandra in Mumbai. Open to anyone, preparation for this began Days before with volunteers distributing pamphlets in all adjoining areas. In camps such as these, Ramdev is known to push products from Patanjali Ayurved, Co- founded by him and Acharya Balkrishna. This camp has been no exception. Yoga Sessions are interspersed with talks on healthy living and how Patanjali has a solution to every problem.

Watching Ramdev’s moves are rival consumer goods companies. The Rs 2,000-crore Patanjali, looking to grow its turnover two-and-a-half times in FY16, is striking at the Heart of their business, making its presence felt across categories. The stiff competition has prompted most of the fastmoving consumer goods (FMCG) Companies to hit back. Consider what the country’s largest FMCG company Hindustan Unilever (HUL) is doing: It has ‘resurrected’ its herbal brand Ayush, Launching it online.

A bunch of new Products across haircare, skin care and pain balms have been launched on eCommerce platforms under Lever Ayush Therapy. The plan is to take the brand to General trade in the future. The firm is also expected to increase its ‘natural’ offerings, Moving into newer categories such as health foods, oral care, lip care etc. HUL’s managing director and chief executive

Sanjiv Mehta says, “What we find is That consumers’ interest in natural/ayuvedic products is growing. It is one of the Emerging trends now. As a consumer goods company, we have to respond to this, 5 Also acquired Indulekha to grow our presence in the value-added hair oil segment. We Will continue to make investments in this area.”

Companies that have been directly affected by Patanjali such as Dabur, Emami and Himalaya all three operate in the herbal/naturals space – say they will buttress their Portfolios, making their products relevant to consumers.

Harsh Agarwal, director of Emami, says he is open to acquisitions to strengthen his Firm’s position in the herbal space. “Ayurveda has been around for a long time. I don’t See this as a new trend. But, the emergence of new players is happening right now. We welcome them and will continue to fortify our range with new variants, launches and acquisitions.”

Emami had acquired hair oil brand Kesh King last year and was also in the race to Acquire Indulekha before opting out. Agarwal says he is looking at new targets, some Of them locate in the south. Industry source say herbal and non-herbal companies are now going back to the Drawing board, looking at how they can incorporate natural ingredients when Developing new products.

PREPARING TO PUT UP A FIGHT

HUL Company “resurrects” herbal brand, Ayush, launching it online. Plans to Increase “natural” offerings.

Emami

Firm open to acquisitions for strengthening the company’s position in the herbal space Godrej Consumer Launches neem mosquito coil, a crème hair colour that has coconut oil, new variants In naturals soaps.

Colgate

Firm aggressively advertising its active salt neem toothpaste, as its volume was after Patanjali’s Dent Kanti.

Dabur

Firm launching ayurvedic products. Pushing Dabur Honey and Chyawanprash Aggressively Himalaya Recently launched its range of wellness products which aim to provide therapeutic Solutions to consumer Godrej Consumer, for instance, has launched a neem-based mosquito coil; a crème Hair colur that has coconut oil; and launched new variants under Godrej No 1, its Naturals platform in soaps. Sunil Kataria, business head (India and Saarc region) at Godrej Consumer, says, "Our endeavour will be to fortify these products as we come Up with new innovations in other categories." Colgate, whose volume growth has taken a hit on account of Patanjali's Dant Kanti Toothpaste, according to brokerage firm Credit Suisse, is aggressively advertising its Active salt neem toothpaste, launched a few months ago. This toothpaste, a variant of Colgate's Active Salt toothpaste, was made in India to Address the herbal revolution, according to industry sources. Colgate is expected to Come up with more such offerings as Patanjali's threatens to eat into its business.

Dabur, on the other hand, is introducing new Ayurvedic products targeting men, Women, and children. Existing products such as Dabur Honey and Chawanprash are Being pushed aggressively in the marketplace as Patanjali positions itself as a price Warrior in these categories.

Himalaya – another herbal products company – recently launched its range of wellness Products which aim to provide therapeutic solutions to consumers. Products ranging Formant - hair fall creams to pills for staying slim are part of this new initiative.

FUTURE PROSPECTUS OF PATANJALI

Rural Push: Rural market accounts for over 70% of India's 1.21 billion population but contributes only 9% in the FMCG Industry. Thus, increasing distribution and support Infrastructure in rural areas is a key area where the it needs to Focus.

Increment in Research and Development: FMCG brands would need To concentrate on Radande advancement as a methods for development. In this period of extraordinary rivalry, organizations that keep on doing Great would be the ones that have a culture that elevates utilizing client Bits of knowledge to make either the up-and-coming era of items or now and again, new item classes. Along these lines Patanjali would need to Contribute a great deal of capital and exertion into huge innovative work of more up to date item classifications.

Focus on Exports: Patanjali has to a great extent cantered to take into Account the residential market. Trades in this manner stay to be a low Division of the aggregate deals. It is in this way basic to concentrate on Sending out items utilizing Indian operations as sourcing centre for the Same.

CHAPTER -4
DATA ANALYSIS, INTERPRETATIONS AND PRESENTATIONS

DATA ANALYSIS, INTERPRETATIONS AND PRESENTATIONS

FIGURE 4.1

Do you use Patanjali Ayurveda products

65 responses

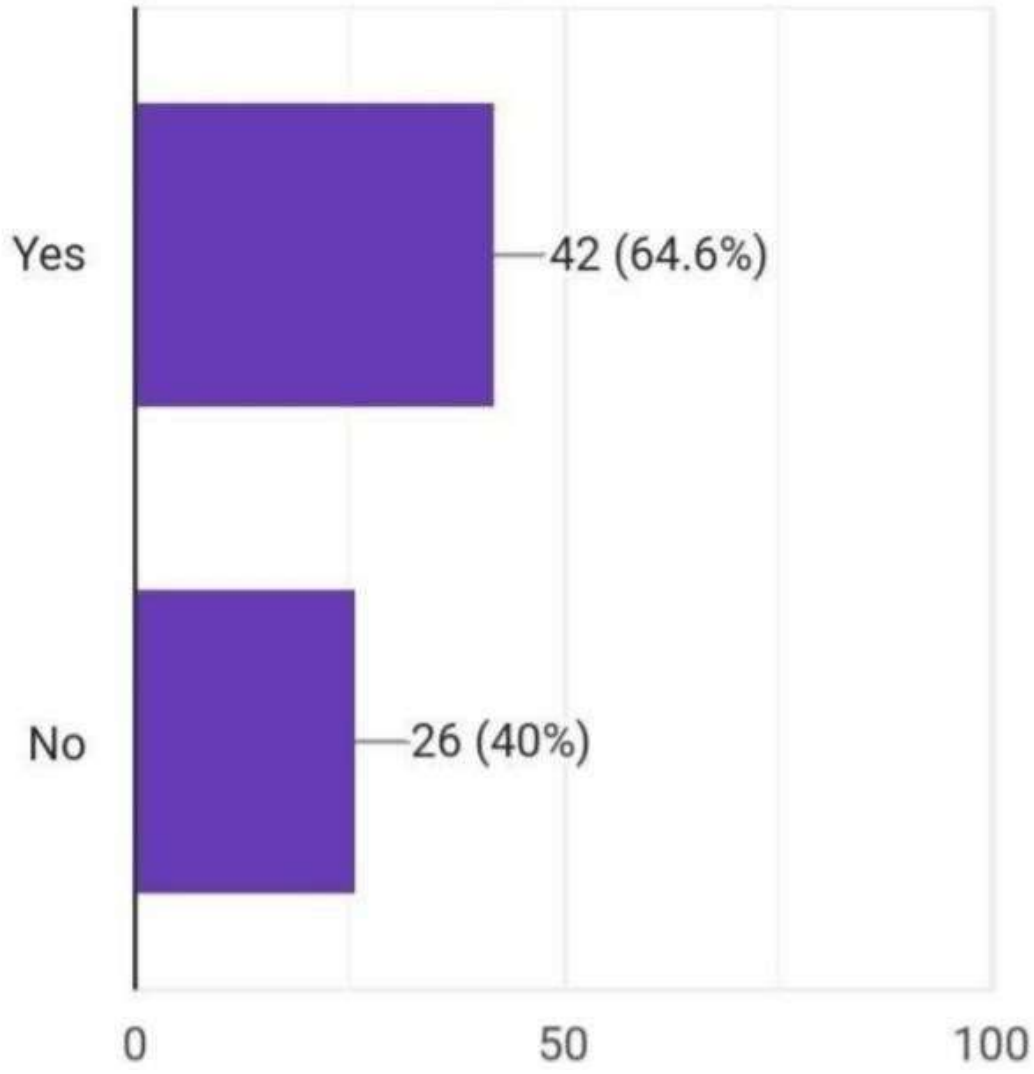


FIGURE 4.2

Category products of Patanjali Ayurveda you use

65 responses

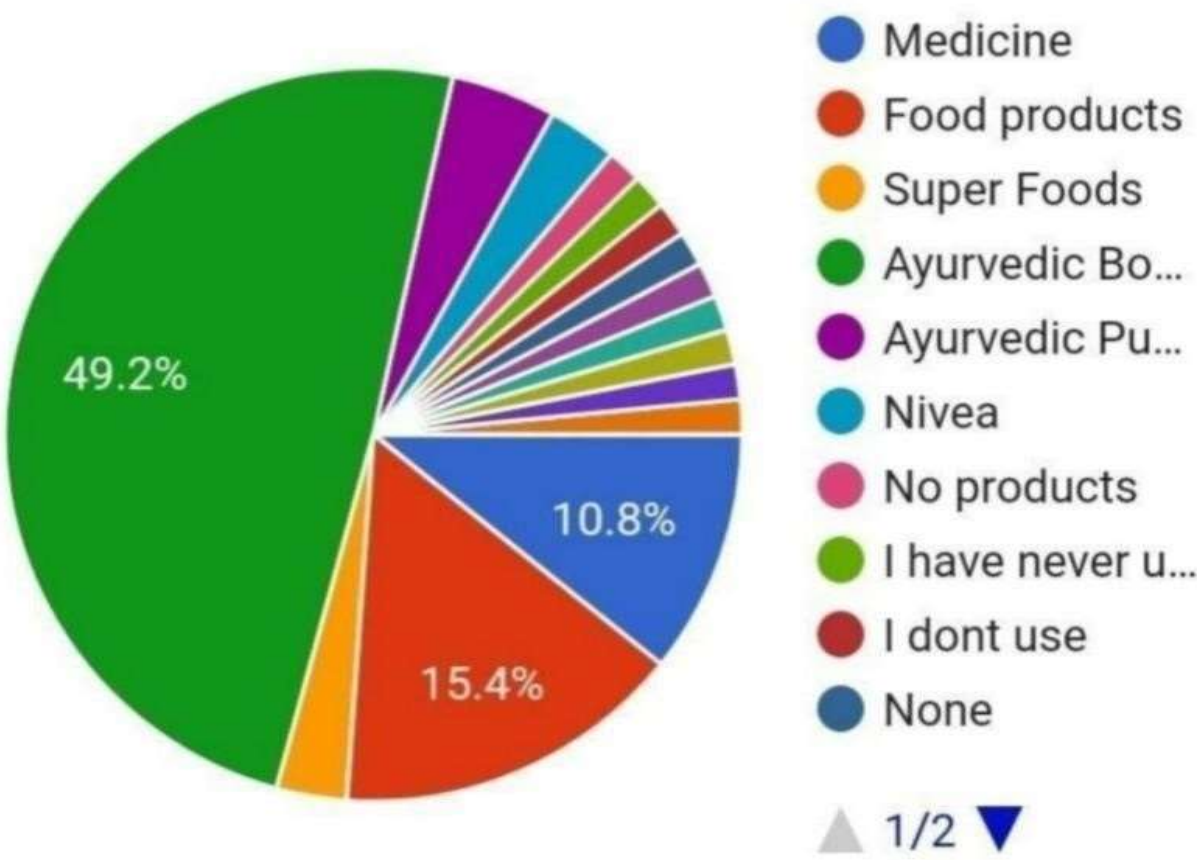


FIGURE 4.3

How frequently you use the Patanjali Ayurveda products

65 responses

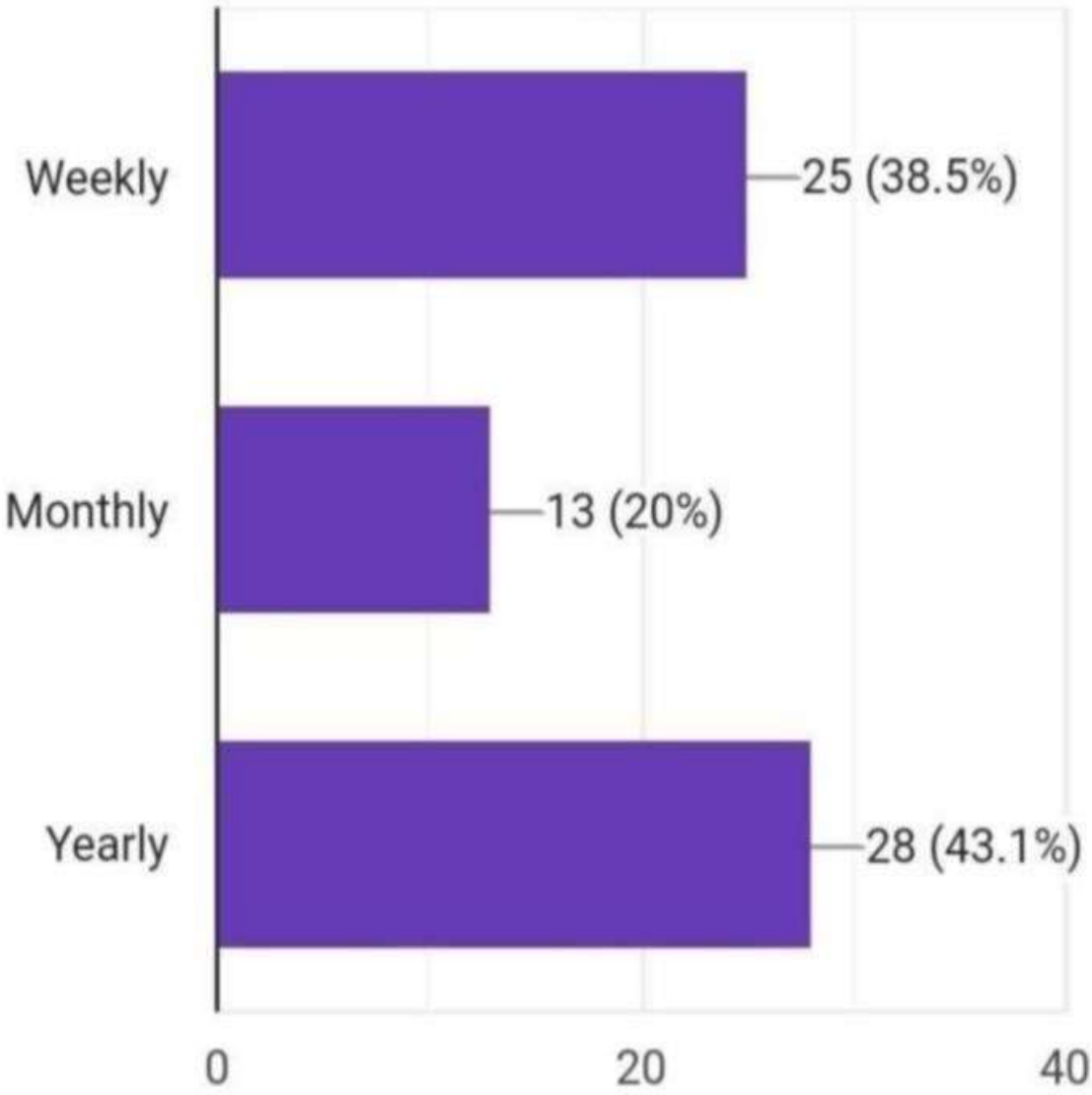


FIGURE 4.4
Would you like to recommend Patanjali Ayurveda products to others

65 responses

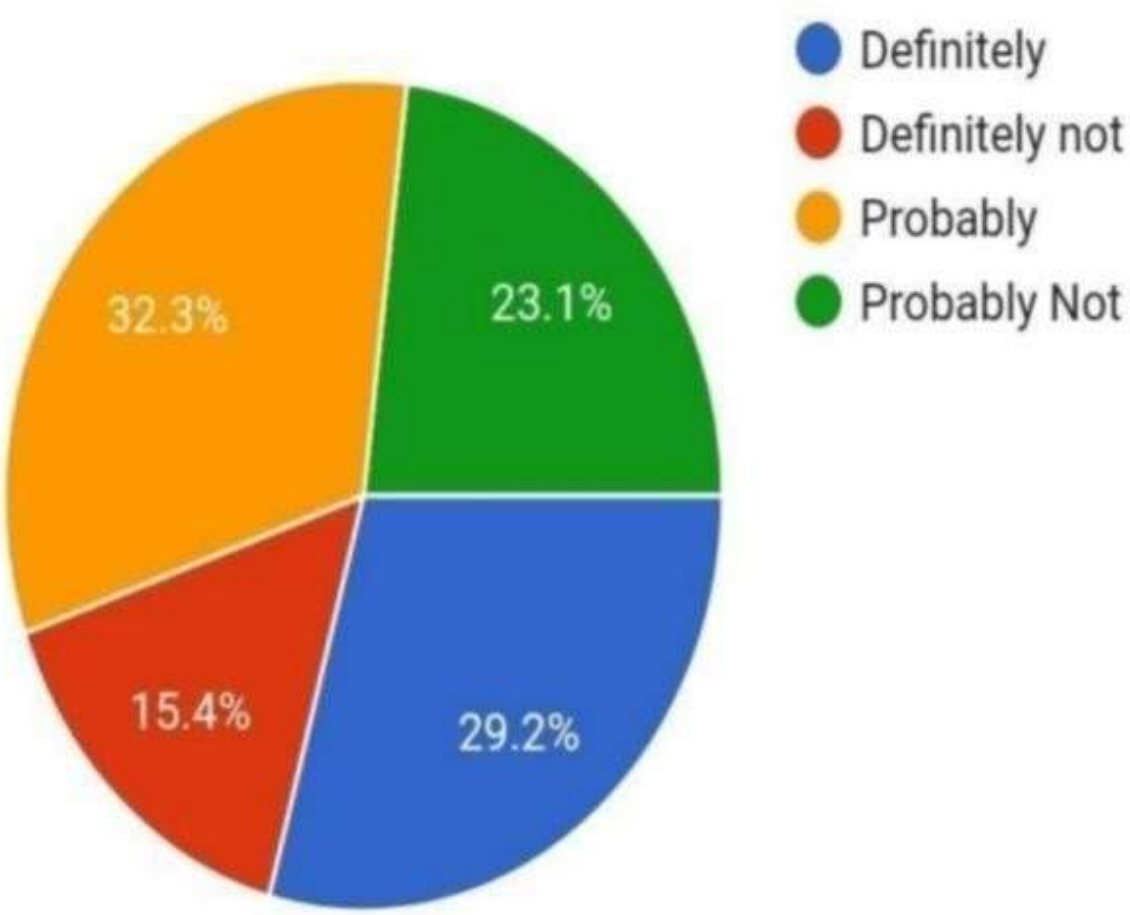


FIGURE 4.5

Why do you choose Patanjali Ayurveda products

65 responses

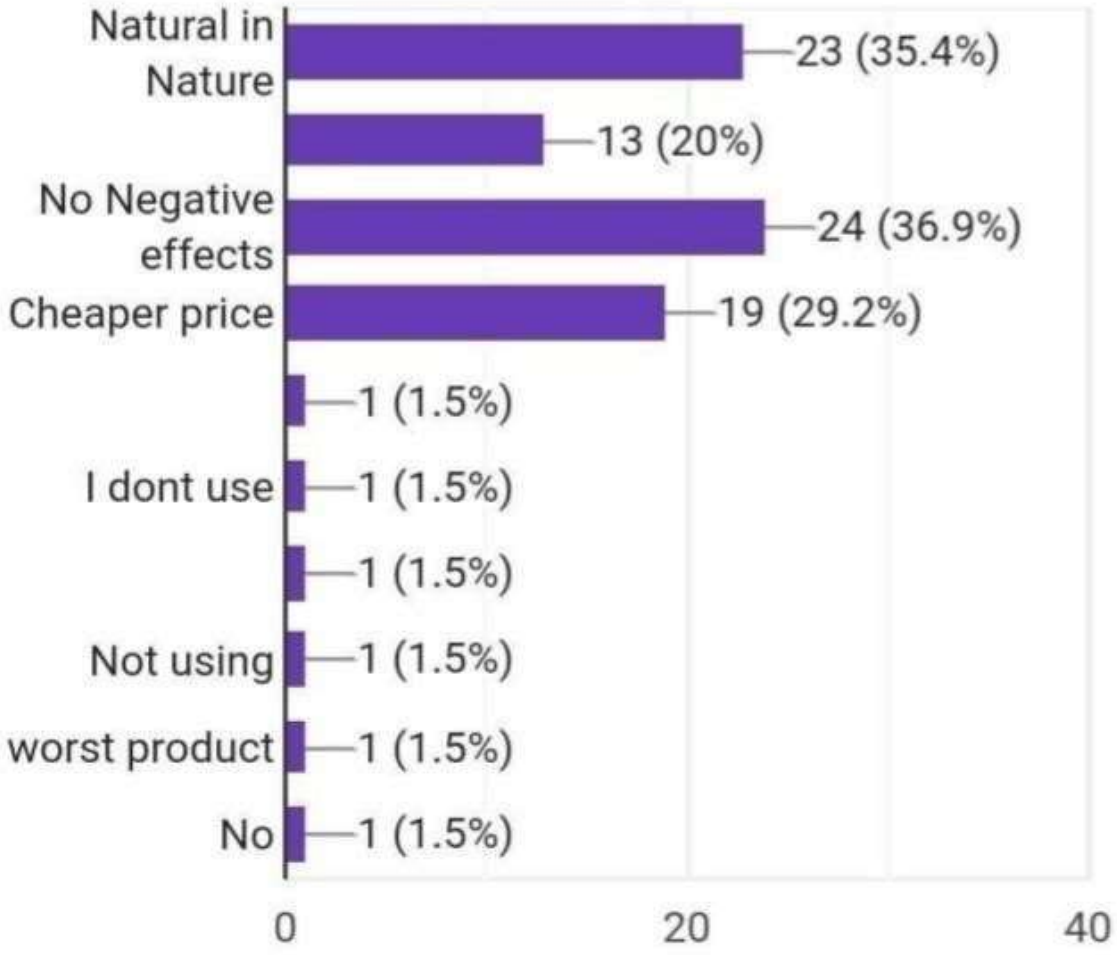


FIGURE 4.6

From where do you purchase the Patanjali products

65 responses

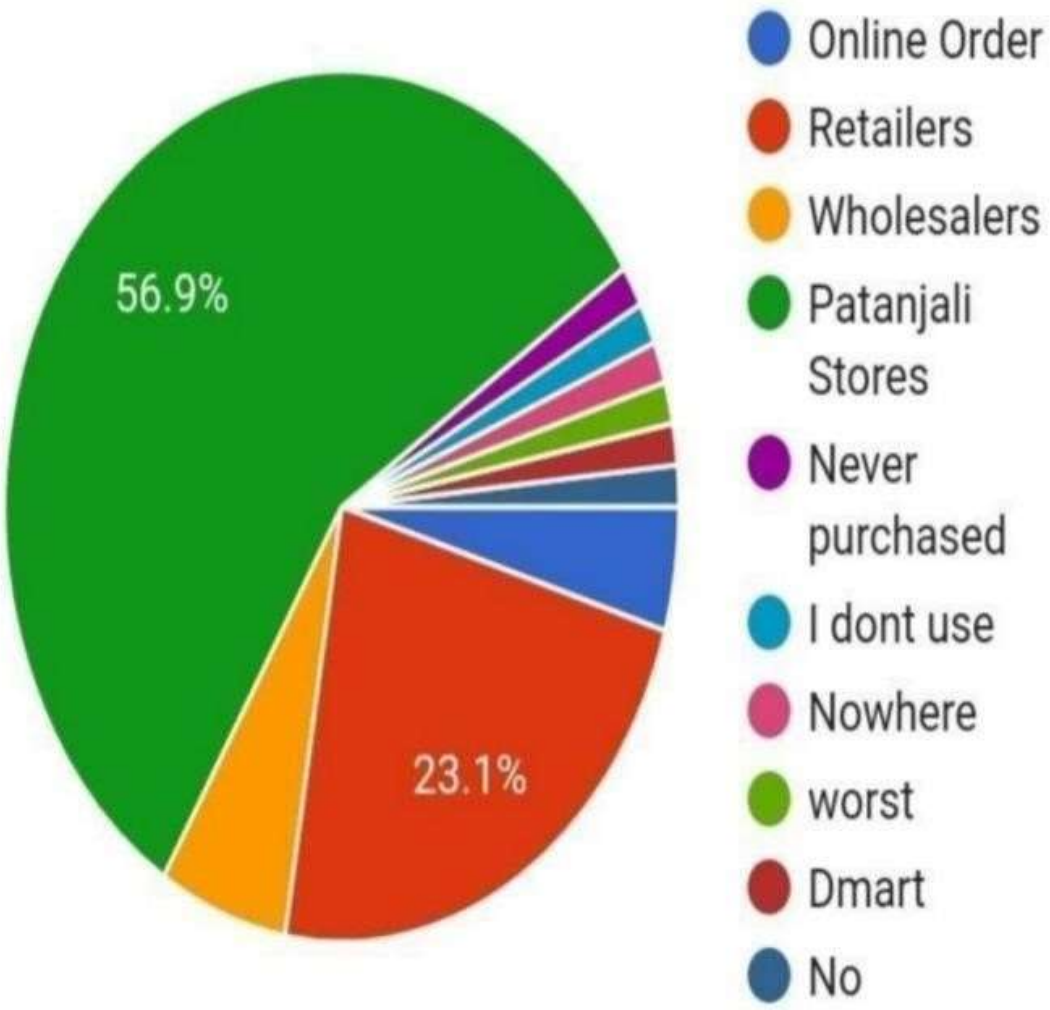


FIGURE 4.7

Have you seen any tangible Health benefits of using Patanjali Ayurveda products

65 responses

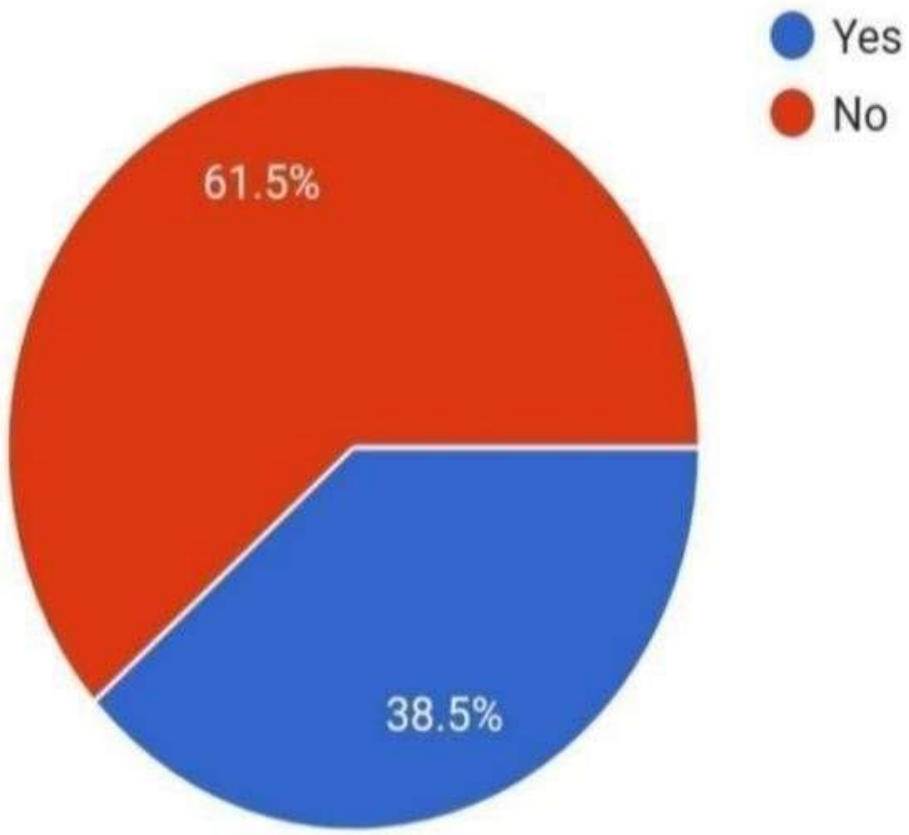


FIGURE 4.8
Do you find them affordable

65 responses

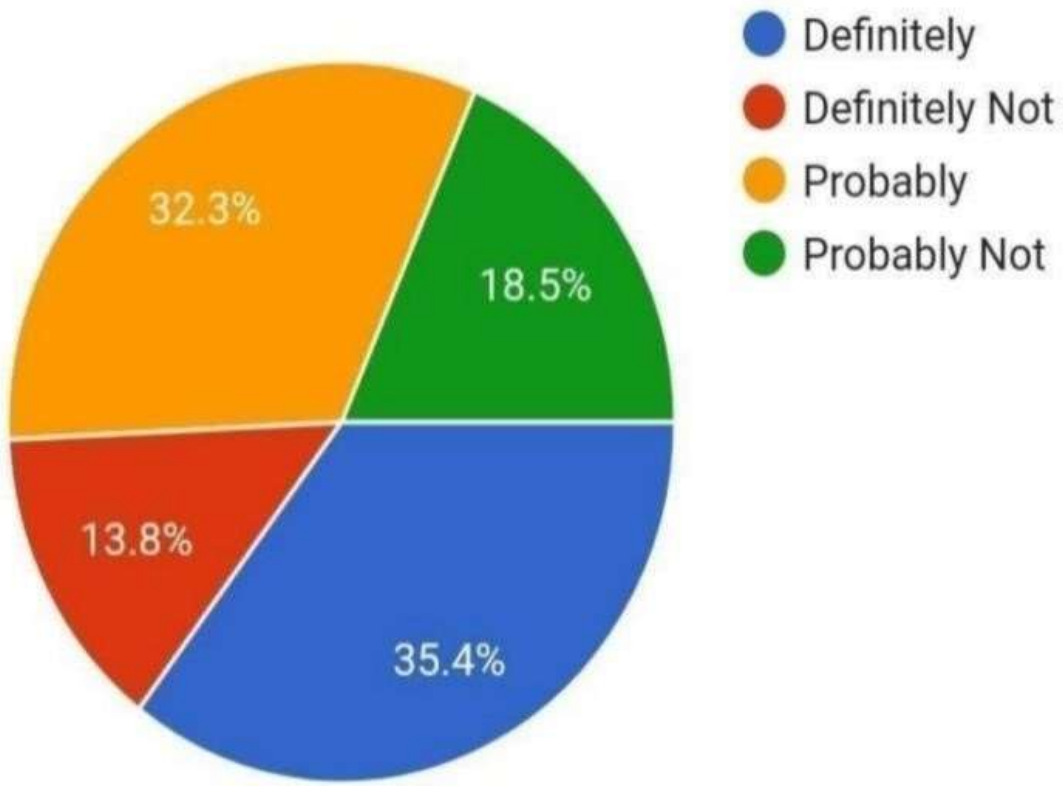


FIGURE 4.9

Would you like to switch brand near in future

65 responses

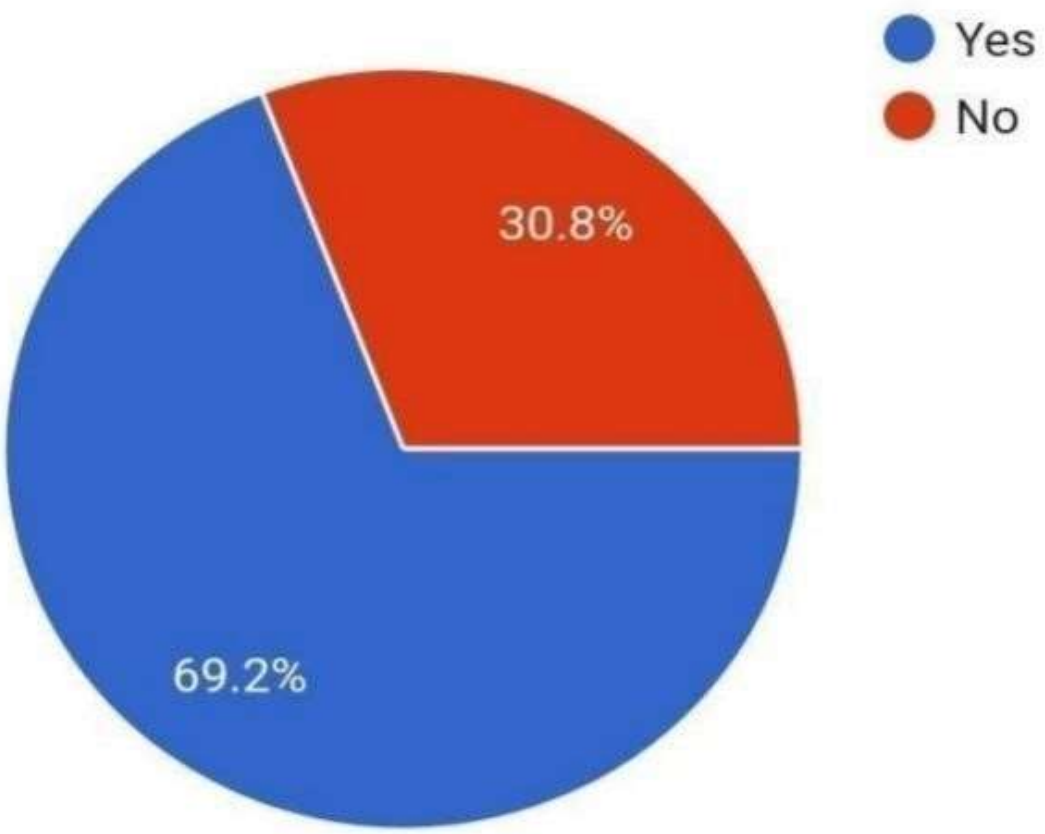


FIGURE 4.10
Is he huge rise of indigenous Patanjali Ayurveda products good for our country

65 responses

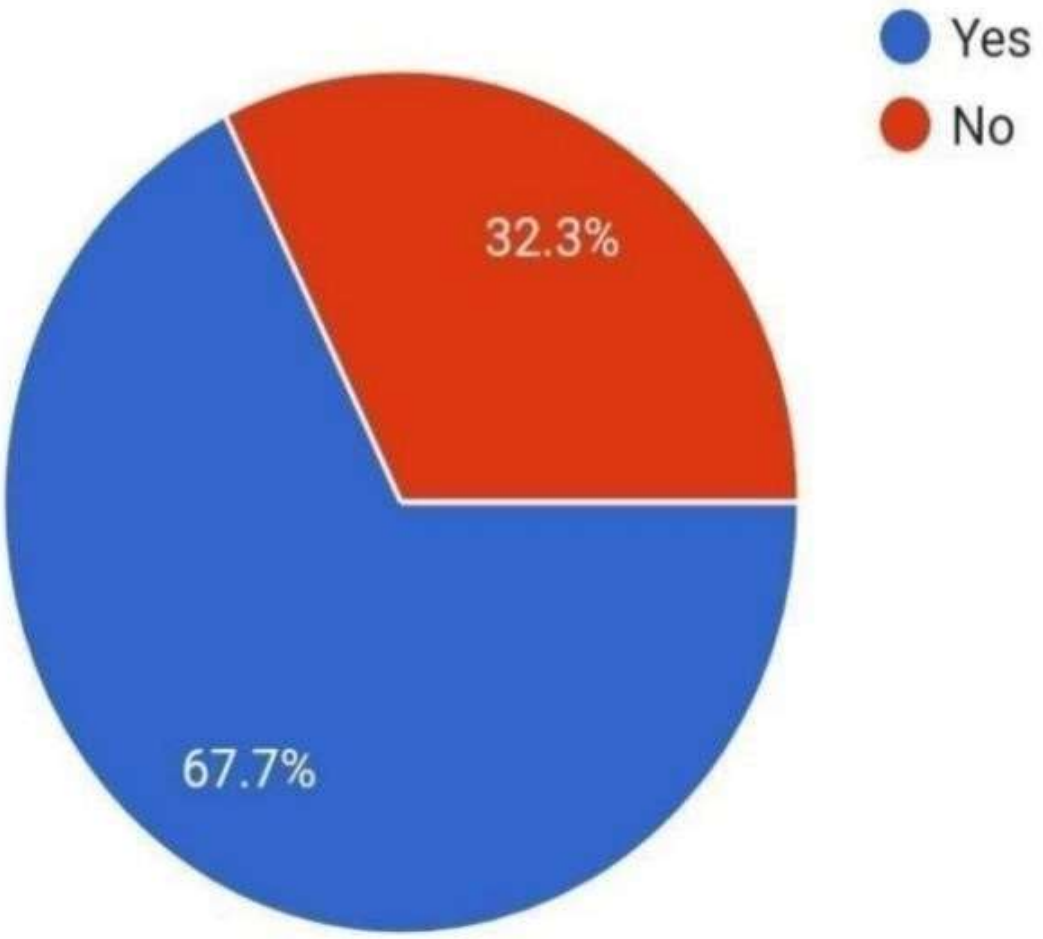


FIGURE 4.11
It is good to buy a Patanjali Ayurveda products for our Indian economy

65 responses

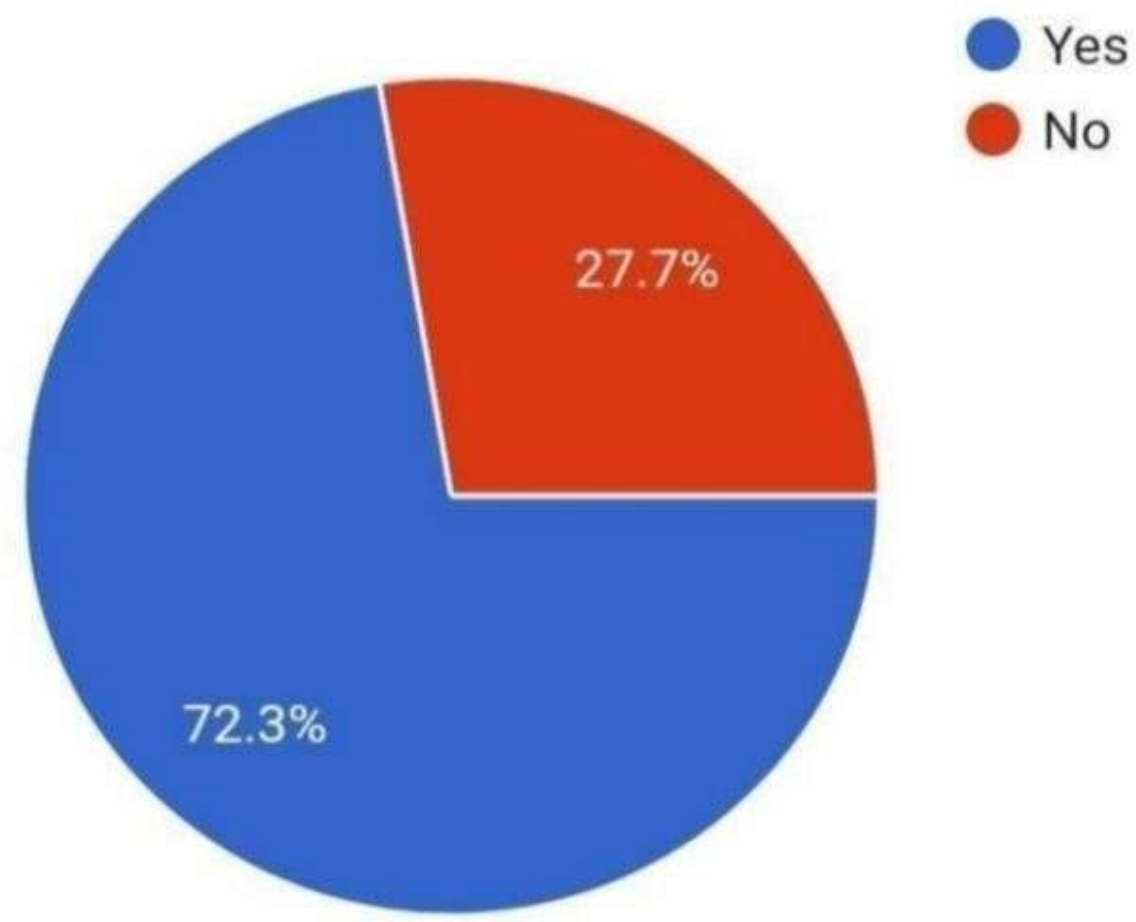
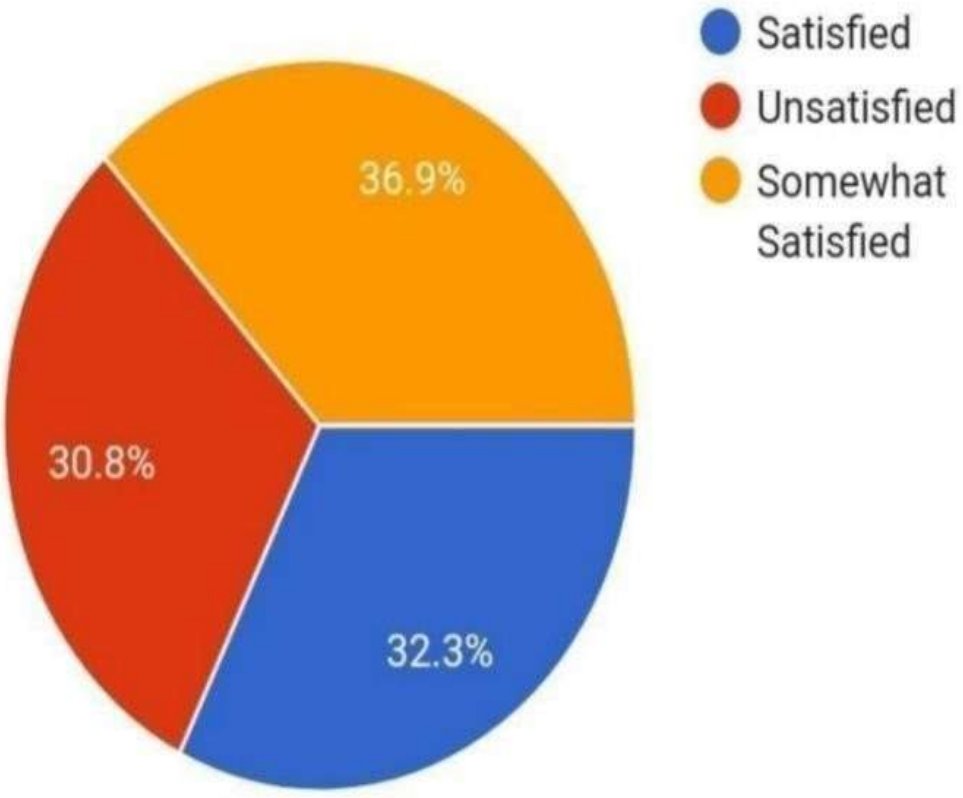


FIGURE 4.12

Overall, how much satisfied you are with Patanjali Ayurveda products

65 responses



CHAPTER – 5
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Quality as the most influencing factors in the purchase decision while price is also an Important for purchase decision.
- Schemes always attract more and more consumers towards particular brand. Simultaneously, it gives idea about the factors which consumers look most in the Product before they make final decision.
- Price off and extra quantity is the two main offers/schemes which consumers have Come across at the time of purchase.
- People are ready to buy products of brand which suits their budget means more Quantity less cost+ quality.
- Extra quantity with less or same price, more satisfaction, quality and other factors Clout consumers to switch over to other brands.
- People are more quality and price oriented.
- Consumer remember that name of the product by the company name and also from the Past performance of that company

SUGGESTIONS

- Most of the Patanjali consumers are facing problem like; products are not available in The market regularly.
- So, they are suggested to increase their stock and make sure that the products are Available in the market regularly.
- So, Patanjali Ayurveda should increase their stock and make sure that there will be no Shortage of products in the market.
- Renewable sources cannot push this much production. So, only tradition energy Sources will require.

CONCLUSION

Patanjali Ayurveda has given a trouble to many marketers with its individualistic way Of marketing. Patanjali Ayurveda had rattled the whole FMCG's Sector and bought a mutiny in the industry in a very spell era. A point to note is that many people are buying due to its hedonic value attached to the Products. Hence, Patanjali is attracting brand trustworthy customers and not price sensitive Customers. Will Patanjali continue to grow at the same pace? OR will it prove to be a Water bubble, With this being a temporary phase for Patanjali and strong players eventually coming Up With strategies to recapture the loss market share? Only time will tell. There is doubtlessly Patanjali is a problematic drive in the FMCG space and is a solid Risk for the occupants, yet Patanjali has its difficulties. A political relationship with Any political gathering is a twofold edged sword as a change in political administration Implies terrible news. For another, Patanjali does not have a multitude of B-school directors and advertisers, At HUL.An indication of that hole was noticeable when, after the dispatch of the atta Noodle, the Food Safety and Standards Authority of India said that Patanjali did not Have any significant bearing for endorsements. Ramdev figures all endorsements are set up and it might be a scheme to censure him. In the event that he is not kidding, and it appears he is, it's most likely time for Ramdev to get some administration heave in his positions.

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A STUDY ON CONSUMERS PERCEIVED RISK IN ONLINE SHOPPING WITH SPECIAL REFERENCE TO CHENNAI CITY

A PROJECT

Submitted by

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Under the guidance of
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Assistant Professor
Department of Commerce
Bharath Institute of Higher Education and Research

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE



DEPARTMENT OF COMMERCE

FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

173, AGARAM ROAD, CHENNAI 600 073

MAY - 2023

DECLARATION

I declare that this Project entitled "A Study On Consumers Perceived Risk In Online Shopping With Special Reference To Chennai City " is an original and bonafide work done by me in the partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce **submitted to the Department of Commerce, Bharath Institute of Higher Education and Research, was carried out** under the supervision of **Dr.K.Duraimuragan.M.Com.,M.Phil.,Ph.D** ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, **Bharath Institute of Higher Education and Research, is entirely original and has not been submitted for any degree or diploma earlier.**

I further declare that this Project does not form of any other project or dissertations on the basis of which a degree was awarded or conferred on earlier occasion on me or any other candidate.

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PLACE: CHENNAI

DATE

BONAFIDE CERTIFICATE

This is to certify that the Project entitled **"A Study On Consumers Perceived Risk In Online Shopping With Special Reference To Chennai City "** submitted by **HARIHARAN.V (Reg. No.:U20BC280) JAGADESH.C (Reg. No.:U20BC283) MUTHU KRISHNAN.D (Reg. No.:U20BC282) SUNDAR GANESH. S (Reg. No.:U20BC281)** for the degree of Bachelor of Commerce, **Department of Commerce, Bharath Institute of Higher Education and Research, Chennai – 600 073,** is based on the results of studies carried out by him / her under my guidance and supervision. This project or any part of the work has not been submitted elsewhere for any other degree.

Place: Chennai **Dr.K.DURAIMURUGAN**

Date : **(Research Supervisor)**

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SUNDAR GANESH. S (Reg. No.:U20BC281)

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