Project on Comparative study on

FB cakes and KS bakers.

Submitted By

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Submitted by Partial Fulfillment of the Requirements for

The award of Degree of

Bachelors of Commerce

Under the Guidance of KAKIREDDY PRANITHA

Department of Commerce

Little Flower Degree College, Uppal, Hyderabad -500039

Affiliated To Osmania University

STUDENT'S DELARATION

We hereby declare that the project entitled the Comparative study on FB cakes and KS bakers was submitted in partial fulfillment of the requirement for the award of Bachelors in Commerce Degree from Osmania University under the guidance of Lect. Pranitha is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

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Place: Hyderabad

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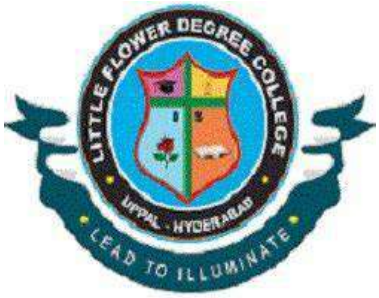

Certificate

This is to certify that the group project on "**Comparative study on FB cakes and KS bakers"** being submitted by-

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In partial fulfillment of the requirement for the award of the degree of bachelors of commerce is a bonafide record of the project done by – Pranitha, department of commerce, Little Flower Degree college, Uppal, Hyderabad.

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Project Guide

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This page would not be enough to extend my gratitude towards my project guide for her efforts in coordination with my work and guiding in right direction. A heartfelt regard to our institutions management Brother Vincent Reddy and vice Principal Jayanthi for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledgement those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all other who had been there to help this project.

ABSTRACT

The purpose of this study is to compare two well-known cake businesses in the neighborhood, FB Cakes and KS Bakers. A mixed-methods strategy will be used to conduct the study, which will entail both quantitative and qualitative data collection techniques.

Customers who have purchased cakes from both FB Cakes and KS Bakers will be surveyed as part of the quantitative approach to gather information on their satisfaction levels, product quality, cost, and overall experience. Statistical methods like descriptive statistics and chi-square tests will be used to analyze the data.

To learn more about the owners and staff of FB Cakes and KS Bakers' business practices, marketing plans, and operational processes, the qualitative method will entail interviewing them in-depth.

The study's findings will be presented in a detailed report, which will include recommendations for both FB Cakes and KS Bakers to improve their competitiveness in the local market. Insights into the elements that lead to the success of local cake stores will also be provided in the research, which will be valuable for other businesses in the same industry.

FB Cakes and KS Bakers are two popular bakeries known for their high-quality baked goods. Conducting a comparative study between these two bakeries can provide insights into their strengths and weaknesses and help customers make informed decisions when purchasing baked goods.

Ultimately, the choice between FB Cakes and KS Bakers will depend on the individual preferences and needs of each customer. Those looking for customized cakes may prefer FB Cakes, while those looking for affordable and convenient options may prefer KS Bakers. Conducting a comparative study between these two bakeries can help customers make informed decisions and find the best fit for their needs.

Keywords: Customer Satisfaction, Price of the products, Quality of the bakery items.

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INDEX

SNO	PARTICULARS	PAGE NO.
1.	INTRODUTION Need of the study Objectives Scope Merits & Demerits	11-15
2.	REVIEW OF LITERATURE	16-17
3.	HYPOTHESIS	18-19
4.	COMPANY PROFILE History Mission Vision Objectives	20-24
5.	RESEARCH METHODOLOGY Research design Research sample Research tools and techniques Source of data (primary, secondary)	25-27
6.	DATA ANALYSIS AND INTERPRETATIONS Interpretation of data 7.1.1 – 7.1.30 Tabulation of data 7.2.1 – 7.2.18 Pie chart 7.3.1 – 7.3.13 Graphical representation	28-60
7.	FINDING AND CONCLUSIONS Findings Conclusion Scope for further research	61-65
8.	BIBLIOGRAPHY &REFERENCES	66-67
9.	APPENDICES Questionnaire	68-78

CHAPTER 1
INTRODUTION

INTRODUTION

The aim of the research project on the comparison of FB Cakes and KS Bakers is to look into and contrast the quality, flavor, and general customer satisfaction of cakes made by two well-known cake companies, FB Cakes and KS Bakers. The goal of the project is to shed light on the advantages and disadvantages of each company while identifying which one offers clients the best value for their money.

Customers who have bought cakes from FB Cakes and KS Bakers will be studied, interviewed, and taste-tested to gather data for the study. To find patterns, trends, and connections between the different variables, the obtained data will be analyzed statistically.

The study is important because it can guide consumers in selecting a cake shop based on product quality, flavor, and client satisfaction. Additionally, it can give both businesses useful insights into how to enhance their goods and services to better suit client requirements and preferences.

The project's results may advance general understanding of the food industry, specifically the cake-making industry, and may serve as an idea for additional research in this field.

A consumer's purchasing behavior can be influenced by demographic factors as age, gender, income, and education. Younger consumers, for instance, might be more drawn to modern cake designs, whilst older consumers would like more conventional cakes. Additionally, consumers with higher incomes might be more inclined to shell out more money for cakes of superior quality.

Additionally, characteristics like values, personality, and way of life can affect how consumers behave. For instance, consumers who value convenience may prefer pre-packaged cakes, but consumers who value health may prefer cakes prepared with natural ingredients.

NEED OF THE STUDY

Consumer decision-making: When it comes to buying baked goods, consumers frequently have a variety of options. Consumers can make better decisions by understanding the variations in quality, cost, and other aspects by contrasting two well-known brands, such as FB cakes and KS bakers Business strategy: Owners of bakeries can gain from studying the business plans of successful businesses like KS Bakers and FB Cakes. Business owners can find areas for improvement and develop more effective methods by contrasting their goods, marketing strategies, and sales statistics.

Market analysis: Comparative research can give researchers insights on the trends in customer preferences, the market shares of various brands, and the level of competition in the bread business at present.

Social responsibility: The study can also provide insight into how businesses in the bakery sector address social responsibility, including their views on the environment and their involvement in the community. Consumers who desire to make more socially responsible purchases may find this information valuable.

OBJECTIVES

- To understand the problem faced by customers in bakery.
- To understand the competition between FB cakes & KS bakers.
- To describe and Demonstrate Experience of consumers regarding taste at FB cakes & KS bakers.

SCOPE

A study comparing FB cakes and KS Bakers would probably fall under the heading of marketing, company management, or customer behavior. The project's main objective might be to contrast the two bakeries' product selections, levels of customer satisfaction, and price structures.

You might start gathering information for this study on the kind of cakes each bakery sells, their costs, and client testimonials. Customers' comments on the caliber of the cakes, the standard of customer service offered by each bakery, and their general contentment with their experiences can also be gathered through surveys of customers.

To analyze your findings, you could use statistical methods such as regression analysis or hypothesis testing to determine if there are significant differences in the performance of the two bakeries. You could also conduct a analysis to identify the strengths, weaknesses, opportunities, and threats of each business.

Overall, this research project could provide valuable insights into the competitive landscape of the bakery industry and help businesses to improve their product offerings and customer satisfaction levels.

ADVANTAGES AND DISADVANTAGES OF THE RESEARCH

ADVANTAGES

- It can help them to make better decision about their products and services.
- The information help business manager to know the reasons behind the purchase or rejection of a product or service by the consumer.
- Variety – seeking customer.

DISADVANTAGES

- Limited access to information.
- Limited time.
- Inaccurate data.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

Review of literature by Shravan Chowdary

Bakery industry is rapidly growing industry so behavior of consumers towards baked product is important to know. In this research various responses was recorded for different parameters. According to the research, consumers show a positive behavior towards bakery products. In this research, factors affecting consumer buying decision and consumer behavior towards bakery product were studied. In overall research this is observed that people consume bakery products frequently and there are various factors like taste, texture, smell, fortification etc which affects consumers buying decision.

Harish Jadhav, Dr. Pravin Chavan (2019): "An Analytical Study on Consumer Buying Behavior for Bakery Products". The objective of the study is to ascertain the level of brand awareness for Bakery and study factors influencing the selection of Bakery brand. The study is descriptive and diagnostic in its nature. The study was conducted in Kolhapur City. Total 225 respondents have filled the questionnaire and it was sample under the study. For analysis MS office Excel and SPSS 20.0 was used. An exploratory factor analysis result indicates that consumer preference is an outcome of customer's opinion about the affordability of the product. Bakery food consumption is an impulse purchases decision. Accessibility as well as affordability is important in determining the customer preference for the bakery products.

Prof.Nitinchandra S, Ms. Namita Hunswadkar (2018): "A study on customer satisfaction with reference to Vinayak Bakery and Its Competitors at haliyal". The objective is to understand consumer perception regarding Vinayak Bakery Products and to analyze the different strategies adopted by the bakeries (competitors) at Haliyal. Sample size for the survey conducted is 50. For primary data, interaction with the customers for filling up the survey form was done. For analysis, Chi-Square Test, Factor Analysis, Binomial Test, Descriptive (Frequencies) was used. The outcomes are there was a close relationship between the occupation of the consumers and their preference to the Brand of Vinayak Bakery and it was found that out of all 50 samples selected every one of them has visited Vinayak Bakery at least once in their life time.

CHAPTER 3

HYPOTHESIS

HYPOTHESIS

A hypothesis is typically an informed guess or claim made to explain a phenomenon or a collection of occurrences.

A hypothesis is a potential explanation for a phenomenon that has been seen or a strategy for resolving a research issue that is developed based on the body of knowledge and is verifiable through actual data and tests. A hypothesis is frequently used as the basis for scientific research. Based on the data acquired from experiments and observations, the hypothesis may then be improved, amended, or rejected.

Types of hypotheses

- Simple hypothesis.
- Complex hypothesis.
- Directional hypothesis.
- Non-directional hypothesis.
- Null hypothesis.
- Associative and casual hypothesis.

Categories of hypothesis

There are basically two types, namely, null hypothesis and alternative

hypothesis.

"There is no significant difference between the quality of cakes produced by FB cakes and KS bakers."

This null hypothesis assumes that the mean quality of cakes produced by FB cakes and KS bakers is the same, and any observed differences between the two are due to chance. The alternative hypothesis would be that there is a significant difference between the two cake producers, which would need to be supported by empirical evidence.

CHAPTER 4

COMPANY PROFILE

COMPANY PROFILE

FB CAKES

Fb Cakes Private Limited is a Private incorporated on 03 June 2021. It is classified as non-govt company and is registered at Registrar of Companies, Chennai. Its authorized share capital is Rs. 1,000,000 and its paid-up capital is Rs. 100,000. It is involved in Manufacture of other food products

Fb Cakes Private Limited's Annual General Meeting (AGM) was last held on N/A and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on N/A.

Directors of Fb Cakes Private Limited are Karthick Renganath, Ramamurthy Vijaya Venkateswari, Sowmya Malamal and Rengasamy Muthuraja.

Fb Cakes Private Limited's Corporate Identification Number is (CIN) U15490TN2021PTC143908 and its registration number is 143908.Its Email address is fbcakesacco@gmail.com and its registered address is SY.NO.167/7A1A, NO.46 RGM COMPLEX, O.M ROAD KARAPAKAM CHENNAI Kancheepuram TN 600097 IN.

Current status of Fb Cakes Private Limited is - Active.

Company Details

CIN	U15490TN2021PTC143908
Company Name	FB CAKES PRIVATE LIMITED
Company Status	Active
RoC	RoC-Chennai
Registration Number	143908
Company Category	Company limited by Shares

CIN	U15490TN2021PTC143908
Company Sub Category	Non-govt company
Class of Company	Private
Date of Incorporation	03 June 2021
Age of Company	1 years, 10 month, 29 days
Activity	Manufacture of other food products Click here to see other companies involved in same activity.

FB CAKES

VISION

To provide family of our customers with safe, appetizing nutritious and quality bakery products at reasonable prices.

MISSION

We constantly provide outstanding customer services and believe that customer satisfaction is our ultimate goal.

KS BAKERS

VISSION

We want to be known for our dedicated team of quality bakers and staff who use the best ingredients to deliver the best bakery products.

MISSION

We are committed to provide quality products and services at affordable prices through talented and trained workforce, using standardized processes to meet and exceed the expectations of our valued customers.

KS BAKERS

Welcome to Ks Bakers Pvt Ltd, a leading provider in the Food & Beverage / Bakery & Confectionery industry. We are located in Hyderabad, India. Our team is made up of dedicated professionals who are passionate about what they do. Thank you for considering Ks Bakers Pvt Ltd and we hope to hear from you soon.

The company has not verified its profile on GlobalLinker. If you are a business owner, you can register and connect with Ks Bakers Pvt Ltd and other business owners in the Food & Beverage industry on GlobalLinker.

IndustryFood & Beverage > Bakery & Confectionery

Location(s)Hyderabad (India)

K S BAKERS PRIVATE LIMITED
K S Bakers Private Limited is a non-govt company, incorporated on 29 Mar, 2012. It's a private unlisted company and is classified as'company limited by shares.
Company's authorized capital stands at Rs 50.0 lakhs and has 50.0% paid-up capital which is Rs 25.0 lakhs. K S Bakers Private Limited last annual general meet (AGM) happened on 25 Sep, 2017. The company last updated its financials on 31 Mar, 2017 as per Ministry of Corporate Affairs (MCA).
K S Bakers Private Limited is majorly in Manufacturing (Food stuffs) business from last 11 years and currently, company operations are active. Current board members & directors are KATLA SANDEEP REDDY, SATHYANARAYANA REDDY KATLA and VIJAYAKATLA.
Company is registered in Hyderabad (Telangana) Registrar Office. K S Bakers

Private Limited registered address is Plot No.90 & 91, Opp. PJR Stadium, Chandanagar, HYDERABAD TG 500050 IN.

K S Bakers Private Limited Details

CIN	U15410TG2012PTC080000
Date of Incorporation	29 Mar, 2012
Status	Active
Company Category	Company limited by Shares
Company Sub-category	Non-govt company
Company Class	Private
Business Activity	Manufacturing (Food stuffs)
Authorized Capital	50.0 lakhs
Paid-up Capital	25.0 lakhs
Paid-up Capital %	50.0
Registrar Office City	Hyderabad
Registered State	Telangana
Registration Number	80000
Registration Date	29 Mar, 2012
Listing Status	Unlisted
AGM last held on	25 Sep, 2017
Balance Sheet last updated on	31 Mar, 2017

CHAPTER 5

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Study on consumer behavior for bakery items was carried out by circulating a Google document which contains several questions in a random population. Responses from each person were evaluated thoroughly for each question. Each question is expressed in percentages and high preference from the customers. Question contain age, occupation, taste, income status and so on.

Research Design: The research design for this study will be a comparative case study, which involves analyzing and comparing the marketing and sales strategies, product offerings, and pricing of FB cakes and KS bakers. Data will be collected from various sources such as online customer reviews, social media platforms, official websites of the companies, and any other publicly available information.

Sampling: The sampling method will be purposive sampling, which involves selecting cases based on specific criteria. In this case, the samples will be FB cakes and KS bakers.

Data Collection: Data will be collected through a combination of qualitative and quantitative methods. Qualitative data will be collected from customer reviews, interviews with bakery owners, and any other relevant sources. Quantitative data will be collected from social media analytics and sales data, if available.

Data Analysis: The data collected will be analyzed using content analysis to identify themes and patterns in the data. Quantitative data will be analyzed using descriptive statistics to summarize the data.

Ethical Considerations: Ethics will be a key consideration in this study. All data collected will be used only for research purposes and kept confidential. In addition, the research will comply with all ethical standards, such as obtaining informed consent from participants and ensuring the anonymity of participants.

Limitations: One limitation of this study is the potential lack of access to certain data, such as sales data, due to confidentiality issues. Another limitation is the potential for bias in customer reviews or other online sources.

Conclusion: The findings of this study can help to provide insights into the marketing and sales strategies, product offerings, and pricing of FB cakes and KS bakers. These findings can be useful for consumers, business owners, and researchers in the bakery industry.

SOURCE OF DATA

Descriptive research design is used in this research. This research method is chosen because it is a fact-finding methodology helps to gather data by the use of questionnaire and personal interview.

Primary Data: Data collection is done through observation and questionnaires.

Secondary Data: Data collection is done through books internet
projects ETC time frame

CHAPTER 6

DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS

It describes the given chart, table, data, graph etc. It should be brief and comprehensive (include complete information) at the same time. It should state facts that are provided by the chart. It is necessary to make use of simple and accurate language. It should mention figures and quantities appropriately. It is appropriate to use the same tense throughout the analytical paragraph. No personal observation or response should be provided.

Table: Table is a method used to present statistical data by arranging the numbers systematically and describing some mass processes.

Chart: Charts are used to display series of numeric data in a graphical format to make it easier to understand large quantities of data and the relationship between different series of data.

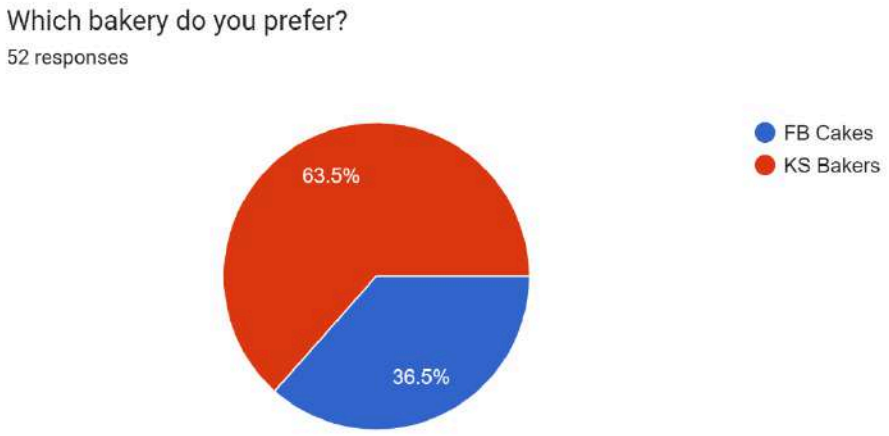
Graph: A diagram showing the relation between variable quantities, typically of two variables, each measured along one of a pair of axes at right angles.

INTERPRETATION

Interpretation can be done in two ways. They are tabulation form and graphical way. Tabulation is a systematic and logical representation of numeric data in rows and columns to facilitate comparison and statistical analysis. Graphical method are useful to portray the result of formal statistical tests of trends.

Which bakery do you prefer?

TOTAL RESPONSES	MALE	FEMALE
52	36	16



INTERPRETATION

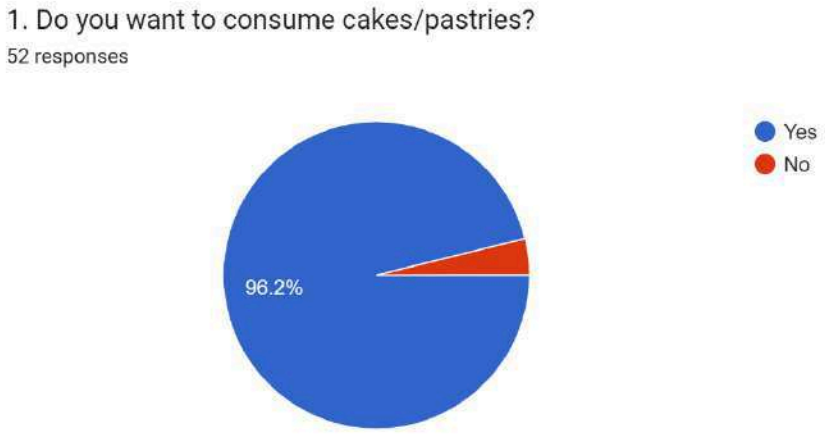
Overall responses we got is 52 from that 63% of the people chosen Ks bakers and remaining 36% of the people chosen FB cakes. So, from this highest percentage is 63 people prefer Ks bakers.

1.Do you want to consume cakes/pastries ?

TABLE-7.1.1

TOTAL RESPONSES	CONSUMES CAKES /PASTRIES	
	YES	NO
52	50	2

PIE CHART – 7.2.1



INTERPRETATION

(a) 96% people prefer to consume cakes/pastries.

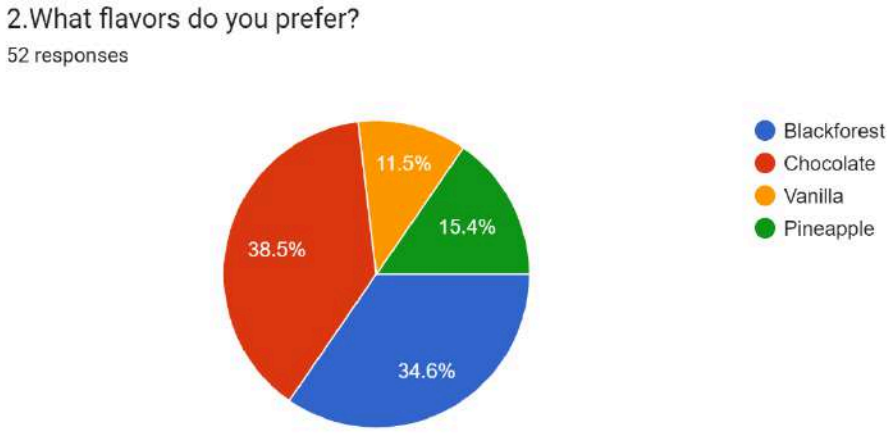
(b)Rest 4%selected as “no”

2.What flavors do you prefer?

TABLE-7.1.2

TOTAL RESPONSES	BLACFOREST	CHOCOLATE	VANILLA	PINEAPPLE
52	18	20	6	8

PIE CHART – 7.2.2



INTERPRETATION

(a) Maximum 35% people chosen black forest.

(b)High percent @38%people chosen chocolate flavor.

(c) Less percent @12% chosen vanilla.

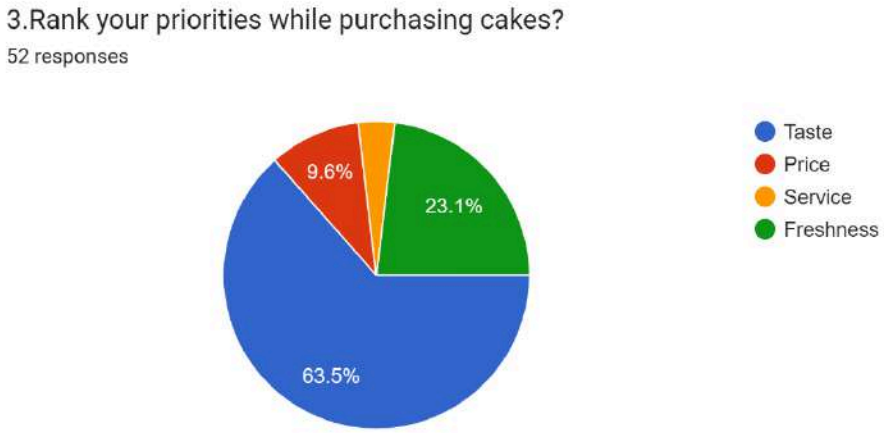
(d)Minimum 15% people chosen pineapple flavor

3.Rank your priorities while purchasing cakes?

TABLE-7.1.3

TOTAL RESPONSES	TASTE	PRICE	SERVICE	FRESHNESS
52	33	5	2	12

PIE CHART – 7.2.3



INTERPRETATION

(a) 63% people purchase cakes according to taste.

(b)Maximum 23% people purchase cakes according to freshness.

(c)Minimum 10% people purchase cakes according to price.

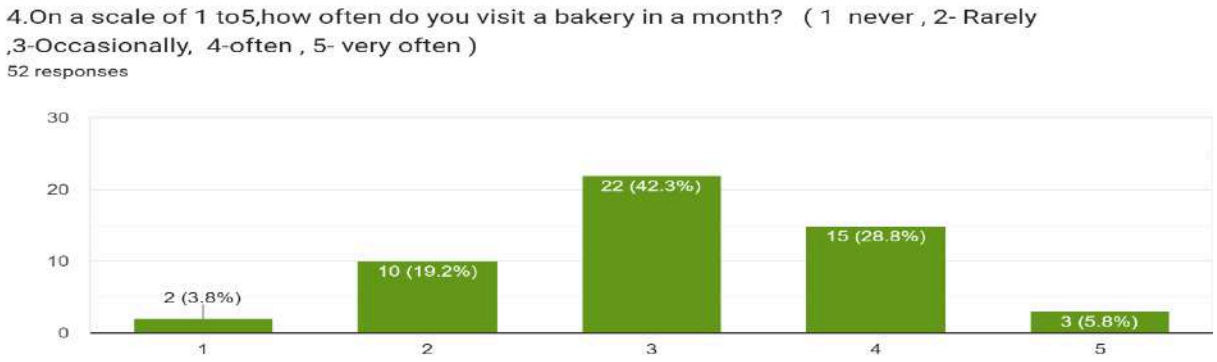
(d)Less than 10% people purchase according to service.

4.On a scale of 1 to 5 how often do you visit a bakery in a month?(1 never, 2 Rarely, 3 occasionally, 4 often ,5 very often)

TABLE-7.1.4

TOTAL RESPONSES	NEVER	RARELY	OCCASIONALLY	OFTEN	VERY OFTEN
52	2	10	22	15	3

GRAPH – 7.3.1



INTERPRETATION

(a) 22(42%) of people visit the bakery in a month occasionally.

(b) 15(29%) of people visit the bakery in a month often.

(c) 10(19%) of people visit the bakery in a month rarely.

(d) 3(6%) of people visit the bakery in a month very often.

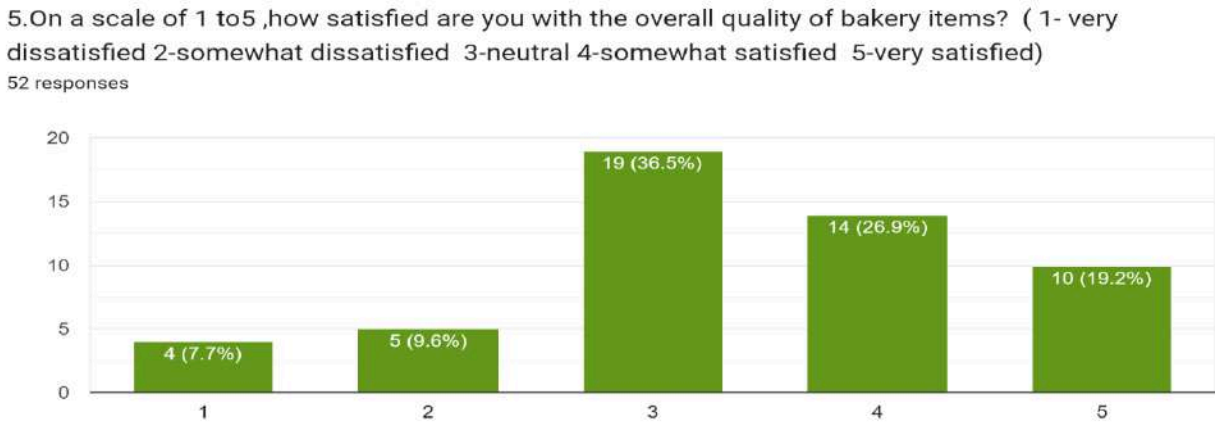
(e) Remaining 2 people visit the bakery in a month never.

5. On a scale of 1 to5 ,how satisfied are you with the overall quality of bakery items?(1- very dissatisfied 2-somewhat dissatisfied 3-neutral 4-somewhat satisfied 5very satisfied)

TABLE-7.1.5

TOTAL RESPONSES	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	NEUTRAL	SOMEWHT SATISFIED	VERY SATISFIED
52	4	5	19	14	10

GRAPH – 7.3.2



INTERPRETATION

(a) 19(37%) of people satisfied with the neutral option for the quality of the bakery items provided.

(b) 14(27%) of people somewhat satisfied with the overall quality of the bakery items.

(c) 19% of people very satisfied with the quality provided by the bakery.

(d) 5(10%) of people somewhat dissatisfied with the quality in the bakery.

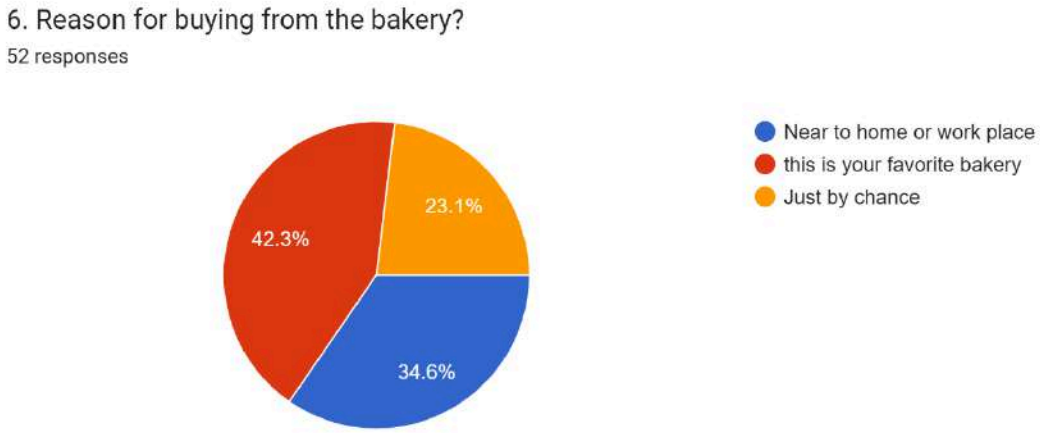
(e) 4(8%) of people very dissatisfied with the overall quality of the bakery items.

6. Reason for buying from the bakery? *

TABLE-7.1.6

TOTAL RESPONSES	NEAR TO HOME OR WORK PLACE	THIS IS YOUR FAVORITE BAKERY	JUST BY CHANCE
52	18	22	12

PIE CHART – 7.2.4



INTERPRETATION

(a) 42% of people buy the cakes because that is their favorite place.

(b) 35% of people buy the cakes because it is near their home /workplace.

(c) 23% of people buy the cakes just by chance

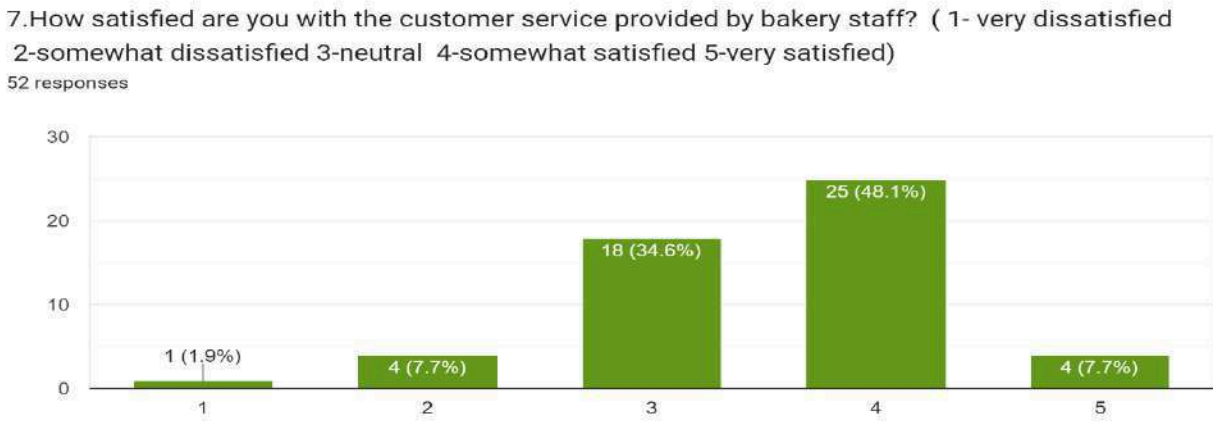
7.How satisfied are you with the customer service provided by bakery staff? *

(1- very dissatisfied 2-somewhat dissatisfied 3-neutral 4-somewhat satisfied 5very satisfied)

TABLE-7.1.7

TOTAL RESPONSES	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	NEUTRAL	SOMEWHAT SATISFIED	VERY SATISFIED
52	1	4	18	25	4

GRAPH – 7.3.3



INTERPRETATION

(a) 25(48%) of people are somewhat satisfied with the customer service provided by the bakery staff.

(b) 18(35%) of people satisfied with the neutral option where bakery staff provides customer service.

(c) 5(8%) of people satisfied with the options of somewhat dissatisfied and very satisfied where bakery staff provided customer service.

(d) 1(2%) of people very dissatisfied with the customer service provided by the bakery staff.

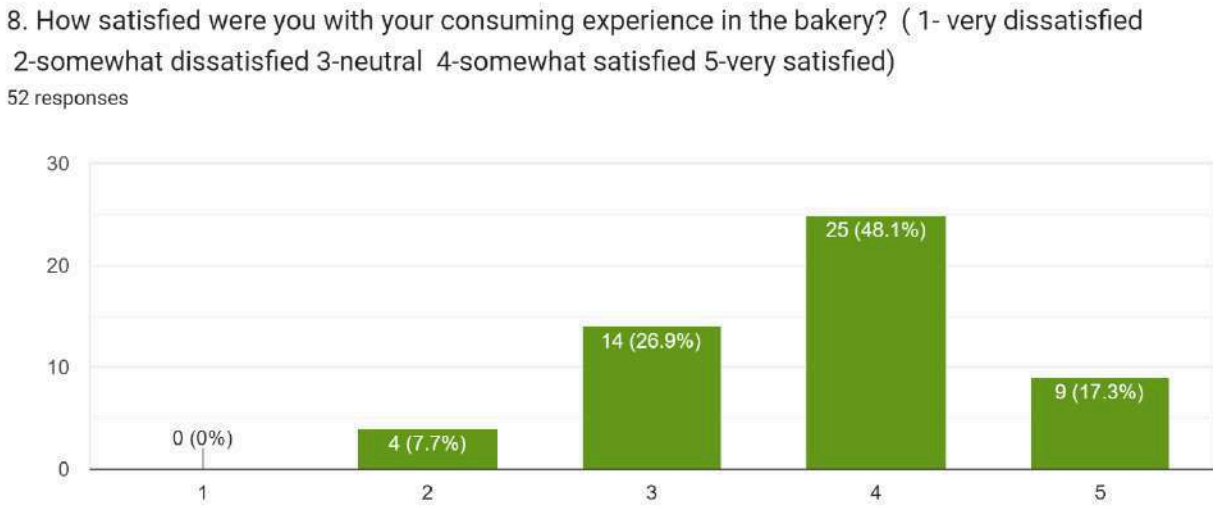
8. How satisfied were you with your consuming experience in the bakery?

(1- very dissatisfied 2-somewhat dissatisfied 3-neutral 4-somewhat satisfied 5very satisfied)

TABLE-7.1.8

TOTAL RESPONSES	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	NEUTRAL	SOMEWHAT SATISFIED	VERY SATISFIED
52	0	4	14	25	9

GRAPH – 7.3.4



INTERPRETATION

(a) 25(48%) of people are somewhat satisfied with their consuming experience in the bakery.

(b) 14(27%) of people are satisfied with the option of neutral while consuming in the bakery.

(c) 9(17%) of people are very satisfied with their consuming experience in the bakery.

(d) 4(8%) of people are somewhat dissatisfied with their consuming

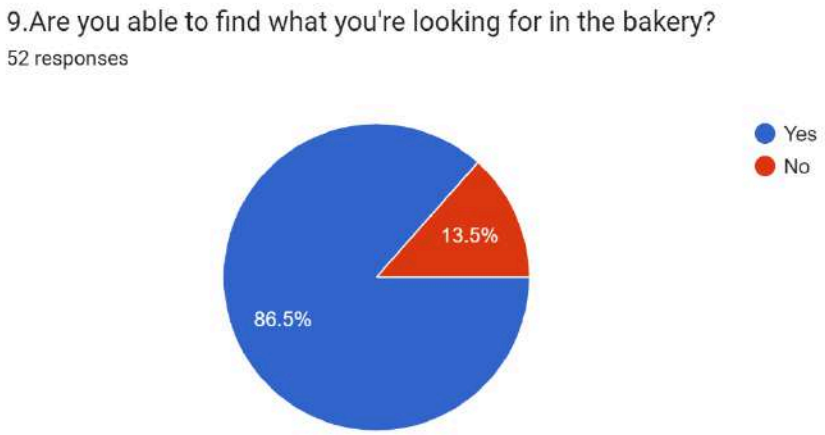
experience in the bakery.

9.Are you able to find what you're looking for in the bakery? *

TABLE-7.1.9

TOTAL RESPONSES	YES	NO
52	45	7

PIE CHART – 7.2.5



INTERPRETATION

(a)87% of the people are yes for what they are looking for in the bakery.

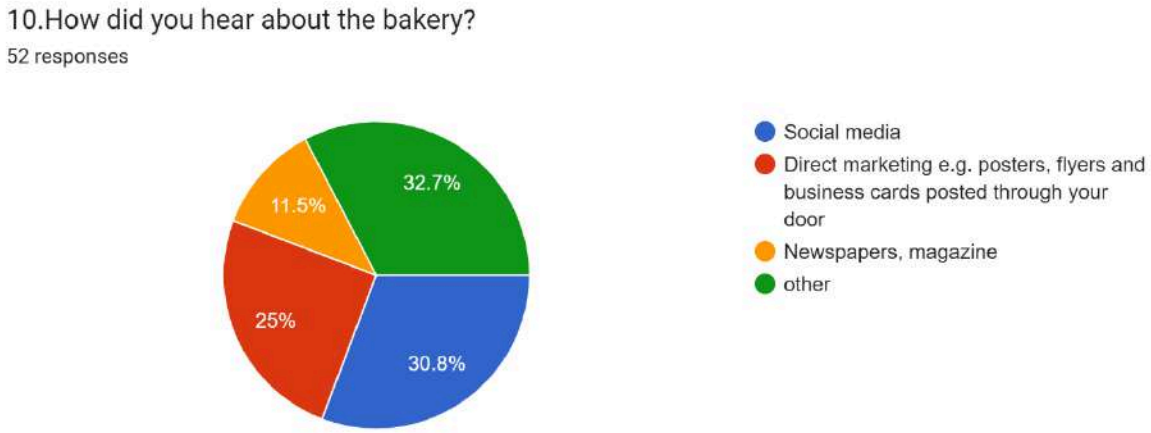
(b) Remaining 13% of people are no for what they are looking for in the bakery.

10.How did you hear about the bakery? *

TABLE-7.1.10

TOTAL RESPONSES	SOCIAL MEDIA	DIRECT MARKETING	NEWSPAPERS, MAGAZINE	OTHER
52	16	13	6	17

PIE CHART – 7.2.6



INTERPRETATION

(a) 33% of people heard about the bakery through others.

(b) 31% of people heard about the bakery through social media.

(c) 25% of people heard about the bakery through direct marketing i.e., posters and flyers.

(d) 12% of people heard about the bakery through newspapers and magazines.

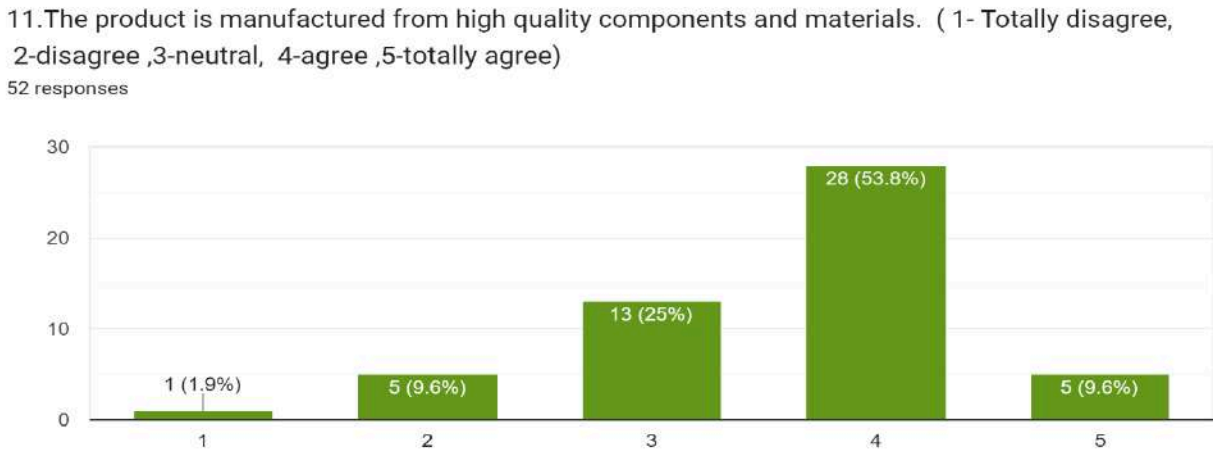
*11.*The product is manufactured from high quality components and materials.

(1- Totally disagree, 2-disagree ,3-neutral, 4-agree ,5-totally agree)

TABLE-7.1.11

TOTAL RESPONSES	TOTALLY DISAGREE	DISAGREE	NEUTRAL	AGREE	TOTALLY AGREE
52	1	5	13	28	5

GRAPH – 7.3.5



INTERPRETATION

(a) 28(54%) of people are agreed with the high quality of components and materials used in the bakery.

(b) 13(25%) of people are neutral with the high quality of components and materials used in the bakery.

(c) 5(10%) of the people are disagreed and totally agreed with the high quality of components and material used in the bakery.

(d) 1(2%) of the people are totally disagreed with the quality of components

and materials used in the bakery.

12.How was your product delivery experience?

(1- very dissatisfied, 2-somewhat dissatisfied ,3-neutral, 4-somewhat satisfied ,5very satisfied)

TABLE-7.1.12

TOTAL RESPONSES	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	NEUTRAL	SOMEWHAT SATISFIED	VERY SATISFIED
52	0	4	17	25	6

GRAPH – 7.3.6

INTERPRETATION

(a) 25(48%) of people are somewhat satisfied with the delivery of the product.

(b) 17(33%) of the people are neutral with the delivery experience of the product.

(c) 6(12%) of the people are totally satisfied with the delivery experience of the product.

(d) 4(8%) of the people are somewhat dissatisfied with the delivery experience

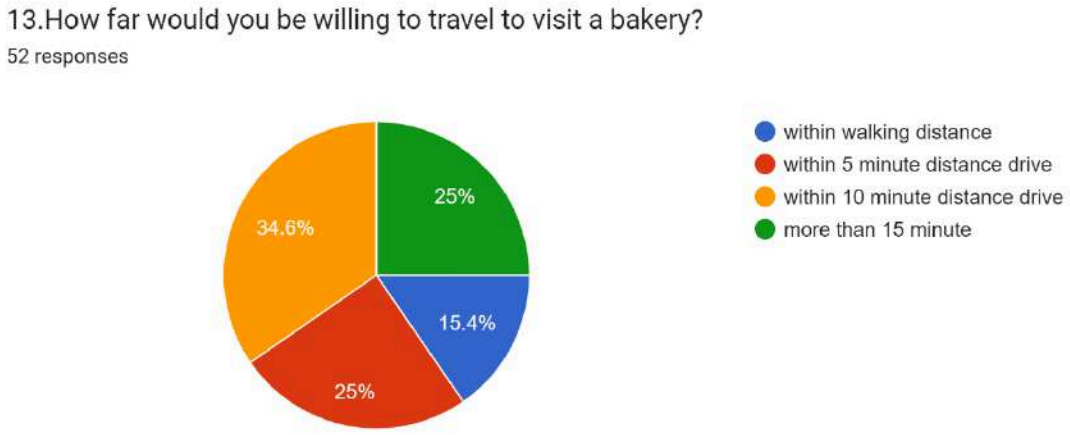
of the product.

713.How far would you be willing to travel to visit a bakery? *

TABLE-7.1.13

TOTAL RESPONSES	WALKING DISTANCE	5 MINUTES DRIVE	10 MINUTES DRIVE	MORETHAN 15 MINUTES
52	8	13	18	13

PIE CHART – 7.2.7



INTERPRETATION

(a) 35% of the people are willing to travel to visit the bakery within 10 minutes distance drive.

(b) 25% of the people are willing to travel to visit the bakery within 5 minutes distance drive and more than 15 minutes.

(c) 15% of the people are willing to travel to visit the bakery within walking

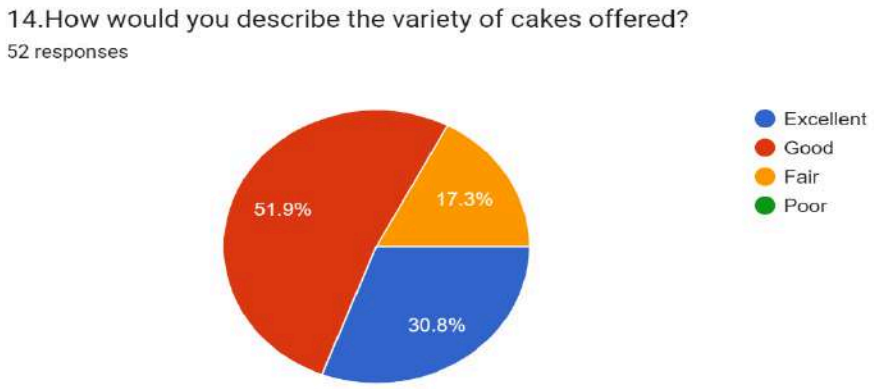
distance only

14.How would you describe the variety of cakes offered? *

TABLE-7.1.14

TOTAL RESPONSES	EXCELLENT	GOOD	FAIR	POOR
52	16	27	9	0

PIE CHART – 7.2.8



INTERPRETATION

(a) 52% of the people describe the variety of cakes offered is good.

(b) 31% of the people describe the variety of cakes offered is excellent.

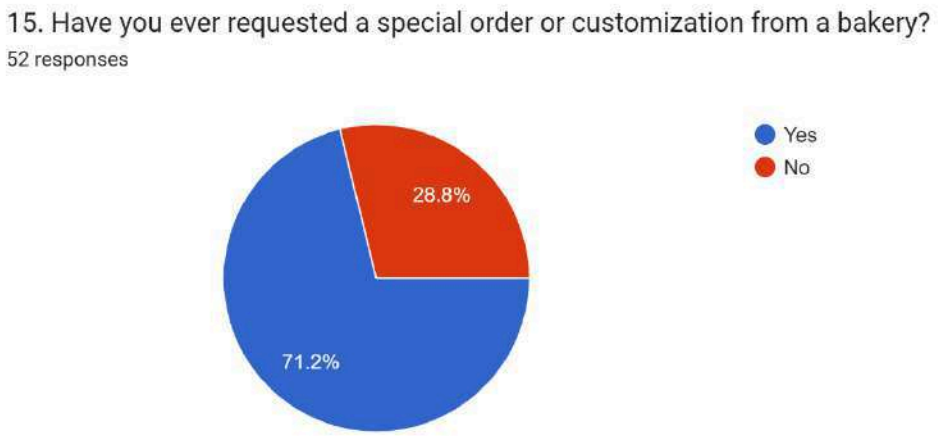
(c) 17% of the people describe the variety of cakes offered is fair.

15. Have you ever requested a special order or customization from a bakery? *

TABLE-7.1.15

TOTAL RESPONSES	YES	NO
52	37	15

PIE CHART – 7.2.9



INTERPRETATION

(a) 71% of the people are requested for the special order or customization from the bakery.

(b) Remaining 29% of the people are not requested for any special order or customization from the bakery.

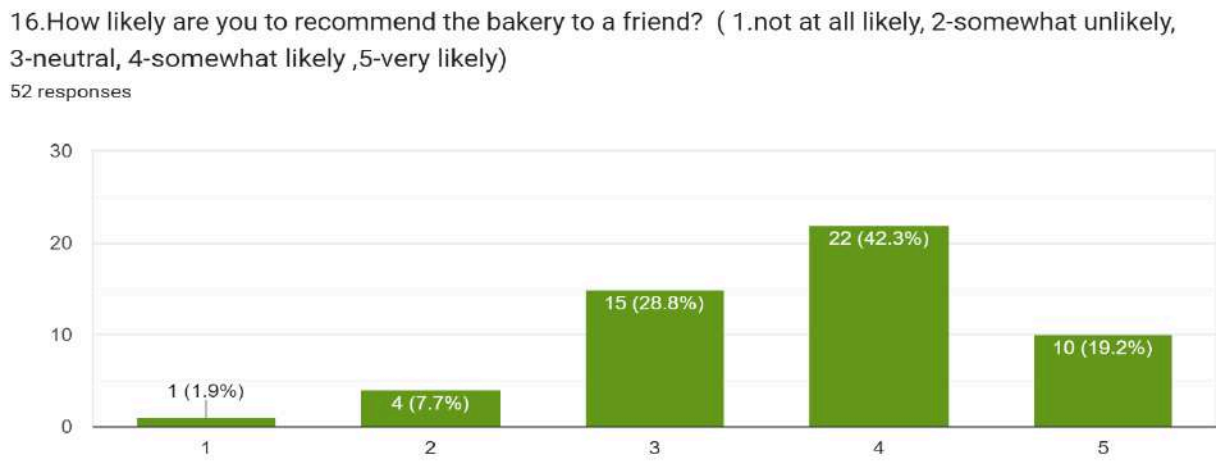
16.How likely are you to recommend the bakery to a friend?

(1.not at all likely, 2-somewhat unlikely, 3-neutral, 4-somewhat likely ,5-very likely)

TABLE-7.1.16

TOTAL RESPONSES	NOT AT ALL LIKELY	SOMEWHAT UNLIKELY	NEUTRAL	SOMEWHAT LIKELY	VERY LIKELY
52	1	4	15	22	10

GRAPH – 7.3.7



INTERPRETATION

(a) 22(42%) of the people are somewhat recommend bakery to a friend.

(b) 15(29%) of the people are neutral to recommend bakery to a friend.

(c) 10(19%) of the people are very likely to recommend bakery to a friend.

(d) 4(8%) of the people are somewhat unlikely recommend bakery to a

friend.

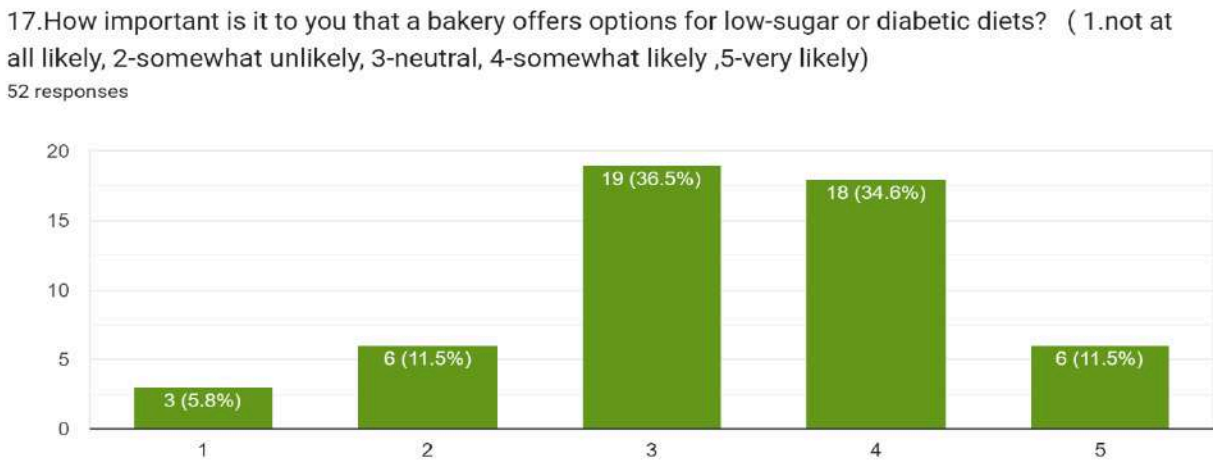
(e) 1(2%) of the people not at all likely recommend bakery to a friend.

17.How important is it to you that a bakery offers options for low-sugar or diabetic diets? (1.not at all likely, 2-somewhat unlikely, 3-neutral, 4-somewhat likely ,5-very likely)

TABLE-7.1.17

TOTAL RESPONSES	NOT AT ALL LIKELY	SOMEWHAT UNLIKELY	NEUTRAL	SOMEWHAT LIKELY	VERY LIKELY
52	3	6	19	18	6

GRAPH-7.3.8



INTERPRETATION

(a) 19(37%) of the people are neutral because that bakery offers for low sugar and diabetic diet.

(b) 18(35%) of the people are somewhat likely because that bakery offers the option of low sugar and diabetic diet.

(c) 6(12%) of the people are somewhat unlikely and very likely because that

bakery offers options of low sugar and diabetics diet.

(d) 3(6%) of the people are not at all likely because that bakery offers options of low sugar and diabetic's diet.

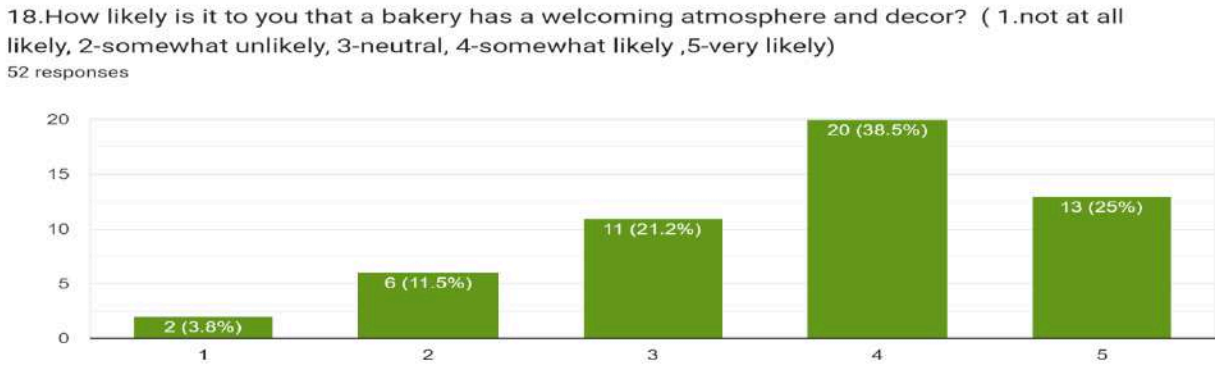
18.How likely is it to you that a bakery has a welcoming atmosphere and decor?

(1.not at all likely, 2-somewhat unlikely, 3-neutral, 4-somewhat likely ,5-very likely)

TABLE-7.1.18

TOTAL RESPONSES	NOT AT ALL LIKELY	SOMEWHAT UNLIKELY	NEUTRAL	SOMEWHAT LIKELY	VERY LIKELY
52	2	6	11	20	13

GRAPH-7.3.9



INTERPRETATION

(a) 20(39%) of the people are somewhat likely because that bakery has welcoming atmosphere and décor.

(b) 13(25%) of the people are very likely because that bakery has welcoming atmosphere and décor.

(c) 11(21%) of the people are neutral because that bakery has welcoming atmosphere and décor.

(d) 6(12%) of the people are somewhat unlikely because that bakery has

welcoming atmosphere and décor.

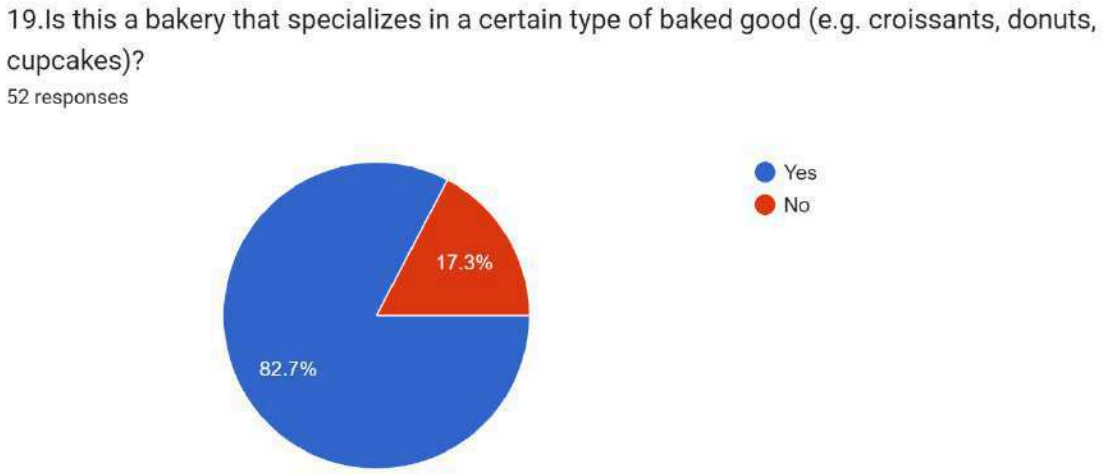
(e) 2(4%) of the people are not at all likely because that bakery has welcoming atmosphere and décor.

19.Is this a bakery that specializes in a certain type of baked good (e.g. Croissants, donuts, cupcakes)? *

TABLE-7.1.19

TOTAL RESPONSES	YES	NO
52	43	9

PIE CHART – 7.2.10



INTERPRETATION

(a) 83% of the people are yes, this is a bakery that specializes in a certain type of baked goods(cupcakes, donuts etc.) .

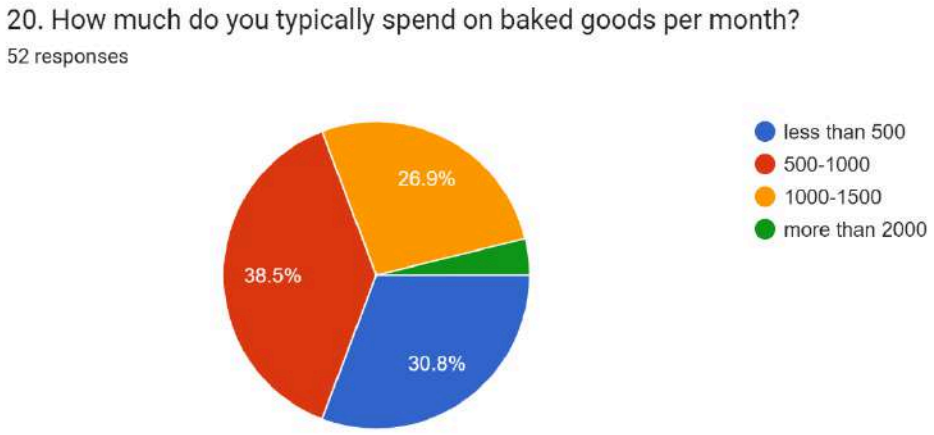
(b) 17% of the people are no.

20. How much do you typically spend on baked goods per month? *

TABLE-7.1.20

TOTAL RESPONSES	LESSTHAN 500	500-1000	1000-1500	MORE THAN 2000
52	16	20	14	2

PIE CHART – 7.2.11



INTERPRETATION

(a) 39% of the people typically spend on the baked goods are 500-1000.

(b) 31% of the people typically spend on baked goods are less than 500.

(c) 27% of the people typically spend on baked goods are 1000-1500.

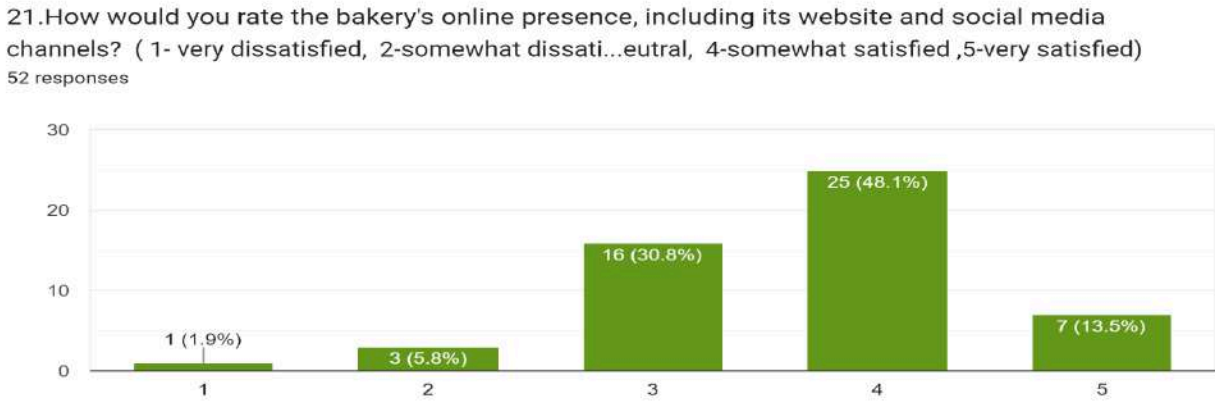
(d) Remaining 3% of the people typically spend on baked goods are more than 2000.

21.How would you rate the bakery's online presence, including its website and social media channels? (1- very dissatisfied, 2-somewhat dissatisfied ,3-neutral, 4-somewhat satisfied ,5very satisfied)

TABLE-7.1.21

TOTAL RESPONSES	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	NEUTRAL	SOMEWHAT SATISFIED	VERY SATISFIED
52	1	3	16	25	7

GRAPH-7.3.10



INTERPRETATION

(a) 25(48%) of the people are somewhat satisfied with the bakery's online presence, including its website and social media channels.

(b) 16(31%) of the people are neutral with the bakery's online presence, including its website and social media channels.

(c) 7(14%) of the people are very satisfied with the bakery's online presence, including its website and social media channels.

(d) 3(6%) of the people are somewhat dissatisfied with the online presences of the bakery.

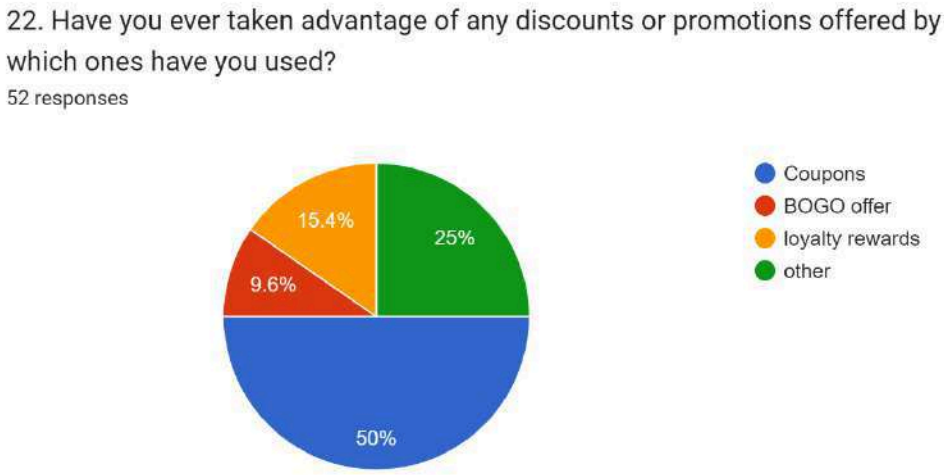
(e) 1(2%) of the people are not at all satisfied with the online presence of the bakery.

22. Have you ever taken advantage of any discounts or promotions offered by the bakery? If so, which ones have you used?

TABLE-7.1.22

TOTAL RESPONSES	COUPONS	BOGO OFFER	LOYALITY REWARDS	OTHER
52	26	5	8	13

PIE CHART – 7.2.12



INTERPRETATION

(a) 50% of the people are taken the advantage of coupons offered by the bakery.

(b) 25% of the people are taken the advantage of the others offered by the bakery.

(c) 15% of the people are taken the advantage of the loyalty rewards offered by the bakery.

(d) 10% of the people are take the advantage of the BOGO offer offered by the bakery.

23. How do you prefer to pay for your purchases at the bakery? *

TABLE-7.1.23

TOTAL RESPONSES	CASH	CREDIT CARD	DEBIT CARD	MOBILE PAYMENT
52	25	5	0	22

PIE CHART – 7.2.13

INTERPRETATION

(a) 48% of the people use cash to pay while purchase at the bakery.

(b) 42% of the people use mobile payment to pay while purchase at the bakery.

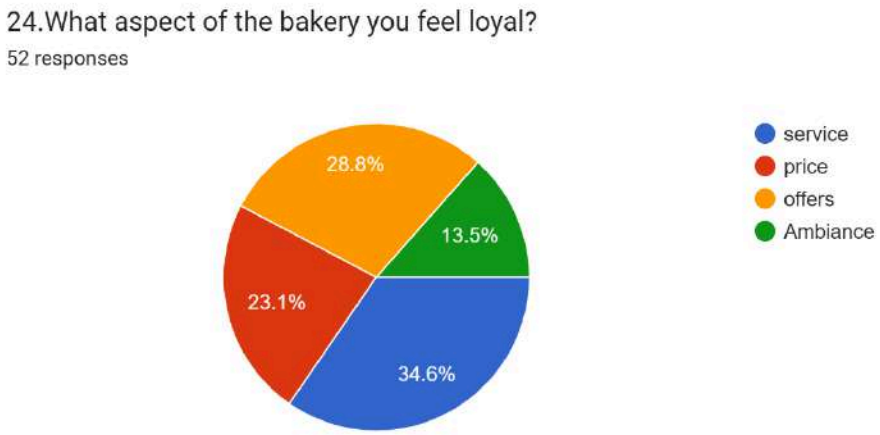
(c) 10% of the people use debit card to pay while purchase at the bakery.

24.What aspect of the bakery you feel loyal? *

TABLE-7.1.24

TOTAL RESPONSES	SERVICE	PRICE	OFFERS	AMBIANCE
52	18	12	15	7

PIE CHART – 7.2.14



INTERPRETATION

(a) 35% of the people accept service of the bakery they feel loyal.

(b) 29% of the people accept offers of the bakery they feel loyal.

(c) 23% of the people accept price of the bakery they feel loyal.

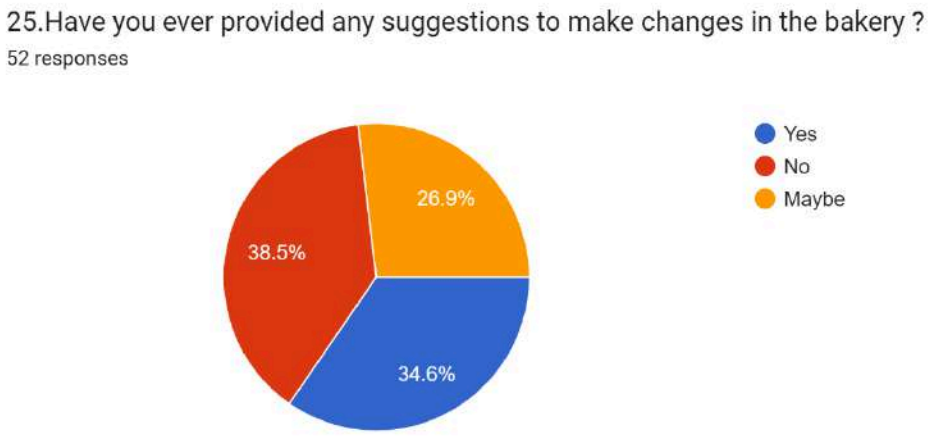
(d) 16% of the people accept ambiance of the bakery they feel loyal.

25.Have you ever provided any suggestions to make changes in the bakery ?

TABLE-7.1.25

TOTAL RESPONSES	YES	NO	MAYBE
52	18	20	14

PIE CHART – 7.2.15



INTERPRETATION

(a) 39% of the people never suggested to make changes in the bakery.

(b) 35% of the people suggested to make changes in the bakery.

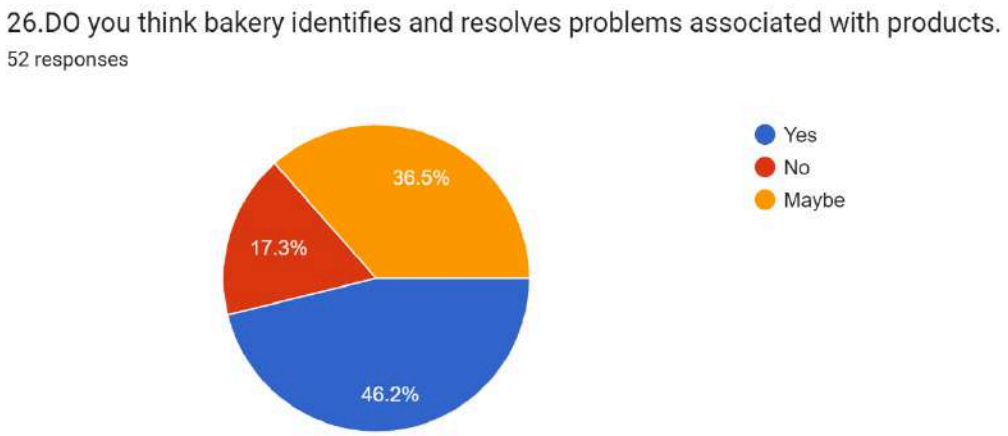
(c) 27% of the people may be suggested to make changes in the bakery.

26.DO you think bakery identifies and resolves problems associated with product?

TABLE-7.1.26

TOTAL RESPONSES	YES	NO	MAYBE
52	24	9	19

PIE CHART – 7.2.16



INTERPRETATION

(a) 46% of the people think bakery identifies and resolves problems

associated with the products.

(b) 17% of the people do not think bakery identifies and resolves problems associated with the products.

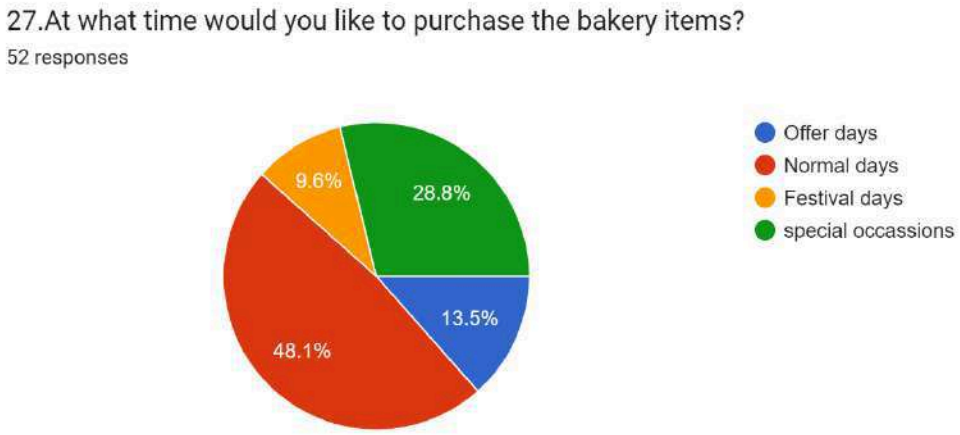
(c) 37% of the people may be taught bakery identified and resolves problems associated with the products.

27.At what time would you like to purchase the bakery items? *

TABLE-7.1.27

TOTAL RESPONSES	OFFER DAYS	NORMAL DAYS	FESTIVAL DAYS	SPECIAL OCCASSIONS
52	7	25	5	15

PIE CHART – 7.2.17



INTERPRETATION

(a) 48% of the people would like to purchase the bakery items on normal

days.

(b) 29% of the people would like to purchase the bakery items only on some special occasions.

(c) 14% of the people would like to purchase the bakery items on offer days.

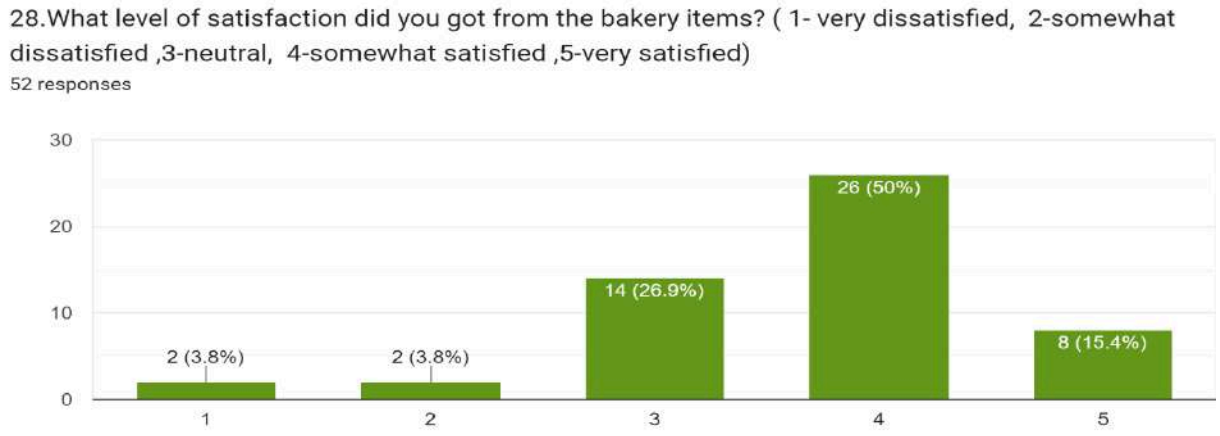
(d) 10% of the people would like to purchase the bakery items on festival days.

28.What level of satisfaction did you got from the bakery items?
(1- very dissatisfied, 2-somewhat dissatisfied ,3-neutral, 4-somewhat satisfied ,5very satisfied)

TABLE-7.1.28

TOTAL RESPONSES	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	NEUTRAL	SOMEWHAT SATISFIED	VERY SATISFIED
52	2	2	14	26	8

GRAPH-7.3.11



INTERPRETATION

(a) 26(50%) of the people somewhat satisfied with the level of satisfaction got from the baked items.

(b) 14(30%) of the people are neutral with the level of satisfaction got from the baked items.

(c) 8(15%) of the people are very satisfied with the level of satisfaction got from the baked items.

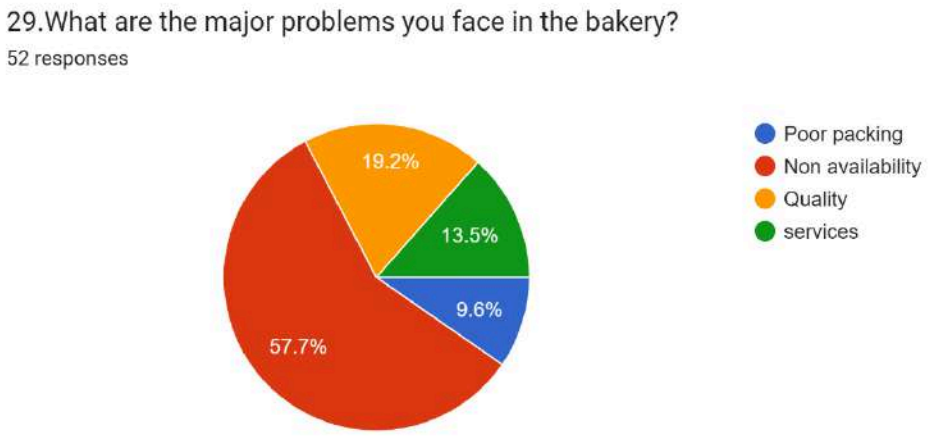
(d) 2(4%) of the people are somewhat dissatisfied and not at all satisfied with the level of satisfaction got from the baked items.

29.What are the major problems you face in the bakery? *

TABLE-7.1.29

TOTAL RESPONSES	POOR PACKING	NON-AVAILABILITY	QUALITY	SERVICES
52	5	30	10	7

PIE CHART – 7.2.18



INTERPRETATION

(a) 58% of the people are facing non availability problem in the bakery.

(b) 19% of the people are facing quality problem in the bakery.

(c) 14% of the people are facing service problem in the bakery.

(d) 10% of the people are facing poor packing problem in the bakery.

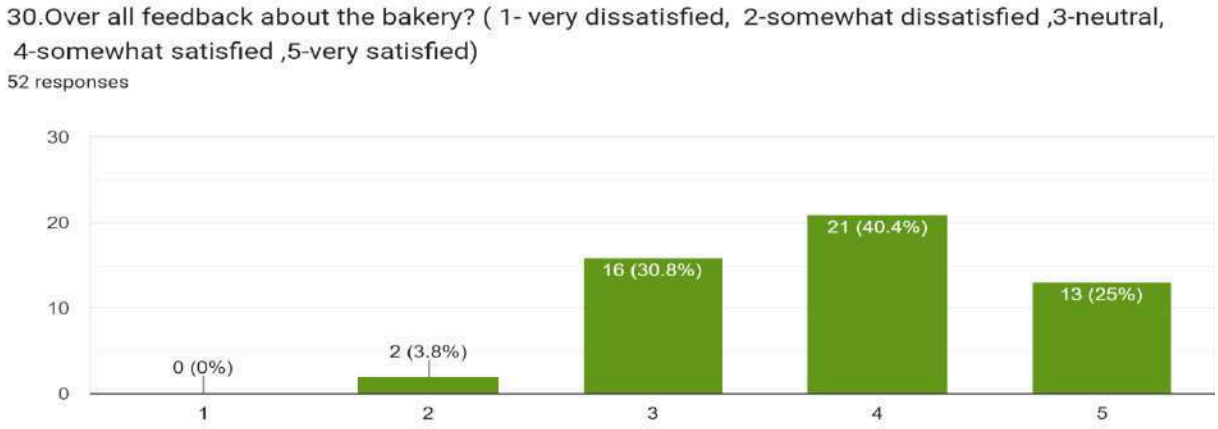
30.Overall satisfaction?

(1-very dissatisfied,2-somewhat dissatisfied,3-neutral,4-somewhat satisfied,5-very satisfied)

TABLE-7.1.30

TOTAL RESPONSES	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	NEUTRAL	SOMEWHAT SATISFIED	VERY SATISFIED
52	0	2	16	21	13

GRAPH-7.3.12



INTERPRETATION

(a) 21(40%) of the people are somewhat satisfied with the overall feedback of the bakery.

(b) 16(31%) of the people are neutral with the overall feedback of the bakery.

(c) 13(25%) of the people are very satisfied with the overall feedback of the bakery.

(d) 2(4%) of the people are somewhat dissatisfied with the overall feedback of the bakery.

CHAPTER 7

FINDING AND CONCLUSIONS

FINDING

1. Majority (63%) of respondents have chosen KS bakers
2. Minimum (37%) of respondents are chosen FB cakes
3. Most (96%) of the respondents are very familiar to the cakes
4. Majority (35%) of respondents have tired black forest cakes compared to other products
5. Most (63%) of respondents' purchase cakes according to the taste
6. It was found that the most (42%) of the respondents visit the bakery in a month occasionally
7. According to the survey (37%) of people satisfied with the neutral option for the quality of the bakery items provided.
8. 48% of respondents are somewhat satisfied with the delivery of the product.
9. Majority (54%) of respondents are satisfied with the product price, agreed with the high quality of components and materials used in the bakery.
10. Most (52%) of the customers describe the variety of cakes offered is good.
11. Majority (71%) of the customers are requested for the special order or customization from the bakery.

12. (19%) of the respondents are very likely to recommend bakery to a friend.

13. (83%) of the respondents selected that KS bakers specializes in a certain type of baked goods (cupcakes, donuts etc.).

14. It is found that respondents are somewhat satisfied with the bakery's online presence, including its website and social media channels.

15. It is found that 50% of the people are taken the advantage of coupons offered by the bakery.

16. 46% of the respondents think bakery identifies and resolves problems associated with the products.

17. It is found that most of the respondents are facing non availability problem in the bakery.

CONCLUSION

Our research shows that for the sake of quality, the items are made using both contemporary and traditional methods of production. Bread is a staple meal for most residents of the state, hence the bakery enterprises in the area have a significant impact on the community. It's not only cakes and pastries that are part of the celebrations for the people.

Consequently, the demand for bakery enterprises is frequently strong during the holiday season and other customary events in the surrounding neighborhoods. Bakery shops produce various types of products which can be consumed at any time of the day.

Generally, in the bakery's breads and dessert, sweet and savory products are made as per the inclination of the customers. For the current research ten bakery and ten flour confectionery products were selected from five-star hotels in Pune which was compared with the standardized recipe. Out of ten products eight standardized products scored high and two products from hotels scored high in sensory evaluation using different parameters.

Based on market research and customer feedback, FB cakes may be perceived as having higher quality ingredients, more creative flavors, and better customer service. However, KS bakers may be able to offer their products at a lower price point due to factors such as lower operating costs or simpler recipes.

FB cakes and KS bakers may offer similar products in terms of quality and price, but differentiate themselves through their marketing strategies. For example, FB cakes may focus on social media and influencer marketing to target younger audiences, while KS bakers may rely more on local advertising and word-of-mouth to reach families and older adults. The hypothesis suggests that while the products may be similar, the companies' marketing strategies play a key role in how they are perceived by customers.

SCOPE FOR FURTHER RESEARCH

Ingredients and recipes: Look into the kinds of ingredients and cooking methods that KS and FB bakers employ. Are the differences notable? Do members of one group frequently use some ingredients but not others? Exist any special recipes that are particular to each group?

Baking methods and techniques: Take a look at the baking strategies used by the KS and FB bakers. Do they employ different machinery? Are the cooking times or temperatures different? Exist any special approaches or methods that are particular to each group?

Analyze the flavor and texture of baked goods made by KS bakers and FB bakers. Are the differences notable? Are there particular baked items that one group more frequently produces than the other? Are there certain tastes or sensations that each group has?

Examine the market trends for the baked items made by KS bakers and FB bakers. Do their items have a wide appeal across demographics? Are their products more or less popular in specific regions? What aspects of consumer preferences are influencing?

Business plans: Evaluate the plans of the KS and FB bakeries. How are their items priced? Which marketing techniques do they employ? What distribution methods do they use? Are there any particular advantages or difficulties with any business model?

Sustainability and environmental impact: Look into how FB bakers' and KS bakers' baking practises affect sustainability and the environment. Do they make use of environmentally friendly packaging and ingredients? Do they use production methods that are environmentally friendly? Do they take part in any projects or programmes aimed at lowering their carbon footprint?

All things considered, a comparison between FB bakers with KS bakers could provide important information on the baking sector, consumer preferences, and ethical business practises.

CHAPTER 8

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CHAPTER 9

APPENDICES

APPENDICES

No.	Particulars	Table no.	Pie chart no.	Graph no.
01	Do you want to consume cakes /pastries?	7.1.1	7.2.1	
02	What flavors do you prefer?	7.1.2	7.2.2	
03	Rank your priorities while purchasing cakes?	7.1.3	7.2.3	
04	On a scale of 1 to 5 how often do you visit a bakery in a month? (1 never, 2 Rarely, 3 occasionally, 4 often ,5 very often)	7.1.4		7.3.1
05	On a scale of 1 to5,how satisfied are you with the overall quality of bakery items? (1- very dissatisfied 2-somewhat dissatisfied 3-neutral 4-somewhat satisfied 5-very satisfied)	7.1.5		7.3.2
06	Reason for buying from the bakery?	7.1.6	7.2.4	
07	How satisfied are you with the customer service provided by the bakery staff? (1- very dissatisfied 2-somewhat dissatisfied 3-neutral 4-somewhat satisfied 5-very satisfied)	7.1.7		7.3.3
08	How satisfied were you with your consuming experience in the bakery? (1- very dissatisfied 2-somewhat dissatisfied 3-neutral 4-somewhat satisfied 5-very satisfied)	7.1.8		7.3.4
09	Are you able to find what you're looking for in the bakery?	7.1.9	7.2.5	
10	How did you hear about the bakery?	7.1.10	7.2.6	
11	The product is manufactured from high quality components and materials. (1- Totally disagree, 2-disagree ,3-neutral, 4-agree ,5-totally agree)	7.1.11		7.3.5

12	How was your product delivery experience? (1- very dissatisfied, 2-somewhat dissatisfied ,3-neutral, 4-somewhat satisfied ,5-very satisfied)	7.1.12		7.3.6
13	How far would you be willing to travel to visit a bakery?	7.1.13	7.2.7	
14	How would you describe the variety of cakes offered?	7.1.14	7.2.8	
15	Have you ever requested a special order or customization from a bakery?	7.1.15	7.2.9	
16	How likely are you to recommend the bakery to a friend?(1.not at all likely, 2-somewhat unlikely, 3-neutral, 4-somewhat likely ,5-very likely)	7.1.16		7.3.7
17	How important is it to you that a bakery offers options for low-sugar or diabetic diets? (1.not at all likely, 2-somewhat unlikely, 3-neutral, 4-somewhat likely ,5-very likely)	7.1.17		7.3.8
18	How likely is it to you that a bakery has a welcoming atmosphere and decor? (1.not at all likely, 2-somewhat unlikely, 3-neutral, 4-somewhat likely ,5-very likely)	7.1.18		7.3.9
19	Is this a bakery that specializes in a certain type of baked goods (e.g .Croissants, donuts, cupcakes) ?	7.1.19	7.2.10	
20	How much do you typically spend on baked goods per month?	7.1.20	7.2.11	
21	How would you rate the bakery's online presence, including its website and social media channels? (1- very dissatisfied, 2-somewhat dissatisfied ,3-neutral, 4-somewhat satisfied ,5-very satisfied)	7.1.21		7.3.10
22	Have you ever taken advantage of any discounts or promotions offered by the	7.1.22	7.2.12	

	bakery? If so, which ones have you used?			
23	How do you prefer to pay for your purchases at the bakery?	7.1.23	7.2.13	
24	What aspect of the bakery do you feel loyal?	7.1.24	7.2.14	
25	Have you ever provided any suggestions to make changes in the bakery?	7.1.25	7.2.15	
26	DO you think the bakery identifies and resolves problems associated with the product?	7.1.26	7.2.16	
27	At what time would you like to purchase the bakery items?	7.1.27	7.2.17	
28	What level of satisfaction did you get from the bakery items?(1- very dissatisfied, 2-somewhat dissatisfied ,3-neutral, 4-somewhat satisfied ,5-very satisfied)	7.1.28		7.3.11
29	What are the major problems you face in the bakery?	7.1.29	7.2.18	
30	Overall satisfaction?(1-very dissatisfied,2-somewhat dissatisfied,3-neutral,4-somewhat satisfied,5-very satisfied)	7.1.30		7.3.12

QUESTIONNAIRE

Comparative study on FB cakes and KS Bakers

Greetings of the day!
This survey/research is being carried out by final year students, Akshitha, Srivani, Shalini,
Ramya under the supervision of Ms. Pranitha, from Commerce Department of Little Flower Degree & PG College, Osmania University. This helps us to understand the taste & Preference of consumers at FB cakes & KS bakers.

Please Note:
All the responses will be kept confidential and will be used solely for academic research purposes
Your participation is absolutely voluntary. This Survey is only for developing academic insights.
Your Identity or personal details would not be disclosed at any point.
We shall be following all ethical guidelines as stated by our disciplines.

You are requested to fill in the following after reading the instructions carefully.
For any questions,
Contact: arsproject554@gmail.com

* Indicates required question

Which bakery do you prefer? *

Mark only one oval.

- ◯ FB Cakes
- ◯ KS Bakers

Comparative study on FB cakes and KS Bakers

Name *

Email *

Gender *

Mark only one oval.

- Female
- Male
- Prefer not to say

1. Do you want to consume cakes/pastries? * *Mark only one oval.*

- Yes
- No

2.What flavors do you prefer? * *Mark only one oval.*

Black forest

Chocolate

Vanilla

Pineapple

3.Rank your priorities while purchasing cakes? *

Mark only one oval.

- Taste
- Price
- Service
- Freshness

4. On a scale of 1 to5,how often do you visit a bakery in a month? *
(1 never , 2- Rarely ,3-Occasionally, 4-often , 5- very often)

5. On a scale of 1 to5 ,how satisfied are you with the overall quality of bakery items?*

(1- very dissatisfied 2-somewhat dissatisfied 3-neutral 4-somewhat satisfied 5very satisfied)

6. Reason for buying from the bakery? *

Mark only one oval.

- Near to home or work
- place this is your favorite bakery
- Just by chance

7.How satisfied are you with the customer service provided by bakery staff? *

(1- very dissatisfied 2-somewhat dissatisfied 3-neutral 4-somewhat satisfied 5very satisfied)

8. How satisfied were you with your consuming experience in the bakery?

(1- very dissatisfied 2-somewhat dissatisfied 3-neutral 4-somewhat satisfied 5very satisfied)

9.Are you able to find what you're looking for in the bakery? *

- Yes
- No

10.How did you hear about the bakery? *

Mark only one oval.

- Social media
- Direct marketing e.g. posters, flyers and business cards posted through your door Newspapers, magazine other

*11.*The product is manufactured from high quality components and materials.

(1- Totally disagree, 2-disagree ,3-neutral, 4-agree ,5-totally agree)

12.How was your product delivery experience?

(1- very dissatisfied, 2-somewhat dissatisfied ,3-neutral, 4-somewhat satisfied ,5very satisfied)

13.How far would you be willing to travel to visit a bakery? *

Mark only one oval.

- within walking distance
- within 5 minute distance
- drive within 10 minute distance drive more than 15 minute

14.How would you describe the variety of cakes offered? *

Mark only one oval.

- Excellent
- Good
- Fair
- Poor

15. Have you ever requested a special order or customization from a bakery? *

- Yes
- No

16.How likely are you to recommend the bakery to a friend?

(1.not at all likely, 2-somewhat unlikely, 3-neutral, 4-somewhat likely ,5-very likely)

17.How important is it to you that a bakery offers options for low-sugar or diabetic diets?

(1.not at all likely, 2-somewhat unlikely, 3-neutral, 4-somewhat likely ,5-very likely)

18.How likely is it to you that a bakery has a welcoming atmosphere and decor?

(1.not at all likely, 2-somewhat unlikely, 3-neutral, 4-somewhat likely ,5-very likely)

19.Is this a bakery that specializes in a certain type of baked good (e.g. croissants, donuts, cupcakes)? *

Mark only one oval.

- Yes
- No

20. How much do you typically spend on baked goods per month? *

Mark only one oval.

- less than 500
- 500-1000
- 1000-1500
- 2000 more

21.How would you rate the bakery's online presence, including its website and social media channels?

(1- very dissatisfied,

2-somewhat dissatisfied,

3-neutral,

4-somewhat satisfied,

5very satisfied)

22. Have you ever taken advantage of any discounts or promotions offered by the bakery? If so, which ones have you used?

Mark only one oval.

- Coupons
- BOGO offer
- loyalty
- rewards other

23. How do you prefer to pay for your purchases at the bakery? *

Mark only one oval.

- Cash
- Credit card
- Debit card
- Mobile payment

24.What aspect of the bakery you feel loyal? *

Mark only one oval.

- service
- price
- offers
- Ambiance

25.Have you ever provided any suggestions to make changes in the bakery ? *

Mark only one oval.

- Yes
- No
- Maybe

26.DO you think bakery identifies and resolves problems associated with product?

Mark only one oval.

- Yes
- No
- Maybe

27.At what time would you like to purchase the bakery items? *

Mark only one oval.

- Offer days
- Normal days
- Festival days
- special

occasions

28.What level of satisfaction did you got from the bakery items?

(1- very dissatisfied, 2-somewhat dissatisfied ,3-neutral, 4-somewhat satisfied ,5very satisfied)

29.What are the major problems you face in the bakery? *

Mark only one oval.

- Poor packing
- Non availability
- Quality

30.Overallsatisfaction?

(1- very dissatisfied,

2-somewhat dissatisfied,

3-neutral,

4-somewhat satisfied

5-very satisfied)

PROJECT ON REPORT ON

"A COMPARATIVE STUDY ON EMPLOYEE SATISFACTION AT VISHAL MART AND RATNADEEP"

Submitted by,

CATHERINE JOSEPH

201020405084

Project submitted in partial fulfilment of for the award of the degree of Bachelor of Commerce (Computer Applications 2022-23)

Under the guidance of Ms. Pranitha

Department of commerce

Little Flower Degree College, Uppal.

Affliated to Osmania University

STUDENT'S DECLARATION.

I undersign, hereby declare that the project titled "A COMPARATIVE STUDY ON EMPLOYEE SATISFACTION AT VISHAL MART AND RATNADEEP" was submitted in partial fulfilment of the requirement for the award of Bachelor of Commerce (Computer applications) degree from Osmania University under the guidance of Ms. Pranitha is an original piece of work. The results drawn thereon are based on data collected originally by me for this research. Secondary data wherever used has been acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of degree.

CATHERINE JOSEPH

201020405084

LITTLE FLOWER DEGREE & PG COLLEGE

(Affliated to Osmania university)

Uppal. Hyderabad -5000039

Department of Commerce

Certificate

This is to certify that the project report entitled “A comparative study on employee satisfaction at Vishal Mart and Ratnadeep” is a bonafide work undertaken by Catherine Joseph (H.T. No-201020405084) and completed her project work during the academic year of 2020-23 carried out in partial fulfilment of the requirement for the award of degree of Bachelors of Commerce under my guidance. This project work is original and not submitted earlier for the award of any degree into any other institute or university.

Pranitha mam

H.O.D of Commerce

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Through this acknowledgement I express my sincere gratitude towards all those people who helped me in this project, which has been a learning experience.

This page would not be enough to extend by gratitude towards my project guide for her efforts in coordination with my work and guiding in right direction. A heartfelt regard to our institution management Brother Vincent Reddy and Vice-Principal Jayanthi for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledging those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all others who had been there to help this project.

Catherine Joseph

TELANGANA STATE COUNCIL OF HIGHER EDUCATION

DEPARTMENT OF COMMERCE-OSMANIA UNIVERSITY

GOVERNMENT CITY COLLEGE(A), HYDERABAD

Certificate of Participation

This is to certify that Mr/Kum Catherine Joseph

B.Com VI Semester, Hall ticket number 201020540084

College Little Flower Degree College

has participated in Free Online Student Development Program (SDP) on "Project Report Preparation", Organized by Telangana State Council of Higher Education, Department of Commerce-Osmania University and Government City College(A), Hyderabad to the B.Com Students on 25 February, 2023

Gajendra Babu PGK Co-Ordinator Govt City College(A), HYD	Prof.D.Chennappa Head, Dept.of Commerce, OU	Prof. R. Limbadri Chairman,TSCHE

ABSTRACT

Employee satisfaction refers to one's feelings towards one's work. When the employee satisfaction increases their commitment towards the organisation also increases. It will help to increase productivity. Employee satisfaction is a factor which helps in motivating the employee for goal achievement. In this study we are analysing the 50 samples which are collected via questionnaire to know the employee satisfaction at two different stores. It will help us to reveal the level of satisfaction of employees with reference to various factors. At the end we can interpret the samples and understand the requirements of the employee for a happy and peaceful working space. The main objectives of this paper are to assess job satisfaction: to identify the effectiveness of job satisfaction and to find out the several factors like personal and organizational factors influencing job satisfaction: to identify the effectiveness of job satisfaction and to find out the several factors like personal and organizational factors influencing job satisfaction of employees. This study can show whether employees under organization are more or less satisfied with the job. The organization should consider the salary, relationship of employees and supervisors, grievance handling and give more opportunity for the new employees. Job satisfaction speaks to the satisfaction the employees have towards their jobs and different aspects of the jobs. It also says about the extent to which people like (or) dislike their jobs. It is a posture variable and people have different perceptions about job satisfaction. The word job satisfaction can be assessed based on different angles like need fulfillment, psychological needs, new opportunities, career development etc. The higher job satisfaction, the lesser the level of attrition in companies. The organization must satisfy people's needs and influence these feelings for obtaining their cooperation and support. Proactive attitude of people towards their jobs, good communication system and individual objectives are some of the factors of job satisfaction. This study is on the impact of company policies, working conditions and on the job satisfaction of employees. It concentrates on the effect of factor in general and considers only the perceptual element of employees

Key words: job satisfaction, productivity, organizational commitment.

INDEX

Chapter No	Particulars	Page No
1	Introduction Need of the study Objectives Scope Hypothesis Merits & Demerits	8-11
2	Review of Literature	12-13
3	Hypothesis	14-15
4	Company Profile History Mission & Vision	16-21
5	Research Methodology Research Design Research Sample Tools & Techniques Source of Data	22-24
6	Data Analysis and Interpretation Graphical Representation Tabulation of Data Interpretation of Data	25-66
7	Findings and Conclusions Findings Conclusions Scope for Further research	67-68
8	Bibliography	69-70
9	Appendix & Questionnaire	71-82

CHAPTER-1

INTRODUCTION

INTRODUCTION

The act of satisfying a need, desire, or appetite or the feeling that comes with it is what we mean when we talk about happiness. When you are content, you have had enough. It is a complex construct with a variety of definitions and related ideas that has been studied for many years in a variety of fields. Because the majority of people spend their lives working, it is important to understand the factors that increase satisfaction in order to improve individuals' well-being in this aspect of life. As a result, many theories and articles that are of interest to managers, social psychologists, and academics focus on satisfaction.

One of the most crucial pillars on which an organization's foundation is built are its employees. There are a lot of resources in organizations, including human and physical ones. Without the efforts of human resources, it is impossible to make use of non-human resources. As a result, human resources are the asset that allow businesses to benefit from other sources. Each movement is straightforwardly or in a roundabout way supported by human asset. As a result, businesses should keep the best employees, and when selecting them, the focus should be on making sure that the employees are happy. Employees who are content are extremely beneficial to an organization.

The study of behavior at work also places a significant emphasis on employee satisfaction. Knowledge of the determinants, consequences, and other correlates of employee satisfaction can be essential for the practitioner. In point of fact, Roznowski and Hulin (1992) assert that "once an individual joins an organization, a vector of scores on a well-constructed, validated set of satisfaction scales become the most informative data that the organizational psychologist or manager can have."

Job satisfaction speaks on the satisfaction the employees have towards their jobs and
different aspects of the jobs. It also says about the extent to which people like (or) dislike
their jobs. It is a posture variable and people have different perceptions about job satisfaction.
The word job satisfaction can be assessed based on different angles like need fulfillment,
psychological needs, new opportunities, career development etc. The higher job satisfaction,
lesser the level of attrition in companies.

NEED OF THE STUDY

With high levels of employee satisfaction, organizations can strengthen retention and engagement. Work satisfaction starts with a foundation of hygiene factors, including pay and job security, and is strengthened by motivation factors such as finding meaning and recognition in work. This study can help us in understanding the insight of the problems faced by employees and how the situation can be improved. A happy, enthusiastic, well-adjusted employee can work steadily and carefully regardless of the nature of his work. Employee satisfaction improves performance and effectiveness.

OBJECTIVE OF THE STUDY

1. To understand the employee satisfaction at Vishal Mart and Ratnadeep.
2. To know about Employee behaviour.
3. To understand employee satisfaction at different grade levels.
4) To analyse the employees relation with other employees and superiors.

SCOPE OF THE STUDY

The study focuses on the appraisal of the concept and scope of job satisfaction and also the impact of job satisfaction on employee performance. The purpose of this study is to provide the company's management with information about employee satisfaction levels so that they can implement strategies to boost productivity and discover the factors that contribute significantly to job satisfaction.

In any kind of business, it is critical to investigate the level of job satisfaction experienced by each and every employee because only when they are satisfied will they be able to provide high-quality goods and services. Expanded efficiency of result each hour worked is by all accounts a side-effect of worked on nature of working life.

Advantages:

- It helps to know the needs of the employees.
- It improves insight towards the problems faced by them.
- It helps to look deeper into the issues and give out a positive impact.
- It helps to understand more about employee experience.

Disadvantages:

- Inflexible design
- May rise issues
- Cannot guarantee honest answers
- Limited time

CHAPTER-2
REVIEW OF LITERATURE

Review of Literature

*Employee satisfaction is the terminology used to describe whether employees are happy, contended and filling their desires and needs at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place. Basically employee satisfaction is a measure of how happy workers are with their job and working environment. ***Pooja Agarwal***

* Job satisfaction is defined as a pleasurable, emotional, state resulting from appraisal of one's job. An effective reaction to one's job. ***Weiss***

*Job satisfaction is general attitude, which is the result of many specific attitudes in three areas namely:

Specific job factors

Individual characteristics

Group relationship outside the job ***Blum and Naylor***

*Job satisfaction is defined, as it is the result of various attitudes the person holds towards the job, towards the related factors and towards life in general. ***Glimmer***

*Job satisfaction is defined as "any contribution, psychological, physical, and environmental circumstances that cause a person to truthfully say, 'I am satisfied with my job." Job satisfaction is defined, as employee's judgment of how well his job on a whole is satisfying his various needs ***Mr. Smith***

*Job satisfaction is defined as a pleasurable or positive state of mind resulting from appraisal of one's job or job experiences. ***Locke***

CHAPTER-3

Hypothesis

HYPOTHESIS:

A hypothesis is typically an informed guess or claim made to explain a phenomenon or a collection of occurrences.

A hypothesis is a potential explanation for a phenomenon that has been seen or a strategy for resolving a research issue that is developed based on the body of knowledge and is verifiable through actual data and tests. A hypothesis is frequently used as the basis for scientific research. Based on the data acquired from experiments and observations, the hypothesis may then be improved, amended, or rejected.

Types of hypothesis

• Simple hypothesis.

• Complex hypothesis.

• Directional hypothesis.

• Non-directional hypothesis.

• Null hypothesis.

• Associative and casual hypothesis.

Categories of hypothesis

There are basically two types, namely, null hypothesis and alternative

hypothesis.

There's no significant difference in employee satisfaction between Vishal Mart & Ratnadeep.

CHAPTER-4
COMPANY PROFILE

Company Profile

Vishal Mart

Vishal Mega Mart Private Limited was an unlisted private company incorporated on 31 May, 2010. It is classified as a private limited company and is located in Haryana. Its authorized share capital was INR 660.00cr and the total paid-up capital was INR 399.57 cr. Vishal Mega Mart's operating revenues range is Over INR 500cr for the financial year ending on 31 March, 2019. Its EBITDA has increased by 28.50 % over the previous year. At the same time, its book net worth has increased by 51.06 %.

Vishal Mega Mart is India's leading Fashion led hypermarket with 400+ stores spread across India. Vishal Mega Mart's mission is to make aspirations affordable for all its customers by providing shoppers with a wide range of Latest Fashion, General Merchandise and Grocery needs. Vishal's customers love its unique combination of great quality and amazing prices. Vishal also delivers excellent quality products in fashion, food & grocery and general merchandise at great value through its exclusive brands available only at Vishal.

Company Details

CIN	U51909HR2010PTC052389
Company Name	VISHAL MEGA MART PRIVATE LIMITED
Company Status	Amalgamated
RoC	RoC-Delhi
Registration Number	52389
Company Category	Company limited by Shares

CIN	U51909HR2010PTC052389
Company Sub Category	Non-govt company
Class of Company	Private
Date of Incorporation	31 May 2010
Age of Company	12 years, 11 month, 2 days
Activity	Other wholesale [Includes specialized wholesale not covered in any one of the previous categories and wholesale in a variety of goods without any particular specialization

Share Capital & Number of Employees

Authorised Capital	₹6,600,000,000
Paid up capital	₹3,995,715,070

Listing and Annual Compliance Details

Listing status	Unlisted
Date of Last Annual General Meeting	30 September 2019
Date of Latest Balance Sheet	31 March 2019

Mission: We shall deliver Everything, everywhere, every time for every Indian Consumer in the most profitable manner.

Vision: We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development

Ratnadeep

Ratnadeep Super Market Private Limited is a Non - govt company, incorporated on 07 Feb, 1995. It's a private unlisted company and is classified as' company limited by shares. Company's authorized capital stands at Rs 30.0 lakhs and has 18.116667% paid-up capital which is Rs 5.44 lakhs. Ratnadeep Super Market Private Limited last annual general meet (AGM) happened on 30 Sep, 2017. The company last updated its financials on 31 Mar, 2017 as per Ministry of Corporate Affairs (MCA). Ratnadeep Super Market Private Limited is majorly in Trading business from last 28 years and currently, company operations are active. Current board members & directors are **SANDEEP AGARWAL, KAVITA AGARWAL, MANISH BHARTIYA** and **SANTOSH BHARTIYA**.

Ratnadeep Super Market Private Limited Details

CIN	U51399TG1995PTC019385
Date of Incorporation	07 Feb, 1995
Status	Active
Company Category	Company limited by Shares
Company Sub-category	Non-govt company
Company Class	Private
Business Activity	Trading
Authorized Capital	30.0 lakhs
Paid-up Capital	5.44 lakhs

Paid-up Capital %	18.116667
Registrar Office City	Hyderabad
Registered State	Telangana

Registration Number	19385
Registration Date	07 Feb, 1995

Listing Status	Unlisted
AGM last held on	30 Sep, 2017

Mission: To deliver high-quality products to our customers while ensuring the highest standards of customer service across all our stores.

Vision: To set a benchmark for supermarkets in India by creating and bringing the Ratnadeep shopping experience across major centers in the country.

CHAPTER-5
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

This survey was conducted by interacting with the employees at the stores and collecting the data personally using a questionnaire. This kind of survey can assure or guarantee honest answers. It also helps to understand the problems faced by them more deeply. The questionnaire consists of 30 questions relayed to various aspects of employee work space. It also includes basic questions like Name, Age, Gender etc.

Research Design: The research design for this study will be a comparative case study, which involves analyzing and comparing the level of employee satisfaction at Vishal Mart & Ratnadeep.

Sampling: The sampling method will be purposive sampling, which involves selecting cases based on specific criteria. In this case, the samples will be from the employees of the specified stores.

Ethical Considerations: Ethics will be a key consideration in this study. All data collected will be used only for research purposes and kept confidential. In addition, the research will comply with all ethical standards, such as obtaining informed consent from participants and ensuring the anonymity of participants.

Conclusion: The findings of this study can help to provide insights into the working space of the employees and know their working environment.

DATA COLLECTION

There are two types of data collection

1. Primary Data
2. Secondary Data

Primary Data: A primary source is collected directly from the original source. It is not clouded with someone else's views or judgments.

This study is mostly done based on Primary data which is collected by conducting surveys.

Secondary Data: Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for other research. Examples of secondary data include:

- Encyclopedias,

- Essays,
- Newspaper opinion pieces,
- Reviews,
- Textbooks.

Typically, a researcher will begin a project by working with secondary data. This allows time to formulate questions and gain an understanding of the issues being dealt with before the more costly and time consuming operation of collecting primary data.

RESEARCH INSTRUMENT

The survey was conducted among 60 employees from both the stores i.e Vishal Mart and Ratnadeep (30 each respectively) using a questionnaire that included open-ended and closed-ended questions. Individual interviews were employed to acquire primary data for this survey. This survey was conducted through face-to-face interviews with employees and was judged to be the optimum method for gathering primary data for this project.

CHAPTER-6
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

It describes the given chart, table, data, graph etc. It should be brief and comprehensive (include complete information) at the same time. It should state facts that are provided by the chart. It is necessary to make use of simple and accurate language. It should mention figures and quantities appropriately. It is appropriate to use the same tense throughout the analytical paragraph. No personal observation or response should be provided.

Table: Table is a method used to present statistical data by arranging the numbers systematically and describing some mass processes.

Chart: Charts are used to display series of numeric data in a graphical format to make it easier to understand large quantities of data and the relationship between different series of data.

Graph: A diagram showing the relation between variable quantities, typically of two variables, each measured along one of a pair of axes at right angles.

INTERPRETATION

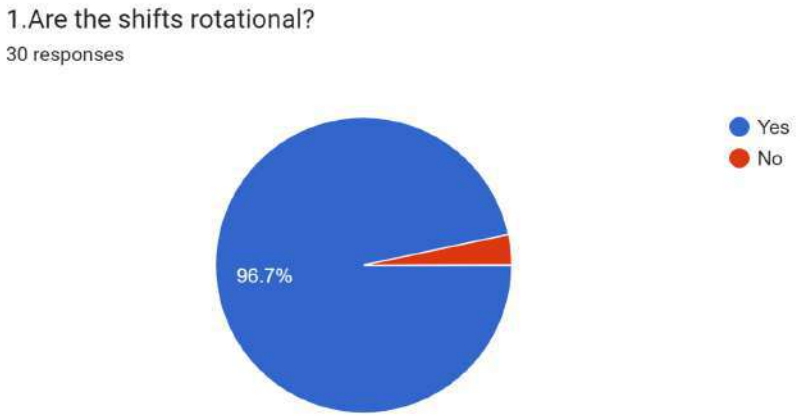
Interpretation can be done in two ways. They are tabulation form and graphical. Tabulation is a systematic and logical representation of numeric data in rows and columns to facilitate comparison and statistical analysis. Graphical method are useful to portray the result of formal statistical tests of trends.

1) ARE THE SHIFTS ROTATIONAL?

6.1.1

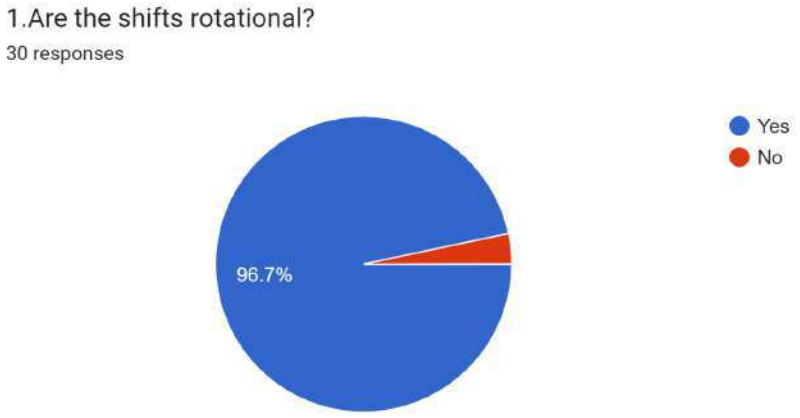
OPTIONS	RATNADEEP	VISHAL MART
YES	96.7%	96.7%
NO	3.3%	3.3%

RATNADEEP



6.2.1

VISHAL MART



6.2.2

Observation:

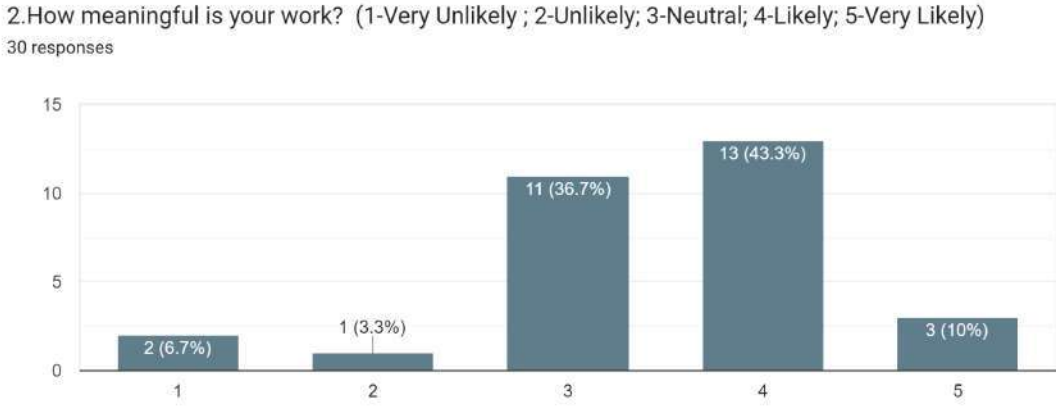
From the above graphs we can clearly understand that an equal number of employees of Ratnadeep and Vishal Mart have agreed to having rotational shifts at their workplace.

2) HOW MEANINGFUL IS YOUR WORK?

6.1.2

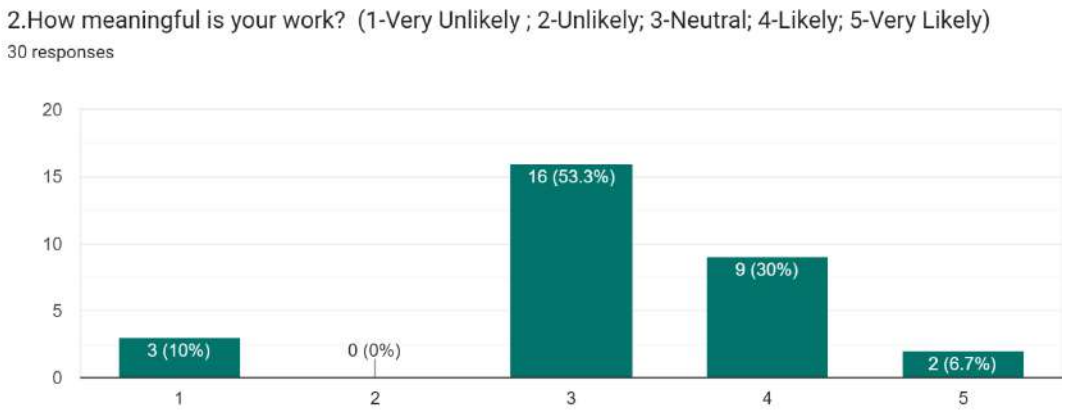
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	2 (6.7%)	3 (10%)
2. Unlikely	1 (3.3%)	0 (0%)
3.Neutral	11 (36.7%)	16 (53.3%)
4. Likely	13 (43.3%)	9 (30%)
5. Very likely	3 (10%)	2 (6.7%)

RATNADEEP



6.3.1

VISHAL MART



6.3.2

Observation:

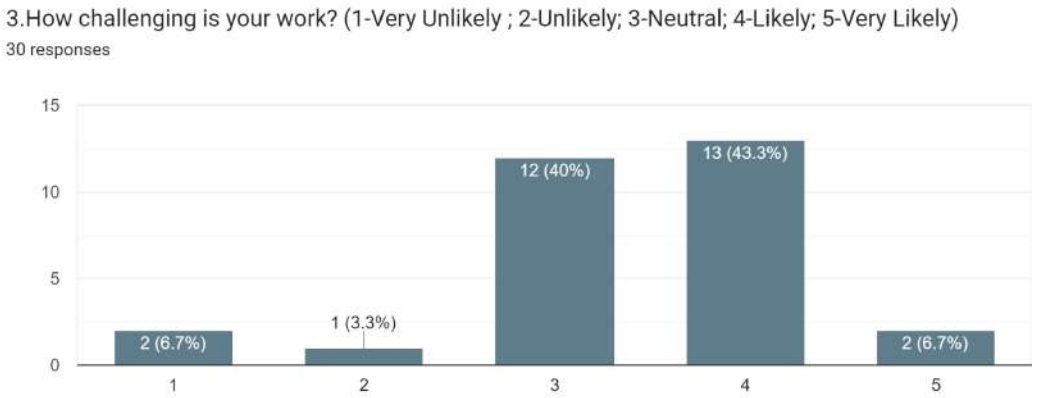
From the above graph we can clearly notice that employees at Ratnadeep feel their work to be more meaningful than that of Vishal Mart. The lowest agreeing percentage of vishal mart is 10% where as for Ratnadeep it is 6.7%

3) HOW CHALLENGING IS YOUR WORK?

6.1.3

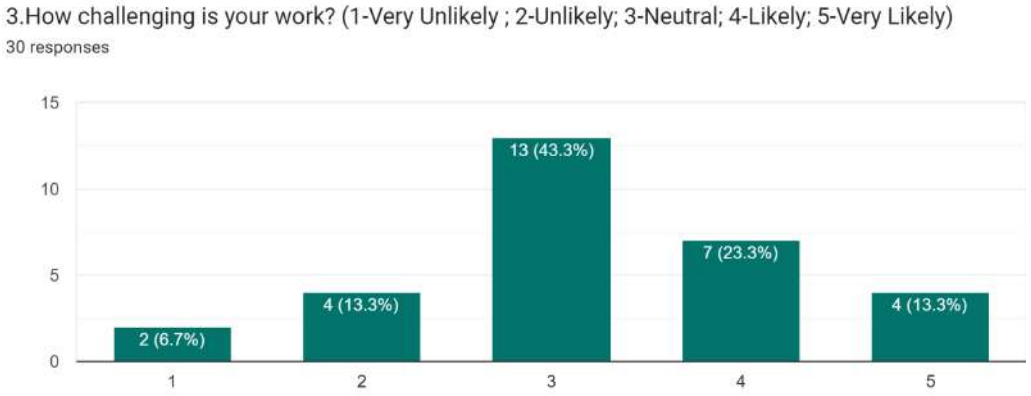
OPTIONS	RATNADEEP	VISHAL MART
1.Very unlikely	2 (6.7%)	2 (6.7%)
2. Unlikely	1 (3.3%)	4 (13.3%)
3.Neutral	12 (40%)	13 (43.3%)
4. Likely	13 (43.3%)	7 (23.3%)
5. Very Likely	2 (6.7%)	4 (13.3%)

RATNADEEP



6.3.3

VISHAL MART



6.3.4

Observation:

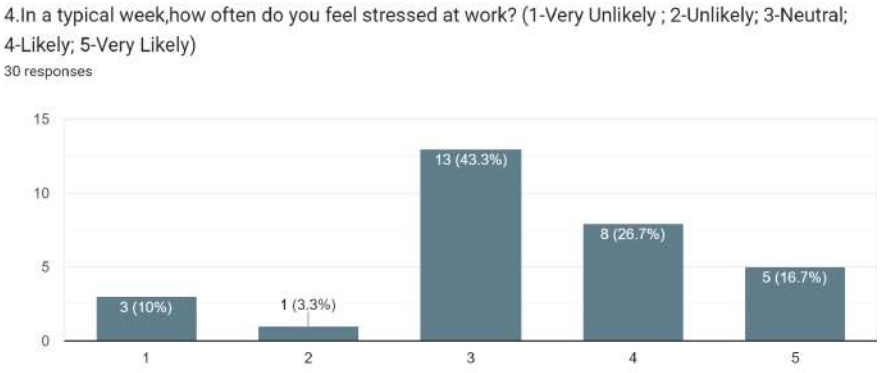
From the above graph we can notice that employees at Ratnadeep feel their work is more challenging than that of Vishal MarT. The percentage of employees who feel their work challenging in Vishal Mart is 13.3% where as for Ratnadeep it is 6.7%

4) IN A TYPICAL WEEK, HOW OFTEN DO YOU FEEL STRESSED AT WORK?

6.1.4

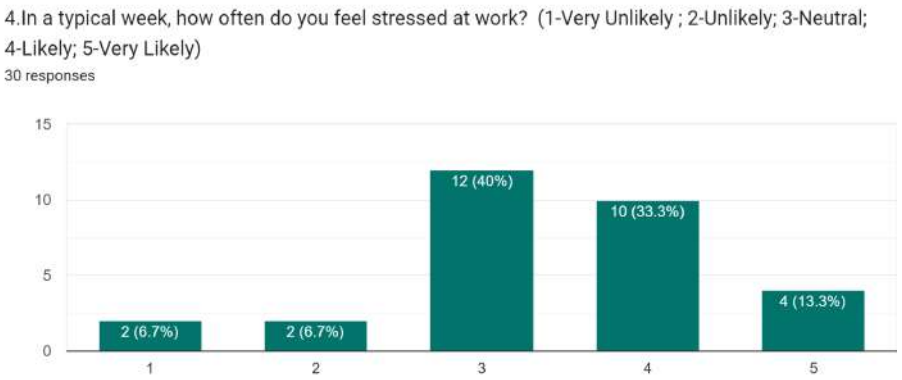
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	3 (10%)	2 (6.7%)
2. Unlikely	1(3.3%)	2 (6.7%)
3.Neutral	13 (43.3%)	12 (40%)
4. Likely	8 (26.7%)	10 (33.3%)
5. Very Likely	5 (16.7%)	4 (13.3%)

RATNADEEP



6.3.5

VISHAL MART



6.3.6

Observation:

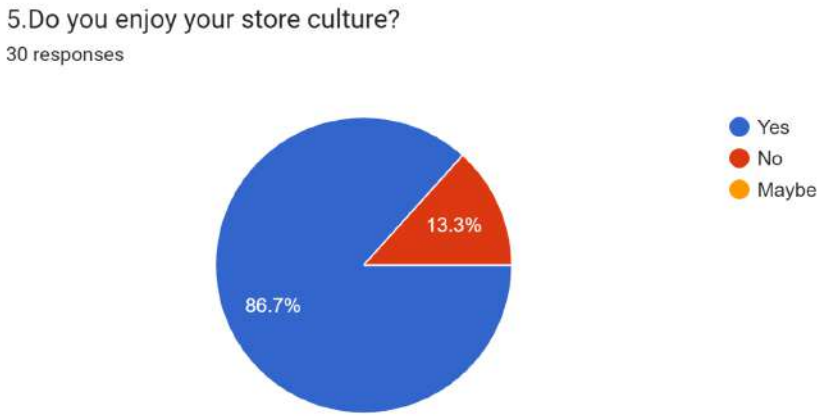
From the above graph we can notice that the employees of Ratnadeep feel more stressed at work than Vishal Mart. The percentage of Ratnadeep is 16.7% where as for Vishal it is 13.3%

5) DO YOU ENJOY YOUR STORE CULTURE?

6.1.5

OPTIONS	RATNADEEP	VISHAL MART
YES	86.7%	70%
NO	13.3%	3.3%
MAYBE	NIL	26.7%

RATNADEEP



6.2.3

VISHAL MART

6.2.4

Observation:

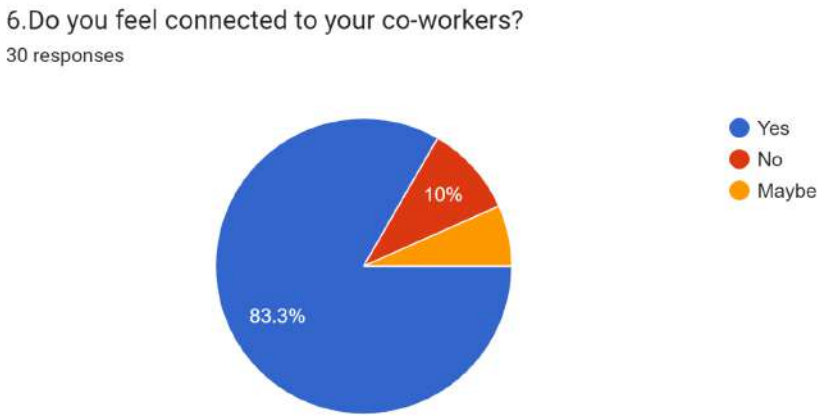
From the above pie chart we can notice that employees of Ratnadeep enjoy their store culture more when compared with Vishal Mart. The percentage of employees who enjoyed store culture in Ratnadeep is 86.7% where as in Vishal Mart it is 70%

6) DO YOU FEEL CONNECTED TO YOUR CO-WORKERS?

6.1.6

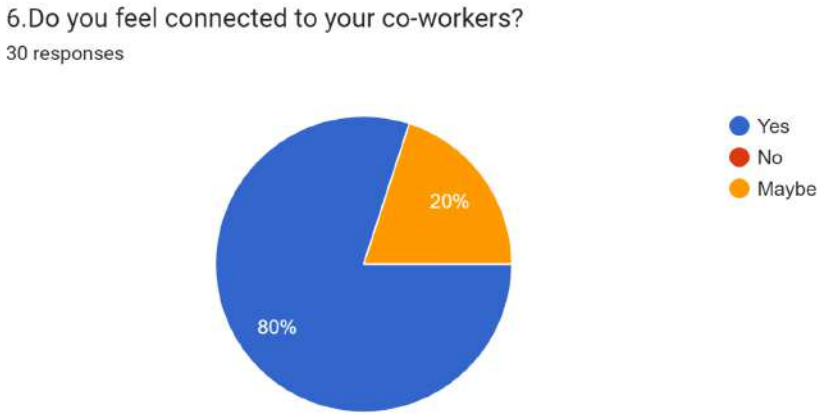
OPTIONS	RATNADEEP	VISHAL MART
YES	83.3%	80%
NO	10%	20%
MAYBE	6.7%	NIL

RATNADEEP



6.2.5

VISHAL MART



6.2.6

<u>Observation:</u>

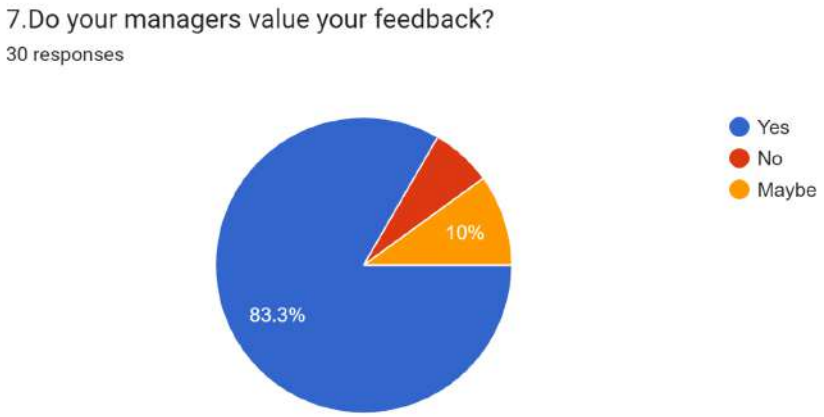
From the above pie chart we can notice that employees of Ratnadeep feel connected to their co-workers compared to Vishal Mart. The percentage of employees who feel connected to their co-workers at Ratnadeep is 83.3% and in Vishal Mart the percentage is 80%

7) DO YOUR MANAGERS VALUE YOUR FEEDBACK?

6.1.7

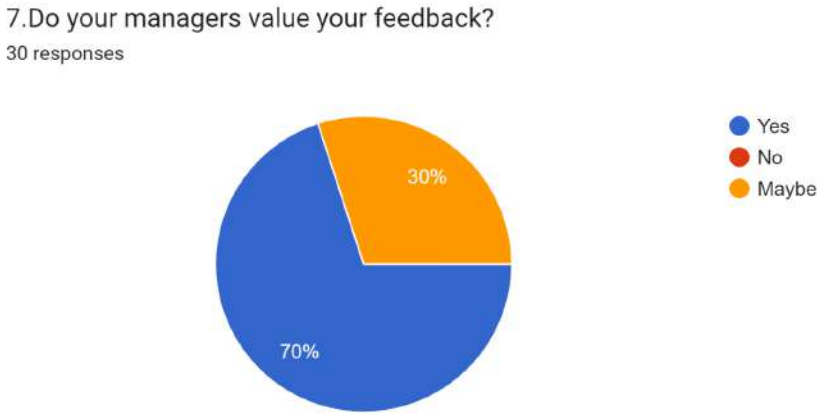
OPTIONS	RATNADEEP	VISHAL MART
YES	83.3%	70%
NO	6.7%	NIL
MAYBE	10%	30%

RATNADEEP



6.2.7

VISHAL MART



6.2.8

Observation:

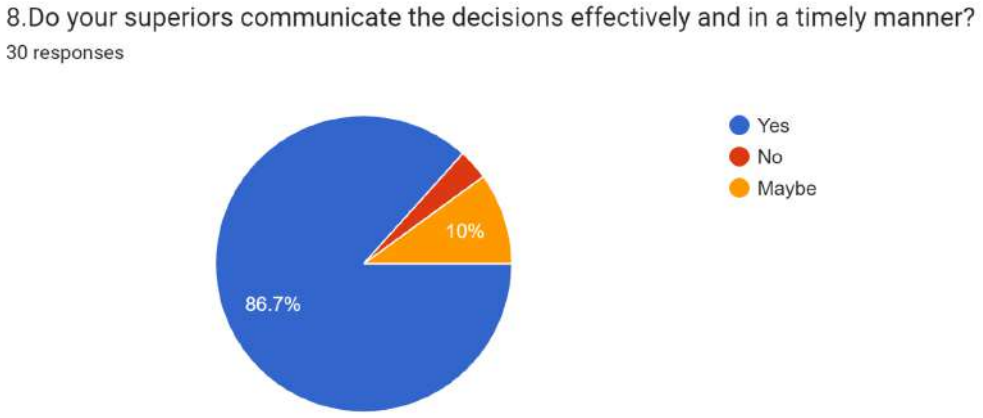
From the above pie chart we can notice that employees of Ratnadeep feels that their manager values their feedback more compared to Vishal Mart. The percentage of employees who agrees that their manager values their feedback at Ratnadeep is 83.3% and at Vishal it is 70%

8) DO YOUR SUPERIORS COMMUNICATE THE DECISIONS EFFECTIVELY AND IN TIMELY MANNER?

6.1.8

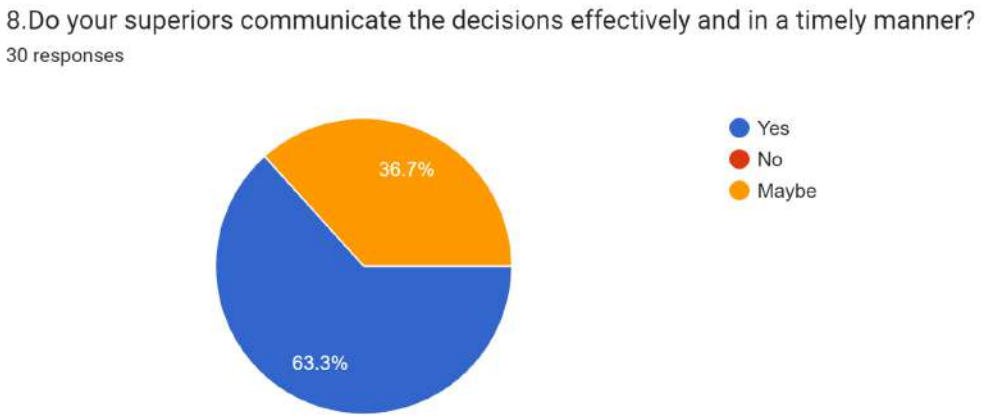
OPTIONS	RATNADEEP	VISHAL MART
YES	83.3%	70%
NO	6.7%	NIL
MAYBE	10%	30%

RATNADEEP



6.2.9

VISHAL MART



6.2.10

Observation:

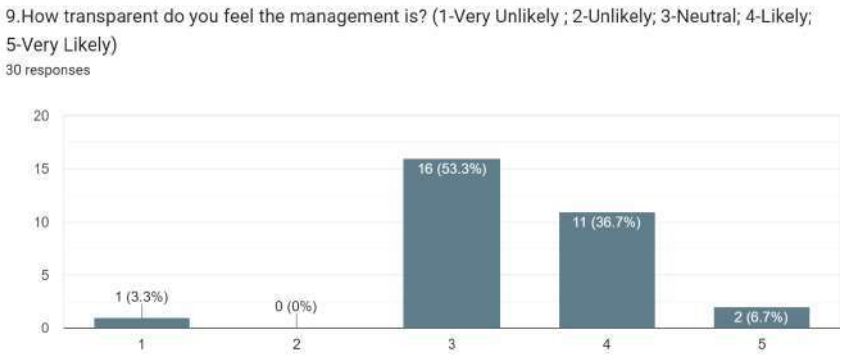
From the above pie chart we can notice that employees of Ratnadeep feels that their superiors communicate the decisions effectively in a timely manner compared to Vishal Mart.The percentage of employees who agrees that their superior communicate the decisions in a timely manner at Ratnadeep is 86.7% and at Vishal it is 63.3%

9) HOW TRANSPARENT DO YOU FEEL THE MANAGEMENT IS?

6.1.9

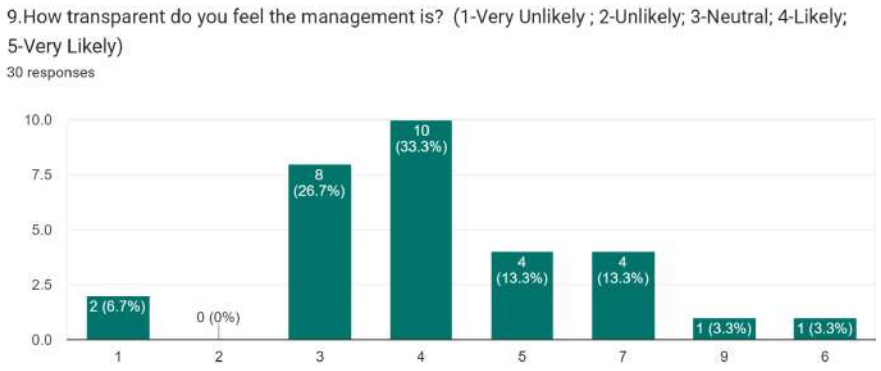
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	1 (3.3%)	2 (6.7%)
2. Unlikely	0%	0%
3.Neutral	16 (53.3%)	8 (26.7%)
4. Likely	11 (36.7%)	10 (33.3%)
5. Very Likely	2 (6.7%)	4 (13.3%)

RATNADEEP



6.3.7

VISHAL MART



6.3.8

Observation:

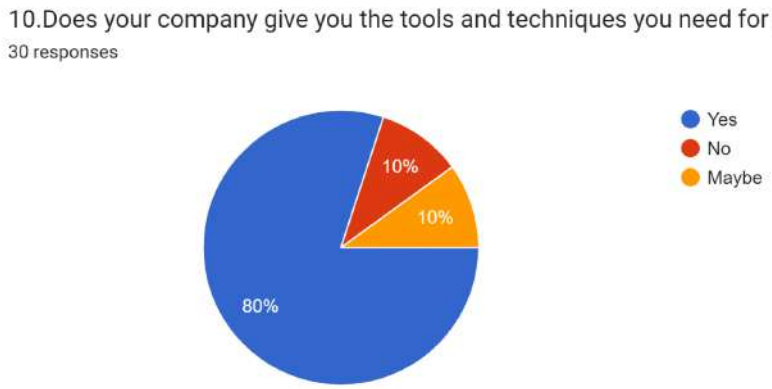
From the above graph we can notice that employees of Ratnadeep feel that their management is more transparent than Vishal Mart. The percentage of employees who feel their management is transparent at Ratnadeep is 36. 7% and at Vishal Mart 33.3%

10) DOES YOUR COMPANY GIVE YOU THE TOOLS AND TECHNIQUES YOU NEED FOR YOUR JOB?

6.1.10

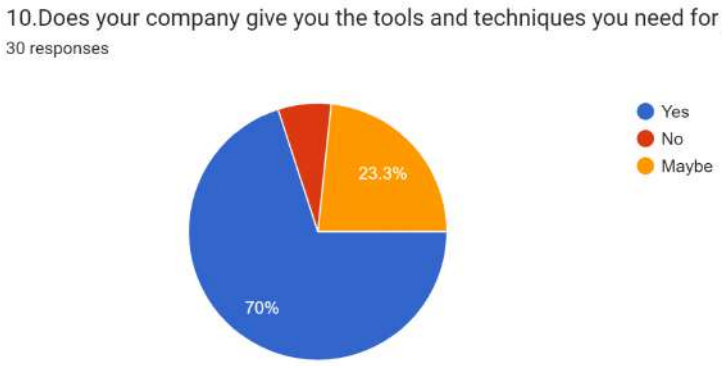
OPTIONS	RATNADEEP	VISHAL MART
YES	80%	70%
NO	10%	6.7%
MAYBE	10%	23.3%

RATNADEEP



6.2.11

VISHAL MART



6.2.12

Observation:

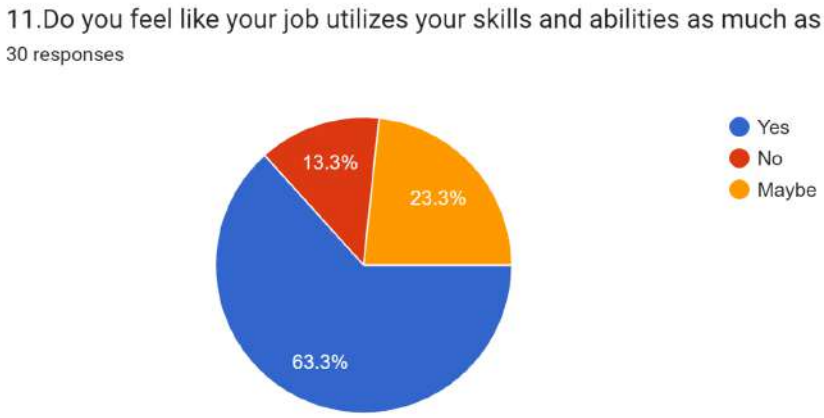
From the above pie chart we can notice that employees at Ratnadeep feel that their company provides them tools and techniques needed for their job more than Vishal Mart. The percentage of employees who feels that their company provides them tools and techniques need for their job at Ratnadeep is 80% at Vishal Mart it is 70%

11) DO YOU FEEL LIKE YOUR JOB UTILIZES YOUR SKILLS AND ABILITIES AS MUCH AS IT COULD?

6.1.11

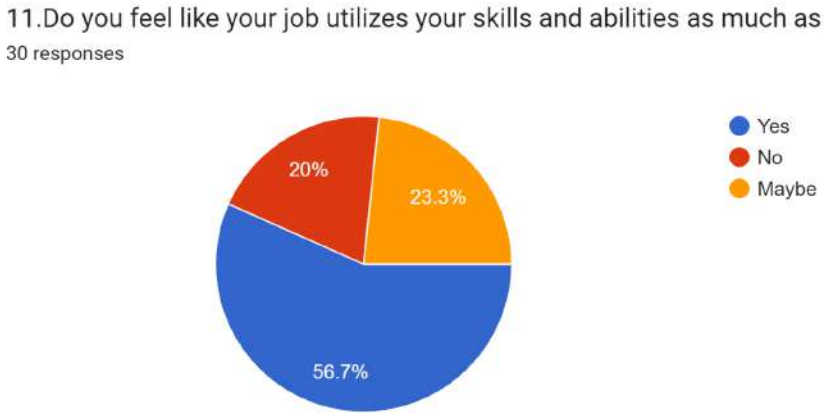
OPTIONS	RATNADEEP	VISHAL MART
YES	63.3%	56.7%
NO	13.3%	20%
MAYBE	23.3%	23.3%

RATNADEEP



6.2.13

VISHAL MART



6.2.14

Observation:

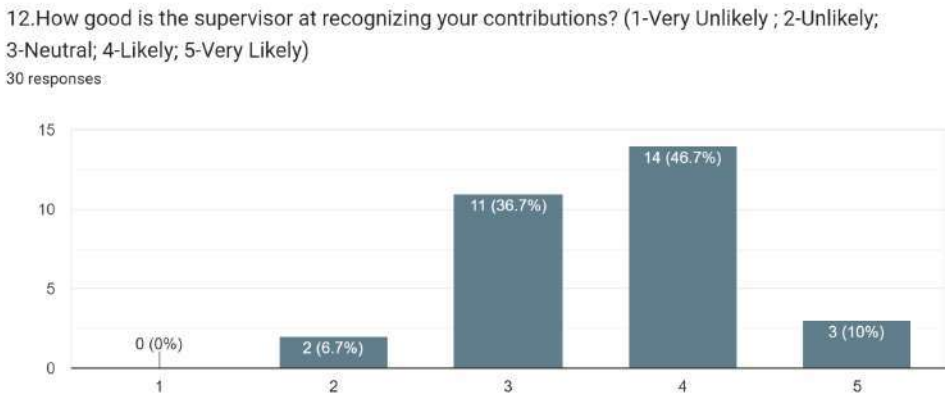
From the above pie chart we can clearly notice that their job utilizes their skills and abilities at Ratnadeep is more than Vishal mart. The percentage of Vishal mart is 56.7% where as for Ratnadeep it is 63.3%

12) HOW GOOD IS THE SUPERIOR AT RECOGNIZING YOUR CONTRIBUTION?

6.1.12

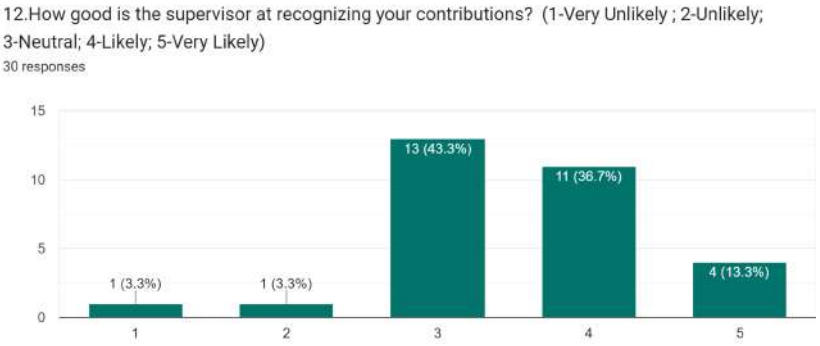
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	0%	1 (3.3%)
2. Unlikely	2 (6.7%)	1 (3.3%)
3.Neutral	11 (36.7%)	13 (43.3%)
4. Likely	14 (46.7%)	11 (36.7%)
5. Very Likely	3 (10%)	4 (13.3%)

RATNADEEP



6.3.9

VISHAL MART



6.3.10

<u>Observation:</u>

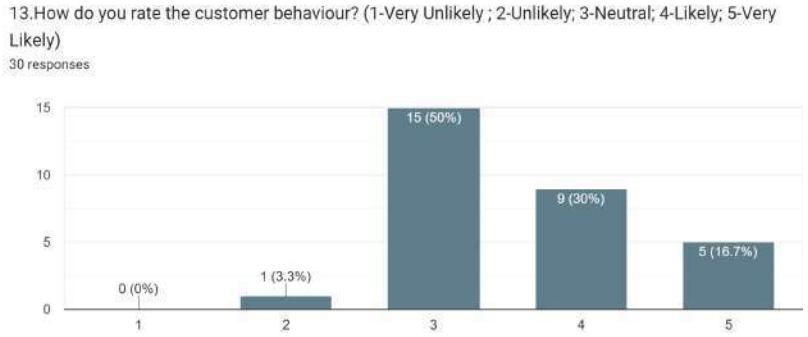
From the above graph we can clearly notice that the supervisor is good at recognising their contributions is more at Ratnadeep than Vishal Mart the percentage of Vishal Mart is 36.7% whereas for Ratnadeep it is 46.7%

13) HOW DO YOU RATE THE CUSTOMER BEHAVIOUR?

6.1.13

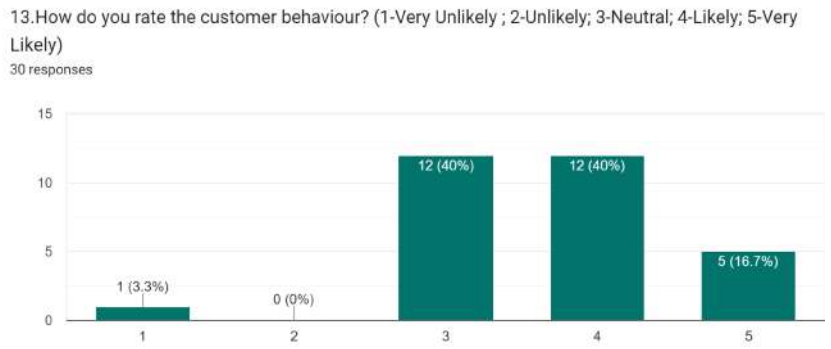
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	0%	1 (3.3%)
2. Unlikely	1 (3.3%)	0%
3.Neutral	15 (50%)	12 (40%)
4. Likely	9 (30%)	12 (40%)
5. Very Likely	5 (16.7%)	5 (16.7%)

RATNADEEP



6.3.11

VISHAL MART



6.3.12

Observation:

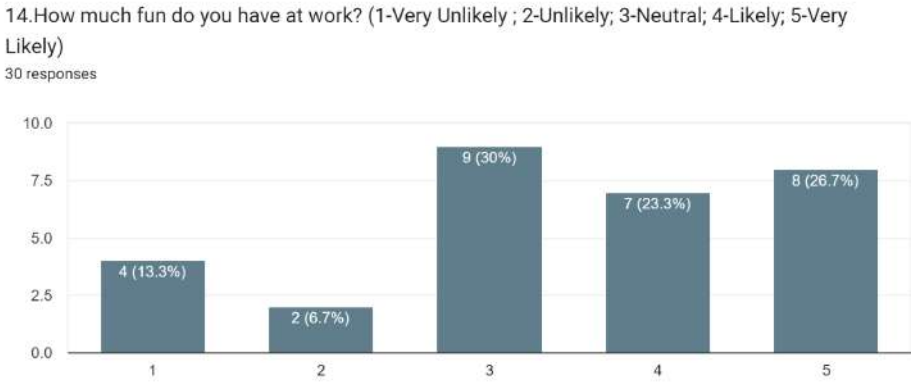
From the above graph we can notice that the rate of customer behaviour is more neutral at Ratnadeep than Vishal Mart. The percentage of Vishal Mart is 40% whereas the percentage of Ratnadeep is 50%.

14) HOW MUCH FUN DO YOU HAVE AT WORK?

6.1.14

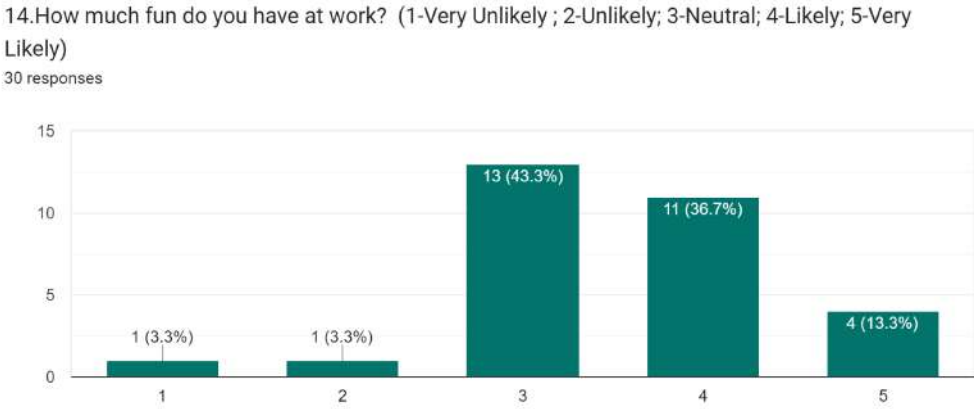
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	4 (13.3%)	1 (3.3%)
2. Unlikely	2 (6.7%)	1 (3.3%)
3.Neutral	9 (30%)	13 (43.3%)
4. Likely	7 (23.3%)	11 (36.7%)
5. Very Likely	8 (26.7%)	4 (13.3%)

RATNADEEP



6.3.13

VISHAL MART



6.3.14

Observation:

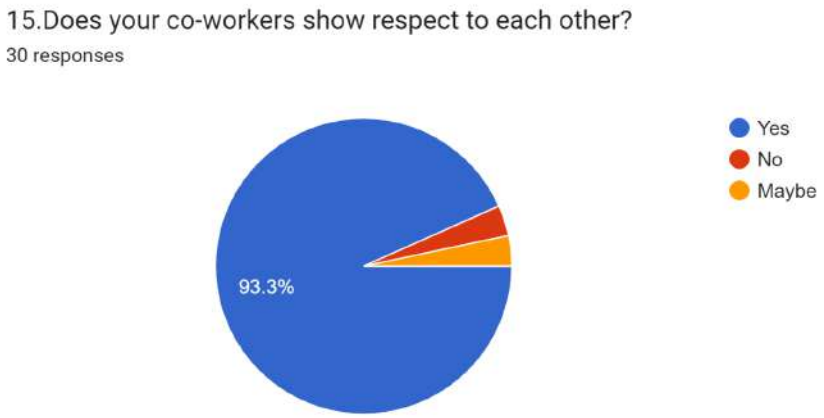
From the above graph we can notice that how much fun they have at work is neutral at Vishal Mart than at Ratnadeep. The percentage of Ratnadeep is 30% where as the percentage of Vishal Mart is 43.3%

15) DOES YOUR CO-WORKERS SHOW RESPECT TO EACH OTHER?

6.1.15

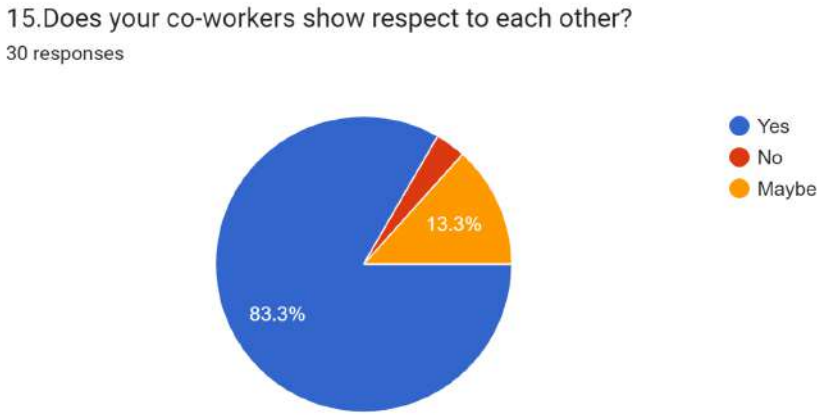
OPTIONS	RATNADEEP	VISHAL MART
YES	93.3%	83.3%
NO	3.25%	3.4%
MAYBE	3.25%	13.3%

RATNADEEP



6.2.15

VISHAL MART



6.2.16

Observation:

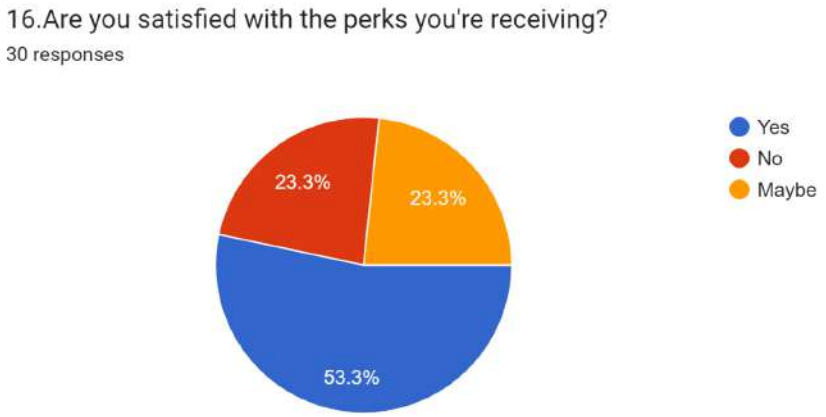
From the above pie chart we can notice that their co-workers show respect to each other more at Ratnadeep than Vishal Mart. The percentage of Ratnadeep is 93.3% whereas the percentage of Vishal Mart is 83.3%.

16) ARE YOU SATISFIED WITH THE PERKS YOU'RE RECEIVING?

6.1.16

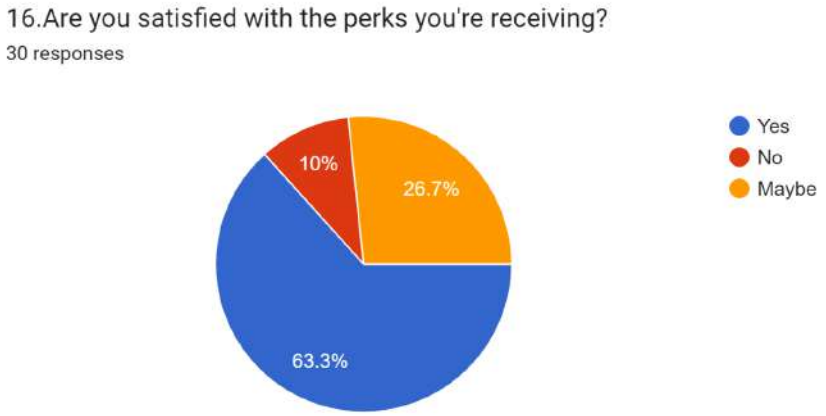
OPTIONS	RATNADEEP	VISHAL MART
YES	53.3%	63.3%
NO	23.3%	10%
MAYBE	23.3%	26.7%

RATNADEEP



6.2.17

VISHAL MART



6.2.18

Observation:

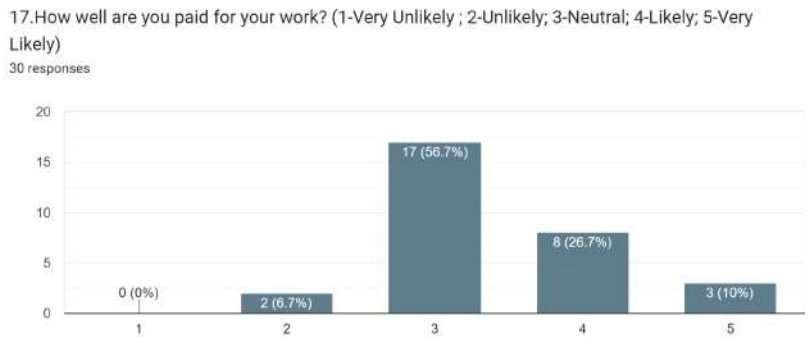
From the above pie chart we can notice that the employees are satisfied with the perks they are receiving is more at Vishal Mart than Ratnadeep. The percentage of Vishal Mart is 63.3% whereas the percentage of Ratnadeep is 53.3%.

17) HOW WELL ARE YOU PAID FOR YOUR WORK?

6.1.17

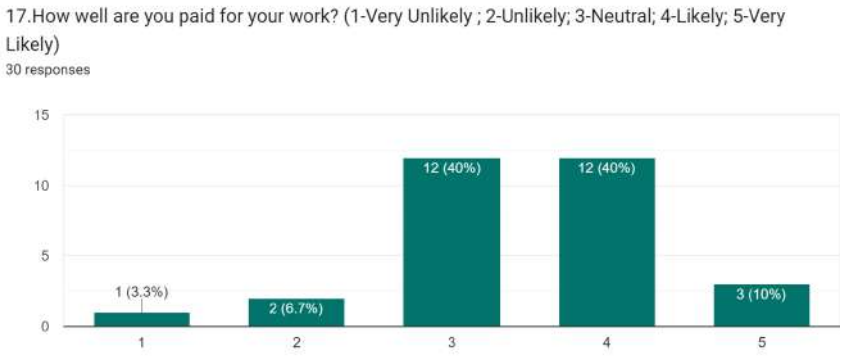
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	0%	1 (3.3%)
2. Unlikely	2 (6.7%)	2 (6.7%)
3.Neutral	17 (56.7%)	12 (40%)
4. Likely	8 (26.7%)	12 (40%)
5. Very Likely	3 (10%)	3 (10%)

RATNADEEP



6.3.15

VISHAL MART



6.3.16

Observation:

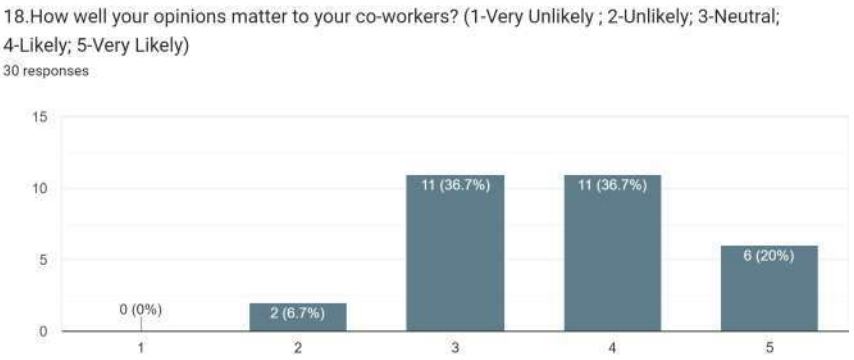
From the above graph we can notice that employees who are well paid for their work are neutral at both Ratnadeep and Vishal mart but the percentage is more at Ratnadeep than Vishal Mart. The percentage of Ratnadeep is 56.7% where as the Vishal mart is 40%

18) HOW WELL YOUR OPINIONS MATTER TO YOUR CO-WORKERS?

6.1.18

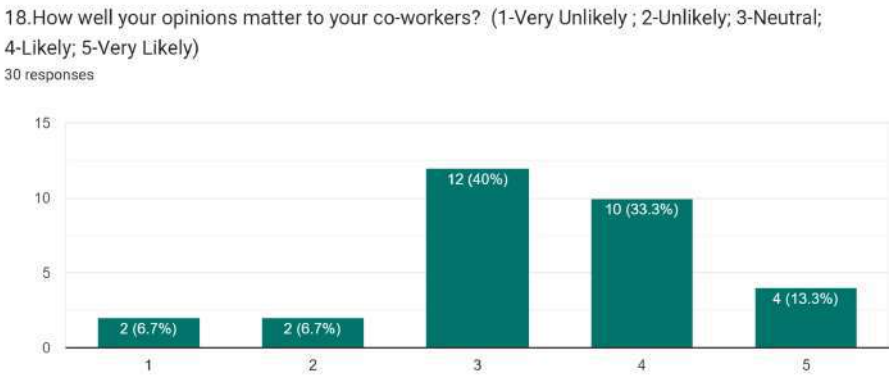
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	0%	2 (6.7%)
2. Unlikely	2 (6.7%)	2 (6.7%)
3.Neutral	11 (36.7%)	12 (40%)
4. Likely	11 (36.7%)	10 (33.3%)
5. Very Likely	6 (20%)	4 (13.3%)

RATNADEEP



6.3.17

VISHAL MART



6.3.18

Observation:

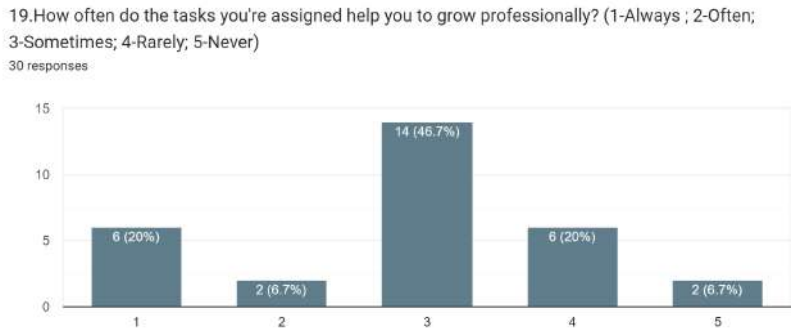
From the above graph we can notice that employees' opinions matters to co-workers is neutral at both Vishal Mart and Ratnadeep but the percentage is more at Vishal Mart than Ratnadeep. The percentage of Ratnadeep is 36.7% where as the percentage of Vishal Mart is 40%

19) HOW OFTEN DO THE TASKS YOU'RE ASSIGNED HELP YOU GROW PROFESSIONALLY?

6.1.19

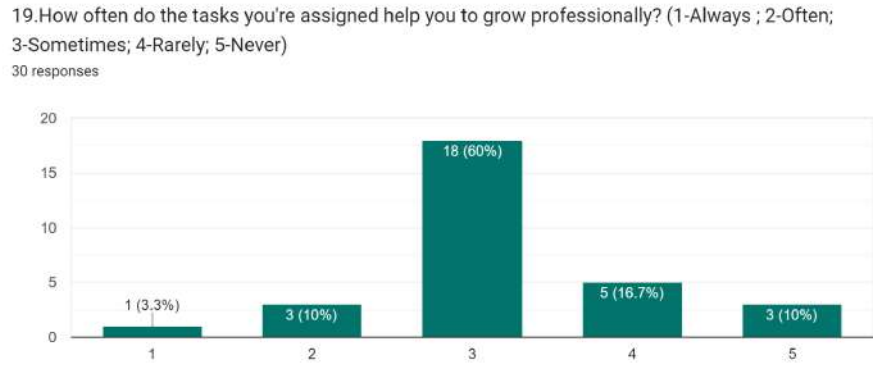
OPTIONS	RATNADEEP	VISHAL MART
1.Always	6 (20%)	1 (3.3%)
2. Often	2 (6.7%)	3 (10%)
3.Sometimes	14 (48.7%)	18 (60%)
4. Rarely	6 (20%)	5 (16.7%)
5. Never	2 (6.7%)	3 (10%)

RATNADEEP



6.3.19

VISHAL MART



6.3.20

Observation:

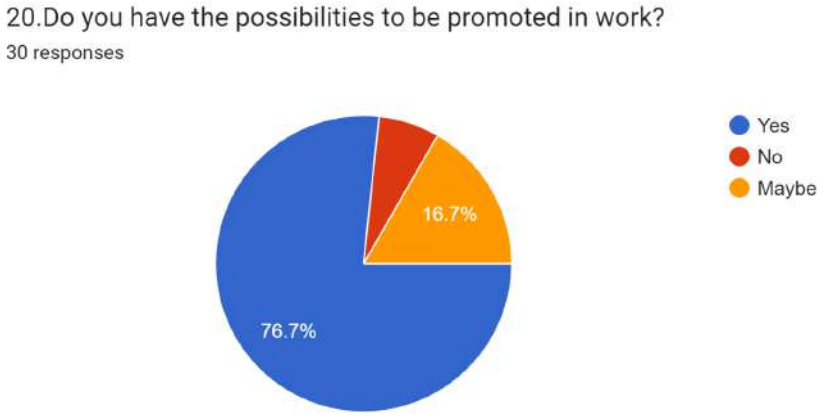
From the above graph we can notice that the tasks which are assigned for them helps to grow professionally are neutral at both Vishal Mart and Ratnadeep but the percentage is more at Vishal Mart than Ratnadeep. The percentage of Ratnadeep is 46.7% whereas the percentage of Vishal Mart is 60%.

20) DO YOU HAVE THE POSSIBILITIES TO BE PROMOTED IN WORK?

6.1.20

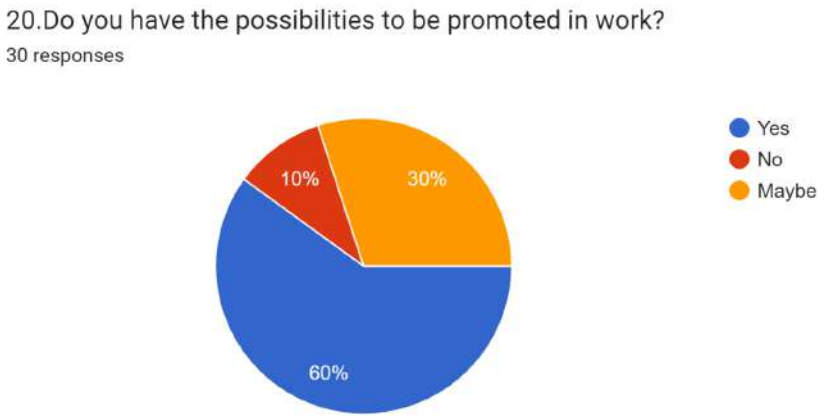
OPTIONS	RATNADEEP	VISHAL MART
YES	76.7%	60%
NO	6.6%	10%
MAYBE	16.7%	30%

RATNADEEP



6.2.19

VISHAL MART



6.2.20

Observation:

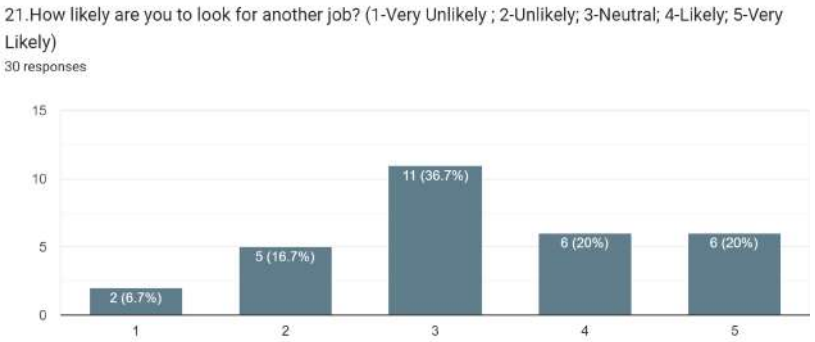
From the above pie chart we can notice that the employees have more possibility of being promoted at work at Ratnadeep than Vishal Mart. The percentage of Ratnadeep is 76.7% whereas the percentage of Vishal Mart is 60%.

21) HOW LIKELY ARE YOU TO LOOK FOR ANOTHER JOB?

6.1.21

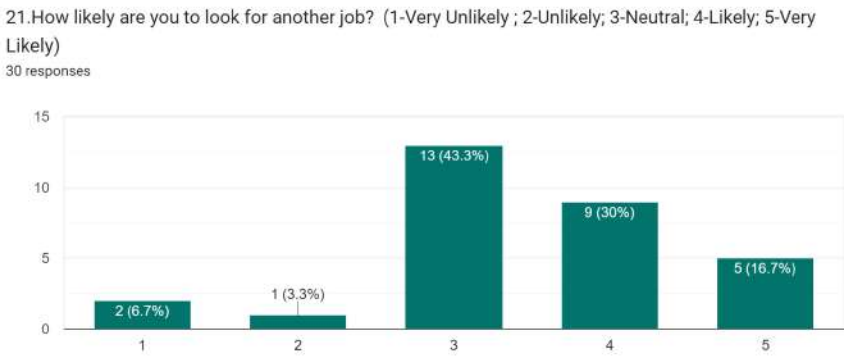
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	2 (6.7%)	2 (6.7%)
2. Unlikely	5 (16.7%)	1 (3.3%)
3.Neutral	11 (36.7%)	13 (43.3%)
4. Likely	6 (20%)	9 (30%)
5. Very likely	6 (20%)	5 (16.7%)

RATNADEEP



6.3.21

VISHAL MART



6.3.22

Observation:

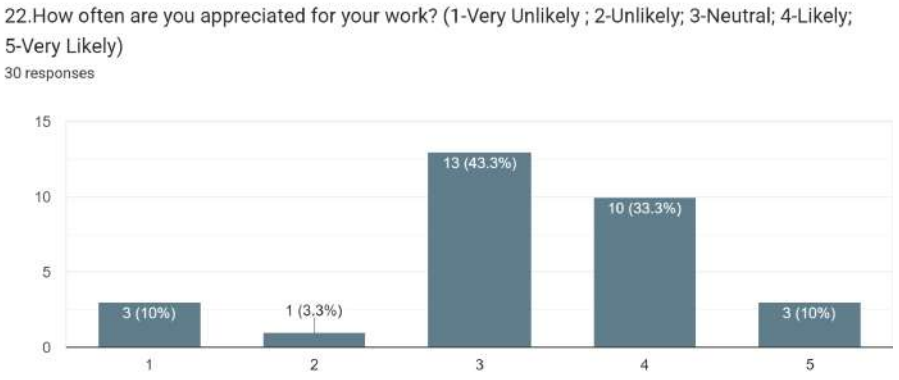
From the above graphs we can clearly notice that the employees of both the stores choose the neutral option i.e. Vishal Mart - 43.3% and Ratnadeep - 36.7%. But the employees of Vishal are more likely to look for another job.

22) HOW OFTEN ARE YOU APPRECIATED AT YOUR WORK?

6.1.22

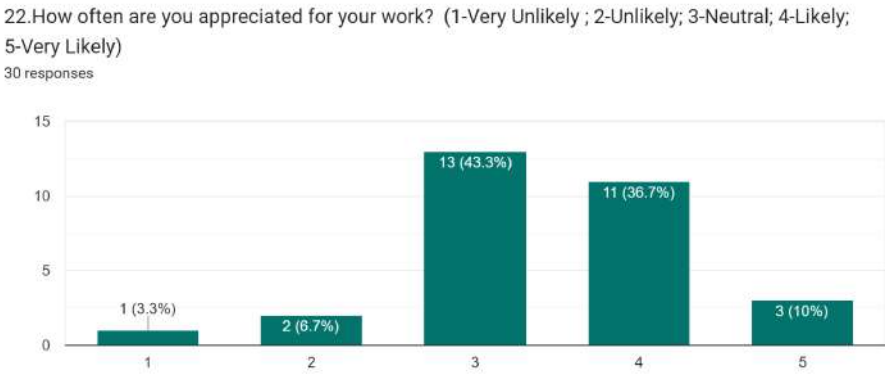
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	3 (10%)	1 (3.3%)
2. Unlikely	1 (3.3%)	2 (6.7%)
3.Neutral	13 (43.3%)	13 (43.3%)
4. Likely	10 (33.3%)	11 (36.7%)
5. Very Likely	3 (10%)	3 (10%)

RATNADEEP



6.3.23

VISHAL MART



6.3.24

Observation:

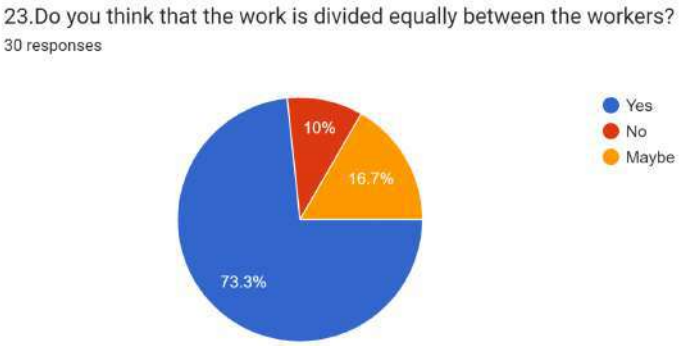
From the above graph we can see that the employees of both the stores choose the neutral option i.e. vishal mart - 43.3% and ratnadeep - 43.3%. And also the employees very likely to appreciate their work percentage is also same for both the store i.e. 10%.

23) DO YOU THINK THAT THE WORK IS DIVIDED EQUALLY BETWEEN THE WORKERS?

6.1.23

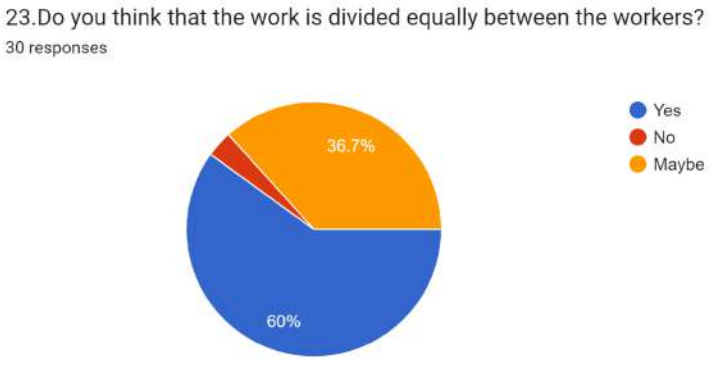
OPTIONS	RATNADEEP	VISHAL MART
YES	73.3%	60%
NO	10%	36.7%
MAYBE	16.7%	3.3%

RATNADEEP



6.2.21

VISHAL MART



6.2.22

Observation:

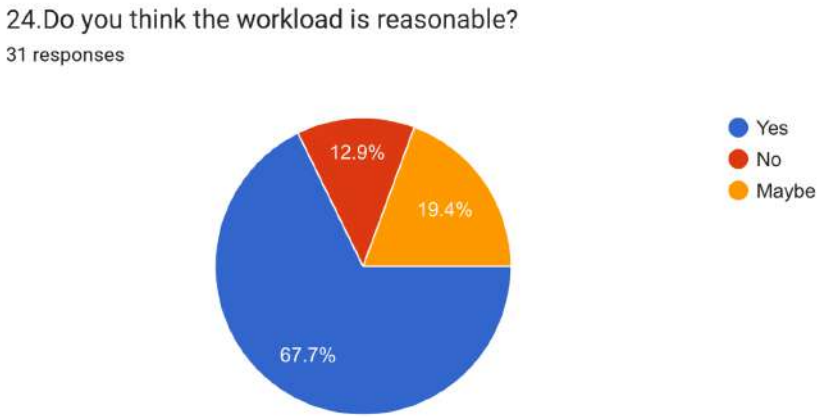
According to the above pie chart we can observe that the percentage is more of Ratnadeep than Vishal Mart i.e.for Ratnadeep it is 73.3% and for Vishal Mart it is 60%. No percentage is less for both the stores but it is little high in Ratnadeep i.e.10%.for maybe Vishal Mart employees percentage is twice the Ratnadeep i.e.36.7%. So by this we can conclude that Ratnadeep employees feel more likely that the work is equally divided between the workers

24) DO YOU THINK THE WORKLOAD IS REASONABLE?

6.1.24

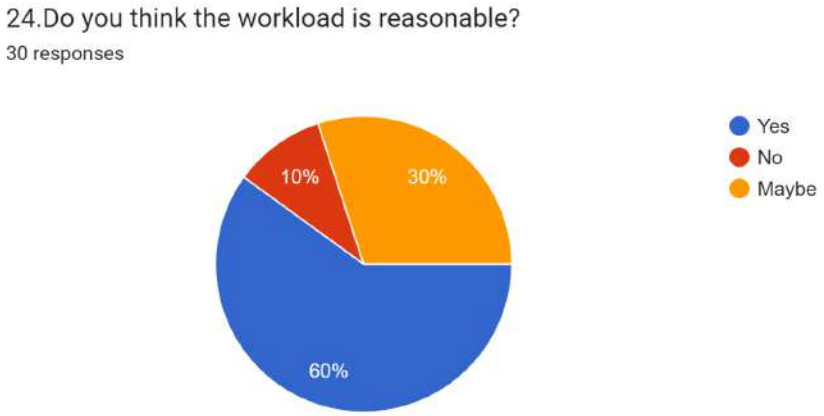
OPTIONS	RATNADEEP	VISHAL MART
YES	67.7%	60%
NO	12.9%	10%
MAYBE	19.4%	30%

RATNADEEP



6.2.23

VISHAL MART



6.2.24

Observation:

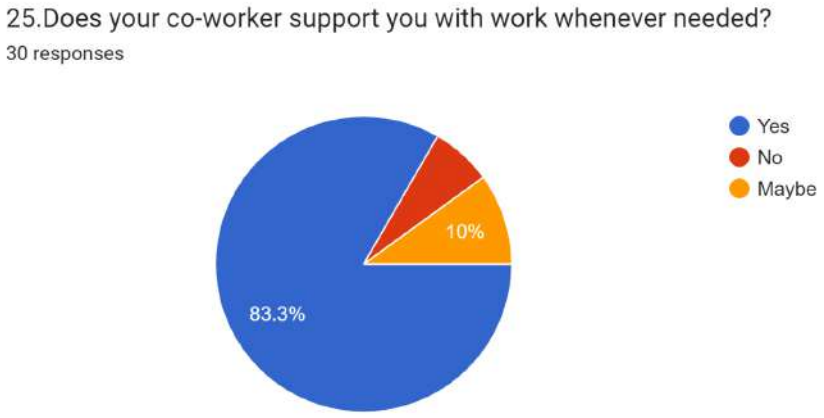
From the above pie chart we can see that the employees percentage of Ratnadeep is more than of Vishal mart i.e. 67.7% and for Ratnadeep it is 60%. No percentage is almost same for both the stores i.e. 12.9% for Ratnadeep and 10% for Vishal Mart.

25) DOES YOUR CO-WORKER SUPPORT YOU WITH YOUR WORK WHENEVER NEEDED?

6.1.25

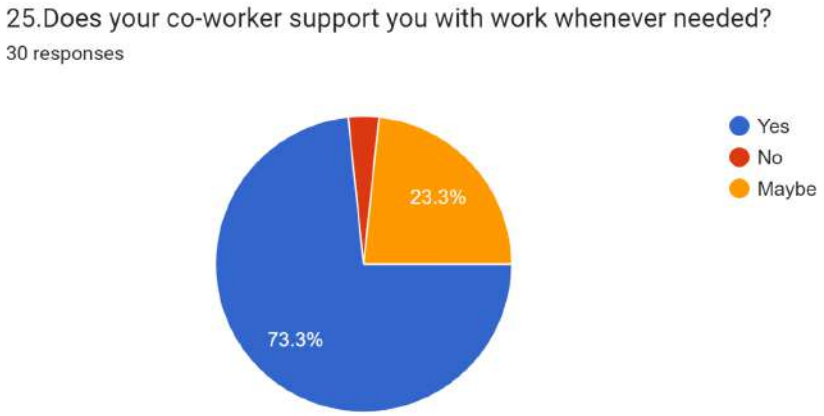
OPTIONS	RATNADEEP	VISHAL MART
YES	83.3%	73.3%
NO	6.7%	3.4%
MAYBE	10%	23.3%

RATNADEEP



6.2.25

VISHAL MART



6.2.26

Observation:

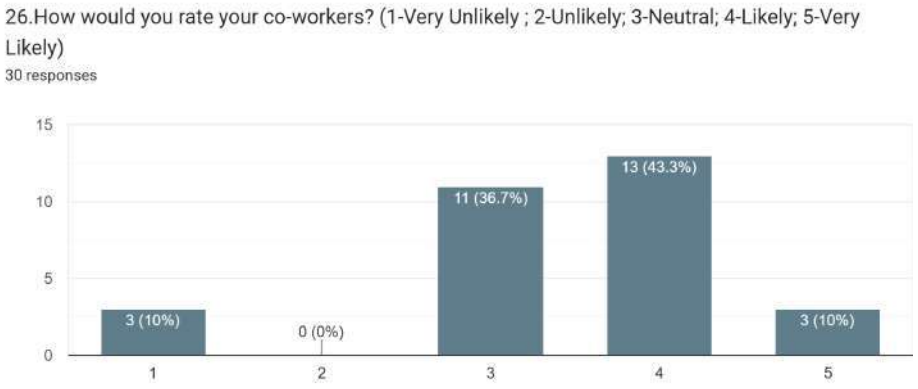
According to the pie chart the employees percentage of ans yes is more in Ratnadeep than in Vishal Mart i.e. 83.3% and in Vishal Mart it is 73.3%.and for may be it is 10% for Ratnadeep and for Vishal Mart 23.3%. So by this we can conclude that the percentage of yes is more in both the stores.

26) HOW WOULD YOU RATE YOUR CO-WORKERS?

6.1.26

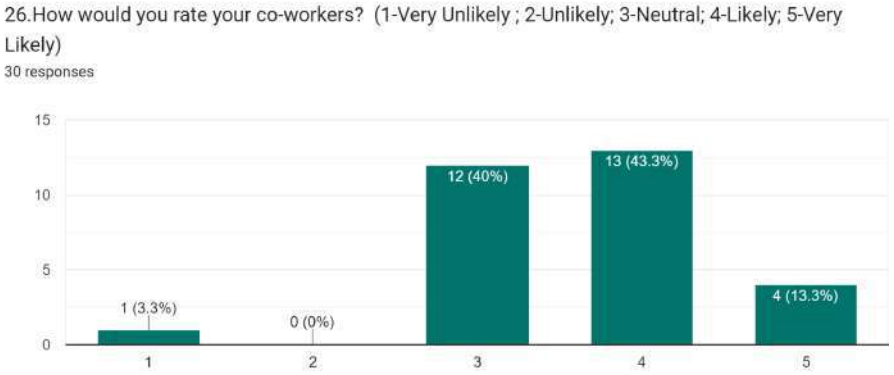
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	3 (10%)	1 (3.3%)
2. Unlikely	0%	0%
3.Neutral	11 (36.7%)	12 (40%)
4. Likely	13 (43.4%)	13 (43.3%)
5. Very Likely	3 (10%)	4 (13.3%)

RATNADEEP



6.3.26

VISHAL MART



6.3.27

Observation:

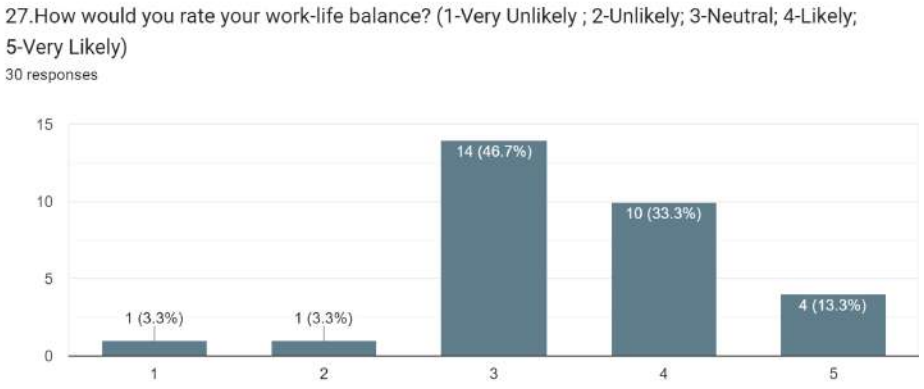
From the above graph we can see that the employees of both the stores choose the neutral option i.e. Vishal Mart - 43.3% and Ratnadeep - 43.3%. And also the employees very likely to appreciate their co-workers for Ratnadeep it is 10% and for Vishal Mart it is 13.3%

27) HOW WOULD YOU RATE YOUR WORK-LIFE BALANCE?

6.1.27

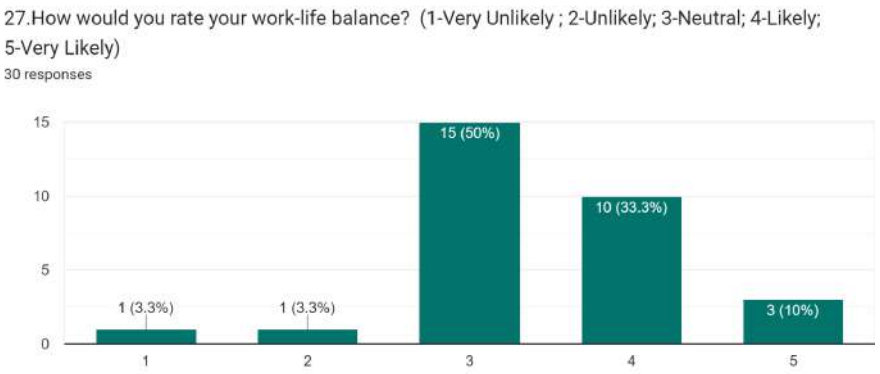
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	1 (3.3%)	1 (3.3%)
2. Unlikely	1 (3.3%)	1 (3.3%)
3.Neutral	14 (46.7%)	15 (50%)
4. Likely	10 (33.3%)	10 (33.3%)
5. Very Likely	4 (13.3%)	3 (10%)

RATNADEEP



6.3.28

VISHAL MART



6.3.29

Observation:

From the above chart we can observe that the neutral percentage of Vishal Mart is little more than Ratnadeep i.e. 50% and for Ratnadeep it is 46.7%.

28) HOW LIKELY IS IT THAT YOU WOULD RECOMMEND YOUR STORE'S SERVICES TO YOUR FRIENDS AND FAMILY?

6.1.28

OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	0%	0%
2. Unlikely	1 (3.3%)	1 (3.3%)
3.Neutral	11 (36.7%)	16 (53.3%)
4. Likely	11 (36.7%)	9 (30%)
5. Very Likely	7 (23.3%)	4 (13.3%)

RATNADEEP

6.3.30

VISHAL MART

6.3.31

Observation:

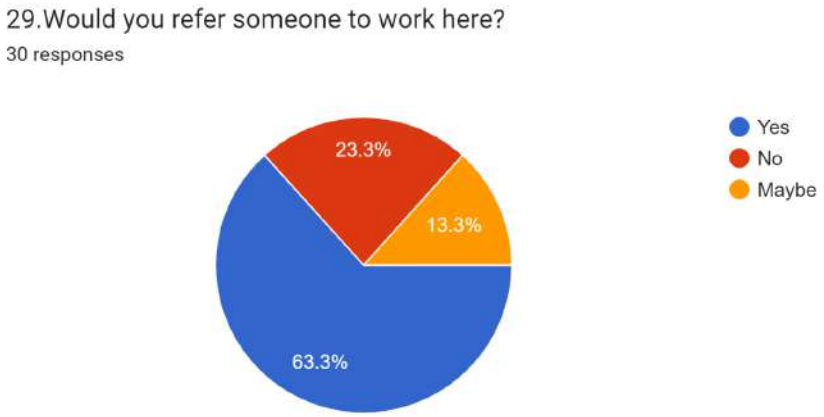
From the above chart we can observe that the neutral percentage of Vishal Mart is more than Ratnadeep i.e. 53.3% and for Ratnadeep it is 36.7%.Very likely percentage is also less for Vishal Mart it is 13.3% and for Ratnadeep it is 23.3%

29) WOULD YOU REFER SOMEONE TO WORK HERE?

6.1.29

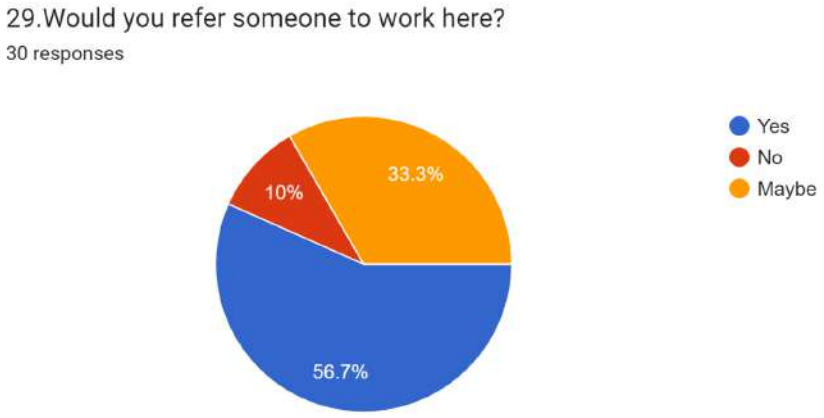
OPTIONS	RATNADEEP	VISHAL MART
YES	63.3%	56.7%
NO	23.3%	10%
MAYBE	13.3%	33.3%

RATNADEEP



6.2.27

VISHAL MART



6.2.28

Observation:

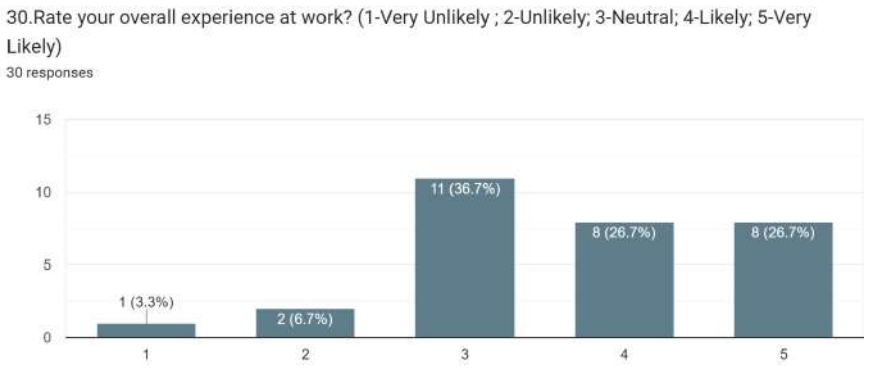
According to the pie chart the employees percentage of ans yes is more in Ratnadeep than in Vishal Mart i.e. 63.3% and in vishal mart it is 56.7% .and for may be it is 13.3% for Ratnadeep and for Vishal Mart 33.3%. So by this we can conclude that the percentage of yes is more in both the stores.

30) RATE YOUR OVERALL EXPERIENCE?

6.1.30

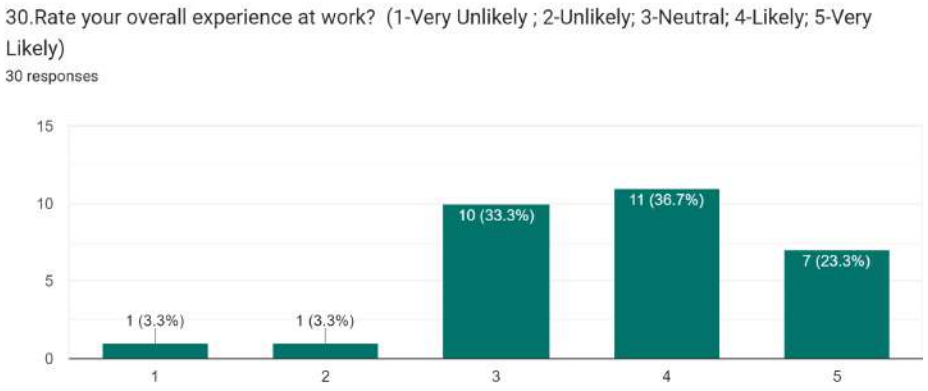
OPTIONS	RATNADEEP	VISHAL MART
1.Very Unlikely	1 (3.3%)	1 (3.3%)
2. Unlikely	2 (6.7%)	1 (3.3%)
3.Neutral	11 (36.7%)	10 (33.3%)
4. Likely	8 (26.7%)	11 (36.7%)
5. Very likely	8 (26.7%)	7 (23.3%)

RATNADEEP



6.3.32

VISHAL MART



6.3.33

Observation:

From the above graph we can see that the employees of both the stores choose the neutral option i.e. Vishal Mart - 33.3% and Ratnadeep - 36.7%. And also the employees very likely to rate their overall experience of Ratnadeep it is 26.7% and for Vishal Mart it is 23.3%..

CHAPTER-7

FINDINGS AND CONCLUSIONS

CONCLUSION

Finally, one important factor that affects any organization's effectiveness is employee satisfaction. Employees are more engaged, motivated, and productive in organisations that prioritise employee satisfaction, which leads to improved business performance and profitability. By making an investment in employee happiness, businesses can create a great work atmosphere, draw in and keep top talent, and improve employee well-being and job satisfaction.In addition to its effect on economic success, employee satisfaction is crucial for creating a positive corporate culture and promoting social responsibility. Business that put a high priority on employee happiness have closer links to their stakeholders, customers, and the community at large, which leads to a more sustainable and ethical company approach. In conclusion, organisations that prioritise employee satisfaction are more likely to achieve long-term success through developing a culture of employee engagement, loyalty, and high performance. A highly engaged and effective staff is something that businesses can profit from by investing in their personnel.

HYPOTHESIS CONCLUSION:

By this we can conclude that the null hypothesis is applicable to Ratnadeep as it matches the criteria of having more employee satisfaction than that of Vishal Mart.

CHAPTER-8
BIBLIOGRAPHY

BIBLIOGRAPHY

Bibliography is a list of books and other source material that you have used in preparing a research paper.

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CHAPTER-9
APPENDIX & QUESTIONNAIRE

APPENDIX

S,NO	PARTICULARS	TABLES	GRAPHS	PIE CHARTS
1	**ARE THE SHIFTS ROTATIONAL?**	6.1.1	—	6.2.1, 6.2.2
2	**HOW MEANINGFUL IS YOUR WORK?**	6.1.2	6.3.1, 6.3.2	—
3	**HOW CHALLENGING IS YOUR WORK?**	6.1.3	6.3.3, 6.3.4	—
4	**IN A TYPICAL WEEK, HOW OFTEN DO YOU FEEL STRESSED AT WORK?**	6.1.4	6.3.5, 6.3.6	—
5	**DO YOU ENJOY YOUR STORE CULTURE?**	6.1.5	—	6.2.3, 6.2.4
6	**DO YOU FEEL CONNECTED TO YOUR CO-WORKERS?**	6.1.6	—	6.2.5, 6.2.6
7	**DO YOUR MANAGERS VALUE YOUR FEEDBACK?**	6.1.7	—	6.2.7, 6.2.8
8	**DO YOUR SUPERIORS COMMUNICATE THE DECISIONS EFFECTIVELY AND IN TIMELY MANNER?**	6.1.8	—	6.2.9, 6.2.10
9	**HOW TRANSPARENT DO YOU FEEL THE MANAGEMENT IS?**	6.1.9	6.3.7, 6.3.8	—
10	**DOES YOUR COMPANY GIVE YOU THE TOOLS AND TECHNIQUES YOU NEED FOR YOUR JOB?**	6.1.10	—	6.2.11, 6.2.12

11	**DO YOU FEEL LIKE YOUR JOB UTILIZES YOUR SKILLS AND ABILITIES AS MUCH AS IT COULD?**	6.1.11	—	6.2.13, 6.2.14
12	**HOW GOOD IS THE SUPERIOR AT RECOGNIZING YOUR CONTRIBUTION?**	6.1.12	6.3.9, 6.3.10	—
13	**HOW DO YOU RATE THE CUSTOMER BEHAVIOUR?**	6.1.13	6.3.11, 6.3.12	—
14	**HOW MUCH FUN DO YOU HAVE AT WORK?**	6.1.14	6.3.13, 6.3.14	—
15	**DOES YOUR CO-WORKERS SHOW RESPECT TO EACH OTHER?**	6.1.15	—	6.2.15, 6.2.16
16	**ARE YOU SATISFIED WITH THE PERKS YOU'RE RECEIVING?**	6.1.16	—	6.2.17, 6.2.18
17	**HOW WELL ARE YOU PAID FOR YOUR WORK?**	6.1.17	6.3.15, 6.3.16	—
18	**HOW WELL YOUR OPINIONS MATTER TO YOUR CO-WORKERS?**	6.1.18	6.3.17, 6.3.18	—
19	**HOW OFTEN DO THE TASKS YOU'RE ASSIGNED HELP YOU GROW PROFESSIONALLY?**	6.1.19	6.3.19, 6.3.20	—
20	**DO YOU HAVE THE POSSIBILITIES TO BE PROMOTED IN WORK?**	6.1.20	—	6.2.19, 6.2.20
21	**HOW LIKELY ARE YOU TO LOOK FOR ANOTHER JOB?**	6.1.21	6.3.21, 6.3.22	—

22	**HOW OFTEN ARE YOU APPRECIATED AT YOUR WORK?**	6.1.22	6.3.24, 6.3.25	—
23	**DO YOU THINK THAT THE WORK IS DIVIDED EQUALLY BETWEEN THE WORKERS?**	6.1.23	—	6.2.21, 6.2.22
24	**DO YOU THINK THE WORKLOAD IS REASONABLE?**	6.1.24	—	6.2.23, 6.2.24
25	**DOES YOUR CO-WORKER SUPPORT YOU WITH YOUR WORK WHENEVER NEEDED?**	6.1.25	—	6.2.25, 6.2.26
26	**HOW WOULD YOU RATE YOUR CO-WORKERS?**	6.1.26	6.3.26, 6.3.27	—
27	**HOW WOULD YOU RATE YOUR WORK-LIFE BALANCE?**	6.1.27	6.3.28, 6.3.29	—
28	**HOW LIKELY IS IT THAT YOU WOULD RECOMMEND YOUR STORE'S SERVICES TO YOUR FRIENDS AND FAMILY?**	6.1.28	6.3.30, 6.3.31	—
29	**WOULD YOU REFER SOMEONE TO WORK HERE?**	6.1.29	—	6.2.27, 6.2.28
30	**RATE YOUR OVERALL EXPERIENCE?**	6.1.30	6.3.32, 6.3.33	—

Project on employee satisfaction at Ratnadeep /Vishal Mart.

Questionnaire

Please rate your perception for the required questions.

1.Are the shifts rotational?

- ☐ YES
- ☐ NO

2.How meaningful is your work?

(1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

3.How challenging is your work?

(1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

4.In a typical week,how often do you feel stressed at work? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

5.Do you enjoy your store culture?

- ☐ YES
- ☐ NO

6.Do you feel connected to your co-workers?

- ☐ YES
- ☐ NO

7.Do your managers value your feedback?

- ☐ YES
- ☐ NO

8.Do your superiors communicate the decisions effectively and in a timely manner?

- ☐ YES
- ☐ NO

9.How transparent do you feel the management is? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

10.Does your company give you the tools and techniques you need for your job?

- ☐ YES
- ☐ NO

11.Do you feel like your job utilizes your skills and abilities as much as it could?

- ☐ YES
- ☐ NO

12.How good is the supervisor at recognizing your contributions? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

13.How do you rate the customer behaviour?

(1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2

- ☐ 3
- ☐ 4
- ☐ 5

14.How much fun do you have at work? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

15.Does your co-workers show respect to each other?

- ☐ YES
- ☐ NO

16.Are you satisfied with the perks you're receiving?

- ☐ YES
- ☐ NO

17.How well are you paid for your work?

(1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

☐ 5

18.How well your opinions matter to your co-workers? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

19.How often do the tasks you're assigned help you to grow professionally?(1-Always ; 2-Often; 3-Sometimes; 4-Rarely; 5-Never)

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

20.Do you have the possibilities to be promoted in work?

☐ YES
☐ NO

21.How likely are you to look for another job? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

☐ 1
☐ 2
☐ 3

☐ 4

☐ 5

22.How often are you appreciated for your work? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

23.Do you think that the work is divided equally between the workers?

☐ YES

☐ NO

24.Do you think the workload is reasonable?

☐ YES

☐ NO

25.Does your co-worker support you with work whenever needed?

☐ YES

☐ NO

26.How would you rate your co-workers? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

☐ 1

☐ 2

- ☐ 3
- ☐ 4
- ☐ 5

27.How would you rate your work-life balance? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

28.How likely is it that you would recommend your store's services to your friends and family? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

29.Would you refer someone to work here?

- ☐ YES
- ☐ NO

30.Rate your overall experience at work? (1-Very Unlikely ; 2-Unlikely; 3-Neutral; 4-Likely; 5-Very Likely)

- ☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

A

PROJECT REPORT ON

COMPARATIVE STUDY BETWEEN ROYAL ENFIELD & KTM

Submitted By

B Chandan Raj Kumar – 201020405083

Praneeth Abraham – 201020405091

M Srikar – 201020405082

Sourav Tiwari – 201020405068

Submitted in the partial fulfilment of the requirement for the award of the degree of

BACHELORS OF COMMERCE

UNDER THE GUIDANCE OF MS. PRANITHA [M.COM]

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE & PG COLLEGE

UPPAL, HYDERABAD-500039

AFFILIATED TO OSMANIA UNIVERSITY

STUDENT'S DECLARATION

We hereby declare that the project entitled "COMPARATIVE STUDY BETWEEN ROYAL ENFIELD & KTM" was submitted in partial fulfilment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Pranitha is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

B Chandan Raj Kumar – 201020405083

Praneeth Abraham – 201020405091

M Srikar – 201020405082

Sourav Tiwari – 201020405068

Date:

Place:

Department of Commerce

Little Flower Degree College, Hyderabad

Certificate

This is to certify that the project on "**Project on comparative study between Royal Enfield & KTM**" being submitted by-

B Chandan Raj Kumar – 201020405083

Praneeth Abraham – 201020405091

M Srikar – 201020405082

Sourav Tiwari – 201020405068

In partial fulfilment of the requirement for the award of the degree of bachelors of commerce is a bonafide record of the project work done by – Pranitha, department of commerce, Little Flower Degree College, Uppal, Hyderabad.

External Examiner

Project Guide

MRS. K Pranitha

Department of Commerce

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It would be a injustice to proceed without acknowledgement those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all other who had been there to help me complete the project.

ABSTRACT

The emerging trend of vehicle ownership, particularly among the middle-class population, coupled with the expanding working women population, is primarily driving the India two-wheeler market. In addition to this, the escalating demand for compact mobility solutions owing to several challenges, such as lack of parking spaces and road traffic congestion, is further propelling the market growth. Moreover, the growing popularity of two-wheelers based on their numerous benefits, including convenient travel especially over short distances, easy bank financing solutions, better affordability, etc., is also creating a positive outlook for the market. Besides this, the expanding travel and tourism sector along with the rising trend of bikers traveling solo or in a group to different destinations across the country is further bolstering the requirement for two-wheelers.

INDEX

Chapter No	PARTICULARS	PAGE NO
1	**INTRODUCTION** Need of the study Objectives Scope Merits & Demerits	8-12 9 10 11 12
2	**Review of literature**	14
3	**Hypothesis**	16
4	**Company profile**	18-20
5	**Research methodology**	22
6	**Data analysis and interpretation**	24-38
7	**Findings** **Conclusions** **Scope for further research**	
8	**Bibliography**	
9	**Appendix** Questionnaire	

Chapter No 1

(INTRODUCTION)

INTRODUCTION

The study is about comparison between Royal Enfield and KTM. It shows the complete information about both the bikes. And also, the Pro's and Con's of both the bikes.

The research is about customers point of view on choosing a bike, like Mileage, CC, looks, colour and etc. And what they need the most in a bike.

To analysis the consumer satisfaction and preference on product quality ,new features of the product, service which provided for the product from the company.

To determine the consumer satisfaction and their new preference and alteration need by the customer according majority voting

A] About Royal Enfield

It is an Indian multinational motorcycle manufacturing company headquartered in Chennai. The Royal Enfield brand, including its original English heritage, is the oldest global motorcycle brand in continuous production. The first Royal Enfield motorcycle was built in 1901 by The Enfield Cycle Company of Redditch, Worcestershire, England.

Eicher is company which produce traders and commercial vehicles, automatic gears. Royal Enfield

merged Eicher Company because of their production royal Enfield felt difficulties with their production. So they shifted their company to Jaipur in 2002. By 2013 they started new primary factory in the Chennai suburb Orangandam the original factory at Trivottiyar become it is a second and largest production in motorcycle model Pierre terblanche appointed (South African designer)

B] About KTM

KTM AG (Kronreif & Trunkenpolz Mattighofen) formerly KTM Sport motor cycle AG) is an Austrian motorcycle, bicycle and sports car manufacturer owned by Pierer Mobility AG and the Indian manufacturer Bajaj Auto. It was formed in 1992 but traces its foundation to as early as 1934.

After the war, demand for repair works fell sharply and Trunkenpolz started thinking about producing his own motorcycles.
The prototype of his first motorcycle, the R100, was built in 1951. The components of the motorcycle were produced in
house, except for the Rotax engines which were made by Fichtel & Sachs. Serial production of the R100 started in 1953.
With just 20 employees, motorcycles were built at a rate of three per day.

Need of the Study

The aim of the studies idea is to present and justify the want, and know the requirement of customers in a bike.

Purchasing a new bike is always a thrilling experience, especially for boys. Since adolescence, every boy dreams of getting his first bike and riding it all over the city. With time, people usually grow up and let go of their childish dreams.

So its important for a customer to compare about each and every detail between his dream bikes. This study helps a customer to analyse and compare the bike on one of the famous bikes called Royal Enfield and KTM.

Objectives

- To study the problem faced by the customers.
- To study about consumer satisfaction.
- To study the consumer need and purchase behaviour.
- To know about the comparison between Royal Enfield and KTM.
- To study and compare details like Engine, colours available, CC and etc.
- To know what a customer wants in a bike.
- To analysis the consumer satisfaction and preference on product quality, new features of the product, service which provided for the product from the company

Scope

The study focuses on the appraisal of the concept and scope of customer satisfaction and also the impact of customer satisfaction on bike performance. The purpose of this study is to provide the customer with information about the bikes so that they can implement strategies to boost productivity and discover the factors that contribute significantly to customer satisfaction.

In this it is important about the customer satisfaction experienced by each and every customer because only when they are satisfied they will be able to select what kind of bike they want

Merits & Demerits

Merits:

- It helps to know about the needs of the customers.
- It helps to insight towards the problems face by them.
- It helps to look deeper into the issues.
- It helps to understand more about the customer experience.

Demerits:

- Inflexible design.
- May rise issues.
- Cannot guarantee honest answers.
- Limited time.

Chapter No 2

(Review of literature)

Review of literature

*Review on Royal Enfield:

Pathak, sanmya Singh

Divers audits and explores have been finished regarding what consumer wants from a bike .some of them, which I will be considering are does a rate of the work that had been starting now done in such way and their works speared in paradigm.

Parmod Pathak, Saumya Singh perspective of

Investigated about" What Does A purchaser need to purchase a Bike and
"A portion of Advertisement in acquiring decision of bikes "Auto India and Overwork utilize gives by an widespread measure of information about the various segments gave by various power bikes. Customer satisfaction has been a definitely understood subject in showcasing practice.

Saumya Singh (Euromonitor international 2006)[1]

Purchaser devotion is regularly described as a post use evaluative verdict concerning a specific thing or organization (Gundersen, Heide and Olsson, 2006).

1

Patel ,

It is the result of an evaluative methodology that emerges pre- purchase wants from sense of execution in the midst of and after the usage skill (Oliver bullet 2007).

*Review on KTM:

Leslie Lazar And Schiffam:

The authors suggested consumer behavior as individual differ as from group. The family decision for a purchase decision is entirely different from individual decision. The authors discussed various variables that

Bitta And Della:

The author proposed that consumer behavior studies play an important role in deciding marketing segments and marketing strategies. The author recommended that consumer is often studied because certain discussion are

KARUNIK and SCHIFFMAN:

The book highlights dynamic business environment is turbulent as never before and the service industry as promising as never before. In this era of intense competition companies understand the customer is the king in the market and success depends a lot on the efficiency of the manager in delivering the promised product or services.

Chapter No 3

(Hypothesis)

Hypothesis

A hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the research questions into predictions. It includes components like variables, population and the relation between the variables. A research hypothesis is a hypothesis that is used to test the relationship between two or more variables.

Types of Hypothesis

There are six forms of hypothesis and they are:

- Simple hypothesis
- Complex hypothesis
- Directional hypothesis
- Non-directional hypothesis
- Null hypothesis
- Associative and casual hypothesis

- Sales of different brands of two wheelers are uniformly distributed there is no significant difference in the sales of different two-wheeler brands
- There is no significant difference between the users of two wheelers on the factors like gender, occupation towards the usage of the bikes

- Different factors which are important in the purchase decision of two-wheeler buyers do not differ significantly

This paper attempts to analyse and verify the effect of bike-sharing purchase decision involvement on traveller participation and proposes the following hypothesis.

*Our null hypothesis framed is accepted as customers are more satisfied after using Royal Enfield with KTM.

Chapter No 4

(Company Profile)

Company Profile

A] About Royal Enfield:

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

Royal Enfield is an Indian multinational motorcycle manufacturing company headquartered in Chennai. The Royal Enfield brand, including its original English heritage, is the oldest global motorcycle brand in continuous production. The company operates manufacturing plants in Chennai in India.

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

B] About KTM:

In 1934, an Austrian engineer Johann (Hans) Trunkenpolz (1909–1962) set up a fitter's and car repair shop in Mattighofen. In 1937, he started
selling DKW motorcycles, and Opel cars the following year. His shop was known as Kraftfahrzeug Trunkenpolz Mattighofen, but the name was unregistered. During the Second World War, his wife took care of the business which was thriving mainly on account of diesel engine repairs.

After the war, demand for repair works fell sharply and Trunkenpolz started thinking about producing his own motorcycles. The prototype of his first motorcycle, the R100, was built in 1951. The components of the motorcycle were produced in house, except for the Rotax engines which were made by Fichtel & Sachs. Serial production of the *R100* started in 1953. With just 20 employees, motorcycles were built at a rate of three per day.

KTM AG (Kronreif & Trunkenpolz Mattighofen) formerly **KTM Sportmotorcycle AG**) is an Austrian motorcycle, bicycle and sports car manufacturer owned by Pierer Mobility AG and the Indian manufacturer Bajaj Auto. It was formed in 1992 but traces its foundation to as early as 1934. Today, KTM AG is the parent company of the KTM Group, consisting of a number of motorcycle brands.

Chapter No 5

(Research Methodology)

Research Methodology

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives.

Types of research Methodology:

1. Experiment
2. Questionnaire or surveys
3. Case studies

Research method used: Questionnaire,

This survey was conducted by a sharing google forms with to various group of people and this helped in collecting the data for analysis.

The questionnaire consists of 30 questions relayed to various aspects of customer taste

and preferences. It also includes basic questions like Name, Age, Gender etc.

Chapter No 6

(Data analysis and interpretation)

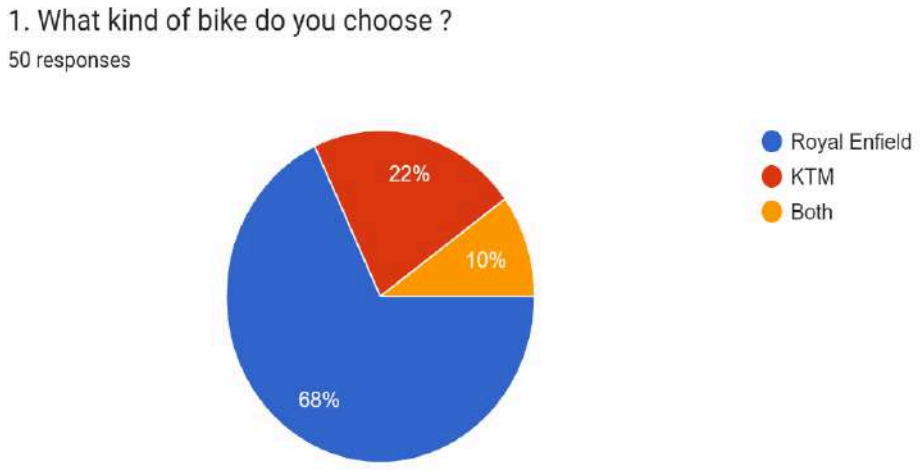
Data analysis and interpretation

1 What kind of bike do you choose?

6.1.1

Royal Enfield	KTM	Both	No of Responses
68%	22%	10%	50

6.2.1



Interpretation:

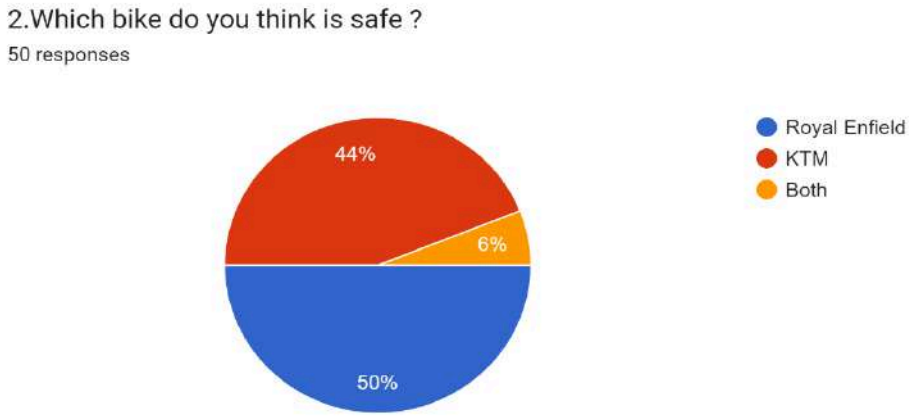
It is interpretated that 68% of customers choose Royal Enfield while 22% customers of choose KTM and 10% of customers prefer both the bikes.

2.Which bike do you think is safe?

6.1.2

Royal Enfield	KTM	Both	No of Responses
50%	44%	6%	50

6.2.2



Interpretation:

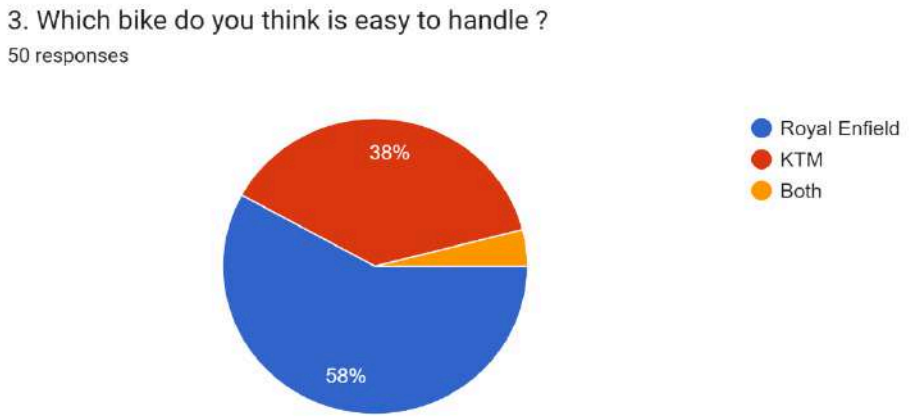
It is interpretated that 50% of them choose Royal Enfield as safe bike while 44% of them choose as KTM and the others 6% choose both the bikes

3.Which bike do you think is easy to handle ?

6.1.3

Royal Enfield	KTM	Both	No of Responses
58%	38%	6%	50

6.1.3



Interpretation:

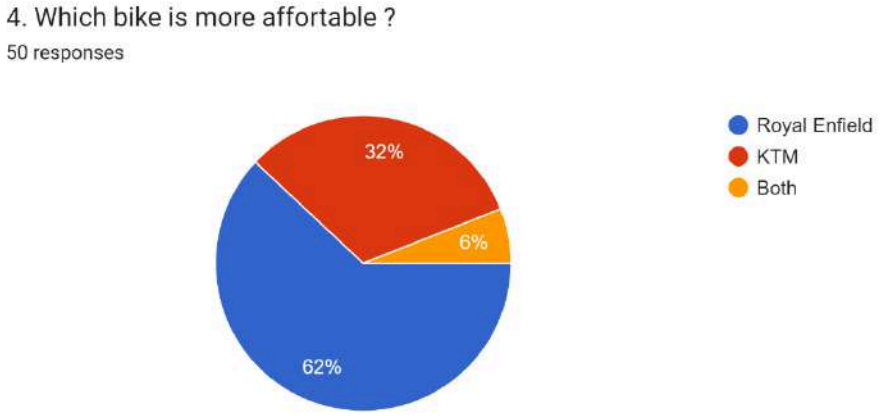
It is interpretated that 58% of the customers choose Royal Enfield as easy to handle where as 38% of them choose as KTM and other 6% choose as Both.

4.Which bike is more affortable ?

6.1.4

Royal Enfield	KTM	Both	No of Responses
62%	32%	6%	50

6.2.4



Interpretation:

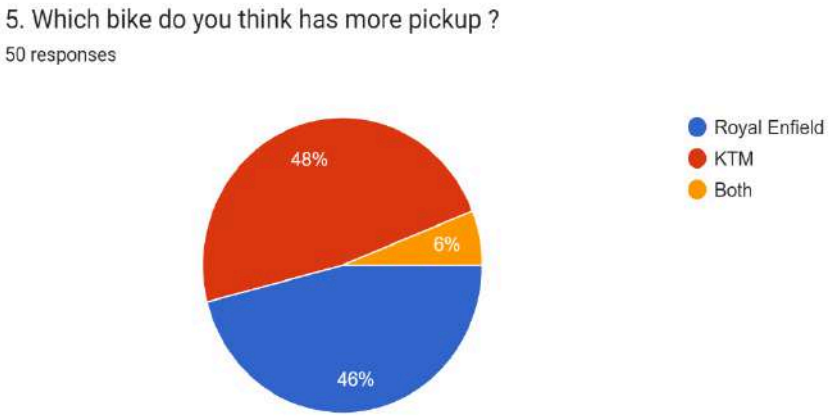
It is interpretated that 62% of the customers choose Royal Enfield as more affordable where as 32% of them choose KTM and other 6% as both the bikes.

5. Which bike do you think has more pickup ?

6.1.5

Royal Enfield	KTM	Both	No of Responses
46%	48%	6%	50

6.2.5



Interpretation:

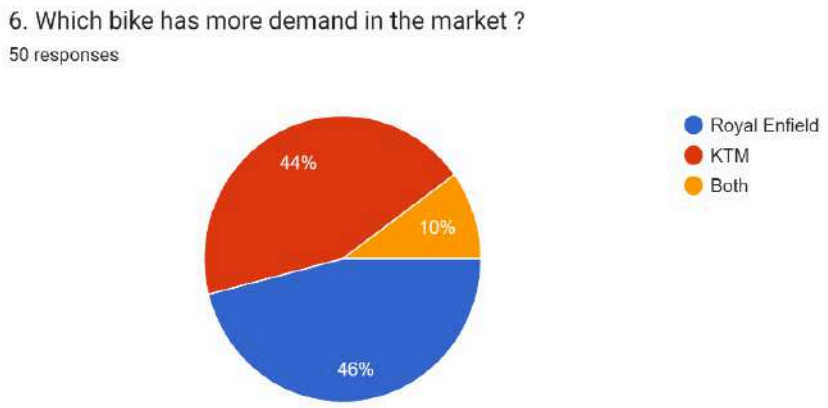
It is interpretated that 46% of them choose Royal Enfield for having more Pickup, where as 48% choose as KTM and other 6% as both

6. Which bike has more demand in the market ?

6.1.6

Royal Enfield	KTM	Both	No of Responses
46%	44%	10%	50

6.2.6



Interpretation:

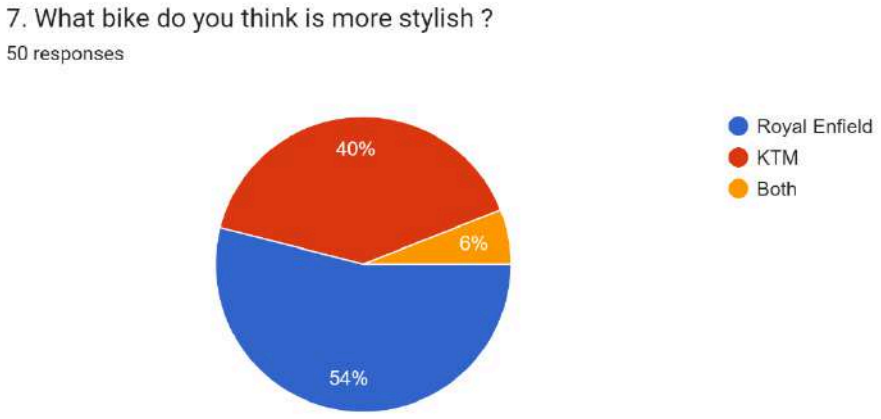
It is interpretated that 46% thinks that Royal Enfield has more Demand in the market, where as 44% choose as KTM and 10% as both.

7. What bike do you think is more stylish ?

6.1.7

Royal Enfield	KTM	Both	No of Responses
54%	40%	%	50

6.2.7



Interpretation:

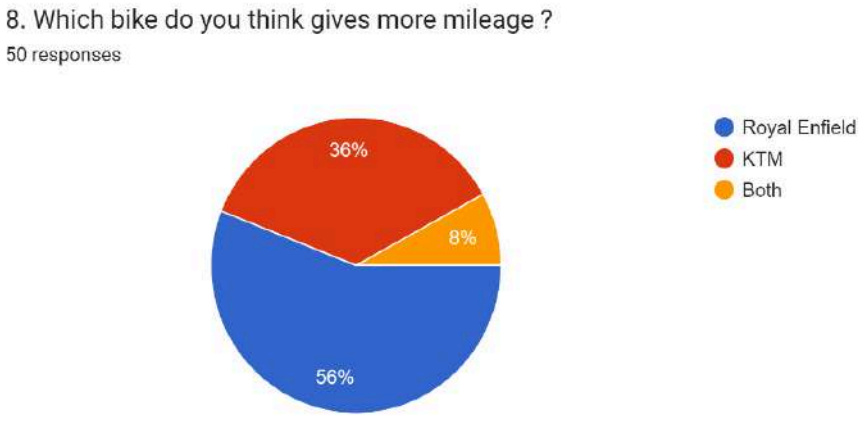
It is interpretated that 54% of the customers choose Royal Enfield as Stylish bike, where as 40% choose as KTM and the other 6% choose as Both.

8. Which bike do you think gives more mileage ?

6.1.8

Royal Enfield	KTM	Both	No of Responses
56%	36%	6%	50

6.2.8



Interpretation:

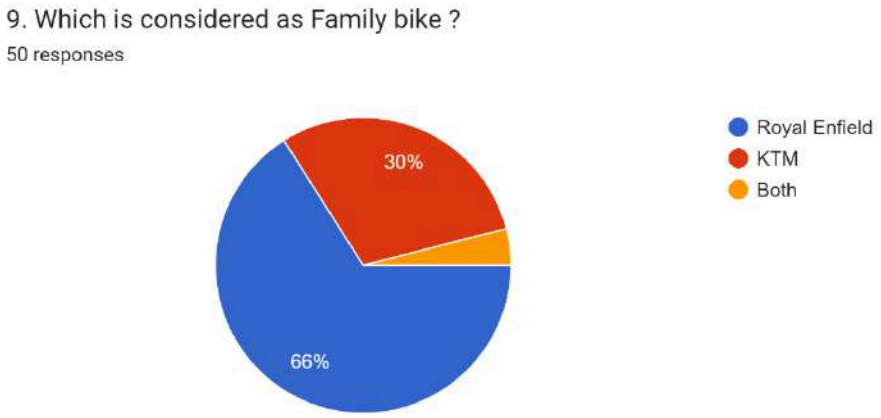
It is interpretated that 56% of customers says Royal Enfield gives more mileage, where as 36% of them says KTM and 6% of them says Both.

9. Which is considered as Family bike ?

6.1.9

Royal Enfield	KTM	Both	No of Responses
66%	30%	4%	50

6.2.9



Interpretation:

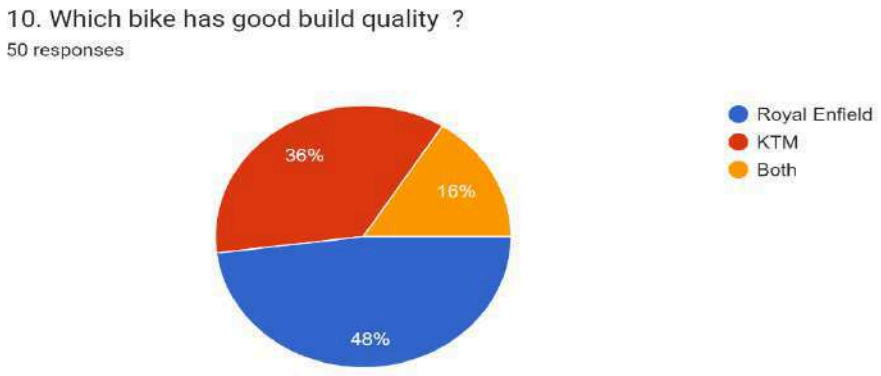
It is interpretated that 66% of the customers think Royal Enfield as Family bike, where as 30% of them think KTM and the other 4% think both as family bike.

10. Which bike has good build quality ?

6.1.10

Royal Enfield	KTM	Both	No of Responses
48%	36%	16%	50

6.2.10



Interpretation:

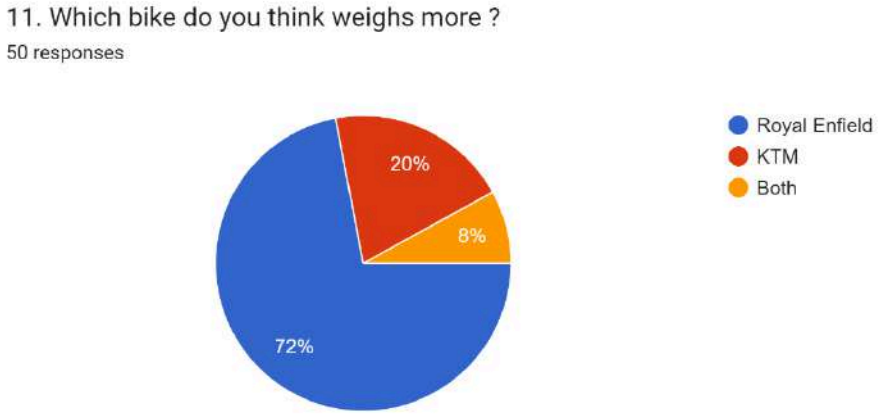
It is interpretated as 48% of the customers says Royal Enfield has good build quality, where as 36% says as KTM and other 16% says Both.

11. Which bike do you think weighs more ?

6.1.11

Royal Enfield	KTM	Both	No of Responses
72%	20%	8%	50

6.2.11



Interpretation:

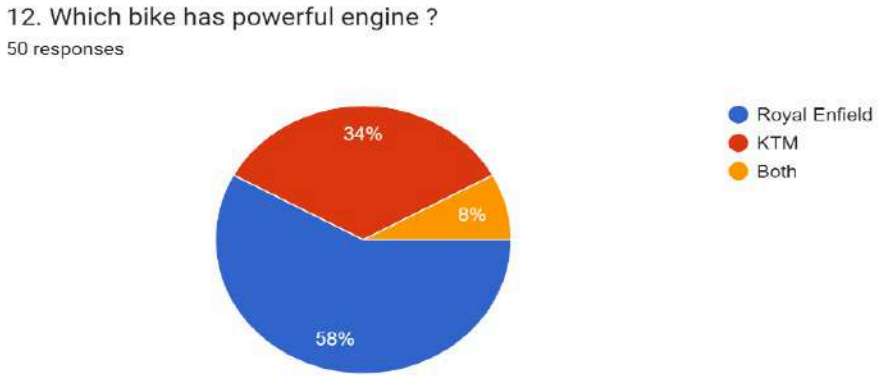
It is interpretated that 72% of customers says Royal Enfield weighs more, where as 20% says KTM and 8% says both weighs more.

12. Which bike has powerful engine ?

6.1.12

Royal Enfield	KTM	Both	No of Responses
54%	38%	8%	50

6.2.12



Interpretation:

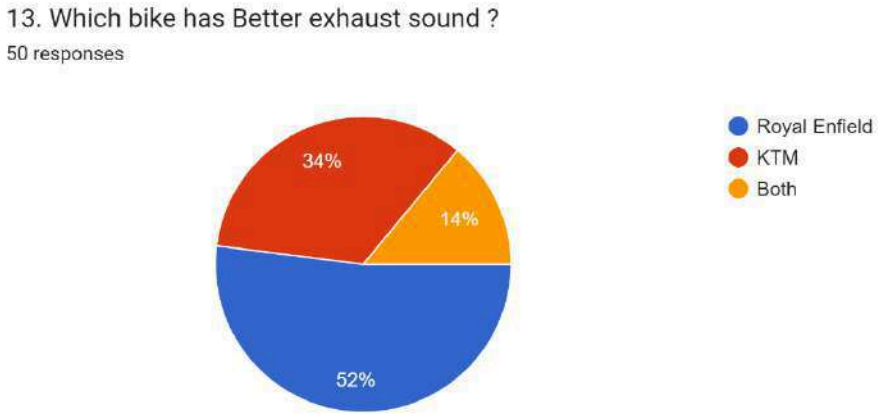
It is interpretated that 58% of customers says Royal Enfield has powerful engine, where as 34% of them says KTM and 8% of them says as both has powerful engine.

13. Which bike has Better exhaust sound ?

6.1.13

Royal Enfield	KTM	Both	No of Responses
52%	34%	14%	50

6.2.13



Interpretation:

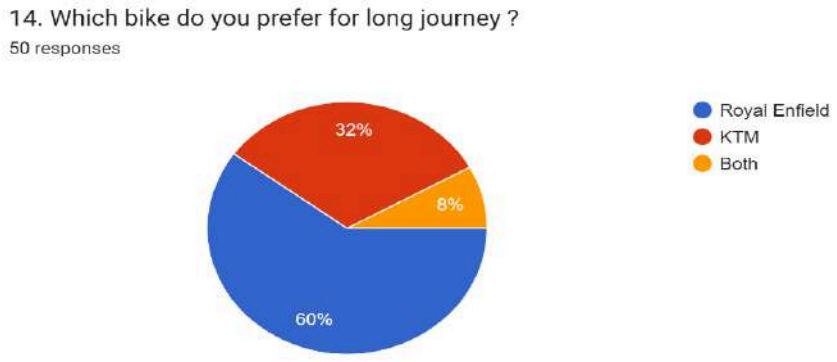
It is interpretated that 52% of the customers says Royal Enfield has better Exhaust sound, where as 34% of them says KTM and other 14% think both has better exhaust sound.

14. Which bike do you prefer for long journey ?

6.1.14

Royal Enfield	KTM	Both	No of Responses
60%	32%	8%	50

6.2.14



Interpretation:

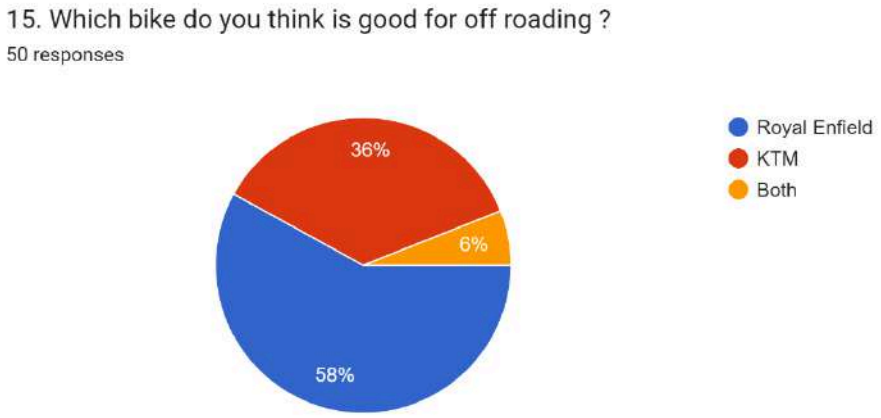
It is interpretated that 60% of the customers uses Royal Enfield for long journey, where as 32% uses KTM and 8% of them uses Both.

15. Which bike do you think is good for off roading ?

6.1.15

Royal Enfield	KTM	Both	No of Responses
583%	36%	6%	50

6.2.15



Interpretation:

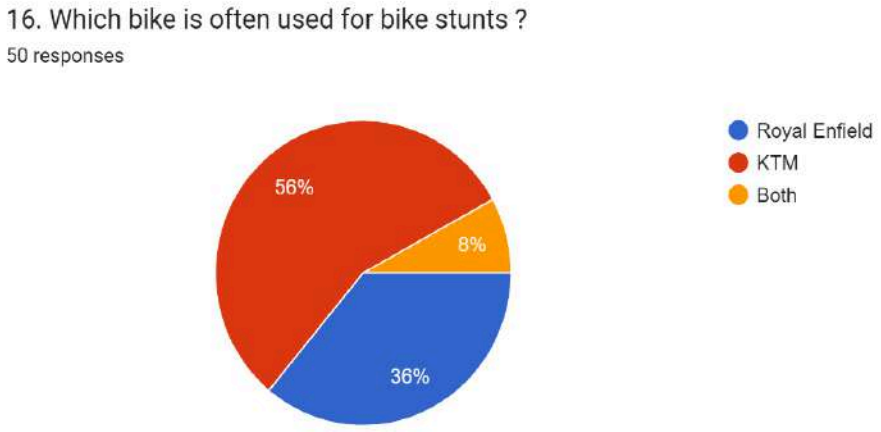
It is interpretated that 58% of customer says Royal Enfield is good for off roading, where as 36% of them says KTM and 6% says both are good for off roading.

16. Which bike is often used for bike stunts ?

6.1.16

Royal Enfield	KTM	Both	No of Responses
36%	56%	8%	50

6.2.16



Interpretation:

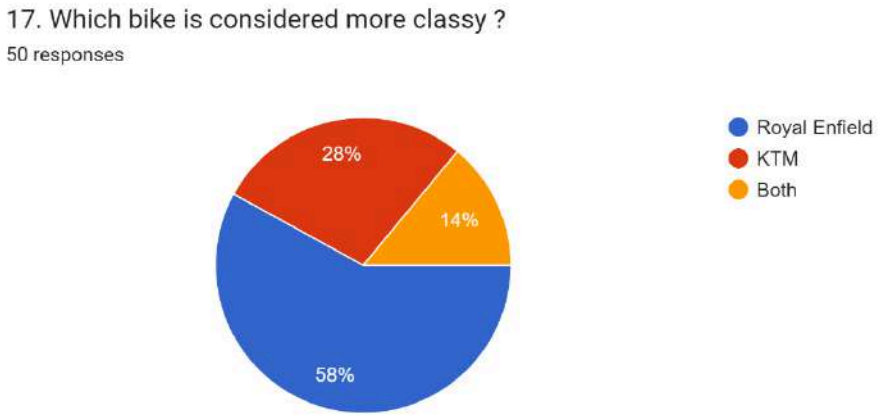
It is interpretated that 36% of customers uses Royal Enfield for bike stunts, where as 56% of them use KTM and 8% uses both bikes.

17. Which bike is considered more classy ?

6.1.17

Royal Enfield	KTM	Both	No of Responses
58%	28%	14%	50

6.2.17



Interpretation:

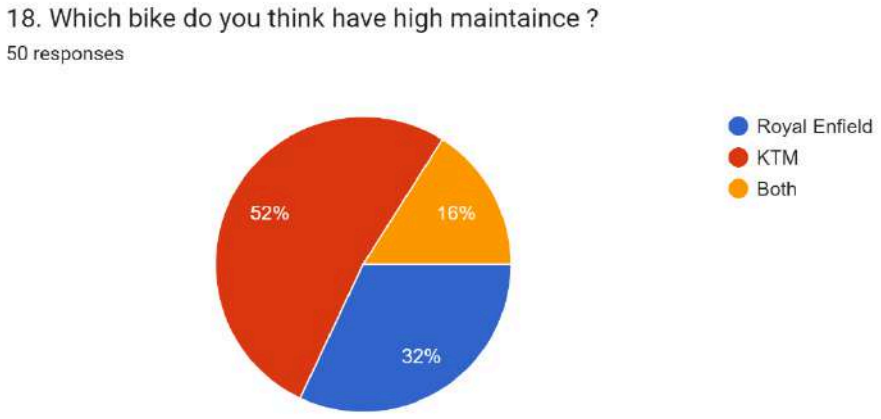
It is interpretated that 58% of customers says Royal Enfield looks more Classy, where as 28% says KTM and 14% of them says both looks classy.

18. Which bike do you think have high maintaince ?

6.1.18

Royal Enfield	KTM	Both	No of Responses
32%	52%	16%	50

6.2.18



Interpretation:

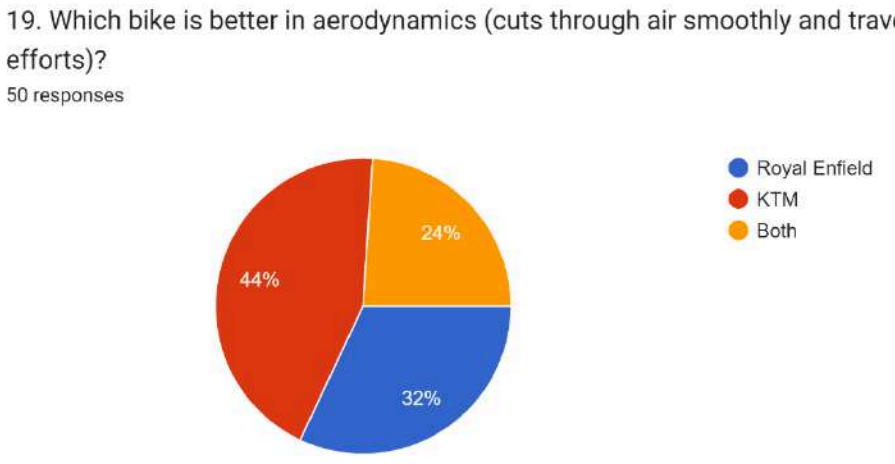
It is interpretated that 32% of customers says Royal Enfield has high maintenance, where as 52% of them says KTM and other 16% says both.

19. Which bike is better in aerodynamics (cuts through air smoothly and travels faster with less efforts)?

6.1.19

Royal Enfield	KTM	Both	No of Responses
32%	44%	22%	50

6.2.19



Interpretation:

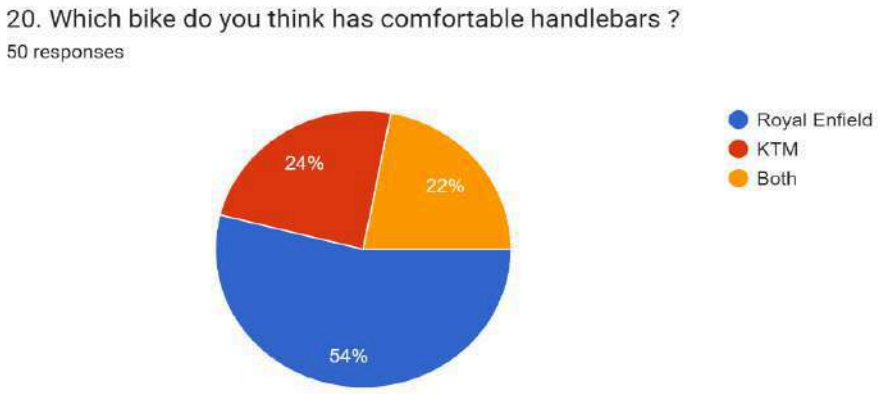
It is interpretated that 32% of the customers choose Royal Enfield has better Aerodynamics, where as 44% customers choose KTM and 24% choose both the bike has better aerodynamics.

20. Which bike do you think has comfortable handlebars ?

6.1.20

Royal Enfield	KTM	Both	No of Responses
54%	24%	22%	50

6.2.20



Interpretation:

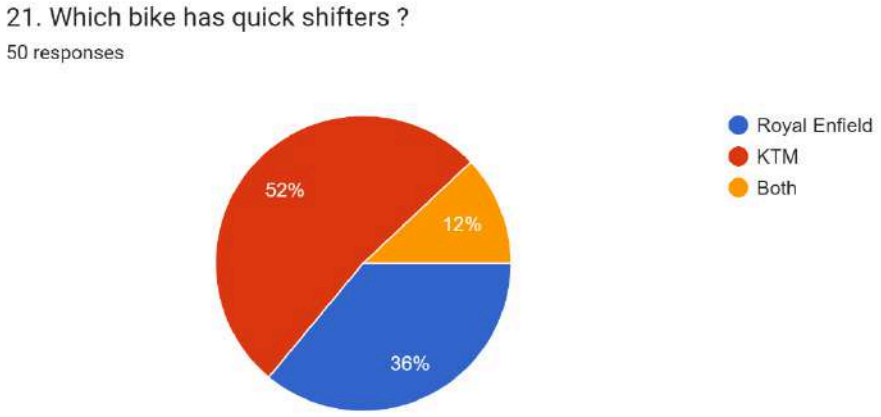
It is interpretated that 54% of customers says that Royal Enfield has comfortable handlebars, where 24% says KTM and other 22% says both has comfortable handlebars.

21. Which bike has quick shifters ?

6.1.21

Royal Enfield	KTM	Both	No of Responses
36%	52%	16%	50

6.2.21



Interpretation:

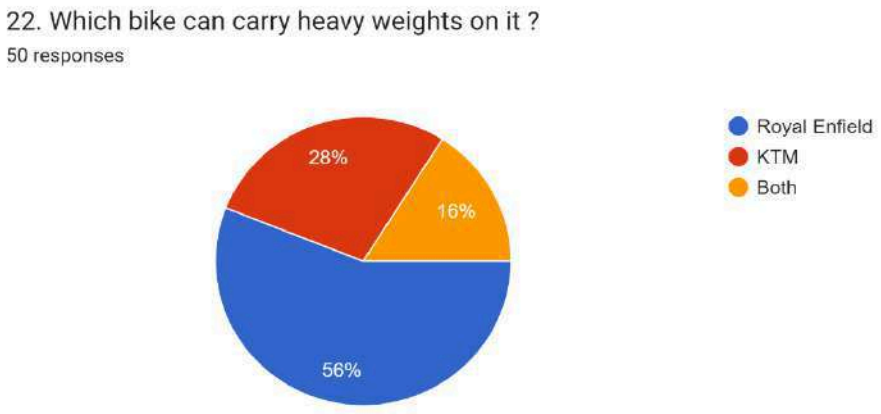
It is interpretated that 36% of customers says Royal Enfield provide quick shifters, where as 52% of customers says KTM and others says both have 16% quick shifters feature.

22. Which bike can carry heavy weights on it ?

6.1.22

Royal Enfield	KTM	Both	No of Responses
56%	28%	16%	50

6.2.22



Interpretation:

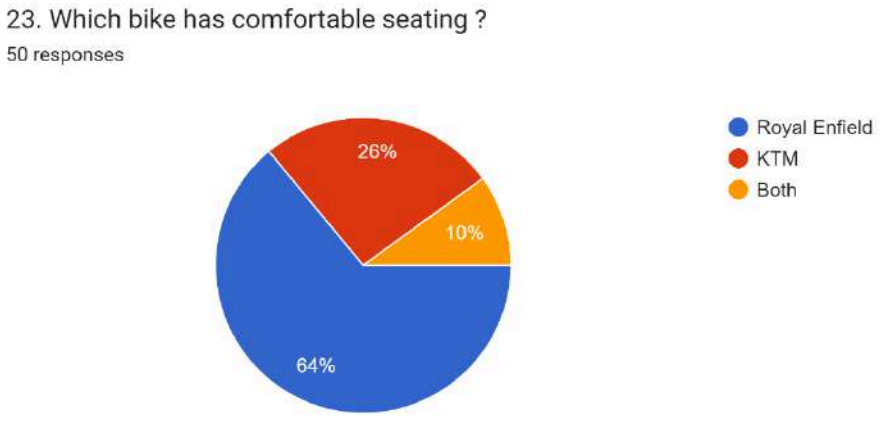
It is interpretated that 56% of customers says Royal Enfield can carry heavy weights on it, where as 28% says KTM can carry more and 16% says both can carry heavy weights on it.

23. Which bike has comfortable seating ?

6.1.23

Royal Enfield	KTM	Both	No of Responses
64%	26%	10%	50

6.2.23



Interpretation:

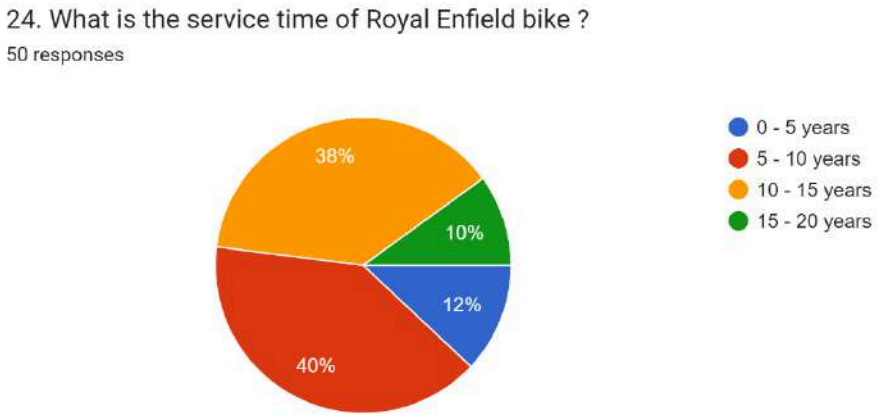
It is interpretated that 64% of customer experienced Royal Enfield has comfortable seating, where as 26% experienced KTM and 10% experienced both has comfortable seating

24. What is the service time of Royal Enfield bike ?

6.1.24

Royal Enfield	KTM	Both	No of Responses
48%	38%	10%	50

6.2.24



Interpretation:

It is interpretated that 40 % of customers says KTM can serve up to 5-10 years, 38 % says 10-15 years,10 % says 0-5 years and 12 % says 15-20 years

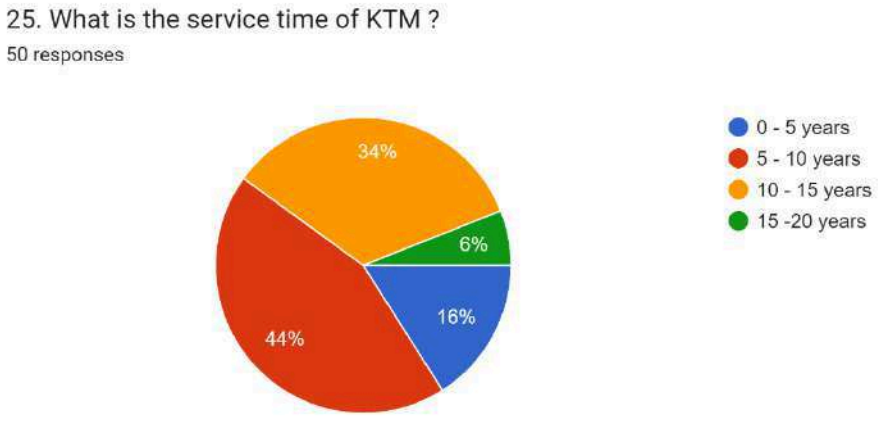
25. What is the service time of KTM ?

6.1.25

Royal Enfield	KTM	Both	No of Responses
44%	34%	16%	50

.

6.2.25



Interpretation:

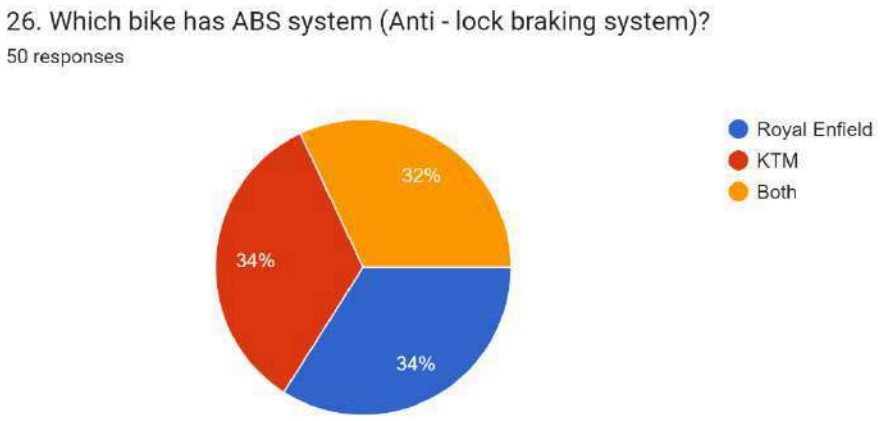
It is interpretated that 44% of customers says KTM can serve up to 5-10 years, 34% says 10-15 years, 16% says 0-5 years and 6% says 15-20 years

26. Which bike has ABS system (Anti - lock braking system)?

6.1.26

Royal Enfield	KTM	Both	No of Responses
34%	34%	32%	50

6.2.26



Interpretation:

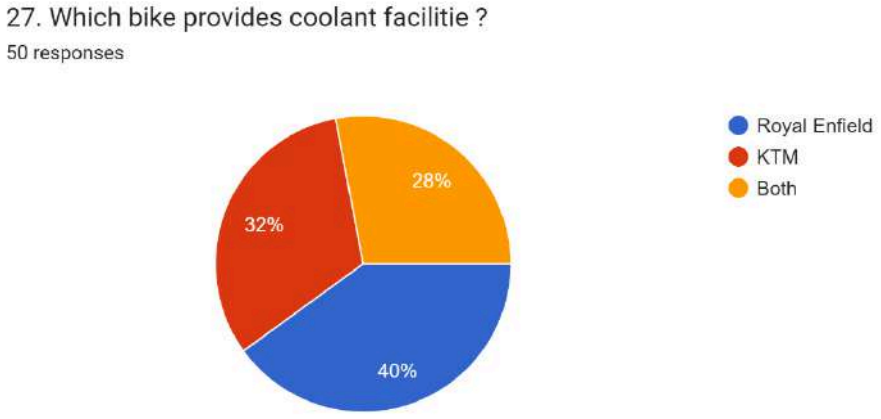
It is interpretated that 34% of the customers says that Royal Enfield had (ABS),where as 34% of them says KTM and 32% says Both of them have (ABS)

27. Which bike provides coolant facilitie ?

6.1.27

Royal Enfield	KTM	Both	No of Responses
40%	32%	28%	50

6.2.27



Interpretation:

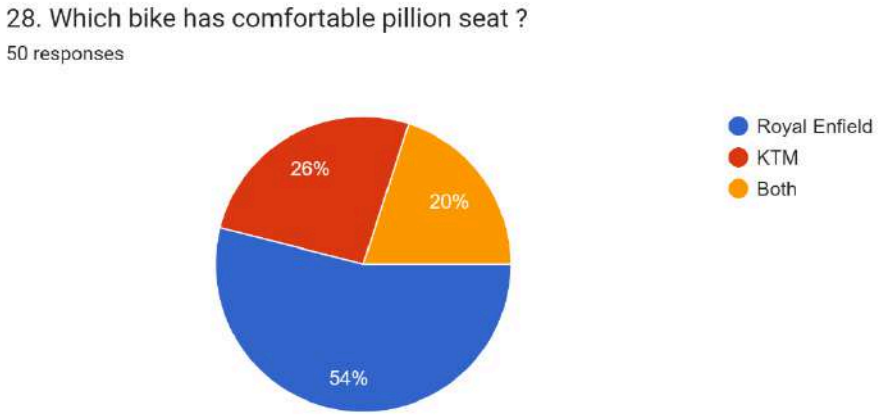
It is interpretated that 40% of customers says Royal Enfield provides coolant facilites, where as 32% says KTM and 28% says both can provide coolant facilites

28. Which bike has comfortable pillion seat ?

6.1.28

Royal Enfield	KTM	Both	No of Responses
54%	26%	20%	50

6.2.28



Interpretation:

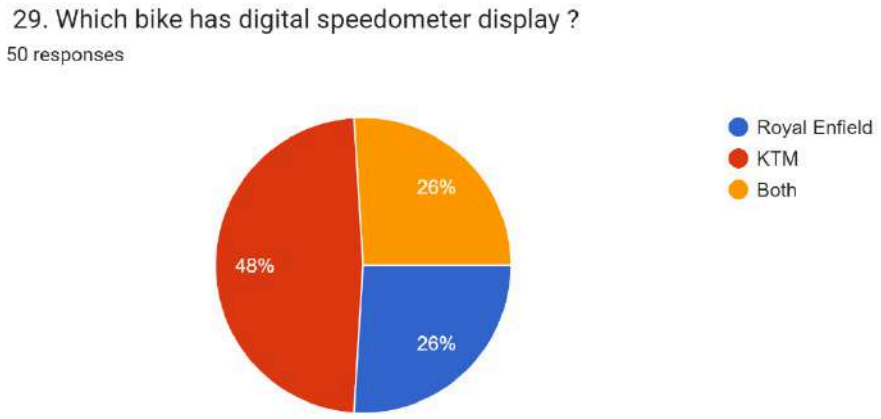
It is interpretated that 54% of customers says Royal Enfield has comfortable pillion seat where as 26% says KTM and 20% says both have comfortable pillion seat

29. Which bike has digital speedometer display ?

6.1.29

Royal Enfield	KTM	Both	No of Responses
26%	48%	26%	50

6.2.29



Interpretation:

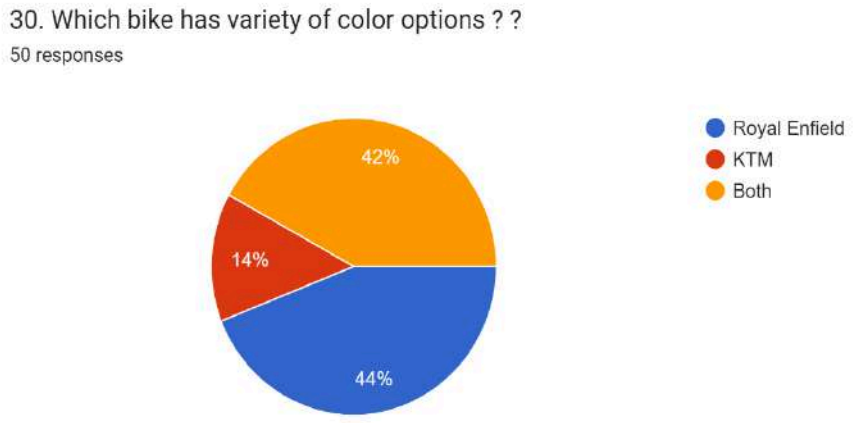
It is interpretated that 26% of customers says Royal Enfield has digital speedometer display where as 48% says KTM and 26% says both have digital speedometer display

30. Which bike has variety of colour options ?

6.1.30

Royal Enfield	KTM	Both	No of Responses
44%	14%	42%	50

6.2.30



Interpretation:

It is interpretated that 44% of customers says Royal Enfield has variety of colours where as 14% says KTM and 42% says both variety of colours

Chapter No 7

(Findings, Conclusion)

Findings

- Most of respondents are not desire stylish and stunning look, more mileage, less weight & more warranty.
- Most of respondents want to have powerful two-wheeler in affordable price. They also desire better service from dealer.
- Most of respondents perceived that Royal Enfield gives stylish & stunning look, less maintenance, more powerful, and dealer gives more warranty.
- Most of respondents perceived that KTM is not affordable and their service charge is high.
- There is significant association between age & model, income & model, occupation & model, and also education & model.
- There is strong relation between education & model, and income & model.
- There is no strong relation between age & model, and occupation & model.

Conclusion

The presentation explains the rise of Royal Enfield & KTM from a brand on the brink of extinction to the most aspirational motor bike brands in India.

This study is based on the customer of Royal Enfield & KTM brand bikes. Favourites of bike, findings of bike and suggestion of customers has been found through the data collected.

With users and future prediction from Royal Enfield & KTM bike favourite persons by preparing proper questionnaires of the two bikes, the questionnaires are based on the observation done.

Most of the respondent are having good opinion about the KTM bikes and the finding and the suggestion of the study will support the company in an effective and better way.

I hope this study will help the in the general to improve the customer responses for longer period. I concluded this report as been prepared completely based on my own knowledge.

Satisfaction of customer is more after using both Royal Enfield and KTM.

Chapter No 8

(Bibliography)

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- https://www.miet.ac.in/assets/uploads/faculty-img/mba_Two%20Wheeler.pdf

Chapter No 9

(**Appendix** Questionnaire)

Questionnaire

1. What kind of bike do you choose ?

*

- Royal Enfi
- KTM
- Both

2.Which bike do you think is safe ?

*

- Royal Enfi
- KTM
- Both

3. Which bike do you think is easy to handle ?

*

- Royal Enfi
- KTM
- Both

4. Which bike is more affordable?

*

- Royal Enfi
- KTM
- Both

5. Which bike do you think has more pickup ?

*

- Royal Enfi
- KTM
- Both

6. Which bike has more demand in the market ?

*

Royal Enfi

KTM

Both

7. What bike do you think is more stylish ?

*

Royal Enfi

KTM

Both

8. Which bike do you think gives more mileage?

*

Royal Enfi

KTM

Both

9. Which is considered as Family bike?

*

Royal Enfi

KTM

Both

10. Which bike has good build quality?

*

Royal Enfi

KTM

Both

11. Which bike do you think weighs more?

*

Royal Enfi

KTM

Both

12. Which bike has powerful engine?

*

Royal Enfi

KTM

Both

13. Which bike has Better exhaust sound?

*

Royal Enfi

KTM

Both

14. Which bike do you prefer for long journey ?

*

Royal Enfi

KTM

Both

15. Which bike do you think is good for off roading?

*

Royal Enfi

KTM

Both

16. Which bike is often used for bike stunts?

*

Royal Enfi

KTM

Both

17. Which bike is considered more classy?

*

Royal Enfi

KTM

Both

18. Which bike do you think have high maintaince?

*

Royal Enfi

KTM

Both

19. Which bike is better in aerodynamics (cuts through air smoothly and travels faster with less efforts)?

*

Royal Enfi

KTM

Both

20. Which bike do you think has comfortable handlebars?

*

Royal Enfi

KTM

Both

21. Which bike has quick shifters?

*

Royal Enfi

KTM

Both

22. Which bike can carry heavy weights on it?

*

Royal Enfi

KTM

Both

23. Which bike has comfortable seating?

*

Royal Enfi

KTM

Both

24. What is the service time of Royal Enfield bike?

*

- 0 - 5 years
- 5 - 10 year
- 10 - 15 yea
- 15 - 20 yea

25. What is the service time of KTM?

*

- 0 - 5 years
- 5 - 10 year
- 10 - 15 yea
- 15 -20 yea

26. Which bike has ABS system (Anti - lock braking system)?

*

- Royal Enfi
- KTM
- Both

27. Which bike provides coolant facilities?

*

- Royal Enfi
- KTM
- Both

28. Which bike has comfortable pillion seat?

*

- Royal Enfi
- KTM
- Both

29. Which bike has digital speedometer display?

*

- Royal Enfi
- KTM

Both

30. Which bike has variety of colour options?

*

Royal Enfi

KTM

Both

A PROJECT REPORT
ON
EVALUATION OF CUSTOMER SATISFACTION
Conducted at
Reliance Smart Point,Uppal,Hyderabad.

In partial fulfillment of the requirement for the degree of

BACHELORS OF COMMERCE

Submitted to

DEPARTMENT OF COMMERCE

Little Flower Degree & PG College

Uppal,Hyd-50039

Affiliated with Osmania University

Submitted by

G.Anitha-201020405049

M.Vandana-201020405019

A.Divya sri-201020405002

P.Roopa-201020405040

B.COM COMPUTER APPLICATIONS-3

STUDENTS DECLARATION:

We hereby declare that the project entitled "Evaluation of Customer Satisfaction at Reliance Smart" was submitted in partial fulfillment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Ameena Khatoon is an original piece of work.The results drawn there on are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged & listed appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

Date: 23.04.2023

Place:Uppal, Hyderabad

A. Divya Sri

G.Anitha

M.vandana

P.Roopa

Department of Commerce

Little Flower Degree College,Hyderabad.

Certificate

This is to certify that the project on evaluation of customers satisfaction at Reliance Smart being submitted by Roll Numbers-201020405002,201020405019, 201020405040,201020405049 in partial fulfillment of the requirement for the award of the degree of bachelors of commerce is a bonafide record of the project work done by department of Commerce,LittleFlowerDegreeCollege,Uppal,Hyderabad.

Acknowledgements

It is a matter of immense pleasure & privilege to pay special regard & thanks to Lect. Ameena Khatoon Osmania University, patiently supervised this work with great critical insight & intellectual acumen. Under her guidance, things always looked within reach. In fact, without her consistent critical suggestions, cheerful encouragement, & sincere cooperation, this report would have remained futile. We express our cordial thanks to other members of the teaching faculty of this department for their valuable help & Cooperation.

Last but not least, we bow in gratitude to the Almighty whose grace enabled us to complete this project report.

Abstract

Every retailer tries to focus on building their unique selling proposition to attract the customers.Our goal is to measure the service quality and its connectivity towards customer satisfaction with reference to the products and services offered by reliance retail supermarkets. A well-structured questionnaire was used as a research instrument for the purpose of collecting primary data.

This questionnaire helped us in finding the challenges prevailing to the customers and the type of services offered by the company. The analysis we made about the customer behavior does not describe who is shopping ,but how they are shopping at the store.We used different statistical tools in order to properly analyze and interpret the data.

Keywords:

USP(UniqueSellingProposition),Challenge,Connectivity, Customers,Research instruments etc….

Objective:

1.)To Analyze Consumer Behavior.
2.) To determine the significance of the Company
3) To achieve a SMART (specific, measurable, achievable, realistic & time bound) report of our company "Reliance Smart".

Limitations:

The Empirical results reported here have some limitations as listed below :

- Primary research can be hard to gain the volunteers to participate in primary data Collection.
- That info may be hard to use if there are a low number of responses.
- May not be accurate. The info may describe what people think & believe, but not necessarily how they behave In real life.
- Scope & depth of discussions comprise many levels.

INDEX

S.NO	CHAPTER NAMES	PAGE.NO
1	INTRODUCTION ● About the company	1-7
2	COMPANY PROFILE	8-13
3	REVIEW OF LITERATURE	14-16
4	METHODOLOGY ● DATA COLLECTION 1. Primary data 2. Secondary data	17-19
5	DATA ANALYSIS	20-53
6	FINDINGS OF STUDY	54-55
7	SUGGESTIONS	56-57
8	CONCLUSION	58-59
9	REFERENCES/BIBLIOGRAPHY	60-61
10	APPENDIX (Questionnaires)	61-65

CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Customer retention refers to the percentage of customer relationships that, once established, a small business is able to maintain on a long-term basis. It is an important element of business strategy in today's increasingly competitive environment. In a global business environment, customer retention is playing an important role for development of the business. The days are gone where main emphasis was given on profit making only. In the present scenario, business organizations are giving main stress on its customers and their retention.

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. Marketing management is the art and science of choosing target market and getting keeping and growing customers through creating, delivering and communicating superior customer value.

Customer means that the company is able to produce individually differentiated goods whether ordered in person, on the phone or on-line. The combination of operational customer and marketing has been called customer.

Today more companies are recognizing the importance of satisfying and retaining customers. Satisfied customer constitutes the company's relationship capital. If the company were to be sold, the acquiring company would have to pay not only for the plant and equipment and the brand name, but also for the delivered customer base, namely the number and value of the customer who would do business with the new firm.

A customer is a person who brings us his needs and wants, it is our job to handle them profitably to him and to ourselves.

ABOUT THE COMPANY

Organized Retail :

Organized retail is nothing but retail place all the items are segregated and brought under one roof, unlike the unorganized retail where there are different things are sold in different shops ,if also aims to bring maximum of different brands making the same type of product together.here is a picture that gives the view of how a organized retails appear to be.

Smart Point is a neighborhood small format store of Reliance Retail with an objective of “Bade Dukan ki Badi Bachat ab Pados mein” (Big Saving of Big Supermarkets, now near you) for customers.

Our Smart Point stores serve as the last mile delivery hub for all the digital orders, while also providing easy accessibility for the customers as they walk-in to the store and shop for their daily needs & services.

Each Smart Point has an integral delivery point feature that delivers eCommerce orders to the homes in the neighborhood, as well as New Commerce orders placed by the kirana stores in the catchment.

What is Special about Reliance Smart?

At Smart Point, customers get assistance to shop online from a wide range of products offered on JioMart, our e-commerce platform. Customers can shop with ease, while also enjoying the experience of interacting with our app/web.

Key services and product offerings of Smart Point includes:

Grocery, FMCG, F&V and Dairy etc. with “Badi Bachat” Netmeds Pharmacy,Medicines below MRP, all year round Jio Payment Bank,Banking with extended hours Health Care / Pathology Services,Fashion /Electronics(through Kiosk),Battery Swap Station for Electric Vehicles.

Why the name As Smart point ?

The Smart Point stores are a smaller version of larger Smart stores, with the same promise of 'minimum 7 percent off on MRP' on all products. In addition to assisting the JioMart venture, these stores will also function as a full-fledged grocery outlet, which will further deepen Reliance Retail network.

How profitable is Smart Point ?

Gaining a profit from a franchise always depends on one's own initiative and desire to advance in the company. Customer service associates at Reliance Smart Point typically earn between 1.2 and 4.3 lakhs rupees per year in pay, depending on their position.

Tagline of Reliance

Our motto “Growth is Life” aptly captures the ever-evolving spirit of Reliance. We have evolved from being a textiles and polyester company to an integrated player across energy, materials, retail, entertainment and digital services.

1.2 Meaning of Reliance Smart Point?

Reliance Retail will launch thousands of "Reliance Smart Points" across India to act as last mile delivery points for fast moving consumer goods as the business aims to expand its omni-channel approach to retail.

The stores will allow customers, especially from more rural areas, to order goods online and pick them up from their local Smart Point. The stores will be a smaller version of Reliance's "Smart" stores and will sell groceries and personal care items.

The Smart Point launches are part of Reliance's preparation to launch a pan-India multi-brand e-commerce store in a bid to compete with foreign-owned businesses Amazon and Flipkart. Reliance also plans to partner with locally owned stores across India to expand its multi-channel retail network.

In 1985, the name of the company was changed from Reliance Textiles Industries Ltd. to Reliance Industries Ltd.

RelianceSMART.in

Other than the retail competitors, the online grocery stores like BigBasket, Grofors are also a big challenge in front of Reliance SMART, as nowadays, most of the customers prefer on the door services more rather than going to stores. So, to counter this problem, SMART also opened its website named RelianceSMART.in which provides a wide range of brands and products such as fruits and vegetables, cereals, household, beauty and personal care, pet food, packaged items, baker and dairy, etc. at your doorstep, as soon as possible. Also, the website is very easy to operate which makes it preferable for customers to use.

It also provides various payment options to make it easy for customers to choose from their choice of payment mode. Currently you can have doorstep delivery services from Reliance SMART in Mumbai, Pune and Bangalore. Company's aim is to soon spread these services to all the major cities of India. Unique Selling Proposition SMART have various different offers and discounts but its main USP that remains constant are: • 365 days discount • Sugar at 9 rupees per kg on shopping of 1499 • 5%, 6% or 7% discount on all products on the basis of location • Supply of fruits and vegetables available all the time.

HOW DOES IT WORK ?

Reliance Smart offers a one-stop shopping experience by offering fresh produce, bakery, dairy products, home, and personal care products, general merchandise, fruits, vegetables, and groceries. Consumer electronics retail stores. It had 689 stores in October 2014.

CEO OF RELIANCE SMART - Damodar Mall,

Reliance SMART is one of the largest & fastest growing Grocery retail chains in India.Synonymous to its name, SMART is a new age supermarket serving the needs of today's smart and value seeking customers. Reliance SMART offers a one-stop shopping experience by offering fresh produce, bakery, dairy products, home and personal care products, general merchandise, smart apparels and appliances, making it a complete shopping destination. In many cases SMART stores are co-located with our fashion & electronics store Reliance Trends and Reliance Digital, giving customers a wide choice for all their shopping needs.

Reliance SMART's incredible value proposition rewards shoppers more for bigger purchases, every single time they shop, with 100% assortment being offered below MRP all year round. All this while delivering superior quality products, best of the brands, latest launches and a world-class shopping experience.

Further strengthening the value proposition SMART stores offer Reliance Retail Private Brands. Our Private Brands offer product choices across 110 categories spread over staples to processed foods and beverages, personal care, cosmetics and fragrances to health and hygiene, fabric and home care to home décor range. GoodLife, Snactac, Yeah!, Desi Kitchen, Purik, Enzo, Get Real, My Home, Samvaad, Glimmer, Petals & Happy Living are some of the private brands which are diligently crafted and quality tested products offering outstanding value proposition.

1.3 Future Planning Of Reliance Smart:

The future seems bright for Reliance SMART and its planning for ahead is simple. It is aggressively opening up stores to cover the brand presence around the whole country and shutting down unprofitable Reliance stores. The concept of Reliance SMART is being considered and predicted as a big hit for Reliance Retail as it has already achieved favorable results in a short span of two years and everyone is eyeing on the effect that Reliance SMART will have on Indian retail market and on the unstoppable growth of its competitors, mainly DMart.

CHAPTER- 2

COMPANY PROFILE

CEO of Reliance Smart
Damodar Mall

Chairman and Managing Director
Mukesh Ambani

Non-executive director - M. Neeta Ambani

Executive Director- Hital R. Meswani

Independent Director- Arundhati Bhattacharya

2.1 How did it Start ?

In 1995/96, the company entered the telecom industry through a joint venture with NYNEX, USA, and promoted Reliance Telecom Private Limited in India.

In 1996, it became the first private sector company in India to be rated by international credit rating agencies.

The years 1998–2000 saw the construction of the integrated petrochemical complex at Jamnagar in Gujarat, the largest refinery in the world.

2001 onwards

In 2001, Reliance Industries Ltd. and Reliance Petroleum Ltd. became India's two largest companies in terms of all major financial parameters. In 2001–02, Reliance Petroleum was merged with Reliance Industries.

Reliance Smart Company Profile

- **Company Full Name:** Reliance Smart
- **Type:** Public
- **Industry:** Grocery Store
- **Founded Year:** 2006
- **Founder:** Mukesh Ambani
- **Headquarters:** Mumbai, Maharashtra, India
- **Key People:** NA
- **Parent Company:** Reliance Industries Limited
- **Subsidiaries:** NA

2.2 RELIANCE ONE

Across India, Reliance Retail serves over 2.5 million customers every week. Its loyalty programme, "Reliance One", has the patronage of more than 6.75 million customers. RLL has employee strength of above 5001.

1. On Every Spend of Rs. 100, Customer Gets 1 Point

Eg: On Spending Rs. 30, Customer Gets 0.30 Points Eg: On Spending Rs. 450, Customer Gets 4.5 Points

Eg: On Spending Rs. 700, Customer Gest 7 Points 2. Every 1 Point is equal to 0.70 Paise

Benefits of Reliance One Card to Customers: 1. Customers get updates about the latest offers on their mobile.

2. Customers can pay through Reliance One card if the required balance is available.

Benefits of Reliance One Card to Reliance:

1. Helps to track loyal customers.

2. Make Customers Know about latest offers through SMS and increase footfall.

3. If Customer forgets his/her valuable thing eg: Cards. It could be returned to him/her by finding transaction no. then card no. and then his/her personal data which was provided at the time of getting Reliance One card.

Core Purpose of Reliance

1. Growth is Life "Bettering the lives of Indians everyday"

2. "We believe in people and area customer led business"

3. Aapki Khushi Hamari Khushi "We put our brand at the heart of everything we do"

The Spirit Of Reliance

I. "We Bet On People"

II. "Growth has no limit at Reliance, I keep revising my vision. Only when you dream it, you can do it"

III. "Give the youth a proper environment. Motivate them. Extend them the support they need. Each one of them has an infinite source of energy. They will deliver"

IV. "Meeting deadline is not enough but beating deadlines is the expectation"

CHAPTER- 3

REVIEW OF LITERATURE

Some of the researchers have done the research on reliance smart, and found out in the following way :

[1] Ramachandran and Gokila (2013) announced that Retailing is the biggest private industry in India and second biggest business
after horticulture. The segment adds to around 10 percent of GDP and 6-7 percent of business. With more than 15 million retail outlets, India has the most noteworthy retail outlet thickness on the planet. This part seen huge advancement in the previous 10 years – from little disorderly family-claimed retail configurations to sorted out retailing.

[2] U. Dineshkumar and P.Vikkraman, (2012) examined in their investigation that Customer fulfillment is broadly perceived as a key weight in the arrangement of shoppers' future buy aims. Fulfilled clients are additionally liable to tell others of their ideal encounters and accordingly take part in positive informal publicizing. The present examination intends to research consumer loyalty in the sorted out retail outlets in Erode city of Tamil Nadu state in India.

[3] Gobiraja and Nimalathasan B, (2012) says that Every association is prepared to pay any way to recognize and comprehend the clients and their needs. It is a successful response of the customers when their wants and desires have been either met or surpassed over the span of encountering the administration.

[4] Dr. Rajkumar and miss priyanka, (2012) Nowadays every one of the organizations have understood the noteworthiness of
client loped methods of insight. One of the key difficulties for them is the way they oversee administration quality, which holds an incredible significance to consumer loyalty. In this manner the job of the administration quality in the achievement of composed retail organizations can't be denied.

[5] Malati, Maheshwari and Jain, (2012) found that consumer loyalty has turned into a noteworthy wellspring of worry in retail business. The passage of outside retail players into the Indian market has made it intense for the Indian players. To keep pace with the requests of the new age clients, the retail outlets need to devise new systems and procedures in understanding their necessities and satisfying their prerequisites.

[6] Wani and Tariq Wani (2011) in their investigation entitled , A investigation of near consumer loyalty with unique reference
to retail outlets of Big Bazaar and Reliance Mart in Pune city"; found that the challenge among the retail outlets have significantly
influenced consumer loyalty.

[7] Dinesh Kumar and Thirunavukkarasu (2012) directed an investigation on the familiarity with Reliance new among the clients. The investigation basically focused on general value level, quality about items, and large fulfillment about Reliance crisp, general mindfulness, and buyer inclinations of Reliance new.

[8] Jasfar (2001) determined whether customer trust, consumer commitment and customer satisfaction mediate service quality antecedents to consumer behavioral intentions in auto service centers. Finding indicated that customer trust, consumer commitment and customer satisfaction were the key mediating variables of the relationship between service quality antecedents and consumer behavioral intention expressly focused from consumer perspective on business to consumer relationships.

CHAPTER- 4

METHODOLOGY

Research Methodology

This chapter describes the Research Methodology which is applied during this Whole project work.

4.1 Sources of data

1) **Primary data -** Primary data is that data which is collected basically for the project use and first handed. To collect primary data the procedure used is mentioned below :

    1) **Personal interview** : We approached Customers and asked certain questions that were relevant to the research objective.
    2) **Questionnaire** : It is a set of questions related to the objective of research. It was provided to individual customers and they were asked to fill it as per their preference and perception.
    3) **Selection of sample** : We have selected the students or housewives or any other person who shops and buys at reliance smart. Our selection of samples was based on any person who purchased or who were the customers at the store.
    4) **Sample size** : We had our survey with about 50-60 consumers who gave their responses according to their perceptions.
    5) **Sample observation (responses)** : We have observed that a few were happy with the working of the company and a few were not.
    6) **Recording of the sample observations** : We made a note of all the responses with the help of google forms.

Secondary data

Secondary data are not first handed.
We have collected the data from various e-articles,and a few websites -in general, not particularly of the company,they were selected based on the relevant information. They were studied to have proper knowledge and grip on statistical analysis so that the research can be done thoroughly.

Important tools used :
Pie charts and Bar graphs.

In order to make the project clear and easy for readers to understand the data analyses, graphically used instruments are pie charts and bar graphs.

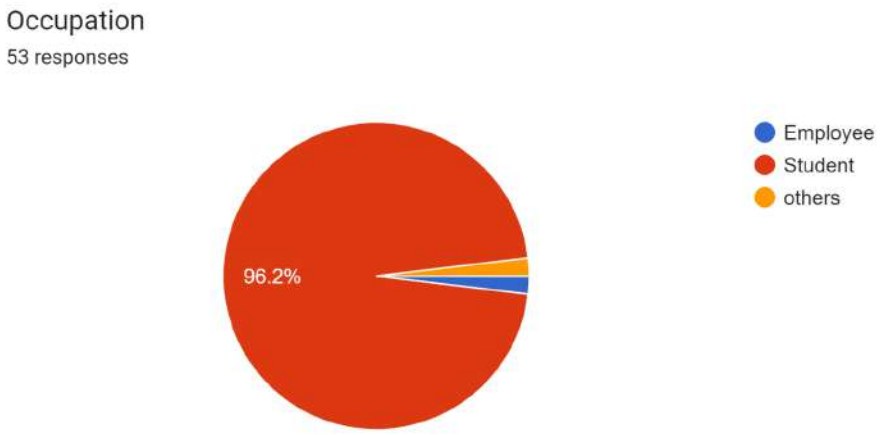
CHAPTER - 5

DATA ANALYSIS

ANALYSIS OF QUESTIONNAIRE

1.Occupation

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	Employee	1	1.9%
2	Students	51	96.2%
3	Others	1	1.9%

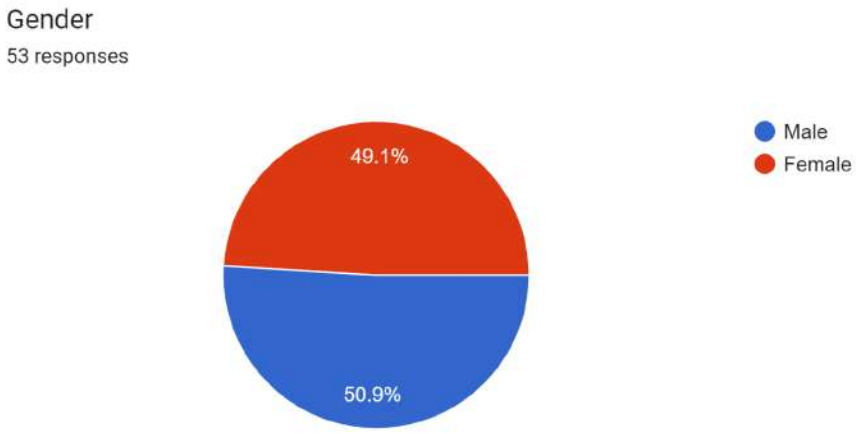


INTERPRETATION :

From the responses seen here, we can observe that 96.2% of respondents are students and 1.9% of each are employees and others who include home makers etc.

2.GENDER

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	Male	27	50.9%
2	Female	26	49.1%

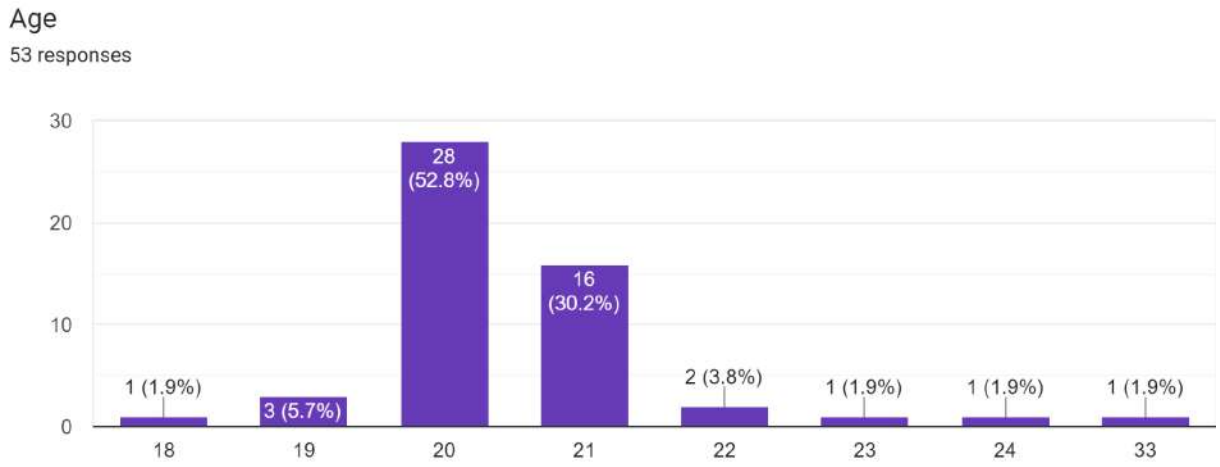


INTERPRETATION :

From the above, it is clearly seen that 49.1% of females and 50.9% of males have responded.

3.AGE.

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	15-20	32	60.4%
2	21-25	20	37.8%
3	26-35	1	1.9%

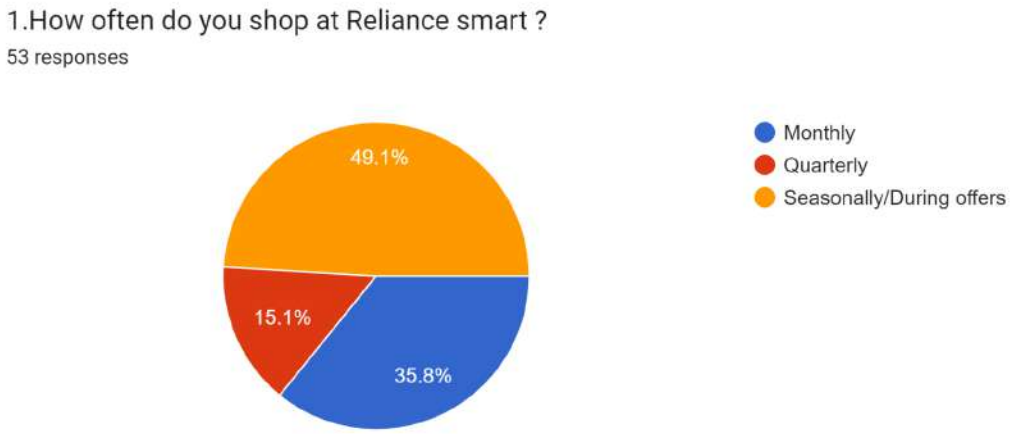


INTERPRETATION :

Here the age of the respondents can be clearly observed. 60.4% of them are under the age group of 15-20. 37.8% of them are under the age group of 21-25 and only 1.9% of people are under 26-35 years of age.

4.How often do you shop at Reliance smart ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	Monthly	19	35,8%
2	Quarterly	8	15.1%
3	Seasonally/During offers	26	49.1%

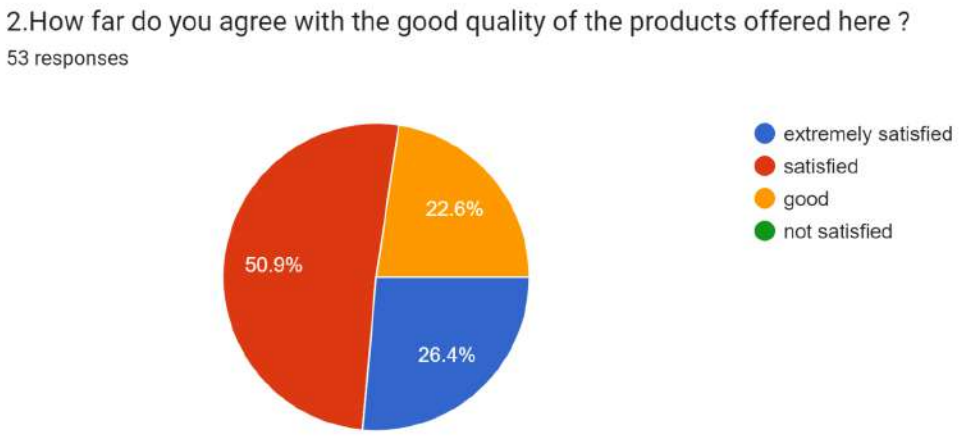


INTERPRETATION :

From this analysis, it is known that the people who shop seasonally or during the offers are more in number with a percentage of 49.1%. Least percentage of people include shopping quarterly with only 15.1%. At an average level 35.8% of people shop monthly.

5.How far do you agree with the good quality of the products offered here ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	Extremely satisfied	14	26.4%
2	Satisfied	27	50.9%
3	Good	12	22.6%
4	Not satisfied	0	0%

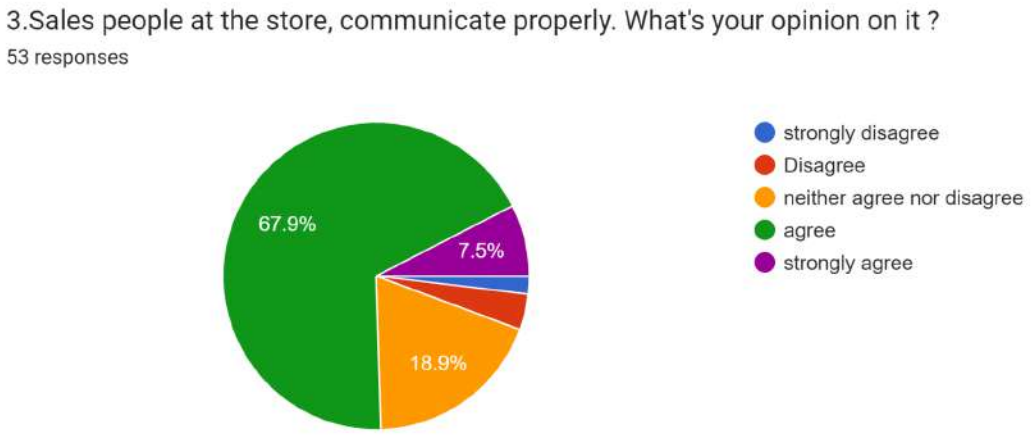


INTERPRETATION :

On the whole it can be noticed that a major part of people are satisfied with the good quality of the products with a percentage of 50.9%. Extremely satisfied people include 26.4%. And 22.6% of them say the quality is good. There is no one who is dissatisfied with the quality of the products.

6.Sales people at the store, communicate properly.
What's your opinion on it ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	Strongly disagree	1	1.9%
2	disagree	2	3.8%
3	Neither agree nor disagree	10	18.9%
4	agree	36	67.9%
5	Strongly agree	4	7.5%

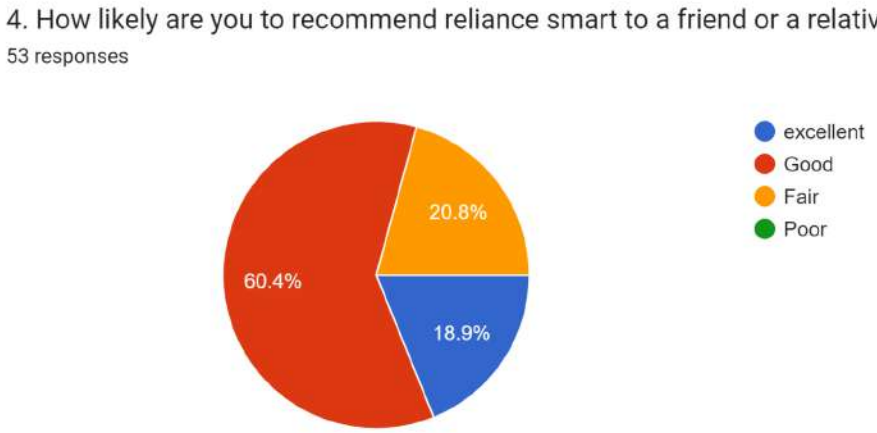


INTERPRETATION :

So 67.9% of respondents agree that sales people at the store communicate properly. And only 3.8% of them disagree. Similarly, 7.5% of them strongly agree and only 1.9% of them strongly disagree with the statement. There are few of them who neither agree nor disagree with the provided statement. They include 18.9 % of people.

7.How likely are you to recommend reliance smart to a friend or a relative of yours ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	excellent	10	18.9%
2	good	32	60.4%
3	fair	11	20.8%
4	poor	0	0%

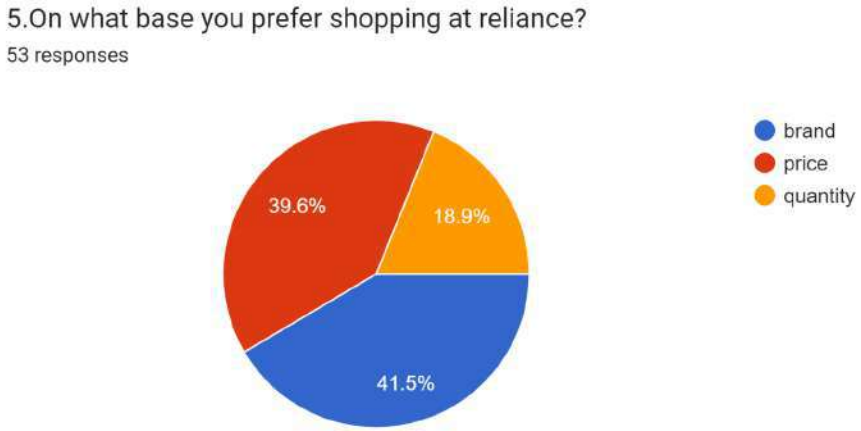


INTERPRETATION :

When it comes to recommending the store to others, 60.4% of people recommend it as good. 18.9% of respondents recommend the store as excellent. And there is no one who says it is poor.

8.On what basis do you prefer shopping at reliance?*

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	brand	22	41.5%
2	price	21	39.6%
3	quantity	10	18.9%

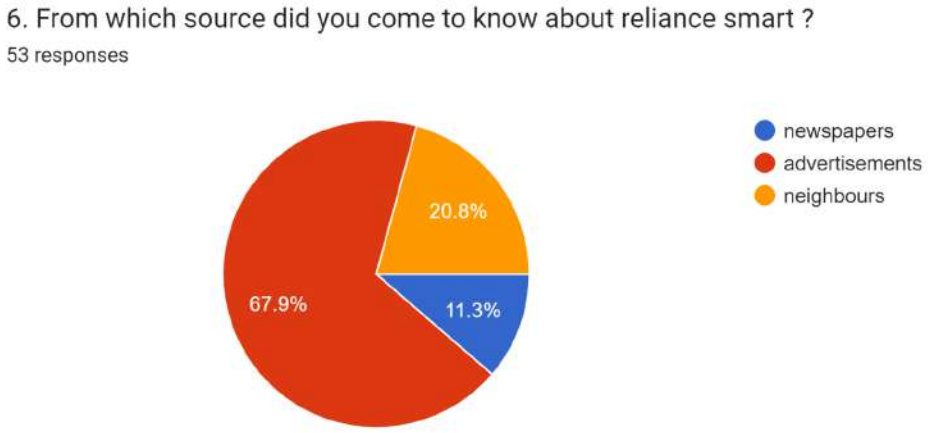


INTERPRETATION :

So, many of them prefer shopping based on brand. As the people depending on the brand are high in percentage with 41.5%. And it is also seen that 39.6% of them depend on price and those who depend on quantity are very less in number with only 18.9%.

9.From which source did you come to know about reliance smart ?*

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	News paper	6	11.3%
2	advertisement	36	67.9%
3	neighbors	11	20.8%

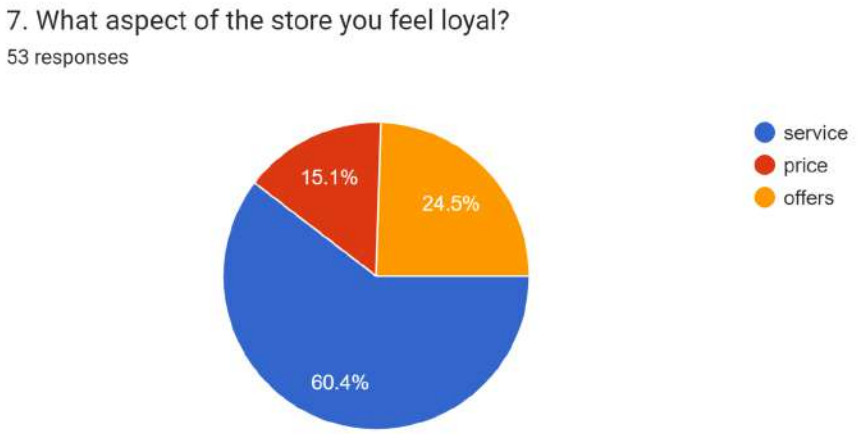


INTERPRETATION :

It is seen that the majority of people i.e. 67.9% of them came to know by advertisements. And from neighbors include a percentage of 20.8%. And the least source was from newspapers .They were only 11.3 %.

10. What aspect of the store do you feel loyal to?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	service	32	60.4%
2	price	8	15.1%
3	offers	13	24.5%



INTERPRETATION :

Happy to know that the majority of them i.e 60.4% of people feel the service of the store is of a loyal quality. Also some of them i.e about 24.5% of people feel like the offers of the store are loyal. Also 15.1% of them say that prices are loyal.

11. How do you rate the discounts offered at the store ?*

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	✔	5	9.4%
2	✔✔	6	11.3%
3	✔✔✔	12	22.6%
4	✔✔✔✔	20	37.7%
5	✔✔✔✔✔	`10	18.9%

INTERPRETATION :

On an average It is clear that 37.7% of people are happy with the discounts. And 18.9% of people are very satisfied.

12..Do you ever feel like making any changes in the store ?*

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	YES	12	22.6
2	NO	24	45.3
3	MAYBE	17	32.1

INTERPRETATION :

So on the whole 45.3% of people say they don't want to make any changes in the store. And a percent of 22.6 feel like making the changes.And 32.1% of them are neutral.

13.. Do you feel the store is providing convincing time ?*

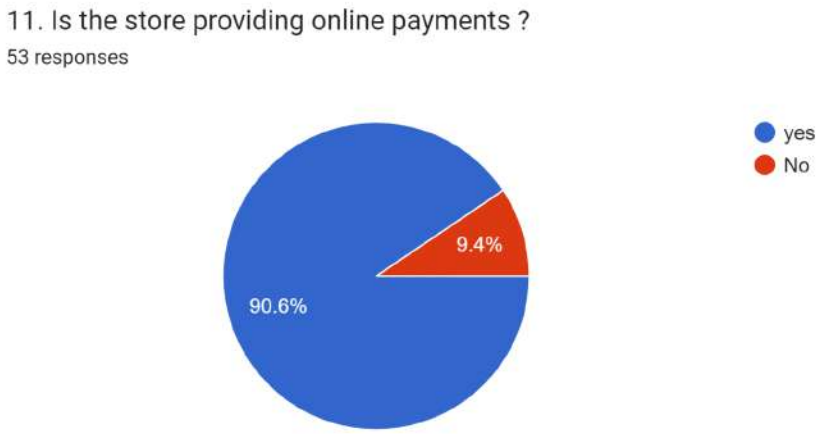
S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	🙂	44	83
2	😐	9	17

INTERPRETATION :

It is clear from this analysis that 83% of people are happy that the store is providing convincing time. But A percentage of 17 are not happy with the timings provided.

14. Is the store providing online payments ?*

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	yes	48	90.6
2	no	5	9.4

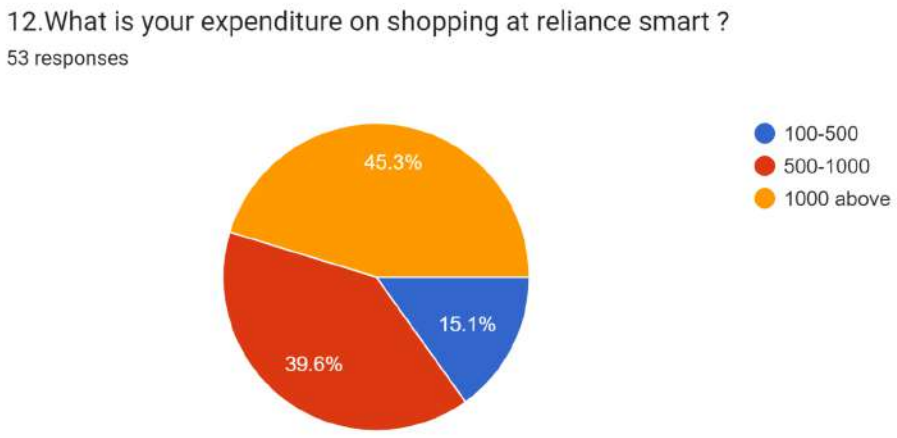


INTERPRETATION :

From the above it is observed that 90.6% of people say that the store is providing online payments and only 9.4% of them say it is not.

15..What is your expenditure on shopping at reliance smart ?*

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	100-500	8	45.3
2	500-1000	21	15.1
3	1000 above	24	39.6

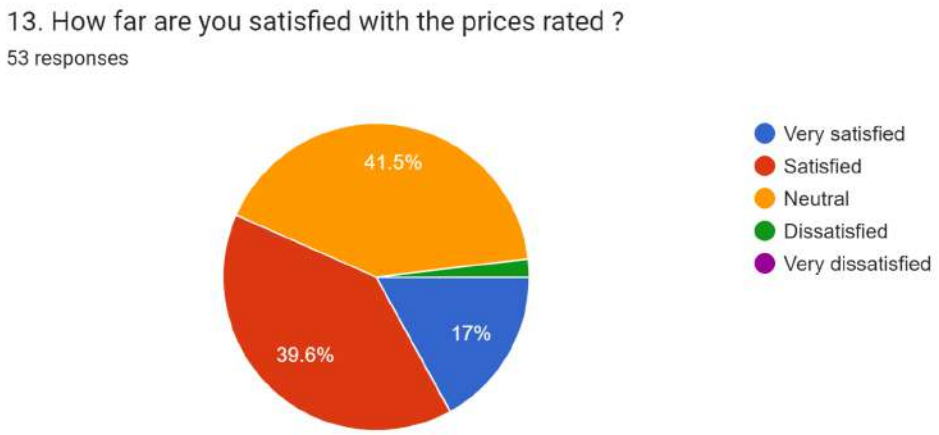


INTERPRETATION :

On an average 15.1% of people's expenditure is between 500-1000. And the majority of people come under 100-500 expenditure. A percentage of 39.6 are with an expenditure which is above 1000.

16. How far are you satisfied with the prices rated ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	Satisfied	21	39.6
2	Very satisfied	9	17
3	Neutral	22	41.5
4	dissatisfied	1	1.9
5	Very dissatisfied	0	0

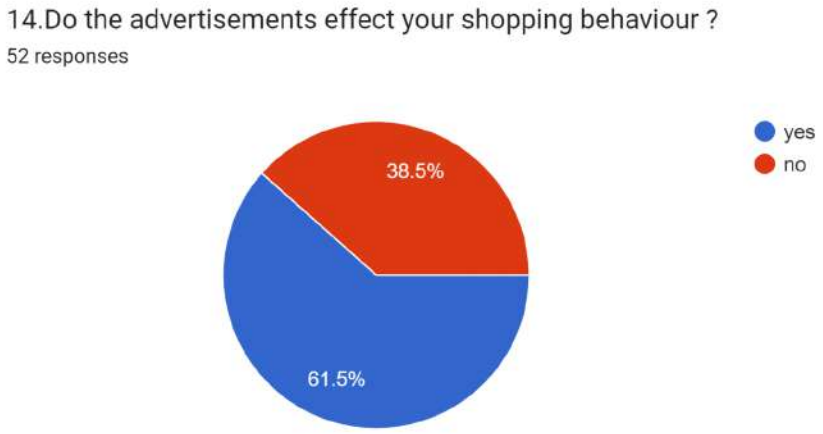


INTERPRETATION :

Coming to prices, 39.6% of people are satisfied with the prices offered at the store. Only 1.9% of them are dissatisfied. Majority of the people were neutral, having 41.5%. And there is no one who is very dissatisfied with the prices.

17.Do the advertisements affect your shopping behavior ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	yes	32	61.5%
2	no	20	38.5%

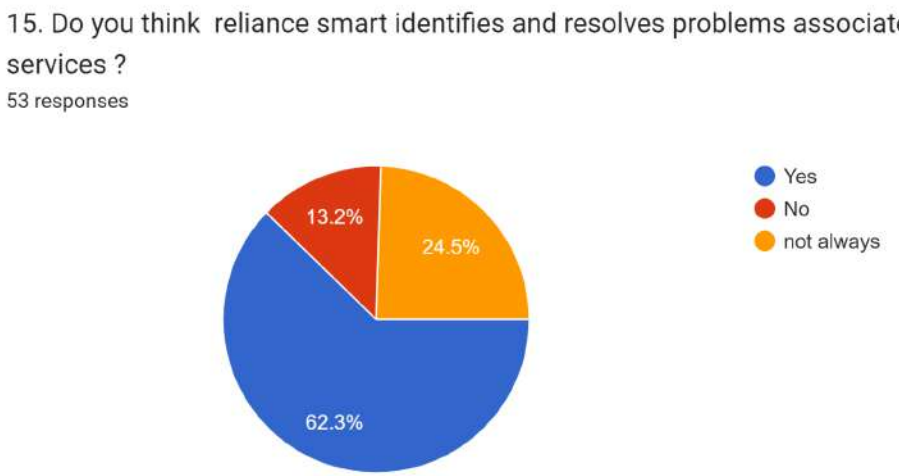


INTERPRETATION :

So,from the above it can be noted that 61.5% of them say that advertisements affect their shopping behavior. Only 38.5% of them say no.

18.Do you think reliance smart identifies and resolves problems associated with products or services ?*

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	yes	33	62.3%
2	no	7	13.2%
3	Not always	13	24.5%

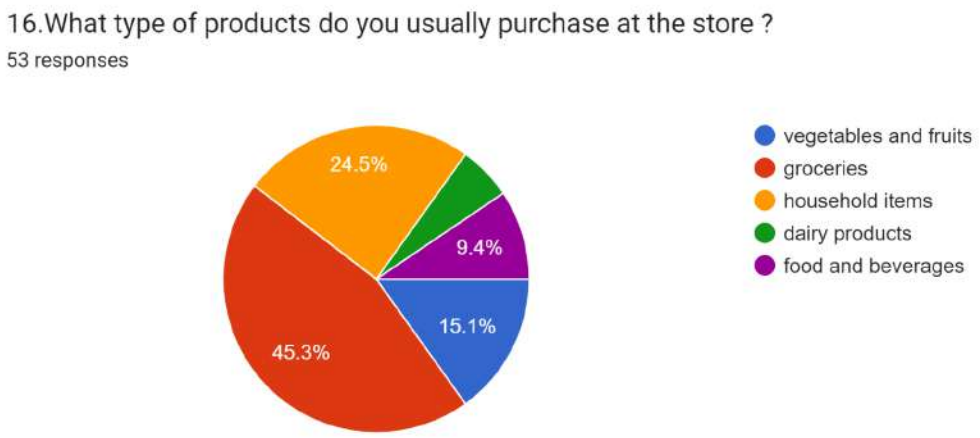


INTERPRETATION :

It can be observed 62.3% of people agree that the store identifies and resolves problems associated with products or services. 13.2% of them say no. and 24.5% are neutral.

19.What type of products do you usually purchase at the store ?*

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	vegetables and fruits	8	15.1%
2	groceries	24	45.3%
3	household items	13	24.5%
4	dairy products	3	5.7%
5	food and beverages	5	9.4%

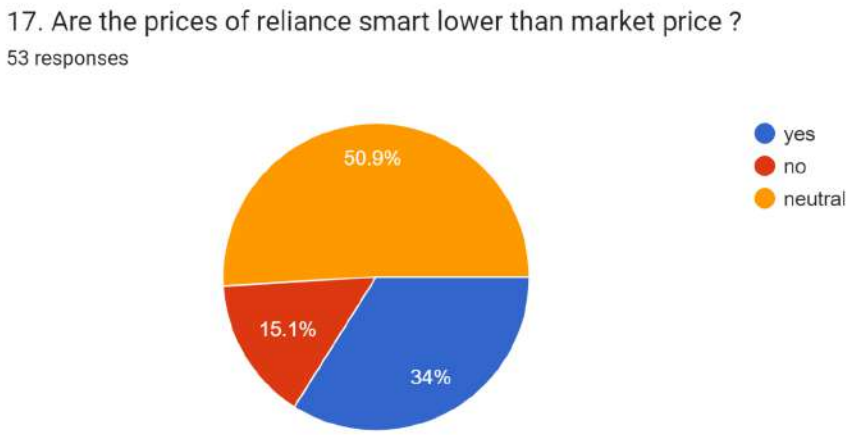


INTERPRETATION :

It is seen that the majority of them i.e 45.3% of the people come to the store to purchase groceries. And 24.5% of them buy household items. Also many of them purchase vegetables and fruits and they include 15.1%. Dairy products and foods and beverages include 5.7 and 9.4%.

20.Are the prices of reliance smart lower than market price ?*

1	yes	18	34%
2	no	8	15.1%
3	neutral	27	50.9%
S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE

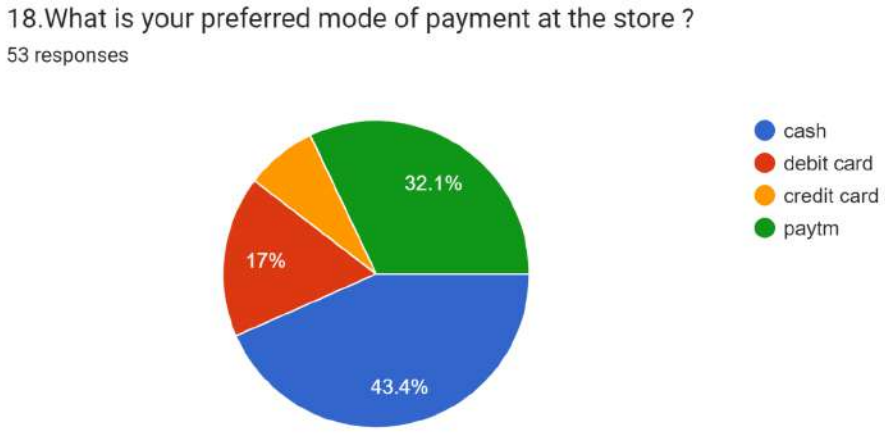


INTERPRETATION :

So from the above ,it can be observed that 34% of them say that prices of the store are lower than the market price. 15.1% of people do not agree with the statement. And a majority of 50.9% are neutral.

21.What is your preferred mode of payment at the store ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	cash	23	43.4
2	Debit card	9	17
3	Credit card	4	7.5
4	paytm	17	32.1

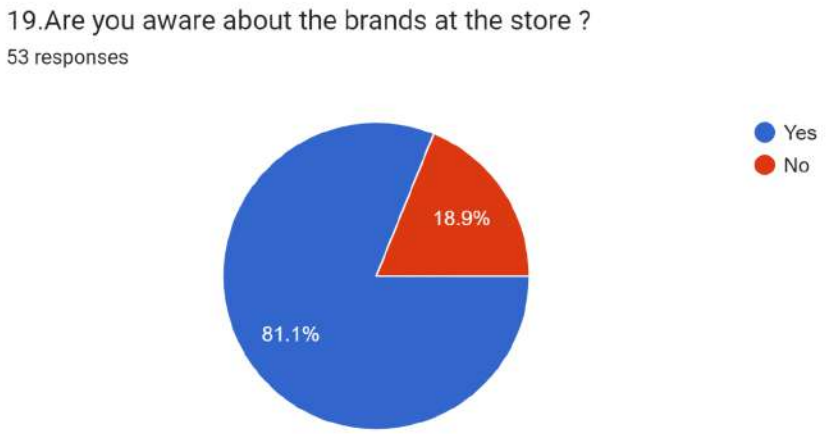


INTERPRETATION :

Here it can be observed that the mode of payment many people choose is through cash and they include on a whole 43.4%. People who use debit cards also are good in numbers with 17%. People who use paytm constitute 32.1%. And the least mode of payment includes credit cards with only 7.5%.

22..Are you aware of the brands at the store ?*

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE
1	yes	43	81.1
2	no	10	18.9

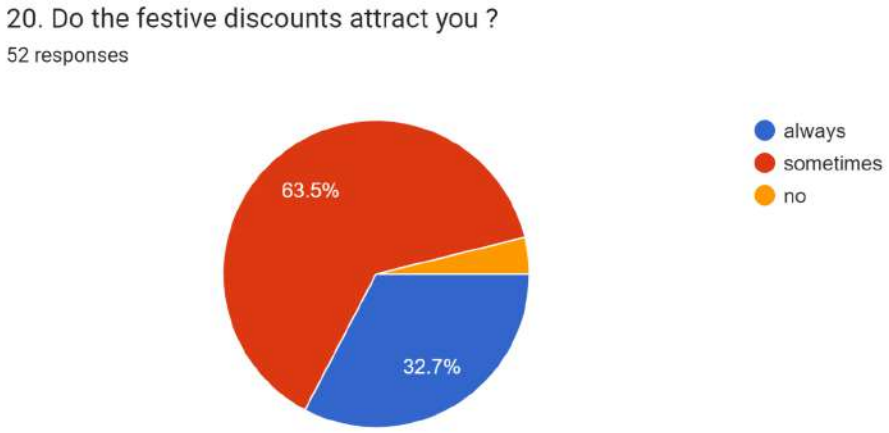


INTERPRETATION :

From the above it can be noted that 81.1% of people are aware about the products at the store. Only 18.9% of them are not aware.

23. Do the festive discounts attract you ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	always	17	32.7
2	sometimes	33	63.5%
3	no	2	3.8%



INTERPRETATION :

Here it can be seen that 63.5% of them say festive discounts attract them only sometimes. People who say always are 32.7% and only the least amount of people i.e 3.8% of them do not agree with the statement.

24..Are you happy with the location of the store ?

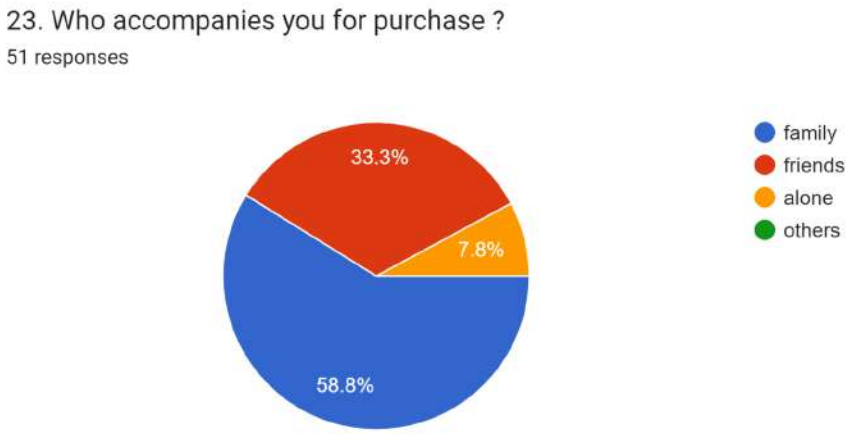
S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	yes	46	88.5
2	no	6	11.5

INTERPRETATION :

From the analysis it can be noted that 88.5% of people are happy with the location of the store. Only a small number of people i.e 11.5% of them are unhappy.

26.Who accompanies you for purchase ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	family	30	58.8
2	friends	17	33.3
3	alone	4	7.8%
4	others	0	0

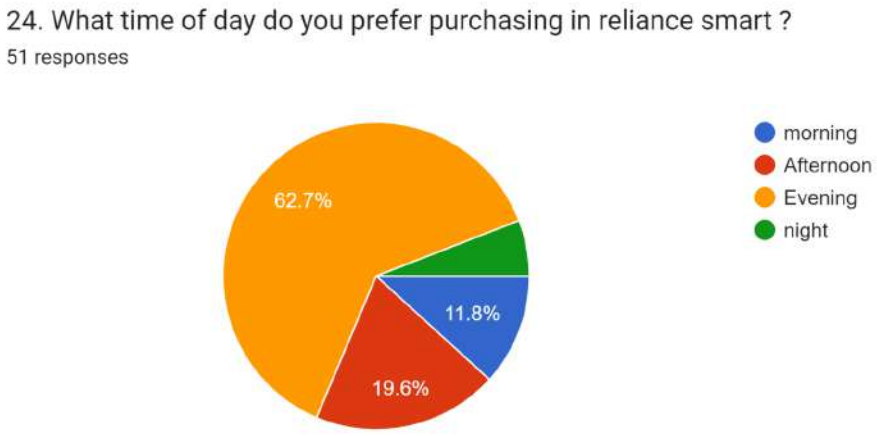


INTERPRETATION :

This analysis shows that 58.8% of people accompany their family for purchase at the store.And then 33.3% of people are those who get accompanied with their friends .And those who shop alone constitute 7.8%.

27.What time of day do you prefer purchasing in reliance smart ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	morning	6	11.8
2	afternoon	10	19.6
3	evening	32	62.7
4	night	3	3



INTERPRETATION :

So it can be seen that the majority of them constituting 62.7% prefer evening for their purchases. A small number of percentage i.e. only 3% of them prefer at night times. Also there are 19.6% of people who prefer purchasing in the afternoon. And the number of people preferring in the morning is 11.8%.

28.Do you wait for the offer to be made ?

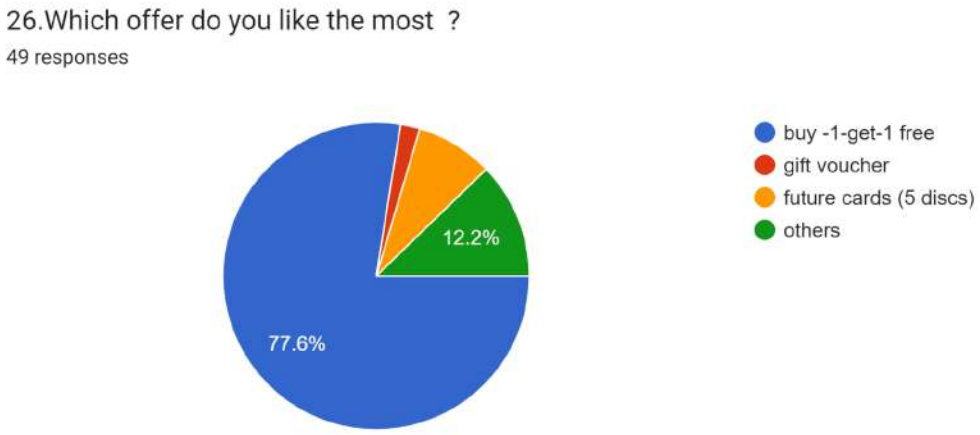
S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	yes	31	60.8
2	no	20	39.2

INTERPRETATION :

It is clear from above that the majority of the people i.e 60.8% of them wait for the offer to be made for their purchase. Only 39.2% of them do not wait until the offer.

29.Which offer do you like the most ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	buy -1-get-1 free	38	77.6
2	gift voucher	1	2
3	future cards (5 discs)	4	8.2
4	others	6	12.2

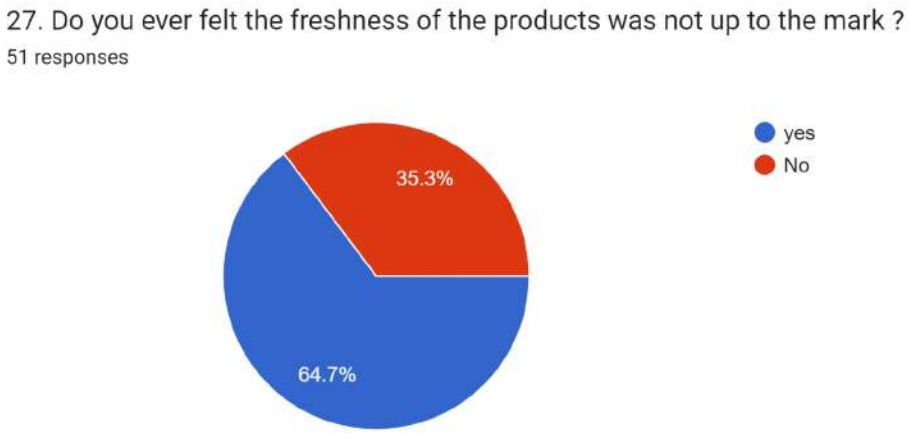


INTERPRETATION :

From the above it is to be noted that 77.6% of them like the buy-1-get-1 free offer. Future cards are liked by 8.2% of people. Only 2% of them like gift vouchers.12.2% of them like other offers.

30.. Do you ever feel the freshness of the products was not up to the mark ?

S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	yes	33	64.7
2	no	18	35.3

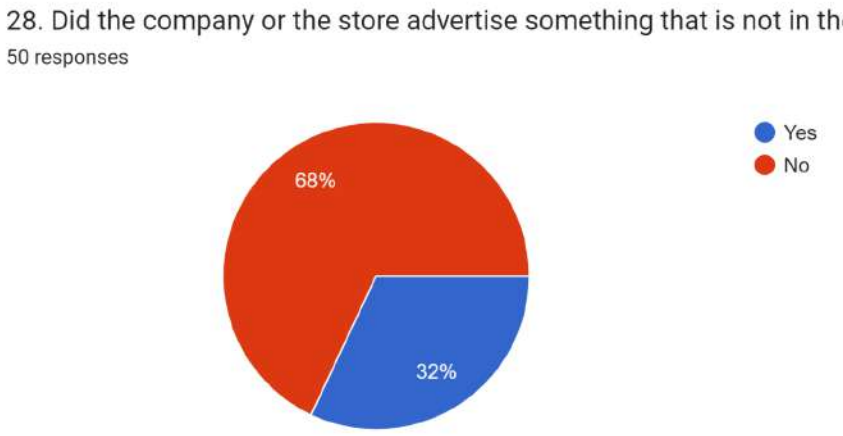


INTERPRETATION :

It is to be noted that 64.7% of people felt the freshness of the products was not up to the mark. Only 35.3% of the people did not agree with the statement.

31.. Did the company or the store advertise something that is not in the store ?

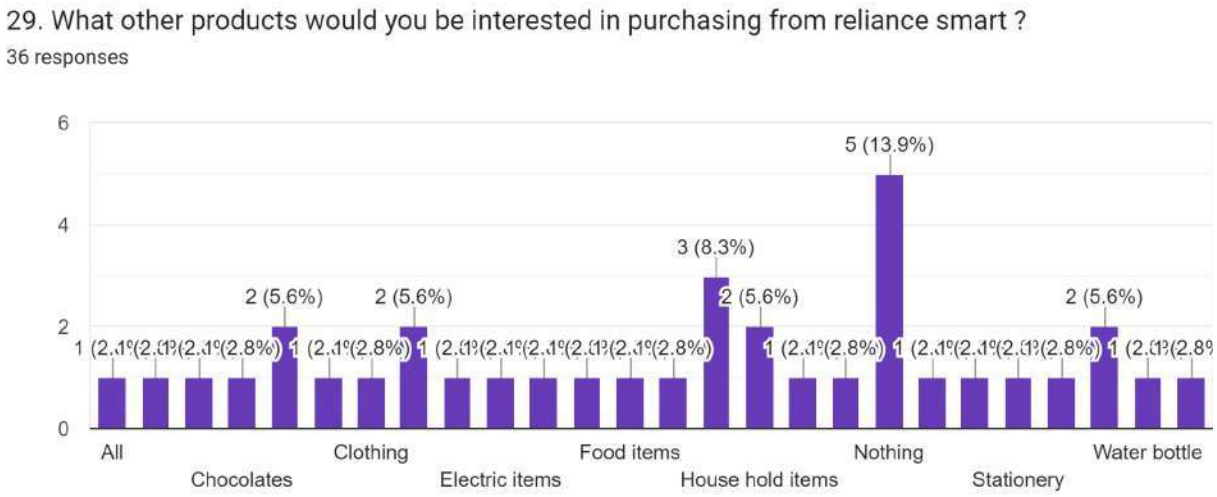
S.NO	PARTICULARS	NO.OF RESPONSES	PERCENTAGE %
1	yes	16	68
2	no	34	32



INTERPRETATION :

From the above, 68% of them say that the company or the store advertised some products which were not in the store. Only 32% of them say that they did not.

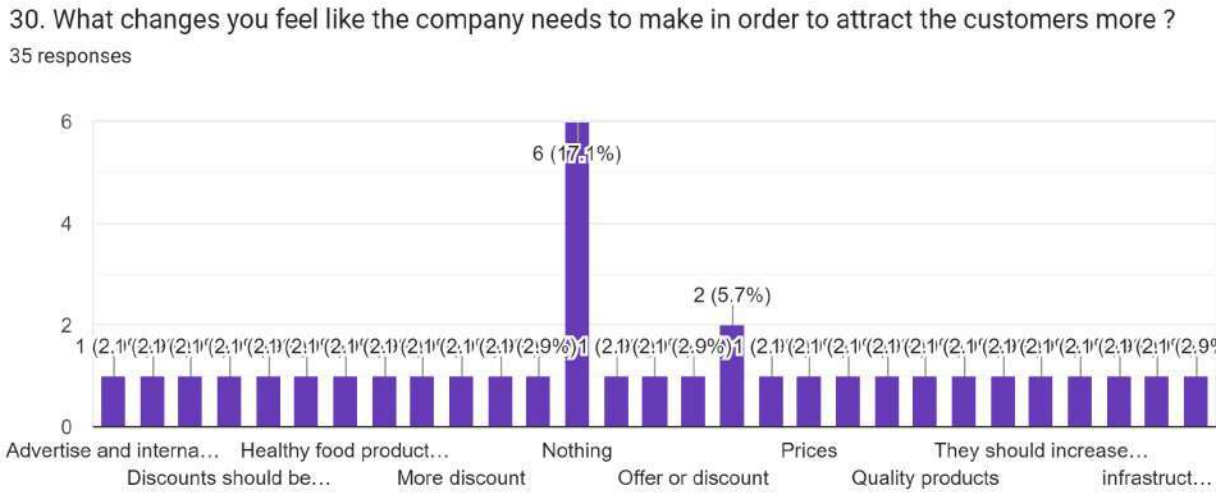
32. What other products would you be interested in purchasing from reliance smart ?



INTERPRETATION :

From this analysis it can be seen that many of them are interested in purchasing food items,chocolates,water bottles,stationery and even some electric items from reliance smart.

33.What changes do you feel like the company needs to make in order to attract the customers more ?

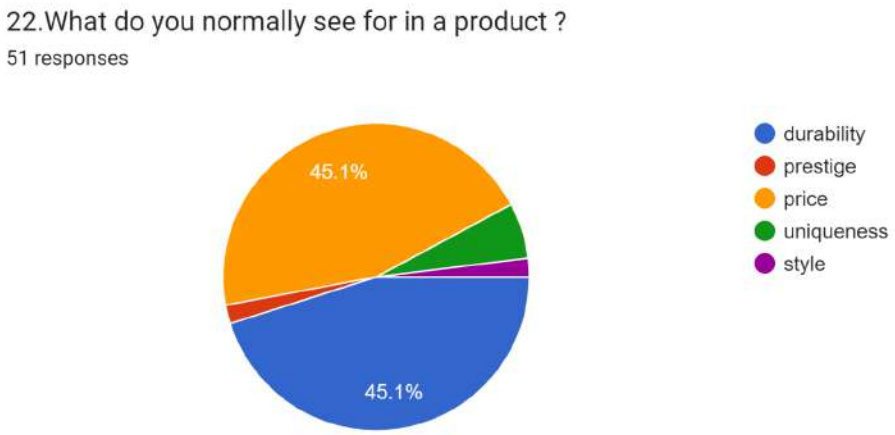


INTERPRETATION :

So here it can be observed that most of the people feel there are no changes to be made. Some of them say infrastructure can be maintained more neatly.

34. What do you normally see in a product?

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	durability	23	45.1
2	prestige	1	2
3	price	23	45.1
4	uniqueness	3	5.9
5	style	1	2



INTERPRETATION :

From the above it is clear that the majority of the people see the price and durability in the product. They include 45.1%. Very less number of people see for style which include a least percentage of 2.

Chapter - 6

Findings of the study

Findings of the study:

1) It is found that 50% of the respondents are satisfied with Reliance Smart.
2) It can also be noted that there is no significant relationship between the age & the satisfaction level of the Customer.
3) It was also found from this research study that the most influencing factor of selection is consumer base.
4) Also, The choice of a store location has a profound effect. on the Entire business life of a retail operation. A bad choice may lead to failure, but a good choice. Will lead to success.

According to a survey, more than 60% of the customers prefer to shop in a retail store which is easily accessible to them.
5) Advertising plays a very important role in achieving growth for any retail Company. This is evident from the fact that advertising by Retail industry registered a rise of 14 percent during january-may 2009 january-may 2008
6)Shopping Experience within the store has a great impact on selecting the product.
7) Varieties offered by any Store is very important to attract all retail type of customers in the
store. A large Variety of products caters to each segment of Customers.
8) More than 70% of Customers prefer Varieties as an important factor to shop in a particular
retail store.
9 Brand name plays an important role while shopping for goods. & any type
10 Many of them prefer to buy branded products instead of local or unbranded products.

CHAPTER- 7

SUGGESTIONS

Suggestions

1) Most trained sales persons can be included to help customers in the store While shopping.
2)More branded products can be displayed in the store as people still prefer branded one than
those offered. by local vendors.
3) Constant reminder of discounts through pamphlets, speakers inside the store for inducing
consumers for impulse buying.
4)Display of product should be clear & precise so that the product is easily visible to the
Consumers.
5) Regular training to sales persons should be given to improve their overall performance.
6)Providing festival schemes should be at the proper time.
7)Expansion of the store should also be considered as a factor.

CHAPTER -8

CONCLUSION

CONCLUSION

In today's world many new companies enter the market. Reliance retail has come up with many advancements and expansions which mainly include Reliance smart,fresh,jio,etc.

Reliance smart is one of the subsidiary of Reliance group of companies under Mukesh Ambani,with more than 1000 outlets across the country serving over 2.5 millions of customers.Reliance Smart points are serving as the last mile delivery hub for all the digital orders,while also providing easy accessibility for the customers as they walk-into the store and shop for their daily needs and services. These Smart point stores are a smaller version of larger smart stores.And they are satisfying the needs of customers instead of them moving to the large super markets.

CHAPTER-9

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BIBLIOGRAPHY:

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CHAPTER-10

APPENDIX

Questionnaire

Reliance Smart : A Study on Evaluation of Customer Satisfaction.

Please rate your perceptions about the following statements :

1.How often do you shop at Reliance smart ?

- ☐ Monthly
- ☐ Quarterly
- ☐ Seasonally/During offers

2.How far do you agree with the good quality of the products offered here ?

- ☐ extremely satisfied
- ☐ satisfied
- ☐ good
- ☐ not satisfied

3.Sales people at the store, communicate properly.What's your opinion on it ?

- ☐ strongly disagree
- ☐ Disagree
- ☐ neither agree nor disagree
- ☐ agree
- ☐ strongly agree

4. How likely are you to recommend reliance smart to a friend or a relative of yours ?

- ☐ excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

5.On what basis do you prefer shopping at reliance?

- ☐ brand
- ☐ price

6. From which source did you come to know about reliance smart ?

- ☐ newspapers
- ☐ advertisements
- ☐ neighbors

7. What aspect of the store do you feel loyal to?

- ☐ service
- ☐ price
- ☐ offers

8. How do you rate the discounts offered at the store ?

- ☐ 🙂
- ☐ 😐

9.Do you ever feel like making any changes in the store ?

- ☐ Yes
- ☐ No
- ☐ Maybe

10. Do you feel the store is providing convincing time ?

- ☐ 🙂
- ☐ 😐

11. Is the store providing online payments ?

- ☐ yes
- ☐ No

12.What is your expenditure on shopping at reliance smart ?

- ☐ 100-500
- ☐ 500-1000
- ☐ 1000 above

13. How far are you satisfied with the prices rated ?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

14.Do the advertisements affect your shopping behavior ?

- ☐ yes
- ☐ no

15. Do you think reliance smart identifies and resolves problems associated with products or services ?

- ☐ Yes
- ☐ No
- ☐ not always

16.What type of products do you usually purchase at the store ?

- ☐ vegetables and fruits
- ☐ groceries
- ☐ household items
- ☐ dairy products
- ☐ food and beverages

17. Are the prices of reliance smart lower than market price ?

- ☐ yes
- ☐ no
- ☐ neutral

18.What is your preferred mode of payment at the store ?

- ☐ cash
- ☐ debit card
- ☐ credit card
- ☐ paytm

19.Are you aware about the brands at the store ?

- ☐ Yes
- ☐ No

20. Do the festive discounts attract you ?

- ☐ always
- ☐ sometimes
- ☐ no

21.Are you happy with the location of the store ?

- ☐ Yes
- ☐ No

22.What do you normally see in a product ?

- ☐ durability
- ☐ prestige
- ☐ price
- ☐ uniqueness
- ☐ style

23. Who accompanies you for purchase ?

- ☐ family
- ☐ friends
- ☐ alone
- ☐ others

24. What time of day do you prefer purchasing in reliance smart ?

- ☐ morning
- ☐ Afternoon
- ☐ Evening

- ☐ night

25. Do you wait for the offer to be made ?

- ☐ Yes
- ☐ No

26.Which offer do you like the most ?

- ☐ buy -1-get-1 free
- ☐ gift voucher
- ☐ future cards (5 discs)
- ☐ others

27. Do you ever feel the freshness of the products was not up to the mark ?

- ☐ yes
- ☐ No

28. Did the company or the store advertise something that is not in the store ?

- ☐ Yes
- ☐ No

29. What other products would you be interested in purchasing from reliance smart ?

_____

30. What changes do you feel like the company needs to make in order to attract the customers more ?

_____

A

PROJECT REPORT

On

A RESEARCH PROPOSAL ON COVID-19 & ONLINE LEARNING: RESILIENCE, ACADEMIC STRESS & SATISFACTION AMONGST INDIAN COLLEGE STUDENTS USING AN ONLINE PLATFORM "BYJU'S"

Submitted By

D S R Kapil Varma – 201020405081

Reynold Shah – 201020405053

M Ashish Kumar – 201020405071

G Sai Shravan – 201020405094

Submitted in the partial fulfillment of the requirement for the award of the degree

BACHELORS OF COMMERCE

UNDER THE GUIDANCE OF Mrs. PRANITHA [M.COM]

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE & PG COLLEGE

UPPAL, HYDERABAD-500039

AFFILIATED TO OSMANIA UNIVERSITY

STUDENT'S DECLARATION

We hereby declare that the project entitled "A RESEARCH PROPOSAL ON COVID-19 & ONLINE LEARNING: RESILIENCE, ACADEMIC STRESS & SATISFACTION AMONGST INDIAN COLLEGE STUDENTS USING AN ONLINE PLATFORM "BYJU'S"" was submitted in partial fulfillment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. K.Pranitha. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

D S R Kapil Varma – 201020405081

Reynold Shah – 201020405053

M Ashish Kumar – 201020405071

G Sai Shravan – 201020405094

Date:

Place:

Department of Commerce

Little Flower Degree College, Hyderabad

Certificate

This is to certify that the project on "Analysis of buying behavior of consumer at A RESEARCH PROPOSAL ON COVID-19 & ONLINE LEARNING: RESILIENCE, ACADEMIC STRESS & SATISFACTION AMONGST INDIAN COLLEGE STUDENTS USING AN ONLINE PLATFORM "BYJU'S"" being submitted by-

D S R Kapil Varma – 201020405081

Reynold Shah – 201020405053

M Ashish Kumar – 201020405071

G Sai Shravan – 201020405094

In partial fulfillment of the requirement for the award of the degree of Bachelors of Commerce is a bonafide record of the project work done by – Pranitha, department of commerce, Little Flower Degree College, Uppal, Hyderabad.

External Examiner

Project Guide

Mrs.K.Pranitha

Department of Commerce

ACKNOWLEDGEMENT

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This page would not be enough to extend my gratitude towards my project guide for her efforts in coordination with my work and guiding in right direction. A heartfelt regard to our institutions management Brother Vincent Reddy and Vice Principal Jayanthi Reddy for giving me the essential hand in concluding this project.

It would be unfair to continue without giving thanks to those who gave me the crucial support from my cherished classmates and friends, without whom I could not. I also use this page to express my heartfelt gratitude to my parents and everyone else who helped me finish the project.

INDEX TABLE

S.No.	INDEX	Pg No.
CHAPTER - 1	***INTRODUCTION***	***6 - 14***
1.1	*INTRODUCTION*	*7*
1.2	*NEED OF THE STUDY*	*8*
1.3	*OBJECTIVES*	*9*
1.4	*COMPANY PROFILE*	*10 - 11*
1.5	*SCOPE OF THE STUDY*	*12*
1.6	*MERITS AND DEMERITS*	*13 - 14*
CHAPTER - 2	***REVIEW OF THE LITERATURE***	***15 - 17***
CHAPTER - 3	***HYPOTHESIS***	***18 - 20***
CHAPTER - 4	***RESEARCH METHODOLOGY***	***21 - 23***
4.1	*METHODOLOGY*	*22*
4.2	*RESEARCH SAMPLE*	*23*
CHAPTER - 5	***DATA ANALYSIS & INTERPRETATION***	***24 - 56***
CHAPTER - 6	***FINDINGS & CONCLUSIONS***	***57 - 59***
CHAPTER - 7	***BIBLIOGRAPHY***	***60 - 61***
CHAPTER - 8	***ANNEXURE & QUESTIONNAIRE***	***62 - 81***

CHAPTER - 1

INTRODUCTION

- *NEED OF THE STUDY*
- *OBJECTIVES*
- *SCOPE OF THE STUDY*
- *MERITS & DEMERITS*

INTRODUCTION:

Global education systems have been significantly impacted by the COVID-19 pandemic, leading to a move towards online learning. Schools, colleges, and universities have been forced to close their doors as a result of the epidemic, and many have turned to online learning to continue teaching pupils.

The COVID-19 has had a substantial impact on online education. On the one hand, the epidemic has not prevented educational institutions from continuing to educate students through online learning. Students who would not have had access to education otherwise now do so thanks to online learning.

Online learning, on the other hand, has its own set of challenges. Many students, particularly those from low-income families, may lack access to the equipment and internet connectivity required for online learning. Furthermore, some students may struggle to develop the self-discipline required for online learning, and they may struggle to maintain motivation in the absence of the regular classroom structure.

Furthermore, the resources and assistance available to teachers and students can have a significant impact on the quality of online education. Pupils may miss out on the social connection and practical learning opportunities that traditional classrooms provide, while teachers may struggle to create engaging online content and provide individualized help to students.

As another COVID-19-related change, the rapid adoption of new technology and tools to enable remote learning has had an impact on online education. Video conferencing platforms, online learning management systems, and digital collaboration tools have become increasingly important in the delivery of online education.

NEED OF THE STUDY:

The need for the proposed study, which aims to assess the impact of COVID-19 on online education

1. *Understanding the impact of COVID-19 on education:*
   The COVID-19 pandemic has disrupted education systems around the world, with schools and universities closing and students forced to switch to online learning. As a result, there is a need to comprehend the impact of COVID-19 on education, particularly online education, and to identify strategies for improving its effectiveness.

2. *Improving online education practices:*
   The pandemic has sped up the adoption of online education while also focusing on the importance of developing effective online education practices. As a result, standards for improving the quality of online education and providing students with a positive learning experience are needed.

3. *Supporting student learning:*
   Many students have found the transition to online education difficult, and there is a need to understand the impact of this change on their academic performance and well-being. The study will help in identifying factors that influence students' perceptions of and performance in online education, as well as providing recommendations to help them learn.

Overall, the study is essential in providing insights into COVID-19's impact on online education and identifying best practices that can help improve its effectiveness. The study's findings can help in developing strategies for effective online education during the pandemic and beyond, ultimately supporting student learning.

OBJECTIVES OF THE STUDY:

- *To investigate the impact of COVID-19 on the delivery and quality of online education.*

- *To compare the learning outcomes of students before and after the pandemic.*

- *To identify the challenges faced by students and educators in the transition to online learning.*

- *To investigate the factors that have influenced the effectiveness of online education during the COVID-19 pandemic.*

- *To examine the impact of online education on students' mental health and well-being during the COVID-19 pandemic.*

COMPANY PROFILE:

An Indian educational technology (EdTech) business called Byju's, also known as Think and Learn Pvt. Ltd., offers online learning programmes and study materials for students of all ages. An entrepreneur and former teacher named Byju Raveendran launched the business in 2011. A complete learning platform is provided by Byju's that mixes video classes, interactive tests, and individualized learning opportunities.

Here is a company profile of Byju's:

1. Establishment and Development: Byju's was established in Bangalore, India, with the goal of providing students all around the nation with affordable access to high-quality education. In the beginning, Byju Raveendran began giving live lessons and seminars to students in order to aid them in getting ready for difficult tests like the CAT (Common Admission Test). The business rapidly increased its customer base and broadened its product line.

2. Learning App: The Byju's - The Learning App is the company's flagship product and is best known. It is a mobile application that can be used on iOS and Android devices and provides a variety of classes and study resources for kids in kindergarten through grade 12. The software makes studying pleasant and productive by utilizing captivating videos and interactive information.

3. Courses Offered: Subjects covered in the courses offered by Byju's include math, science, social studies, English, and more. The courses are created to be compatible with the many education boards and competitive

tests in India, including the JEE (Joint Entrance Examination), ICSE (Indian Certificate of Secondary Education), and CBSE (Central Board of Secondary Education).

4. Adaptive Learning: Byju's uses adaptive learning technology to tailor each student's educational experience. The software analyzes a student's strengths and shortcomings and offers advice and practice problems that are specifically tailored to them. With this strategy, students may study at their own speed and concentrate on their weak areas.

5. Partnership & Acquisition: Strategic collaborations and acquisitions have been made by Byju's to broaden its clientele and product line. To improve its content and delivery, it has partnered with several educational institutions and organizations. WhiteHat Jr., Osmo, and Aakash Educational Services Limited were among the EdTech businesses that Byju's purchased in order to broaden its product line and bolster its position in several markets.

6. International Recognition and Global Expansion: Byju's has been extending its reach outside of India. In nations including the United States, the United Kingdom, Australia, and the Middle East, it has begun offering educational programmes. Byju's wants to dominate the worldwide EdTech market.

7. Funding and Valuation: Venture capital firms and well-known investors have provided Byju's with a sizable amount of cash. The firm has received many rounds of investment throughout the years, which has contributed to its exponential expansion. Byju's attained a valuation of several billion dollars, making it the most valuable EdTech business in India.

Byju's has revolutionized the way students study by utilizing technology, changing the face of education in India. To ensure that students everywhere have access to high-quality education, it keeps innovating and growing its programmes.

SCOPE OF THE STUDY:

The impact of COVID-19 on online education varies by region, depending on factors such as technological infrastructure, resource availability, and cultural and socioeconomic context.
This can also differ depending on whether the student is in primary, secondary, or tertiary school.
COVID-19's impact on online education can differ depending on the type of institution, such as public or private schools, universities, or vocational training centers.
The purpose of this study is to investigate the impact of COVID-19 on online education from the perspective of students, including their perceptions, experiences, challenges, and preferences.

Overall, the scope for a research project on the impact of COVID-19 on online education can be broad and varied, depending on the research questions, objectives, and methodology.
This research project can help us understand the impact of COVID-19 on online education and identify strategies for effective online education during and after the pandemic.

MERITS & DEMERITS:

Merits:

1.Flexibility: Online education provides flexibility in terms of time and place of learning, allowing students to learn at their own pace and in their own space.

2.Accessibility: Online education can reach a wider audience, including students who may face socio-economic or geographical barriers to education.

3.Cost-effective: Online education can be more cost-effective than traditional classroom-based education, as it eliminates the need for physical infrastructure and reduces the costs associated with travel and accommodation

.

4.Personalization: Online education can provide personalized learning experiences, allowing students to choose courses and programs that align with their interests and career goals.

5.Improved technology skills: Online education promotes the use of technology and digital resources, which can help students develop valuable technology skills that are in high demand in the job market.

Demerits:

1.Lack of social interaction: Online education can reduce social interaction among students and between students and teachers, leading to feelings of isolation and disconnection.

2.Reduced engagement: Online education can lead to reduced engagement among students, as they may be less motivated to participate in online learning activities.

3.Technological barriers: Online education can pose technological and digital barriers, such as lack of access to reliable internet or appropriate devices, which can make it difficult for some students to fully engage in online learning.

4.Quality concerns: There may be concerns about the quality of online education, including the lack of hands-on learning experiences and the difficulty in providing effective feedback.

5.Cheating concerns: Online education may make it easier for students to cheat on assessments, as it is more difficult to monitor students' behavior in an online learning environment.

CHAPTER - 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE:

A literature review, also known as a review of the literature, is a thorough analysis and synthesis of the published works in a particular field of study. It entails locating, analyzing, and summarizing pertinent information from academic literature such as books, articles, and other types of academic literature on a specific subject or research question.

The COVID-19 pandemic had a significant impact on online education, resulting in an increase in the use of digital learning platforms as traditional educational institutions shifted to remote learning. The following is a literature review on the impact of COVID-19 on online education.

*A study by **Wang et al. (2021)** found that the pandemic has highlighted existing disparities in access to online education, particularly among lower-income and marginalized communities. Students who lack access to reliable internet connections, devices, or supportive learning environments may have been disproportionately impacted by the shift to online education. The authors note that efforts should be made to ensure equitable access to digital learning platforms to prevent exacerbating educational inequalities.*

*A study by **Li and Lalani (2020)** found that COVID-19 has accelerated the adoption of online learning in higher education, with many universities and colleges switching to online classes and assessments. The authors note that while online education has been growing steadily over the past few years, the pandemic has served as a catalyst for more rapid adoption.*

*A review by **Hodges et al. (2020)** identified several challenges and opportunities associated with the shift to online education during the pandemic. Challenges included the need for instructors to rapidly adapt to new teaching modalities and technologies, the potential for decreased student engagement and motivation in online classes, and the difficulties in maintaining academic integrity during remote assessments. Opportunities included the potential for increased flexibility and accessibility in online*

learning, the ability to use digital tools to enhance student engagement and collaboration, and the potential for innovation in online pedagogy.

CHAPTER - 3

HYPOTHESIS

HYPOTHESIS:

A hypothesis is a theory put forth to explain a phenomenon or a group of observations in a research project. It is a speculative claim or educated guess regarding the existence of a relationship between two or more variables that can be verified through empirical study. A hypothesis provides a framework for research and can direct the formulation of research questions, the planning of experiments, and the data analysis process.

The COVID-19 pandemic has had a significant impact on online learning adoption and effectiveness, resulting in both positive and negative outcomes. We hypothesize that online learning during the pandemic increased access to education for some students, increased flexibility and convenience, and increased use of technology and digital resources.

We hypothesize, however, that online learning during the pandemic has resulted in decreased social interaction, lower student engagement and motivation, and lower academic outcomes for some students, particularly those who face socioeconomic and technological barriers.

Overall, we expect that COVID-19 will have a complex and multifaceted impact on online education, with both benefits and challenges for students, teachers, and educational institutions. Here we can say that the simple hypothesis is satisfied.

Null Hypotheses

The null hypothesis is the claim that there's no effect in the population.

If the sample provides enough evidence against the claim that there's no effect in the population ($p \leq \alpha$), then we can reject the null hypothesis. Otherwise, we fail to reject the null hypothesis.

Alternative Hypotheses

The alternative hypothesis (H_a) is the other answer to your research question. It claims that there's an effect on the population.

Often, your alternative hypothesis is the same as your research hypothesis. In other words, it's the claim that you expect or hope will be true.

CHAPTER - 4

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

Methodology:

This study will use a mixed-methods approach, including both quantitative and qualitative data collection and analysis methods. Undergraduate students (age:18-22) taking online courses both before and during the COVID-19 outbreak will make up the population of this study. Students who have finished at least one online course both before and after the outbreak will get a survey asking about their learning outcomes and experiences.

The survey will include questions about students' satisfaction with online learning, the quality of online course materials, their interactions with course instructors and peers, and their perceived learning outcomes. The study will also focus on the challenges students faced during the transition to online learning and the strengths and weaknesses of online learning as well.

The study is expected to provide information about the impact of COVID-19 on online education and its effects on student outcomes and engagement. Effective teaching strategies for online education during the pandemic will also be identified through the study.

Research Sample:

• The sample will be made up of students who participated in online learning during the COVID-19 pandemic.

• Purposive sampling will be used to choose the sample in order to ensure that a variety of experiences and viewpoints are represented.

Research tools and techniques:

The tools and techniques used for the collection of data to analyze and bring out the outcome for this research project were,

1. *Survey:*
   Surveys were the primary and most effective way to collect data,Surveys can be administered online or in person and can be designed to gather both qualitative and quantitative data. Here, we preferred using the online mode of survey which is more convenient than the conventional in person survey.

2. *Case study:*
   To gain a thorough understanding of the situation, case studies typically involve a close examination of a single case or a limited number of cases.

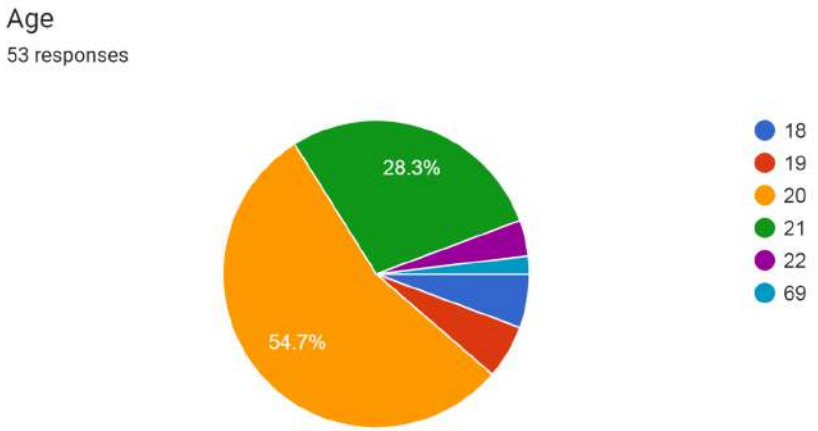
3. *Online Analysis:*
   Online analytics tools can be used to observe online engagement, including the quantity of students logging into online courses, the amount of time spent on particular activities, and the percentage of assignments that are completed. This information can be used to find out where students might be having difficulties and to enhance online learning programmes.

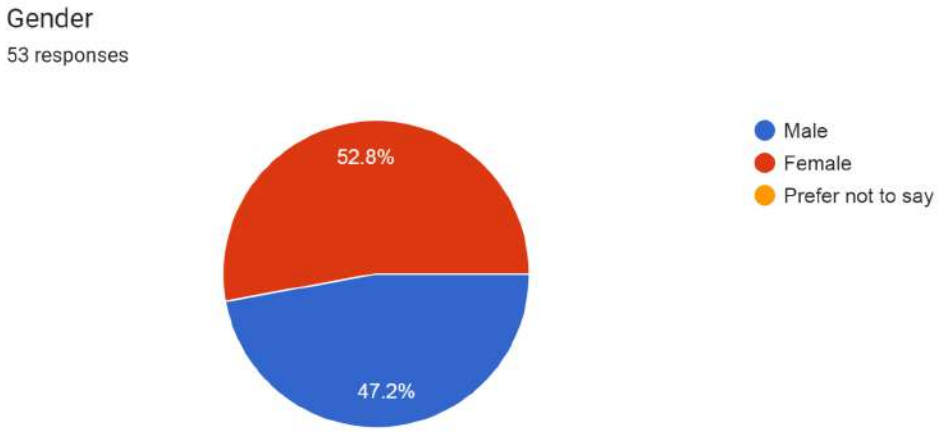
CHAPTER - 5

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION:

The data being used for analysis was solely collected from students of various institutions and of age group 18-22. Various questions were used in the survey for collecting the data. These questions can be used to analyze and interpret the data and give a reasonably accurate data interpretation.





As the above pie charts display, the majority age groups responses were from age 20 and with an almost equal number of male and female students.

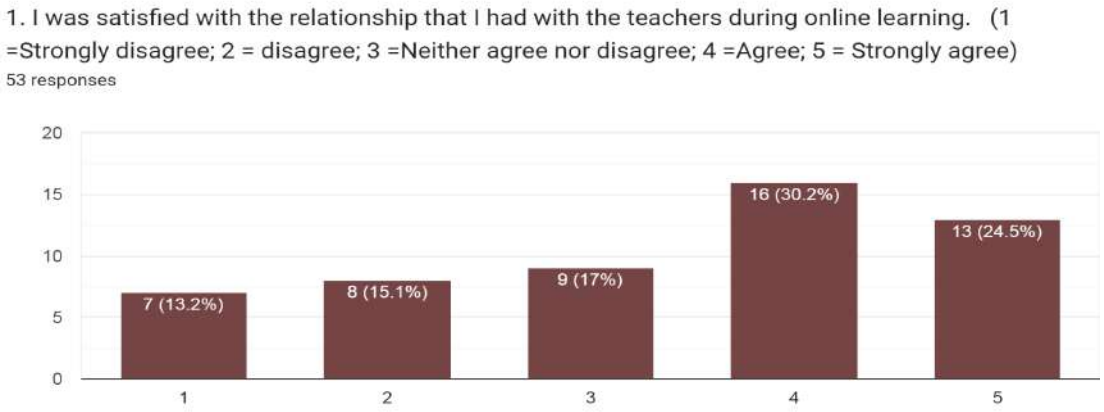
a)Interpretation of Academic Life Satisfaction:

1. I was satisfied with the relationship that I had with the teachers during online learning.

Table 5.1.1 showing the satisfaction of the relationship of students with teachers.

Parameter (Scale)	No. of responses	Percentage
1 =strongly disagree	*7*	*13.2%*
2 = disagree	*8*	*15.1%*
3 =neither agree nor disagree	*9*	*17%*
4 =Agree	*16*	*30.2%*
5 = strongly agree	*13*	*24.5%*

Graph 5.2.1 showing the graphical details.



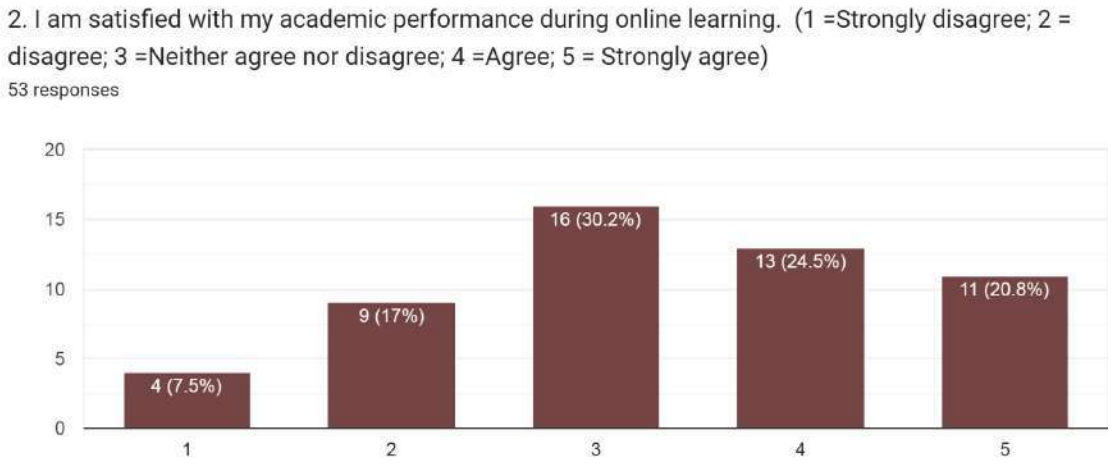
When asked about the level of satisfaction of the relationship that the students had with their teachers during their online learning period, the majority of the students disagreed with the level of satisfaction. This could be due to less personal interaction between the teacher and the student during the course of learning.

2. I am satisfied with my academic performance during online learning.

Table 5.1.2 showing the satisfaction of academic performance during online learning.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*4*	*7.5%*
2 = disagree	*9*	*17%*
3 =neither agree nor disagree	*16*	*30.2%*
4 =Agree	*13*	*24.5%*
5 = strongly agree	*11*	*20.8%*

Graph 5.2.2 showing the graphical details.



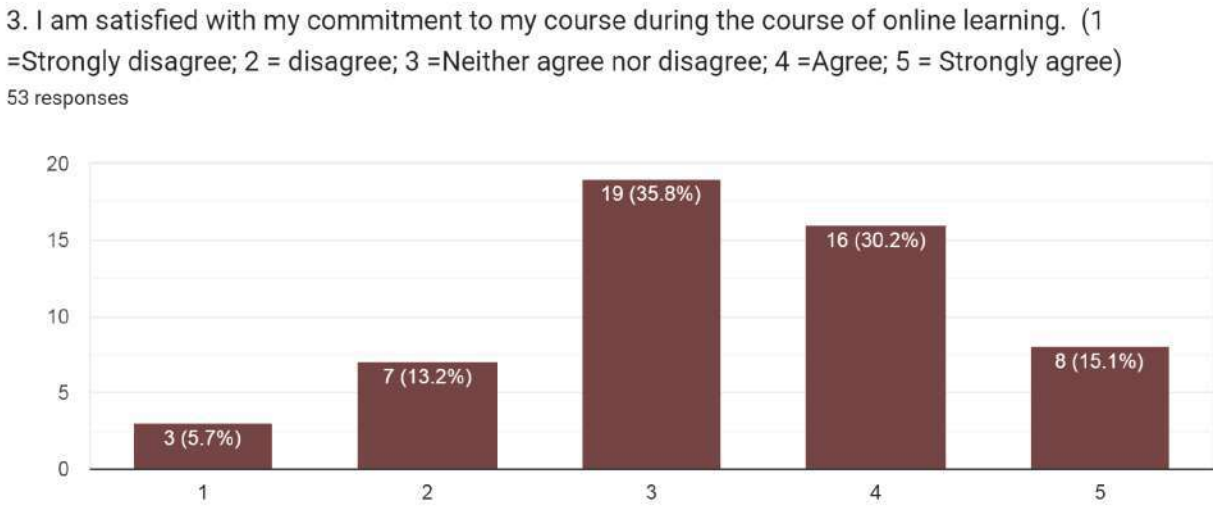
When asked about their satisfaction level during online learning, the students remained neutral and some disagreed with this question as this could also be due to lack of personal interaction.

3. I am satisfied with my commitment to my course during the course of online

Table 5.1.3 showing the satisfaction with the commitment level of student to their course.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*3*	*5.7%*
2 = disagree	*7*	*13.2%*
3 =neither agree nor disagree	*19*	*35.8%*
4 =Agree	*16*	*30.2%*
5 = strongly agree	*8*	*15.1%*

Graph 5.2.3 showing the graphical details.



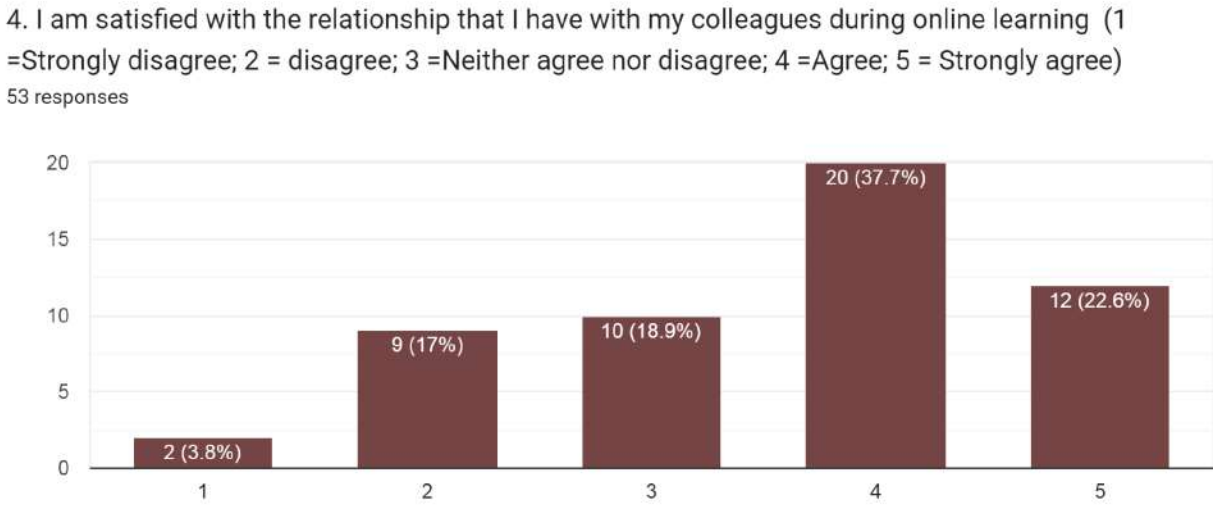
When asked about the commitment to their course, the students showed a neutral response as they couldn't properly concentrate on their courses as the time span for the interaction between the student and teacher were comparatively shorter.

4. I am satisfied with the relationship that I have with my colleagues during online learning

Table 5.1.4 showing the satisfaction with the relationship of students with colleagues.

Parameter (Scale)	No. of responses	Percentage
1 =strongly disagree	*2*	*3.8%*
2 = disagree	*9*	*17%*
3 =neither agree nor disagree	*10*	*18.9%*
4 =Agree	*20*	*37.7%*
5 = strongly agree	*12*	*22.6%*

Graph 5.2.4 showing the graphical details.



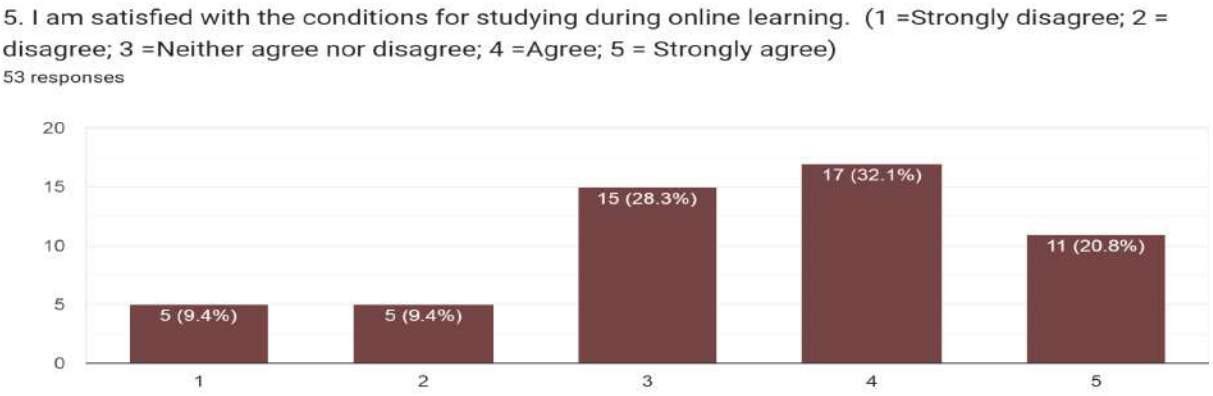
When it comes to maintaining relationships with colleagues and classmates the students showed a positive response as they are like minded and mostly agree to each other's thoughts and opinions.

5. I am satisfied with the conditions for studying during online learning.

Table 5.1.5 showing the satisfaction with the conditions of studying during inline learning.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*5*	*9.4%*
2 = disagree	*5*	*9.4%*
3 =neither agree nor disagree	*15*	*28.3%*
4 =Agree	*17*	*32.1%*
5 = strongly agree	*11*	*20.8%*

Graph 5.2.5 showing the graphical details.



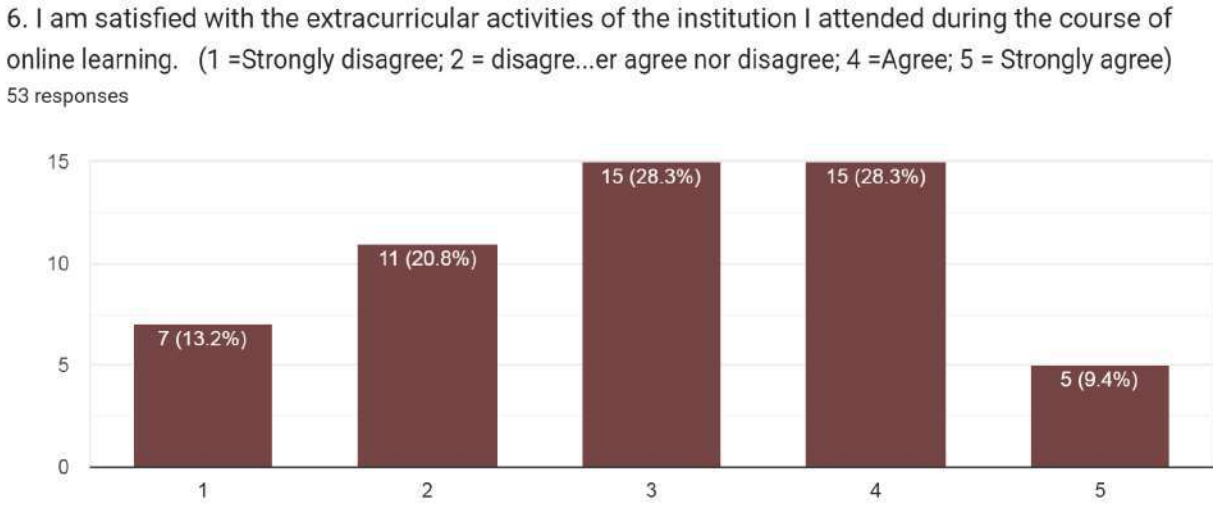
The majority of the students agreed when they were asked about the satisfaction relating to the conditions for studying online. This is because during the course of online learning students attended classes virtually from their homes.This made them feel safe and also gave them a sense of relief.

6. I am satisfied with the extracurricular activities of the institution I attended during the course of online learning.

Table 5.1.6 showing the satisfaction level with the extracurricular activities.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*7*	*13.2%*
2 = disagree	*11*	*20.8%*
3 =neither agree nor disagree	*15*	*28.3%*
4 =Agree	*15*	*28.3%*
5 = strongly agree	*5*	*9.4%*

Graph 5.2.6 showing the graphical details.



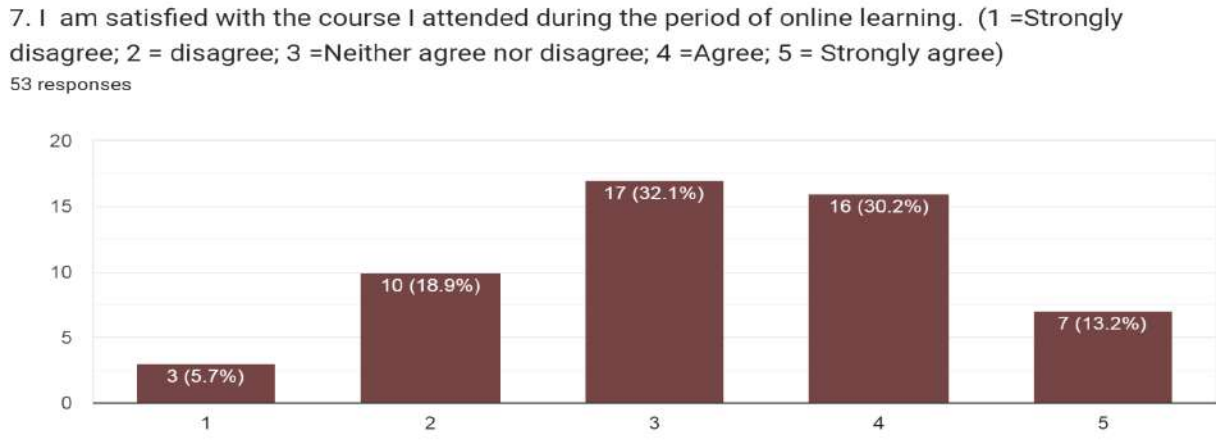
Coming to a question regarding extracurricular activities the students agreed with the satisfaction level as although they didn't get enough outdoor time they colleges and teachers managed to come up with fun and interesting activities which students could attend online.

7. I am satisfied with the course I attended during the period of online learning.

Table 5.1.7 showing the satisfaction level of students with the course they've attended.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*3*	*5.7%*
2 = disagree	*10*	*18.9%*
3 =neither agree nor disagree	*17*	*32.1%*
4 =Agree	*16*	*30.2%*
5 = strongly agree	*7*	*13.2%*

Graph 5.2.7 showing the graphical details.



When it came to the satisfaction level of students regarding their course they've attended, the responses reveal that they were neutral which is self explanatory as during COVID-19 the courses remained the same as before COVID-19, the only change was the teaching pattern.

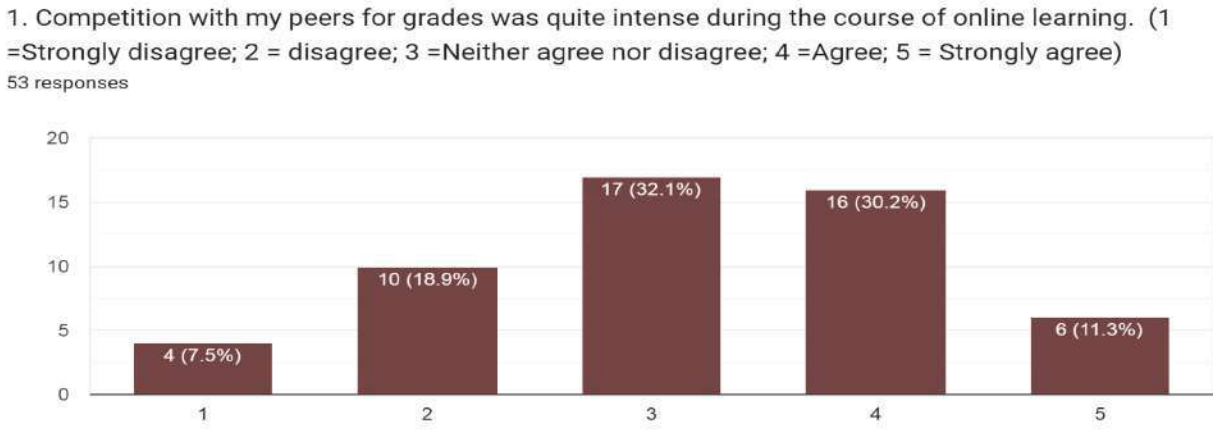
b)Interpretation of Perception of Academic Stress:

1. Competition with my peers for grades was quite intense during the course of online learning.

Table 5.1.1b showing the level with which students felt competitiveness.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*4*	*7.5%*
2 = disagree	*10*	*18.9%*
3 =neither agree nor disagree	*17*	*32.1%*
4 =Agree	*16*	*30.2%*
5 = strongly agree	*6*	*11.3%*

Graph 5.2.1b showing the graphical details.



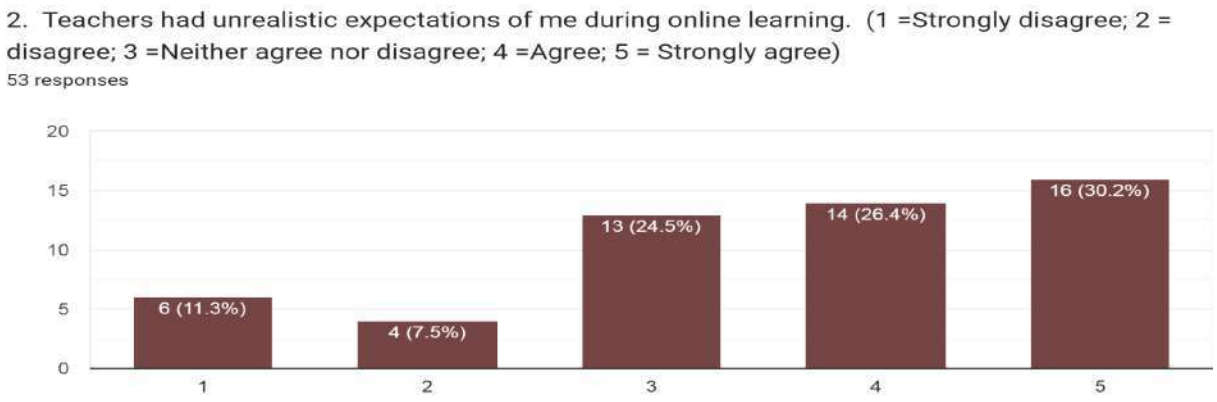
Regarding competition with peers for grades, the students also remained neutral because, although the pattern of teaching was changed and new methods of learning were adopted, students had to take tests similarly as they used to.

2. Teachers had unrealistic expectations of me during online learning.

Table 5.1.2b showing the level with which students felt teachers had unrealistic expectations.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*6*	*11.3%*
2 = disagree	*4*	*7.5%*
3 =neither agree nor disagree	*13*	*24.5%*
4 =Agree	*14*	*26.4%*
5 = strongly agree	*16*	*30.2%*

Graph 5.2.2b showing the graphical details.



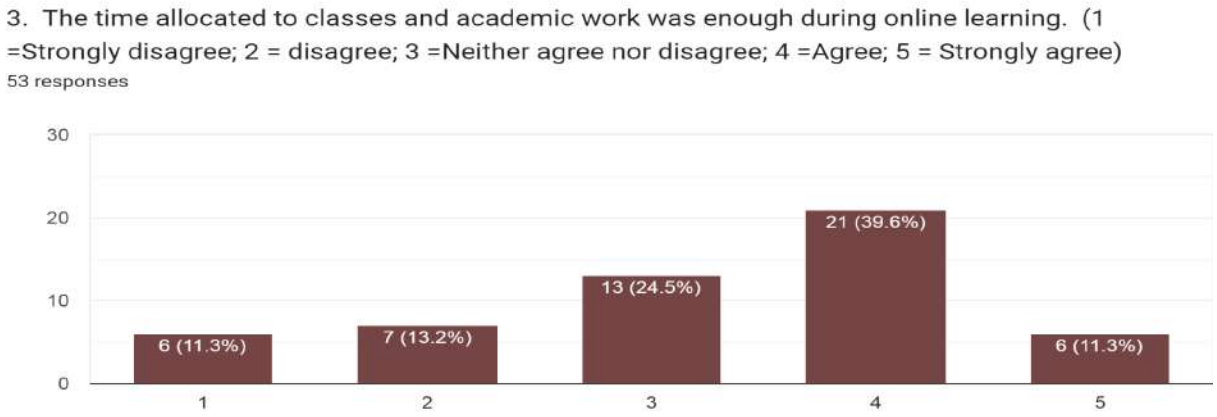
When asked about teachers having unrealistic expectations during the course of online learning, majority of the students strongly agreed to it because although the teaching and learning pattern was changed, the syllabus, tests and grading mechanism remained the same. This caused the teachers to have an unrealistic expectation from the students.

3. The time allocated to classes and academic work was enough during online learning.

Table 5.1.3b showing the level with which the time allocated to classes and academics

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*6*	*11.3%*
2 = disagree	*7*	*13.2%*
3 =neither agree nor disagree	*13*	*24.5%*
4 =Agree	*21*	*39.6%*
5 = strongly agree	*6*	*11.3%*

Graph 5.2.3b showing the graphical details.



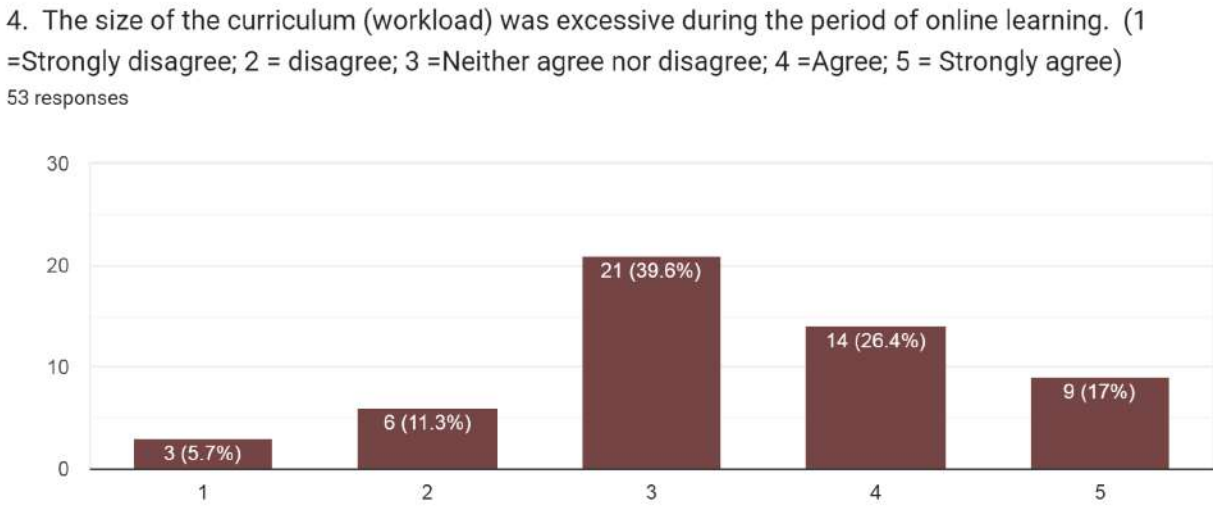
When asked about the time allocated during online classes, the students agreed as during the online learning phase the students had plenty of time to adjust to their new learning plan.

4. The size of the curriculum (workload) was excessive during the period of online learning.

Table 5.1.4b showing the level with which the size of workload was assigned to students.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*3*	*5.7%*
2 = disagree	*6*	*11.3%*
3 =neither agree nor disagree	*21*	*39.6%*
4 =Agree	*14*	*26.4%*
5 = strongly agree	*9*	*17%*

Graph 5.2.4b showing the graphical details.



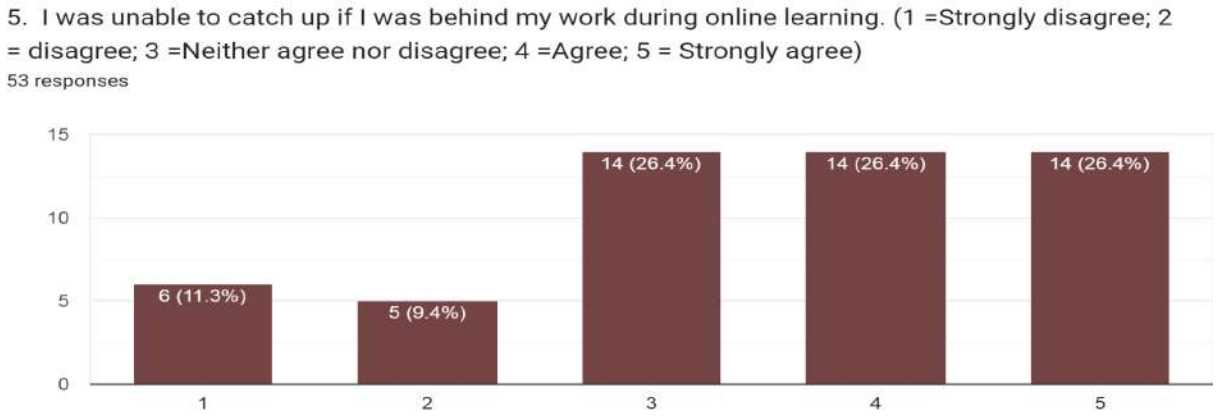
When asked about the workload imposed on students, they remained quite neutral because, as the pattern of teaching and learning shifted to online, the syllabus remained the same.

5. I was unable to catch up if I was behind my work during online learning.

Table 5.1.5b showing the level with which the students felt falling behind with the workload.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*6*	*11.3%*
2 = disagree	*5*	*9.4%*
3 =neither agree nor disagree	*14*	*26.4%*
4 =Agree	*14*	*26.4%*
5 = strongly agree	*14*	*26.4%*

Graph 5.2.5b showing the graphical details.



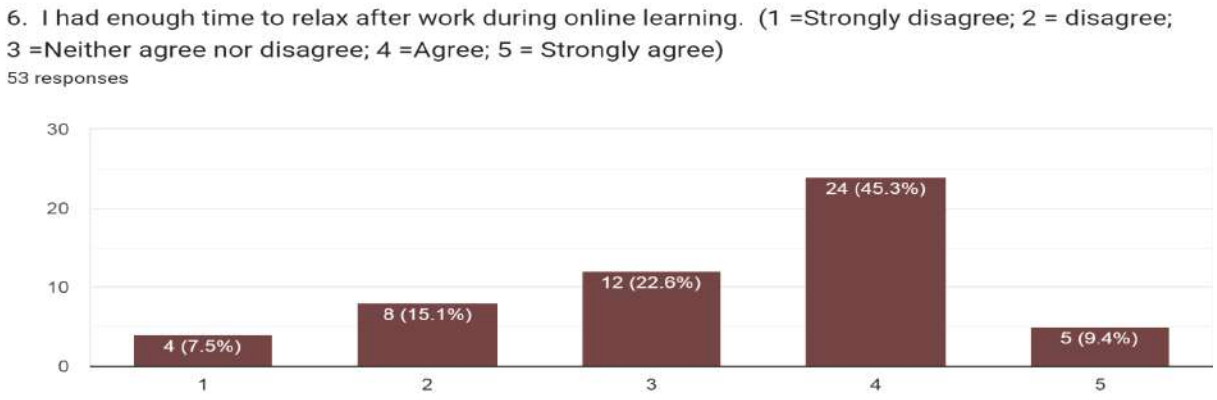
When asked about being able to catch up to the work during online learning, the majority of the students agreed. This was because the teachers had a hard time managing the students and giving personal interactions. This made them less likely to understand the subjects properly

6. I had enough time to relax after work during online learning.

Table 5.1.6b showing the level at which students had enough relaxation time.

Parameter (Scale)	No. of responses	Percentage
1 =strongly disagree	*4*	*7.5%*
2 = disagree	*8*	*15.1%*
3 =neither agree nor disagree	*12*	*22.6%*
4 =Agree	*24*	*45.3%*
5 = strongly agree	*5*	*9.4%*

Graph 5.2.6b showing the graphical details.



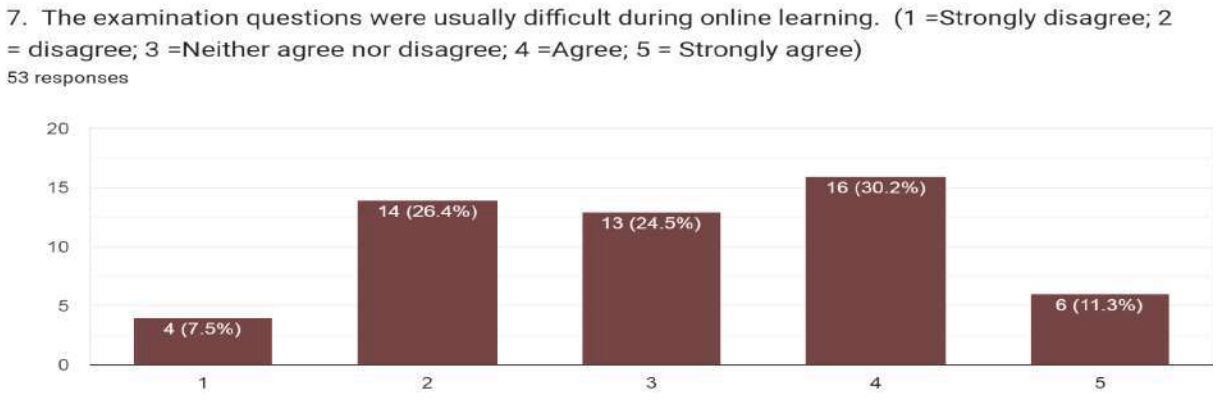
Coming to having time to relax, the majority of the students agreed. This was because the students had to attend online classes from the comfort of their homes and when the classes ended they could relax at their homes instead of commuting back from their colleges.

7. The examination questions were usually difficult during online learning.

Table 5.1.7b showing the difficulty level of questions asked during online learning.

Parameter (Scale)	No. of responses	Percentage
1 =strongly disagree	*4*	*7.5%*
2 = disagree	*14*	*26.4%*
3 =neither agree nor disagree	*13*	*24.5%*
4 =Agree	*16*	*30.2%*
5 = strongly agree	*6*	*11.3%*

Graph 5.2.7b showing the graphical details.



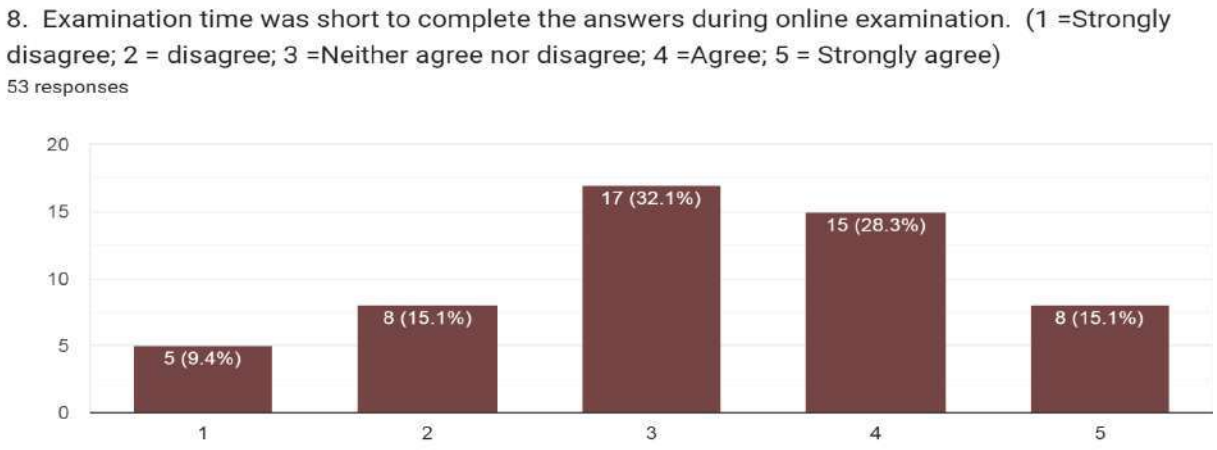
When asked about the questions presented during the online examination, the majority of the students agreed that they were difficult. This wasn't because the questions were difficult but it was difficult due to their incomplete learning capability during the course of online learning.

8. Examination time was short to complete the answers during online examination

Table 5.1.8b showing the agreeing level of students regarding the exam time allotted.

Parameter (Scale)	No. of responses	Percentage
1 =strongly disagree	*5*	*9.4%*
2 = disagree	*8*	*15.1%*
3 =neither agree nor disagree	*17*	*32.1%*
4 =Agree	*15*	*28.3%*
5 = strongly agree	*8*	*15.1%*

Graph 5.2.8b showing the graphical details.



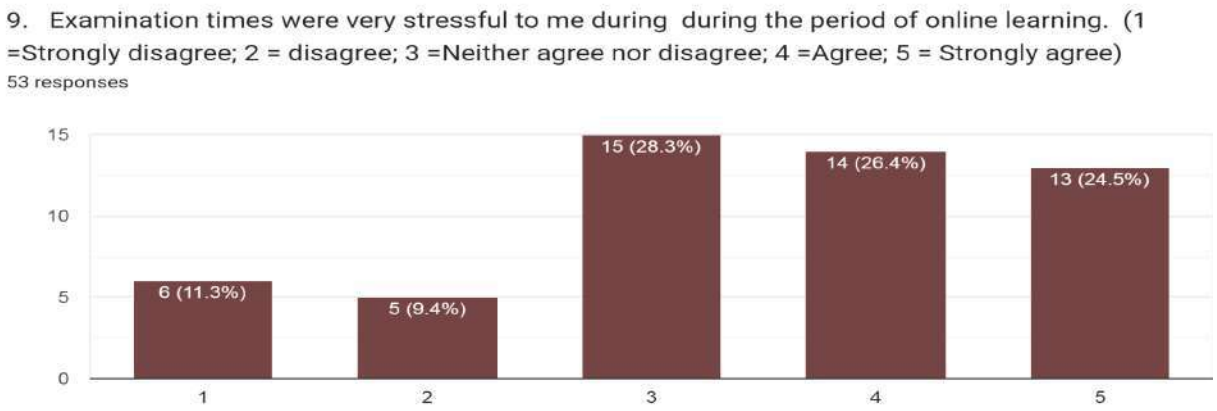
Due to the pandemic COVID-19 most of the institutions conducted online examinations, this made the students feel more relieved that they don't have to travel places to give their exams. They were able to answer the questions as they used to without much problems.

9. Examination times were very stressful to me during the period of online learning.

Table 5.1.9b showing the level where students faced stress during examination.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*6*	*11.3%*
2 = disagree	*5*	*9.4%*
3 =neither agree nor disagree	*15*	*28.3%*
4 =Agree	*14*	*26.4%*
5 = strongly agree	*13*	*24.5%*

Graph 5.2.9b showing the graphical details.



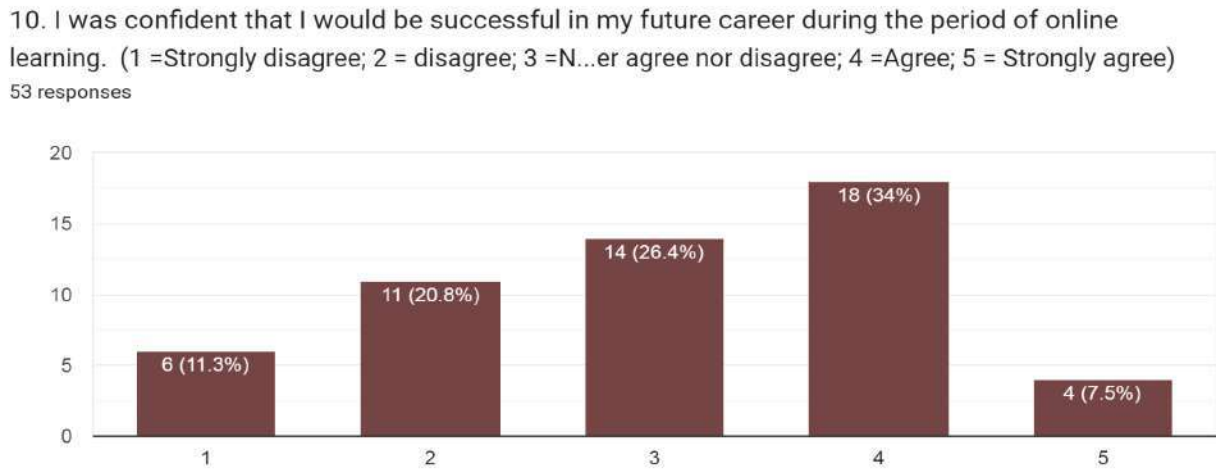
When asked about the stress level during the online examination period, the students' responses were fairly neutral. This lets us know that similar to offline exams, students did not face much problem while attending the online exams.

10. I was confident that I would be successful in my future career during the period of online learning.

Table 5.1.10b showing the confidence level of success in future after online learning.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*6*	*11.3%*
2 = disagree	*11*	*20.8%*
3 =neither agree nor disagree	*14*	*26.4%*
4 =Agree	*18*	*34%*
5 = strongly agree	*4*	*7.5%*

Graph 5.2.10b showing the graphical details.



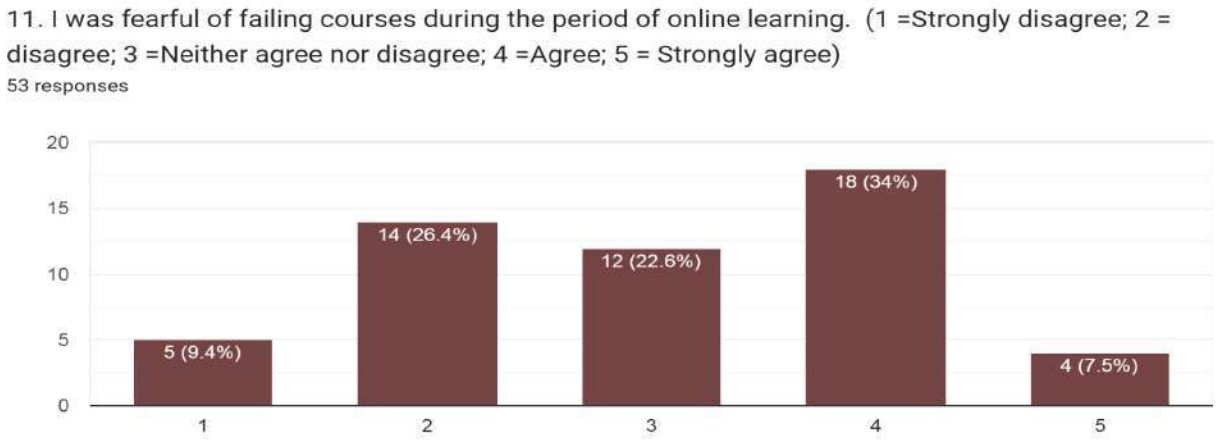
When asked about the future success rate of students, they were positive that they could be much successful during the period of online learning.

11. I was fearful of failing courses during the period of online learning.

Table 5.1.11b showing the level where students felt fear of failure during online learning.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*5*	*9.4%*
2 = disagree	*14*	*26.4%*
3 =neither agree nor disagree	*12*	*22.6%*
4 =Agree	*18*	*34%*
5 = strongly agree	*4*	*7.5%*

Graph 5.2.11b showing the graphical details.



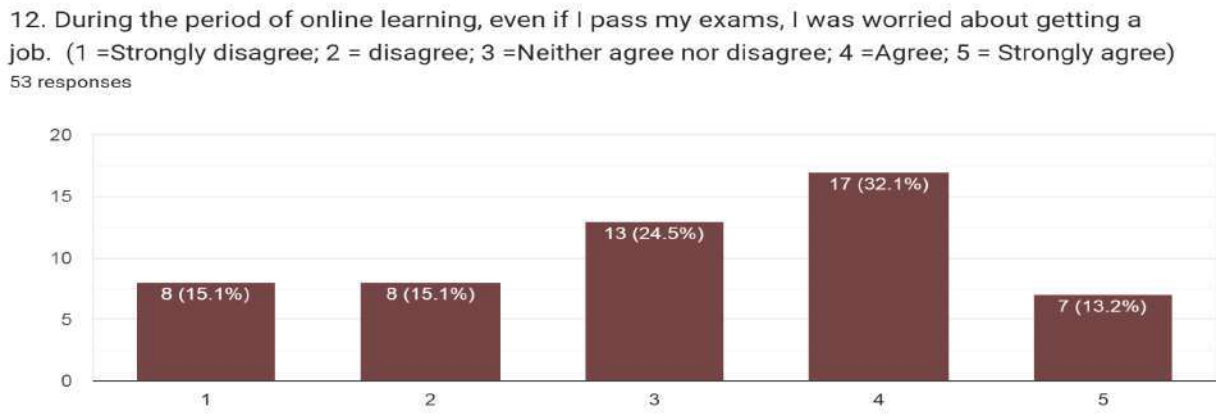
When the question regarding failing courses during online learning was asked, the students agreed that they were fearful of failing the course. This could be due to various reasons like inadequate learning, improper teaching or any other personal reasons.

12. During the period of online learning, even if I pass my exams, I was worried about getting a job.

Table 5.1.12b showing the level of students having self doubt during online learning.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =strongly disagree	*8*	*15.1%*
2 = disagree	*8*	*15.1%*
3 =neither agree nor disagree	*13*	*25.5%*
4 =Agree	*17*	*32.1%*
5 = strongly agree	*7*	*13.2%*

Graph 6.2.1 showing the graphical details.



When asked about being worried about gaining any kind of job, the majority of the students agreed that even if they passed the exams they wouldn't be able to get a proper job. This could be because the companies need a specific skill set but the students who participated in the course of online learning lacked these skills.

c) Interpretation of Academic Resilience:

1. I would accept the teachers feedback during online classes.

Table 5.1.1c showing the agreeing level of students accepting feedback from teachers.

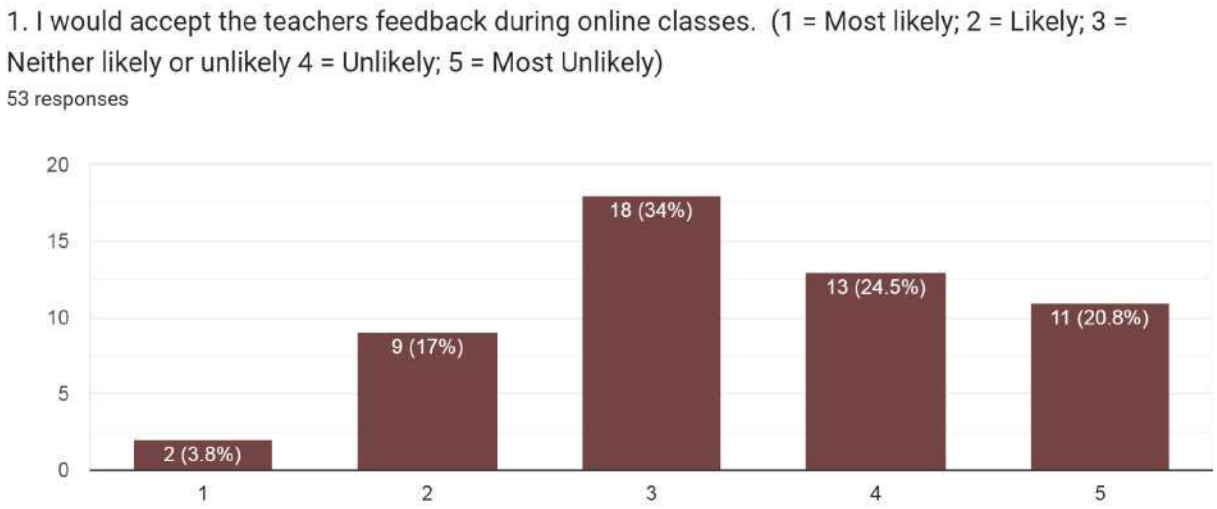
Parameter (Scale)	No. of responses	Percentage
1 =strongly disagree	*2*	*3.8%*
2 = disagree	*9*	*17%*
3 =neither agree nor disagree	*18*	*34%*
4 =Agree	*13*	*24.5%*
5 = strongly agree	*11*	*20.8%*

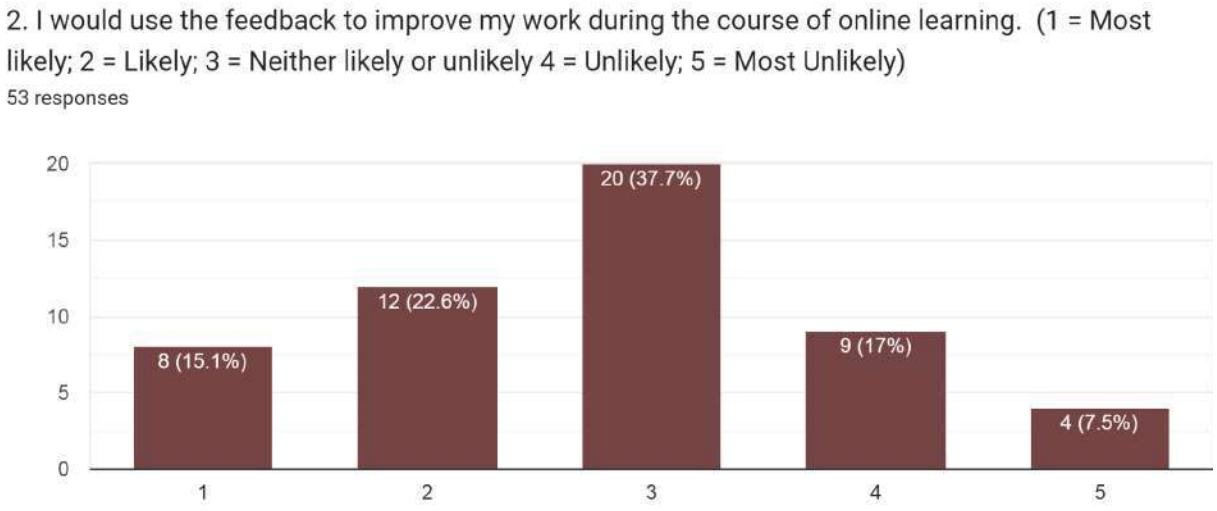
2. I would use the feedback to improve my work during the course of online learning.

Table 5.1.2c showing the agreeing level of students using the feedback to make improvements during the course of learning.

Parameter (Scale)	No. of responses	Percentage
1 =strongly disagree	*8*	*15.1%*
2 = disagree	*12*	*22.6%*
3 =neither agree nor disagree	*20*	*37.7%*
4 =Agree	*9*	*17%*
5 = strongly agree	*4*	*7.5%*

Graph 5.2.1c & Graph 5.2.2c showing the graphical details.





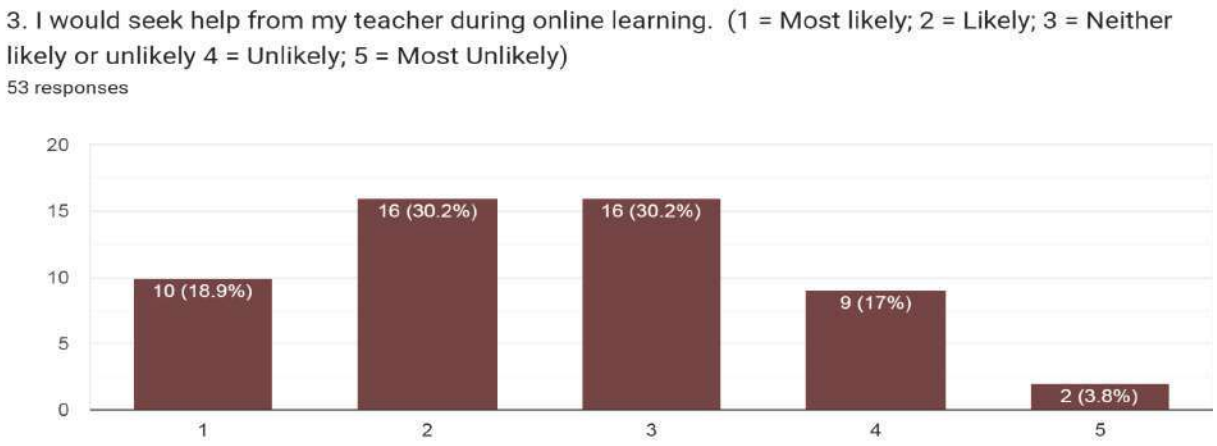
When asked about accepting feedback from the teachers and using this feedback to improve the work during online learning the students remained rather neutral. This could be because the students followed the curriculum which was prescribed before the pandemic.

3. I would seek help from my teacher during online learning.

Table 5.1.3c showing how likely students would seek help from teachers.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =most likely	*10*	*18.9%*
2 = likely	*16*	*30.2%*
3 =neither likely or unlikely	*16*	*30.2%*
4 =unlikely	*9*	*17%*
5 = most unlikely	*2*	*3.8%*

Graph 5.2.3c showing the graphical details.



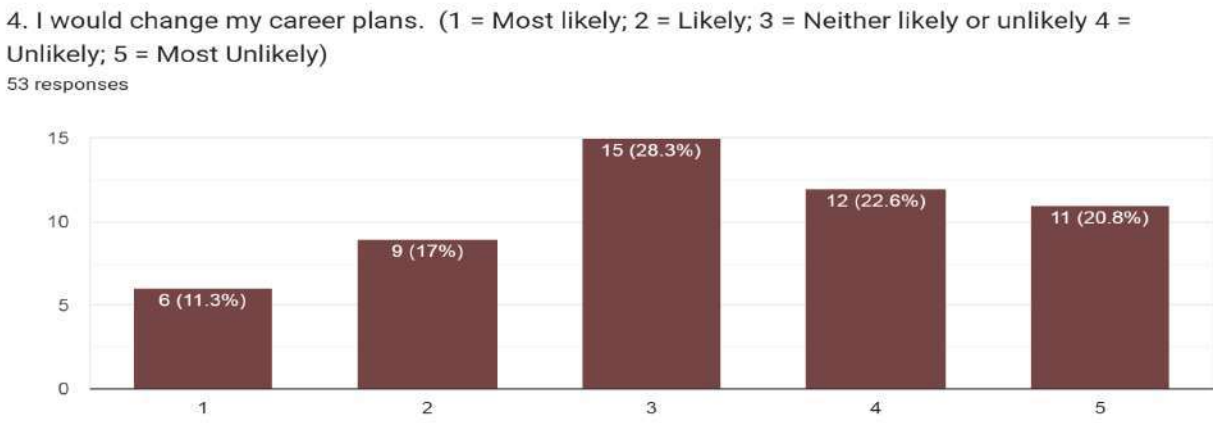
When the students were questioned about seeking help from their teachers, they were likely to ask for help. This shows that although the teachers couldn't personally interact with the students, they were eager to solve the problems and questions raised by the children.

4. I would change my career plans.

Table 5.1.4c showing how likely students will change their career plans.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =most likely	*6*	*11.3%*
2 = likely	*9*	*17%*
3 =neither likely or unlikely	*15*	*28.3%*
4 =unlikely	*12*	*22.6%*
5 = most unlikely	*11*	*20.8%*

Graph 5.2.4c showing the graphical details.



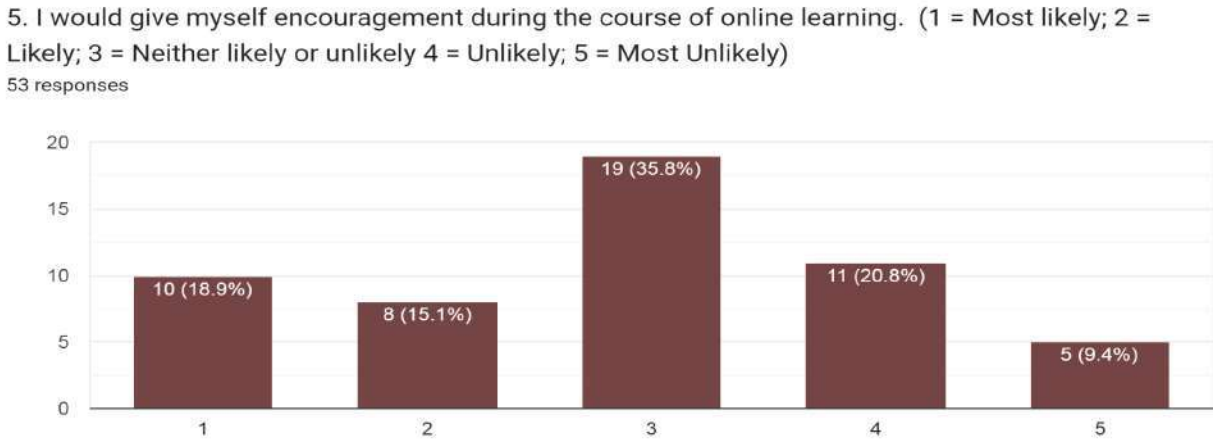
When asked about changing their career plans, the majority of them remained neutral. This Suggests that although faced by any kind of problem regarding academics they will not change their career plans and goals.

5. I would give myself encouragement during the course of online learning.

Table 5.1.5c showing how likely a student would encourage themselves during online learning.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =most likely	*10*	*18.9%*
2 = likely	*8*	*15.1%*
3 =neither likely or unlikely	*19*	*35.8%*
4 =unlikely	*11*	*20.8%*
5 = most unlikely	*5*	*9.4%*

Graph 5.2.5c showing the graphical details.



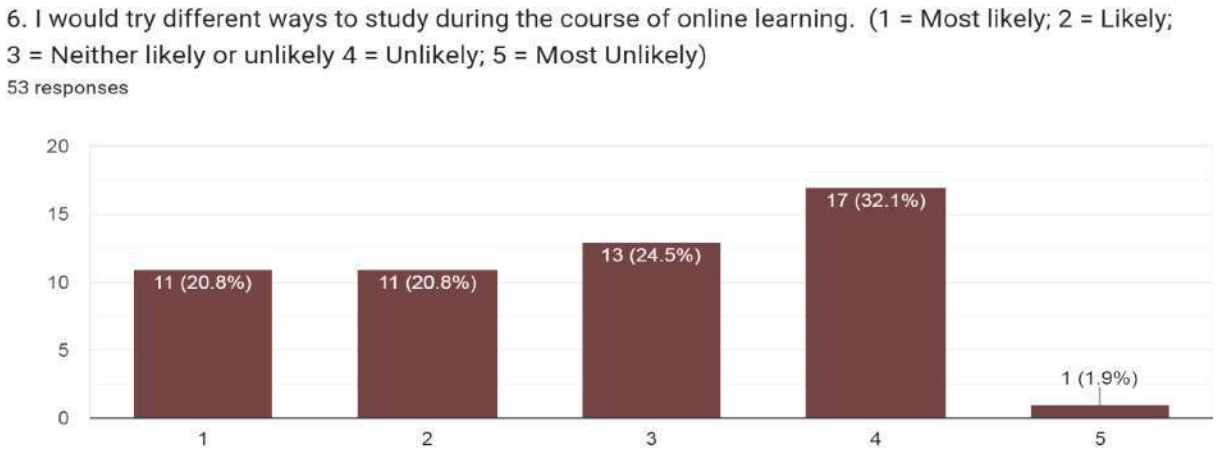
When asked about self encouragement, the students remained neutral with their opinion regarding the course of online learning. This could suggest that they did not find enough motivation to encourage themselves during online learning.

6. I would try different ways to study during the course of online learning.

Table 5.1.6c showing how likely students would try different ways to study.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =most likely	*11*	*20.8%*
2 = likely	*11*	*20.8%*
3 =neither likely or unlikely	*13*	*24.5%*
4 =unlikely	*17*	*32.1%*
5 = most unlikely	*1*	*1.9%*

Graph 5.2.6c showing the graphical details.



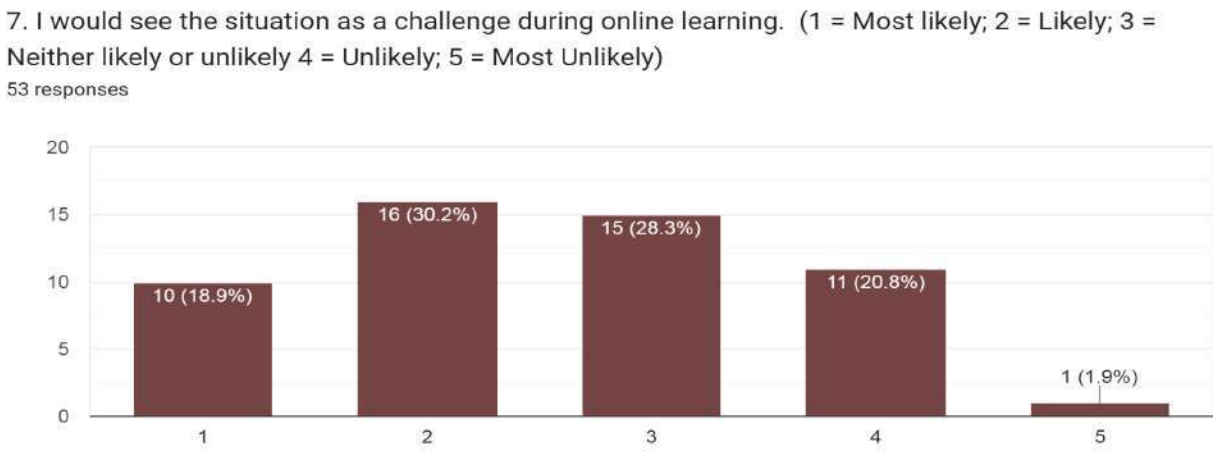
When asked about the different ways the student would opt to study, the majority of them were unlikely to select different ways to study. It suggests that although students have been getting used to online learning, they preferred to stick to the conventional way of learning.

7. I would see the situation as a challenge during online learning.

Table 5.1.7c showing how likely the students felt online learning was a challenge.

Parameter (Scale)	No. of responses	Percentage
1 =most likely	*10*	*18.9%*
2 = likely	*16*	*30.2%*
3 =neither likely or unlikely	*15*	*28.3%*
4 =unlikely	*11*	*20.8%*
5 = most unlikely	*1*	*1.9%*

Graph 5.2.7c showing the graphical details.



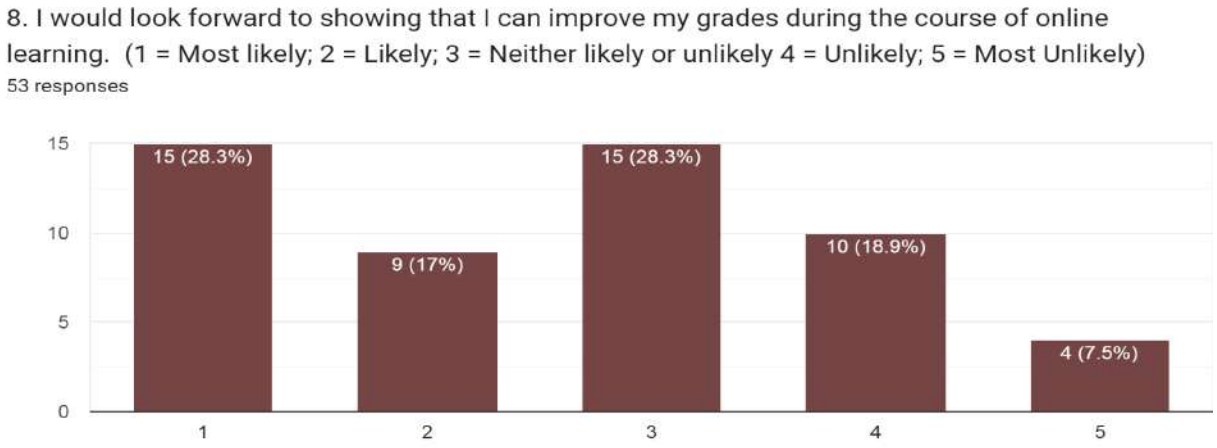
When asked about how challenging the situation of online learning was, the students were more likely that they faced challenges during the online learning phase.

8. I would see the situation as temporary during the time of online learning.

Table 5.1.8c showing how likely the students felt the situation of online learning was temporary.

Parameter (Scale)	*No. of responses*	*Percentage*
1 =most likely	*15*	*28.3%*
2 = likely	*9*	*17%*
3 =neither likely or unlikely	*15*	*28.3%*
4 =unlikely	*10*	*18.9%*
5 = most unlikely	*4*	*7.5%*

Graph 5.2.8c showing the graphical details.



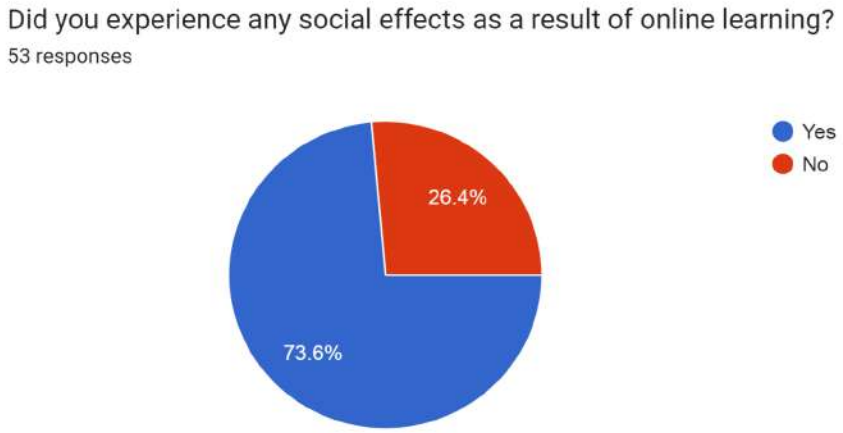
When it came to self improvement among students most of them said that they would work hard to improve their grades. This shows that although the students have adapted to their new form of learning, they would still try their hardest to maintain proper marks.

9.Did you experience any social effects as a result of online learning?

Table 5.1.9c showing if the students felt any kind of social effects as a result of online learning.

Parameter (Yes / No)	*No. of responses*	*Percentage*
Yes	39	73.6%
No	14	26.4%

Pie-chart 5.2.9c showing the graphical details.



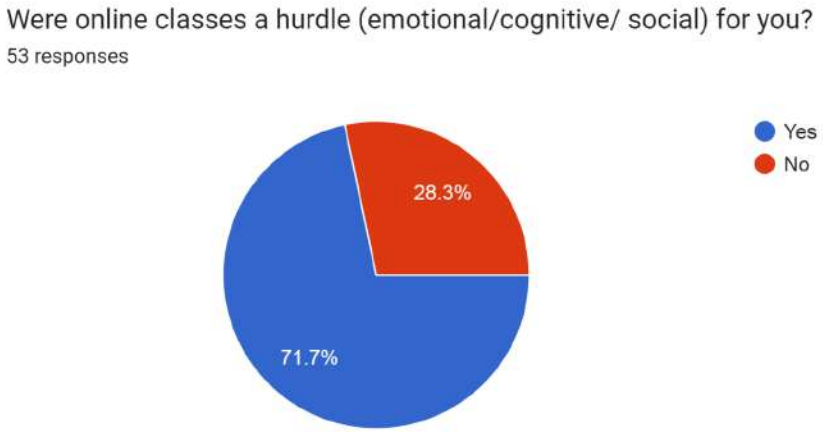
When asked if the students faced any social effects as a result of online learning, 74% out of 100% responded with a "YES". This indicates that students encountered various social issues during their course of online learning.

10.Were online classes a hurdle (emotional/cognitive/ social) for you?

Table 5.1.10c showing if the students faced any hurdles during online learning.

Parameter (Yes / No)	*No. of responses*	*Percentage*
Yes	38	71.7%
No	15	28.3%

Pie-chart 5.2.10c showing the graphical details.



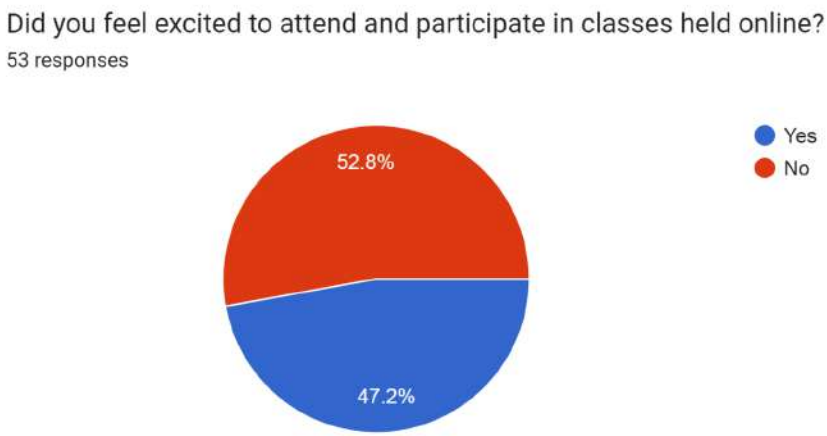
When asked if the online classes were a hurdle, the majority of the students responded with a "YES" this shows that there was an impact on the emotional, social and cognitive behavior of the students.

11.Did you feel excited to attend and participate in classes held online?

Table 5.1.11c showing if the students felt excited to attend and participate in classes held online.

Parameter (Yes / No)	*No. of responses*	*Percentage*
Yes	25	47.2%
No	28	52.8%

Pie-chart 5.2.11c showing the graphical details.



When asked if they feel excited if they attend and participate in any online class, the major response was "NO" and the remaining agreed. This shows that many students opt for their conventional method of learning but few liked the new way of learning, that is online.

CHAPTER - 6

FINDINGS & CONCLUSION

FINDINGS AND CONCLUSIONS:

The COVID-19 epidemic has significantly disrupted educational systems throughout the world, prompting the use of online learning as a way to guarantee learning continuity. This study's goal was to examine COVID-19's effects on online learning with a particular emphasis on student involvement, academic success, advantages, and disadvantages. A mixed-methods strategy was used in the study, which included a thorough evaluation of the literature as well as a survey questionnaire created to gather information from students and instructors who had access to online learning during the epidemic.

The systematic review's conclusions suggest that online learning might provide a number of advantages, including more convenience, accessibility, and flexibility. There are, however, several obstacles, such as a lack of infrastructure, insufficient training, and poor internet access. The results of the study showed that, on the whole, students and educators had a favorable opinion of online learning, with many saying that it has enabled them to continue their academic work despite the epidemic. There were worries, too, that the absence of connection and participation in online classrooms would have a detrimental effect on the educational experience.

The acceptance of online education during the COVID-19 pandemic, according to the report, has revealed its potential as a competitive alternative to traditional classroom-based education. To guarantee that students obtain a high-quality education, however, the implementation of online education necessitates careful consideration of a number of elements, including infrastructure, training, and support. According to the report, governments and educators should invest in enhancing the infrastructure and professional development to support the delivery of online education. They should also integrate online learning with traditional classroom-based learning to create a hybrid approach that fully utilizes the advantages of both.

The self-reported nature of the data gathered by the survey questionnaire, the sample size, and the technique of selection are only a few of the study's drawbacks. The results could not apply to all situations, and further study is required to determine how online learning affects other facets of the educational process, such as socialization and mental health.

In conclusion, the COVID-19 pandemic has significantly impacted educational systems throughout the world, prompting the use of online education as a way to guarantee learning continuity. This study has brought to light the promise of online education as a real substitute for conventional classroom-based instruction, as well as the issues that must be resolved to assure its success. The results of this study can guide policy choices and offer understanding of the advantages and difficulties of distance learning, which can be utilized to guide the creation of efficient online learning environments.

CHAPTER - 7

BIBLIOGRAPHY

BIBLIOGRAPHY:

The data was primarily acquired by primary data collected at source, but the remaining research was completed by the use of secondary data and online research.

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2. *https://www.scirp.org/journal/paperinformation.aspx?paperid=103646*
3. *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9100955/*
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5. *https://www.amity.edu/gwalior/ajm/pdf/ajm_v8n2_3.pdf*
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8. *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9255479/*

CHAPTER - 8

APPENDIX & QUESTIONNAIRE

APPENDIX & QUESTIONNAIRE:

Interpretation of Academic Life Satisfaction:

PARTICULARS	***TABLE NO.***	***GRAPH NO.***
1. I was satisfied with the relationship that I had with the teachers during online learning.	***5.1.1***	***5.2.1***
2. I am satisfied with my academic performance during online learning.	***5.1.2***	***5.2.2***
3. I am satisfied with my commitment to my course during the course of online learning.	***5.1.3***	***5.2.3***
4. I am satisfied with the relationship that I have with my colleagues during online learning	***5.1.4***	***5.2.4***
5. I am satisfied with the conditions for studying during online learning.	***5.1.5***	***5.2.5***
6. I am satisfied with the extracurricular activities of the institution I attended during the course of online learning.	***5.1.6***	***5.2.6***
7. I am satisfied with the course I attended during the period of online learning.	***5.1.7***	***5.2.7***

Interpretation of Perception of Academic Stress:

PARTICULARS	TABLE NO.	GRAPH NO.
1. Competition with my peers for grades was quite intense during the course of online learning.	*5.1.1b*	*5.2.1b*
2. Teachers had unrealistic expectations of me during online learning.	*5.1.2b*	*5.2.2b*
3. The time allocated to classes and academic work was enough during online learning.	*5.1.3b*	*5.2.3b*
4. The size of the curriculum (workload) was excessive during the period of online learning.	*5.1.4b*	*5.2.4b*
5. I was unable to catch up if I was behind my work during online learning.	*5.1.5b*	*5.2.5b*
6. I had enough time to relax after work during online learning.	*5.1.6b*	*5.2.6b*
7. The examination questions were usually difficult during online learning.	*5.1.7b*	*5.2.7b*
8. Examination time was short to complete the answers during online examination.	*5.1.8b*	*5.2.8b*
9. Examination times were very stressful to me during the period of online learning.	*5.1.9b*	*5.2.9b*

10. I was confident that I would be successful in my future career during the period of online learning.	***5.1.10b***	***5.2.10b***
11. I was fearful of failing courses during the period of online learning.	***5.1.11b***	***5.2.11b***
12. During the period of online learning, even if I pass my exams, I was worried about getting a job.	***5.1.12b***	***5.2.12b***

Interpretation of Academic Resilience:

PARTICULARS	TABLE NO.	GRAPH NO.
1. I would accept the teachers feedback during online classes.	*5.1.1c*	*5.2.1c*
2. I would use the feedback to improve my work during the course of online learning.	*5.1.2c*	*5.2.2c*
3. I would seek help from my teacher during online learning.	*5.1.3c*	*5.2.3c*
4. I would change my career plans.	*5.1.4c*	*5.2.4c*
5. I would give myself encouragement during the course of online learning.	*5.1.5c*	*5.2.5c*
6. I would try different ways to study during the course of online learning.	*5.1.6c*	*5.2.6c*
7. I would see the situation as a challenge during online learning.	*5.1.7c*	*5.2.7c*
8. I would see the situation as temporary during the time of online learning.	*5.1.8c*	*5.2.8c*

9. Did you experience any social effects as a result of online learning?	***5.1.9c***	***5.2.9c***
10. Did you feel excited to attend and participate in classes held online?	***5.1.10c***	***5.2.10c***
11. Were online classes a hurdle (emotional/cognitive/ social) for you?	***5.1.11c***	***5.2.11c***

QUESTIONNAIRE:

Academic Life Satisfaction

1. I was satisfied with the relationship that I had with the teachers during online learning.

(1 =strongly disagree; 2 = disagree; 3 =neither agree nor disagree; 4 =Agree; 5 = strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

2. I am satisfied with my academic performance during online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

3. I am satisfied with my commitment to my course during the course of online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

4. I am satisfied with the relationship that I have with my colleagues during online learning

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

5. I am satisfied with the conditions for studying during online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

6. I am satisfied with the extracurricular activities of the institution I attended during the course of online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

7. I am satisfied with the course I attended during the period of online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

Perception of Academic Stress

1. Competition with my peers for grades was quite intense during the course of online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

2. Teachers had unrealistic expectations of me during online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

3. The time allocated to classes and academic work was enough during online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly DIsagree

1

2

3

4

5

Strongly Agree

4. The size of the curriculum (workload) was excessive during the period of online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

5. I was unable to catch up if I was behind my work during online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

6. I had enough time to relax after work during online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

7. The examination questions were usually difficult during online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly DIsagree

1

2

3

4

5

Strongly Agree

8. Examination time was short to complete the answers during online examination.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

9. Examination times were very stressful to me during the period of online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

10. I was confident that I would be successful in my future career during the period of online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

11. I was fearful of failing courses during the period of online learning.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

12. During the period of online learning, even if I pass my exams, I was worried about getting a job.

(1 =Strongly disagree; 2 = disagree; 3 =Neither agree nor disagree; 4 =Agree; 5 = Strongly agree)

Strongly Disagree

1

2

3

4

5

Strongly Agree

Academic Resilience:

1. I would accept the teachers feedback during online classes.

(1 = Most likely; 2 = Likely; 3 = Neither likely or unlikely
4 = Unlikely; 5 = Most Unlikely)

Likely

1

2

3

4

5

Unlikely

2. I would use the feedback to improve my work during the course of online learning.

(1 = Most likely; 2 = Likely; 3 = Neither likely or unlikely
4 = Unlikely; 5 = Most Unlikely)

Likely

1

2

3

4

5

Unlikely

3. I would seek help from my teacher during online learning.

(1 = Most likely; 2 = Likely; 3 = Neither likely or unlikely
4 = Unlikely; 5 = Most Unlikely)

Likely

1

2

3

4

5

Unlikely

4. I would change my career plans.

(1 = Most likely; 2 = Likely; 3 = Neither likely or unlikely
4 = Unlikely; 5 = Most Unlikely)

Likely

1

2

3

4

5

Unlikely

5. I would give myself encouragement during the course of online learning.

(1 = Most likely; 2 = Likely; 3 = Neither likely or unlikely
4 = Unlikely; 5 = Most Unlikely)

Likely

1

2

3

4

5

Unlikely

6. I would try different ways to study during the course of online learning.

(1 = Most likely; 2 = Likely; 3 = Neither likely or unlikely
4 = Unlikely; 5 = Most Unlikely)

Likely

1

2

3

4

5

Unlikely

7. I would see the situation as a challenge during online learning.

(1 = Most likely; 2 = Likely; 3 = neither likely or unlikely
4 = Unlikely; 5 = Most Unlikely)

Likely

1

2

3

4

5

Unlikely

8. I would see the situation as temporary during the time of online learning.

(1 = Most likely; 2 = Likely; 3 = neither likely or unlikely
4 = Unlikely; 5 = Most Unlikely)

Likely

1

2

3

4

5

Unlikely

9. Did you experience any social effects as a result of online learning?

Yes

No

10. Did you feel excited to attend and participate in classes held online?

Yes

No

11. Were online classes a hurdle (emotional/cognitive/ social) for you?

Yes

No

PROJECT ON REPORT ON

"A STUDY ON CONSUMER SATISFACTION AT MC DONALDS'S "

Submitted by,

CHAITANYA

201020405079

Project submitted in partial fulfilment of for the award of the degree of Bachelor of Commerce (Computer Applications 2022-23)

Under the guidance of Ms. Pranitha

Department of commerce

Little Flower Degree College, Uppal.

Affliated to Osmania University

STUDENT'S DECLARATION.

I undersign, hereby declare that the project titled "A STUDY ON CONSUMER SATISFACTION AT MC DONALD'S " was submitted in partial fulfilment of the requirement for the award of Bachelor of Commerce (Computer applications) degree from Osmania University under the guidance of Ms. Pranitha is an original piece of work. The results drawn thereon are based on data collected originally by me for this research. Secondary data wherever used has been acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of degree.

CHAITANYA

201020405079

LITTLE FLOWER DEGREE & PG COLLEGE

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Department of Commerce

Certificate

This is to certify that the project report entitled “A study on customer satisfaction at Mc Donalds” is a bonafide work undertaken by Chaitanya (H.T. No-201020405079) and completed her project work during the academic year of 2020-23 carried out in partial fulfilment of the requirement for the award of degree of Bachelors of Commerce under my guidance. This project work is original and not submitted earlier for the award of any degree into any other institute or university.

Pranitha mam

H.O.D of Commerce

ACKNOWLEDGEMENT

Through this acknowledgement I express my sincere gratitude towards all those people who helped me in this project, which has been a learning experience.

This page would not be enough to extend by gratitude towards my project guide for her efforts in coordination with my work and guiding in right direction. A heartfelt regard to our institution management Brother Vincent Reddy and Vice-Principal Jayanthi for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledging those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all others who had been there to help this project.

Chaitanya

ABSTRACT

Generally, McDonald's is recognized as one of the most successful brands worldwide. They are well-known throughout the world for their popular fast food, especially burgers. However, COVID-19 pandemic has impacted various economic sectors, including Food & Beverage. McDonald's sales have also been impacted when COVID-19's lockdown restricts the dine-in operation and limits the customer's satisfaction due to the SOP. Thus, this research aims to identify and analyse the strategies implemented by McDonald's to increase the customer's satisfaction during Covid-19 pandemic. To find out the result of the research, a survey has been conducted and the data was collected from individuals with different age and income ranges in Malaysia. A total of 100 individuals have participated in this survey. Besides, in order to gain a better understanding of our study, secondary data for this study was gathered from a variety of websites, journals, and articles. The findings of this research indicate that McDonald's decision to increase the Food & Safety measure is by implementing various safety requirements. This is the most successful approach to improve customer's satisfaction during COVID-19. They chose this strategy to demonstrate their commitment to preserve a healthy life

Key words: Customer satisfaction, Fast food industry, Food and beverage services,

INDEX

Chapter No	Particulars	Page No
1	Introduction Need of the study Objectives Scope Merits & Demerits	
2	Review of Literature	
3	Hypothesis	
4	Company Profile History Mission & Vision	
5	Research Methodology Research design Samples	
6	Data Analysis and Interpretation	
7	Findings and Conclusions Findings Conclusions	
8	Bibliography	
9	Questionnaire	

CHAPTER-1
INTRODUCTION

INTRODUCTION

McDonald's is one of the largest fast-food chains in the world, serving millions of customers every day. As a company that relies heavily on customer satisfaction, McDonald's places a great emphasis on providing an enjoyable and memorable dining experience to each customer. From the quality of the food to the cleanliness of the restaurant, McDonald's strives to meet and exceed the expectations of its customers.

Consumer satisfaction is essential for McDonald's to retain its customer base and attract new customers. To achieve this, McDonald's ensures that its food is fresh, delicious, and meets the highest standards of quality. The company also invests in training its staff to provide exceptional customer service and maintain a clean and welcoming environment in its restaurants. McDonald's regularly conducts surveys and gathers feedback from its customers to identify areas for improvement and make changes accordingly. By listening to its customers' feedback and addressing their concerns, McDonald's aims to build long-term relationships with its customers and provide them with an excellent dining experience every time they visit.

Overall, McDonald's places a great emphasis on customer satisfaction and strives to deliver a positive experience to its customers. Through its commitment to quality food, exceptional customer service, and continuous improvement, McDonald's has become a beloved brand around the world.

NEED OF THE STUDY:

Consumer satisfaction research is important for businesses and organisations in a variety of ways. Here are a few key reasons why it matters:

Improving customer loyalty: Businesses may enhance their products, services, and customer experience by knowing what makes customers happy or unhappy. As a result, satisfied consumers are more likely to return and refer the firm to others, which can assist enhance customer loyalty and retention.

Profit enhancement: Satisfied clients are more inclined to spend more money and make repeat purchases. Businesses can adjust their offers to match the needs of their clients by learning what they want and need, thus improving sales and profits.

Identifying areas for improvement: Researching consumer happiness can assist firms in identifying areas for improvement, such as customer service.

Objectives:

- To study the problem faced by the customers
- To study about consumer satisfaction at McDonald’s.
- To study the consumer need, consumption habits and purchase behaviour.

Significance:

This study can help us in understanding the insight of the problems faced by customers.

Advantages:

- It helps to know about the needs of the customers.
- It improves insight towards the problems faced by them.
- It helps to look deeper into the issues.
- It helps to understand more about customer experience.

Disadvantages:

- Inflexible design
- May rise issues
- Cannot guarantee honest answers
- Limited time

CHAPTER -2

REVIEW OF LITERATURE

Review of Literature:

Review of literature by Mr. Ranjith PV

The purpose of the study is to examine the changes in McDonald's consumer behavior during the pandemic COVID-19 has brought a lot of effects from the aspects of the economic, psychological, social, and so on. A consumer is a person who makes purchases to meet his/her needs (Kumar, Bezawada, Rishika, Janakiraman & Kannan, 2015). Behaviour is the way in which the living organisms adapt themselves to the environment through modification or changes for survival (Han et al., 2015). In the context of consumer behavior, it can be defined as the direct and indirect behaviors shown in a specific place and time when the consumers acquire goods or services (Moon, Park, & Kim, 2015). According to Sinet al. (2021), consumer behavior is the study of consumers and the processes they use to choose, apply and dispose of products and services, including consumers' emotional and behavioral responses. Meanwhile, Wilkie (1994) defined consumer behavior as "the mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires".

CHAPTER-3

HYPOTHESIS

HYPOTHESIS:

A hypothesis is typically an informed guess or claim made to explain a phenomenon or a collection of occurrences.

A hypothesis is a potential explanation for a phenomenon that has been seen or a strategy for resolving a research issue that is developed based on the body of knowledge and is verifiable through actual data and tests. A hypothesis is frequently used as the basis for scientific research. Based on the data acquired from experiments and observations, the hypothesis may then be improved, amended, or rejected.

Types of hypothesis

• Simple hypothesis.

• Complex hypothesis.

• Directional hypothesis.

• Non-directional hypothesis.

• Null hypothesis.

• Associative and casual hypothesis.

Categories of hypothesis

There are basically two types, namely, null hypothesis and alternative hypothesis.

CHAPTER-4

COMPANY PROFILE

McDonald's :

McDonald's Corporation is an American multinational fast food chain, founded in 1940 as a restaurant operated by Richard and Maurice McDonald, in San Bernardino, California, United States. They rechristened their business as a hamburger stand, and later turned the company into a franchise, with the Golden Arches logo being introduced in 1953 at a location in Phoenix, Arizona.

Type	Public company
Traded as	NYSE: MCD DJIA component S&P 100 component S&P 500 component
ISIN	US5801351017
Industry	Fast food restaurants, real estate[1][2]
Founded	May 15, 1940; 82 years ago in San Bernardino, California
Founders	Richard McDonald Maurice McDonald Ray Kroc
Headquarters	Chicago, Illinois, U.S.[3]
Number of locations	▲ 40,031 restaurants (2021)[4]
Area served	Worldwide (119+ countries)

Key people	Enrique Hernandez Jr. (chairman)[5] Chris Kempczinski (president & CEO)
Products	• Hamburgers • chicken • french fries • soft drinks • soft serves • milkshakes • salads • desserts • hot cake • coffee • breakfast • wraps

Mission: to make delicious feel-good moments easy for everyone.

Vision: To move with velocity to drive profitable growth and become an even better McDonald s serving more customers delicious food each day around the world.

CHAPTER-5
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

This survey was conducted by interacting with the employees at the stores and collecting the data personally using a questionnaire. This kind of survey can assure or guarantee honest answers. It also helps to understand the problems faced by them more deeply. The questionnaire consists of 30 questions related to various aspects of employee work space. It also includes basic questions like Name, Age, Gender etc.

Research Design: The research design for this study will be a comparative case study, which involves analysing and comparing the level of consumer satisfaction at MCDonalds

Sampling: The sampling method will be purposive sampling, which involves selecting cases based on specific criteria. In this case, the samples will be from the employees of the specified stores.

Ethical Considerations: Ethics will be a key consideration in this study. All data collected will be used only for research purposes and kept confidential. In addition, the research will comply with all ethical standards, such as obtaining informed consent from participants and ensuring the anonymity of participants.

Conclusion: The findings of this study can help to provide insights into the satisfaction consumers receive..

DATA COLLECTION

There are two types of data collection

1. Primary Data
2. Secondary Data

Primary Data: A primary source is collected directly from the original source. It is not clouded with someone else's views or judgments.

This study is mostly done based on Primary data which is collected by conducting surveys.

Secondary Data: Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for other research. Examples of secondary data include:

- Encyclopaedias,
- Essays,

- Newspaper opinion pieces,
- Reviews,
- Textbooks.

Typically, a researcher will begin a project by working with secondary data. This allows time to formulate questions and gain an understanding of the issues being dealt with before the more costly and time consuming operation of collecting primary data.

RESEARCH INSTRUMENT

The survey was conducted among 60 employees from both the stores i.e Vishal Mart and Ratnadeep (30 each respectively) using a questionnaire that included open-ended and closed-ended questions. Individual interviews were employed to acquire primary data for this survey. This survey was conducted through face-to-face interviews with employees and was judged to be the optimum method for gathering primary data for this project.

CHAPTER-6

DATA ANALYSIS AND INTERPRETATION

Data Analysis:

Tabulation of data:

Table: Table is a method used to present statistical data by arranging the numbers systematically and describing some mass processes.

Graphical Representation:

Chart: Charts are used to display series of numeric data in a graphical format to make it easier to understand large quantities of data and the relationship between different series of data.

Graph: A diagram showing the relation between variable quantities, typically of two variables, each measured along one of a pair of axes at right angles.

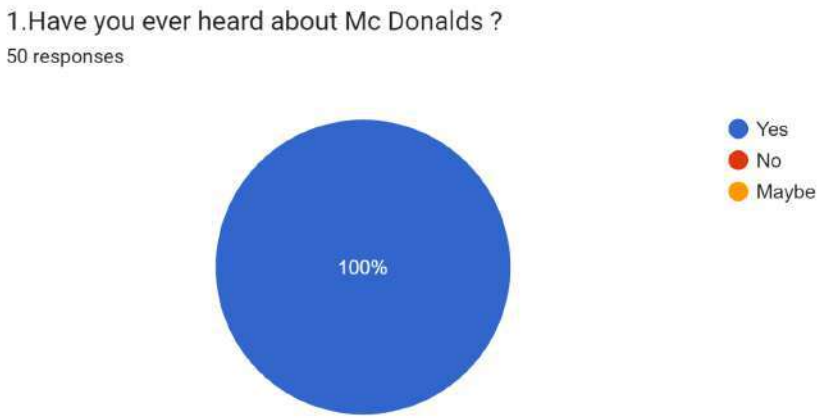
INTERPRETATION:

Interpretation can be done in two ways. They are tabulation form and graphical way. Tabulation is a systematic and logical representation of numeric data in rows and columns to facilitate comparison and statistical analysis. Graphical method are useful to portray the result of formal statistical tests of trends.

FINDINGS:

1.HAVE YOU EVER HEARD OF MCDONALDS?

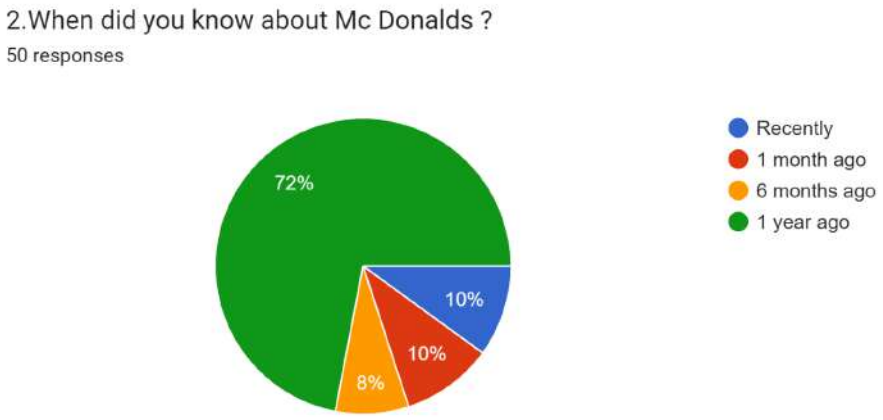
OPTIONS	NO OF RESPONSES
YES	50
NO	0



From the above graph we can say that almost all the responders have heard about Mcd and are aware about it.

2.WHEN DID YOU KNOW ABOUT MCDONALD'S?

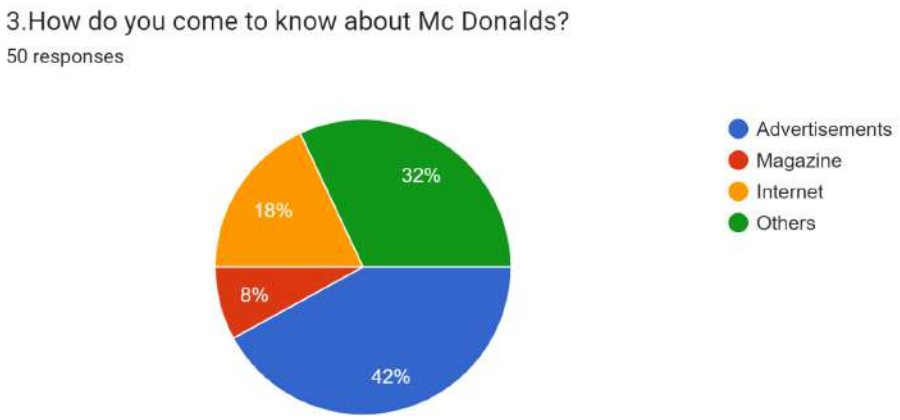
OPTIONS	NO.OF RESPONSES
RECENTLY	5
1 MONTH AGO	5
6 MONTHS AGO	4
1 YEAR AGO	36



It can be interpreted that 72% of the customers got to know about the store a year ago,while 8% got to know 6 months ago, and the rest recently and a month ago.

3.HOW DO YOU COME TO KNOW ABOUT MCDONALD'S?

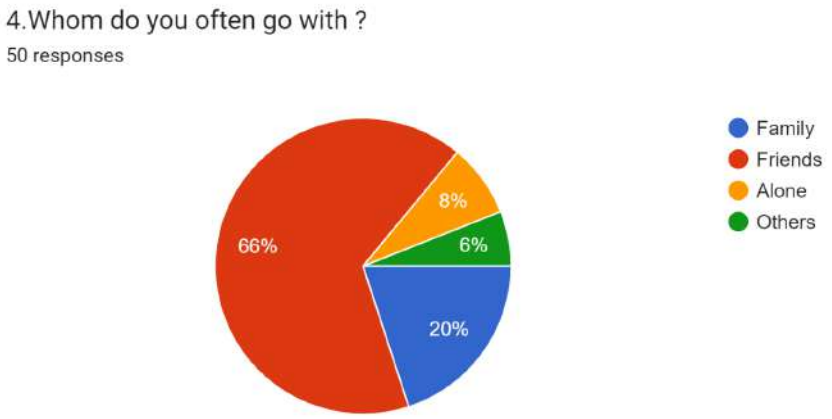
OPTIONS	NO OF RESPONSES
ADVERTISEMENTS	22
MAGAZINE	4
INTERNET	9
OTHERS	15



It is interpreted that 42%of customers got to know about MCD through advertisements while 8%, 18% got to know through magazines and internet.And 32% of customers got to know through other sources.

4.WHOM DO YOU OFTEN GO WITH?

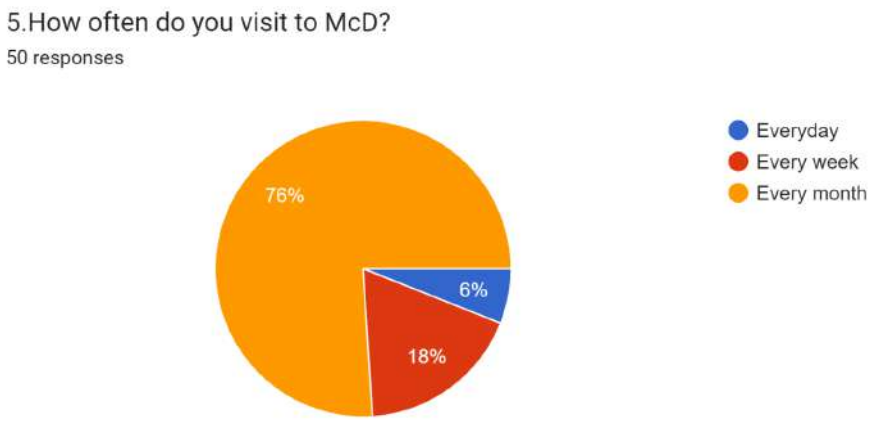
OPTIONS	NO OF RESPONSES
FAMILY	10
FRIENDS	34
ALONE	4
OTHERS	2



It's interpreted that 66% of customers often go with friends, 20% customers go with family while 8% of customers go alone and 6% of customers visit MCD with others

5.HOW OFTEN DO YOU VISIT MCD?

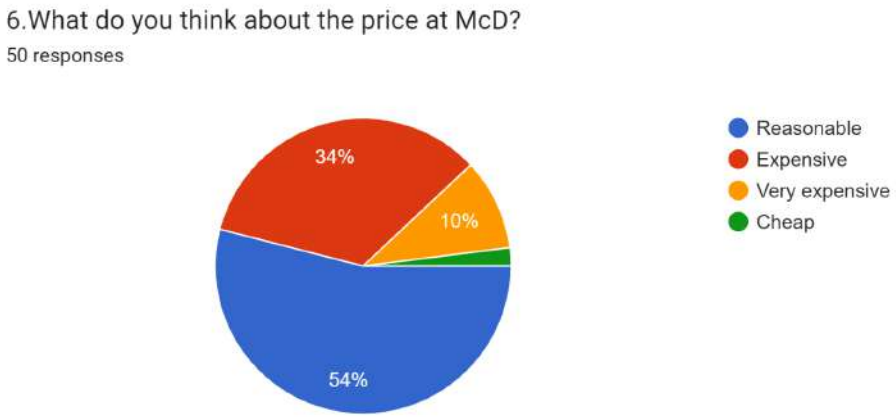
OPTIONS	NO OF RESPONSES
EVERYDAY	3
EVERY WEEK	9
EVERY MONTH	38



It is interpreted that 78% of customers visit MCD every month, while 18% of customers visit every week and 6%of customers every day.

6.WHAT DO YOU THINK THE PRICE AT MCD?

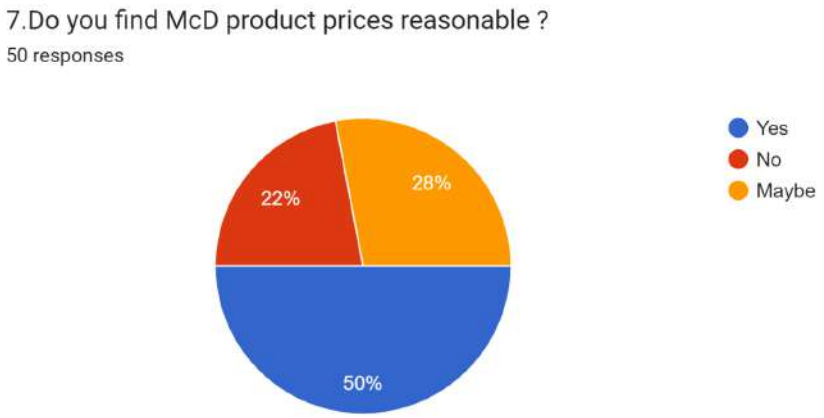
OPTIONS	NO OF RESPONSES
REASONABLE	28
EXPENSIVE	7
VERY EXPENSIVE	4
CHEAP	1



It is interpreted that 54% of customers think that the prices at MCD are reasonable, while 34% of customers think prices are expensive, and 10% of customers think prices are very expensive and 2% of customers think the prices are very cheap.

7.DO YOU FIND MCD PRODUCT PRICES REASONABLE?

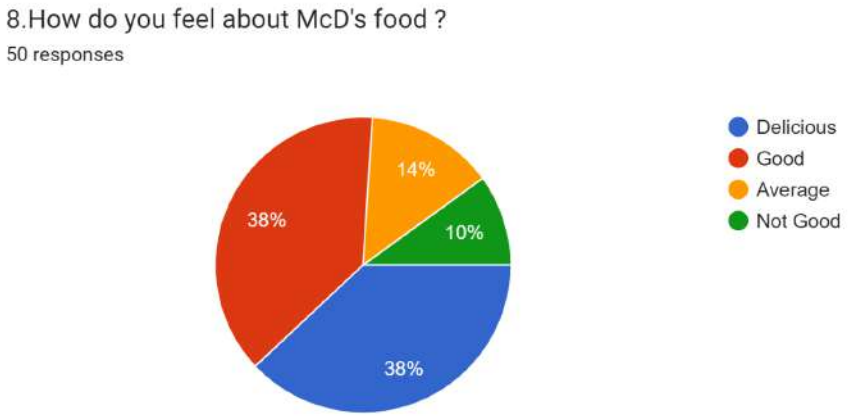
OPTIONS	NO OF RESPONSES
YES	26
NO	11
MAYBE	13



It is interpreted that 50% of customers find MCD prices reasonable, while 22% of customers don't find prices reasonable and 28% of customers find prices reasonable may or may not be.

8.HOW DO YOU FEEL ABOUT MCD'S FOOD?

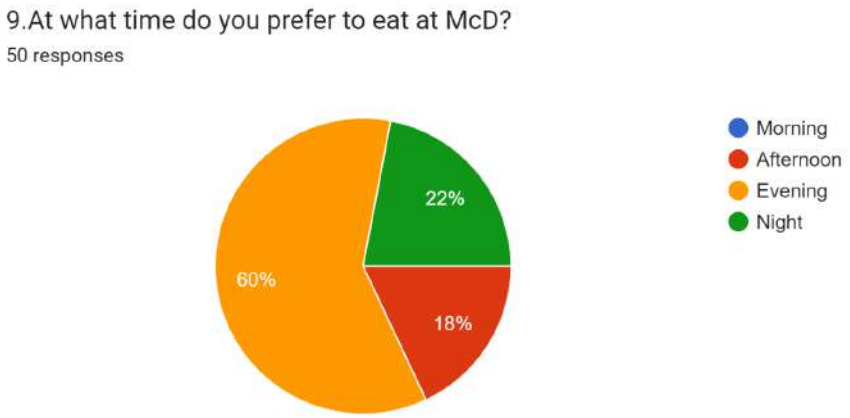
OPTIONS	NO OF RESPONSES
DELICIOUS	19
GOOD	20
AVERAGE	7
NOT GOOD	4



It is interpreted that 38% of customers find food delicious and good, whereas 14% of customers find average and 10% of customers find food at MCD not good.

9.AT WHAT TIME DO YOU PREFER TO EAT AT MCD?

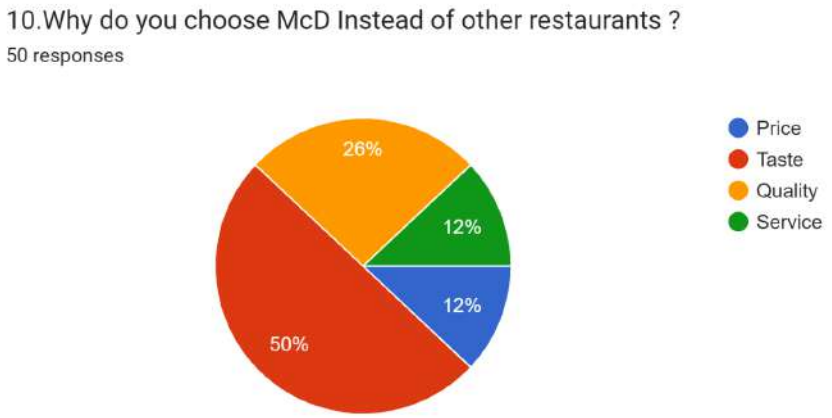
OPTIONS	NO OF RESPONSES
MORNING	0
AFTERNOON	9
EVENING	30
NIGHT	11



It is interpreted that 60% of customers prefer to eat MCD in the evening time while 22% and 18% people prefer to eat in the night and in the afternoon and morning time no customers prefer to eat in MCD

10.WHY DO YOU CHOOSE MCD INSTEAD OF OTHER RESTAURANTS?

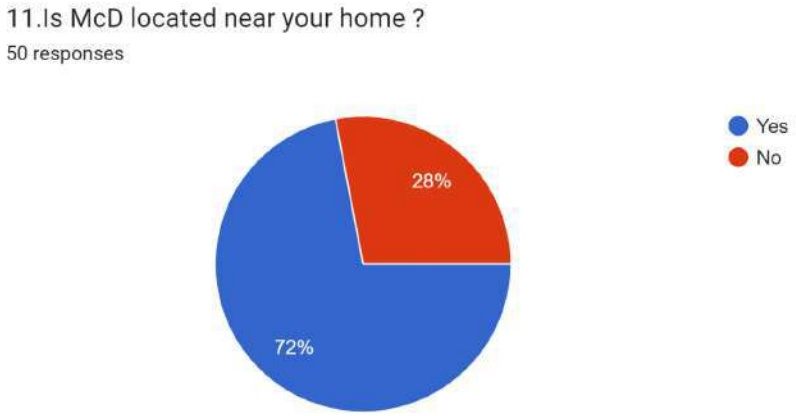
OPTIONS	NO OF RESPONSES
PRICE	7
TASTE	25
QUALITY	12
SERVICE	6



It is interpreted that 50% of customers choose MCD instead of other restaurants for taste,and 26% of customers prefer MCD for quality while 12% of people prefer for prices and service over other restaurants

11.IS MCD LOCATED NEAR YOUR HOME?

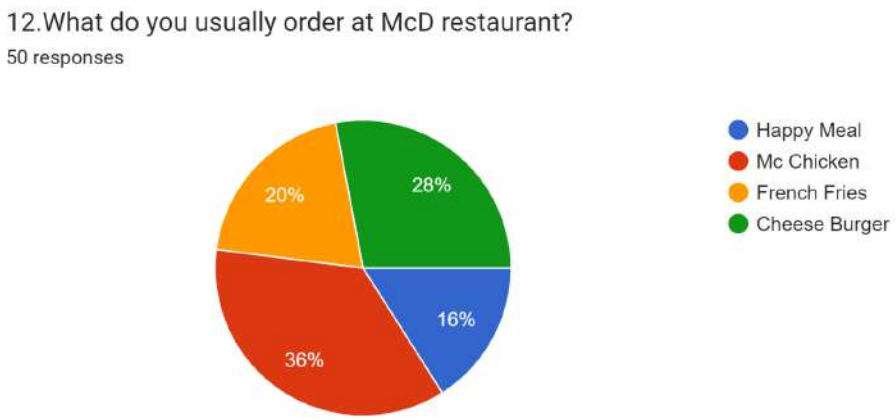
OPTIONS	NO OF RESPONSES
YES	36
NO	14



It is interpreted that 72% of customers say that MCD is located near their home and 28% of customers say that MCD is not located near their home.

12.WHAT DO YOU USUALLY ORDER AT MCD RESTAURANT?

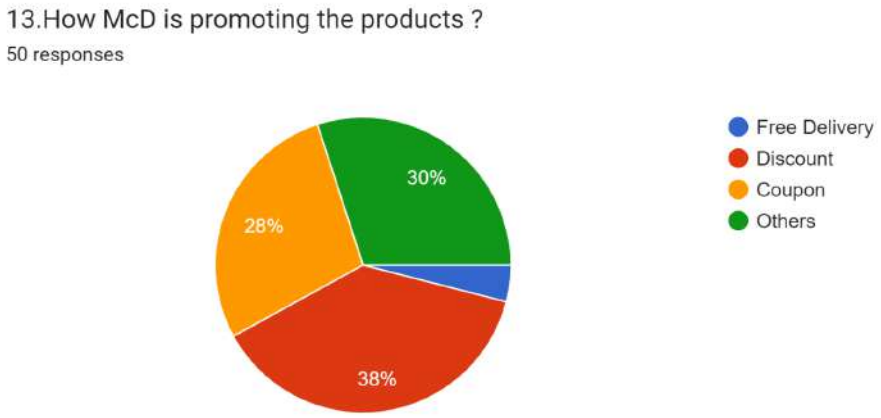
OPTIONS	NO OF RESPONSES
HAPPY MEAL	8
MC CHICKEN	18
FRENCH FRIES	10
CHEESE BURGER	15



It is interpreted that 30% of customers usually order mc chicken 28% of customers order cheese burger while 20% of customers order French fries and 16% of customers order a happy meal.

13.HOW MCD IS PROMOTING THE PRODUCTS?

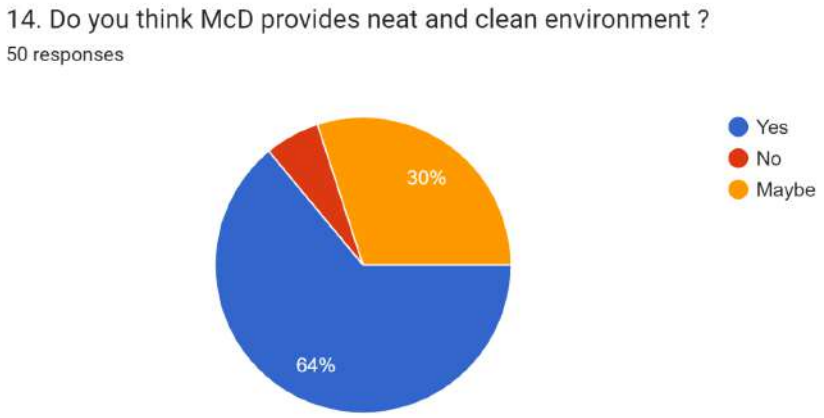
OPTIONS	NO OF RESPONSES
FREE DELIVERY	2
DISCOUNT	18
COUPON	15
OTHERS	15



It is interpreted that 38% of customers find MCD promoting is products through free delivery, 30% of customers find through discount, while 28% of customers find through coupon, and 4% of customers find through other sources.

14.DO YOU THINK MCD PROVIDES NEAT AND CLEAN ENVIRONMENT?

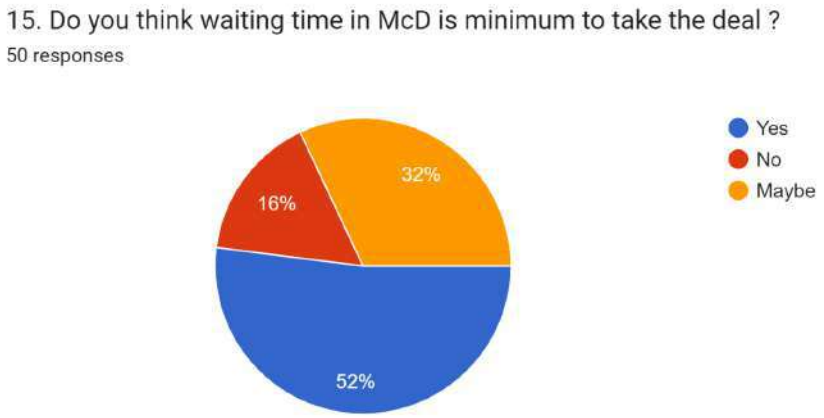
OPTIONS	NO OF RESPONSES
YES	33
NO	2
MAYBE	15



It is interpreted that 64% of customers find the environment neat and clean and 30% of customers won't find the environment neat and clean and 6% of customers find the environment neat and clean may or may not.

15.DO YOU THINK WAITING TIME IN MCD IS MINIMUM TO TAKE THE DEAL?

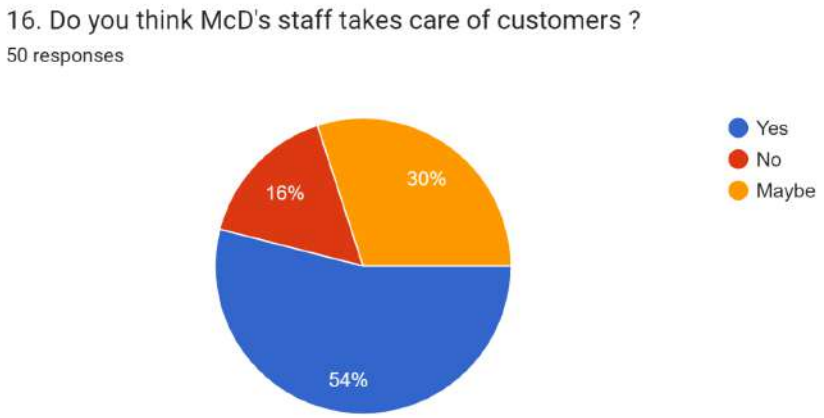
OPTIONS	NO OF RESPONSES
YES	27
NO	7
MAYBE	16



It is interpreted 52% of the customers think waiting time in MCD is minimum to take the deal,16% of customers won't think that waiting time in MCD is minimum to take the deal while 32% of customers think may or may not be

16.DO YOU THINK MCD'S STAFF TAKES CARE OF CUSTOMERS?

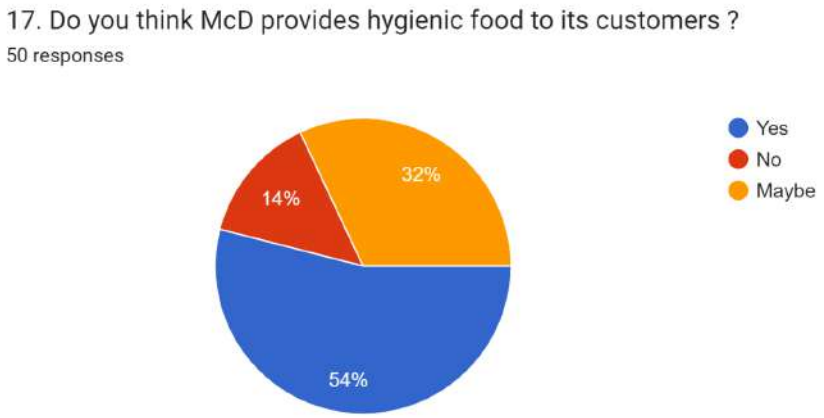
OPTIONS	NO OF RESPONSES
YES	27
NO	8
MAYBE	15



It is interpreted that 54% of customers think MCD staff takes care of customers and 16% of customers won't think MCD staff take care of customers and 30% of customers think MCD staff may take care of may not take care of customers.

17.DO YOU THINK MCD PROVIDES HYGIENIC FOOD TO ITS CUSTOMERS?

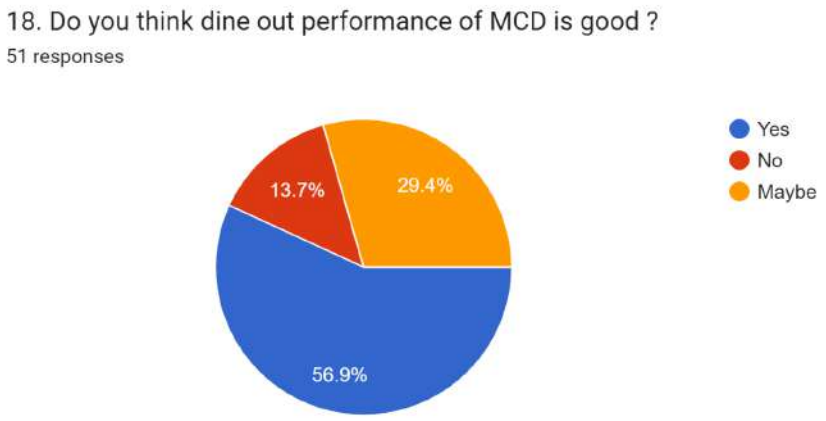
OPTIONS	NO OF RESPONSES
YES	27
NO	7
MAYBE	16



It is interpreted that 54% of customers think MCD provides hygienic food, while 14% of customers think MCD doesn't province hygienic food and 32% if customers says MCD may or may not provide hygienic food for their customer

18.DO YOU THINK DINE OUT PERFORMANCE OF MCD IS GOOD?

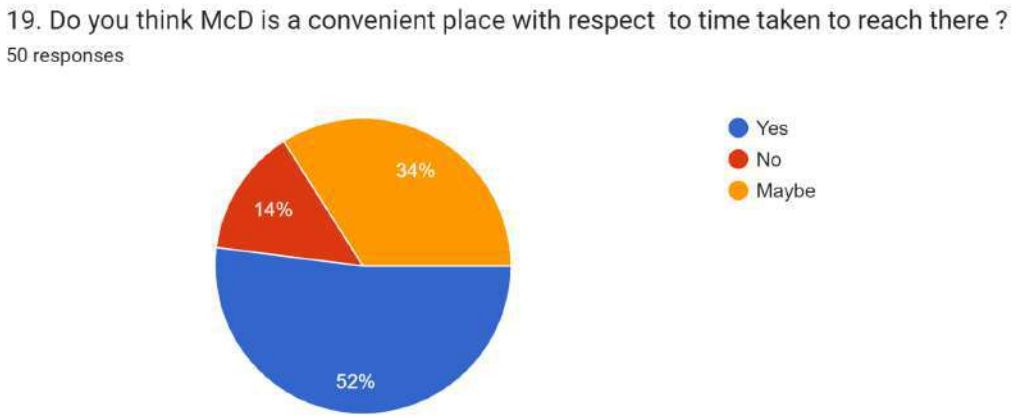
OPTIONS	NO OF RESPONSES
YES	28
NO	7
MAYBE	15



It is interpreted that 56% of customers think done out performance of MCD is good, while 14% of customers think dine out performance of MCD is not good at MCD.And 30% of customers think dine out performance is may or may not be good in MCD.

19.DO YOU THINK MCD IS A CONVENIENT PLACE WITH RESPECT TO TIME TAKEN TO REACH THERE?

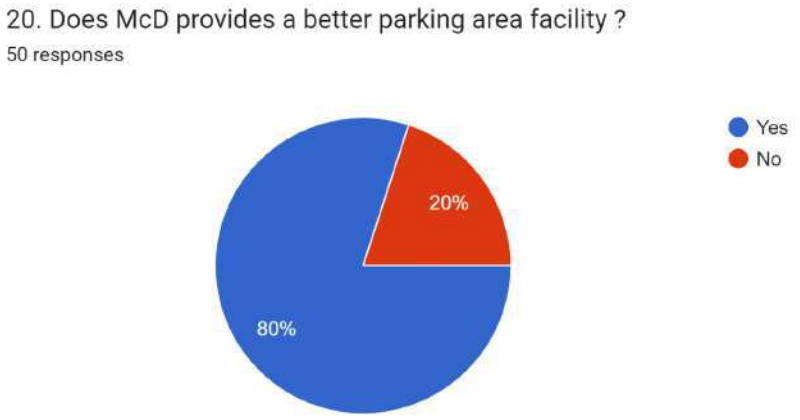
OPTIONS	NO OF RESPONSES
YES	26
NO	7
MAYBE	18



It is interpreted that 52% of customers think MCD is a convenient place to reach while 14% disagree. Then 34% of people think that it may or may not be a convenient place to reach>

20.DOES MCD PROVIDES A BETTER PARKING AREA FACILITY?

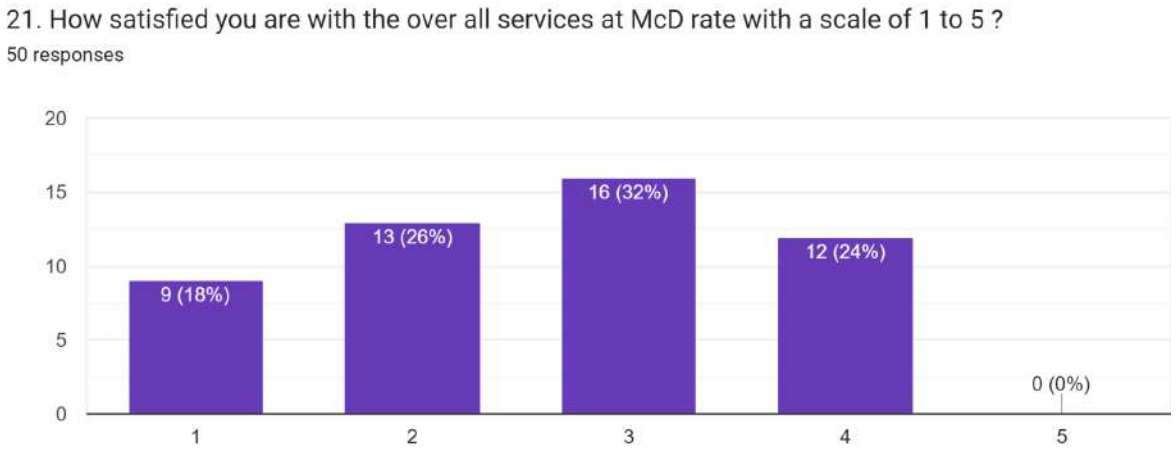
OPTIONS	NO OF RESPONSES
YES	40
NO	10



It is interpreted that 80% of customers say MCD provides better parking area facility and 20% disagree to it.

21.HOW SATISFIED YOU ARE WITH THE OVER ALL SERVICES AT MCD RATE WITH A SCALE 0F 1 TO 5?

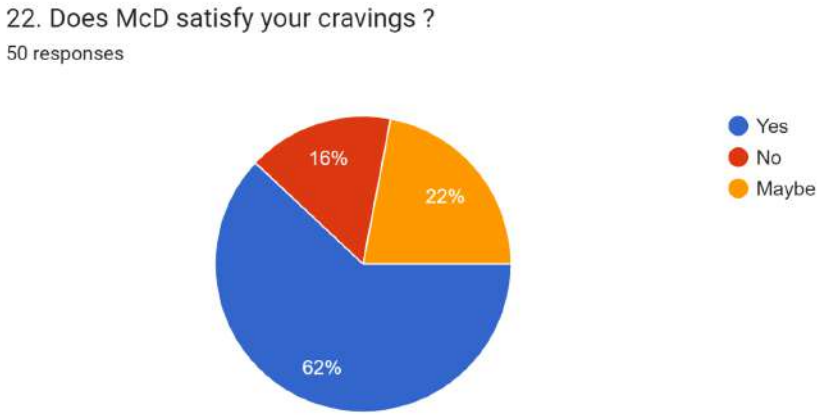
OPTIONS	NO OF RESPONSES
1	9
2	13
3	17
4	11
5	0



It is interpreted that 32% of customers are satisfied and not dissatisfied with the overall service of Mcd at 18% of customers are satisfied and 0% of the people are dissatisfied.

22.DOES MCD SATISFY YOUR CRAVINGS?

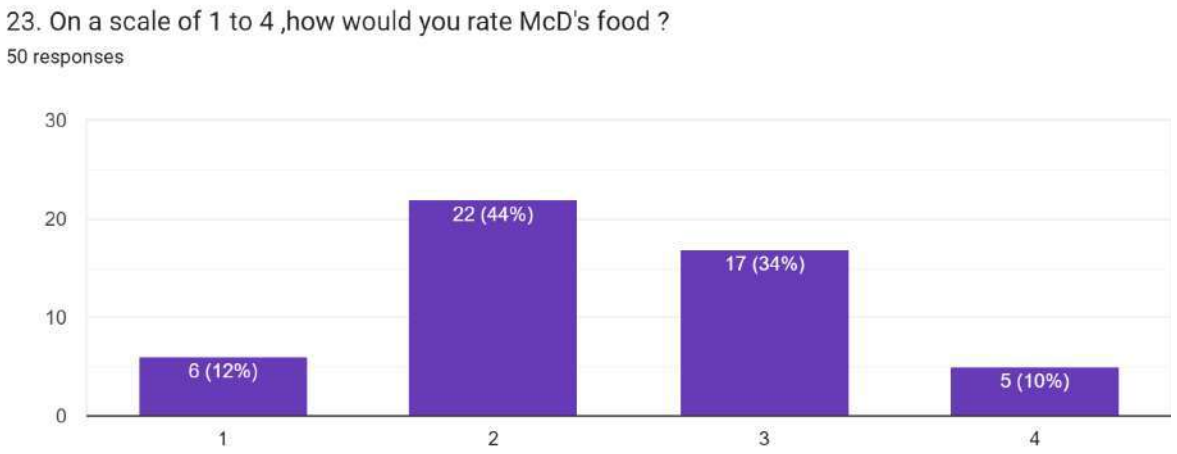
OPTIONS	NO OF RESPONSES
YES	31
NO	8
MAYBE	11



It is interpreted that 62% of customers said McD satisfies cravings and 10% of customers say McD does not satisfy cravings and 22% of customers say McD may satisfy or may not satisfy cravings.

23.ON SCALE OF 1 TO 4,HOW WOULD YOU RATE MCD'S FOOD?

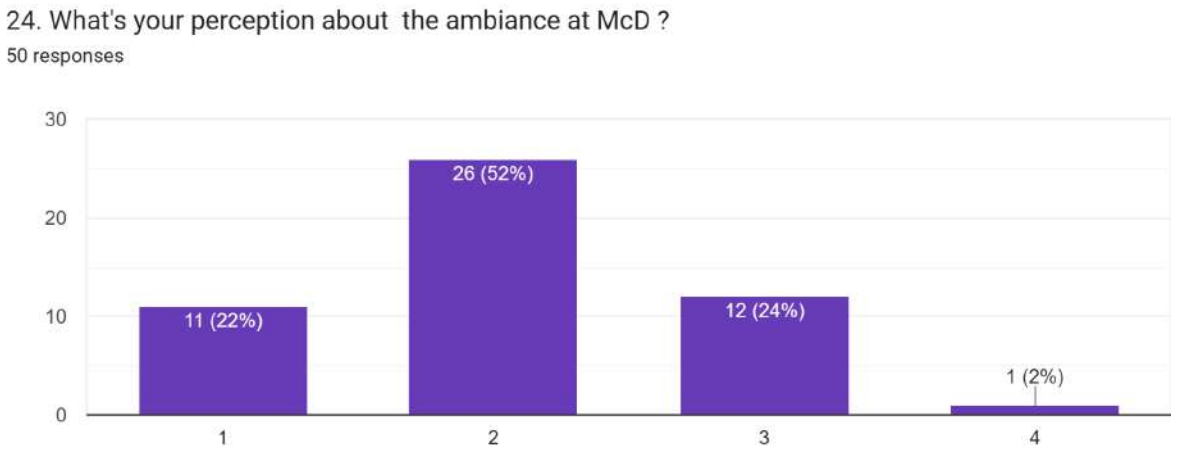
OPTIONS	NO OF RESPONSES
1	6
2	22
3	17
4	5



It is interpreted that 45% of customers rate McD food as good, while 34% of customers say that Mcd food is average and 12% of customers rate McD food l is excellent.

24.WHAT'S YOUR PERCEPTION ABOUT THE AMBIANCE AT MCD?

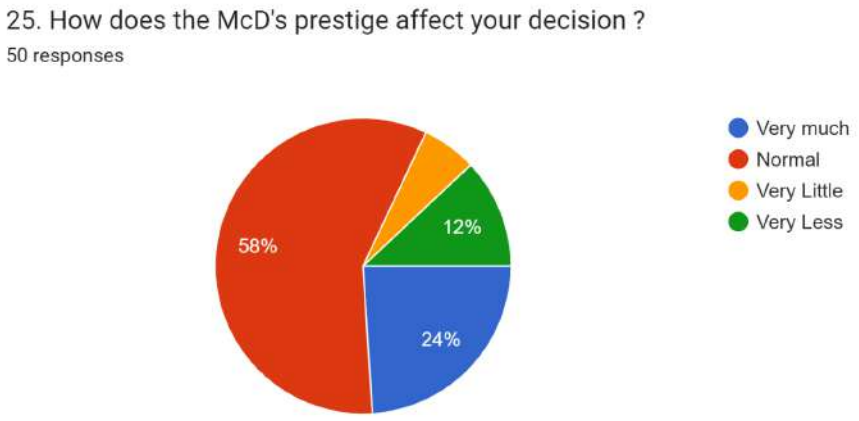
OPTIONS	NO OF RESPONSES
1	11
2	26
3	12
4	1



It is interpreted that 32% of customers gave the perception above the ambiance of McD is good. 22% of customers say excellent and 12% of customers say average.

25.HOW DOES THE MCD'S PRESTIGE AFFECT YOUR DECISION?

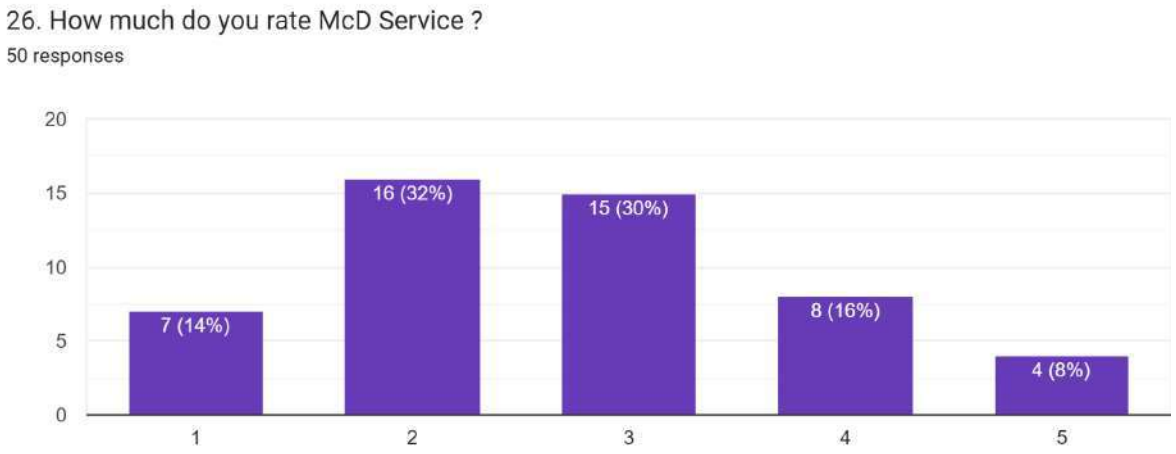
OPTIONS	NO OF RESPONSES
VERY MUCH	12
NORMAL	30
VERY LITTLE	2
VERY LESS	6



It is in the picture that 58% of customers say McDee's prestige affects their decision. It is normal that 24% of customers say very much and 12% of customers say very less.

26.HOW MUCH DO YOU RATE MCD SERVICE?

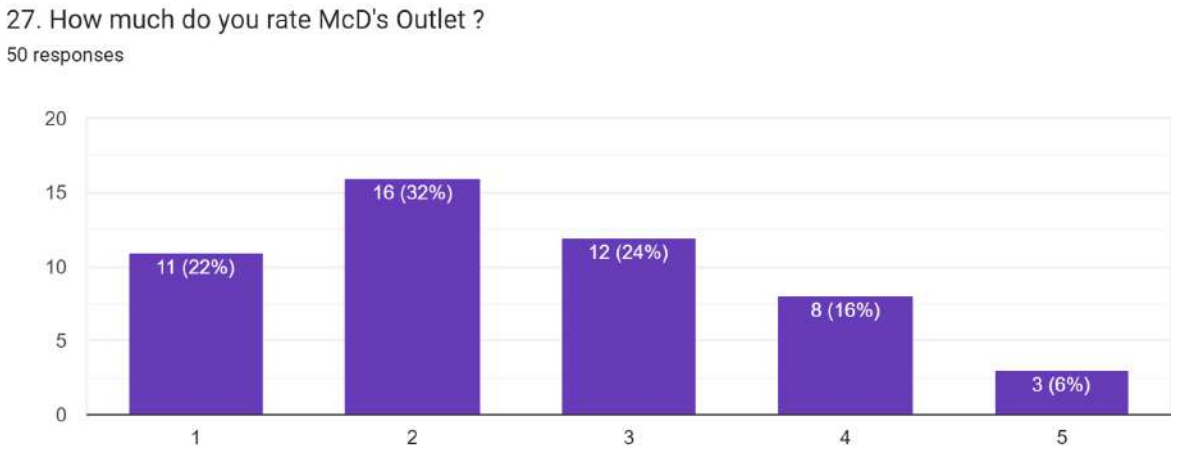
OPTIONS	NO OF RESPONSES
1	7
2	16
3	15
4	8
5	4



It is interpreted that 32% of customers rate McDonald's service as favourable, while 30% customers rate the service non-favourable.

27.HOW MUCH DO YOU RATE MCD'S OUTLET?

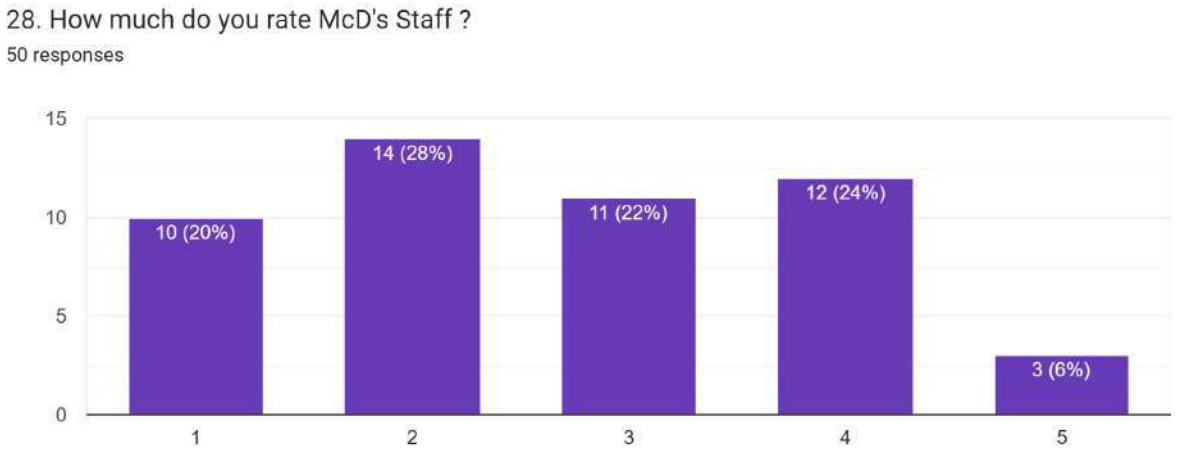
OPTIONS	NO OF RESPONSES
1	11
2	16
3	12
4	8
5	3



It is Interpreted that 32% of customer rate MCD outlet favourable while 24% favourable or unfavourable.

28.HOW MUCH DO YOU RATE MCD'S STAFF?

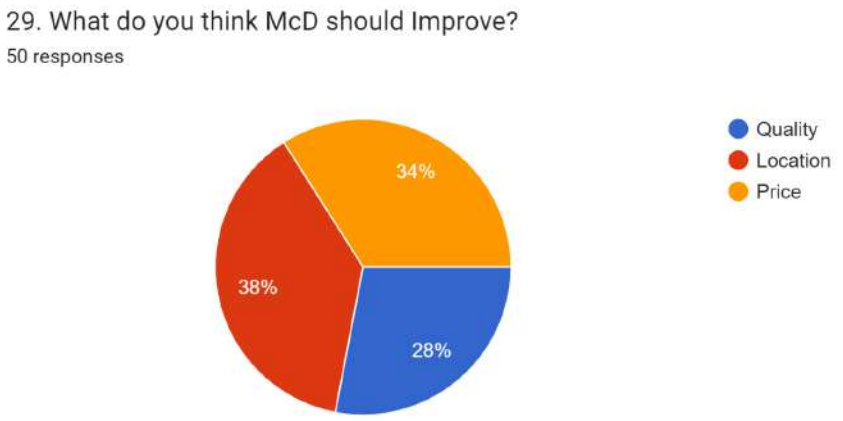
OPTIONS	NO OF RESPONSES
1	10
2	14
3	11
4	12
5	3



It is interpreted that 28% of customers rate staff favourable and 24% Customers rate MCD staff unfavourable.

29.WHAT DO YOU THINK MCD SHOULD IMPROVE?

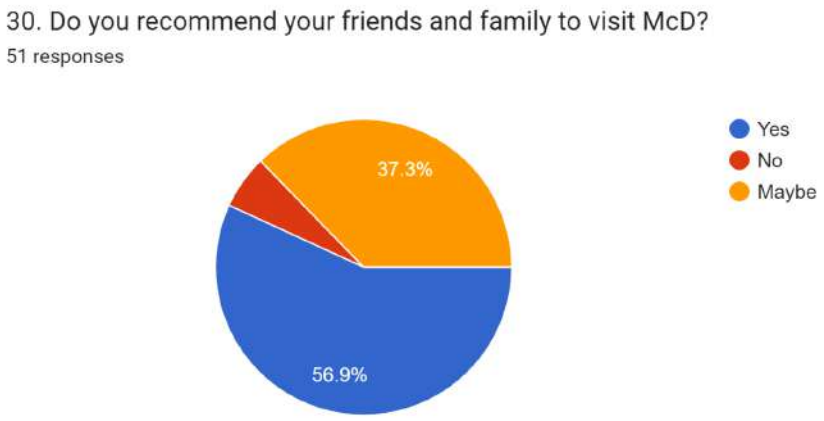
OPTIONS	NO OF RESPONSES
QUALITY	14
LOCATION	20
PRICE	16



It is interpreted that 38% of customers say McDonald's should improve location, 32 % of customers say McDonald's should improve quality and 34 % of customers say McDonald's should improve its prices.

30.DO YOU RECOMMEND YOUR FAMILY AND FRIENDS TO VISIT MCD?

OPTIONS	NO OF RESPONSES
YES	28
NO	3
MAYBE	19



It is interpreted that 50% off customers recommend their family and friends to visit McDonald's, while 38% of customers won't recommend their family and friends to visit McDonald's and 6% of customers either recommend nor recommend their family and friends to visit McDonald's

CHAPTER-7
FINDINGS AND CONCLUSION

CONCLUSION:

In conclusion, consumer satisfaction is a crucial component of McDonald's success as a leading fast-food chain. By prioritising customer satisfaction, McDonald's has built a loyal customer base and established a global brand that is synonymous with quality, convenience, and affordability. McDonald's invests heavily in quality food, exceptional customer service, and continuous improvement, regularly gathering feedback from customers to identify areas for improvement. By focusing on customer satisfaction, McDonald's has been able to maintain a strong competitive position in the fast-food industry, offering a unique dining experience that satisfies customers' needs and preferences. McDonald's commitment to quality food, exceptional customer service, and continuous improvement has made it one of the most recognized and trusted brands in the world, with millions of customers served daily. Overall, the study of consumer satisfaction at McDonald's highlights the importance of understanding and meeting customer needs and preferences to build long-term relationships and achieve business success. By continuously striving to improve customer satisfaction, McDonald's can continue to grow and thrive in a highly competitive industry.

CHAPTER-8

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BIBLIOGRAPHY:

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CHAPTER-9
APPENDIX AND QUESTIONNAIRE

APPENDIX

S,NO	PARTICULARS	TABLES	GRAPHS	PIE CHARTS
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A PROJECT REPORT
ON
“A STUDY ON POPULARITY OF INSTAGRAM AMONG THE STUDENT COMMUNITY”

Submitted by

Ch.Shiva kumar- 201020405025
Shaik Nayeem pasha-201020405050

Submitted in partial fulfillment of the requirement for the award of the degree of

BACHELORS OF COMMERCE

Under the Guidance of MRS.Ameena khatoon
Department of Commerce
Little Flower Degree College,Uppal,Hyderabad,500039
Affiliated To Osmania University

STUDENT(s') DECLARATION

We hereby declare that the project entitled "Consumer behavior towards parle products" was submitted in partial fulfillment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Ameena khatoon is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

Ch.Shiva kumar-201020405025
Shaik Nayeem pasha -201020405050

Date: :25-04-2023
Place:Hyderabad

Department of Commerce
Little Flower Degree College,Hyderabad.

Certificate

This is to certify that the project work on "Consumer behavior towards parle products being submitted by-

CH Shiva kumar -201020405025

Shaik Nayeem Pasha -201020405050

In partial fulfillment of the requirement for the award of the degree of bachelors of commerce is a bonafide record of the project work done by department of commerce, Little Flower Degree College, Uppal, Hyderabad.

Project Guide

0

MRS. Ameena khatoon

Department of commerce

External Examiner

ACKNOWLEDGEMENTS

Through this acknowledgement I express my sincere gratitude towards all those in this project, which has been a learning experience.

This page would not be enough to extend my gratitude towards my project guide for her efforts in coordination with my work and guiding in the right directions. A heartfelt regard to our institutions management brother Vincent Reddy and Vice Principal Jayanthi for giving me the essential hand concluding this project.

It would be injustice to proceed without acknowledgement of those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all others who have been there to help this project.

ABSTRACT

As the most representative visual-oriented social networking site in the world, Instagram enables users to take photos and videos, as well as share them on other platforms with its accurate target user positioning. There have been many researchers involving with studies on Instagram's development from DC, focusing on the research methods that researchers use to collect and analyze data. Based on the review, it can be seen that most scholars collect Instagram data by capturing API data, designing questionnaires, and face-to-face interviews. Both quantitative methods such as data modeling and regression analysis and qualitative methods such as text analysis and context analysis are used to analyze Instagram features. Researchers also utilized advanced technical tools and analytical methods, such as face recognition, comparative analysis, and case studies, to gain a more insightful perception on Instagram

INDEX

Chapter no	Content	Pg.no
1	Introduction 1.1 Introduction 1.2 Objective about the study 1.3 Need of study 1.4 Scope of the study 1.5 limitations of study	
2	REVIEW OF LITERATURE	
3	HYPOTHESIS • Meaning • Types • Statement • conclusion	
4	RESEARCH AND METHAODLOGY • Meaning • Objective	

	• Source of data • Research design • Research sample • Data collection tool	
5	COMPANY PROFILE • HISTORY	
6	DATA ANALYSIS • TABLES • PIE CHART • GRAPHICS	
7	FINDING AND CONCLUSION • IMPLICATIOON OF FINDING • Suggestions • Concussion on research	
8.	BIBLIOGRAPHY • Reference • ebsites	

9.	APPENDIX • questionnaries	

CHAPTER-1
INTRODUCTION

Introduction

1.1 Introduction Instagram is the latest form of communication in which users can share their photos by twisting them using filters. Instagram users are increasing day by day since it was launched in October 2010 It offers its users a matchless way to post pictures and videos. It provides numerous filters to change the appearance of an image. It also allows similar social connectivity to other social media platforms such as Facebook, Twitter, etc in which everyone can follow any number of other users On Facebook, Twitter the persons whom one can follow are called "Friends" but on Instagram, they call them "Followers". Instagram social's network is not uniform, meaning if user A follows user B then B need not follow A back. There are four ways by which we can share our photos and videos on Instagram

- Privately
- Publicly
- Directly
- Via Instagram stories One can control their privacy on Instagram. In this, he can make the Instagram account private so others whom he doesn't give any approval can't follow him. Instagram Clone: Instagram Clone is an impressive photo sharing script which is built to develop its own photo and video sharing app similar to Instagram. Instagram clone is fully developed with impressive features that helps users to share or upload videos and photos anytime, anywhere

1.2 STATEMENT OF THE PROBLEM;

We learn that by this study the students are facing problems like Participants said that Instagram, along with Snapchat, Facebook, and Twitter, can worsen young people's body image worries, bullying, sleep problems, and feelings of anxiety, depression. And Too many hashtags can lead to too many problems. The easy way to fix them is to avoid using hashtags in your bio altogether. If you must use hashtags though, ensure you only use single brands once that are directly linked to your brand's identity.

As for hashtags you put up in your post. Make sure you use relevant ones only. They should be specific and lead people to your posts instead of driving them away.

1.3 Objectives of the study :

- To analyze the most popular feature on Instagram by students.
- To study the role of study in promoting brands on Instagram.
- To analyze different strategies using Instagram platforms.

1.4 Research methodology:

This study includes collection of data from both primary and secondary sources.

Primary Data: The primary data has been collected by conducting a survey among people who use social media with the help of a well-structured questionnaire.

Secondary Data: The secondary data has been collected from various journals, research projects, articles and the internet.

1.5 Importance of the study:

Instagram is a fun tool that lets students post videos, photographs, and other crucial audio visual content to get free Instagram followers. It also helps students interested in opening a company earn money digitally.

Instagram enables students to fortify their inter-social abilities. “By socializing and talking with people online, we become more efficient communicators in real-life situations,”

1.6 Scope of the Study;

Instagram is the most populated social media nowadays, most of the people who have a good number of followers are also making money on Instagram by just doing influencer marketing on Instagram. Deep insights, easy reach, vast audience, creative way of presentation, utilization of hashtags, no caption limit, good picture quality, IGTV videos, and so many other wonderful and creative opportunities are making Instagram a huge ocean of opportunities.

1.7Chapterisation:

This study is divided into four chapters.

The first chapter includes the introduction of the study. About the research problem being discussed in the study, objectives of the study, the sources of informationand the scope of the study.

The second chapter includes articles reviewed for the purpose of this study and also the growing popularity of Instagram among students.

The third chapter talks about the primary data and its analysis. The primary data includes the data collected through the questionnaire survey. It includes pictorial representation and analysis of the data. The fourth chapter talks about the major findings, conclusion and the suggestions drawn out from the second and third chapters.

CHAPTER-2

REVIEW OF LITERATURE AND THEORY

2.1Literature Review:

In an article Michael Salter and Chris Bryden (2009) discussed on **"I can see your Harassment and Stalking on the Internet".** The authors further consider the potential abilities of internet service providers (ISPs), web hosts and social networking and chat room forum sites, concluding that a shift in liability for internet harassment from progenitor to facilitator is inevitable.

Alessandro Acquisti and Ralph Gross (2006) conducted a study, titled "Imagined communities Awareness, information Sharing and Privacy on Facebook", to understand underlying demographic or behavioral differences between the communities on their own ability to control the information they disseminate. However, they document significant dichotomies between specific privacy concerns and actual information revelation behavior.

Catherine Dwyer, Starr Roxanne Hiltz and Katia Passerini (2007)stadiet how trust in a particular site and other members can affect user's willingness to share information and develop new relationships. The relation between internet privacy concerns relationships was analyzed. The adly conducted with a comparison of Facebook and Myspace

The results showed that online friendships can develop in sites where perceived truth is slow and protection of privacy is minimal. The comparison study revealed interesting similarities and differences between the two sites. Anne West, Jane Lewis and Peter Curries (2009) conducted a study on "Student Facebook friends: Public and Private Spheres". Findings suggest that social networking sites, such as Facebook are associated with new ways of constructing some of the notions surrounding the traditional public/private dichotomy. Notions of what are private and what are public is fuzzy, with no clear-cut public/private dichotomy, Computer mediated communication appears to make this fuzziness more apparent than has hitherto been the case.Telwall and Halser (2007) conducted a study on the weblog. The main aim of the study was to explore the capabilities and limitations of weblog search engines Evaluative study was conducted for that purpose. Findings show that although blog searching was a useful new technique, the results were sensitive to the choice of search engine. The parameter used and the date of search, quantity of the spam also varies by search engine and search type. Blog searching and web searching are significantly different from each other. Hence information professionals

need to understand its strength and its weakness, this study is very helpful for that purpose".

Ellison, Steinfield and Lampe (2007) discussed the use of social networking sites. The main objective or purpose of the work was to examine the relationship between use of Facebook And the formation and maintenance of social capital. A survey among undergraduate students was conducted and regression analysis was done on the result. Findings of the study revealed that Facebook was used more to meet new people or to maintain and strengthen relationships with offline connection. This study disclosed the fact that online interaction does not necessarily remove people from their offline world but may indeed to be used to support relationships and keep people in contact even when life changes move them away from each other. Very SNS are used by people to keep in touch with people known to us in the real world and to make new contacts in the virtual world.

DUIN J. VAN et al 2019 proposed that the affordance provided by Instagram and its Instagram Stories, and the purpose of this goal is to show that the contemporary ephemeral image is employed in favor of the platform's strategy to guide the users towards sharing their images at a high frequency. Arguably, this strategy can be related to the company's business model, and it feeds into the assumption that Instagram Stories is balancing the participation of its users with a strategy to increase profits. Through the design of the platform, Instagram steers the user towards this need of using the photo as a means of communication. JASON G MILES et al 2020 proposed that Instagram is the first social media site that was born mobile" and has become the key to kicking your mobile marketing into high.Tony Kent and Reva Brown, in his article, titled 'Social Media: When Communication Becomes Entertainment' (2009) brought out that more and more people use the internet as their source of entertainment, instead of watching TV programs and movies. Many of them now use social media not just for sharing information and a platform for communication, but they have found a great advantage from it for entertainment purposes. Facebook for instance, as one of the biggest social media networks has changed into something different from what it used to be. There was even a time, long ago, when writing on the virtual walls, tagging pictures, or being poked by friends was a form of entertainment for the many, and this has been enough to convert the everyday net surfers into users. But today, the way people use it when they share videos, check-in at locations, make virtual purchases, and play poker games has substantially been for entertainment. In fact, most people log in to their social media accounts not really to be informed, but to be entertained.

Though communication might still be an important factor, it will never be effective when people see no entertainment value in it. These social media sites, being an app platform, have greatly increased their stickiness as a destination. They seem to stick pretty well for their millions of users and counting. Google+ for instance has added games soon after its debut in the social networking game. In addition, besides being an access point for entertainment, social media has become a point of distribution for the developers, brands, television networks, etc.

when it comes to providing entertainment. Facebook and Google+ are among those that try to become ubiquitous as much as possible to achieve an encompassing goal and to be the social layer of the web at large. The different social media sites, instead of being a single destination, strive to follow where their users go. Social media websites are indeed competing to provide the most engaging conversation and quality entertainment to their users. And what's exciting is that no one knows what would be the next thing in line. One thing is certain though, social media will continue to change in every aspect as time goes by and the technology keeps on getting more advanced. It will continue to influence and change how people see communication and entertainment.

According to Nyland (2007) there are five basic reasons for using social networking sites: meeting new people,entertainment,maintaining relationships, social events and media creation. This habit starts as fun and a knowledge sharing activity in the beginning and finally it takes a U-turn and makes its users an addict to it by spoiling their near and dear ones life in a direct or indirect manner.

According to Walton (2017) cyberbullying and social network sites creates depression among its users by spoiling the mental and physical hygiene of the people.That the students community become a huge victim of such kind of hazards from social media which might spoil the whole society as a chain reaction.

According to Dunn (2011) the active participation of college students in social networking sites may or may not fetch jobs. Because new age recruiters sometimes penetrate into the students page and observe their posts and frame a picture of students whether they'll be suitable for the company or not. Which may sometimes give them better leverage.

2.3 Facebook

Facebook was launched in 2004 and has over 2.2 billion active users, of which millions access Facebook through mobile devices. An average Facebook user is estimated to have at least 130 friends and is connected to 80 community pages, groups and events. There are more than 70 languages available on the site. Its main use is to establish and maintain relationships in work related situations, in political affiliations or just among friends and families. Facebook has become the most powerful tool for marketing today. In April 2011, the company had launched a new service for marketers and interested creative agencies which is a form of online platform (Portal) that allows marketers and creative design agencies to build brand promotions on Facebook. Facebook is now a direct competitor of Google in online advertising and this new service has made it possible for companies such as Financial Times and ABC News to create dynamic commercial graphics or advertisements.

YouTube was created in February 2005 as a video sharing website on which users can upload. View and share videos as informative and inspirational to

others across the globe. The company uses Adobe Flash Video and HTML5 technology to display a wide variety of user generated video content. YouTube acts as a platform for distributing content by creators and advertisers as well. Over 3 billion videos are viewed every day and there are more than 400 million views per day on mobile devices. It is estimated that billions of people visit YouTube every month to watch and share content. Just as the adage goes, a picture is worth a thousand words, pictures have an impact in creating an image in the mind of a person. This has given YouTube a competitive advantage in online marketing; all in all more businesses are now using YouTube for their marketing advertising campaigns. Various companies with outstanding video campaigns have had their breakthroughs in this form of brand marketing, especially when the videos have gone viral. Most of these viral successes can be attributed to expertise and creativity of the brand marketer to entertain the audience hence making the public share the videos with others.

Twitter

Who would have thought that a short messaging service would become one of the leading ways of online communication? Twitter is a service providing exactly this service, short messaging service just as we are used to – but online rather than through cell phones. Twitter allows its users to send messages, or "Tweets", that are composed of 160 characters. In addition, Twitter offers the option to "follow" other users. This opens the possibility for cross communication between multiple users allowing them to receive instant information updates wherever they are. With its 200 million (and growing) users tweeting 65 millions tweets a day, Twitter has proven to be a very powerful tool in different fields of life.

How to create an Instagram account:

✓ Create a new Instagram account.

✓ Download the Instagram mobile app for iOS, Android.

✓ Tap sign up.

✓ Enter your email address, choose a username and password.

✓ You now have a "personal" Instagram account.

How many students are on Instagram?

59% of internet users between the ages of 18 and 29 use Instagram and 33% of internet users between the ages of 30 and 49 use Instagram. According to one study, 17% of teenagers say that Instagram is the most important social media platform to them and 90% of users are under 35 years old.

What are the risks of using Instagram for students?

While there are many positive aspects of using Instagram, there are also some potential risks. First, it's important to be aware that anything you post on Instagram is public. This means that anyone can see your photos and videos, even if they're not following you. Additionally, it's easy to accidentally share

too much information on Instagram. For example, you may accidentally tag your location when posting a photo, which could put you at risk for identity theft or stalking. Finally, some students have reported feeling pressure to post perfect photos and videos on Instagram. This can lead to feelings of anxiety and insecurity.

Pros and cons of Instagram for students

As a parent, you may be wondering if Instagram is good for your teen. There are both pros and cons to using this popular social media platform. Let's take a look at some of the key points:

Pros

Confidentiality – Instagram's privacy policies are much superior to those of most other social media sites available. There isn't anything that can't be managed with Instagram's privacy settings. Instagram allows you to manage your comments easily and follow up on them. Easy to do: you may turn off comments for everyone or just a few select individuals. It is also possible to keep offensive comments hidden. The settings for the narrative and tags may be customized in a similar way to the comments. Users can also choose to make their accounts private, which provides even greater protection. Furthermore, the persons with whom you have a sense of unease might be banned immediately.

Learning Management System – Instagram contains a plethora of informative sites that might be a goldmine for children. These pages can be connected to crafts, academics, music, or anything else in which your child has an interest in the first place. Every day, new things may be learned from these pages, and they can be learned from people all around the world. Instagram also contains hundreds of facts and news pages, which can be a terrific source of information and a great way to stay up to speed on the latest news from across the world.

Work Displayed on a Table – When you're very talented at something, you want the rest of the world to appreciate your accomplishments. Similarly, if your child is exceptional at anything, such as painting, drawing, playing the guitar, or any other activity, Instagram is the finest platform for showcasing their talent and creativity. It will provide them the recognition they deserve, but it will also bring them the admiration and ideas of individuals who appreciate your child's work. Anything nowadays has the potential to become viral on social media, so why not your child's work? Perhaps it will also propel them to stardom and financial success in early adolescence.

Easy tracking with the help of spying applications – Everyone is aware that Instagram has surpassed all other social media platforms in recent years. Because of this, tracking Instagram has been made easy by practically any spying application. Parents can overlook many vital details while examining their children's Instagram accounts. However, when the parents utilize surveillance programs to follow the Instagram account, this is almost certainly not the case.

It Is important to note that a decent spying program does not leave any evidence and instead provides a piece of thorough information on Instagram usage. Everything from text messages sent and received to stories read to Instagram feed screenshots taken and all other activity may be easily tracked

Cons

Containing Adult Material – We've spoken about the valuable Instagram pages for professionals, but what about the sites that include adult content? In the same way, as the number of pages with kid-friendly material is limitless, the number of pages with inappropriate content is likewise an unending list of pages. Although Instagram does not allow its users to submit pictures of themselves in their underwear, the content of some pages may include models who are only barely concealing their bodies.

Compulsive behavior – This is one of Instagram's most severe hazards to its users. Instagram's visually appealing design and wide range of features are enough to entice anyone to get addicted to the social media platform. Instagram's feed has a diverse collection of photographs and videos that can keep anyone entertained for hours on Instagram.

Geographical Indications – Users mostly use location tags to inform their followers of the location from where they are publishing a particular photo or video on their social media accounts. And this feature is beneficial since it encourages followers to strive to attain the same destination in the future. Is it possible that your youngster may get into problems just because of the location tag? Anyone may see your child's position and contact them promptly to resolve a personal issue, which is convenient. In the worst-case scenario, it migh potentially result in kidnapping or a riot among the participants.

Negative Influence – On Instagram celebrities such as actresses, sportsmen, models, and other well-known personalities who have millions of followers display their lavish lifestyles. For teenagers, accepting that their lives are significantly more vivid than the lives of ordinary people may be difficult. With a thorough understanding of adolescent psychology, it can be said that their way of life may easily give rise to feelings of jealousy in any adolescent or young adult. At some point in the future, this feeling may manifest itself as rage or irritation. **Instagram terminology;**

To get the most out of Instagram, stay up to date on the social media platform's terminology.

➢ **Bio:** Your bio is the biography section in your profile. Businesses can also use their bio to include a call to action.

➢ **Direct messages (DMs):** Users can privately communicate with each other through direct messages. If a customer has a complaint or question, follow live chat best practices to resolve the issue via private direct message. Direct messages are often referred to as "DMs."

➢ **Filters:** Apply present filters to your photos to enhance features and colors.

➢ **Follow:** When you follow a user on Instagram, you'll see their content in your timeline. You can also view their Instagram Stories at the top of the app.

➢ **Followers:** Your followers are people who will see your pictures in their timeline and your Stories at the top of the app.

➢ **Hashtag (#):** Like Twitter hashtag, a hashtag (marked with the pound sign) on Instagram is used to index words or phrases. When you click on a hashtag, you'll see other posts with the same one.

➢ **Highlights:** A highlight reel of your Instagram Stories appears on your profile above your photo gallery and stays until you remove it.

➢ **Home:** Tap the home button in the bottom-left corner to land on your home screen, which is also your timeline or feed. Here you'll see photos from those you follow.

➢ **IG:** IG is an abbreviation for Instagram.

➢ **Instagram handle:** Your handle is your username. To mention a user on Instagram, you must use their handle, which always starts with the @ symbol.

➢ **Instagram Stories:** Stories is one of the most popular features on the platform. These pictures and videos disappear after 24 hours.

➢ **Reels**: Reels are short videos users or brands can post for engaging content. Reels are Instagram's answer to TikTok.

➢ **Tag:** There are a few ways to tag people on Instagram, including in a photo's caption, in Instagram Stories and in photos. Use the @ symbol to tag someone in a caption or an Instagram story. You can tag someone in your photos before you post the picture.

Growing Popularity of Instagram Reels for Student Recruitment; Instagram has switched its attention to reels, and universities are using the short videos to engage with their current student body as well as student prospects.

While it seems there are new platforms to learn all of the time, this one is here to stay. Essentially, Instagram Reels enables users to simply create short, engaging 15-second clips set to music. The videos can be shared to the followers on your Feed and, with a public account, they can be made available to new people through a space on the Explore page. Unlike TikTok, which uses an entirely different application altogether, Reels can be accessed inside the current Instagram app.

how to get started with reels;

Step 1: Scroll to the REELS button at the bottom of your Instagram camera screen.

Step 2: Use the provided tools to create your recording.

✓ **Audio:** The Instagram music library contains songs that you can choose as the background to your reel. You can also use your own original audio by simply recording a reel with it. When you share a reel with original audio, the audio will be attributed to your username. If you have a public account, people can create reels with your audio by selecting "Use Audio" from your reel. This helps you gain exposure to the audiences of the people who use your audio.

✓ **AR Effects:** Choose one of the many effects in the effect gallery. These effects have been created by Instagram and individual creators

all over the world. You can create multiple shots with different effects.

✓ **Timer and Countdown:** If you need a hands free option, you can simply set the timer to record your clips for you. The timer will countdown from three and you will be able to record the amount of time you selected.

✓ **Speed:** Adjust the speed by slowing down or speeding up any part of your video or audio. This can help you stay on beat or create slow-motion videos that stand out from the rest.

Step 3: Record your reel by tapping and holding the "record" button. If you choose the timer option, a countdown will begin before recording. You will be able to record for the allocated time that you have chosen.

Step 4: Edit your reel by tapping the clip. You can trim, delete or simply watch the previous recorded clip.

Step 5: When you are happy with the recording, you have the option of adding text, stickers or drawings to your video.

Step 6: Once you are finished editing your clip, you can tap the "next" button to access the share page. Create a cover for your video, write a caption, and hit "publish"! If you do not want to share your clip right away, you can save it as a draft.

How to use Instagram Reels for student outreach

1.Repost your TikTok videos on reels;

If you already have a TikTok account with content on it, don't let it go to waste. Share your TikTok videos to Instagram reels to get your video in front of a new audience.

2. Use the right hashtags;

Just like hashtags are important in Instagram posts, they are also key to getting your reels seen by the right people. If your college has a dedicated hashtag for student content, make sure you tag it in your reels.

3. Share campus tours;

Showcase your campus to the country (and the world!) by creating a quick 15-second video highlighting the best parts of your college. You could even create a series covering different departments and areas.

4. Highlight student stories;

There is no better way to showcase the benefits of your college than by telling real stories. Reach out to past graduates and current students and ask them if they would like to share their stories. You could ask them to film snippets of their job with audio explaining their journey from college to career. You could ask current students to share their on-campus or study-from home experiences in the same kind of style.

Reasons for Instagram popularity among student's; **Images First;**

Some people wonder how and when did Instagram start getting popular. Well, the answer is simple! It all started back in 2010. But the rapid growth of its popularity was caused by the shift in people's perception of information. Instead of reading long news articles or watching the news on TV, the audiences

shifted to the rapid consumption of information. This resulted in a crucial shift in the way media started to represent all sorts of information. Instagram offered users the simplest and the fastest way of consuming data – through images. The human brain is designed to perceive images better than it does other kinds of visual information, such as text. Actually, this is why scrolling through the endless feed of pictures is much more comfortable than reading through some articles or whatnot.

• **Ease of Using Instagram for Students;**

Do you remember the last time you opened Instagram on your computer? Well, that's because this medium has been intended for mobile device use. And that is why it works so well with literally any smartphone. More so, using the app from your computer is not really convenient as its functions are limited in the desktop version, further incentivizing you to use the mobile version of the app. The application itself is extremely user-friendly and intuitive, which makes it super easy to use.

• **It Is More Than Just Images;**

Today, Instagram is much more than just sharing pictures of yourself or your cat; it is a huge and very powerful medium that encompasses all sorts of visual information, including news and advertisement. Instagram is one of the most powerful platforms for self-education and development. On Instagram, you can find an education platform like Paper Owl where you can find many guides for writing different types of academic papers, applications, and free writing tools for students. Also, it can help you if you haven't time to write your assignment and you canpaytogetpaperwrittenby professional writers. This is really convenient, if you need help in the educational process, then you just use Instagram for this; in any case, you can just take your phone and find everything you need. The information has never been as available as it is today, and thanks to Instagram and other similar media, it becomes so much easier for people around the world to stay in touch with each other.

Instagram for Students is a Way to Keep in Touch with World;

Instagram is also a means of communication between people around the world. Through images and messages, the users may glimpse into the lives of other people who may live in other countries. This allows the trends to spread faster. Actually, it benefits people and allows them to know exactly what happens in any place around the world at any time. You can learn where to pay for writing papers from your peers in other countries, see what clothes people wear in Paris or New York, see what influencers and celebrities do to stay fit and beautiful, and just know what's going on around the world. This makes the world a much smaller place as there's almost no place you cannot see through the eyes of the Instagrammers from all across the globe. It is amazing how fast the information spreads, and Instagram surely plays a huge role in this process. Instagram is a great place for students' research. Imagine that you have to write an article about students in other parts of this huge world. What can you do? Well, you can open up the Instagram app, search for hashtags, and then see student images in different countries. This gives you a great chance to write an image-based article. But how to find the best hashtags for your research? Let's see!

How to Find Best Student Hashtags on Instagram?

Well, you can easily open the Instagram app, type students in the search box, and find one or some of the most used hashtags about it. But, this just gives you a few options. Now, I want to show you a simple way to find all the related hashtags Using this amazing Instagram management tool, you can schedule posts and stories,repost content,search for social events using the social calendar, and also share an all-in-one bio link on your Instagram. Hence, you'll have a great chance to post on Instagram while you are at school, and you can publish all your research and articles on your Instagram bio. So, it can really help you in your studies.

But, let's go back to the hashtags. There is a hashtag tool on AiSchedul, that really helps you in finding related hashtags in every topic. All you have to do is to signup free,and then on the scheduler tab, enter the keyword you want, and then, find all the related hashtags. That's what we've done for "Student":

➢Instagram Businesses for Students;

Most students do not think about Instagram as a potential platform for starting and growing a new business. But it surely is one. There are many examples of small local businesses starting with an Instagram profile. If you can do anything better than most people do, you can start your own small thing on Instagram, create a profile,get some followers,post a lot of nice pictures of whatever it is that you do, and voila, you have a starting point for your own business. Some people pay to write a paper, some people bake cakes and sell them, some people do pizza delivery via Instagram, some create clothes, some sell beautiful paintings, and all of that is possible thanks to the power of images. Make it look great, throw in some filters, and you have yourself an advertisement. Also, if you don't have the chance to turn your Instagram account into a business one,AiScheducan help you. Using this amazing tool, you cansellonInstagrameven without a business account.But how? Well, take a look at the following video.

➢Editing Functions;

Apart from just posting pictures, the users can edit them. Of course, Instagram does not give you all the options of a professional editing app. But the users can still edit their pictures and improve them significantly. Thefiltersandmanualeditingtools offered by Instagram are sufficient for most people, so the students can quickly and easily edit any picks and post them in their feed without any delay. This is almost instantaneous editing. This is so essential for people who want to capture some moments and enhance their pictures on the go without having to use any outside tools. More so, you can post stories and quickly change the filters in a matter of just seconds.

CHAPTER-3
HYPOTHESIS

Hypothesis: Increasing the frequency of posting high-quality visual content on Instagram will result in higher user engagement and increased follower growth."

This hypothesis suggests that if an individual or business consistently posts visually appealing and engaging content on Instagram, they will experience an increase in user engagement metrics such as likes, comments, and shares. Additionally, it predicts that a higher frequency of posting such content will lead to a growth in the number of followers.

This hypothesis could be tested by conducting an experiment where two groups are compared: one group consistently posts high-quality content at a higher frequency, while the other group maintains their regular posting habits. The

engagement metrics and follower growth for both groups can be analyzed and compared over a specific time period to determine if the hypothesis holds true.

It is important to note that this hypothesis is just an example, and actual research would require careful design, data collection, and statistical analysis to draw valid conclusions.

CHAPTER-4

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Definition of Research

"The manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verity knowledge, whether that knowledge aids in construction of theory or in the practice of an art."

D.Slesinger and M.Stephenson

RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Regarding this project, descriptive research design concern with describing the perception of each individuals or narrating facts on welfare measures and diagnostic design helps in determine the frequency with which something occurs or it's associated with something else. These two research design help in understand the characteristic in a

given situation. Think systematically about aspects in given situation, offers idea for probe and research help to make certain simple decision.

DESCRIPTIVE RESEARCH

In this research it deals with descriptive research type. It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

SAMPLE DESIGN

A sample design is a definite plan determined before any data are actually collected for obtaining a sample from a given population. Sampling is used to collect data from limited numbers whereas census is used for large numbers. For the research, sampling method was used.

There are different types of sample design based on two factor namely the representation basis and the element selection technique .There are two main categories under which various sampling method can be put. There are

1. Probability sampling

2. Non probability sampling

In this particular research the A study is on probability sampling. And in the simple random sample is used.

PROBABILITY SAMPLING:

Probability sampling is based on the concept of random selection; the sample may be either unrestricted or restricted. When each sample elements is drawn individually from the population at large, then the sample so drawn is known as 'unrestricted sample', Where as all other forms of sampling are covered under the term 'restricted sample".

The most frequently used probability samples are:

• Simple random sample

Systematic sample

Stratified sample (proportionate & disproportionate) Cluster sample

NON-PROBABILITY SAMPLING:

Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample.

• Judgment sampling

•

Convenient sampling

Quota sampling.

Snowball sampling

SAMPLING METHOD

In this research systematic sampling method is used to collect the primary data by using questionnaire.

SYSTEMATIC SAMPLING

A Systematic sample is selected at random sampling. When a complete list of the population is available, this method is used. If a sample of 10 students is to be selected from 100 students, under this method kth item is picked up from the sample frame and k is the sample interval.

POPULATION SIZE

The over all population size is 500.

SAMPLE SIZE: The total sample size of 110 has been taken for this study. Both male and female employee have been interviewed.

DATA COLLECTION METHOD

Primary Source of Data

Primary data is known as the data collected from the first time through field survey. Such data are collected with specific set of objectives to assess the current status of any variable studied.

RESEARCH INSTRUMENT:

In this project, the data were collected through structured questionnaire.

QUESTIONNAIRE

A questionnaire is a schedule consisting of a number of coherent and formulated series of question related to the various aspects of the under study. In this method a pre-printed list of question arranged in sequence is used to elicit response from the important.

Types of questions

The following are the types of questions, which are used in research. They are:

a) Open ended question

b) Close ended question

a) Open ended questionnaire:

An open-ended question gives the respondents complete freedom to decide the form length and detail of the form.

b) Close ended questionnaire:

The close-ended question is of two types they are as follows:

Dichotomous question : This type has only tow answers in the form of "YES" or "NO", "TRUE" or "FALSE" etc...

• Multiple - choice question: In this case the respondents are offered two or mores choices and the respondent have to indicate which is applicable in the following cases.

STATISTICAL TOOLS APPLIED

Percentage Analysis: percentage refers to a special kind of ratio. Percentage analysis test is done to find out the percentage response of the respondents. I these tools various percentage are presented by the way of diagram,pie charts In order to have better understandings of the analysis.

CHAPTER-5

Company profile

-

2.2 History of Instagram : This is the real story of how Instagram started working. It began as a part-time project by Kevin Systrom when he was learning to code. And after he met Mike Krieger, they created Instagram! But first, let's know more about them.Kevin Systrom is Instagram co-founders, and here is his biography. Kevin was born on 30th December 1983. His mother worked as a agement at Stanford University, and he did his internship at Odeon (the twitter company).
After graduation, he found a job as a marketing associate product manager at Google. He quit his job in 2009 (after three years) and joined a startup called the next stop as a product manager. So he became closer to a social media.marketing executive at a zip car, and his father was the vice president of TJX company.

Mike Krieger co-founder of Instagram

Mike was born on 4th March 1986 in Sao Paulo. He studied symbolic systems at Stanford University (where he met Kevin). In university, he worked on a photo sharing project for a class. It was an app for treating seasonal affective disorders named "Send me some sunshine." The idea was that a user would send a photo of sunshine to another user on another side of the world (with a wintery climate and fewer hours of daylight) just to cheer them up.In early, 2010 he did self-training after work. Kevin had no formal training in computer and coding, but he loved it. So while working at the next stop, he learned to code at nights after work and on the weekends, and he got it by himselfAfter learning to code, he built an HTML5 prototype called Burbn (the name was inspired by his love of fine whiskeys and bourbon) burbn was an app (multi-faceted) that allowed users to check-in, post their plans and share photos like Facebook. It was a mix of check-in and gaming foursquare and mafia wars! and photo sharing in one app. But it was confusing, so it didn't succeed..

People were just using the app to share their photos. Coffee photos, dog photos, bathroom mirror photos! Everyday life photos. This was the time Krieger came on board. He joined Systrom in Dogpatch labs at San Francisco's Pier 38.They looked at how burbn users loved photo sharing and then studied every favorite app in the photo sharing category. So they canceled the burbn and started over. They spent some time experimenting and searching. There was a prototype for Instagram called scotch, but it didn't have filters and was full of bugs.
Finally! After months of trying, Instagram was created and launched on oct.06.2010. Twenty five thousand users showed up on the first day! After that, it was just growing itself. Instagram nailed the timing and hit one million users in three months! Then it became 2 million, which later became ten million users! And it was all organic growth without any advertisements.

Instagram history timeline

October 6, 2010: Instagram launches

December 12, 2010: Instagram has 1 million users.

March 21, 2011: first worldwide InstaMeet

August 3, 2011: 150 millionth photo upload

September 20, 2011: introducing version 2.0 with four new filters.

September 26, 2011: 10 million users!

November 21, 2011: the launch of weekend hashtag project #VHP

April 3, 2012: Instagram launches on android too.

April 9, 2012: Facebook buys Instagram.

June 28, 2012: Instagram designs photo pages for the web.

July 26, 2012: Instagram has 80 million users!

December 11, 2012: Version 3.2 with a new filter.

December 21, 2012: version 3.4.1 brings 25 languages in.

May 2, 2013: tag photos on Instagram.

June 20, 2013: introducing videos on Instagram.

December 12, 2013: introducing Instagram directly.

December 1 2014 Instagram reaches 300 million

December 15, 2016: Instagram reaches 600 million

February 22, 2017: multiple photos per post

Chapter-6

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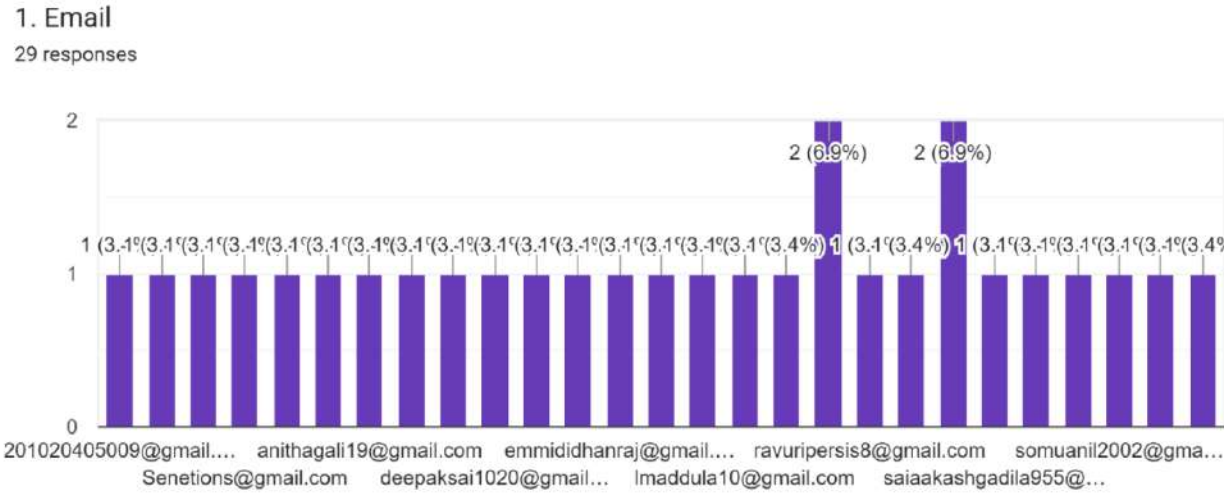
Data analysis & interpretation

EMAILS

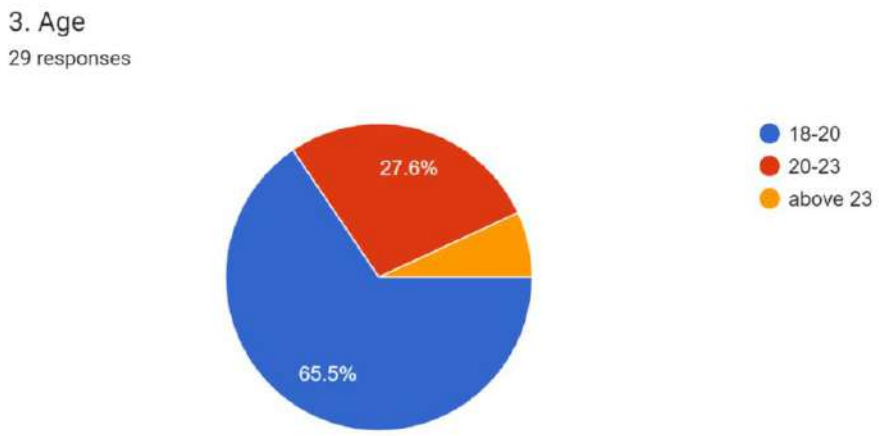

1. Email
29 responses
2
1
0
2 (6.9%)
2 (6.9%)
201020405009@gmail....
anithagali19@gmail.com
emmididhanraj@gmail....
ravuripersis8@gmail.com
somuanil2002@gma...
Senetions@gmail.com
deepaksai1020@gmail...
lmaddula10@gmail.com
saiaakashgadila955@...

6.1.2

AGES OF THE RESPONDENTS

PARTICULARS	Frequency	Valid percent
10-20	19	65.5
20-30	8	27.6
30-40	0	0
TOTAL	29	100

6.3.1



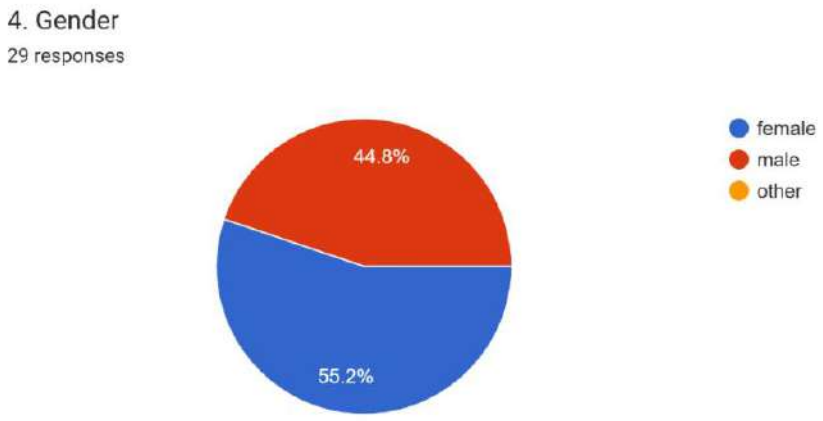
MOST OF THEM ARE 20 YEARS

Genders

6.1.2

Particulars	Frequency	Valid percent
Male	13	44.8
Female	16	55.2
Prefer not to say	0	0
Total	29	100

6.2.1



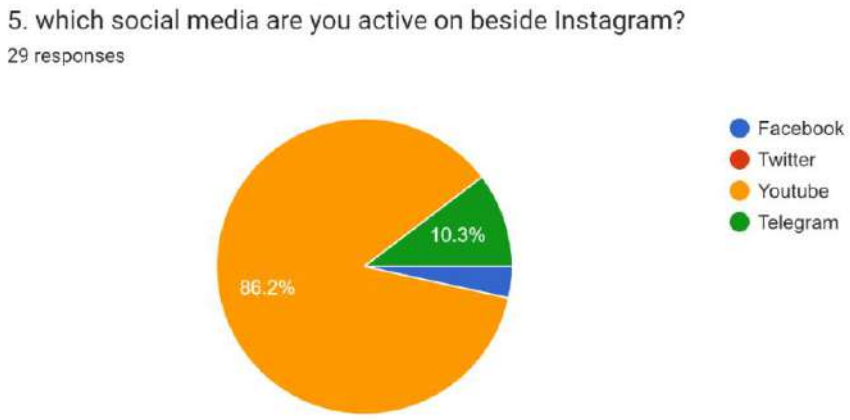
MOST OF THEM ARE FEMALE CATEGORY

1.which social media are you active on beside Instagram?

6.1.3

Particulars	Frequency	Valid percent
FACEBOOK	1	3.4
TWITTER	0	0
YOUTUBE	25	86.2
TELEGRAM	3	10.3
Total		100

6.2.2



Interpretation:

THE above pie cart illustrate that 86.2% users use youtube over other social media Platforms only 10% of people use telegram as a other option for Instagram

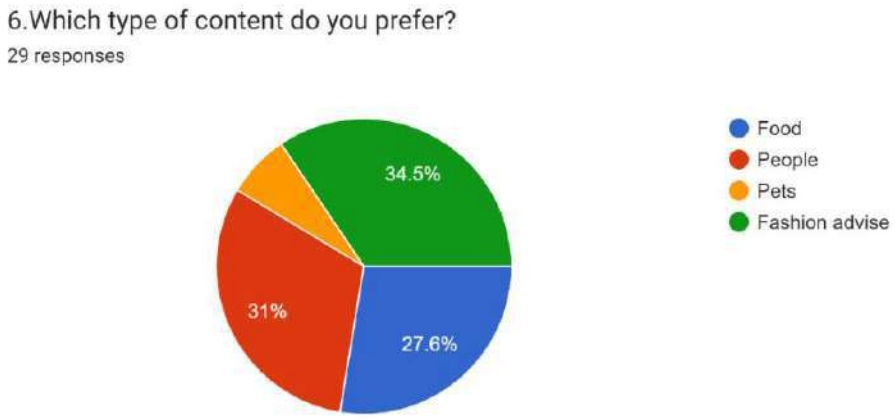
6. Which type of content do you prefer

6.1.4

PARTICULARS	FREQUENCY	VALID PERCENT
FOOD	8	27.6
PEOPLE	9	31

PETS	2	6.9
FASHION ADIVISE	10	34.5

6.2.6



INTERPRETATION:

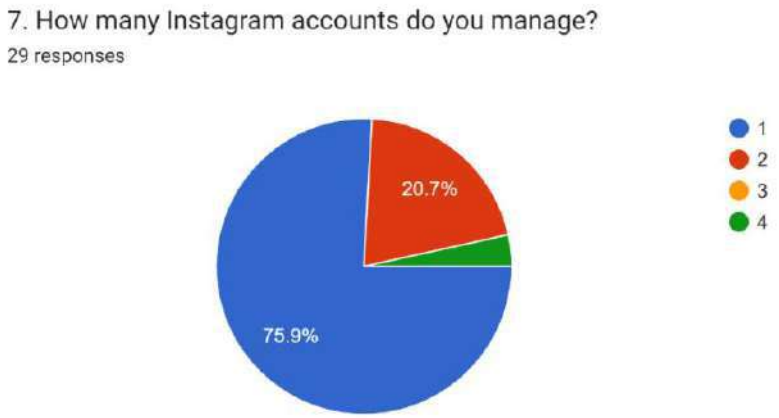
From the above pie chart we can interpret that 27.9% of the users prefer food related content on the social media and 34.5% users prefer fashion realated searches and 2% people prefer pets so in social media maximum number of people prefer fashion

7. HOW MANY INSTAGRAM ACCOUNTS DO YOU MANAGE

6.1.7

PARTICULRS	FREQUENCY	VALID PERCENTAGE
1	22	75.9
2	6	20.7
3	1	3.4

6.2.7



Interpretation:

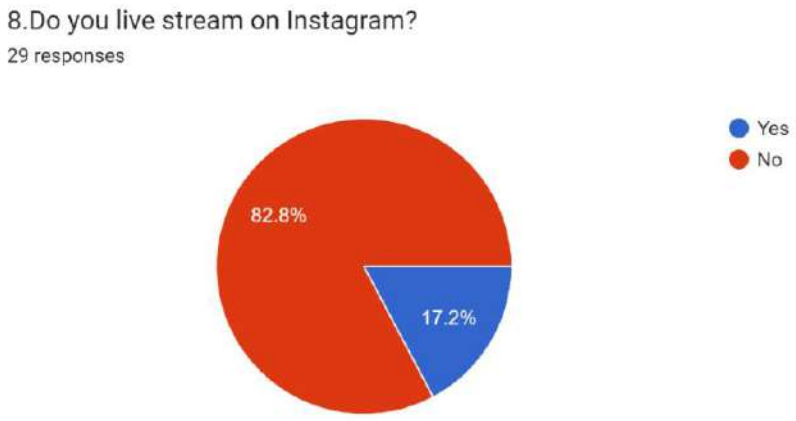
From the above pie chart we can interprect that over75.9 percent of people use only Instagram account and 20.7% people uses two acconts

8.DO you live stream on Instagram

6.1.8

Particulars	Frequency	Valid percentage
YES	24	82.8
NO	5	17.2

6.2.8



INTERPRETATION:

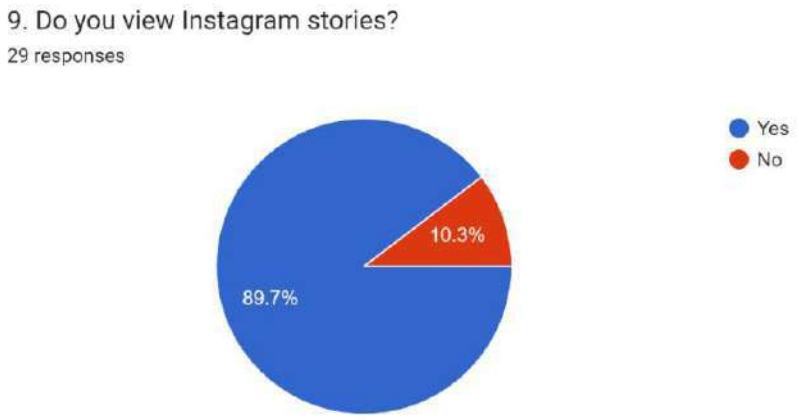
From the above pie chart we can interprect that over 82.8% of the users Instagram live strams and only 17.2% of people don not stream

9. do you view Instagram stories

6.1.9

Particulars	Frequency	Valid percentage
Yes	26	89.7
No	3	10.3

6.2.10



Interpretation:

From the above pie chart we can interprect that over 83.7% of the people view Instagram stories and only 10.3% people not view the Instagram stories

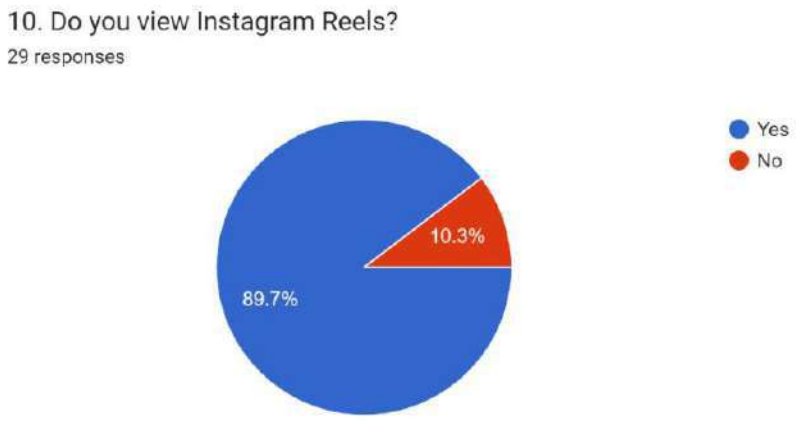
10. Do you watch Instagram reels?

6.1.10

Particulars	Frequency	Valid percentage

Yes	26	9.7
No	3	10.3

6.2.11



Interpretation:

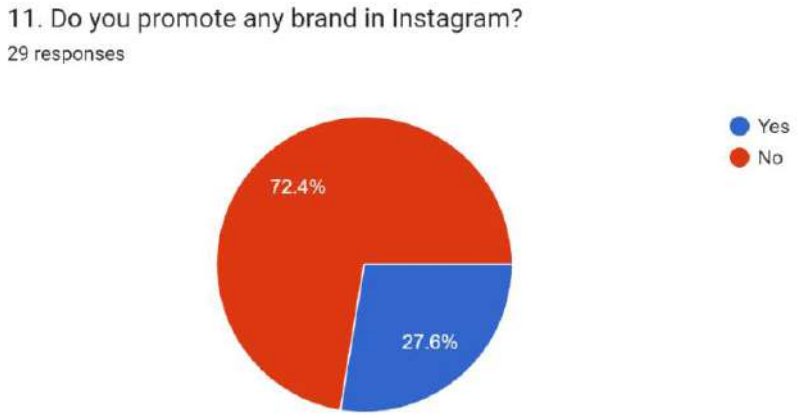
From the above pie chart we can interprect that over 89.7% percentagg eof people watch the Instagram reels only 10.3% people not intrested to watch the reels

11. DO you promote any brand in Instagram?

6.1.11

Particulars	frequency	Valid percentage
Yes	8	27.6
No	22	72.4

6.2.12



Interpretation:

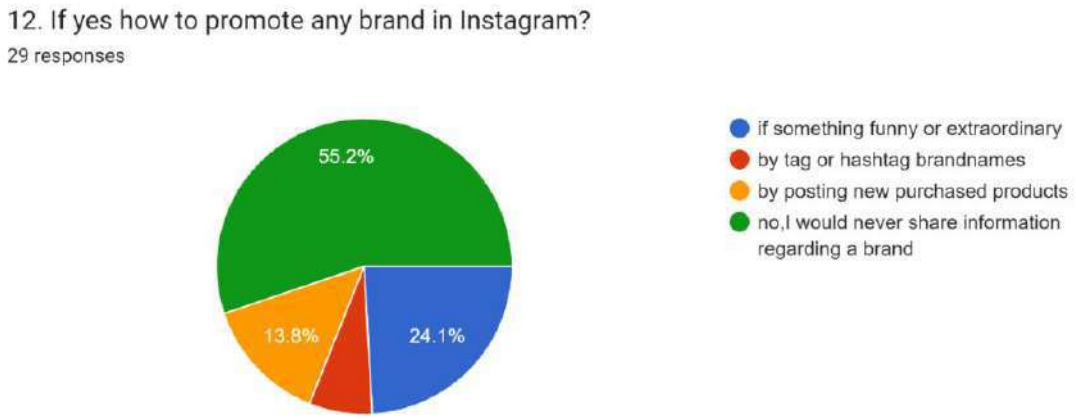
From the above pie chart we can interpret that over 72.4% people not promote any brand on Instagram and only 27.5% people are open to brand to promote on their instagram

12. If yes how will you to promote a brand in Instagram?

6.1.12

Particulars	frequency	Valid percentage
If something funny or extraordinary	7	4.1
By tag or hashtag, brand names	2	6.9
By posting new purchases products	4	13.8
No , I will not promote noting	16	55.2

6.2.13



Interpretation:

From the above pie chart we can interpret that 55.2% of the people didn't post or promote about any brand and over 24.1% percentage of people promotes if any brand releses any funny content and very extraordinary stuff and over 13.8% people post if they purches any product of their brand

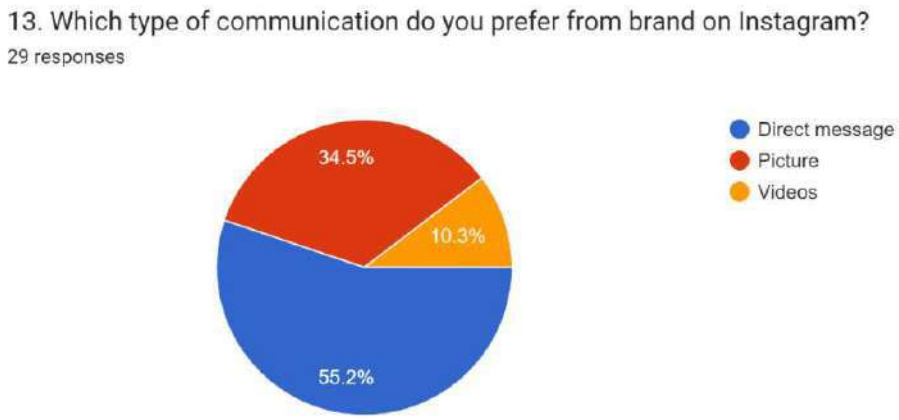
13. which type of communication do you prefer from brand Instagram?

6.1.13

Particulars	Frequency	Valid percentage

Direct message	16	55.2
Pictures	10	34.5
videos	3	10.3

6.2.14



INTERPRETATION:

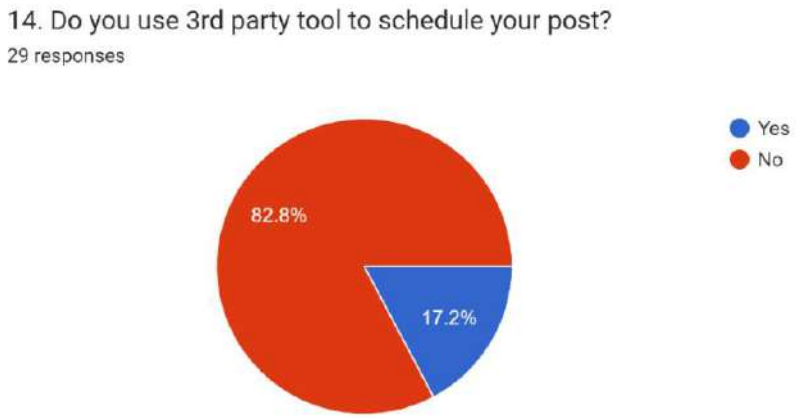
From the above pie chart we can interpret that over 56.2 percentage of the people prefer the direct message from the brand and 34.5% percentage of people prefer in the form of pictures And 10.3% percentage of the people prefer in the form of video communication

14. DO you use any 3rd party app to schedule your post?

6.1.14

Particulars	Frequency	Valid percentage
Yes	24	82.8
No	5	17.2

3.2.15



Interpretation:

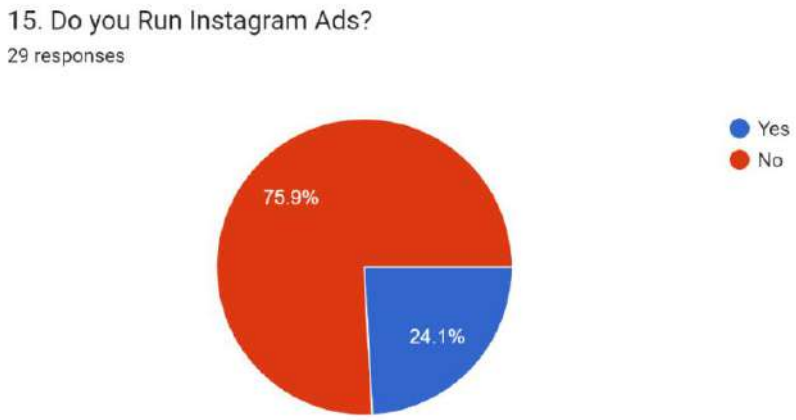
From the above pie chart we can interpret that the over 82.8% percentage of the people don't use any 3rd party tool to schedule their posts and only 17% of the people use the 3rd party tool to schedule their post

15. do you run Instagram ads?

6.1.15

Particulars	Frequency	Valid percentage
Yes	22	75.9%
No	7	24.1%

6.2.16



Interpretation:

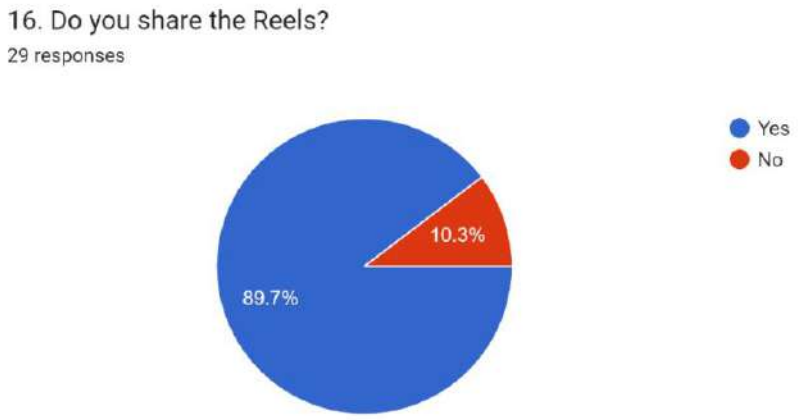
From the above pie chart we can interpret that over 75.9% percentage of the people don't run their ads on their on Instagram and only 24.2% percentage will run ads on their instagram

16. DO you share reels on Instagram?

6.1.16

Particulars	Frequency	Valid percentage
Yes	26	89.7
No	3	10.3

6.2.17



Interpretation:

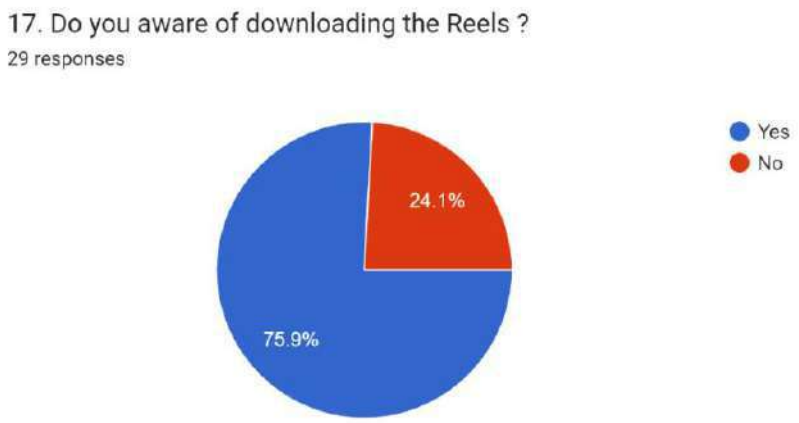
From the above pie chart over 89.7% percentage of people share reels regularly on Instagram and only 10.3% percentage don’t share Instagram reels

17. DO you aware of downloading the reels on Instagram?

6.1.17

Particulars	Frequency	Valid percentage
Yes	22	75.9
No	7	24.1

6.2.18



Interpretation:

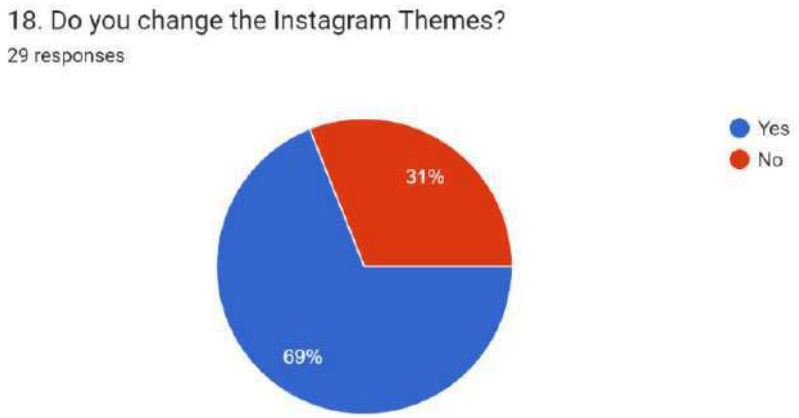
From the above pie chart 75,9% percentage of the users are aware that how to to download the content from the Instagram but 24.1% their not aware of that topic

18. do you like to change themes of chats in Instagram?

6.1.18

Particulars	Frequency	Valid percentage
Yes	20	69%
No	9	31%

6.2.19



Interpretation:

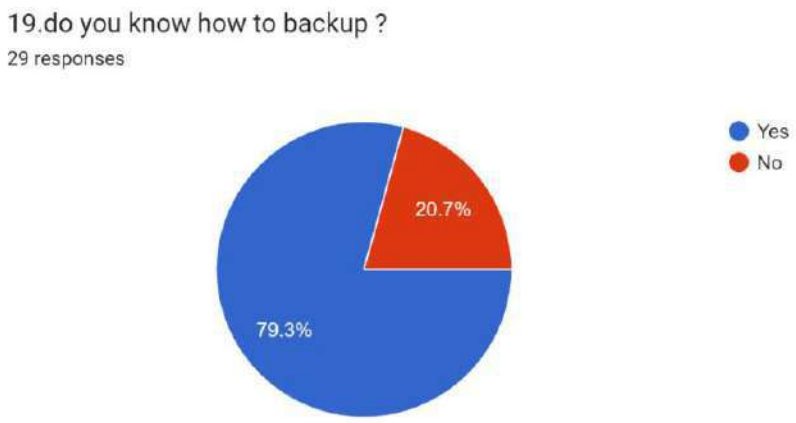
From the above pie chart over 69% percentage of people who uses Instagram are like to change themes of their chats and 31% of people don’t like to change their themes

19. do you know how to backup your account in Instagram?

6.1.19

Particulars	Frequency	Valid percentage
Yes	23	79.3
No	6	0.7

6.2.20



Interpretation:

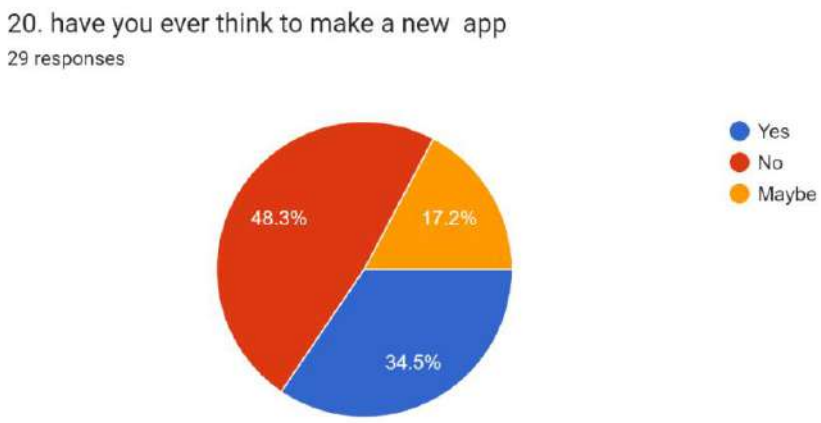
From the above pie chart we can intrept that 79.3% of the percentage of users know how to backup their accounts rest 20.7% percentage of users not aware of backup

20. have you ever think to make a new app like Instagram?

6.1.20

Particulars	Frequency	Valid percentage
Yes	10	34.5
No	14	48.3
Maybe	5	17.2

6.2.21



Interpretation:

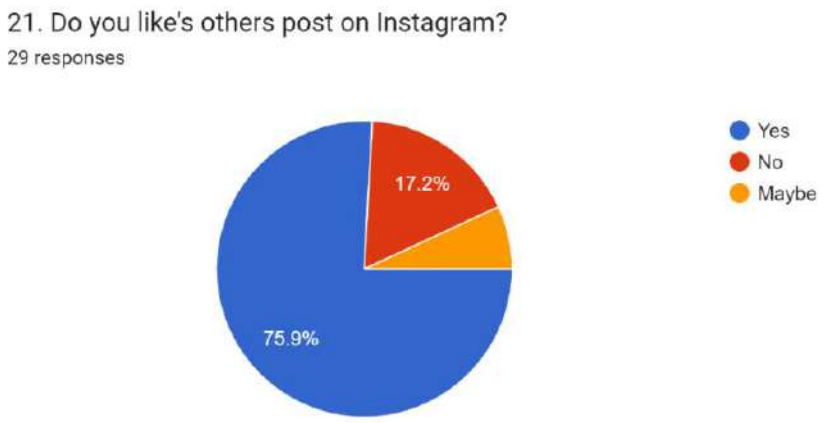
From the above pie chart we can interpret that over 48.3% percentage of people don't like to think of making a new but 34.5% percentage of people really intrested to make a new software like Instagram

21. do you like others post on Instagram

6.1.21

Particulars	Frequency	Percentage
Yes	22	75.9
No	5	17.2
Maybe	2	6.9

6.2.22



Interpretation

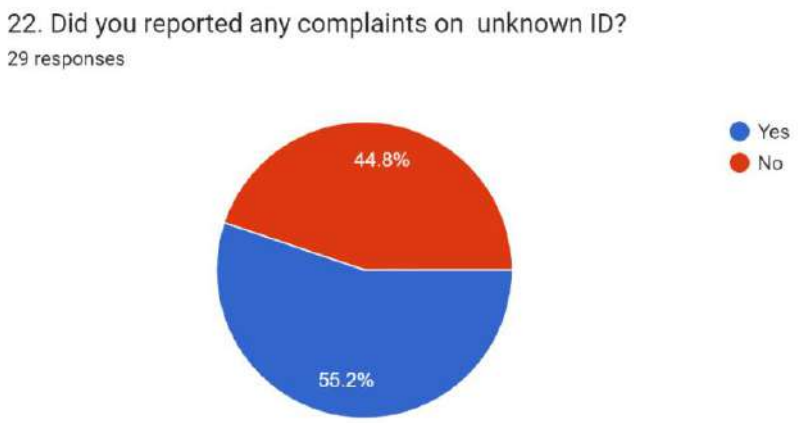
From the above pie chart we can see over 75.9% percentage of people likes posts on Instagram and other 7.3% percentage of people don't like others post

22. DID you ever reported any compliants on unknown s ID?

6.1.22

Particulars	Frequency	Percentage
Yes	16	55.2
No	13	44.8

6.2.23



Interpretation:

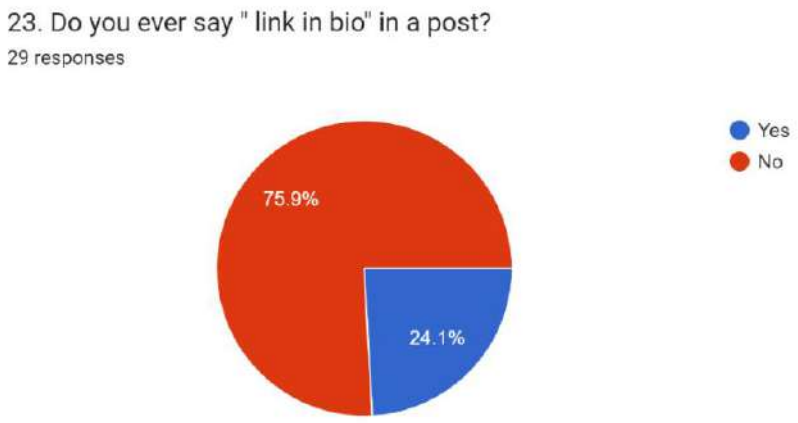
From the above pie chart 55.2% of the people reports complaints on unknowns ids and other 44.8% percentage of the people don’t report on unknowns ids

23.do you ever say linl in bio in a post?

6.1.23

Particulars	Frequency	Percentage
Yes	7	24.1
No	22	75.9

6.2.24



Interpretation

From the above pie chart 75.9% percentage of users say no and only 24.12% of the users use the word link in bio

24.what do you expect from a brand in Instagram?

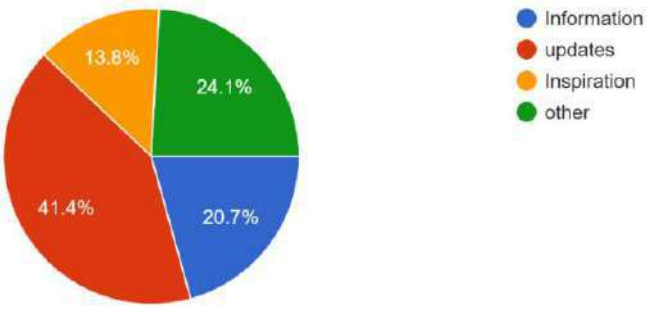
6.1.24

Particulars	Frequency	Percentage
Information	6	20.7
Updates	12	41.4
Inspiration	4	13.8
other	7	24.1

6.2.25

24. What do you want from brand on Instagram ?

29 responses



Interpretation:

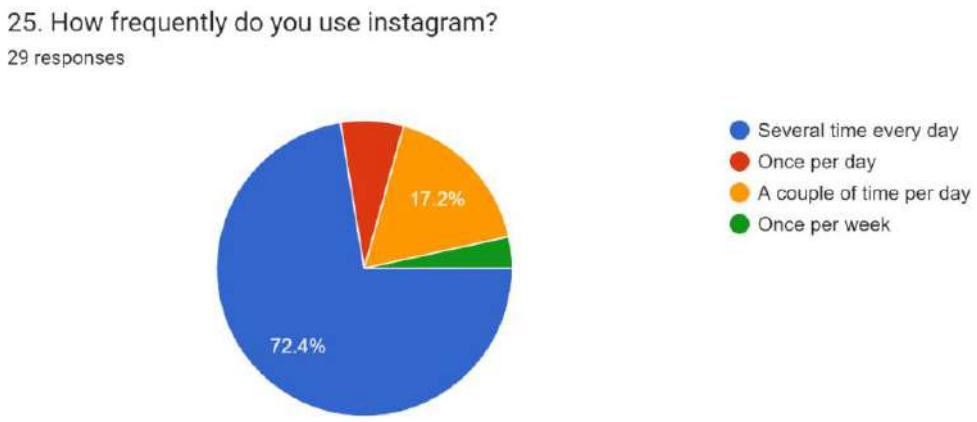
From the above pie chart we can interpret that 41.4% percentages of peoples expects updates from the brand and other 20.7% peoples expect information and 13.8% of peoples expects inspiration from the brand

25. how frequently do you use Instagram?

6.1.25

Particulars	Frequency	Percentage
Several time every day	21	72.4
Once per day	2	6.9
A couple of time per day	5	17.2
Once per week	1	3.4

6.2.26



Interpretation:

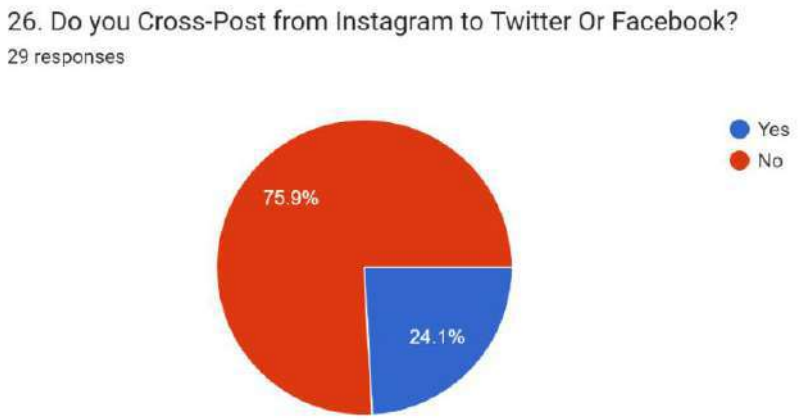
From the above pie chart 72.4% of people use Instagram several times in a day and 17.2% percentage use couple of time per day only 6.9% people use Instagram only once per day and other 3.4% people only use once per day

26. DO you cross-post from Instagram to twitter or facebook?

6.1.26

Particulars	Frequency	Percentage
Yes	22	75.9
No	7	24.1

6.2.27



27. do you use hashtags on reels?

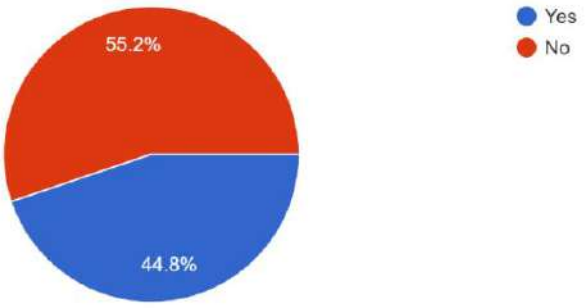
6.1.27

Perticulars	Frequency	Percentages
Yes	13	44.8
No	16	55.2

6.2.28

27. Do you use hastags on reels?

29 responses

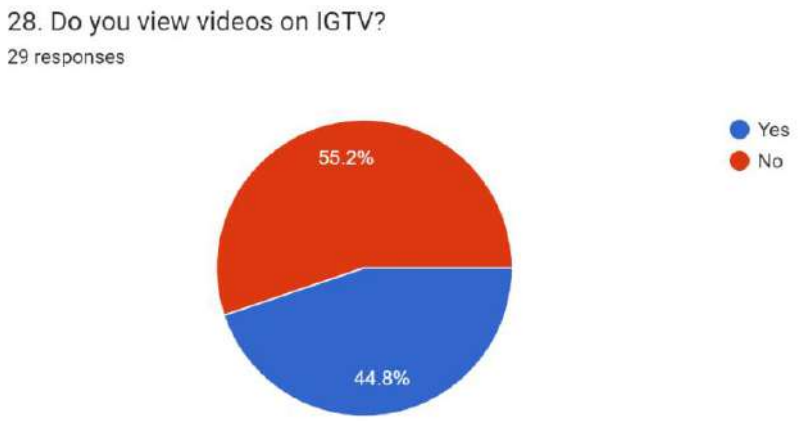


28. do you view videos on IGTV?

6.1.28

Particulers	Frequency	Percentage
Yes	13	44.8
No	16	55.2

6.2.29

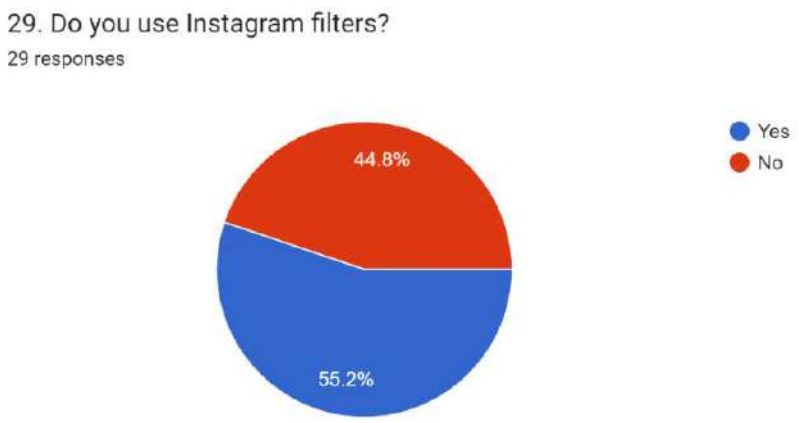


29. do you use instagam filters ?

6.1.30

Particulars	Frequency	Percentage
Yes	16	55.2
No	13	44.8

6.2.30

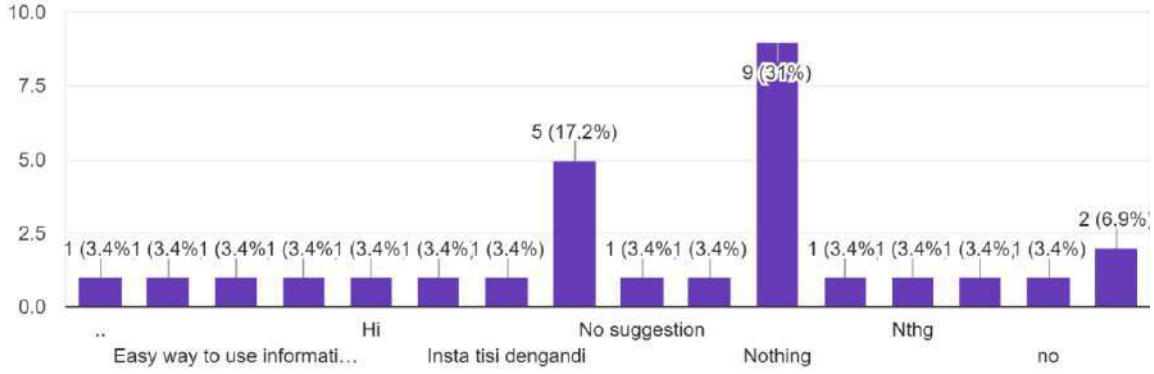


30. SUGGESTIONS

6.1.30

30. Any suggestion

29 responses



Chapter 7

Findings Suggestions and Conclusion

FINDINGS: As an AI language model, I do not have access to the data from the study on popularity of Instagram among the student community. However,

based on previous research, the following are some possible findings that could emerge from the study:

➢ Frequency of Instagram usage: The study may reveal that a significant proportion of students use Instagram frequently. Previous research has shown that Instagram is one of the most popular social media platforms among young adults, including students.

➢ Reasons for using Instagram: The study may identify various reasons why students use Instagram, such as staying connected with friends and family, sharing personal experiences, and exploring new trends and interests.

➢ Impact of Instagram on social behavior: The study may reveal that Instagram has both positive and negative effects on the social behavior of students. On the positive side, Instagram may facilitate social bonding and enhance self-expression. However, it may also contribute to social comparison, cyberbullying, and FOMO (fear of missing out) among students.

➢ Factors that influence the popularity of Instagram among students: The study may identify various factors that influence the popularity of Instagram among students, such as the ease of use, visual appeal, social networking features, and celebrity endorsements.

➢ Overall, the study on the popularity of Instagram among the student community is likely to provide valuable insights into the usage patterns, motivations, and effects of Instagram on the younger generation. These insights may be useful for social media companies, educators, and policymakers in developing strategies to promote healthy social media use among students.

SUGGESTIONS

➢ Raise awareness of the negative effects: Students should be made aware of the negative effects of excessive Instagram use, such as social comparison, FOMO, and cyberbullying. This can be achieved through Encourage responsible use: Educators, parents, and social media companies should promote responsible use of Instagram among students. This can be achieved through education awareness campaigns and education programs.

➢ Promote mental health and well-being: Social media companies should consider implementing features that promote mental health and well-being among their users, such as digital well-being tools, content moderation, and support for mental health issues.

➢ Enhance privacy and security: Social media companies should prioritize the privacy and security of their users, especially young users. This can be achieved through features such as two-factor authentication, privacy settings, and data protection policies.

➢ Encourage positive content creation: Students should be encouraged to create positive and constructive content on Instagram. This can be achieved through contests, challenges, and rewards for content that promotes positive values and behaviors.

➢ Collaborate with educators and policymakers: Social media companies should work with educators and policymakers to develop policies and guidelines that promote healthy social media use among students. This can be achieved through public-private partnerships, collaboration with education institutions, and participation in policy making forums

CONCLUSION:

Instagram is an application that focuses especially on the camera application, where people can make and give a comment on the photo. According to Wink (2015) the characteristics of Instagram that are different from other applications is that the application is only available on mobile phones. Based on the analysis that the writer has done, the writer draws the following conclusions. With regard to Instagram, there were 24 questions asked to the respondents. From the answers it is found that 79% of the respondents agree that the application is a popular program.

They choose to use Instagram because firstly they know Instagram as a photo sharing site. Secondly, Instagram is known as a facilitator to advertise and search business for students. Thirdly, it is an interesting application and a new trend among students. The respondents also agree that Instagram is becoming a hobby to kill time by stalking people's online shopping or individual photo uploads.

In the questionnaire it is also found 46.15% agree that Instagram gives satisfaction to users. There is also 59.61% that finds the application is easy to use and find because people only need to access the play store and then download the program. In addition, 86.5% users find Instagram as a tool to manipulate people to attract and buy the promoted products.

Because Instagram is proven to be a popular social media that gives satisfaction due to its easy access yet in manipulating people to buy promoted products, these characteristics qualify Instagram as a product of popular culture.

CHAPTER-8

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BIBLIOGRAPHY

REFERENCE:

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➢ Journal of Youth Studies - Social media and young people's mental health and wellbeing: A systematic review: https://www.tandfonline.com/doi/full/10.1080/13676261.2018.1505409

➢ Social Media Today - New Study Looks at the Impact of Instagram on Young People's Mental Health: https://www.socialmediatoday.com/news/new-study-looks-at-the-impact-of instagram-on-young-peoples-mental-health/555017/

➢ Association for Psychological Science - Social Media Use Tied to Poor Sleep, Increased Anxiety in Teens: https://www.psychologicalscience.org/news/releases/social-media-use-tied to-poor-sleep-increased-anxiety-in-teens.html

➢ These resources provide information and insights into the impact of social media, specifically Instagram, on the student community.

INDEX OF DATA ANALYSIS

S.NO	PARTICULARS	TABLE NO	PIE CHART NO	GRAPH NO
1.	Email	6.1.1		6.2.1
2.	Name	6.1.2	6.2.2	
3.	Age	6.1.3	6.2.3	
4.	Gender	6.1.4	6.2.4	
5.	Which social media are you active on besides Instagram	6.1.5	6.2.5	
6.	What type of content do you prefer	6.1.6	6.2.6	
7.	How many Instagram	6.1.7	6.2.7	

	accounts do you maintain			
8	**Do you live stream on Instagram**	**6.1.8**	**6.2.8**	
9.	**Do you enjoy to watch stories**	**6.1.9**	**6.2.9**	
10.	**Do you like to view reels on Instagram**	**6.1.10**	**6.2.10**	
11.	**Do you promote any brand in Instagram**	**6.1.11**		
12	**If yes how do you promote any brand in Instagram**	**6.1.12**	**6.2.11**	
13	**What type of communication do you prefer from Instagram**	**6.1.13**	**6.2.12**	
14	**Do you use any 3rd party tool schedule your post**	**61.14**	**6.2.13**	
15	**Do you run Instagram adds**	**6.1.15**	**6.2.14**	
16	**Do you share reels in Instagram**	**6.1.16**	**6.2.15**	
17	**Do you aware of downloading reels**	**6.1.17**	**6.2.16**	

18	**Do you like to change Instagram themes**	**6.1.18**	**6.2.17**	
19	**Do you know how to backup**	**6.1.19**	**6.2.18**	
20	**Have you ever think to make a new app like instagram**	**6.1.20**	**6.2.19**	
21	**Do yyou like other post on instagram**	**6.1.21**	**6.2.20**	
22	**Did you ever reported any complaints on unknown ids**	**6.1.22**	**6.2.21**	
23	**Do you ever said link in bio in a post**	**6.1.23**	**6.2.22**	
24	**What do you want from brand to active in Instagram**	**6.1.24**	**6.2.23**	
25	**How frequently do you use Instagram**	**6.1.25**	**6.2.34**	
26	**Do you cross-post from Instagram to twitter or facebook**	**6.1.26**	**6.2.27**	
27	**Did you ever used hashtags on reels**	**6.1.27**	**6.2.28**	

28	**Do you view videos on IGTV**	**6.1.28**	**6.8.28**	
29	**DO YOU USE Instagram filters**	**6.1.29**	**6.2.29**	
30	**Suggestions**	**6.1.30**	**6.2.30**	

CHAPTER -9

APPENDIX

Questionnaires:

1. Email*

2. Name

3. Age*

18 - 20

20 - 23

Above 23

4. Gender*

female

male

Other:

5. Which social media are you active on beside Instagram?*

Facebook

Google+

Twitter

YouTub

6. Which type of content do you prefer?*

People

Food

pets

Fashion advice

7. How many Instagram accounts do you manage?*

1

2

3

4

8. Do you live stream on Instagram?*

YES

NO

9. Do you view Instagram stories?*

Yes

No

10. Do you view Instagram Reels?*

Yes

No

11. Do you promote any brand on Instagram?*

Yes

No

12. If yes, how to promote these brands ? *

if something funny or extraordinary

by tagging the location of a place related to a brand

by tag or hashtag brand names

by posting new purchased products

13. Which type of communication do you prefer from a brand on Instagram? *

Direct message

picture

Videos

14. Do you use a 3rd party tool to schedule your post?*

Yes

No

15. Do you Run Instagram Ads?*

Yes

No

16. Do you ever say "link in bio" in a post?*

Yes

No

17. What do you want from a brand on Instagram ?* Information updates

Inspiration

To be more personal than in other social media

Other

18. How frequently do you use Instagram?*

Several time every day

Once per day

A couple of time per week

Once per week

19. Do you Cross-Post from Instagram to Twitter orFacebook?*

Yes

No

20. Do you use hashtags on reels?*

Yes

No

21. Do you view videos on IGTV? *

Yes

No

22. Do you use Instagram filters?*

Yes

No

23. Do you ever say " link in bio" in a post?

Yes

No

24. What do you want from a brand on Instagram?

Information

updates

Inspiration

Other

25. How frequently do you use instagram?

Several time every day

Once per day

A couple of time per day

Once per week

26. Do you Cross-Post from Instagram to * Twitter Or Facebook?

Yes

No

27. Do you use hashtags on reels? *

Yes

No

28. Do you view videos on IGTV? *

Yes

No

29. Do you use Instagram filters? *

Yes

No

30. Any suggestion *

---------- THE END----------

A PROJECT REPORT
ON
CONSUMER BEHAVIOR TOWARDS PARLE PRODUCTS

Submitted by

M SIRISHA 201020405026 P ANUSHA 201020405003
R PERSIS 201020405020 P SATHIVIKA 201020405004

Submitted in partial fulfillment of the requirement for the award of the degree of

BACHELORS OF COMMERCE

Under the Guidance of MRS.Ameena khatoon
Department of Commerce
Little Flower Degree College,Uppal,Hyderabad,500039
Affiliated To Osmania University

STUDENT(s') DECLARATION

We hereby declare that the project entitled "Consumer behavior towards parle products" was submitted in partial fulfillment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Ameena khatoon is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

M Sirisha -201020405026
R Persis -201020405020
P Anusha -201020405003
P Sathivika 201020405004

Date: :23-04-2023
Place:Hyderabad

Department of Commerce

Little Flower Degree College,Hyderabad.

Certificate

This is to certify that the project work on "Consumer behavior towards parle products being submitted by-

M SIRISHA -201020405026

R PERSIS -201020405020

P SATHVIKA -201020405004

PANUSHA -201020405003

In partial fulfillment of the requirement for the award of the degree of bachelors of commerce is a bonafide record of the project work done by department of commerce, Little Flower Degree College, Uppal, Hyderabad.

Project Guide

MRS. Ameena khatoon

Department of commerce

External Examiner

ACKNOWLEDGEMENTS

Through this acknowledgement I express my sincere gratitude towards all those in this project, which has been a learning experience.

This page would not be enough to extend my gratitude towards my project guide for her efforts in coordination with my work and guiding in the right directions. A heartfelt regard to our institutions management brother Vincent Reddy and Vice Principal Jayanthi for giving me the essential hand concluding this project.

It would be injustice to proceed without acknowledgement of those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all others who have been there to help this project.

ABSTRACT

Parle Product has been India's largest manufacturer of biscuits and confectionery for almost 80 years. Makers of the world's largest selling biscuits,Parle-G, and a host of other very popular brands,the Parle name symbolizes quality , nutrition and great taste. With a reach
spanning even to the remotest villages of India,the company has definitely come a very long way since its inception.Today ,the great strength of parallel products is the extremely widespread distribution network.

The transformation of "value" or "budget" brands into the luxury and premium brands is not easy, as the legacy of value brands among the masses is not easy to shake off. This becomes more difficult and challenging in a highly fragmented, competitive, and price-sensitive biscuit market like India. Another problem for the Parle Products is to hit the sweet spot between the mass market and the premium demographic which the brand is currently missing out in a highly fragmented and competitive Indian biscuit market.

INDEX

CHAPTER	NAME OF THE CONCEPT	PAGE NO.
1	Introduction ● Objectives ● Advantages ● Disadvantages	7- 8
2	Research Methodology ● Primary data ● Secondary data	9
3	Company profile ● History ● vision ● Mission ● Current profile	10-11
4	Consumer behavior ● For parle-G ● Personal factors ● Psychological factors ● Strength of the company	12-13
5	Review of literature	14
6	Data analysis and interpretation ● Tables ● Pie Charts ● Interpretation	15-44
7	Summary and conclusion Overview of the projects Suggestion conclusion	45-46
8	Bibliography	47
9	Appendices ● Questionnaires	48-53

INTRODUCTION

Parle products has been India's largest manufacturer of biscuits and confectionery for almost 80 years.Makers of the world's largest biscuit, PARLE-G and a host of very popular brands, the parle name symbolizes quality, nutrition and great taste.With a reach spanning even to the remotest villages of India. Parle products are an Indian Private Limited company. Parle Products has been India's largest manufacturer of biscuits & confectionery, for almost 80 years. Parle is the maker of the world's largest selling biscuit. Parle-G & a host of other very popular brands, the Parle name symbolizes quality, nutrition & great taste. Parle has a reach spanning even the remotest villages of India. It has 33% market share in India. The brand is estimated to be worth over Rs 2100 crore. Parle has more than 1600 wholesalers & 1.5 million retails outlets.

A cream colored yellow striped wrapper with a cute baby photo containing 10-12 biscuits with the company's name printed in Red and you know these are 'Parle G Biscuits. Times changed, a variety of biscuits did come and go but nothing has changed with these biscuits. Parle-G is one of the oldest brand names as well as the largest selling brand of biscuits in India Parle-G or Parle Glucose is a brand of Biscuits manufactured byParle products in India.Parle name conjures up fond memories across the length and breadth of the country. After all, since 1929, the people of India have been growing up on Parle biscuits & sweets. For around 75 years, Parle has been manufacturing quality biscuits and confectionery products.

Over the years Parle has grown to become a multi million-dollar company with many of the products as market leaders in their category. Parle Products began manufacturing biscuits, in addition to sweets and toffees. Having already established a reputation for quality, the Parle brand name grew in strength with this diversification Parle Glucose and Parle Monaco were the first brands of biscuits to be introduced, which later went onto become leading brand names itself for great taste and quality. Today, Parle enjoys a 40% share of the total biscuit market and a 15% share of the total confectionary market, in India

OBJECTIVE:

- To find out the competitive activity and merchandising through retailer of PARLE products
- To find out the consumer preference according to retailer view.
- To find out the satisfaction levels towards service provided byPARLE products
- To find out the major competitor of PARLE products
- To give an extensive distribution network.
- To reach remote rural areas.
- To maintain public relations.
- To give satisfaction to the users.
- To know consumer preference towards Parle as compared to others.

Advantages and disadvantages of study

Advantages

➔ Low price as compared to competitors

➔ Sizeable market share in the country

➔ Largest distribution system

➔ It is an Indian multinational food processing company

➔ Offers variety of products under its brand

Disadvantages

➔ Breakage of biscuits while delivering to retailers

➔ Many competitors in this segment.

➔ Storage

➔ Lack of schemes for retailers and distributors

➔ Poor packaging in the family pack of the glucose biscuits. Improper and irregular supply

RESEARCH METHODOLOGY:

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys, and other research techniques, and could include both present and historical information. Research Methodology refers to all the instruments like questionnaire and behavior. like attitude measurements that are used in research. The science of method is termed as research methodology. It refers to the process of conducting the research.

The research can be done with the help of two data:-

1. Primary data: The data which are obtained for the first time by the investigator himself for his purpose are called Primary Data. By primary data mean those data which are original, that is. those in which little or no grouping has been made, the instance being recorded or itemized as encountered.Consumer survey was conducted sample of 30 questionnaires were made up on google forms .

2. Secondary data: The data which have already been collected by some other investigator or person or institution for his own purpose and the present investigator uses them are called secondary data.

Company profile

A long time ago, when the British ruled India, a small factory was set up by Mohanlal Dhaval S Chauhan in the suburbs of Mumbai city, to manufacture sweets & toffees. A decade later it was upgraded to manufacture biscuits as well. Since then, the Parle name has grown in all directions, won international fame and has been selling its products all over India and abroad. The intent was to spread joy and cheer to children and adults alike, all over the country with its sweets and candies. The Company knew that it wouldn't be an easy task, but they decided to take the brave step. The year was 1929 & the market was dominated by famous international brands that were imported freely. Despite the odds & unequal competition, this company is called Parle Products, survived & succeeded, by adhering to high quality & improvising from time to time. A decade later, in 1939. Parle Products began manufacturing biscuits, in addition to sweets & toffees.

★ History

Parle Products company was founded in 1929 in India by the Chauhan family of Vile Parle, Mumbai. The founder was Mohanlal Chauhan who hailed from Pardi near Valsad in Gujarat. He moved to Mumbai to make a living and at first, his business was tailoring. However, it was not profitable, and so he moved into the food business by selling snacks. The bakery snacks of English people were more profitable, so Mohanlal moved into that sector with the help of Parsi contacts. He ran a bakery making bread, buns, rusks, scones, Nankhatai, turnovers, etc. He was blessed with five sons - Maneklal, Pitambar, Narottam, Kantilal and Jayantilal. The five brothers worked together amicably under their father.

Parle began manufacturing biscuits in 1939, with a license to supply their biscuits only and only to the British Army. In 1947, when India became independent, the company launched an ad campaign showcasing its Glucose biscuits as an Indian alternative to the British biscuits. The Parle brand became well known in India following the success of products such as the Parle-G biscuits. Much later, in 1977, the Morarji Desai government expelled Coca Cola from India (George Fernandes was the champion of this move). The family saw an opportunity here and opened their own cold drinks business, which flourished because there was no competition. It minted money from selling cold beverages like Gold Spot, Thums Up and Frooti, all of which became household names.

★ VISION

To ensure benefit to society and to the corporation for sustainable development by imparting measurable values to all stakeholders in every aspect of our operations. Ensuring Corporate Social Responsibility is adopted through principles implementations that contribute to our country's social, cultural, and environmental development and help in developing the awareness on these issues.

★ MISSION

To work on the popularity, adoption, and implementation of the concept of Corporate Social Responsibility while adding measurable values to the community and to our company along with managing related processes to the advantage of all concerned in a way that becomes a model for other corporations for replication.

★ CURRENT PROFILE

Vijay Chauhan & family

• Vijay Chauhan is the patriarch of the family that controls Parle Products, best known for its popular glucose biscuit, Parle G.
• The privately held biscuit, confectionery and snacks maker gets the bulk of its estimated $1.9 billion revenues from biscuits.
A total of 202 products from three categories, representing 90-100% of Parle Products estimated 2018 retail sales, were included in the Product Profile.
The current status of Parle Products PrivateLimited is - Active. The last reported AGM (Annual General Meeting) of Parle Products Private Limited, per our records, was held on 28 September, 2022.During the fiscal year ended March 31, 2022, the biscuit maker increased net sales by 9% to Rs16,202 crore, while profit fell by 81% to Rs256 crore. According to the company's filing with the Registrar of Companies, it had sales of Rs14,923 crore and a profit of Rs1,366 crore a year ago.

Shri Prakash Jayantilal Chauhan is the current ceo of parle

Consumer behavior

- **For parle -G**

In India it is a habit to have biscuits along with chai or tea - Parle G is referred to as "biskut" in rural areas - thus when asked for biscuits to a shopkeeper it simply means Parle-G biscuit in rural areas. Understanding consumer behavior is tough. The study of consumer behavior includes the knowledge about the consumer, his buying motives & buying habits. Keeping all this in mind, the factors influencing the buying behavior of consumers are.
According to some evidence, the following elements affect customer purchases: Since Parle-G is a consumable, things like societal considerations have no bearing on how much one buys. Reference group, family, social status, and status are the three subcategories of social factors, as was previously stated.
Parle-G being a consumable product is not influenced by factors like cultural factors. As shown above, social factors are further subdivided into 3 parts namely reference groups, family & social role & status.

- **PERSONAL FACTORS**
  The factors whose intensity differs from person to person are together termed as personal factors. They are as follows: -

  1. AGE

  Parle-g is consumed maximum by the kids in the age group of 5-10 years i.e. the growing age group. Kids, who have formed the habit of having Parle-G in their early stages of life, continue this practice even after growing up. They continue their consumption of Parle-G even after they grow up.

  2. OCCUPATION

  The buying behavior of the consumer is influenced also by the occupation he or she belongs to. In the case of Parle-G, the purpose for buying the product varies from a person with a high post in a M.N.C. to a poor laborer. For the executive employee, he may or may not buy the product. He may buy a more expensive or an imported biscuit brand because he can afford it. Also he may buy it only to be one of the many snacks available to him. On the other hand, a poor laborer would buy a packet of Parle-G simply to satisfy his hunger. For him, it is not a matter of choice or luxury, but a necessity because it's the easiest & the cheapest he can get.

3. INCOME

Income of a person decides its core expenditure segment. If a laborer earns a fixed amount & if a biscuit like parle-g which for sure ensures high level glucose content & immediate energy regained, he would definitely opt to buy a parle biscuit packet & not spend even that minimal amount of Rs.4 on anything else .But since Parle-G is a low-priced, value for money product a person's income does not really play a role in influencing the purchase of the product. Consumers of all income groups do buy the product.

PSYCHOLOGICAL FACTORS:

1.MOTIVATION

Motivation For Parle-G the main & the basic motivation which pulls consumers towards buying it is simply hunger. This is what pulls the consumers towards the purchase of Parle-G. Also, since biscuits are perceived as snacks, when a consumer is drinking tea he or she is motivated to buy Parle-G at that time.

2. Perception

consumers believe Parle-G to be a good quality product which is cheap too. They also perceive it to be a great snack with tea.

STRENGTH OF THE COMPANY

- Low price as compared to competitors.
- Sizeable market share in the country.
- Offers a variety of products under its brand.
- Different sizes of packets are available.
- Largest distribution system.
- An experienced team of sales and marketing executives.
- Better understanding of the consumer psyche.
- Deep and effective coverage.

REVIEW OF THE LITERATURE

In his study on brand and consumer behavior, Hemant J. Katole paid special attention to the biscuit sector. (2018). Gender and age are two variables that are taken into account when consumers purchase biscuits to determine business preference and degree of health awareness. The researchers used survey and questionnaire techniques to determine the precise times that customers bought the biscuits. Research has shown that people, regardless of gender, prefer to purchase goods that are viewed as healthy, particularly when purchasing cookies.

Dr. V. Kannan looked at biscuits consumed for breakfast and supper in a 2017 study. Britannia and Parle G items are being taken off the market because dairy products are commonly used in cookies, cakes, pastries, cakes, and cakes. The retailers are the middlemen who deal most frequently with the final consumer of Britannia goods. They are currently demonstrating how customers react to different products and activities. Because Britannia Biscuits never loses a client, it's crucial to pay close attention to client attitudes, tastes, and beliefs.

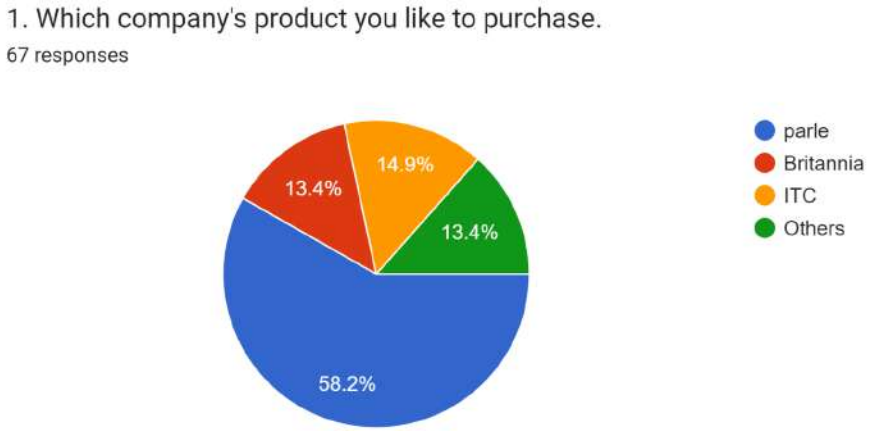
1. Parle Products has been one of the foremost pioneers of the biscuit and confectionery industry in India. Since its inception in 1929, Parle has been synonymous with quality, nutrition, taste, and affordability in India. Having more than 40 brands across different product categories in its portfolio, Parle Products has come a long way. Due to the enormous success of brand Parle-G, the mother brand Parle has been associated with values of affordability and quality. Parle has always been a strong player in the value segment and thus customers associate all brands of the companyasbeingtheaffordablebrandwithquality.
(https://journals.sagepub.com/doi/abs/10.1177/2278533720923519)

2. Parle Products has been India's largest manufacturer of biscuits and confectionery for almost 80 years. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition, and great taste. With a reach spanning even to the remotest villages of India, the company has definitely come a very long way since its inception. Many of the Parle products - biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971. With a 40% share of the total biscuit market and a 15% share of the total confectionery market in India, Parle has grown to become a multi-million-dollar company. While to the consumers it's a beacon of faith and trust, competitors look upon Parle as an example of marketing brilliance. Today, the great strength of Parle Products the (https://papers.ssm.com/sol3/papers.cfm?abstract id=3835777)
extremely widespread distribution

DATA ANALYSIS AND INTERPRETATION

1.Which companies product you like to purchase.

S.NO	PARTICULAR	NO. OF RESPONSES	PERCENTAGE
1	Parle	39	58%
2	Britannia	10	13%
3	ITC	09	14.9%
4	Others	09	13.4%
	TOTAL	67	99%

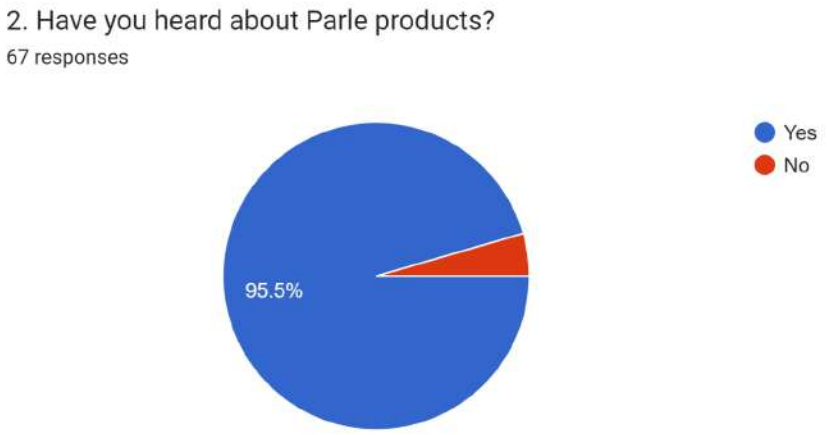


INTERPRETATION

The above table shows that 58% of the respondents are Parle, 13% of the respondents are Britannia, 14.9% of the respondents are ITC and 13.4% of the respondents are Others.

2.Have you heard about parle products?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Yes	64	95.5
2	No	03	4.5
	TOTAL	67	99%

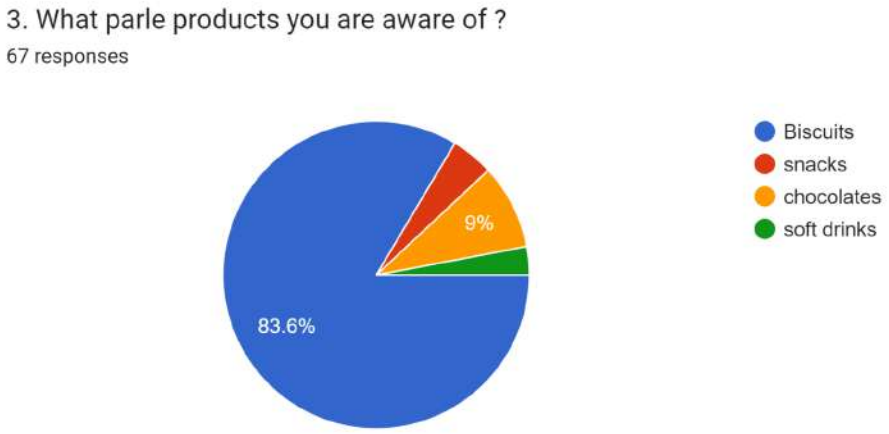


INTERPRETATION

The above table shows that 95.5% of the respondents are Yes and 4.5% of the respondents are No.

3. What parle products were you aware of ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Biscuits	56	83.6
2	Chocolates	6	9
3	Snacks	3	3
4	Soft drinks	2	4.5
	TOTAL	67	99%

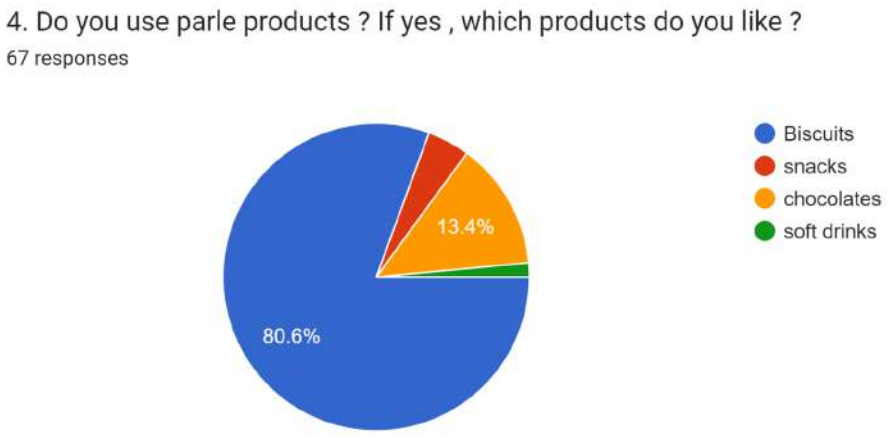


INTERPRETATION

The above table shows that 83.6% of the respondents are Biscuits, 9% of the respondents are Chocolates, 3% of the respondents are Snacks and 4.5% of the respondents are Soft drinks.

4.Do you use parle products ? If yes, which products do you like?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Biscuits	54	80.6
2	Snacks	9	4.5
3	Chocolates	3	13.4
4	Soft drinks	1	1.5
	TOTAL	67	99%

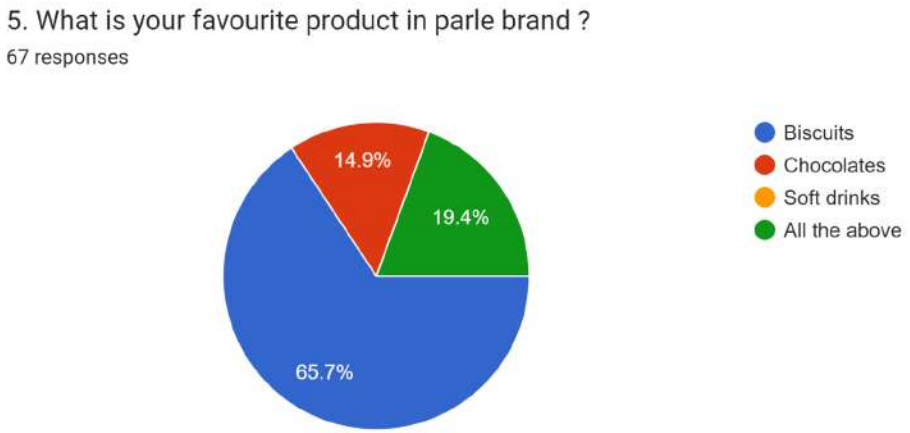


INTERPRETATION

The above table shows that 80.6% of the respondents are Biscuits, 4.5% of the respondents are Snacks, 13.4% of the respondents are Chocolates and 1.5% of the respondents are Soft drinks.

5. What is your favorite product in parle brand?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Biscuits	44	65.7
2	Chocolates	10	14.9
3	Soft drinks	0	0
4	All of the above	13	19.4
	TOTAL	67	99%

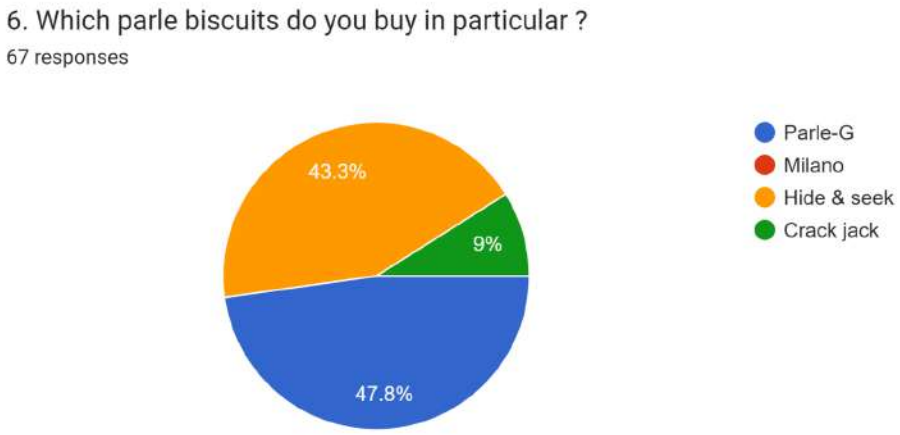


INTERPRETATION

The above table shows that 65.7% of the respondents are Biscuits, 14.9% of the respondents are Chocolates, 0% of the respondents are Soft drinks and 19.4% of the respondents are All the above.

6. Which parle biscuits do you buy in particular?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Parle- G	32	47.8
2	Milano	0	0
3	Hide & seek	29	43.3
4	Crack jack	06	9
	TOTAL	67	99%

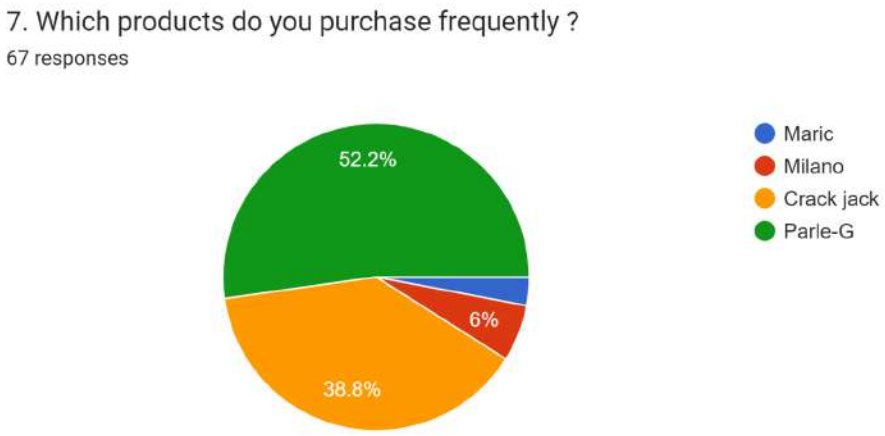


INTERPRETATION

The above table shows that 47.8% of the respondents are Parle-G, 0% of the respondents are Milano, 43.3% of the respondents are Hide & seek and 9% of the respondents are Crack jack.

7.Which products do you purchase frequently?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Maric	02	3
2	Milano	04	6
3	Crack jack	26	38.8
4	Parle-G	35	52.2
	TOTAL	67	99%

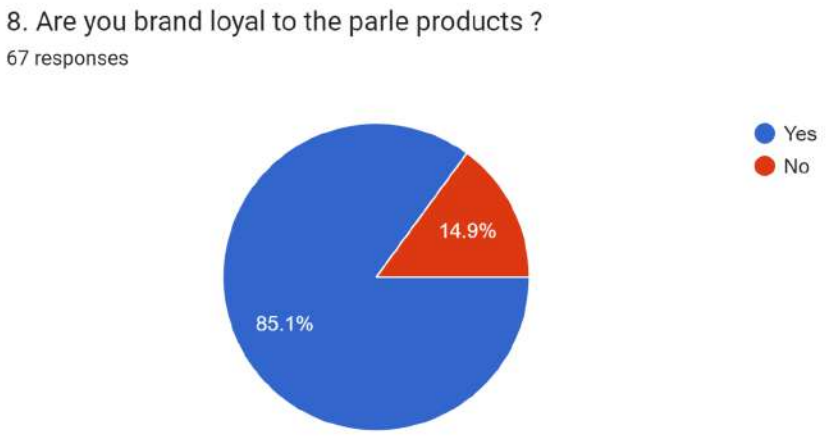


INTERPRETATION

The above table shows that 3% of the respondents are Maric, 6% of the respondents are Milano, 38.8% of the respondents are Crack Jack and 52.2% of the respondents are Parle-G.

8. Are you brand loyal to the parle products ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Yes	57	85.1
2	No	10	14.9
	TOTAL	67	99%

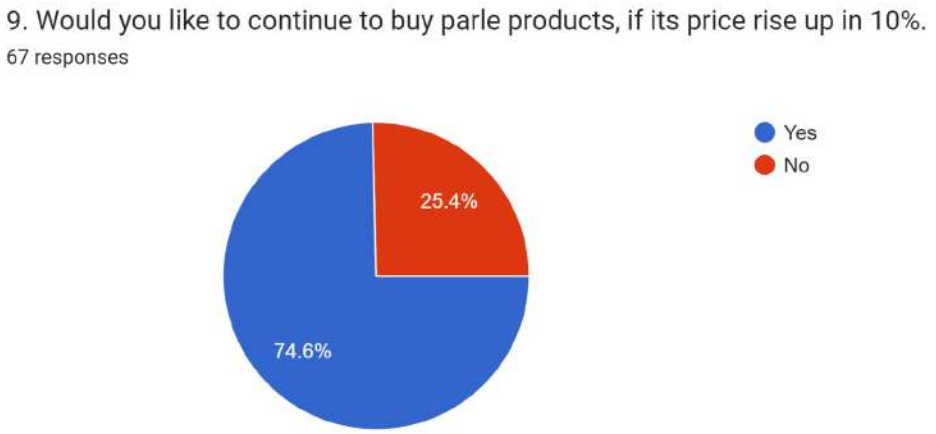


INTERPRETATION

The above table shows that 85.1% of the respondents are Yes and 14.9% of the respondents are No.

9. Would you like to continue to buy parle products, if their price rises by 10%?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Yes	50	74.6
2	No	17	25.4
	TOTAL	67	99%

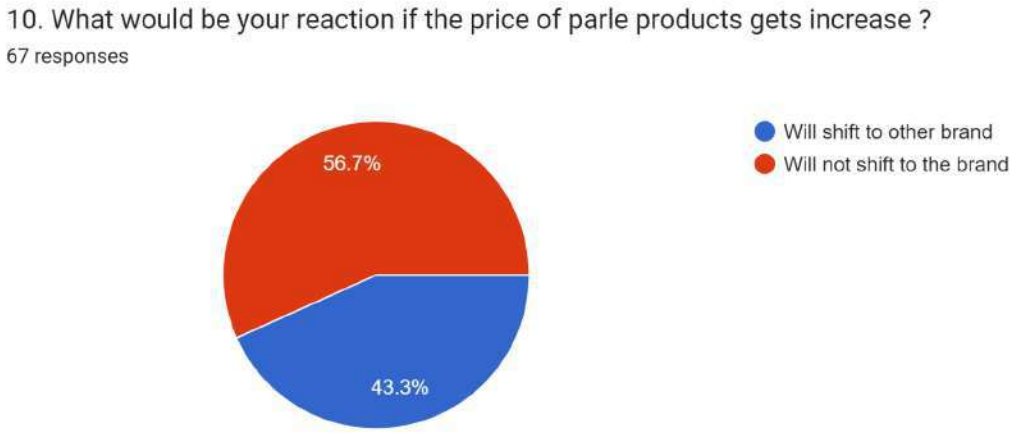


INTERPRETATION

The above table shows that 74.6% of the respondents are Yes and 25.4% of the respondents are No.

10. What would be your reaction if the price of parle products increases?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Will shift	38	43.3
2	Will not shift	29	56.7
	TOTAL	67	99%

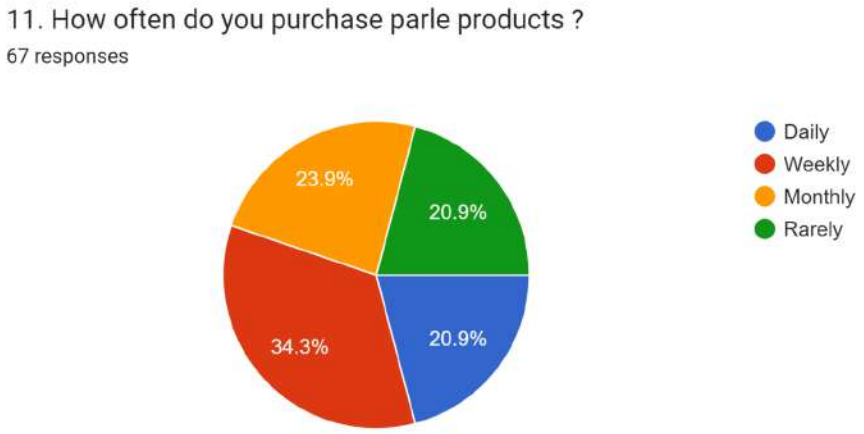


INTERPRETATION

The above table shows that 43.3% of the respondents are Will shift to other brand and 56.7% of the respondents are Will not shift to the brand.

11. How often do you purchase parle products?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Daily	23	20.9
2	Weekly	16	34.3
3	Monthly	14	23.9
4	Rarely	14	20.9
	TOTAL	67	99%

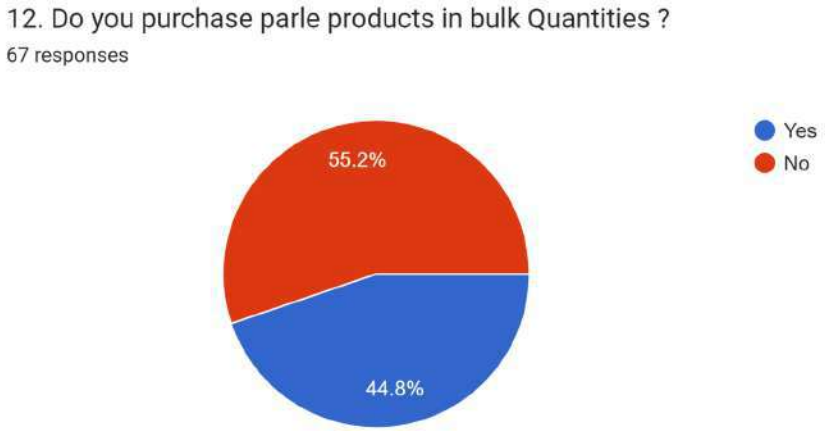


INTERPRETATION

The above table shows that 29.9% of the respondents are Daily, 34.3% of the respondents are Weekly, 23.9% of the respondents are Monthly and 20.9% of the respondents are Rarely.

12. Do you purchase parle products in bulk Quantities ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Yes	30	55.2
2	No	37	44.8
	TOTAL	67	99%

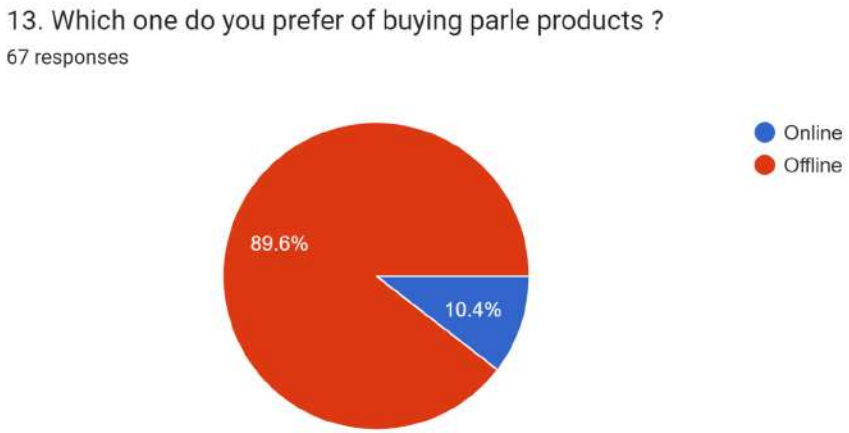


INTERPRETATION

The above table shows that 55.2% of the respondents are Yes and 44.8% of the respondents are No.

13. Which one do you prefer when buying pearl products ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	online	7	10.4
2	offline	60	89.6
	TOTAL	67	99%

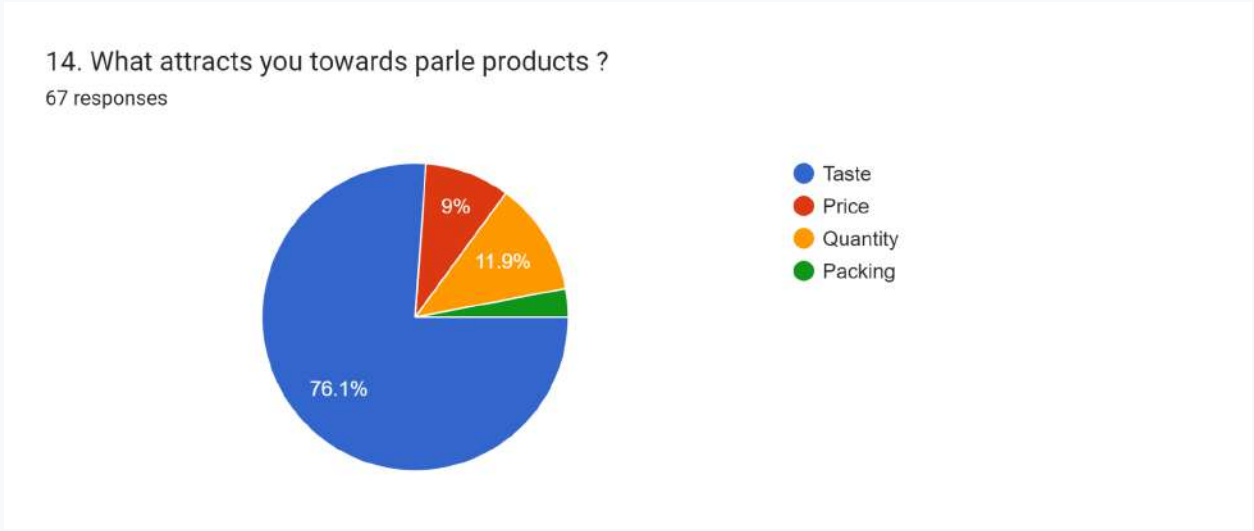


INTERPRETATION

The above table shows that 10.4% of the respondents are Online and 89.6% of the respondents are Offline.

14. What attracts you towards parle products ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Taste	51	76.1
2	Quantity	8	11.9
3	Price	6	9
4	Packing	2	3
	TOTAL	67	99%

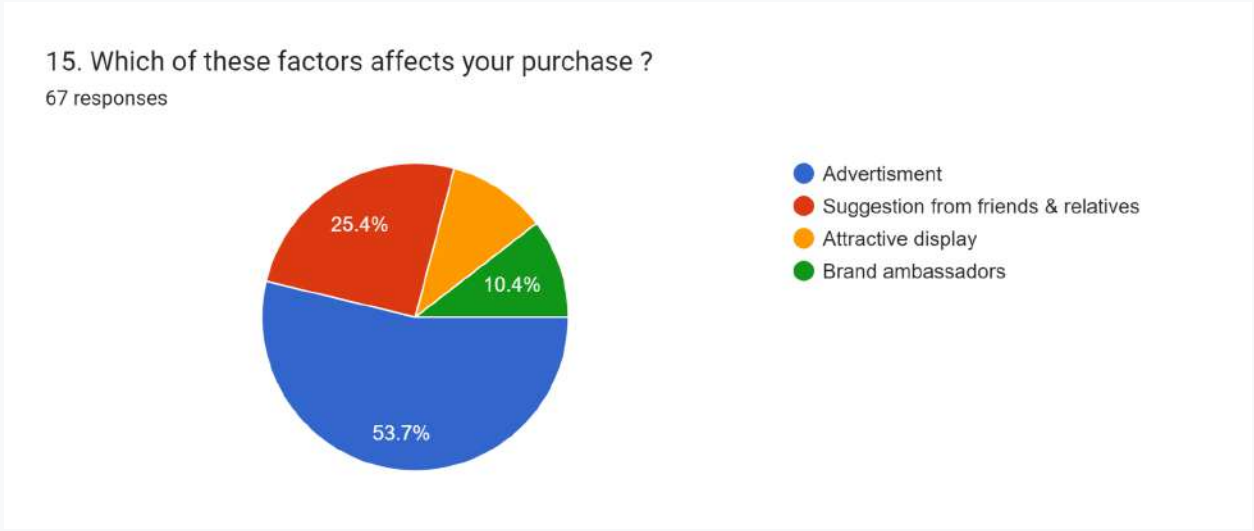


INTERPRETATION

The above table shows that 76.1% of the respondents are Taste, 11.9% of the respondents are Quantity, 9% of the respondents are Price and 3% of the respondents are Packing.

15. Which of these factors affects your purchase ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Advertisement	36	53.7
2	Suggestion	17	25.4
3	Attractive display	7	10.4
4	Brand Ambassadors	7	10.4
	TOTAL	67	99%

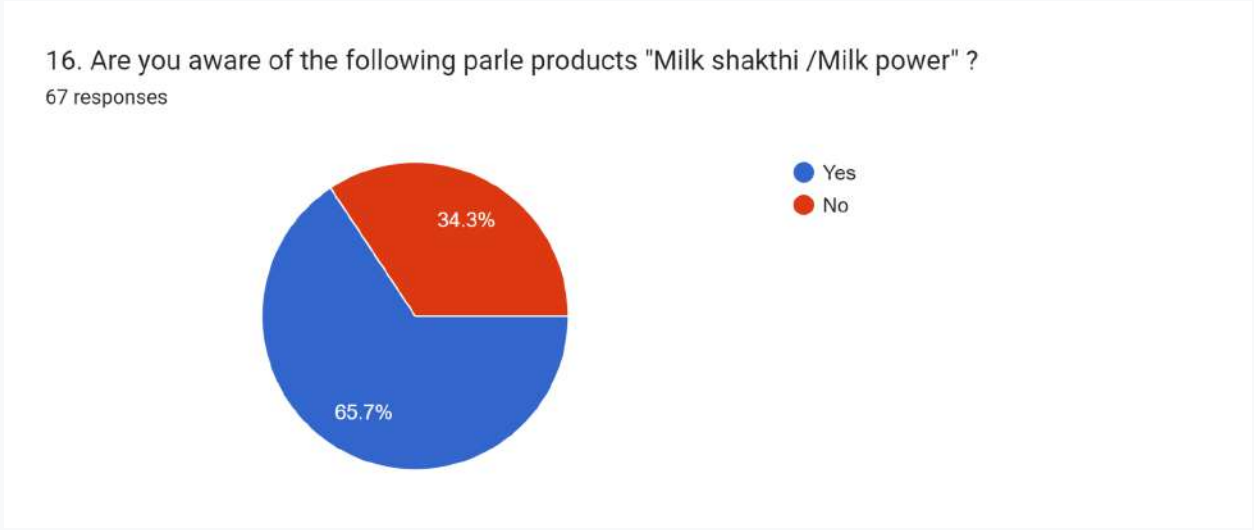


INTERPRETATION

The above table shows that 53.7% of the respondents are Advertisement, 25.4% of the respondents are Suggestion, 10.4% of the respondents are Attractive and 10.4% of the respondents are Brand Ambassadors.

16. Are you aware of the following parle products "Milk shakti /Milk powder" ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Yes	44	65.7
2	No	23	34.3
	TOTAL	67	99%

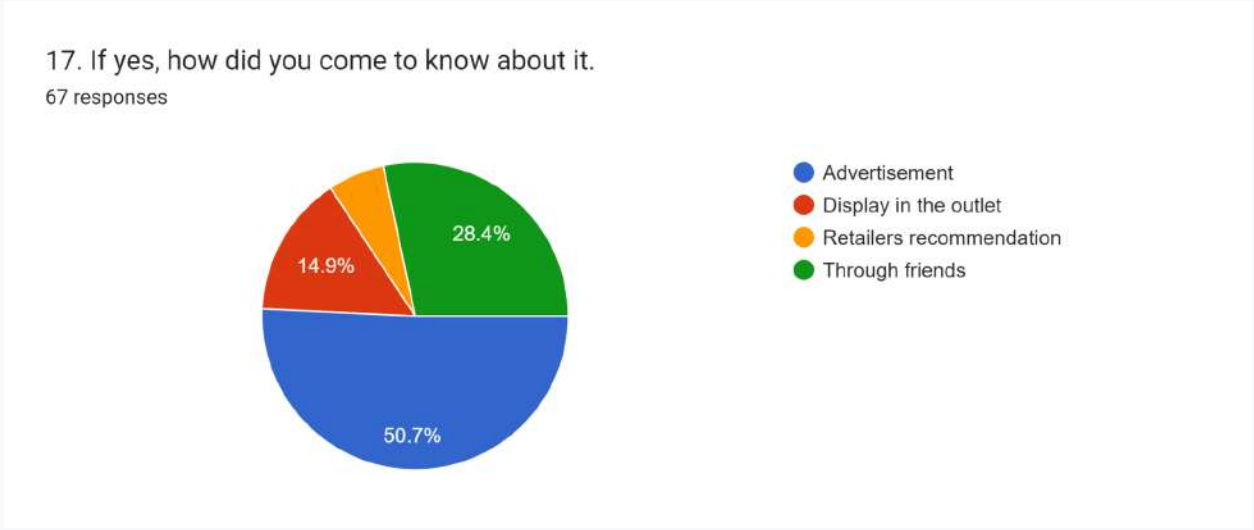


INTERPRETATION

The above table shows that 65.7% of the respondents are Yes and 34.3% of the respondents are No.

17. If yes, how did you come to know about it?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Advertisement	34	50.7
2	Display in the outlet	10	14.9
3	Retailers	4	10.4
4	Through friends	19	28.4
	TOTAL	67	99%

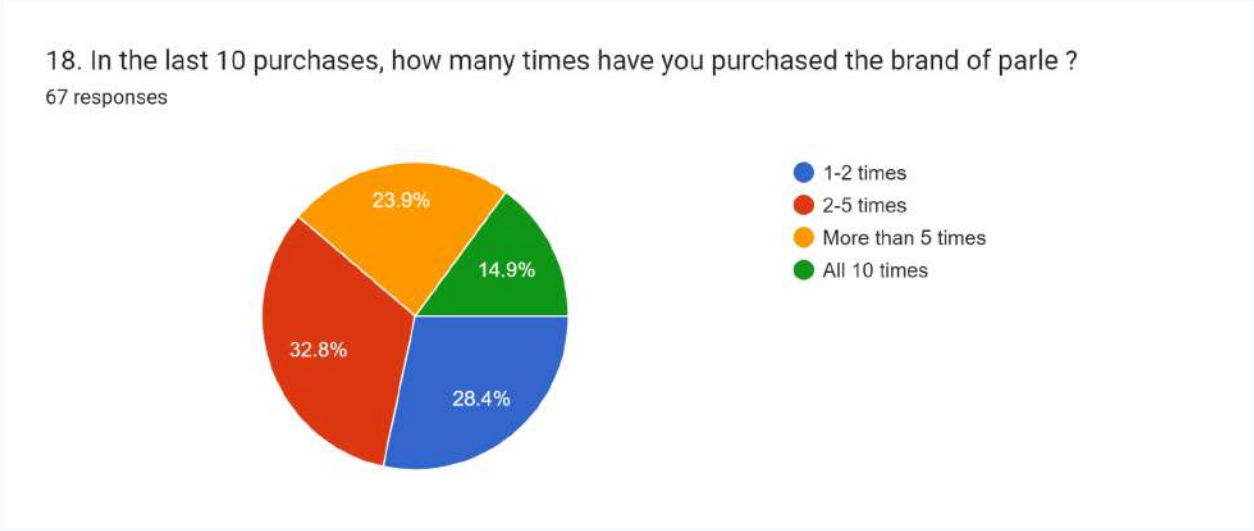


INTERPRETATION

The above table shows that 50.7% of the respondents are Advertisement, 14.9% of the respondents are Display in the outlet, 10.4% of the respondents are Retailers and 28.4% of the respondents are Through friends.

18. In the last 10 purchases, how many times have you purchased the brand of parle ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	1-2 times	19	28.4
2	2-5 times	22	32.8
3	More than 5 times	16	23.9
4	All 10 times	10	14.9
	TOTAL	67	99%

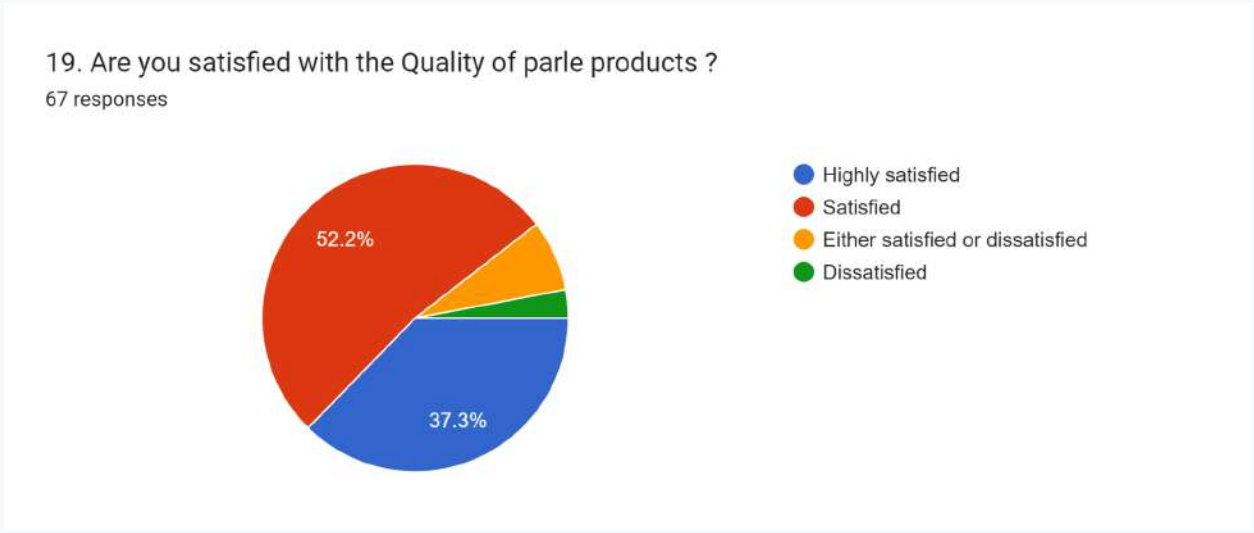


INTERPRETATION

The above table shows that 28.4% of the respondents are 1-2 times, 32.8% of the respondents are 2-5 times, 23.9% of the respondents are More than 5 times and 14.9% of the respondents are All 10 times.

19. Are you satisfied with the Quality of parle products ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Highly satisfied	25	37.3
2	Satisfied	35	52.2
3	Either satisfied or dissatisfied	5	7.5
4	Dissatisfied	2	3
	TOTAL	67	99%

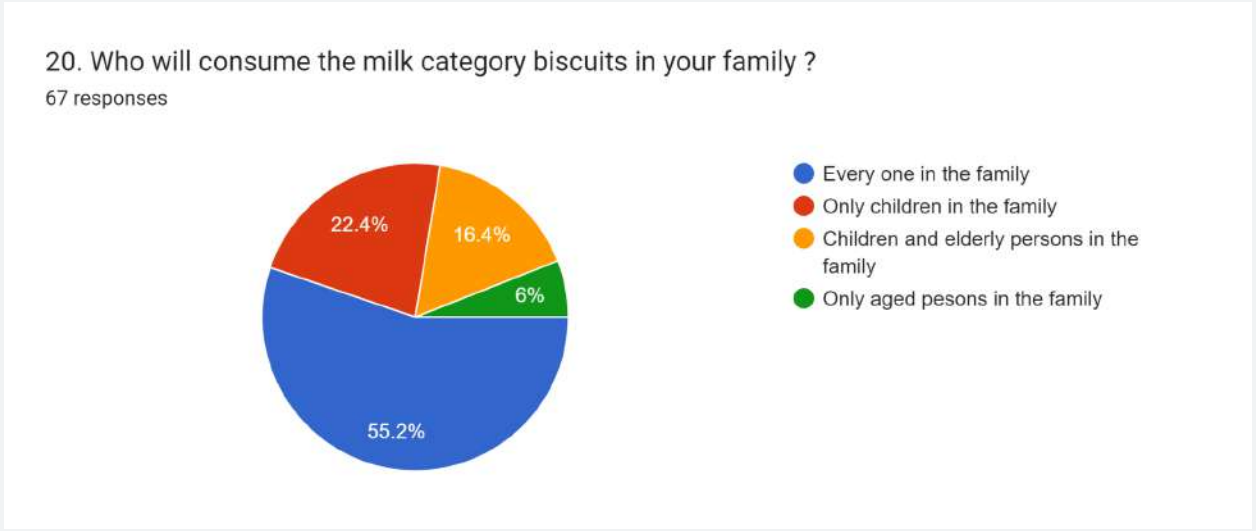


INTERPRETATION

The above table shows that 37.3% of the respondents are Highly satisfied, 52.2% of the respondents are Satisfied, 7.5% of the respondents are Either satisfied or dissatisfied and 3% of the respondents are Dissatisfied.

20. Who will consume the milk category biscuits in your family ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Everyone in the family	37	55.2
2	Only children in the family	15	22.4
3	Children and elderly persons in the family	11	16.4
4	Only aged persons in the family	4	6
	TOTAL	67	99%

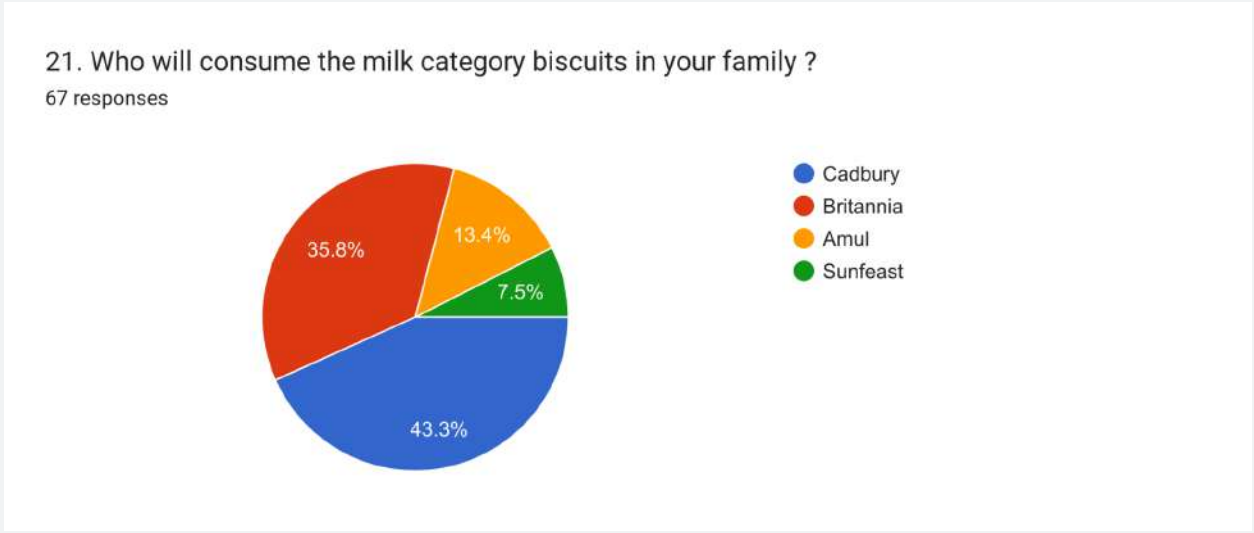


INTERPRETATION

The above table shows that 55.2% of the respondents are Everyone in the family, 22.4% of the respondents are Only children in the family, 16.4% of the respondents are Children and elderly persons in the family and 6% of the respondents are Only aged persons in the family.

21.If not parle product what brand product do you prefer?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Cadbury	29	43.3
2	Britannia	24	35.8
3	Amul	9	13.4
4	Sunfeast	5	7.5
	TOTAL	67	99%

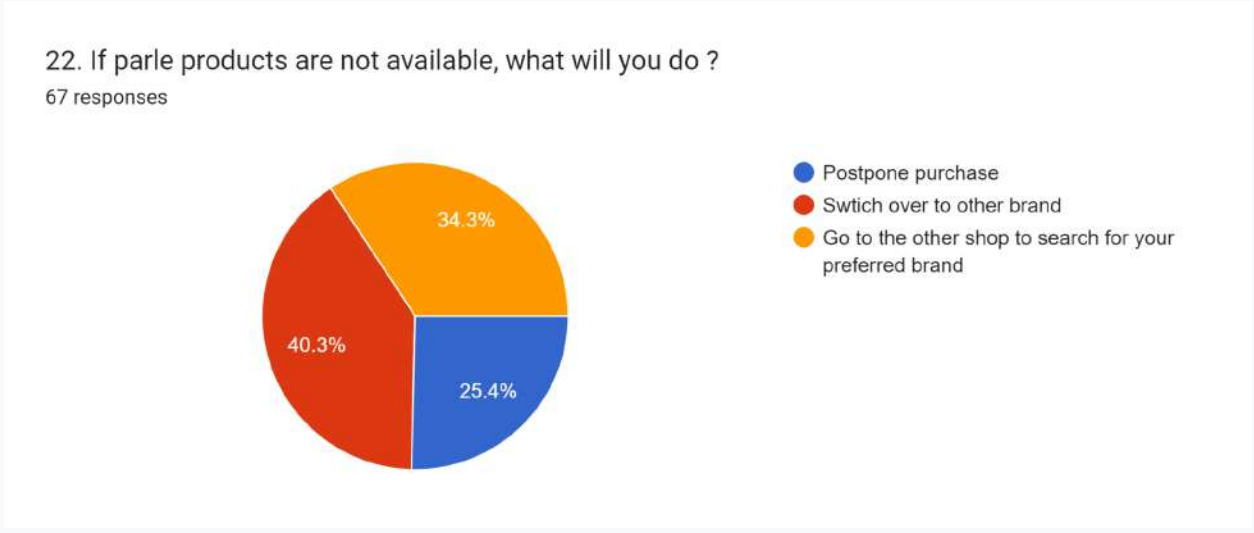


INTERPRETATION

The above table shows that 43.3% of the respondents are Cadbury, 35.8% of the respondents are Britannia, 13.4% of the respondents are Amul and 7.5% of the respondents are Sunfeast.

22. If parle products are not available, what will you do ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Postpone purchase	17	25.4
2	Switch over to other brand	27	40.3
3	Go to the other	23	34.3
	TOTAL	67	99%

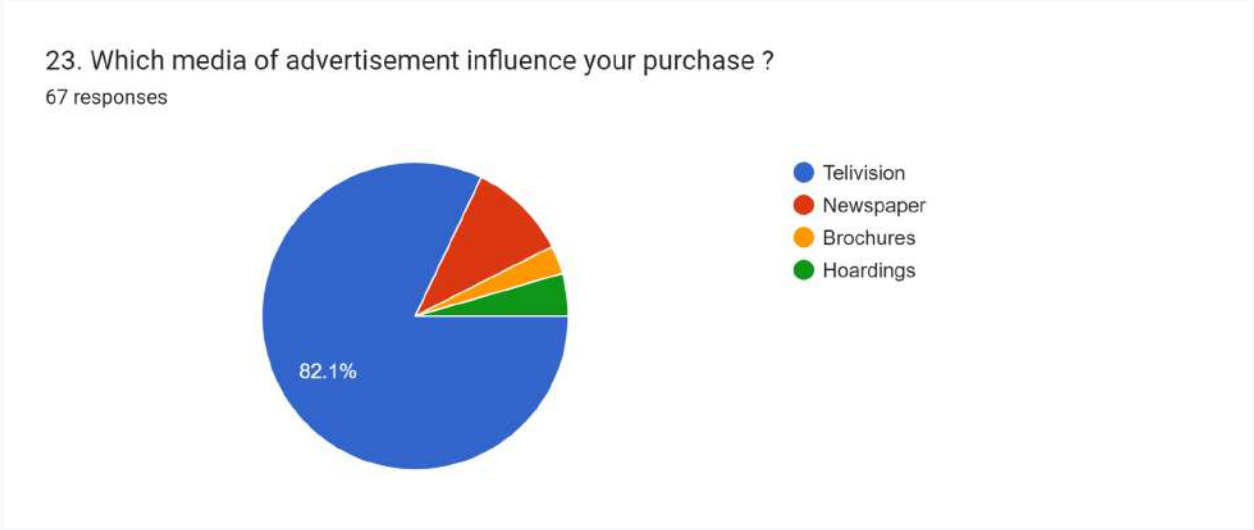


INTERPRETATION

The above table shows that 25.4% of the respondents are Postpone, 40.3% of the respondents are Switch over to other brands and 34.3% of the respondents are Go to other.

23. Which media of advertisement influence your purchase ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Television	55	82.1
2	Newspaper	7	10.4
3	Brochures	2	3
4	Hoardings	3	4.5
	TOTAL	67	99%

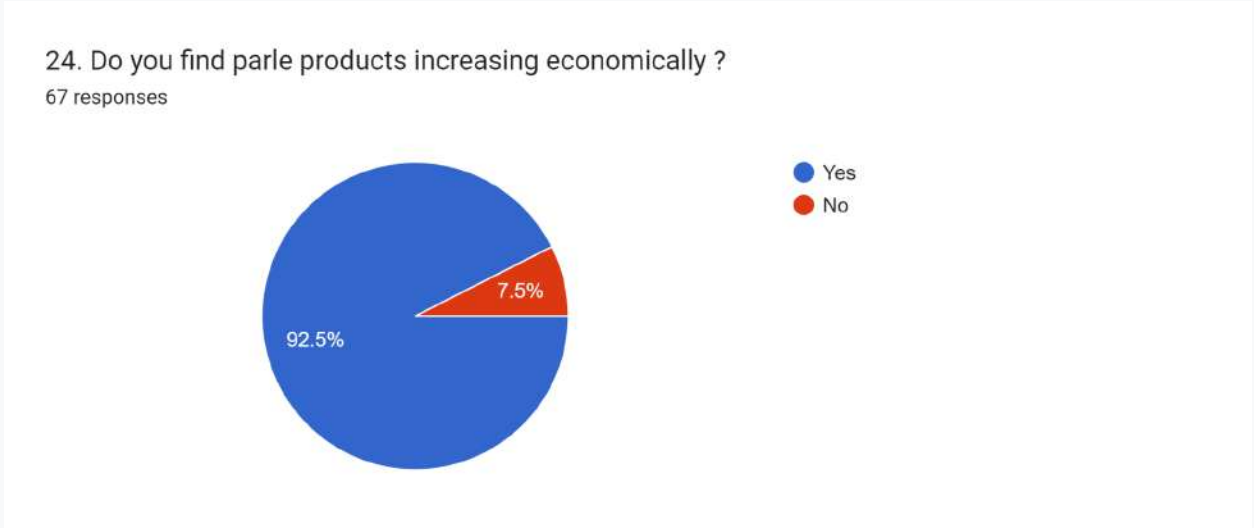


INTERPRETATION

The above table shows that 82.1% of the respondents are Television, 10.4% of the respondents are Newspaper, 3% of the respondents are Brochures and 4.5% of the respondents are Hoardings.

24. Do you find parle products increasing economically ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Yes	62	92.5
2	No	5	7.5
	TOTAL	67	99%

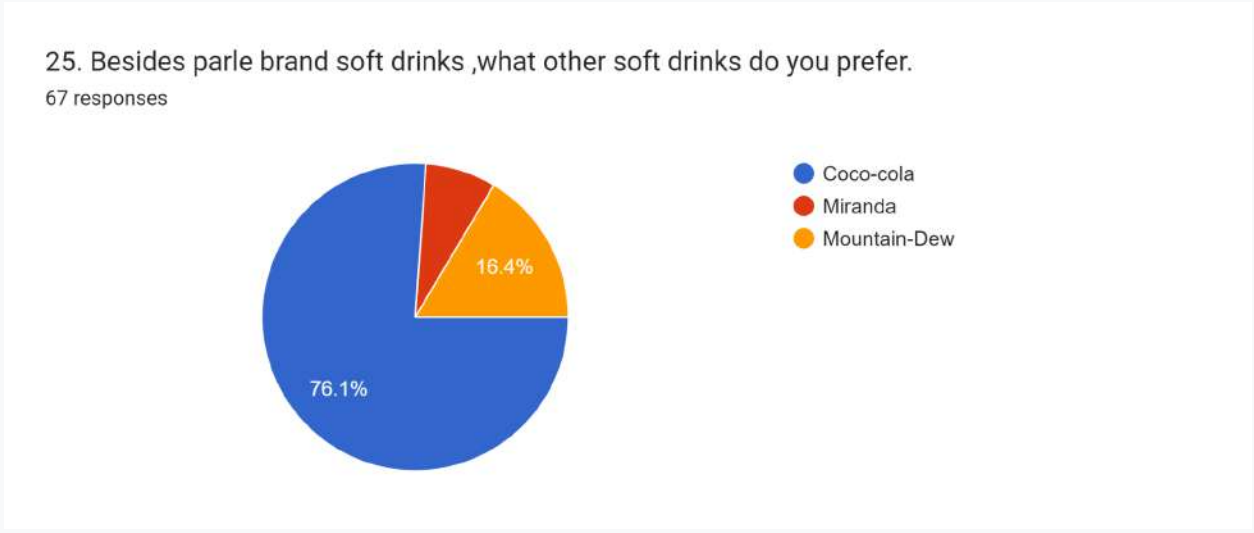


INTERPRETATION

The above table shows that 92.5% of the respondents are Yes and 7.5% of the respondents are No.

25. Besides parle brand soft drinks ,what other soft drinks do you prefer?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Coca-cola	51	76.1
2	Miranda	5	7.5
3	Mountain-dew	11	16.4
	TOTAL	67	99%

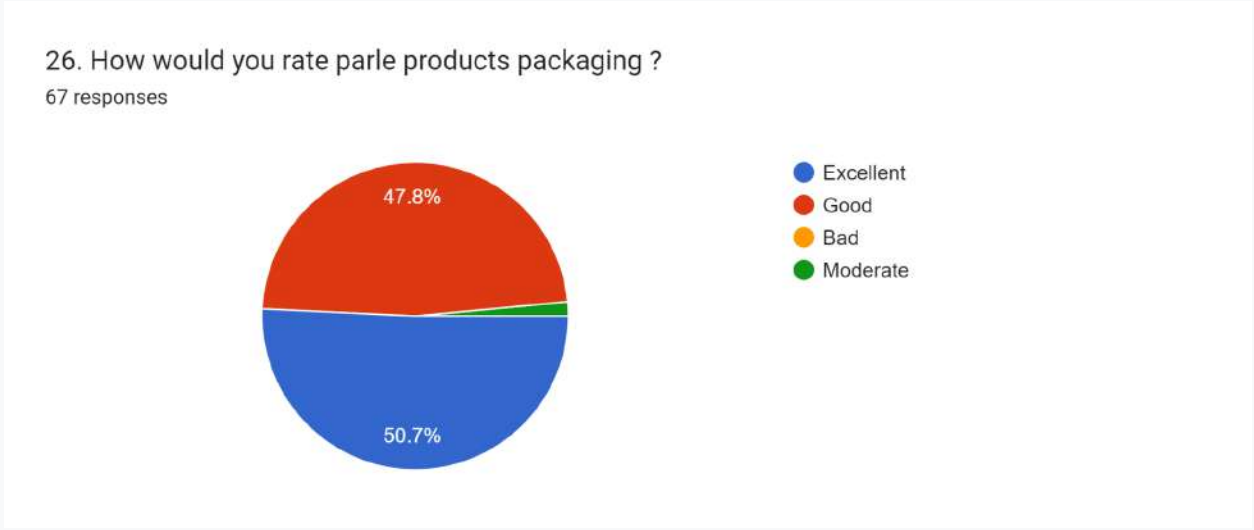


INTERPRETATION

The above table shows that 76.1% of the respondents are Coca-cola, 7.5% of the respondents are Miranda and 16.4% of the respondents are Mountain-dew.

26. How would you rate parle products packaging ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Excellent	34	50.7
2	Good	32	47.8
3	Bad	0	0
4	Moderate	1	1.5
	TOTAL	67	99%

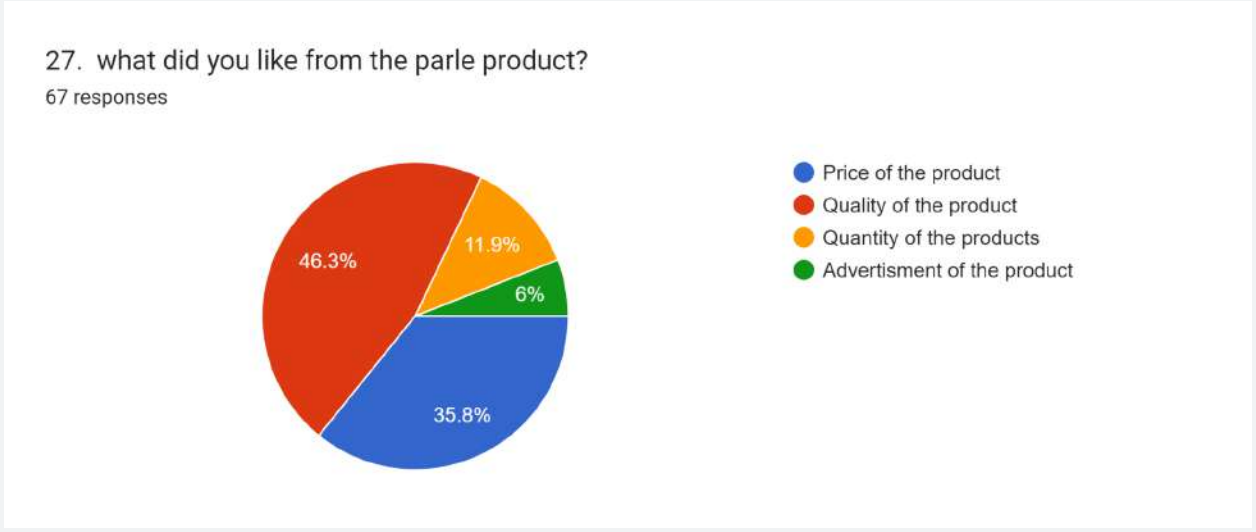


INTERPRETATION

The above table shows that 50.7% of the respondents are Excellent, 47.8% of the respondents are Good, 0% of the respondents are Bad and 1.5% of the respondents are Moderate.

27. What did you like about the parle product?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Price of the product	24	35.8
2	Quality of the product	31	46.3
3	Quantity of the product	8	11.9
4	Advertisement	4	6
	TOTAL	67	99%

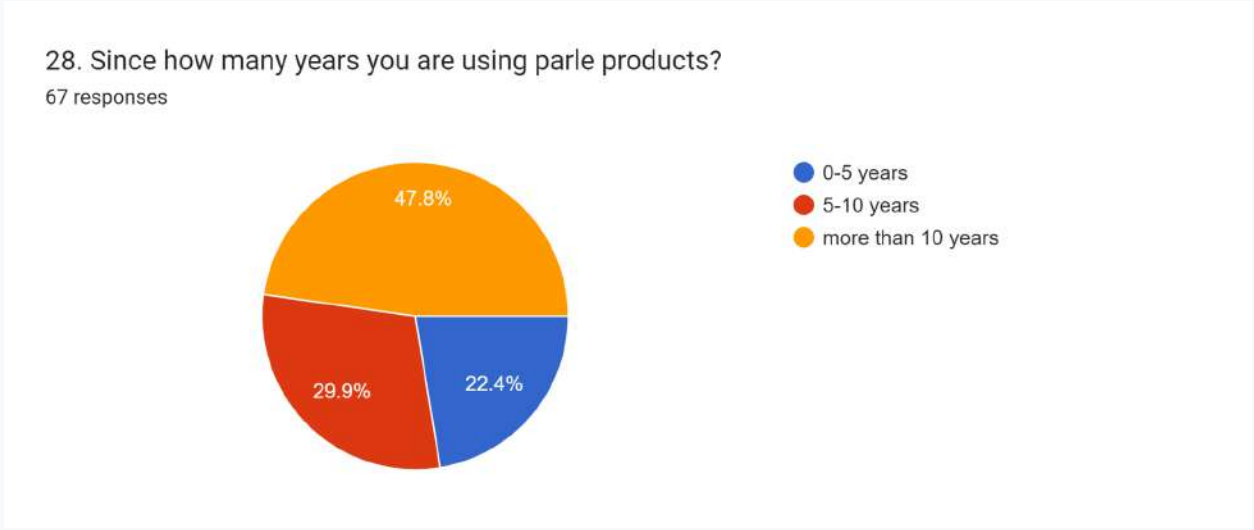


INTERPRETATION

The above table shows that 35.8% of the respondents are Price of the product, 46.3% of the respondents are Quality of the product, 11.9% of the respondents are Quantity and 6% of the respondents are Advertisement..

28. Since how many years have you been using parle products?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	0-5 years	15	22.4
2	5-10 years	20	29.9
3	More than 10 years	32	47.8
	TOTAL	67	99%



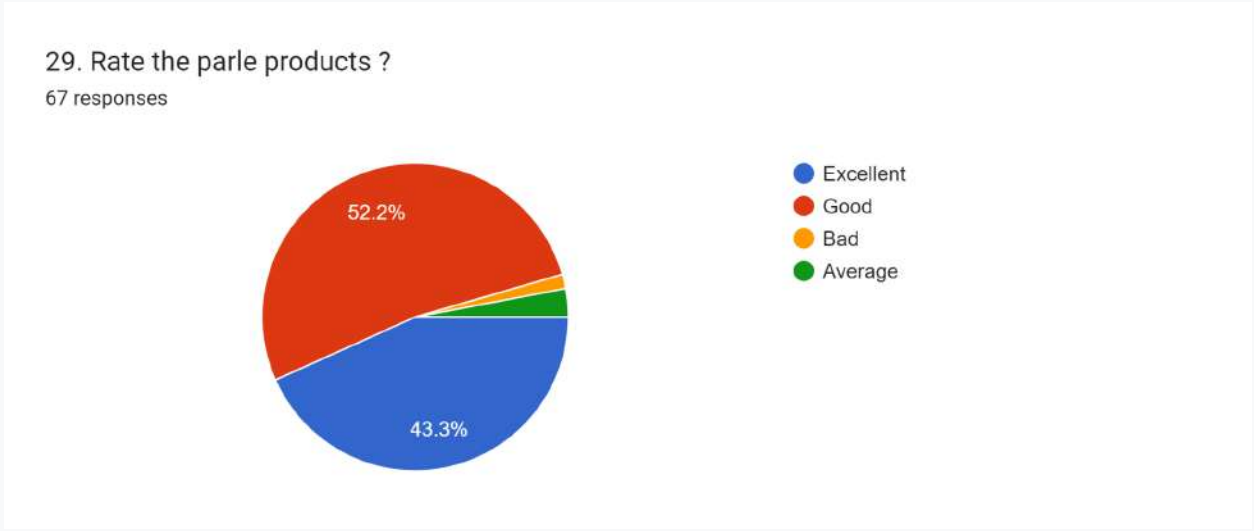
INTERPRETATION

The above table shows that 22.4% of the respondents are 0-5 years, 29.9% of the respondents are 5-10 years and 47.8% of the respondents are More than 10 years.

.

29. Rate the parle products ?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Excellent	35	52.2
2	Good	29	43.3
3	Bad	2	3
4	Average	1	1.5
	TOTAL	67	99%

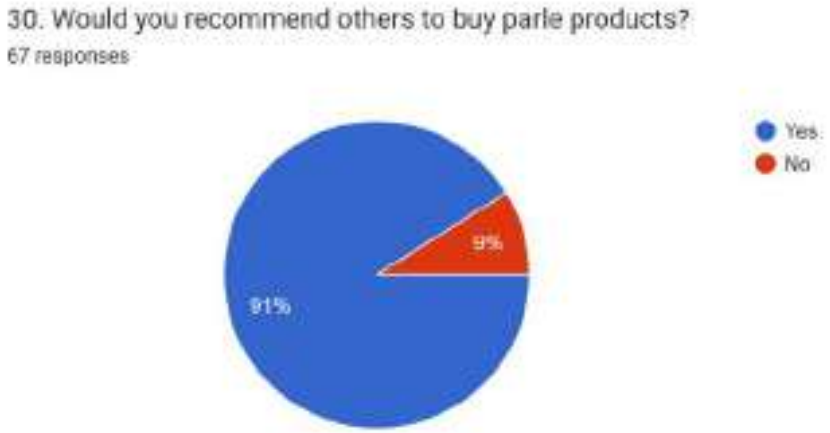


INTERPRETATION

The above table shows that 52.2% of the respondents are Excellent, 43.3% of the respondents are Good, 3% of the respondents are Bad and 1.5% of the respondents are Average.

30. Would you recommend others to buy parle products?

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Yes	61	91
2	No	6	9
	TOTAL	67	99%



INTERPRETATION

The above table shows that 91%of the respondents areYes, 9%of the respondents are No.

Summary and conclusion

❖ Overview

The supply is not meeting the demand in particular areas or shop.Availability of all the products is not uniform in all the area.Breakage problem in the family packs of glucose biscuits is leading to the decline in sales in this category.Retailers & even wholesalers are not satisfied will the supply system of PARLE G BISCUIT.

➢ Lack of marketing efforts for the promotion of new products.

It was found that PARLE G BISCUIT is most favored & is sold most.

➢ PARLE G BISCUIT is the retailer & consumers prime choice.

❖ Suggestion

The company should start a home delivery where a particular household will order the full range of products required by it over a period of time. For this the company could provide a delivery system.

• In order to motivate the channel members it's also very essential for the company to increase the margins for the hard selling items.

In order to remain sensitive to market demand, it is essential for the company to place additional salesmen on the field since the brand as such commands a high demand in the market but fails to match it with the supply.

Companies should start a program to reduce the complaints of people by providing timely supply replacement. This will help in increasing their sales.

The packaging of PARLE G BISCUITS must be improved for its better sales.

The company should come up with double packaging of family pack biscuits as people refuse to buy it due to loose packaging. Companies should adopt innovative packaging techniques, as consumers are highly attracted towards new packaging.

The company should take proper measures that the schemes & offers are not gulped by the middlemen but it also benefits the customers

CONCLUSION

It was concluded that Parle is the first preference of both the consumers and retailers because of its price and brand image. The Parle biscuit brand enjoys a strong imagery & appeal amongst consumers across the world which has resulted into Parle G being the Worlds' largest selling biscuit. Brand Parle G dominates the volume dominated biscuit market.

• As per all the questionnaires and surveys, we all can agree that parle is the largest selling company in respect to biscuits, confectionery and snacks.

• The reasons being because:

1. It is the best in quality.

2. It is reasonably priced 4 to 6 rs for 100gms.

3. Also known to be easily available in the market, can be bought at the nearest kirana stores, food marts, etc.

4. Thus, all these qualities combined make parle the number 1 brand in respect to biscuits!!

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1. Research methodology by N. Thanulingom.
2. Research methodology by C. R. Kothari.
3. Methodology of research in social science by Dr. O. R. Krishna Swami.
4 .https://www.parleproducts.com/
5 .https://en.wikipedia.org/wiki/Parle-Products

This is the information gathered from the above online websites and some books which we used to make research.

Appendices

- Questionnaires

1. Which company's product you like to purchase.

parle

Britannia

ITC

Others

2. Have you heard about Parle products?*

Yes

No

3. What parle products you are aware of *?

Biscuits

snacks

chocolates

soft drinks

4.Which products do you like?

Biscuits

snacks

chocolates

soft drinks

5. What is your favorite product in parle brand?

Biscuits

Chocolates

Soft drinks

All the above

6. Which parle biscuits do you buy in particular?

Parle-G

Milano

Hide & seek

7. Which products do you purchase frequently?

Maric

Milano

Crack jack

Parle-G

8. Are you brand loyal to the parle products?

Yes

No

9. Would you like to continue to buy parle products, if their prices rise by 10%? *

Yes

No

10. What would be your reaction if the price of parle products increases?

Will shift to other brand

Will not shift to the brand

11. How often do you purchase parle products?

Daily

Weekly

Monthly

Rarely

12. Do you purchase parle products in bulk Quantities?

Yes

No

13. Which one do you prefer when buying parle products?

Online

Offline

14. What attracts you towards parle products?

Taste

Price

Quantity

Packing

15. Which of these factors affects your purchase?

Advertisement

Suggestion from friends & relatives

Attractive display

Brand ambassadors

16. Are you aware of the following parle products "Milk shakti /Milk powder" ?

Yes

No

17. If yes, how did you come to know about it.

Advertisement

Display in the outlet

Retailers recommendation

Through friends

18. In the last 10 purchases, how many times have you purchased the brand of parle ?

1-2 times

2-5 times

More than 5 times

All 10 times

19. Are you satisfied with the Quality of parle products?

Highly satisfied

Satisfied

Either satisfied or dissatisfied

Dissatisfied

20. Who will consume the milk category biscuits in your family?

Everyone in the family

Only children in the family

Children and elderly persons in the family

Only aged persons in the family

21.If not parle product what brand product do you prefer?

Cadbury

Britannia

Amul

22. If parle products are not available, what will you do?

Postpone purchase

Switch over to other brand

Go to the other shop to search for your preferred brand

23. Which media of advertisement influence your purchase?

Television

Newspaper

Brochures

Hoardings

24. Do you find parle products increasing economically?

Yes

No

25. Besides parle brand soft drinks,what other soft drinks do you prefer.

Coca-cola

Miranda

Mountain-Dew

26. How would you rate parle products packaging?

Excellent

Good

Bad

Moderate

27. what did you like from the parle product?

Price of the product

Quality of the product

Quantity of the products

Advertisement of the product

28. Since how many years you are using parle products?

0-5 years

5-10 years

more than 10 years

29. Rate the parle products ?

Excellent

Good

Bad

Average

30. Would you recommend others to buy parle products?

Yes

No

A PROJECT REPORT ON
"CONSUMER BEHAVIOUR ON OLA ELECTRIC AFTER RECENT INCIDENTS"

OLA ELECTRIC

Submitted by:

Pradeep - 201020405046

Submitted in Partial Fulfilment Of The Requirement for the Award of Degree of Bachelors of Commerce

Under the guidance of MRS.AMENA KHATOON
Department of commerce
Little flower degree college,Uppal,Hyderabad,500039.
Affiliated to Osmania University

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STUDENT'S DECLARATION

We hereby declare that the project entitled **"consumer behavior on ola electric after recent incidents"** was submitted in partial fulfillment of the requirement for the award of bachelors in commerce degree from osmania university under the guidance of lecturer **MRS AMEENA KHATOON** is an original piece of work.the results drawn there on are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for the evaluation elsewhere for the award of any degree.

Komaravelli pradeep - 201020405046

Date:

place:

Department of commerce

Little flower degree college,hyderabad.

Certificate

This is to certify that the project on **"consumer behavior on ola electric after recent incidents"** being submitted by-

Komaravelli pradeep - 201020405046

In partial fulfillment of the requirement for the award of the degree of bachelors of commerce is a bonafide record of the project work done by - Amena Khatoon, Department of Commerce, Little Flower Degree College, Uppal, Hyderabad

External examiner **project guide**

MRS AMENA KHATOON

Department of commerce.

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Through this acknowledgement I express my sincere gratitude towards all those in this project, which has been a learning experience.

This page would not be enough to extend my gratitude towards my project guide for her efforts in coordination with my work and guiding in the right directions. A heartfelt regard to our institutions management brother Vincent Reddy and Vice Principal Jayanthi for giving me the essential hand concluding this project.

It would be injustice to proceed without acknowledgement of those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all others who have been there to help this project.

ABSTRACT

The project titled "**consumer behavior on ola electric after recent incidents**" under the commerce department. It was an extreme view for me to complete a project about Ola Electric.

This study is an attempt to understand consumers behavior of customers towards the products of ola electric. It also tries to evaluate in establishment brand patronage among the customers

The customer satisfaction is different from price, quality, offers etc. The Problem statement is about There is a need for the industry stakeholders to enrich their customers experience and how the customer satisfaction and loyalty about the Ola electric scooters.

Electric scooters are the scooter that uses electric motors for running that are powered by batteries that are rechargeable. EVs were first introduced in the 19th century, a period when electricity was the preferred form of motor vehicle operation. They provided a level of comfort and activity simplicity that the gas scooters of the day were unable to match. For around 100 years, fuel scooters have been the main source of energy for scooters and vehicles. In other vehicle types, such trains and more modest scooters, electric power remained standard. Due to mechanical twists of fate, EVs have had a resurgence in the twenty-first century. An increased emphasis on renewable energy sources and an anticipated reduction in the impact of transportation on climate change and air pollution. According to Project Drawdown, the electric scooter is one of the 100 best contemporary solutions to tackling climate change.

TABLE OF CONTENTS

S. no.	Name of the concept	Page no.
CHAPTER-1	INTRODUCTION	8-11
1.1	INTRODUCTION	
1.2	OBJECTIVES	
1.3	STATEMENT OF PROBLEM	
1.4	SCOPE OF THE STUDY	
1.5	LIMITATIONS	
CHAPTER-2	REVIEW OF LITERATURE	12-13
2.1	REVIEW OF LITERATURE	
CHAPTER-3	HYPOTHESIS	
3.1	HYPOTHESIS	
CHAPTER-4	RESEARCH METHODOLOGY	14-16
4.1	RESEARCH	
4.2	RESEARCH PROBLEM	
4.3	RESEARCH DESIGN	
4.4	TYPES OF RESEARCH DESIGN	
CHAPTER-5	COMPANY PROFILE	23-28
5.1	HISTORY	
5.2	VISION & MISSION	
5.3	STRENGTH & WEAKNESS	
5.4	CURRENT PROFILE	

CHAPTER-6	**DATA ANALYSIS & INTERPRETATION**	**30-62**
6.1	**TABLES**	
6.2	**PIE CHARTS**	
6.3	**BAR GRAPHS**	
CHAPTER-7	**FINDINGS & CONCLUSIONS**	**64-67**
7.1	**IMPLICATION OF FINDINGS**	
7.2	**SUGGESTIONS**	
7.3	**CONCLUSION OF THE RESEARCH**	
CHAPTER-8	**BIBLIOGRAPHY**	**68-69**
8.1	**REFERENCES**	
8.2	**WEBSITES**	
CHAPTER-9	**APPENDICES**	**70-81**
9.1	**INDEX OF DATA ANALYSIS**	
9.2	**QUESTIONNAIRE**	

CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Organizations seek to develop and project brand perception based on internally driven needs and goals. Positioning refers to a brand's subjective (or) perceived attributes in relation to competing brands. This perceived image of the brand belongs not to the product but rather is the property of the consumer's mental perceptions in some instances, could differ widely from a brand's true physical characteristics. Positioning is the art of selecting, out of a number of unique selling propositions, the one which will give you maximum sales. The most important decision we will make hereafter the study on brand perception is done is "how my customers perceive my brand, that is their understanding of my brand in relation to other competing brands?" and "how should I position my brand to get maximum sales?"

It is a general phenomenon that buyers in the same market seek products for broadly the same function, but different buyers have different evaluation criteria about what constitutes the right choice of performing the function. As a consequence different offerings will attract different buyers.

A market segment is explained to mean a homogeneous group consisting of buyers who seek the same offering. Brand is a, "name, term, sign, 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 other sellers. Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.

1.2 OBJECTIVES

- To understand the awareness and perception of Ola Electric among Indian consumers.
- To identify the factors that influence consumers' decision to choose Ola Electric over other electric vehicles or modes of transportation.
- To examine the attitudes and behaviours of Ola Electric users in terms of usage frequency, trip purposes, and user satisfaction.
- To explore the role of environmental consciousness and sustainability in the adoption of Ola Electric by consumers.
- To investigate the potential market segments for Ola Electric and their needs and preferences.
- To evaluate the effectiveness of Ola Electric's marketing and promotional strategies in attracting and retaining customers.

1.3 STATEMENT OF PROBLEM

The problem that the research on consumer behaviour related to Ola Electric in India aims to address is the relatively low adoption and usage of Ola Electric's electric scooters and related charging infrastructure in the Indian market, despite the increasing demand for sustainable transportation options in the country. While Ola Electric has made significant investments in developing electric mobility solutions, there is still a need to understand the factors that drive or inhibit consumer adoption and usage of these products.

Specifically, the research aims to investigate the consumer behaviour related to Ola Electric's electric scooters and charging infrastructure in India, to identify the key factors that influence consumer decision-making and determine the barriers to adoption and usage of these products. By gaining insights into consumer perceptions, attitudes, and behaviours

related to electric scooters and charging infrastructure, the research can help Ola Electric better understand its target market and develop effective marketing and product strategies to promote the adoption and usage of its products in India. Ultimately, the research aims to contribute to the goal of promoting sustainable transportation in India by addressing the challenges faced by Ola Electric in promoting its electric mobility solutions in the Indian market.

1.4 SCOPE OF THE STUDY

1. Improved understanding of the Indian electric vehicle market
2. Better customer targeting
3. Increased customer satisfaction
4. Competitive advantage
5. Innovation

1.5 LIMITATIONS

1. Time and resource-intensive
2. Limited generalizability
3. Dependence on accuracy of data
4. Potential biases
5. Ethical considerations

CHAPTER - 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. The study by Das and Saha (2020) identified environmental concerns, fuel cost savings, and government policies and incentives as the main factors driving EV adoption in India.
2. The study by Rajesh et al. (2021) also found that reliability, affordability, and convenience were important factors influencing consumer adoption of EVs. These studies suggest that there are several factors that contribute to the growing interest in electric vehicles in India, which is relevant to understanding consumer behaviour related to Ola Electric.
3. The study by Priyadarshi and Prajapati (2019) suggests that Indian consumers are generally positive towards electric vehicles, with a high level of environmental consciousness and a willingness to pay a premium for sustainable transportation. However, the study by Sarkar et al. (2020) also highlights some of the barriers to electric vehicle adoption in India, such as concerns about battery range, charging infrastructure, and high upfront costs.
4. The study by Kundu and Chatterjee (2021) suggests that sustainability is an important factor in consumer choice of ride-hailing platforms, with consumers preferring platforms that offer electric or hybrid vehicles. This finding is relevant to understanding consumer behavior related to Ola Electric, which positions itself as a leader in sustainable transportation in India.
5. The study by Narayanan and Jayaraman (2020) examines the marketing strategies used by Ola Electric, such as targeted promotions, social media campaigns, and partnerships with government agencies and NGOs. The study finds that these strategies are effective in increasing awareness and adoption of electric vehicles among Indian consumers. This literature is important in understanding the role of marketing in influencing consumer behaviour related to Ola Electric in India.

CHAPTER - 3

HYPOTHESIS

3.1 HYPOTHESIS

Meaning of hypothesis:

Hypothesis is an assumption made about a population parameter. This hypothesis is then proved or disproved by using the information from the sample to decide the likelihood of the hypothesized population parameter to be correct or not. Hypothesis testing is a screening exercise. 'Hypothesis are questions asked about the object of research and at the same time about the facts gathered by observation and proposals for answers to these questions. Hypothesis is sometimes a predictive statement that relates an independent variable to a dependent variable and this relationship is open to testing. The purpose of testing is not to question the findings obtained from the sample but to judge the truth behind the difference between either two sample values or between a sample value and population parameter.

TYPES:

Null Hypothesis

A null hypothesis will predict that there will be no significant relationship between the two test variables.

For example, you can say that “The study will show that there is no correlation between marriage and happiness.”

A good way to think about a null hypothesis is to think of it in the same way as “innocent until proven guilty”. Unless you can come up with evidence otherwise, your null hypothesis will stand.

A null hypothesis may also highlight that a correlation will be inconclusive. This means that you can predict that the study will not be able to confirm your results one way or the other. For example, you can say “It is predicted that the

study will be unable to confirm a correlation between the two variables due to foreseeable interference by a third variable.”

Alternative Hypothesis:

An alternative hypothesis is a hypothesis that is anything other than the null hypothesis. It will disprove the null hypothesis.

We use the symbol HA or H1 to denote an alternative hypothesis.

The null and alternative hypotheses are usually used together. We will say the null hypothesis is the case where a relationship between two variables is non-existent. The alternative hypothesis is the case where there is a relationship between those two variables.

The following statement is always true: $H0 \neq HA$.

CHAPTER - 4

RESEARCH METHODOLOGY

4.1 RESEARCH

Research can be defined as an organized and systematic study of materials and sources in order to discover new things and establish facts and reach new conclusions. Essentially speaking research involves a well developed plan, a systematic approach to developing new theories or finding solutions to various problems.

Zina O'Leary has defined research as a 'creative and strategic thinking process that involves constantly assessing, reassessing and making decisions about the best possible means for obtaining trustworthy information, carrying out appropriate analysis and tracing credible solutions.

4.2 RESEARCH PROBLEM

Organization success and satisfaction mainly depends upon customer loyalty and behavior towards the organization, so providing customer loyalty and satisfaction should be the main objective of any organization. Therefore, I have chosen the topic **“A STUDY ON CONSUMER BEHAVIOR ON OLA ELECTRIC AFTER RECENT INCIDENTS”.**

4.3 RESEARCH DESIGN

A research design is a map developed to guide the research. It is a part of the planning stage of research, a blueprint for the collection, measurement and analysis of data. William Zikmund has described research design as a master plan specifying the methods and procedures for collecting and analyzing the needed information.

Through this design, a researcher is able to test the veracity of the hypothesis on the basis of resulting data. It is the basis on which the problem is studied further. Hence it is very important that a researcher devotes sufficient time and energy in developing a research design. The current chapter will discuss the need for developing a research design and will elaborate on different types of research design.

4.4 TYPES OF RESEARCH DESIGN

For the purpose of study, both primary and secondary data has been collected. The observational method and survey research method is used to collect the primary data.

The necessary data has also been collected from official records and other published sources. The collected data is classified, tabulated, analysed and interpreted later.

DATA COLLECTION:

There are two types of data collection

1. Primary data
2. Secondary data

Primary data

- Primary data is personally developed data and it gives latest information and offers much greater accuracy and reliability.
- There are various sources for obtaining primary data i.c., Mail survey.personal interview
- Field survey, panel research and observation approach etc.
- The study to maximum extent depends on primary data, which is collected by way of structured personal interview with customers.

Methods that can be used for collection of primary data are as follows

Direct personal observation: Under this method, the investigator presents himself personally before the informant and obtains first hand information. This method provides a greater degree of accuracy.

Telephone survey: Under this method the investigator, instead of presenting himself before the informants, contacts them on telephone and collects information from them.

Indirect personal interview: Under this method, instead of directly approaching the informants, the investigator interviews several third persons who are directly or indirectly concerned with the subject-matter of the enquiry and who are in possession of the requisite information.

Questionnaire method: Under this method, the investigator prepares a questionnaire containing a number of questions pertaining to the field of enquiry. Under this method, the investigator directly contacts the person and collects the information through questionnaires related to the data.

Secondary data

Secondary data is the published data. It is already available for use and it saves time. The mail source of secondary data are published market surveys, government publications advertising research report and internal source such as sales, sales records orders, customers complaints and other business record etc. the study has also depended on secondary data to little extent, which is collected through internal source

Methods that can be used for collection of secondary data are as follows:

Published sources: There are a number of national organizations and international agencies, which collect and publish statistical data relating to business, trade, labor, price, consumption, production, etc. These publications of the various organizations are useful sources of secondary data.

Unpublished sources: The records maintained by private firms or business houses who may not like to release their data to any outside agency are known as unpublished sources of collection of secondary data.

Secondary sources considered:

- ➔ Websites
- ➔ Journals
- ➔ Annual Reports

Sampling Design:

A sample design is a finite plan for obtaining a sample from a given population. Simple random sampling is used for this study

Sample Size:

Number of the sampling units selected from the population is called the size of the sample. For this study, a sample of 50 respondents was interviewed from the customers of OLA ELECTRIC.

CHAPTER - 5

COMPANY PROFILE

5.1 HISTORY

Ola Electric Mobility (stylized as OLΛ ELECTRIC) is an Indian electric two-wheeler manufacturer, based in Bengaluru. Its manufacturing plant is located in Krishnagiri, Tamil Nadu, India.[1]

2017-2019

Ola Electric was established in 2017 as a wholly-owned subsidiary of ANI Technologies, the parent entity of Ola Cabs.[2][3] The company was started to reduce emission and fuel dependency of Ola's cabs, and shift to mass electric mobility; a pilot program was launched in Nagpur in May 2017 by setting up charging stations across the city and procuring electric cabs, e-buses, and e-rickshaws from OEM partners.[4][5] In April 2018, it announced that it aims to have 1 million electric vehicles in its cab service by 2022.

Between December 2018 and January 2019, founder Bhavish Aggarwal bought a 92.5% stake in Ola Electric from ANI Technologies at a valuation of ₹1 lakh (US$1,300), and Ola Electric was spun-off as a separate entity. ANI Technologies continued to hold a 7.5% stake in Ola Electric for allowing the use of "Ola" brand name.

In February 2019, Ola Electric raised US$56 million from Tiger Global and Matrix India. The company announced on 6 May 2019 that Ratan Tata had invested an undisclosed amount in Ola Electric as part of its Series A round of funding. It raised $250 million from SoftBank during Series B round funding in July 2019, at a valuation of over $1 billion.

2020-present

Ola Electric acquired Amsterdam-based electric scooter manufacturer Etergo in May 2020 and announced that it would launch its own line of electric scooters in India by 2021.

OLA Future Factory

In December 2020, the company announced its plan to set up an world's largest two wheeler factory (called the Future Factory) in Tamil Nadu at a cost of ₹2,400 crore (US$300 million) after signing a memorandum with the Government of Tamil Nadu. It acquired a 500-acre land in Pochampalli, Krishnagiri District in January 2021; the construction work for the factory began in late February.

Ola Electric received 500,000 bookings for scooters in the first month of availability.

Ola Electric started delivering its S1 and S1 Pro models in December 2021 with the deliveries of 100 scooters in Bengaluru and Chennai, although some promised features were not enabled in initial deliveries.

Ola Electric raised more than $200 million from Falcon Edge, SoftBank Group and others at a valuation of $3 billion in September 2021. In December the same year, it raised $53 million in an investment round led by Singaporean holding company, Temasek. In January 2022, Ola Electric raised US$200 million from multiple investors at a valuation of US$5 billion.

In late March 2022, Ola made a strategic multi-million-dollar investment in Israel-based battery technologies company StoreDot to incorporate and manufacture its XFC (extreme fast charging) battery technologies for future vehicles in India. In the wake of a fire incident in their product in Pune on 26th March, the company recalled a batch of 1441 scooters in April. Claiming it as a pre-emptive measure the company said it will help them investigate further

On 20 June 2022, Ola Electric teased its first sedan electric car, under development and likely to be launched in 2023. Company’s CEO Bhavish Aggarwal said that more details will be revealed on August 15 this year.[Bhavish Aggarwal announced its upcoming battery innovation centre (BIC) in Bangalore, which will be Asia's largest Cell R&D facility. [23] Bhavesh Aggarwal said that the Battery Innovation Center will include more than 165 pieces of “unique and cutting-edge” ab equipment that will

cover every component of a cell, making it one of Asia's largest and most advanced cell research and development (R&D) facilities.

5.2 VISION & MISSION

Mission:

With Mission Electric , we pledge to reject petrol and commit to electric vehicles by making sure no petrol two-wheelers are sold in India after 2025.

Vision:

At the heart of Ola Electric is our vision to reduce global emissions and fossil fuel dependency by making India the epicenter of electrification

5.3 STRENGTH AND WEAKNESS

STRENGTH:

Strengths are generally the core competency of the business with its wide range of products and services. The company claimed it will be the largest two wheeler factory in the world with an annual production capacity of 10 million units. The factory, named the Ola Future Factory, produced its first electric two-wheeler on 15 August 2021. By January 2022, it was manufacturing nearly a thousand electric scooters daily.

Ola s1

The scooter can travel 121 km on one charge. It can attain a top speed of 90 km h. It takes from 5 to 6 hours to recharge the scooter.

Ola s1 pro

Ola S1 Pro was launched on August 15,2022 with one variant and 11 colors. According to the company, the highest speed will be 115 kmph, and the ARAI certified range will be 181 kilometers on a full charge, compared to 90 km and 121 km for the standard model. It takes from 5 to 6 hours to charge the scooter.

Ola s1 air

The Ola S1 Air was launched as the most affordable electric scooter with an 85K price range.The new Ola S1 Air will be an upgrade to its existing S1 model. Ola S1 Air will have an ARAI range of 100 km and can accelerate from 0 to 40 km in 4.3 seconds.

WEAKNESS:

Limited infrastructure:

A lack of charging infrastructure can hinder the adoption and usage of electric vehicles, which could negatively impact Ola Electric's growth potential.

Dependence on subsidies:

Electric vehicle companies often rely on government subsidies and incentives to stimulate demand and offset the high costs of production. However, if these subsidies are reduced or eliminated, it could have a negative impact on Ola Electric's business model.

Competition from established brands:

Established automobile manufacturers, such as Honda, Yamaha, TVS, and Bajaj, are investing in the electric vehicle space and may pose a competitive threat to Ola Electric's market share.

5.4 CURRENT PROFILE

OLA ELECTRIC

Type	Private limited
Industry	Electric vehicles
Founded	2017; 6 years ago in Bengaluru, India
Founder	Bhavish Aggarwal
Headquarters	Bengaluru, Karnataka, India
Area served	India
Key people	Bhavish Aggarwal (CEO) Anand Shah
Products	S1 Air, S1, S1 Pro
Services	Motor vehicle manufacturing Motor vehicle distribution Charging solutions EV batteries
Parent	ANI Technologies (2017–2019) Ola Electric Mobility Pvt Ltd (2019–present)
Website	olaelectric.com

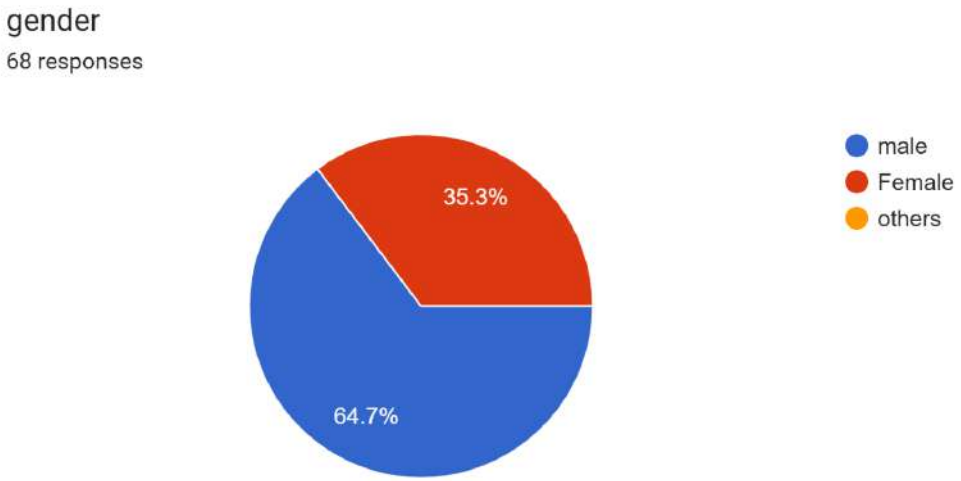
CHAPTER - 6

DATA ANALYSIS AND INTERPRETATION

6.1.1 GENDER CLASSIFICATION

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	44	64.7%
FEMALE	24	35.3%
OTHERS	0	0

6.2.1 pie chart



INTERPRETATION:

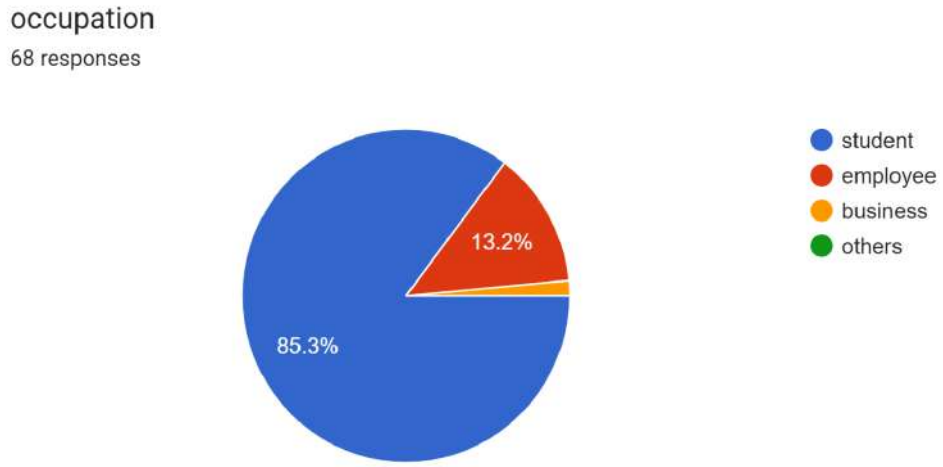
The above Pie chart illustrates that the majority of the respondents i.e., male. 44 respondents in the survey are male, 24 respondents are female, 0 respondents in others.

OCCUPATION

6.1.2 table

SNO	OCCUPATION	NO OF RESPONDENTS	%
1	STUDENT	58	85.3%
2	EMPLOYEE	9	13.2%
3	BUSINESS	1	1.5%
4	OTHERS	0	0%

6.2.2 Pie chart



INTERPRETATION:

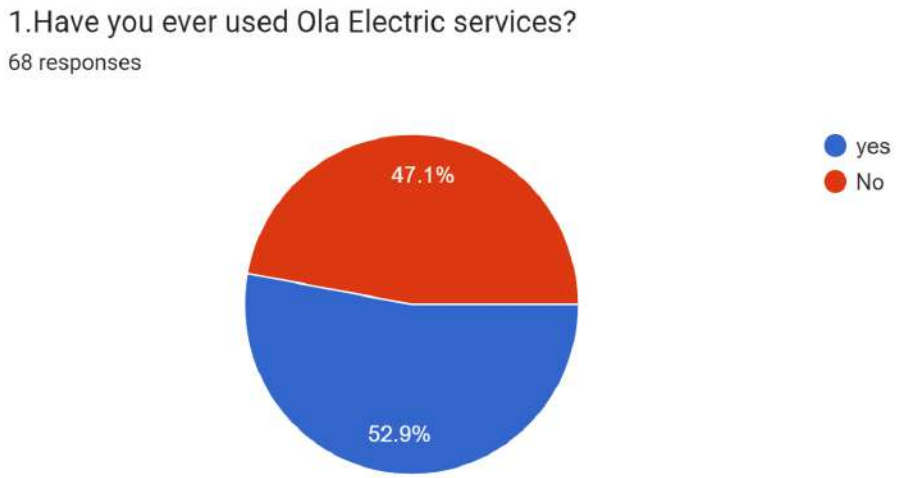
The above Pie chart illustrates that the majority of the respondents are students. i.e58 respondents in the survey are students, 10 respondents are employees, 1 respondent has business, which makes it the lowest majority.

1.Have you ever used Ola Electric services?

Table 6.1.3

SNO	OPTIONS	RESPONDENTS	%
1	YES	36	52.9%
2	NO	32	47.1%

Pie chart 6.2.3



INTERPRETATION:

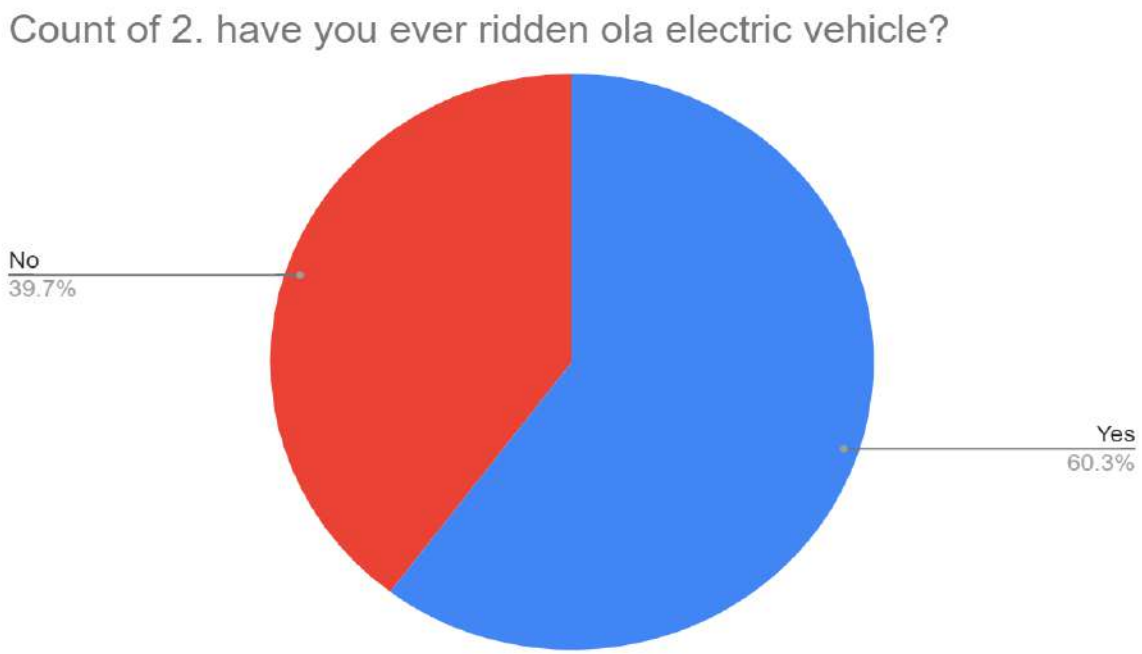
From The above pie diagram it is understood that 36 respondents have used Ola electric services and 32 respondents have not used . more than 50% of respondents have used the services.

2. Have you ever ridden an Ola electric vehicle?

6.1.4 table

SNO	OPTIONS	RESPONDENTS	%
1	YES	41	60.3%
2	NO	27	39.7%

6.2.4 pie chart



INTERPRETATION:

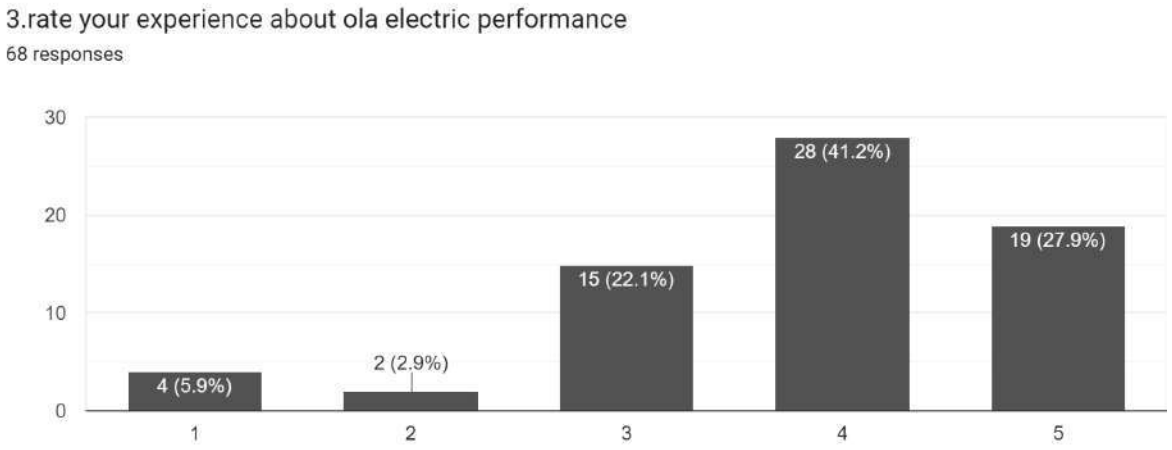
From the above pie diagram we can conclude that 60.3% i.e. 41 respondents have ridden ola electric vehicle and 39.7% i.e. 27 respondents have not ridden.

3.rate your experience about ola electric performance

6.1.5 TABLE

SNO	OPTIONS	RESPONDENTS	%
1	1	4	5.9%
2	2	2	2.9%
3	3	15	22.1%
4	4	28	41.2%
5	5	19	27.9%

6.3.1 bar graph



INTERPRETATION:

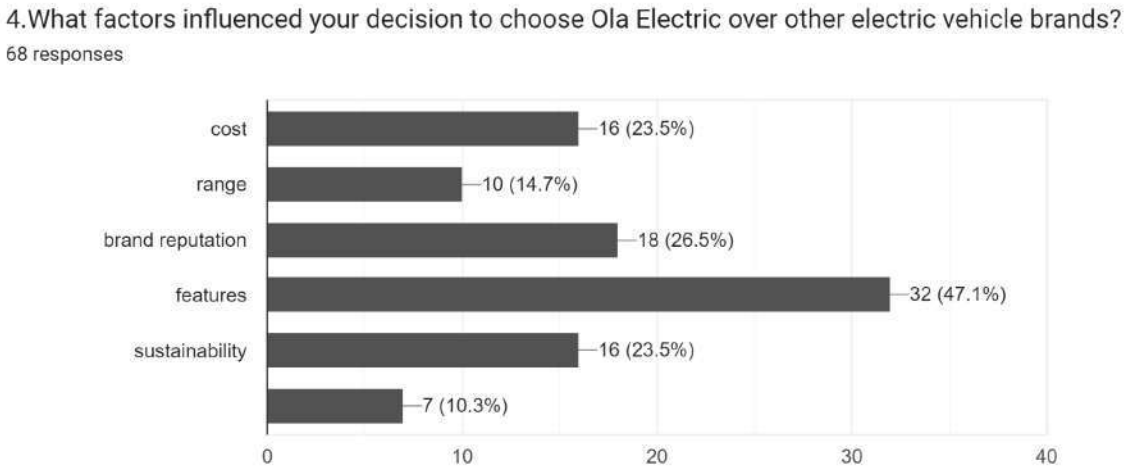
The above bar graph concludes about the rating of performance of the ola electric among the consumers. Most of the consumers i.e.28(41.2%) had given 4 ratings and the least rating is option 2 given by 2 respondents which is 2.9%.

4.What factors influenced your decision to choose Ola Electric over other electric vehicle brands?

6.1.6 TABLE

SNO	OPTIONS	RESPONDENTS	PERCENTAGE
1	COST	16	23.5%
2	RANGE	10	14.7%
3	BRAND REPUTATION	18	26.5%
4	FEATURES	32	47.1%
5	SUSTAINABILITY	16	23.5%
6	OTHERS	7	10.3%

6.3.2 BAR GRAPH



INTERPRETATION:

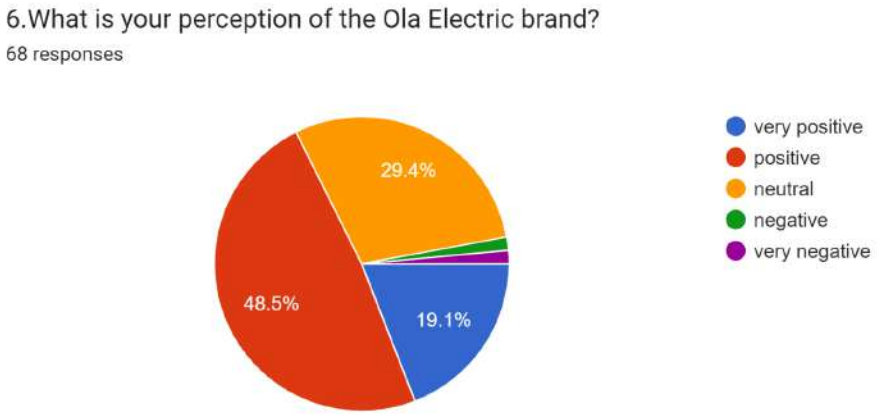
The above horizontal bar graph concludes about the factors influenced to choose ola electric. 47.1% (32)of the respondents have chosen features and the least 10.3% (7)of the respondents have chosen others options.

6.What is your perception of the Ola Electric brand?

6.1.7 TABLE

SNO	OPTIONS	RESPONDENTS	%
1	VERY POSITIVE	13	19.1%
2	POSITIVE	33	48.5%
3	NEUTRAL	20	29.4%
4	NEGATIVE	1	1.5%
5	VERY NEGATIVE	1	1.5%

6.2.5 PIE CHART



INTERPRETATION:

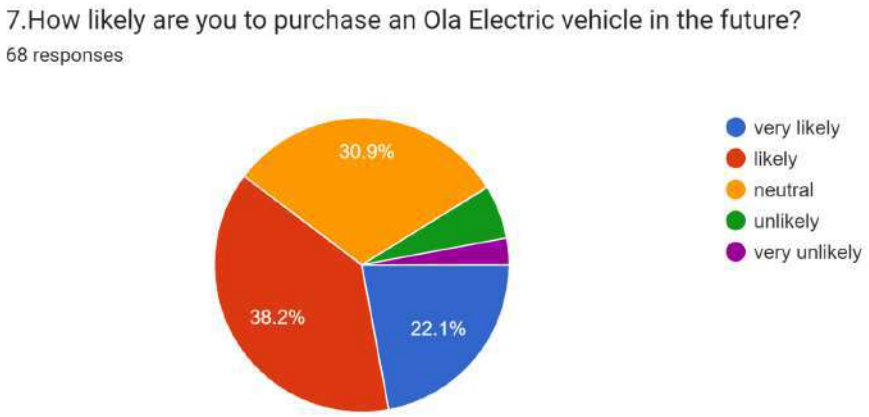
The above pie chart concludes the perception of ola electric in consumers 48.5% (33) respondents have chosen positive ,29.4% chose neutral and 19.1% chose a very positive option. This concludes that there is positive perception in consumers towards ola electric.

7.How likely are you to purchase an Ola Electric vehicle in the future?

6.1.8 table

SNO	OPTIONS	RESPONDENTS	%
1	VERY LIKELY	15	22.1%
2	LIKELY	26	38.2%
3	NEUTRAL	21	30.9%
4	UNLIKELY	2	2.9%
5	VERY UNLIKELY	4	5.9%

6.2.6 PIE CHART



INTERPRETATION:

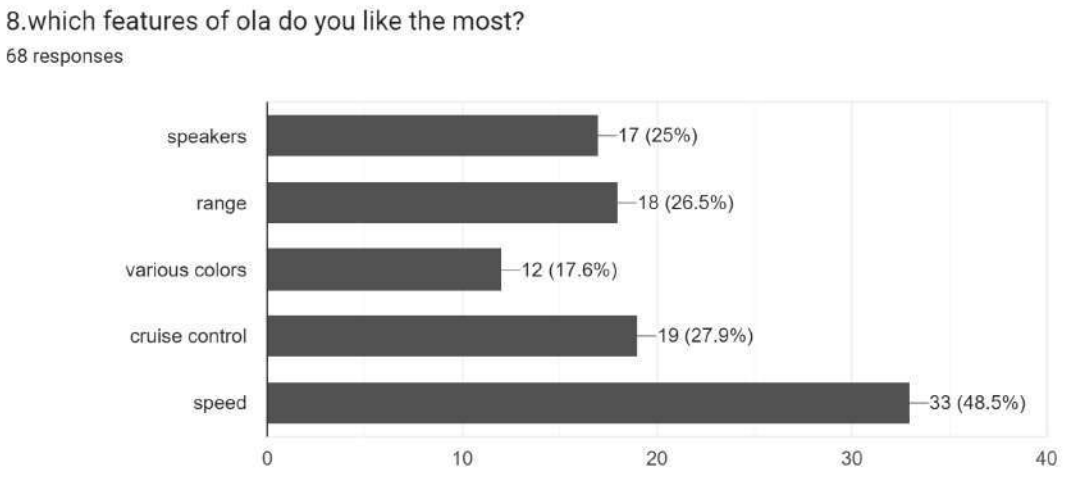
The pie chart above concludes that 26 (38.2%) respondents are likely to purchase ola electric vehicle. 21(30.9%) chosen to be neutral, 15(22.1%) have chosen a very likely option. 2 have chosen unlikely and 4 have chosen Very unlikely

8.Which features of ola do you like the most?

6.1.9 table

SNO	OPTIONS	RESPONDENTS	%
1	SPEAKERS	17	25%
2	RANGE	18	26.5%
3	VARIOUS COLORS	12	17.6%
4	CRUISE CONTROL	19	27.9%
5	OTHERS	33	48.5%

6.3.3 BAR GRAPH



INTERPRETATION:

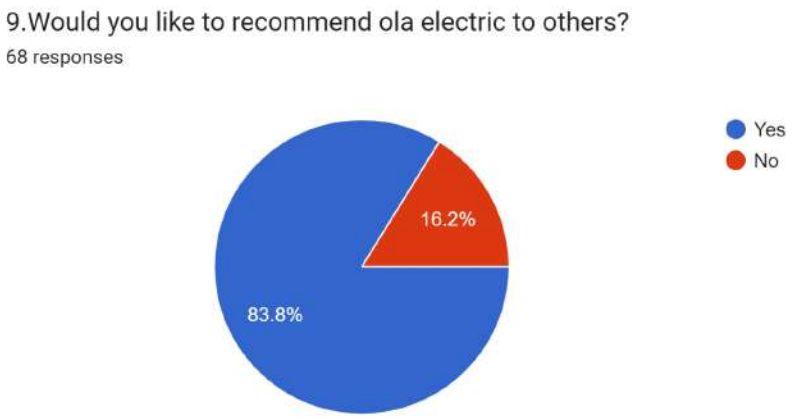
The above bar graphs conclude that the majority of the respondents i.e. 33(48.5%) like the feature of speed in ola electric. Whereas various colors feature of the vehicle is liked by only 12(17.6%). Range feature is liked very moderately by the respondents 18(26.5%).

9.Would you like to recommend ola electric to others?

6.1.10 table

SNO	OPTIONS	RESPONDENTS	%
1	YES	57	83.8%
2	NO	11	16.2%

6.2.7 pie chart



INTERPRETATION:

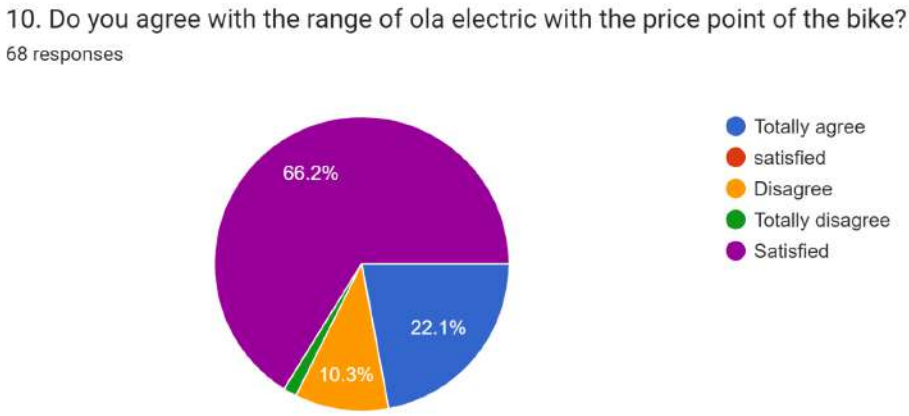
According to the above pie chart, 57(83.8%) are likely to recommend ola electric to others and only a minimum percentage of 16.2% (11) respondents don't prefer to recommend ola electric

10. Do you agree with the range of ola electric with the price point of the bike?

6.1.11 table

SNO	OPTIONS	NO OF RESPONDENTS	%
1	TOTALLY AGREE	15	22.1%
2	SATISFIED	45	66.2%
3	DISAGREE	7	10.3%
4	TOTALLY DISAGREE	1	1.5%

6.2.8 pie chart



INTERPRETATION:

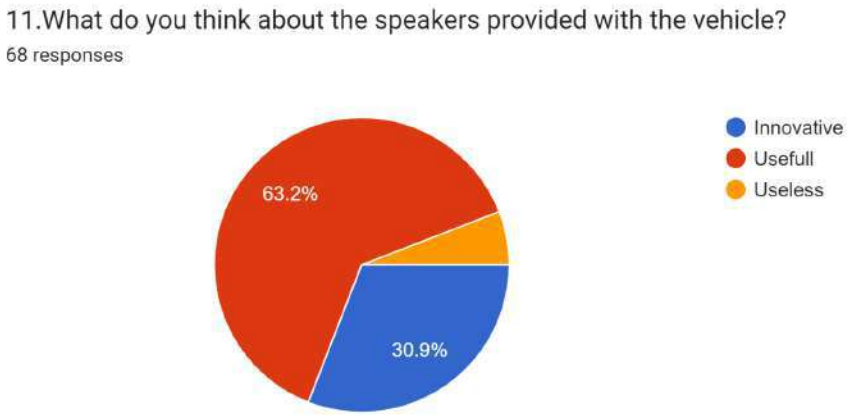
The above pie chart illustrates that 45(66.2%) respondents agree to the range of ola electric with its price. Whereas 7 respondents disagree to the range compared to the price.

11.What do you think about the speakers provided with the vehicle?

6.1.12 table

SNO	OPTIONS	RESPONDENTS	%
1	INNOVATIVE	21	30.9%
2	USEFUL	43	63.2%
3	USELESS	4	5.9%

6.2.9 PIE CHART



INTERPRETATION:

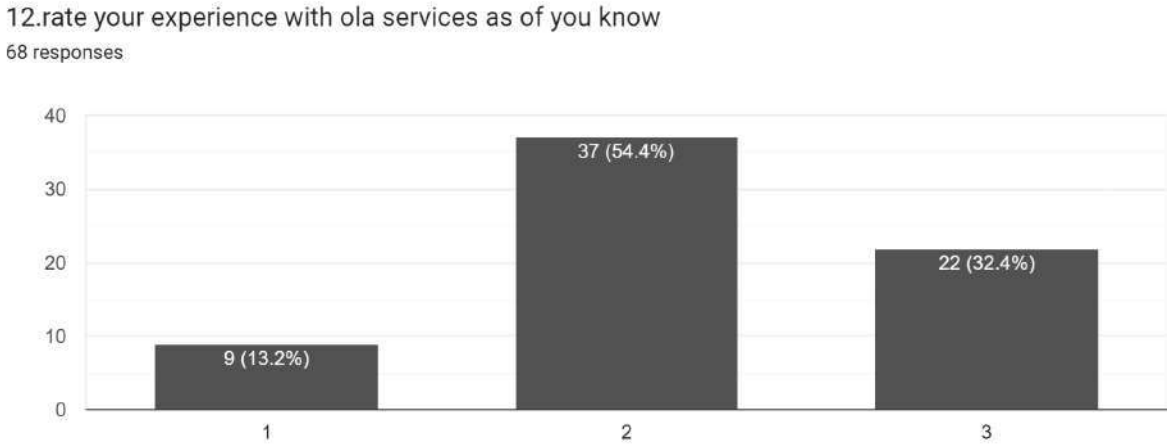
The above pie chart conclude that 63.2% (43) of the respondents think it is useful and 30.9%(21) think it is innovative and the rest 5.9% (4) think they are useless about the speakers of vehicle

12.rate your experience with ola services as of you know

6.1.13 table

SNO	OPTIONS	RESPONDENTS	%
1	1(POOR)	9	13.2%
2	2(AVERAGE)	37	54.4%
3	3(EXCELLENT)	22	32.4%

6.3.4 BAR GRAPH



INTERPRETATION:

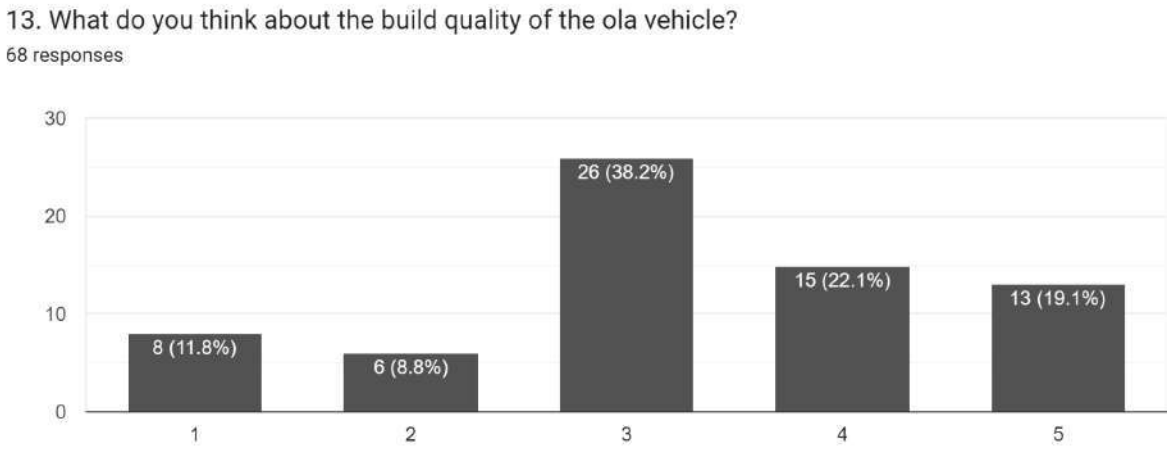
The bar graph illustrates the rating given by the respondents towards ola services ranging from poor to excellent. Majority of the respondents i.e 37(54.4%) rated average, 22(32.4%) of the respondents have rated excellent and 9 (13.2%) have rated poor to the services of ola

13. What do you think about the build quality of the ola vehicle?

6.1.14 table

SNO	OPTIONS	RESPONDENTS	%
1	VERY WEAK	8	11.8%
2	WEAK	6	8.8%
3	NEUTRAL	26	38.2%
4	STRONG	15	22.1%
5	VERY STRONG	13	19.1%

6.3.5 BAR GRAPH



INTERPRETATION

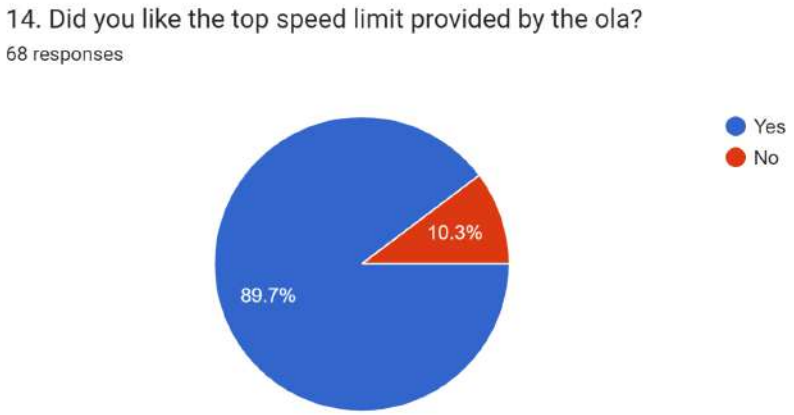
The above bar graph illustrates the ratings given by the respondents towards the build quality of ola vehicles describing the majority i.e.,26(38.2%) of the respondents have rated neutral,13 to 15 respondents rated strong and very strong whereas 6(8.8%) respondents rated weak .

14. Did you like the top speed limit provided by the ola?

6.1.15 table

SNO	OPTIONS	RESPONDENTS	%
1	YES	61	89.7%
2	NO	7	10.3%

6.2.10 pie chart



INTERPRETATION

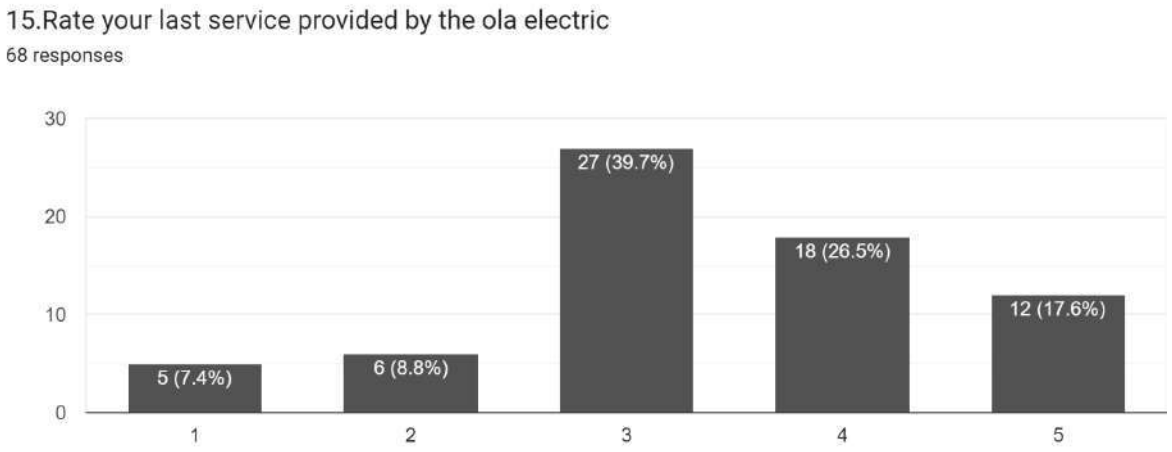
The pie chart describes the liking of the respondents towards the top speed limit of ola vehicles. 61(89.7%) of the respondents like it whereas 7(10.3%) of them didn't like it.hence majority of them like the speed of the ola vehicle.

15.Rate your last service provided by the ola electric

6.1.16 table

SNO	OPTIONS	RESPONDENTS	%
1	WORST	5	7.4%
2	POOR	6	8.8%
3	NEUTRAL	27	39.7%
4	BETTER	18	26.5%
5	EXCELLENT	12	17.6%

6.3.6 BAR GRAPH



INTERPRETATION

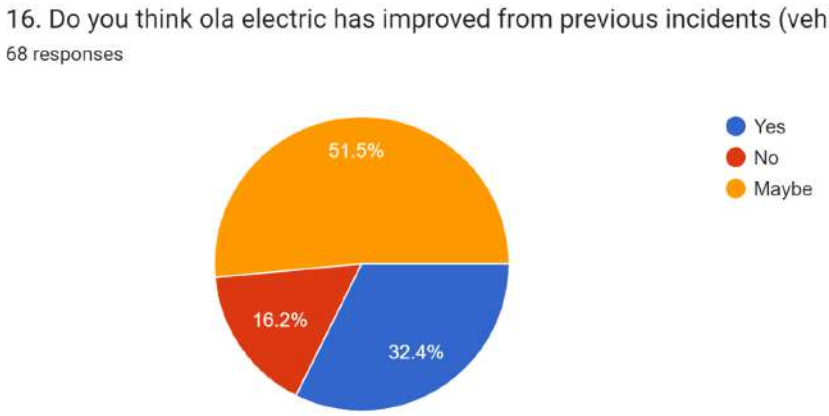
The bar graph depicts the ratings of the respondents about the services provided by ola .majority i.e., 27(39.7%) of the respondents rated neutral ,12 to 18 respondents have rated better to excellent and a least of 5(7.4%) respondents rated worst

16. Do you think ola electric has improved from previous incidents (vehicle blast/burning)?

6.1.17 table

SNO	OPTIONS	RESPONDENTS	%
1	YES	22	32.4%
2	NO	11	16.2%
3	MAYBE	35	51.5%

6.2.11 PIE CHART



INTERPRETATION

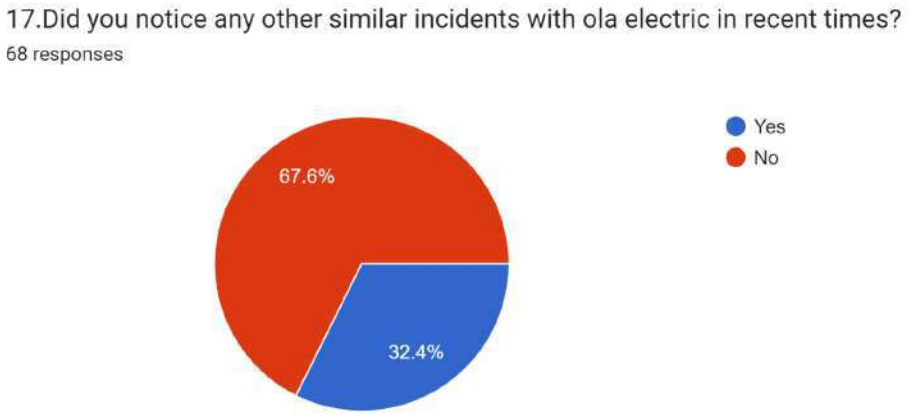
The piechart talks about the views of the respondents on the improvement of ola vehicles after recent incidents .majority i.e.,35(51.5%) of the respondents are not sure and opted for the option ‘maybe’ .22(32.4%) respondents have agreed for the statement and only a few respondents 11(16.2%) said ‘no’ on the improvement.

17.Did you notice any other similar incidents with ola electric in recent times?

6.1.18 table

SNO	OPTIONS	RESPONDENTS	%
1	YES	22	32.4%
2	NO	46	67.6%

6.2.12 pie chart



INTERPRETATION:

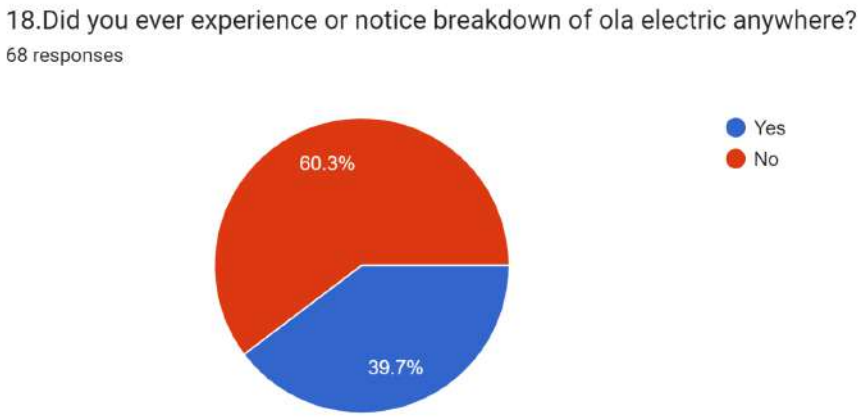
The above pie chart depicts that the majority of the respondents 46(67.6%) have not noticed any similar incidents with ola electric in recent times. Whereas 22(32.4%) respondents have noticed similar incidents.

18.Did you ever experience or notice breakdown of ola electric anywhere?

6.1.19 table

SNO	OPTIONS	RESPONDENTS	%
1	YES	27	39.7%
2	NO	41	60.3%

6.2.13 pie chart



INTERPRETATION:

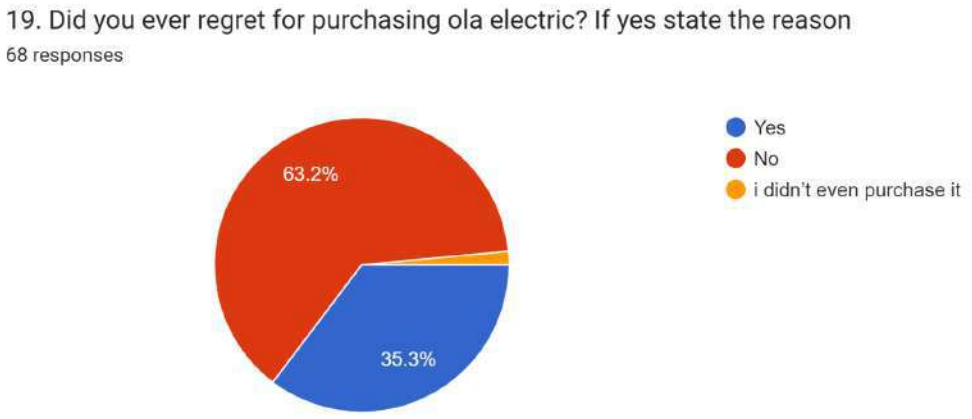
The above pie chart describes that majority of the respondents i.e 41(60.3%) have not noticed any breakdown of ola electric vehicles. Whereas only 27 (39.7%) have noticed breakdown of the vehicles.

19. Did you ever regret purchasing ola electric? If yes state the reason

6.1.20 table

SNO	OPTIONS/REASON	RESPONDENTS	%
1	YES	24	35.3%
2	NO	43	63.2%
3	REASON	1	1.5%

6.2.14 PIE CHART



INTERPRETATION:

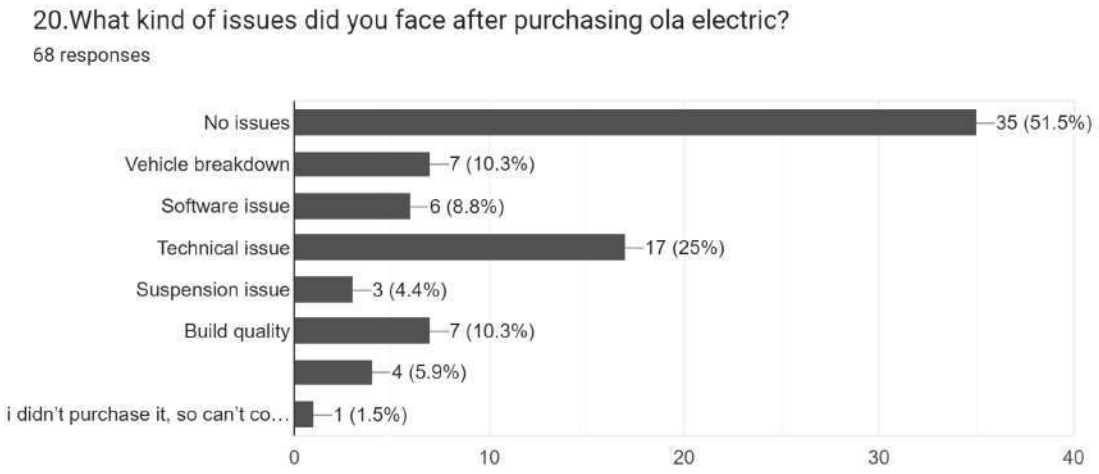
According to the above pie chart the majority of the respondents 43(63.2%) dont regret buying ola electric. Whereas 24(35.3%) of the respondents have regrets purchasing ola vehicles. One of them have not purchased any vehicle yet

20.What kind of issues did you face after purchasing ola electric?

6.1.21 table

SNO	OPTIONS/REASON	RESPONDENTS	%
1	NO ISSUES	35	51.5%
2	VEHICLE BREAKDOWN	7	10.3%
3	SOFTWARE ISSUE	6	8.8%
4	TECHNICAL ISSUE	17	25%
5	SUSPENSION ISSUE	3	4.4%
6	BUILD QUALITY	7	10.3%
7	OTHERS	4	5.9%

6.3.7 BAR GRAPH



INTERPRETATION:

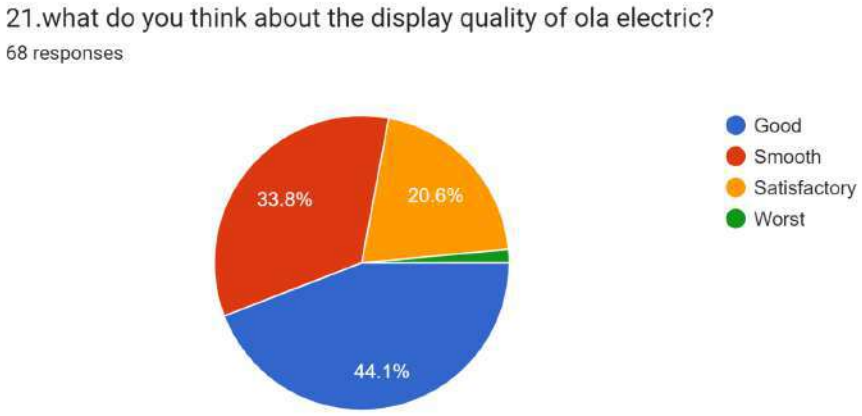
The bar graph illustrates various types of issues faced by the respondents with ola electric. The options range from majority to minority: no issues 35(51.5%),technical issue 17(25%), vehicle breakdown and build quality 7(10.3%),software issue 6(8.8%),others 5(7.4%) and suspension issue 3(4.4%).

21.what do you think about the display quality of ola electric?

6.1.22 table

SNO	OPTIONS	RESPONDENTS	%
1	GOOD	30	44.1%
2	SMOOTH	23	33.8%
3	SATISFACTORY	14	20.6%
4	WORST	1	1.5%

6.2.15 pie chart



INTERPRETATION:

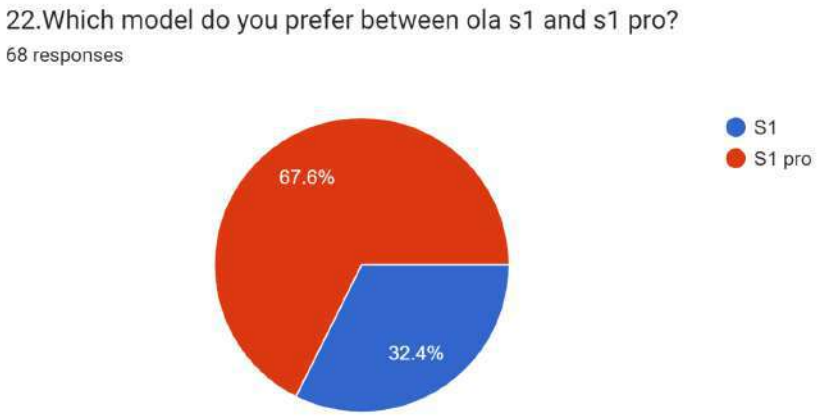
The pie chart illustrates that the majority 30(44.1%) of the respondents think the display is good 23(33.8%) think the display is smooth,14(20.6%) feel satisfactory and 1(1.5%) worst.

22.Which model do you prefer between ola s1 and s1 pro?

6.1.23 table

SNO	OPTIONS	RESPONDENTS	%
1	S1	22	32.4%
2	S1 PRO	46	67.6%

6.2.16 PIE CHART



INTERPRETATION

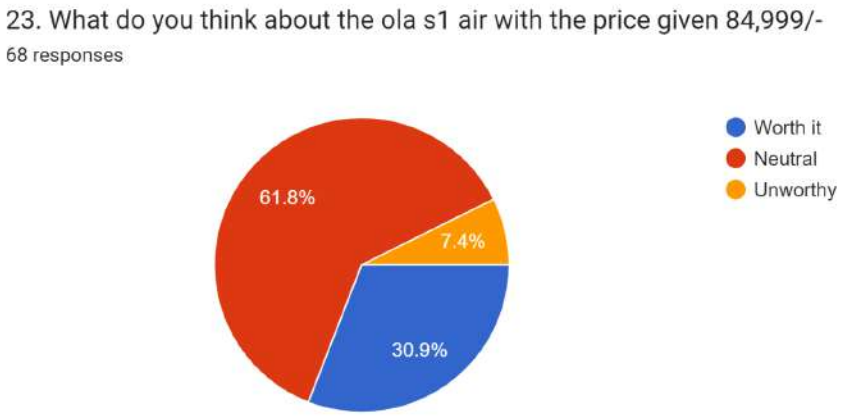
The pie chart depicts that majority of the respondents i.e 46(67.6%) prefer ola s1pro whereas only 32.4% respondents prefer ola s1 electric vehicle

23. What do you think about the ola s1 air with the price given 84,999/-

6.1.24 table

SNO	OPTIONS	RESPONDENTS	%
1	WORTHY	21	30.9%
2	NEUTRAL	42	61.8%
3	UNWORTHY	5	7.4%

6.2.17 PIE CHART



INTERPRETATION

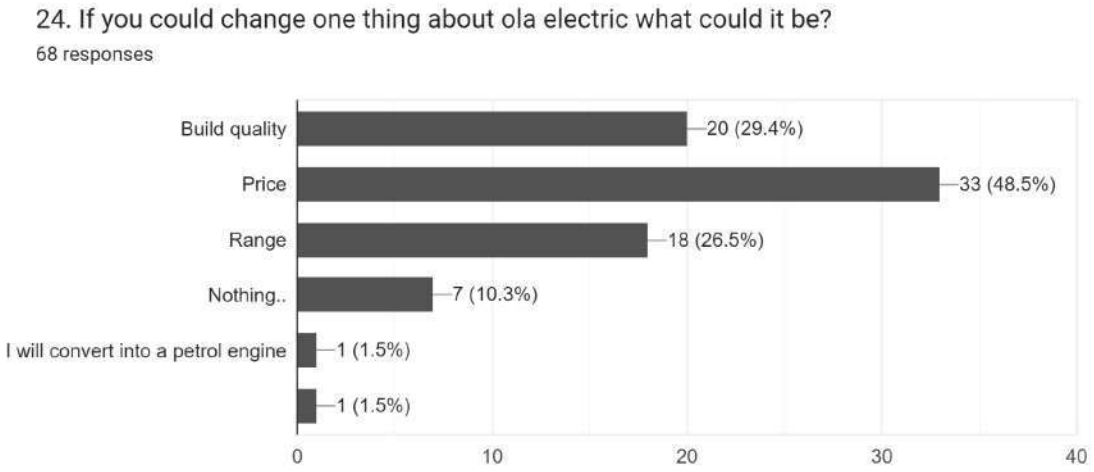
the pie chart deals with the price of ola s1 air being @ 84999/- majority of the respondents i.e 42(61.8%) are neutral about the price.21 respondents(30.9%) say it to be worthy and 5 respondents (7.4%)say it to be unworthy.

24. If you could change one thing about ola electric what could it be?

6.1.25 table

SNO	OPTIONS	RESPONDENTS	%
1	BUILD QUALITY	20	29.4%
2	PRICE	33	48.5%
3	RANGE	18	26.5%
4	NOTHING	7	10.3%
5	OTHER	2	3%

6.3.8 BAR GRAPH



INTERPRETATION

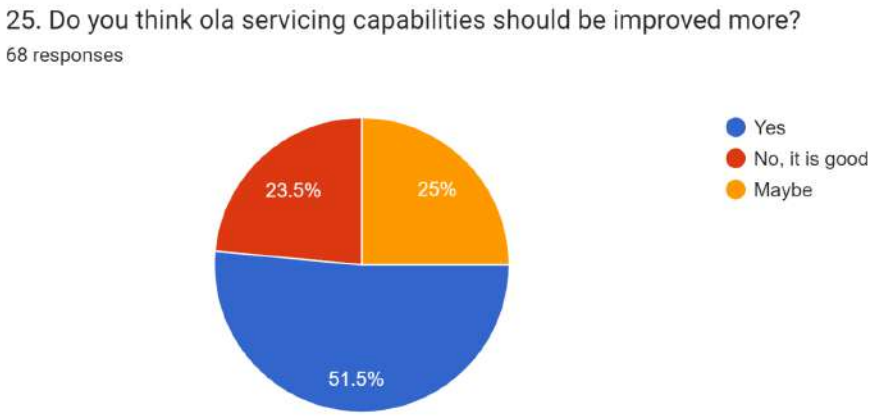
The bar graph illustrates the changes which the respondents would prefer to change if given a chance to do so,majority of them chose price (nearly 33)48.5% of them.others chose build quality(29.4%),range(26.5%) and others would prefer to change nothing.

25. Do you think ola servicing capabilities should be improved more?

6.1.26 table

SNO	OPTIONS	RESPONDENTS	%
1	YES	35	51.5%
2	NO	16	23.5%
3	MAYBE	17	25%

6.2.18 pie chart



INTERPRETATION

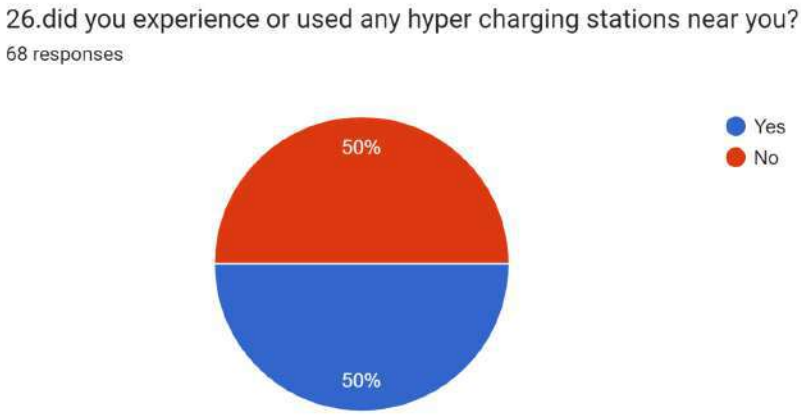
The pie chart describes whether the servicing capabilities are to be improved or not, majority of the respondents(35) suggest yes by 51.5%, 25% of them aren't sure and the rest 23.5% say there is no need as it is good.

26.did you experience or used any hyper charging stations near you?

6.1.27 table

SNO	OPTIONS	RESPONDENTS	%
1	YES	34	50%
2	NO	34	50%

6.2.19 PIE CHART



INTERPRETATION:

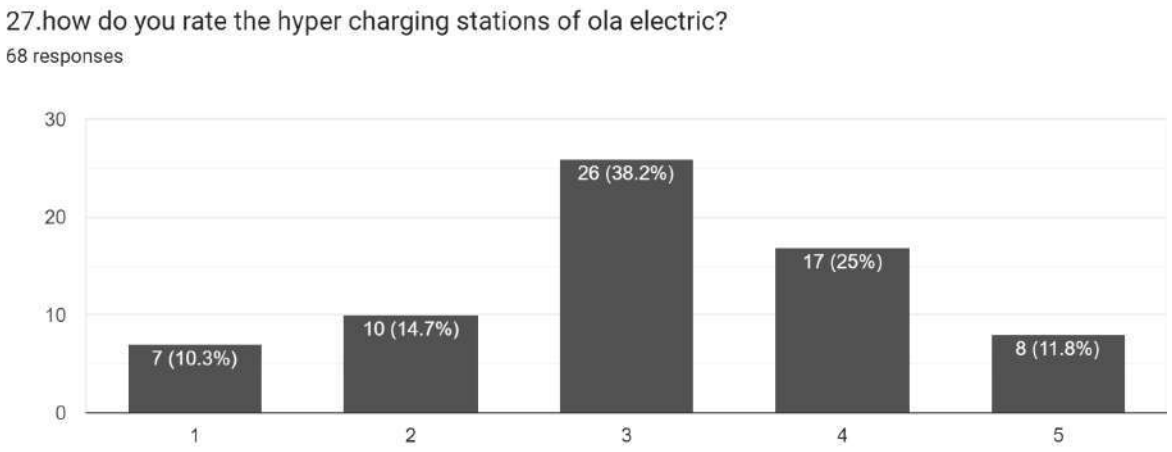
The above pie chart concludes that 34(50%) respondents have experienced or used hyper charging stations and 34(50%) of them have not used or experienced hyper charging stations.

27.how do you rate the hyper charging stations of ola electric?

6.1.28 table

SNO	OPTIONS	RESPONDENTS	%
1	WORST	7	10.3%
2	BAD	10	14.7%
3	NEUTRAL	26	38.2%
4	GOOD	17	25%
5	EXCELLENT	8	11.8%

6.3.9 BAR GRAPH



INTERPRETATION:

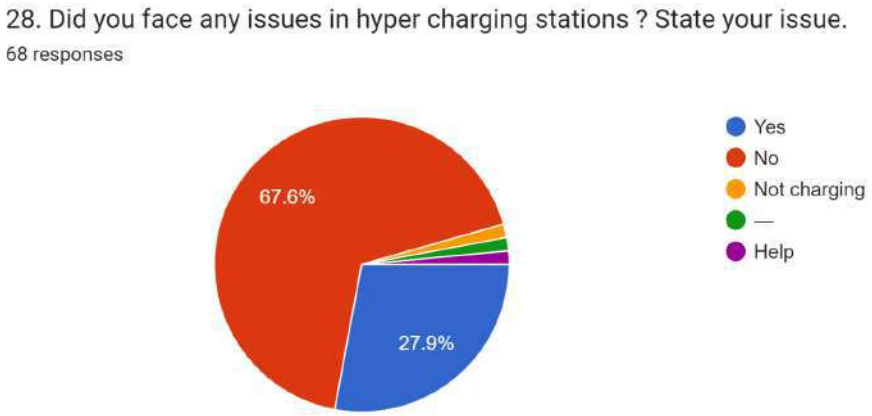
From the bar graph we find the ratings for hyper charging stations of ola electric. The options range from max. Responses to min. Responses. Average 26(38.2%),good 17(25%),bad 10(14.7%),excellent 8(11.8%) and worst 7(10.3%).

28. Did you face any issues in hyper charging stations ? State your issue.

6.1.29 table

SNO	OPTIONS/REASONS	RESPONDENTS	%
1	YES	19	27.9%
2	NO	46	67.6%
3	REASONS	3	4.5%

6.2.20 PIE CHART



INTERPRETATION:

The above pie chart concludes about the issues related to hyper charging stations. Majority of the respondents 46(67.6%) have not experienced any issues and 19(27.9%) have experienced some issues in the charging stations.3 of them have stated their reasons.

29. What do you expect from ola electric in future?

Good

Nothing

More charging capacity

Improvement in Suspension

Self balancing bike

More models

Good servicing

Improvement shock absorber

Expansion

Hope it would be getting updated with some extra qualities like it's range etc...

Good mileage

More features

More speed

More Quality and safe charging

Nice concern

Available to everyone

Excellent features

Free service

Bikes that don't burn

Sustainability

The price should be low

A perfect bike which will not give trouble, and should decrease the price

Improve its battery life

More power stations

Body of an ola

Best servicing vehicle

More safety rides

Something new version of vehicle

More range

Pick up power should be increased

I yeah expect the same features relevant further future

Satisfactory

Better build quality

It's good fuel will save

To give more better performance than now

INTERPRETATION

For the question as to what the respondents would expect from the ola electric in the future, many respondents have given their good responses.
Many of the respondents have given the answer that they expect better charging capacity. This includes installation of more power charging stations, the capacity of the battery.very few respondents expect new models and different variants in the vehicle like build quality and service rendered by ola electric.one of the respondents expects that which doesn't lead to burns .
Few of the respondents are satisfied with the electric vehicle performance and expect nothing and comment good for it.

On an overall basis the vehicle gets good response and satisfied performance.

30.What do you suggest to ola electric from your side?

Nothing

Good

No suggestions

Improve in charging speed

price consumption

Improve lighting

Better servicing

Keep on upgrading as per customer requirement

Work on build quality

Keep going

Well done, keep working on the same way!!!

Provide more charging stations

Ride safe

Safe charging

Nice features

Should reduce the cost

To keep in mind the customers next time.

Listen to customer

Good to use

Build the total body of the bike with iron metal or steel instead of other metal

Improved battery life

Everyone should use electric bikes to reduce pollution

I think it's better increase body of an ola

To provide a good and best one

Follow correct timings

Much more quality

I suggest to implement more upgrade features

Keep it up.

Increase of Battery Capacity and Range of Ola Electric.

more charging stations

To improve their software

Good to people 😌

Improve build quality ,speed

Good quality

Fuel ⛽ stations will be improve more

INTERPRETATION

The suggestions given by the respondents are very helpful for the ola electric company to improve its performance and get customers support. Most of the respondents have suggested that the charging stations must be improved and they intend the organization to reduce the price to the reasonable rate.maximum customers are happy towards the vehicle as it consumes no fuel and being eco friendly vehicle.hence they are satisfied and suggested nothing but compliment and asks to carry on the same service in the future also.

Overall, ola electric performs very well in the market and hopes to progress in the future.

CHAPTER - 7

FINDINGS AND CONCLUSIONS

7.1 IMPLICATION OF FINDINGS

- majority of the respondents i.e., male. 44 respondents in the survey are male, 24 respondents are female, 0 respondents in others.
- The perception of ola electric in consumers :48.5% (33) respondents have chosen positive ,29.4% chose neutral and 19.1% chose a very positive option. This concludes that there is positive perception in consumers .
- the majority of the respondents i.e. 33(48.5%) like the feature of speed in ola electric. Whereas various colors feature of the vehicle is liked by only 12(17.6%). Range feature is liked very moderately by the respondents 18(26.5%)
- the rating given by the respondents towards ola services ranging from poor to excellent. Majority of the respondents i.e 37(54.4%) rated average, 22(32.4%) of the respondents have rated excellent and 9 (13.2%) have rated poor to the services of ola.
- the ratings given by the respondents towards the build quality of ola vehicle describing majority i.e.,26(38.2%) of the respondents have rated neutral,13 to 15 respondents rated strong and very strong whereas 6(8.8%) respondents rated weak .
- various types of issues faced by the respondents with ola electric. The options range from majority to minority: no issues 35(51.5%),technical issue 17(25%), vehicle breakdown and build quality 7(10.3%),software issue 6(8.8%),others 5(7.4%) and suspension issue 3(4.4%).
- the ratings for hyper charging stations of ola electric. The options range from max. Responses to min. Responses. Average 26(38.2%),good 17(25%),bad 10(14.7%),excellent 8(11.8%) and worst 7(10.3%).

7.2 SUGGESTIONS

Based on the research on consumer behavior related to Ola Electric in India, we suggest few things as under:

1. Enhance awareness and education: Conduct targeted marketing campaigns and educational initiatives to increase awareness about the benefits of electric scooters and address misconceptions or concerns among consumers. Highlight the environmental advantages, cost savings, and convenience of using Ola Electric's electric scooters.

2. Improve charging infrastructure: Invest in expanding the charging infrastructure network across cities and towns in India. Ensure that charging stations are easily accessible, reliable, and conveniently located to alleviate range anxiety and provide a seamless charging experience for Ola Electric scooter users.

3. Address pricing concerns: Explore options to make electric scooters more affordable for consumers. This could involve partnerships with financial institutions to provide attractive financing options or introducing innovative pricing models that make electric scooters more accessible to a broader range of consumers.

4. Enhance product offerings: Continuously improve and innovate the product lineup to cater to diverse consumer preferences. This could involve introducing different models with varying features, performance, and price points to cater to different segments of the market.

5. Strengthen after-sales service: Provide excellent after-sales service and support to customers, including timely maintenance, repairs, and battery replacement services. This will help build trust and loyalty among consumers and enhance their overall ownership experience.

6. Collaborate with stakeholders: Foster partnerships and collaborations with government agencies, local authorities, and other relevant stakeholders to support the growth of the electric vehicle ecosystem in India. This could involve working together to develop supportive policies, incentives, and infrastructure that encourage electric vehicle adoption.

7. Continuous research and development: Invest in research and development efforts to improve battery technology, increase the range of electric scooters, and enhance charging efficiency. Staying at the forefront of technological advancements will give Ola Electric a competitive edge in the market.

8. Engage in community initiatives: Engage in community outreach programs, environmental initiatives, and sustainability campaigns to further promote the brand and reinforce Ola Electric's commitment to sustainable transportation. This will help build a positive brand image and connect with environmentally conscious consumers.

7.3 CONCLUSION OF THE RESEARCH

From the above study it is very useful for me to learn in depth about electric vehicles and also about Ola Electric . From the findings made through the research it can be clearly known that more customers are satisfied with Ola S1 Pro but the company needs to update the scooter in terms of software (Cruise Control, Bluetooth). Also, the customer view is that the company should have more hyper charging stations . the services provided should be available all the time.

It can be concluded that presently, all the customers who are using Ola S1 Pro electric scooter are happy with Product Performance, Product quality and Built quality of Ola Electric

The hypothesis testing by likert scale concludes that:

- Most of the respondents have rated neutral about the hyper charging stations
- Most of the respondents have rated neutral about their opinion on pricing of ola s1 air
- Majority of the respondents have rated the display of ola electric vehicle as good display
- Most of the respondents have rated neutral about their recent service experience provided by ola electric
- Majority of the respondents consider build quality of ola electric vehicle as average

CHAPTER - 8

BIBLIOGRAPHY

8.1 REFERENCES

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- International Research Journal of Modernization in Engineering Technology and Science.
- En.m.wikipedia.org
- Electric Vehicle Technology - James Laminie & John Lowry

8.2 WEBSITES

http://olaelectric.com

https://www.irjmets.com

www.olaelectricmobility.com

www.google.com

http://www.thehindu.com

www.team-bhp.com

CHAPTER - 9

APPENDICES

9.1 INDEX FOR DATA ANALYSIS

SNO	PARTICULARS	TABLE	PIE CHART	GRAPH
1	Have you ever used Ola Electric services?	6.1.3	6.2.3	—
2	Have you ever ridden an Ola electric vehicle?	6.1.4	6.2.4	–
3	rate your experience about ola electric performance	6.1.5	–	6.3.1
4	What factors influenced your decision to choose Ola Electric over other electric vehicle brands?	6.1.6	–	6.3.2
5	What is your perception of the Ola Electric brand?	6.1.7	6.2.5	–
6	How likely are you to purchase an Ola Electric vehicle in the future?	6.1.8	6.2.6	–
7	Which features of ola do you like the most?	6.1.9	–	6.3.3
8	Would you like to recommend ola electric to others?	6.1.10	6.2.7	–
9	Do you agree with the range of	6.1.11	6.2.8	–

	ola electric with the price point of the bike?			
10	**What do you think about the speakers provided with the vehicle?**	**6.1.12**	**6.2.9**	**–**
11	**rate your experience with ola services as of you know**	**6.1.13**	**–**	**6.3.4**
12	**What do you think about the build quality of the ola vehicle?**	**6.1.14**	**–**	**6.3.5**
13	**Did you like the top speed limit provided by the ola?**	**6.1.15**	**6.2.10**	**–**
14	**Rate your last service provided by the ola electric**	**6.1.16**	**–**	**6.3.6**
15	**Do you think ola electric has improved from previous incidents (vehicle blast/burning)?**	**6.1.17**	**6.2.11**	**–**
16	**Did you notice any other similar incidents with ola electric in recent times?**	**6.1.18**	**6.2.12**	**–**
17	**Have you ever experienced or noticed the breakdown of ola electric anywhere?**	**6.1.19**	**6.2.13**	**–**
18	**Did you ever regret purchasing ola electric? If yes state the reason**	**6.1.20**	**6.2.14**	**–**

19	**What kind of issues did you face after purchasing ola electric?**	**6.1.21**	**–**	**6.3.7**
20	**What do you think about the display quality of ola electric?**	**6.1.22**	**6.2.15**	**–**
21	**Which model do you prefer between ola s1 and s1 pro?**	**6.1.23**	**6.2.16**	**–**
22	**What do you think about the ola s1 air with the price given 84,999/-**	**6.1.24**	**6.2.17**	**–**
23	**If you could change one thing about ola electric what could it be?**	**6.1.25**	**–**	**6.3.8**
24	**Do you think ola servicing capabilities should be improved more?**	**6.1.26**	**6.2.18**	**–**
25	**Did you experience or use any hyper charging stations near you?**	**6.1.27**	**6.2.19**	**–**
26	**How do you rate the hyper charging stations of ola electric?**	**6.1.28**	**–**	**6.3.9**
27	**Did you face any issues in hyper charging stations ? State your issue.**	**6.1.29**	**6.2.20**	**–**
28	**What do you expect from ola electric in future?**	**–**	**–**	**–**

29	**What do you suggest to ola electric from your side?**	**–**	**–**	**–**
30	**Gender classification**	**6.1.1**	**6.2.1**	**–**

9.2 QUESTIONNAIRE

1.Have you ever used Ola Electric services?

- yes
- No

2. Have you ever ridden ola electric vehicle?

- Yes
- No

3.rate your experience about ola electric performance

poor

- 1
- 2
- 3
- 4
- 5

excellent

4.What factors influenced your decision to choose Ola Electric over other electric vehicle brands?

- Cost
- Range
- brand reputation
- Features
- sustainability

6.What is your perception of the Ola Electric brand?

- very positive
- Positive
- Neutral
- Negative
- very negative

7.How likely are you to purchase an Ola Electric vehicle in the future?

- very likely
- Likely
- Neutral
- Unlikely
- very unlikely

8.Which features of ola do you like the most?

- Speakers
- Range
- various colors
- cruise control
- Speed

9.Would you like to recommend ola electric to others?

- Yes
- No

10. Do you agree with the range of ola electric with the price point of the bike?

- totally agree
- Satisfied
- Disagree
- Totally disagree

11.What do you think about the speakers provided with the vehicle?

- Innovative
- Useful
- Useless

12.rate your experience with ola services as of you know

Poor

- 1
- 2
- 3

Excellent

13. What do you think about the build quality of the ola vehicle?

Weak

- 1
- 2
- 3
- 4
- 5

Strong

14. Did you like the top speed limit provided by the ola?

- yes
- No

15.Rate your last service provided by the ola electric

Worst

- 1
- 2
- 3
- 4
- 5

Excellent

16. Do you think ola electric has improved from previous incidents (vehicle blast/burning)?

- yes
- No
- Maybe

17.Did you notice any other similar incidents with ola electric in recent times?

- yes
- No

18.Did you ever experience or notice breakdown of ola electric anywhere?

- yes
- No

19. Did you ever regret purchasing ola electric? If yes state the reason

- yes
- No

20.What kind of issues did you face after purchasing ola electric?

- No issues
- Vehicle breakdown
- Software issue
- Technical issue
- Suspension issue
- Build quality

21.what do you think about the display quality of ola electric?

- Good
- Smooth
- Satisfactory
- Worst

22.Which model do you prefer between ola s1 and s1 pro?

- S1
- S1 pro

23. What do you think about the ola s1 air with the price given 84,999/-

- worth it
- Neutral
- Unworthy

24. If you could change one thing about ola electric what could it be?

- Build quality
- Price
- Range
- Nothing..

25. Do you think ola servicing capabilities should be improved more?

- Yes
- No, it is good
- Maybe

26.did you experience or used any hyper charging stations near you?

- Yes
- No

27.how do you rate the hyper charging stations of ola electric?

Worst

- 1
- 2
- 3
- 4
- 5

Excellent

28. Did you face any issues in hyper charging stations ? State your issue.

- Yes
- No

29. What do you expect from ola electric in future?

30.What do you suggest to ola electric from your side?

THE END

A

PROJECT REPORT

ON

A STUDY ON CONSUMER BEHAVIOUR, PREFERENCE ON NESTLE PRODUCTS.

PROJECT SUBMITTED BY:

N. PREM CHANDER -201020405021

A. HARI SRIYA -201020405010

A.SAI AISHVARYA -201020405011

MD. RIZWAN -201020405048

SUBMITTED IN PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE IN

BACHELOR OF COMMERCE

UNDER GUIDANCE OF MRS- AMENA KHATOON

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE & PG COLLEGE Uppal,

Hyderabad - 500039.

Affiliated with Osmania University

2022-2023

STUDENT DECLARATION

We hereby declare that the project report title "A STUDY ON CONSUMER BEHAVIOUR, PREFERENCE ON NESTLE PRODUCTS." Prepared under the guidance of MRS. AMENA KHATOON Department of Commerce, Little flower Degree College Towards partial fulfilment for the requirement of award of bachelor's degree in commerce.

The project Report has not been submitted to any other university for the award of any Degree**.**

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DATE:

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DEPARTMENT OF COMMERCE

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CERTIFICATE

This is to certify that the project on "A STUDY ON CONSUMER BEHAVIOUR, PREFERENCE ON NESTLE PRODUCTS" being Submitted by N. Prem Chander -201020405021,

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in partial fulfilment of the requirement for the award of the degree of bachelors of commerce is a bonefide record of the project work done by **MRS. – AMENA KHATOON**, Department of Commerce, Little Flower Degree College, Uppal, Hyderabad.

EXTERNAL SIGN

GUIDE'S SIGN

(AMENAKHATOON)

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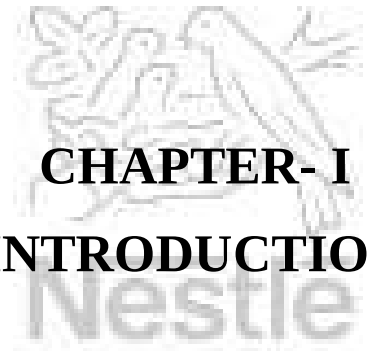
ABSTRACT

The project entitled “A STUDY ON CONSUMER BEHAVIOUR, PREFERENCE ON NESTLE PRODUCTS”. It had an objective to determine company’s image of Nestle products towards customers and the primary objective was to study the customer satisfaction towards Nestle products and to analyse the factors influencing the purchase decision of the Nestle products. The data was collected from 50 respondents. The sample study of respondents was selected through random sampling method. After collecting the data, simple percentage analysis method and chi- square test was used as statistical tools for the data collected. From the data analysed in this study, respondents are satisfied with the product’s price and some respondents are dissatisfied with the product’s taste. The major findings of this study were, majority of the respondents prefer ------- and then product’s price is reasonable. The suggestion was to introduce variety of savours in products and should create awareness about usage volume of the products in order to protect the customer’s health. The conclusion was that majority of customers are aware of the products and the price has significant, positive impact on customer satisfaction.

Keywords: Customer Satisfaction, nestle products, Fast – moving consumer goods.

INDEX

CHAPTER	TITLE OF THE CONTENT	PAGE NO:
1.	**INTRODUCTION** ➢ 1.1 INTRODUCTION ABOUT THE STUDY ➢ 1.2 OBJECTIVES OF THE STUDY ➢ 1.3 STATEMENT OF PROBLEM ➢ 1.4 SCOPE OF THE STUDY ➢ 1.5 LIMITATIONS OF THE STUDY	7-11
2.	**REVIEW OF LITERATURE**	12-14
3.	**HYPOTHESIS**	15-17
4.	**RESEARCH METHODOLOGY** ➢ 4.1 RESEARCH ➢ 4.2 RESEARCH PROBLEM ➢ 4.3 RESEARCH DESIGN ➢ 4.4 TYPES OF RESEARCH DESIGN	18-22
5.	**COMPANY PROFILE** ➢ 5.1 HISTORY ➢ 5.2 VISION AND MISSION ➢ 5.3 STRENGTHS & WEAKNESS ➢ 5.4 CURRENT PROFILE	23-28
6.	**DATA ANALYSIS & INTERPRETATION** ➢ 6.1.1 - 6.1.31 TABLES ➢ 6.2.1 – 6.2.25 PIE CHARTS ➢ 6.3.1 – 6.3.6 GRAPHS	29-60
7.	**FINDING AND CONCLUSION** ➢ 7.1 IMPLICATION OF FINDINGS ➢ 7.2 SUGGESTIONS ➢ 7.3 CONCLUSION OF RESEARCH	61-63
8.	**BIBLIOGRAPHY** ➢ REFERENCES ➢ WEBSITES	64-65
9.	**APPENDICES** ➢ QUESTIONNAIRE	66-71



CHAPTER- I

INTRODUCTION

A STUDY ON CONSUMER BEHAVIOUR, PREFERENCE ON NESTLE PRODUCTS.

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

Today consumer have become more conscious of their responsibilities and are trying to garner as much as information as possible for decision making regarding purchasing of goods and services. Today's market has been turned from the seller's market to buyer's market. Success or failure of the modern business now depends on how effectively. The marketers and advertiser are able to attract the buyer. Marketing starts and ends with the consumer. The consumer is the engine of economic activity and his prerogatives are no less than those of the monarch he is the fulcrum or the pivot upon which the business moves. The study of consumer behaviour assumes that the consumers are actors in the market place. The perspective of role theory assumes that consumers play various roles in the market place.

Customer satisfaction is the term frequently used in marketing. In the scenario of satisfying the customer, the first thing is to make best product for customer. It is essential for businesses to effectively manage customer satisfaction. Customer plays an important role and are essential in keeping a product or service relevant, it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty. It defined customer satisfaction as a person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations.

Nestle India limited is the Indian subsidiary of nestle which is a Swiss multinational company. The company is headquartered in Gurgaon, Haryana.

The company's products include food, beverages, chocolate, and confectioneries. Nestle was founded in 1866 by Henri nestle and is today the world's biggest food and beverage company. Nestle employ around 2,50,000 people from more than 70 countries and factories or operations in almost every country in the world. Nestle has been serving this world for over one hundred and thirty years.

Nestle India is one of the largest players in India's fast-moving consumer goods sector and has a long history in the country. now and has built a very special relationship of trust and commitment with the people of India. The continuously focuses its efforts to better understand the changing lifestyles of India and Nestle is one of the world's largest nutrition companies in India.

Nestle has been a partner in India's growth for over a century anticipate customer needs in order to provide taste, nutrition, health and wellness through its product offerings. Nestle deals with mainly Diary products. Nestle India manufactures products of truly international quality under internationally famous brand names such as Nescafe, Maggi, Milky bar, Kit Kat, Bar-One, Milkmaid and Nestea and in recent years the company has also introduced products of dairy consumption and use such as Nestle Milk, Nestle Slim Milk, Nestle Dahi and Nestle Jeera Raita.

Nestle currently has over 2000 brands with a wide range of products across a number of markets, including coffee, bottled water, milkshakes and other beverages, breakfast cereals, infant foods, performance and healthcare nutrition, seasonings, soups and sauces, frozen and refrigerated foods, and pet food.

The major competitors are Danone, Ferrero S PA, Kellogg's, Kraft Heinz, Mars Incorporated, Mondelez International, Pepsi Co, Unalive. The Covid-19 Pandemic did not affect Nestle negatively.

Due to lockdown, people bought more packaged goods, not only coffee and dairy products, but also pet products, which increased the company's sales. Nestle recording its strongest quarterly sales growth 10 years.

1.2 OBJECTIVES OF THE STUDY

- 1.To study the consumer behaviour and them satisfaction towards the products of nestle.
- 2.To analyses the factor influencing the buyer decision of the consumers.
- 3.To determine the level of effectiveness of the advertisement.
- 4.To study the problems faced by customers.
- 5.To observe the relationship between a variety of product reliability and other constructs.

1.3 Statement of the problem

- In order to find out the solution, whether there is some satisfaction among the users of nestle product or not.
- This could be the influence of variable price, product image, quality of the product, and regularity of service.
- Customer satisfaction is a procedure by which customer report their feelings interest towards the product they use or prefer.

1.4 SCOPE OF THE STUDY

This was done to find out the customer inclination towards Nestle goods and multiplicity of products obtainable and no such learn was conduct in Nestle goods. The scope of my study is confined to the analysis of consumer preference towards nestle.

1.5 LIMITATIONS OF THE STUDY

- The limitation of my study is restricting itself to Hyderabad city only
- Information given by respondents is assumed to be true.
- This study is purely based on primary data.

CHAPTER-2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

S. Kirthika (2016) In her research article **"A Study on Consumer Behaviour Towards Nestle Products with Special Reference to Hyderabad City"**, set-out to study the consumer behaviour and their satisfaction towards the products of Nestle and to analyse the factor influencing the buyer decision of the consumers. They have collected only primary data or their analysis. They have used percentage analysis tools for their study. They have concluded that nestle has received a pivotal position in the market for their products and to capture a major share in the consumer goods market the manufacturer has to provide quality goods at reasonable price.

Dr. Purvi Derashri, Mr. Dignesh S. Panchasara (2018) In their article **"A study of Consumer Satisfaction: A survey of Nestle products in Baroda city"**, set-out to understand the effectiveness of the marketing strategies of nestle limited and to understand the consumer profile of Nestle ltd. They have collected primary data for their analysis. They have used percentage analysis for their collected data. They have concluded that most of the product are purchased on the basis of quality, price, brand status, identify, services, packing creditability and self-esteem. Nestle does not own any agricultural land or farms but is committed to develop long term credible relationship with dairy farmers based on mutual trust.

N. Vijayanand, P. Thillairajan (2018) In their **article "A study on Consumers Inclination Toward Nestle products in Chennai city"** set out to revise the customer needs on Nestle Products and to observe the relationship between a variety of product reliability and other constructs. They have collected primary data only their analysis. They have used sample percentage method their study. They have concluded that the study found out greater part of customers choose Nestle chocolates. And the Nestle company can magnetize more customers and amplify their market shares and also to provide more and more assortment flavours according to the customer preference in chocolates.

Mr. Arun Kumar, Mrs. T. Merlin Usha (2022) In their research article. **"A study on Customer Satisfaction towards the Nestle Product in Coimbatore city"**, set-out to study the socio-economic characterise of the respondents and to ascertain the satisfaction level of the customer towards the nestle products. They have collected primary data for their study. They have used simple percentage and Chi square test for their study. They have concluded that satisfaction of customer is buying silk Chocolate so that if process is lowered and to give little much importance to other product as nestle, milkmaid, every-day, flavour

CHAPTER -3

HYPOTHESIS

HYPOTHESIS

A hypothesis is typically an informed guess or claim made to explain a phenomenon or a collection of occurrences.

A hypothesis is a potential explanation for a phenomenon that has been seen or a strategy for resolving a research issue that is developed based on the body of knowledge and is verifiable through actual data and tests. A hypothesis is frequently used as the basis for scientific research. Based on the data acquired from experiments and observations, the hypothesis may then be improved, amended, or rejected.

Types of Hypothesis

- Simple hypothesis.
- Complex hypothesis.
- Directional hypothesis.
- Non-directional hypothesis.
- Null hypothesis.
- Associative and casual hypothesis.

Categories of hypothesis

There are basically two types, namely, null hypothesis and alternative hypothesis.

H0- There is no significant relationship between age of the respondent and factors influencing the customer to purchase the nestle product.

H1- There is significant relationship between age of the respondent and factors influencing the customer to purchase the nestle product.

CHI-SQUARE TEST

Relationship between Age factors influence the customer to purchase the Nestle Products

AGE	ECONOMIC	LIFESTYLE	EATING HABITS	INCOME	EDUCATION	TOTAL
UNDER 18	1	1	7	0	0	9
18-25	2	2	14	0	0	18
26-35	2	0	5	0	0	7
36-45	1	1	6	0	0	8
ABOVE 45	3	0	4	1	0	8
TOTAL	9	4	36	1	0	50

(SOURCE: PRIMARY DATA

H0- There is no significant relationship between age of the respondent and factors influencing the customer

to purchase the Nestle product.

H1- There is significant relationship between age of the respondent and factors influencing the customer to

purchase the Nestle product.

Level of Significance :5%

Degree of Freedom :16%

Tabulated value :26.296

Calculated value :10.9403

Since, the calculated value is lesser than table value the null hypothesis is rejected. There is significant different between age group and factors influencing the customer to purchase the Nestle product.

CHAPTER – 4

REASEARCH METHODOLOGY

RESEARCH METHODOLOGY

4.1 Research

Research is defined as "a scientific and systematic search for pertinent information on a specific topic", Research is an art of scientific investigation. Research is a systematized effort to gain now knowledge. It is a careful Investigation or inquiry especially through search for new facts in any branch of knowledge. Research is an academic activity and this term should be used in a technical sense. Research comprises defining and redefining problems, formulating hypothesis or suggested solutions. Making deductions and reaching conclusions to determine whether they if the formulating hypothesis. Research is thus, an original contribution to the existing stock of knowledge making for its advancement. The search for knowledge through objective and systematic method of finding solutions to a problem is research**.**

4.2 Research Problem-

A research problem is a specific issue, difficulty, contradiction, or gap in knowledge that you will aim to address in your research. You might look for practical problems aimed at contributing to change, or theoretical problems aimed at expanding knowledge. Bear in mind that some research will do both of these things, but usually the research problem focuses on one or the other. The type of research problem you choose depends on your broad topic of interest and the type of research you want to do**.**

4.3 Research Design-

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

There are three main types of designs for research**:**

Data collection

- Measurement
- Analysis

The design is such studies must be rigid and not flexible and most focus attention on the following: -

- ✓ What is the study about?
- ✓ Why is the study being made?
- ✓ Where will the study be carried out?
- ✓ What type of data is required?
- ✓ Where can be required data be found?
- ✓ What period of time will the study include?
- ✓ What will be sample design?
- ✓ What techniques of data collection will be used?
- ✓ How will the data be analysed?

4.4 Types of research design

Research design is the method that a researcher selects to organize their research project or study. Research designs can provide instructions for collecting, analysing and measuring data effectively. Using a research design is important because**:**

- ❖ It can help you ensure that your research addresses your research problem.
- ❖ It acts as an outline and guide for the entire research project.
- ❖ It can help you organize all the different components of your research project.

Basically, there are 3 types of research designs. They are: -

- Exploratory research design
- Experimental research design
- Descriptive research design Research design used in the study.

The research design that is used in the following study is descriptive research design. Descriptive research design is a type of research design that aims to obtain information to systematically describe a phenomenon, situation, or population. More specifically, it helps answer the what, when, where, and how questions regarding the research problem, rather than the why.

Descriptive survey research uses surveys to gather data about varying subjects. This data aims to know the extent to which different conditions can be obtained among these subjects. For example, a researcher wants to determine the qualification of employed professionals in Maryland.

Research methodology is a systematic way to solve the re- search problem. It is a science of studying how research is done scientifically. It includes the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them scope of my study is con- fined to the analysis of consumer preferences towards nestle**.**

SOURCES OF DATA

A study is based on both primary and secondary data**.**

SOURCE OF PRIMARY DATA

Primary data were collected through questionnaire. Questionnaires were distributed to the selected consumers

SOURCES OF SECONDARY DATA

Secondary data were collected from Google forms, magazines, newspaper, journals, websites and published data of nestle.

TOOLS AND TECHNIQUES

TOOLS FOR DATA COLLECTION

The required data for the study has been collected through questionnaire**.**

TOOLS USED FOR DATA REPRESENTATION

Tables, graphs and charts used to present data**.**

TOOLS USED FOR DATA ANALYSIS

Percentage analysis, average analysis, weighted average and chi square analysis used for data analysis.

CHAPTER -5

COMPANY PROFILE

5.1 HISTORY

Nestlé was formed in 1905 by the merger of the Anglo-Swiss Milk Company, established in 1866 by brothers George Page and Charles Page, and Farine Lactée Henri Nestlé, founded in 1866 by Henri Nestlé (born Heinrich Nestle).

Nestlé has a big range of products across markets, this including coffee, baby food, medical food, bottled water, milkshake, breakfast cereals, infant foods, performance and healthcare nutrition, seasonings, soups and sauces, frozen and refrigerated foods, and pet food. Nestlé has 447 factories, operates in 194 countries, and have around 339,000 employs under Nestle.

Nestle company strategy has few basic principles. Product of Nestle produce through Innovation and transformation, at the same time balanced local production line and activities. As the leading Food, Nutrition, Health and Wellness Company, Nestlé is the provider of the best food for whatever time of day and for whatever time of your life. The main mission of Nestle company is to bring the best product to people, no matter where they are, what they need for their life and their slogan is Good Food, Good Life "

5.2 VISION AND MISSION

- OUR MISSION STATEMENT

Nestlé is the world's leading nutrition, health and wellness company. Our mission of "Good Food, Good Life" is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

- Our vision and values

To be a leading, competitive, Nutrition, Health and Wellness Company delivering improved shareholder value by being a preferred corporate citizen, preferred employer, preferred supplier selling preferred products.

5.3 STRENGTHS AND WEAKNESS

Strengths

- Reputation - the brand has over 150 years of history delivering top-quality products to the market
- Global brand - the company sells its products in over 186 countries and is #82 on the Fortune Global 500 list.
- Diverse product portfolio - Nestlé Group consists of over 2,000 brands.
- Large pool of employees - the brand has over 273,000 workers worldwide.
- Sustainable development - Nestlé has a goal of achieving zero environmental impact in its operations by 2030.
- Strong R&D organization - the brand has the largest R&D organization in the F&B industry, with over 3,900 employees at more than 23 locations.

Weaknesses

- Water issues - in 2018, the company was accused of illegally pumping water in 6 countries lacking it.
- Misleading labelling - some of Nestlé's products were admittedly having wrong nutritional claims on their packaging.
- Failed testing - in 2017, Maggi failed lab testing in India, resulting in Nestlé's boycott.
- Child and slave labour usage - the company has been sued multiple times for the exploitation of child and slave workers in chocolate production.

5.4 CURRENT PROFILE

Opportunities

Startup support - the company has a lot of potential in helping young F&B brands develop and grow.

E-commerce - Nestlé can improve its online shopping offers for their clients worldwide.

Labelling - the brand should focus on providing accurate labelling at all times.

Partnerships - Nestlé can form partnerships with other giant multinational corporations.

Product line expansion - the company can continue to diversify and expand its product line to suit every taste.

Nestle' Brands

Milk product and Nutrition

Beverages

Prepared Dishes and cooking Aids

Chocolate & Confectionary

Milk Products and Nutrition

Nestle‟ everyday Dairy Whitener

Nestle everyday slim

Nestle everyday Ghee

Nestle Milkmaid

Nestle Fresh’ n’ Natural Dahi

Nestle Fresh’ n’ Natural slim Dahi

Nestle Jeera Raita

Nestle Milkmaid fruit Yoghurt

Nestle Milk

Beverages

Nestle Classic

Nescafe Sunrise

Nestle Milo

Nescafe 3 in 1

Prepared Dishes and Cooking Aids

Maggi 2-minute noodles

Maggi vegetable Atta noodles

Maggi Dal Atta noodles

Maggi Rice noodles Mania

CHAPTER – 6

DATA ANALYSIS AND INTREPRETATION

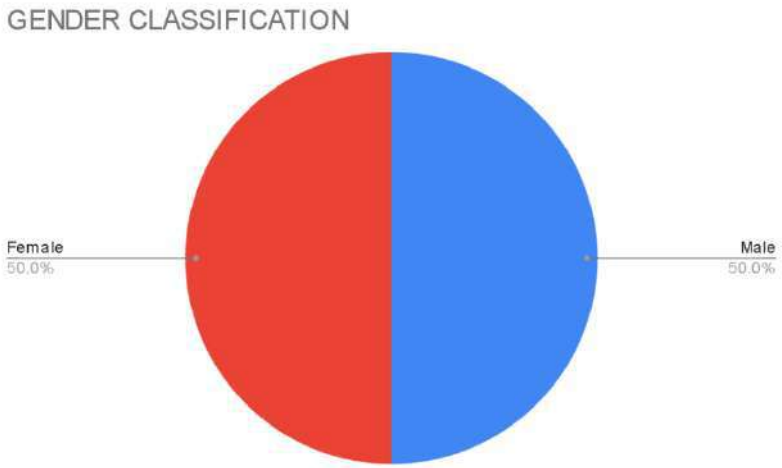
GENDER CLASSIFICATION

TABLE NO -6.1.1

GENDER	NO. OF RESPONDENT	PERCENTAGE
MALE	25	50%
FEMALE	25	50%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.1



INTERPRETATION

It is easy to understand from the above table that, out of the total 50 respondents, 25 (50%) are female. 25 (50%) of the respondents are male..

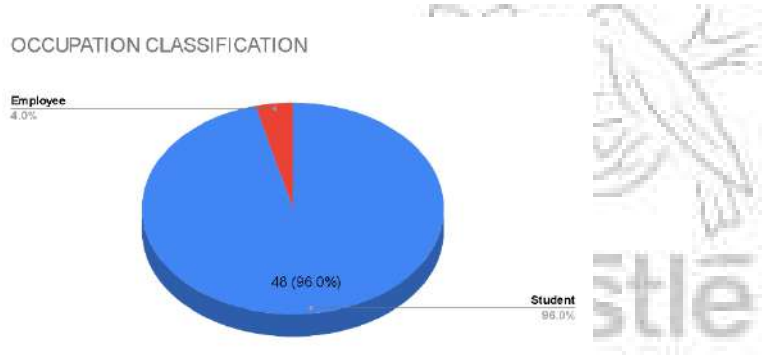
OCCUPATION CLASSIFICATION

TABLE NO -6.1.2

OCCUPATION	NO. OF RESOONDENT	PERCENTAGE
STUDENT	48	96%
EMPLOYEE	2	4%
RETIRED PERSON	0	0
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.2



INTERPRETATION

It is inferred from the above table that, out of 50 respondents, 40(96%) of them comes under the category of student. 2 (4%)) of the respondents falls under employee. And they are no retired persons in this survey.

Option it is concluded that, majority 96% of the respondents are students.

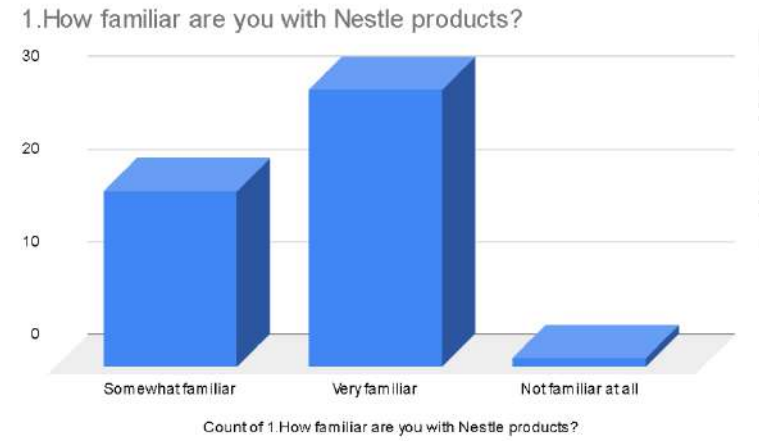
1.How familiar are you with Nestle products?

TABLE NO -6.1.3

FAMILIAR WITH NESTLE PRODUCTS	NO. OF RESPONDENT	PERCENTAGE
SOMEWHAT FAMILIAR	19	38%
VERY FAMILIAR	30	60%
NOT FAMILIAR AT ALL	1	2%
TOTAL	50	100%

(SOURCE: PRIMARY)

GRAPH No – 6.3.1



INTERPRETATION

This table shows that out of 50 respondents, majority of respondents of 60% are very familiar, then 38% of respondents are somewhat familiar, then 2% of respondents are not familiar.

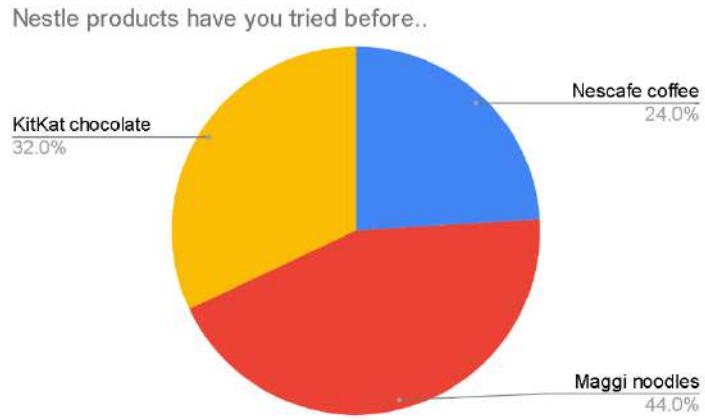
2.Which Nestle products have you tried before?

TABLE NO -6.1.4

NESTLE PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
Maggi noodles	22	44%
Nescafe coffee	12	24%
KitKat chocolate	16	32%
Gerber baby food	0	0
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.3



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 44% of Maggi noodles, the 32%

of respondents are of KitKat chocolate, then 24% of respondents are of Nescafe coffee and the least

respondents are 0% of the Gerber baby food**.**

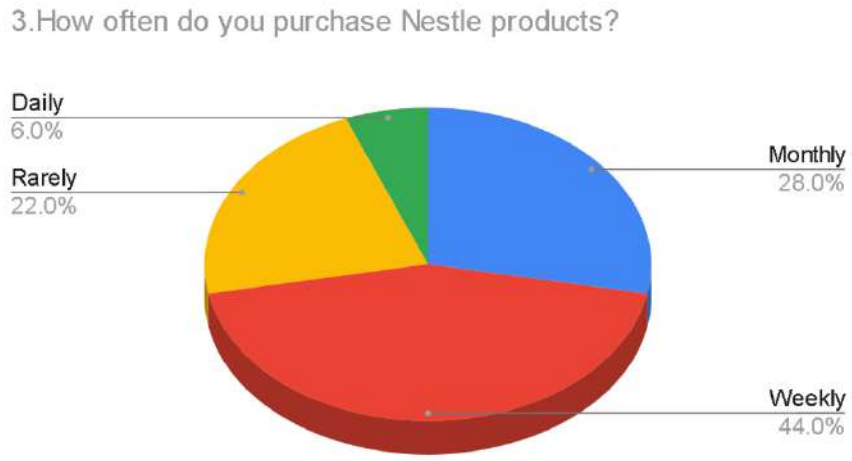
3.How often do you purchase Nestle products?

TABLE NO -6.1.5

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
DAILY	3	6%
WEEKLY	22	44%
MONTHLY	14	28%
RARELY	11	22%
NEVER	0	0
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.4



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 44% in weekly frequency, 28% of respondents in monthly frequency,22% of respondents buy rarely, 6% of respondents buy daily,0% of respondents never bought anything.

4.What factors influence your decision to purchase Nestle products?

TABLE NO -6.1.6

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
BRAND REPUTATION	7	14%
PRICE	6	12%
CONVENIENCE	7	14%
TASTE	30	60%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.5

INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 60% who purchase the products according to the taste ,14% of respondents purchased according to their convenience and another 14% respondents purchased because of brand reputation ,12% respondents purchased according to the price.

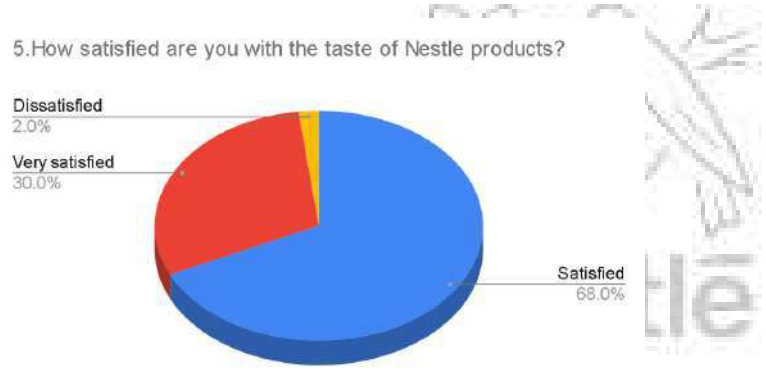
5.How satisfied are you with the taste of Nestle products?

TABLE NO -6.1.7

FREQUENCY	NO. OF REPONDENTS	PERCENTAGE
VERY SATISFIED	15	30%
SATISFIED	34	68%
NEITHER SATIFIED NOR DISSATIFIED	0	0
DISSATISFIED	1	2%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.6



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 60% who are satisfied ,30% of respondents are satisfied ,2% of respondents are dissatisfied.

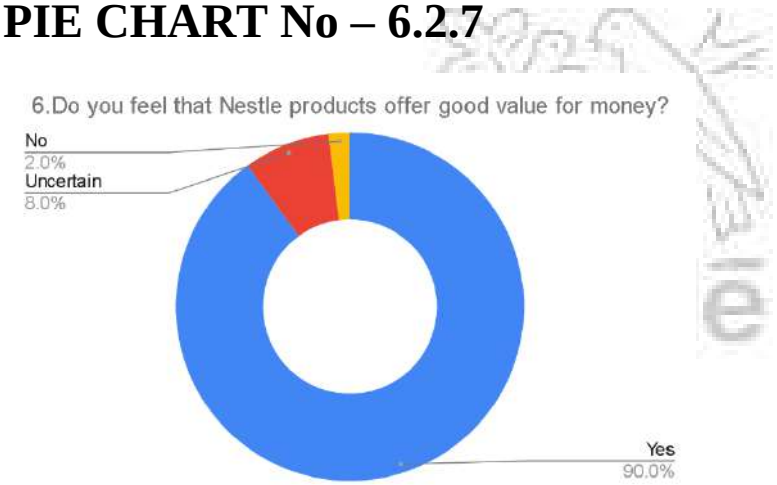
6.Do you feel that Nestle products offer good value for money?

TABLE NO -6.1.8

PARITCULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	45	90%
NO	1	2%
UNCERTAIN	4	8%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.7



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 90% of YES, 2% of respondents are NO, 8%of respondents are UNCERTAIN.

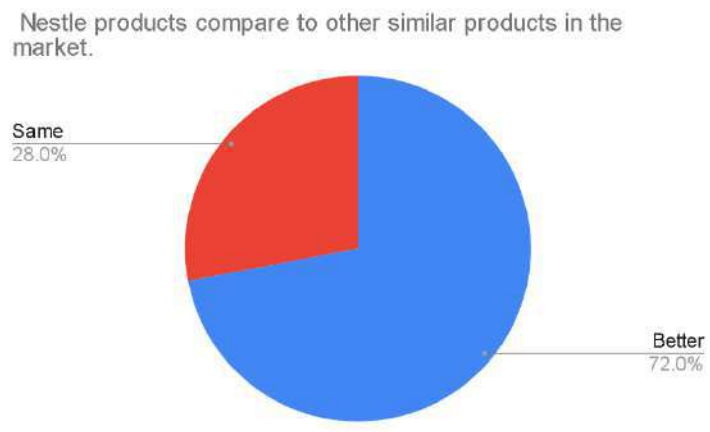
7.How do Nestle products compare to other similar products in the market?

TABLE NO -6.1.9

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BETTER	36	72%
SAME	14	28%
WORSE	0	0
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.8



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 72% are BETTER, 28% of the respondents are SAME, 0% of the respondents are worse.

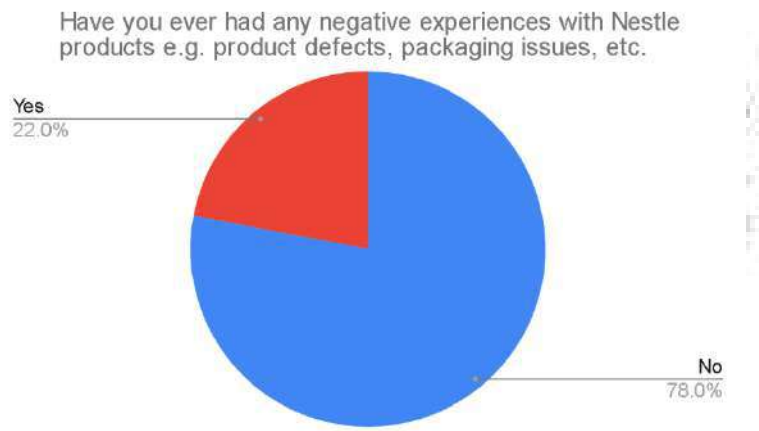
8.Have you ever had any negative experiences with Nestle products (e.g., product defects, packaging issues, etc.)?

TABLE NO -6.1.10

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
YES	39	78%
NO	11	22%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.9



INTERPRETATION

This table shows that out 50 respondents, the majority respondents are 78% are YES, 22% of the respondents are NO.

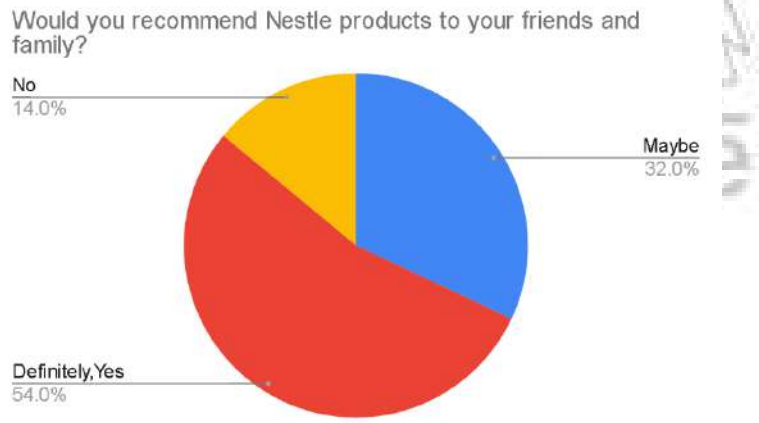
9.Would you recommend Nestle products to your friends and family?

TABLE NO -6.1.11

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
DEFINITELY, YES	27	54%
NO	7	14%
MAYBE	16	32%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.10



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 54% who responded DEFINITELY YES, 14% of the respondents responded NO,32% of the respondents who responded MAYBE.

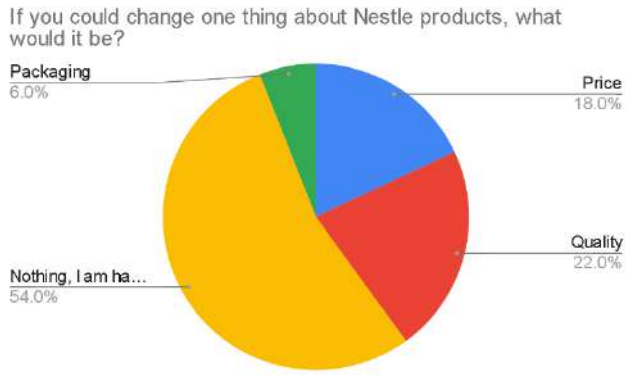
10.If you could change one thing about Nestle products, what would it be?

TABLE NO -6.1.12

PARTICULAR	NO. OF. RESPONDENTS	PERCENTAGE
PRICE	9	18%
QUALITY	11	22%
PACKAGING	3	6%
NOTHING,I AM HAPPY WITH THE PRODUCTS	27	54%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.11



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 54% of NOTHING, I AM HAPPY WITH THE PRODUCTS, 18% of the respondents are of PRICE,22% of the respondents are of QUALITY,6% respondents are of PACKING.

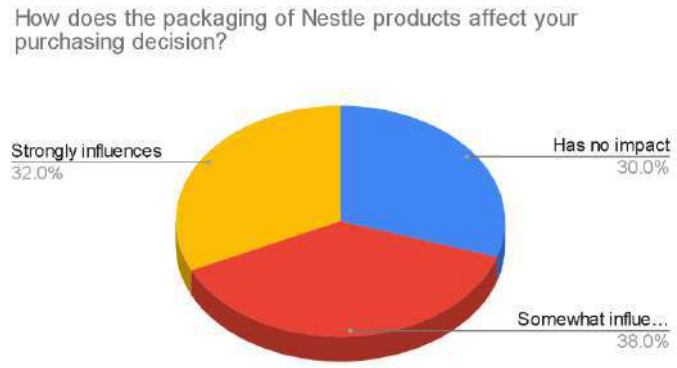
11.How does the packaging of Nestle products affect your purchasing decision?

TABLE NO -6.1.13

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
STRONGLY INFLUENCE	16	32%
SOMEWHAT INFLUENCE	19	38%
HAS NO IMPACT	15	30%
SOMEWHAT DETERD	0	0
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.12



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 38% who are SOMEWHAT INFLUENCE, 32% of the respondents are STRONGLY INFLUENCE,30% of the respondents HAS NO IMPACT. 0% of the respondents are SOMEWHAT DETERD.

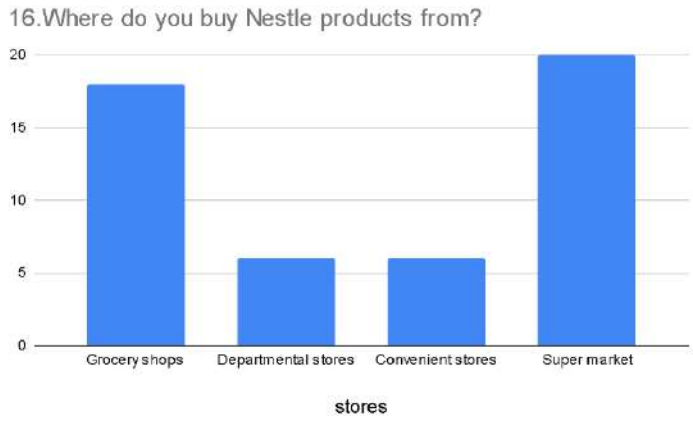
12.Where do you buy Nestle products from?

TABLE NO -6.1.14

STORES	NO. OF RESPONDENTS	PERCENTAGE
DEPARTMENT STORES	6	12%
GROCERY SHOPS	18	36%
SUPER MARKETS	20	40%
CONVINENT STORES	6	12%
TOTAL	50	100%

(SOURCE: PRIMARY)

GRAPH No – 6.3.2



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 40% who are SUPER MARKETS, 12% of the respondents are of DEPARTMENT STORES, 36% of the respondents are GROCERY SHOPS, 12% of the respondents are of CONVINENT STORES.

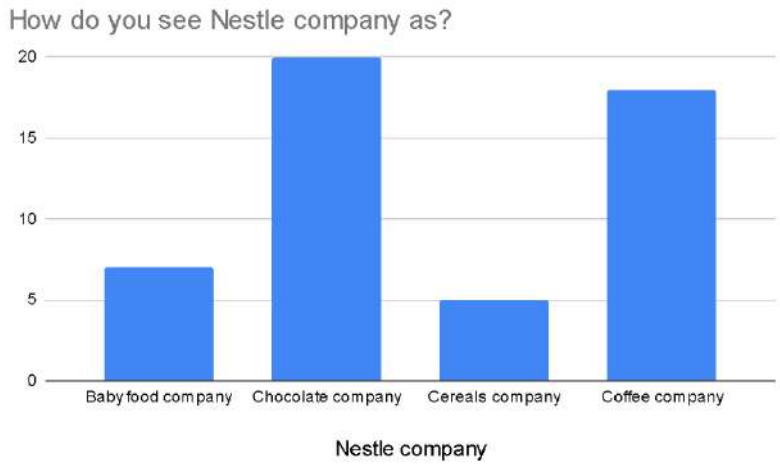
13.How do you see Nestle company as

TABLE NO -6.1.15

COMPANIES	NO.OF. RESPONDENTS	PERCENTAGE
BABY FOOD COMPANY	7	14%
CEREALS COMPANY	5	10%
COFFEE COMPANY	18	36%
CHOCOLATE COMPANY	20	40%
TOTAL	50	100%

(SOURCE: PRIMARY)

GRAPH No – 6.3.3



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 40% of CHOCOLATE COMPANY,14% of the respondents are of BABY FOOD COMPANY, 10% of the respondents are of CEREALS COMPANY,36% of the respondents are of COFFEE COMPANY.

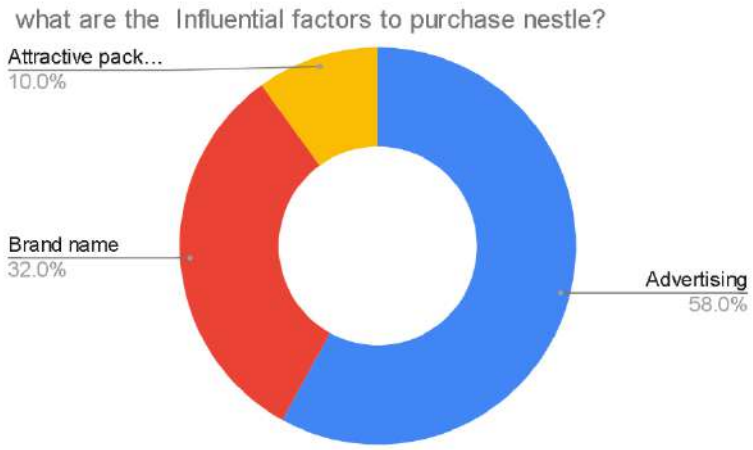
14.what are the Influential factors to purchase nestle?

TABLE NO -6.1.16

FACTORS	NO. OF. RESPONDENTS	PERCENTAGE
ADVERTISING	29	58%
ATTRACTIVE PACKING	5	10%
BRAND NAME	16	32%
SALES OFFER	0	0
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.13



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 58% of ADVERTISING,10% of the respondents are ATTRACTIVE PACKING, 32% of the respondents are BRAND NAME,0% of the respondents are SALES OFFER.

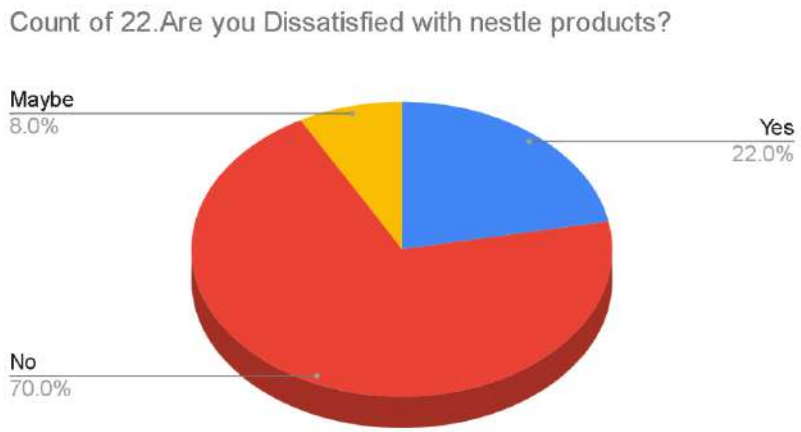
15.Are you Dissatisfied with nestle products

TABLE NO -6.1.17

PARTICULAR	NO.OF. RESPONDENTS	PERCENTAGE
YES	11	22%
NO	35	70%
MAYBE	4	8%
TOTAL	50	100

(SOURCE: PRIMARY)

PIE CHART No – 6.2.14



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 70% who responded NO, 22% of the respondents who responded YES, 8% of the respondents who responded MAYBE.

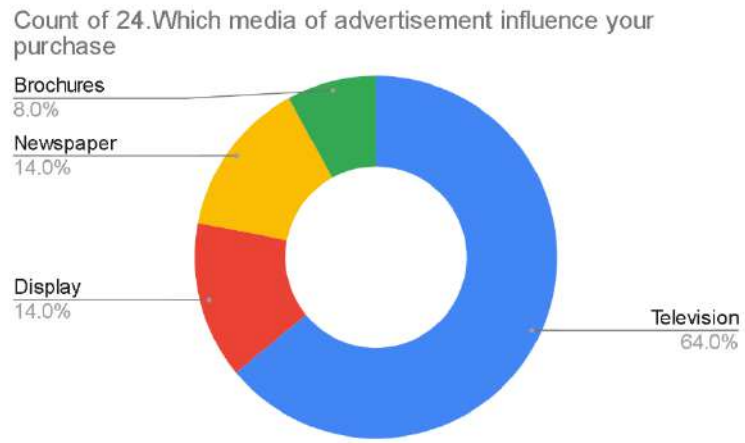
16.Which media of advertisement influence your purchase

TABLE NO -6.1.18

MEDIA	NO.OF. RESPONDENTS	PERCENTAGE
TELEVISION	32	64%
NEWSPAPER	7	14%
BROCHUSES	4	8%
DISPLAY	7	14%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.15



INTERPRETATION

This table shows that out of 50 respondents, the majority respondents are 64% who responded TELEVISION, 14% of the respondents are of NEWSPAPER,8% of the respondents are of BROCHUSES,14% of the respondents are of DISPLAY.

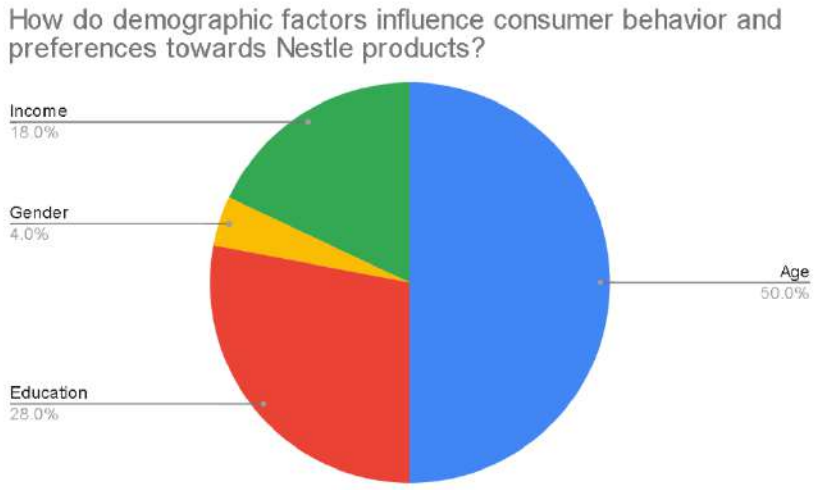
17.How do demographic factors influence consumer behaviour and preferences towards Nestle products?

TABLE NO -6.1.19

FACTORS	NO.OF. RESPONDENTS	PERCENTAGE
AGE	25	50%
GENDER	2	4%
INCOME	9	18%
EDUCATION	14	28%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.16



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 50% of AGE, 4% of the respondents are od GENDER,18% of the respondents are of INCOME,28% of the respondents are of EDUCATION

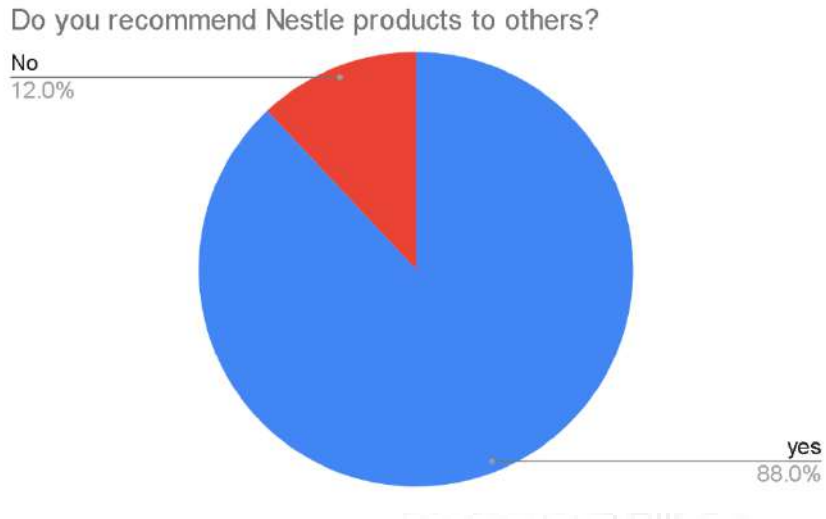
18. Do you recommend Nestle products to others?

TABLE NO -6.1.20

PARTICULAR	NO.OF. RESPONDENTS	PERCENTAGE
YES	44	90
NO	6	10
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.17



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 90% who responded YES,10% of the respondents who responded NO.

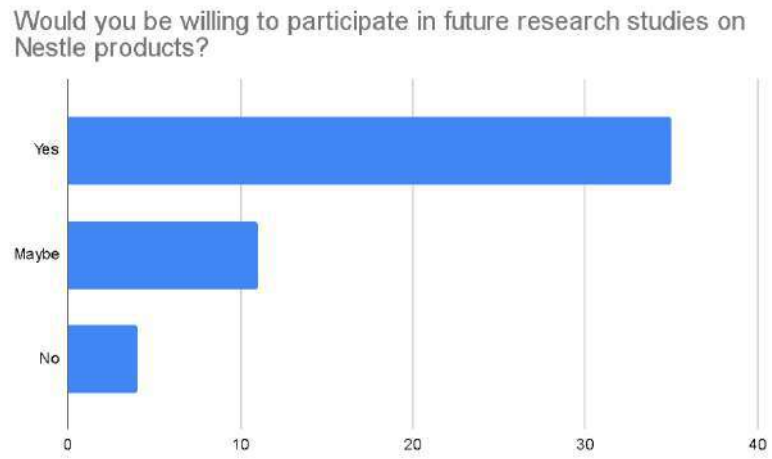
19.Would you be willing to participate in future research studies on Nestle products?

TABLE NO -6.1.21

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
YES	35	70%
NO	11	8%
MAYBE	4	22%
TOTAL	50	100%

(SOURCE: PRIMARY)

GRAPH No – 6.3.4



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 70% who responded YES, 8% of the respondents responded NO, 22% of the respondents responded MAYBE.

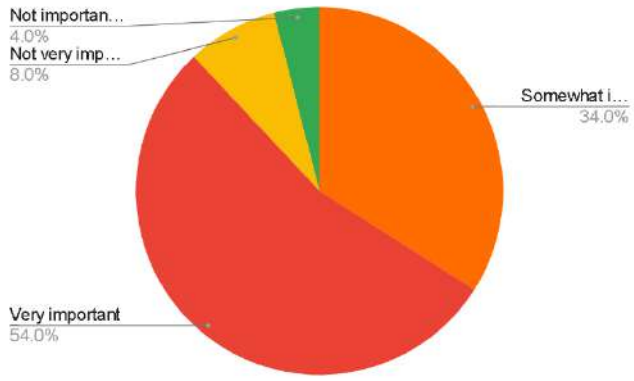
20.How important is the brand name "Nestle" when you purchase products?

TABLE NO -6.1.22

PARTICULAR	NO. OF. RESPONDENTS	PERCENTAGE
VERY IMPORTANT	27	54%
SOMEWHAT IMPORTANT	17	34%
NOT VERY IMPORTANT	4	8%
NOT IMPORTANT AT ALL	2	4%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.18



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 54% of VERY IMPORTANT,34% of respondents are of SOMEWHAT IMPORTANT,8% of the respondents are of NOT VERY IMPORTANT, 4% of the respondents are of NOT IMPORTANT AT ALL.

21.Are there any specific areas in which you think Nestle could improve its products?

TABLE NO -6.1.23

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
QUALITY	11	22%
TASTE	15	30%
PACKAGING	12	24%
PRICE	12	24%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.19

INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 24% of PACKAGING and 24% of PRICE, 30% of the respondents are of TASTE, 22%of the respondents are of QUALITY.

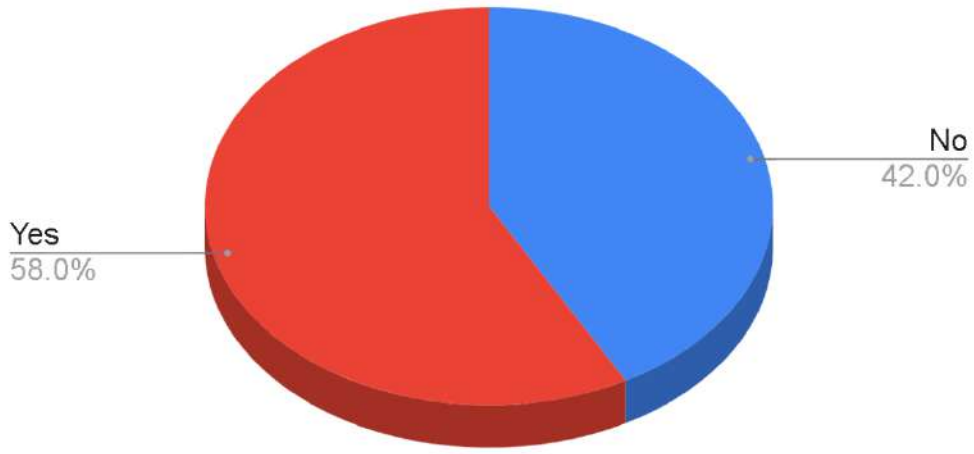
22.Have you tried any new Nestle products recently?

TABLE NO -6.1.24

PARTICULAR	NO. OF. RESPONDENTS	PERCENTAGE
YES	29	58%
NO	21	42%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.20



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 58% who responded YES, 42% of the respondents who responded NO.

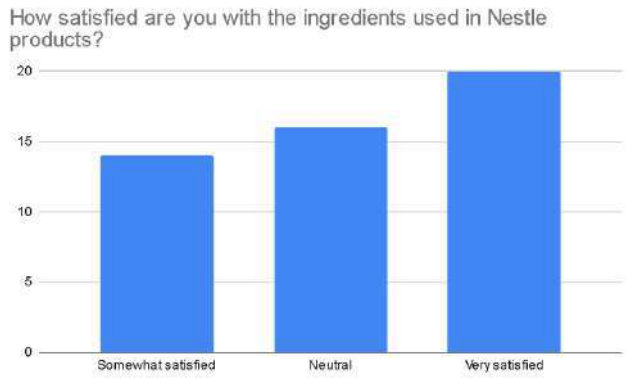
23.How satisfied are you with the ingredients used in Nestle products?

TABLE NO -6.1.25

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
VERY SATISFIED	20	40%
SOMEWHAT SATISFIED	14	28%
NEUTRAL	16	32%
SOMEWHAT DISSATISFIED	0	0
TOTAL	50	100%

(SOURCE: PRIMARY)

GRAPH No – 6.3.5



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 40% are VERY SATISFIED, 28% of the respondents are SOMEWHAT SATISFIED,32% of the respondents are NETURAL, 0% of the respondents are SOMEEWHAT DISSASATISFIED.

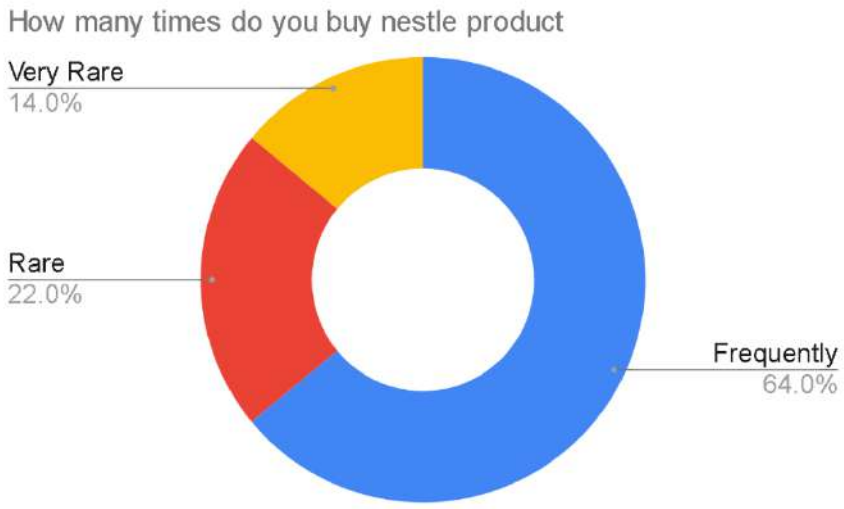
24.How many times do you buy nestle product

TABLE NO -6.1.26

PARTICULAR	NO.OF. RESPONDENTS	PERCENTAGE
FREQUENTLY	32	64%
RARE	11	22%
VERY RARE	7	14%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.21



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 64% responded FREQUENTLY, 22% of the respondents are RARE, 14% of the respondents are VERY RARE.

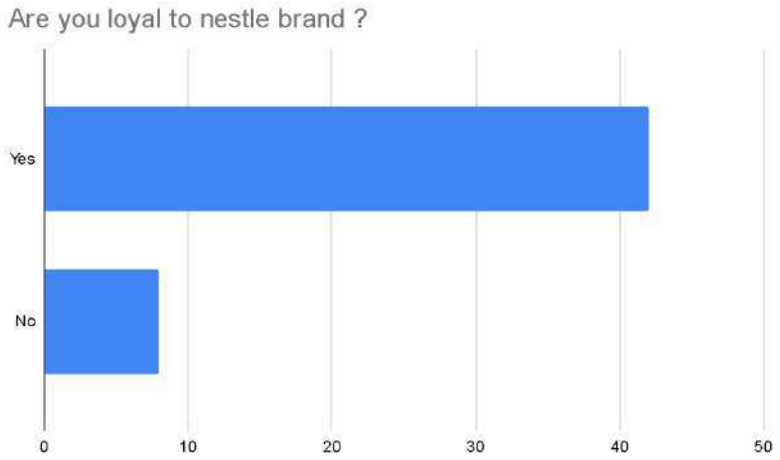
25.Are you loyal to nestle brand?

TABLE NO -6.1.27

PARTICULAR	NO.OF. RESPONDENTS	PERCENTAGE
YES	42	84%
NO	8	16%
TOTAL	50	100%

(SOURCE: PRIMARY)

GRAPH No – 6.3.6



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 84% who responded YES, 16% of the respondents responded NO.

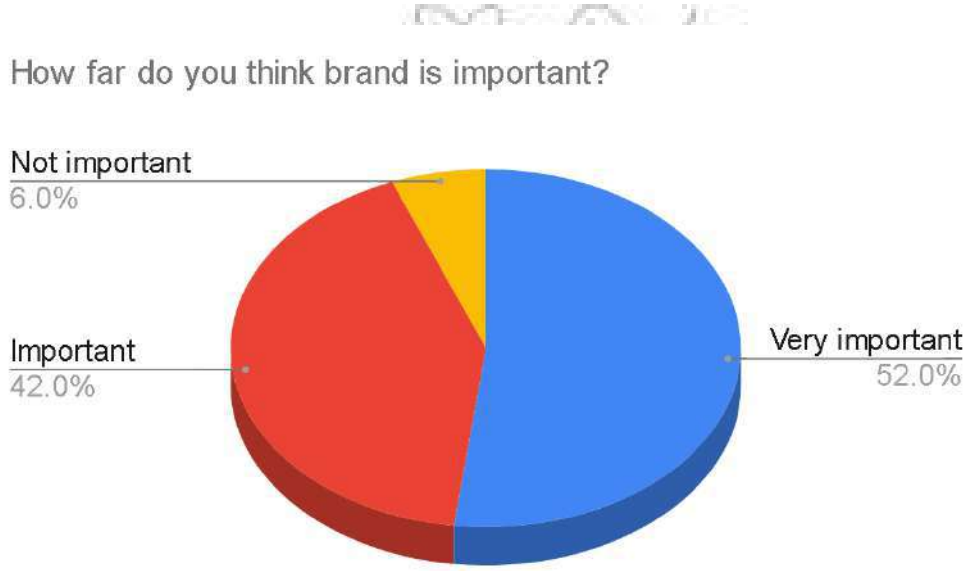
26.How far do you think brand is important?

TABLE NO -6.1.28

PARTICULAR	NO.OF. RESPONDENTS	PERCENTAGE
VER IMPORTANT	26	52%
IMPORTANT	21	42%
NOT IMPORTANT	3	6%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.22



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 52% of VERY IMPORTANT, 42% of the respondents of IMPORTANT, 6% of the respondents of NOT IMPORTANT.

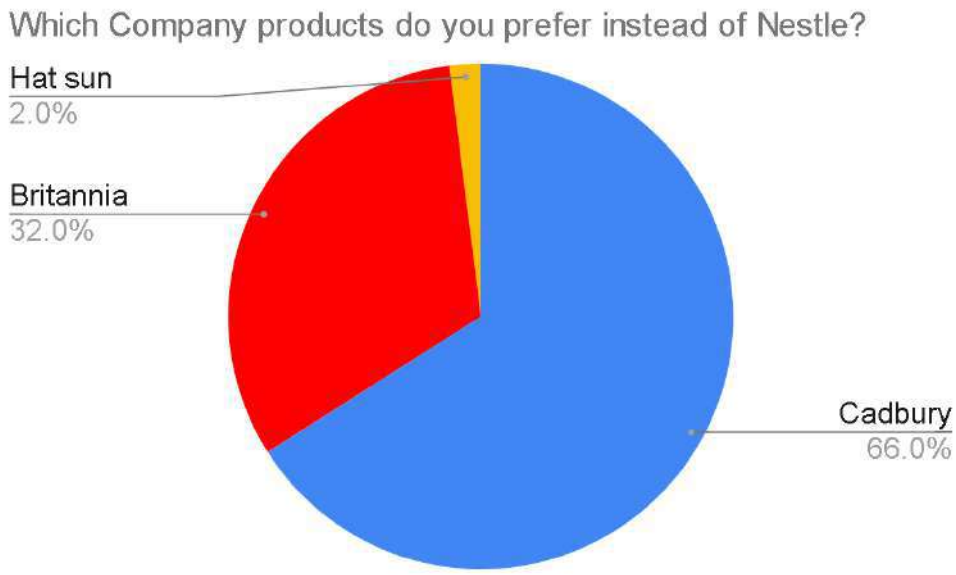
27.Which Company products do you prefer instead of Nestle?

TABLE NO -6.1.29

COMPANY PRODUCTS	NO.OF. RESPONDENTS	PERCENTAGE
CADBURY	33	66%
BRITANNA	16	32%
HAT SUN	1	2%
PEPSICO	0	0
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.23



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 66% of CADBURY, 32% of the respondents are of BRITANNA, 2% of the respondents are of HAT SUN, 0% of the respondents are of PEPSICO.

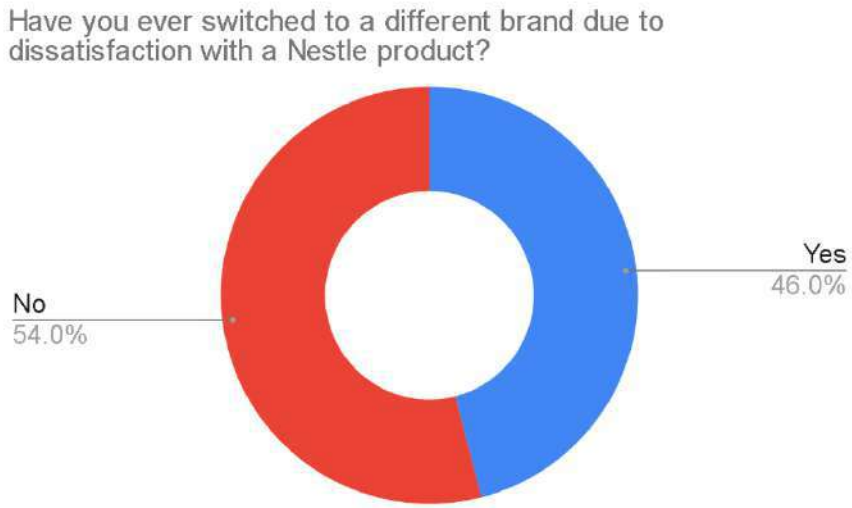
28.Have you ever switched to a different brand due to dissatisfaction with a Nestle product?

TABLE NO -6.1.30

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	23	46%
NO	27	54%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.24



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 46% who responded YES, 54% of the respondents are NO.

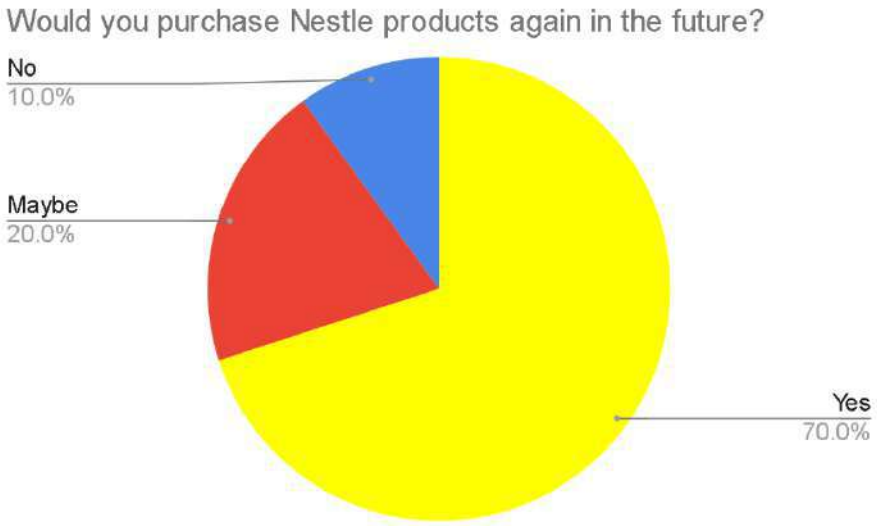
29.Would you purchase Nestle products again in the future?

TABLE NO -6.1.31

PARTICULAR	NO.OF. RESPONDENTS	PERCENTAGE
YES	35	70%
NO	5	10%
MAYBE	10	20%
TOTAL	50	100%

(SOURCE: PRIMARY)

PIE CHART No – 6.2.2



INTERPRETATION

This table shows that out of 50 respondents, the majority of the respondents are 70% of YES, 10% of the respondents who responded NO, 20% of the respondents responded MAYBE.

CHAPTER -7

FINDINGS AND CONCLUSION

7.1 IMPLICATIONS OF FINDINGS

The following are the findings that appeared while analysing the study.

- Majority (96%) of respondents are students
- Minimum (4%) of respondents are employees
- There are no respondents are retired persons
- Most (60%) of the respondents are very familiar to the products
- Majority (44%) of respondents have tired Maggi noodles compared to other products
- Most (44%) of respondents' purchase nestle products in weekly frequency
- It was found that the most (60%) influence factors are based on taste
- According to the survey nestle products are better when compared to other similar products (72%)
- The majority of respondents has negative experience with nestle product (78%)
- .54% of respondents would like to recommend nestle products to others
- majority of respondents are satisfied with the product price, quality and packing. they are happy with the products.
- Maximum of respondents somewhat influenced on packing
- Most (40%) of the customers prefer to buy nestle products from super markets
- Majority (40%) of the costumers have seen nestle company as chocolate company
- Many of the respondents are not dissatisfied with nestle products
- It is found that television advertisement has more impact on buying nestle product
- It is found that most of the respondents would like to prefer Cadbury company instead of nestle.

7.2 SUGGESTIONS

- Nestle company should introduce variety of Savours in product
- Nestle products has satisfied the customers by providing good quality of product and this help doing their business to product.
- Nestle products gets good opinion among the customers among its product and the services
- Respondents expect only the related product along with the product, for promotional offers, company should go for free gifts other than going for other way.
- Promotional activities should be concentrated as awareness on nestle.
- Modification in television advertisement has to be done to make the advertisement more effective.
- Attractive offers along with the products can be increased in order to overcome the competition in the consumer goods market

7.3 CONCLUSION

The researcher after conducting a study on the consumer behaviour towards the products of Nestle has come to the conclusion that Nestle has received a pivotal position in the market for their products. Quality is the main motivating factor for the consumers to buy the products of Nestle. Introduction of new products in the market, to satisfy all types of consumers is also one of the important reasons for Nestle to rank top in the consumers' market.

It is clear from the study that, to capture a major share in the consumer goods market the manufacturer has to provide quality goods at reasonable price.

CHAPTER -8

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4. https://www.nestleskinhealth.com/manufacturing

5. http://en.wikipedia.org/wiki/preference

CHAPTER – 9

APPENDICES

QUESTIONNAIRE

1.How familiar are you with Nestle products?

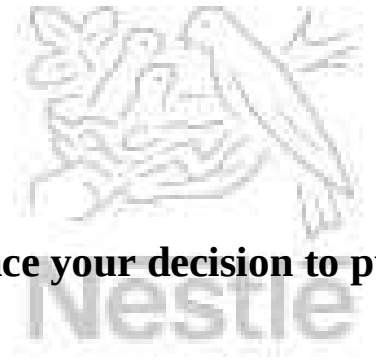
- Very familiar
- Somewhat familiar
- Not familiar at all

2.Which Nestle products have you tried before?

- Maggi noodles
- Nescafe coffee
- KitKat chocolate
- Gerber baby food

3.How often do you purchase Nestle products?

- **Daily**
- **Weekly**
- **Monthly**
- **Rarely**
- **Never**



4.What factors influence your decision to purchase Nestle products?

- Brand reputation
- Price
- Convenience
- Taste

5.How satisfied are you with the taste of Nestle products?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied

6.Do you feel that Nestle products offer good value for money?

- Yes
- No
- Uncertain

7.How do Nestle products compare to other similar products in the market?

- Better
- Same
- Worse

8.Have you ever had any negative experiences with Nestle products (e.g. product defects, packaging issues, etc.)?

- Yes
- No

9.Would you recommend Nestle products to your friends and family?

- Definitely, Yes
- No
- Maybe

10.If you could change one thing about Nestle products, what would it be?

- Price
- Quality
- Packaging
- Nothing, I am happy with the products as they are.

11.How important is the brand name "Nestle" when you purchase products?

- Very important
- Somewhat important
- Not very important
- Not important at all

12.Are there any specific areas in which you think Nestle could improve its products?

- Quality
- Taste
- Packaging
- Price

13.Have you tried any new Nestle products recently?

- Yes
- No

14.How satisfied are you with the ingredients used in Nestle products?

- **Very satisfied**
- **Somewhat satisfied**
- **Neutral**
- **Somewhat dissatisfied**

15.How does the packaging of Nestle products affect your purchasing decision?

- Strongly influences
- Somewhat influences
- Has no impact
- Somewhat deters

16.Where do you buy Nestle products from?

- Departmental stores
- Grocery shops
- Super market
- Convenient stores

17.How do you see Nestle company as?

- Baby food company
- Cereals company
- Coffee company
- Chocolate company

18.How many times do you buy nestle product ?

- Frequently
- Rare
- Very Rare

19.Are you loyal to nestle brand ?

- Yes
- No

20.How far do you think brand is important?

- Very important
- Important
- Not important

21.what are the Influential factors to purchase nestle?

- Advertising
- Attractive packaging
- Brand name
- Sales Offers

22.Are you Dissatisfied with nestle products?

- Yes
- No
- Maybe

23.Which Company products do you prefer instead of Nestle?

- Cadbury
- Britannia
- Hat sun
- PepsiCo

24.Which media of advertisement influence your purchase ?

- Television
- Newspaper
- Brochures
- Display

25.How do demographic factors influence consumer behavior and preferences towards Nestle products?

- Age
- Gender
- Income
- Education

26.Have you ever switched to a different brand due to dissatisfaction with a Nestle product?

- Yes
- No

27.Would you purchase Nestle products again in the future?

- Yes
- No
- Maybe

28.Do you recommend Nestle products to others?

- yes
- No

29.Would you be willing to participate in future research studies on Nestle products?

- Yes
- No
- Maybe

A Project Report on a Study on Customer Satisfaction with respect to services provided by Tata motors

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Submitted by partial fulfilment of the requirement for the award of Degree of

BACHELOR OF COMMERCE

UNDER THE GUIDANCE OF MRS.AMENA KHATOON

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE & PG COLLEGE

Uppal, Hyderabad-500039

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STUDENTS DECLARATION

We here by declare that the project entitled a Study on Customer Satisfaction with respect to services provided by Tata motors was submitted in partial fulfillment of the requirement For the award of bachelor in commerce degree from Osmania University under the guidance of Lect. Amena Khatoon is an original piece of work by us for this research secondary data where ever used has been duly acknowledge and cited appropriately in the report. no part of this report has been submitted for evaluation where for award of any degree

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External Sign

Project guide

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Department of commerce

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This page would not be enough to extend my gratitude towards my project guide for her efforts ion coordination my work and guiding in right direction .A heart felt regard to our institutions management brother Vincent Reddy and vice principal Jayanthi for giving me the essential hand in concluding this project.

I would be injustice to proceed without acknowledgement those vital support I received from my beloved classmates and friends without whom I would have been half done .I also use this page top offer my sincere love to my parents and all other who had been there to help this project

ABSTRACT

This research methodology project focuses on evaluating the research methodology used by Tata Motors Limited in their sales and distribution development process. Tata Motors is a multinational automotive manufacturing company headquartered in Mumbai, India, and is the largest automotive company in India. The research methodology used for this project involves a combination of primary and secondary research methods, including interviews with Tata Motors' research and development team, surveys among Tata Motors' customers, literature review. The data collected will be analysed using qualitative and quantitative data analysis techniques to identify areas for improvement and recommend changes to the research methodology used by Tata Motors. The results of this project will give a conclusion on customer's feedback on Tata motors, help to enhance the effectiveness of the research methodology used by the company and improve the quality of their products.

TABLE OF CONTENTS

S. NO	CONTENT	PAGE NUMBER
Chapter -1	INTRODUCTION	9-13
1.1	Introduction of the study	9
1.2	Advantages & disadvantages	10
1.3	Statement of the problem	11
1.4	Need for the study	12
1.5	Objectives of study	13
1.6	Scope of the study	14
Chapter-2	REVIEW OF LITERATURE	15-18
2.1	Conceptual background of the study	18
Chapter-3	HYPOTHESIS	19-21
Chapter-4	RESEARCH METHODOLOGY	21-27
4.1	Research design	21-23
4.2	Types of research design	23-27
Chapter-5	COMPANY PROFILE	28-33
5.1	Current profile	28-29
5.2	History	30-32
5.3	Vision & Mission	33
Chapter-6	DATA ANALYSIS AND INTERPRETATION	34-65

6.1	**Tables**	34-65
6.2	**Pie charts**	34-65
6.3	**Interpretation**	34-65
Chapter-7	**FINDINGS & CONCLUSION**	66-71
7.1	**Implications of findings**	66-68
7.2	**suggestions**	69
7.3	**Conclusion of the study**	70-71
Chapter-8	**BIBILOGRAPHY**	72-74
Chapter-9	**APPENDICES**	75-84

CHAPTER-1

INTRODUCTION OF TATA MOTORS

INTRODUCTION

Tata Motors Limited is an Indian multinational automotive manufacturing company, headquartered in Mumbai, India, which is part of the Tata Group. The company produces passenger cars, trucks, vans, coaches, buses.

Formerly known as Tata Engineering and Locomotive Company (TELCO), the company was founded in 1945 as a manufacturer of locomotives. The company manufactured its first commercial vehicle in 1954 in a collaboration with Daimler-Benz AG, which ended in 1969. Tata Motors entered the passenger vehicle market in 1988 with the launch of the TataMobile followed by the Tata Sierra in 1991, becoming the first Indian manufacturer to achieve the capability of developing a competitive indigenous automobile.In 1998, Tata launched the first fully indigenous Indian passenger car, the Indica, and in 2008 launched the Tata Nano. Tata Motors acquired the South Korean truck manufacturer Daewoo Commercial Vehicles Company in 2004. Tata Motors has been the parent company of Jaguar Land Rover since the company established it for the acquisition of Jaguar Cars and Land Rover from Ford in 2008.

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 Stellantis 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 has auto manufacturing and vehicle plants in Jamshedpur, Pantnagar, 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.

On 17 January 2017, Natarajan Chandrasekaran was appointed chairman of the company Tata Group. Tata Motors increased its UV market share to over 8% in F.

ADVANTAGES OF THE STUDY

- **Specific.** The NPO gets to define the goals of the research and focus the research on its own objectives.
- **Proprietary.** The NPO can keep the results private.
- **Controlled.** Not only does primary research enable the NPO to focus on specific subjects, but it also enables the researcher to have higher control over how the information is collected.
- **Information**. Primary research can be used to yield more data and survey a larger sample. Providing users with more detailed information.
- **Quantitative Data.** Primary researched tends to provide numbered data that is measurable using metrics. This data can be organized into information and used to provide insights and knowledge from a subject.

DISADVANTAGES OF THE STUDY

- **Costly.** Primary data may be very expensive in preparing and carrying out the research. The cost can be incurred in producing the paper for questionnaires, paying staff members, or renting equipment for an experiment.
- **Time-consuming**. Primary data collection requires the development and execution of a research plan. It takes longer to undertake primary research than to acquire secondary data.
- **Low Engagement.** Primary research can be hard to gain volunteers to participate in primary data collection if there are no rewards. This information may be hard to use if there are a low number of responses.
- **Inaccurate Data.** Information obtained from Primary Research may not always be accurate. This information may also describe what people think and believe but not necessarily how they behave in real life.

❖ STATEMENT OF PROBLEM

A project report on Tata motors and consumer's feedback on the company.

- Examining the necessity of a client.
- What to buy?
- Where to buy?

❖ NEED FOR STUDY

It is to know regarding however glad is one with the service provided by Tata Motors to develop a top quality primarily based service network as per the purchasers necessities and convenience. Any distinguishing what customers are probing for in rising the service quality and to possess a knowhow regarding the purchasers perception towards service quality is that the primary of all for the service primarily based company.

❖ OBJECTIVES OF STUDY

- To analyse the customer satisfaction by conducting research
- To understand the new desires from the purchasers regarding the service provided
- To retain this client.
- To examine the level's of satisfaction with varied attributes of Tata
- To offer appropriate suggestions for the betterment of automobile industry.

❖ SCOPE OF THE STUDY

- The purpose of study is focus on the identification and study off things influencing client satisfaction with relevance service quality Tata

- The study can facilitate to know the factors influence client satisfaction successively facilitate organizations over all development.

CHAPTER -2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

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.

Dharmaraj, A.and Kathirvel N. (2013) explored an overview of new industrial policy act 1991, which allow 100 percent foreign direct investment. An attempt is made to find out the effect of FDI on financial performance of automobile industry. It is concluded that the liquidity ratios shows minor changes and profitability shows an increasing trend during post FDI when compared to pre FDI. Post FDI efficiency ratio shows that companies are efficiently utilizing the available resources

Sarangi Pradeepta Ketal (2014) undertook a study to forecast the future trend of automobile industry. The study highlighted the six different experiments have been carried out for period of 12 years data to estimate values for next 3 years. In each experiment graph has been plotted using spreadsheet and then linear trend has been drawn and expanded to calculate future values.

Jothi, K. & Kalaivani, P. (2015) studied the comparative performance of Honda Motors and Toyota Motor that both companies have satisfactory short term liquidity position. As for as cash ratio concerned Honda company has upper hand upper hand in sound cash management practice during the study period. In case of profitability it is rising from the both of companies but remained much higher earnin

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. The study reveals the positive relationship between profitability, short term and long term capital.

CONCEPTUAL BACKGROUND OF THE STUDY:

With the rapid growth of the automotive market in the Indian market, in order to visualize the needs of future subtle services, an alternative driving area where services may exist is analyzed so that shoppers who visualize satisfaction and perspectives turn to services.

The services provided by all stations must be compared with reliable benchmark standards in the industry and benchmark plans that each company's station must meet, and have been upgraded with service essentials, which may be fully understood by the customer's needs and Satisfaction of the provided service is completed. The provided service can be improved on the premise of feedback and customer's own opinion. Valuable input in the opinion type is provided in the square meter size through the enclosed form so as to introduce new Services, such as technology upgrades, new time requirements for services, Sunday services, choosing a car from a house or placing a customer in a home United Nations agency involved in leaving the car. For the Alliance Square, it was a key measure in other upgrades.

CHAPTER-3

HYPOTHESIS

HYPOTHESIS:

A hypothesis (plural hypotheses) is a proposed explanation for a phenomenon. For a hypothesis to be a scientific hypothesis, the scientific method requires that one can test it. Scientists generally base scientific hypotheses on previous observations that cannot satisfactorily be explained with the available scientific theories. Even though the words "hypothesis" and "theory" are often used interchangeably, a scientific hypothesis is not the same as a scientific theory. A working hypothesis is a provisionally accepted hypothesis proposed for further researching a process beginning with an educated guess or thought.

A different meaning of the term hypothesis is used in formal logic, to denote the antecedent of a proposition; thus in the proposition "If P, then Q", P denotes the hypothesis (or antecedent); Q can be called a consequent. P is the assumption in a (possibly counterfactual) What If question.

The adjective hypothetical, meaning "having the nature of a hypothesis", or "being assumed to exist as an immediate consequence of a hypothesis", can refer to any of these meanings of the term "hypothesis".

TYPES:

Null Hypothesis

A null hypothesis will predict that there will be no significant relationship between the two test variables.

For example, you can say that “The study will show that there is no correlation between marriage and happiness.”

A good way to think about a null hypothesis is to think of it in the same way as “innocent until proven guilty”. Unless you can come up with evidence otherwise, your null hypothesis will stand.

A null hypothesis may also highlight that a correlation will be inconclusive. This means that you can predict that the study will not be able to confirm your results one way or the other. For example, you can say “It is predicted that the study will be unable to confirm a correlation between the two variables due to foreseeable interference by a third variable.”

Alternative Hypothesis:

An alternative hypothesis is a hypothesis that is anything other than the null hypothesis. It will disprove the null hypothesis.

We use the symbol HA or H1 to denote an alternative hypothesis.

The null and alternative hypotheses are usually used together. We will say the null hypothesis is the case where a relationship between two variables is non-existent. The alternative hypothesis is the case where there is a relationship between those two variables.

The following statement is always true: $H0 \neq HA$.

NULL HYPOTHESIS STATEMENT:

Services and products provided by tata motors to customers are totally satisfied by them.

CHAPTER - 4
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology refers to the systematic approach used to gather, analyse, and interpret data in a research project. It involves a series of steps that are designed to achieve the research objectives in a structured and logical manner. The research methodology used in a project depends on the nature of the research, the research questions being addressed, and the type of data that is being collected. In general, there are two broad types of research methodology: qualitative and quantitative.

Survey: Interview of client

Analysis Techniques: Questionnaire

Data are collected from primary and secondary

Sources:

Primary Data:

The main data is the collected information to help solve the opportunity to drag or use the call that should be taken. Most of the techniques for grouping major knowledge are survey techniques, such as individual interviews, mail surveys, online surveys, and telephone surveys.

Secondary Data:

Secondary data collected in distributors\ company folks\ Auther line books & internet.

Descriptive analysis methodology is employed because it would facilitate to explain regarding the characteristics of the staff who are taken for the survey.

Survey: feedback of customers

Analysis Techniques: Questionnaire

Technique in analysis: Correlation

Sample Sizes: 50 customers

Sampling Method: simple random sampling

RESEARCH DESIGN

Research designs are concerned with turning the research question into a testing project. The best design depends on your research questions. Every design has its positive and negative sides. The research design has been considered as a "blueprint" for research, dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyze the results.

Types of Research Design

Exploratory Research:

Exploratory research is a type of research conducted for a problem that has not been clearly defined. Exploratory research helps determine the best research design, data collection method and selection of subjects. It should draw definitive conclusions only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist..

Descriptive research:

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. However, it does not answer questions about eg: how/when/why the characteristics occurred, which is done under analytic research. Although the data description is factual, accurate

and systematic, the research cannot describe what caused a situation. Thus, Descriptive research cannot be used to create a causal relationship, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity. The description is used for frequencies, averages and other statistical calculations.

Causal Research:

It is the testing of a hypothesis on the cause and effect within a given market. Casual Research explores the effect of one thing on another and more specifically, the effect of one variable on another. The research is used to measure what impact a specific change will have on existing norms and allows market researchers to predict hypothetical scenarios upon which a company can base its business plan. For example, if a clothing company currently sells blue denim jeans, casual research can measure the impact of the company changing the product design to the color white.

LIMITATIONS

- Limitations of customer survey data include variation in customer interpretation of their experiences, reliability of survey results, and validity of survey results.

- Reliability measures how reproducible the survey data is, and validity focuses on whether or not a survey measures what needs to be measured.
- Study are restricted to consumers
- Results of customer satisfaction depend on feedback perception of customer and we can't know real reasons.
- Customer-initiated feedback can be a valuable source of ideas for improvement, provided it is used wisely and as part of a larger effort to understand user needs that includes user research and usability testing.
- Continuous and reliable information was not available.
- Some of the information was confidential so much information was not revealed.
- The time span of the survey was short and hence only major aspects were considered.

CHAPTER-5

COMPANY PROFILE

CURRENT PROFILE

TATA MOTORS

Tata Motors Ltd
Formerly Tata Engineering and
Locomotive Company Ltd. (TELCO)
Type Public Traded as

- BSE: 500570
- NSE: TATAMOTORS
- NSE NIFTY 50 Constituent

ISIN IN9155A01020
Industry Automotive
Founded 1945; 78 years ago
Founder Jehangir Ratanji Dadabhoy Tata
Headquarters Mumbai, Maharashtra, India
Area served Worldwide
Key people Natarajan
Chandrasekaran (Chairman)
Guenter Butschek (CEO) Martin Uhlarik (CDO)
Products

- Automobiles
- Luxury vehicles
- Commercial vehicles
- Automotive parts
- Pickup trucks
- SUVs

Production output

1.1 Million (approx) (2021)
Services

- Automotive finance
- Vehicle leasing
- Vehicle service

Revenue ₹281,507.3 crore (US$35 billion) (2022)
Operating income ₹24,720.1 crore (US$3.1 billion) (2022)
Net income ₹−11,441.5 crore (US$−1.4 billion) (2022)
Total assets ₹330,619 crore (US$41 billion) (2022)
Total equity ₹44,554 crore (US$5.6 billion) (2022)
Number of employees 59,000+(2022)
Parent Tata Group
Subsidiaries

- Tata Motors Cars
- Jaguar Land Rover
- Tata Daewoo
- Tata Marcopolo
- Tata Technologies
- Tata Hispano
- Tata Hitachi

Website www.tatamotors.com

HISTORY OF TATA MOTORS

FOUNDER-

J R D TATA (Jehangir Ratanji Dadabhoy Tata)

Jehangir Ratanji Dadabhoy Tata (29 July 1904 – 29 November 1993) was an Indian aviator, industrialist, entrepreneur and chairman of Tata Group.

Born into the Tata Family of India, he was the son of noted businessman Ratanji Dadabhoy Tata and his wife Suzanne Brière. His mother was the first woman in India to drive a car and, in 1929, he became the first licensed pilot in India. He is also best known for being the founder of several industries under the Tata Group, including Tata Consultancy Services, Tata Motors, Titan Industries, Tata Salt, Voltas and Air India. In 1983, he was awarded the French Legion of Honour and in 1955 and 1992, he received two of India's highest civilian awards the Padma Vibhushan and the Bharat Ratna. These honours were bestowed on him for his contributions to Indian industry.

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).citation needed

Tata Indica (first generation)

Tata launched the Indica in 1998. A newer version of the car, named Indica V2, later appeared. Tata Motors also exported cars to South Africa.

In the 2000s, Tata Motors made a series of acquisitions and partnerships, acquiring Daewoo's South Korea-based truck manufacturing unit, a joint venture with the Brazil-based Marcopolo, Tata Marcopolo Bus,Jaguar Land Rover. Hispano Carrocera , and an 80% stake in the Italian design and engineering company Trilix.

VISION & MISSION

VISION

By FY 2024, we will become the most aspirational Indian auto brand, consistently winning, by:

- Delivering superior financial returns
- Driving sustainable mobility solutions
- Exceeding customer expectations, and
- Creating a highly engaged work force

MISSION

We innovate mobility solutions with passion to enhance the quality of life.

VALUES

We innovate mobility solutions with passion to enhance the quality of life.

- Integrity
- Teamwork
- Accountability
- Customer focus
- Excellence
- Speed

CHAPTER-6

DATA ANALYSIS
&
INTERPRETATION

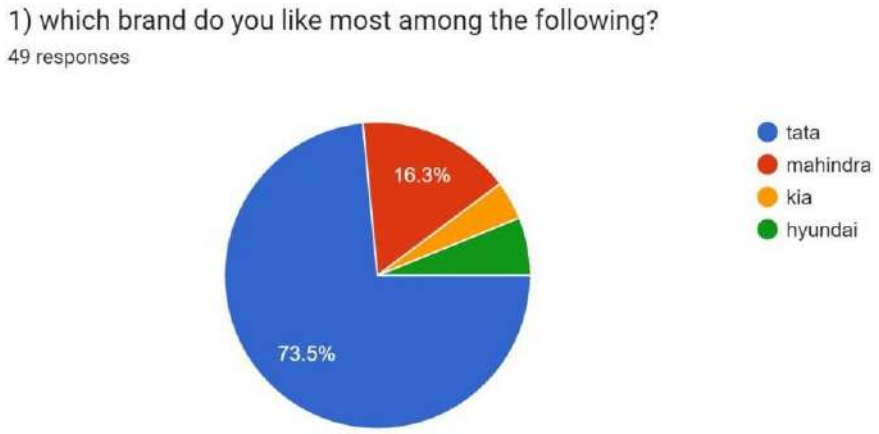
DATA ANALYSIS& INTERPRETATION

1) Which brand do you like most among the following?

Table no-6.1.1

NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Tata	36	73.5
2	Mahindra	8	16.3
3	Kia	2	4.1
4	Hyundai	3	6.1
	TOTAL	49	100

Pie chart no-6.2.1



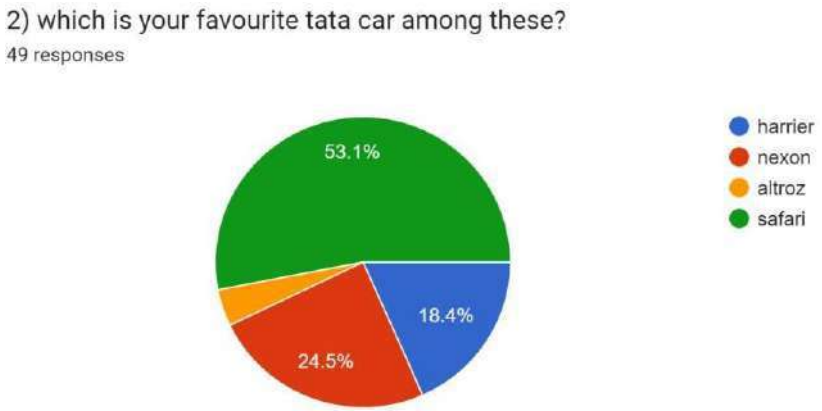
INTERPRETATION:
The above table shows that 73.5% are tata 16.3% are mahindra 4.1% are kia and 6.1% hyundai are the favourite respondents brands.

2) which is your favourite tata car among these ?

Table no-6.1.2

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Harrier	9	18.4
2	Nexon	12	24.5
3	Altroz	2	4.1
4	Safari	26	53.1
	TOTAL	49	100

Pie chart no-6.2.2



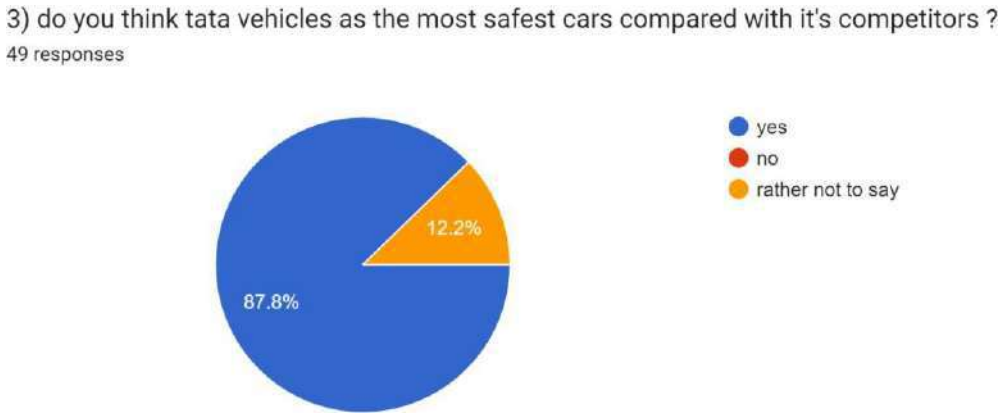
INTERPRETATION:
The above table shows that 18.4% are harrier 24.5% are nexon 4.1% are altroz and 53.1% safari are the favourite respondents tata cars.

3) Do you think tata vehicles as the most safest cars compared with its competitors ?

Table no-6.1.3

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Yes	43	87.8
2	No	0	-
3	Rather not to say	6	12.2
	TOTAL	49	100

Pie chart no-6.2.3



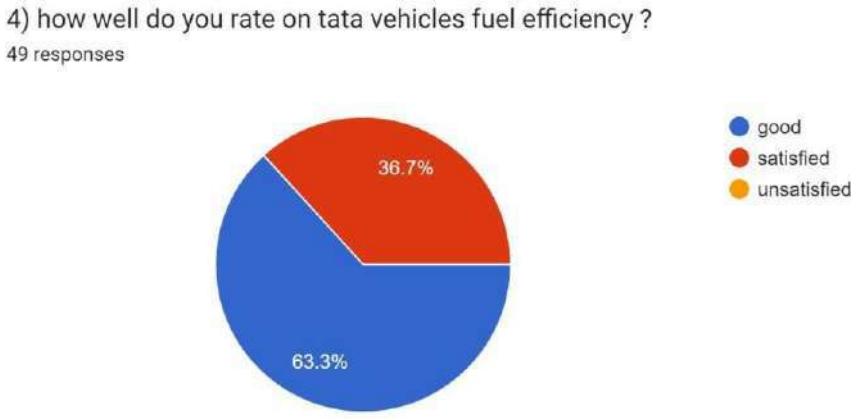
INTERPRETATION:
The above table shows that 87.8% are yes 12.2% are rather no to say as the tata cars are safest compared with its competitors.

4) How well do you rate on tata vehicles fuel efficiency ?

Table no-6.1.4

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Good	31	63.3
2	Satisfied	18	36.7
3	Unsatisfied	0	-
	TOTAL	49	100

Pie chart no-6.2.4



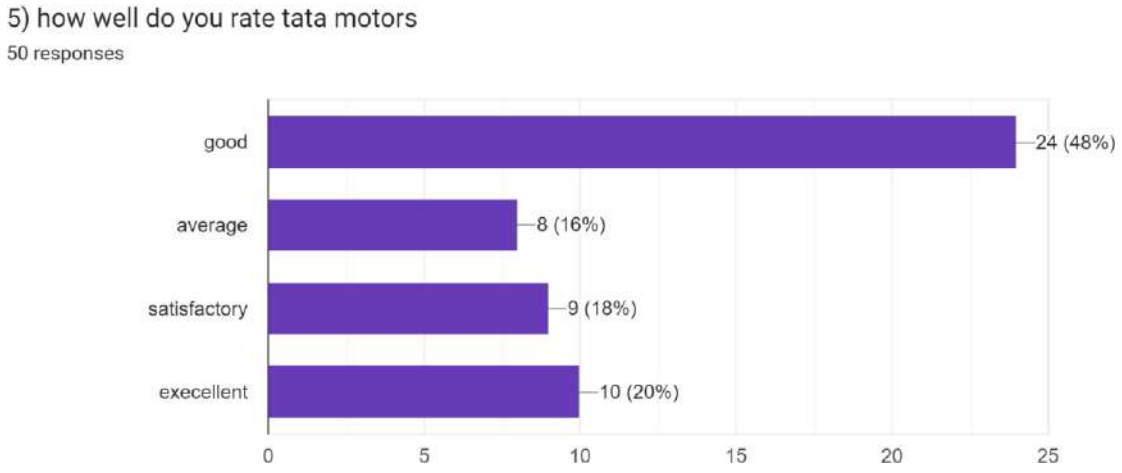
INTERPRETATION:
The above table shows that 63.3% are good and 36.7% are rating on tata cars fuel efficiency.

5) How well do you rate tata motors ?

Table no-6.1.5

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Good	24	48
2	Average	8	16
3	Satisfactory	9	18
4	Excellent	10	20
	TOTAL	50	100

Graph no-6.2.5



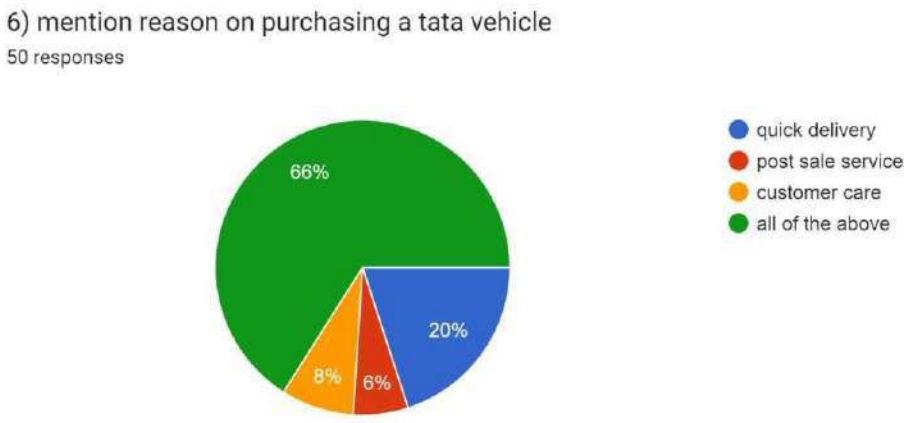
INTERPRETATION:
The above table shows that 48% are good 16% are average 18% are satisfactory and 20% are excellent rating by respondents on tata cars.

6) Mention reason on purchasing a tata vehicle ?

Table no-6.1.6

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Quick delivery	10	20
2	Post sale service	3	6
3	Customer care	4	8
4	All of the above	33	66
	TOTAL	50	100

Pie chart no-6.2.6



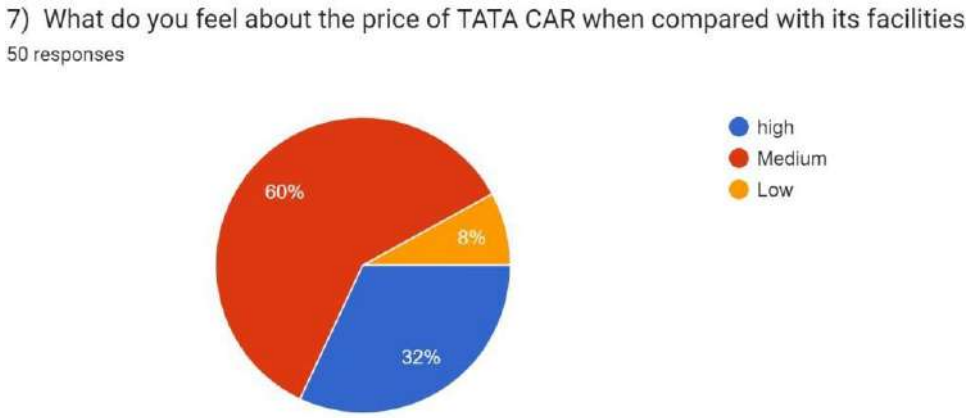
INTERPRETATION:
The above table shows that 20% are quick delivery 6% are post sale service 8% are customer care and 66% are all of the above reason by respondents on purchasing tata cars.

7) What do you feel the price of tata car when compared with its facilities ?

Table no-6.1.7

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	High	16	32
2	Medium	30	60
3	Low	4	8
	TOTAL	50	100

Pie chart no-6.2.7



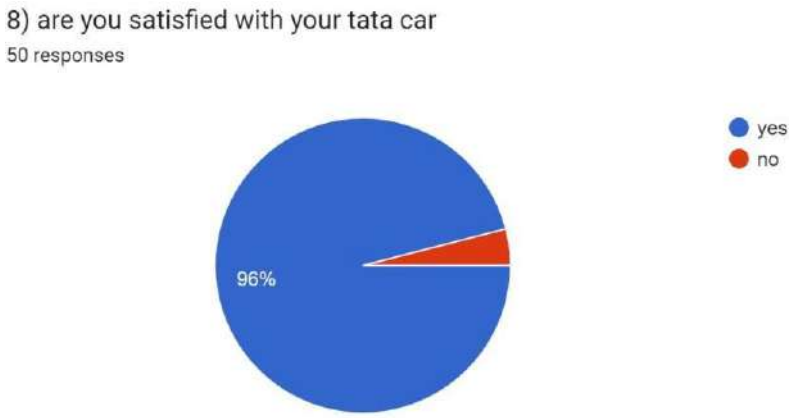
INTERPRETATION:
The above table shows that 32% are high 60% are medium and 8% are low feeling of respondents on the price of tata cars.

8) Are you satisfied with your tata car ?

Table no-6.1.8

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Yes	48	96
2	No	2	4
	Total	50	100

Pie chart no-6.2.8



INTERPRETATION:
The above table shows that 96% are satisfied and 4% are not satisfied with their tata cars.

9) what attribute made you to purchases ?

Table no-6.1.9

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Performance	23	46
2	New model and design	16	32
3	Fuel efficient	3	6
4	Built quality	8	16
	TOTAL	50	100

Pie chart no-6.2.9

INTERPRETATION:

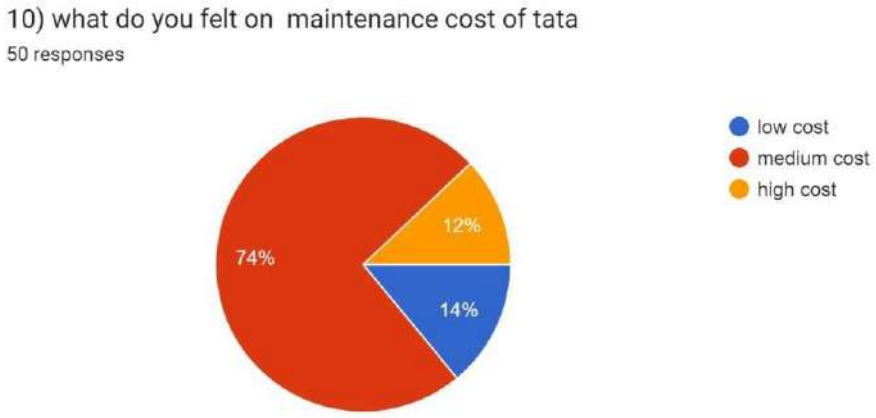
The above table shows that 46% are performance 32% are new model and design 6% are fuel efficient and 16% are built quality are the attributes of respondents on purchasing tata cars.

10) what do you felt on maintenance cost of tata ?

Table no-6.1.10

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	High cost	6	12
2	Medium cost	37	74
3	Low cost	7	14
	TOTAL	50	100

Pie chart no-6.2.10



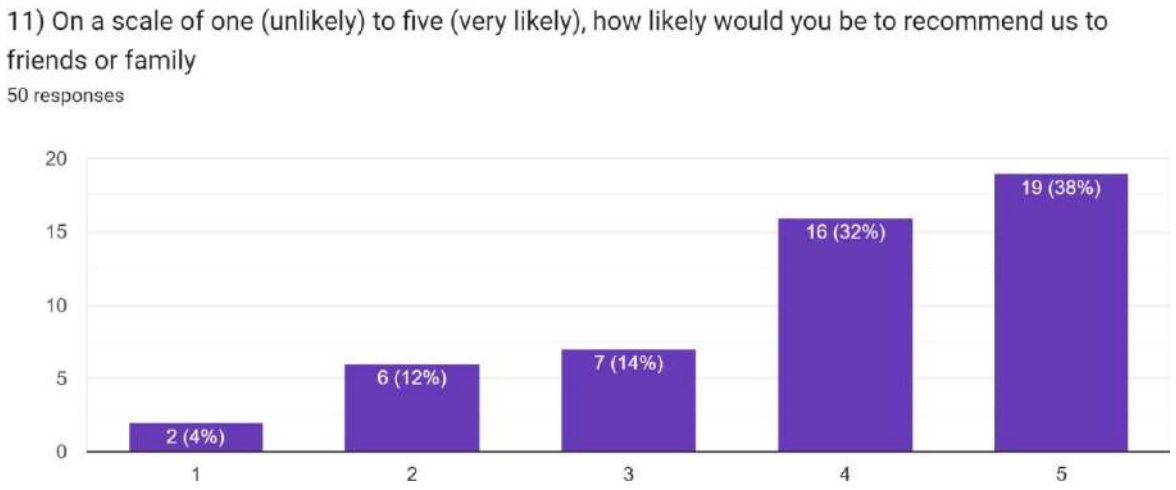
INTERPRETATION:
The above table shows that 12% are high cost 74% are medium cost and 14% are low cost feedback of respondents on maintenance cost of tata cars.

11) on a scale of one (unlikely) to five (very likely), how likely would you be to recommend us to friends or family.

Table no-6.1.11

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Unlikely	2	4
2	2	6	12
3	3	7	14
4	4	16	32
5	Very likely	19	38
	TOTAL	50	100

Pie chart no-6.2.11



INTERPRETATION:

The above table shows that 4% are unlikely (1) ,12% (2), 14%(3) ,32%(4) and 38% (5) very likely to recommend tata cars to friends and family.

12) How would you describe your experience in our store/ on our website?

Table no-6.1.12

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	1	7	14
2	2	9	18
3	3	13	26
4	4	21	42
	TOTAL	50	100

Graph no-6.2.12

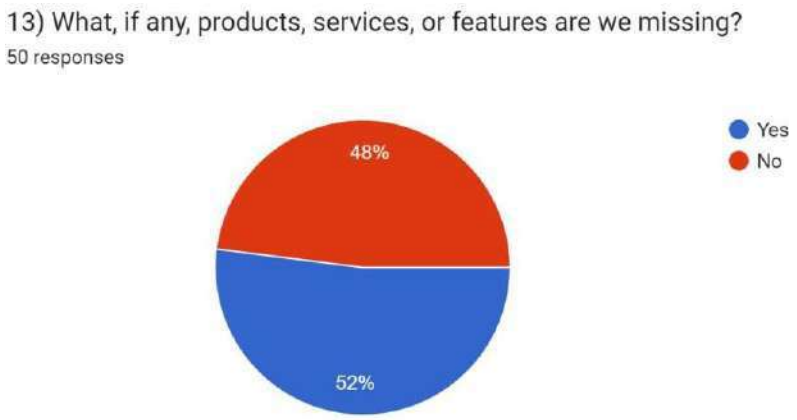
INTERPRETATION:
The above table shows that 14% are (1) ,18% (2), 26%(3) and 42%(4) describing their experience on tata store and on tata website.

13) what, if any products, services or features are we missing ?

Table no-6.1.13

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Yes	26	52
2	No	24	48
	Total	50	100

Pie chart no-6.2.13



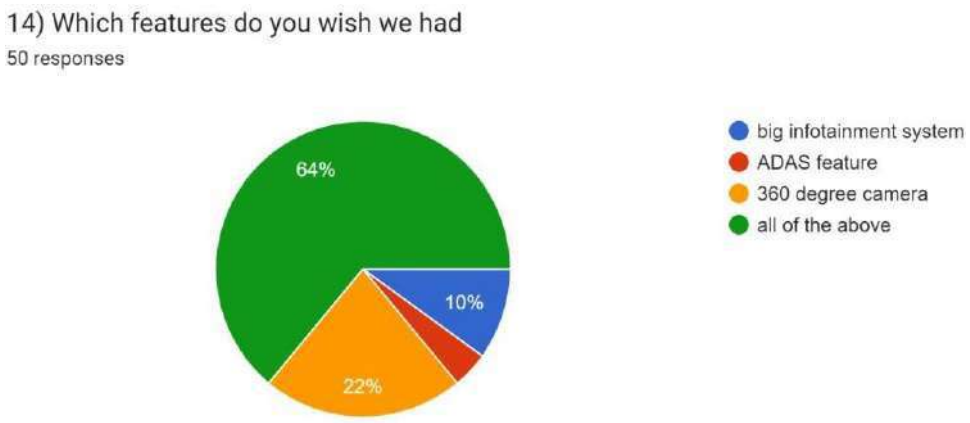
INTERPRETATION:
The above table shows that 52% agree and 48% do not agree whether if any products , services and features are missing on tata cars.

14) which features do you wish we had ?

Table no-6.1.14

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Big infotainment system	5	10
2	ADAS feature	2	4
3	360 degree camera	11	22
4	All of the above	32	64
	TOTAL	50	100

Pie chart no-6.2.14



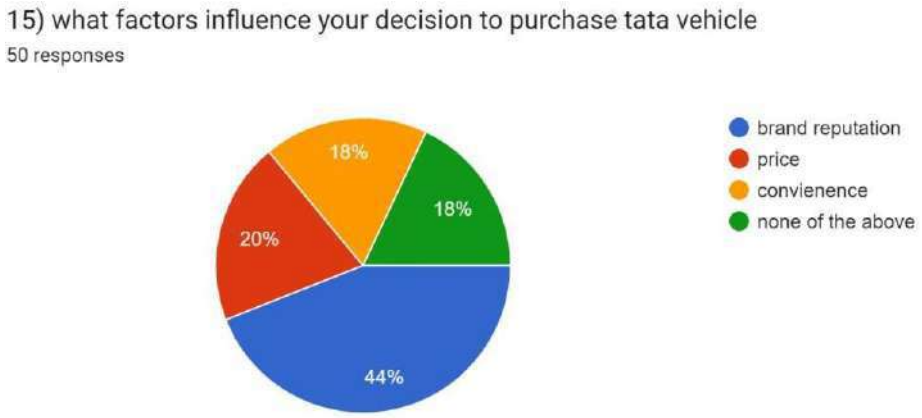
INTERPRETATION:
The above table shows that 10% are big infotainment system,4% ADAS feature, 22% 360 degree camera and 64% are all of the above describing on their expected features on future tata cars.

15) what factors influence your decision to purchase tata vehicle ?

Table no-6.1.15

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Brand reputation	22	44
2	Price	10	20
3	Convenience	9	18
4	None of the above	9	18
	TOTAL	50	100

Pie chart no-6.2.15



INTERPRETATION:

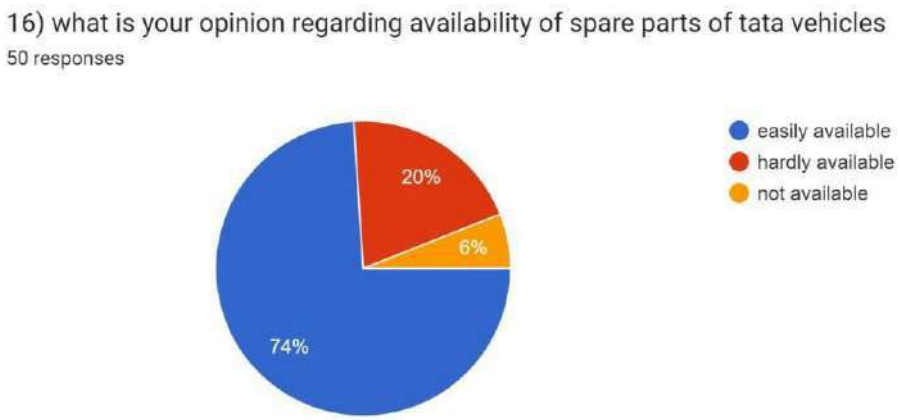
The above table shows that 44% are brand reputation,20% price, 18% convienence and 18% are none of the above are the factors influencing on decision to purchasing tata cars.

16) What is your opinion regarding availability of spare parts of tata vehicles?

Table no-6.1.16

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Easily available	37	74
2	Hardly available	10	20
3	Not available	3	6
	TOTAL	50	100

Pie chart no-6.2.16



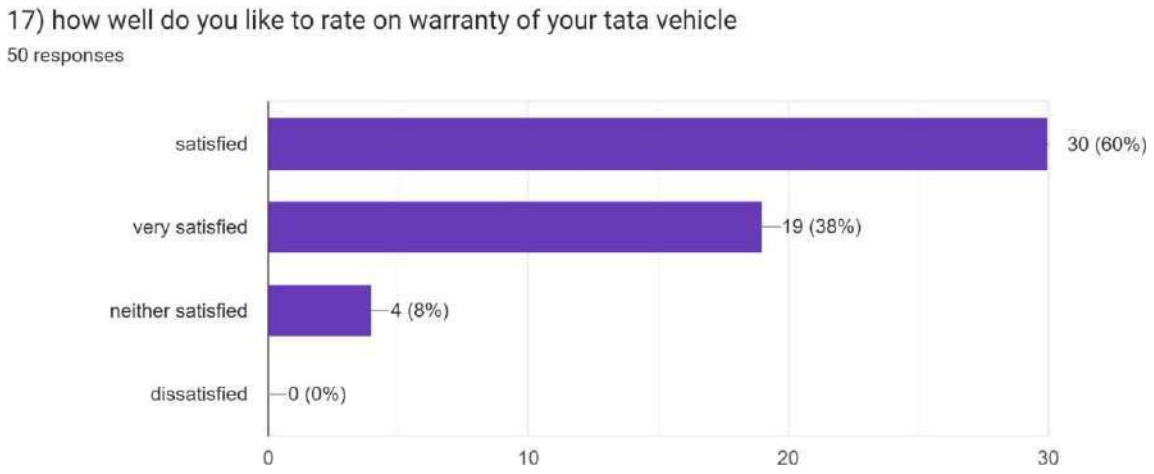
INTERPRETATION:
The above table shows that 74% are easily available ,20% hardly available, 6% not available is the opinion regarding the availability of spare parts of tata cars.

17) how well do you like to rate on warranty of your tata vehicle ?

Table no-6.1.17

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Satisfied	30	60
2	Very satisfied	19	38
3	Neither satisfied	4	8
4	Dissatisfied	0	0
	TOTAL	50	100

Graph no-6.2.17



INTERPRETATION:

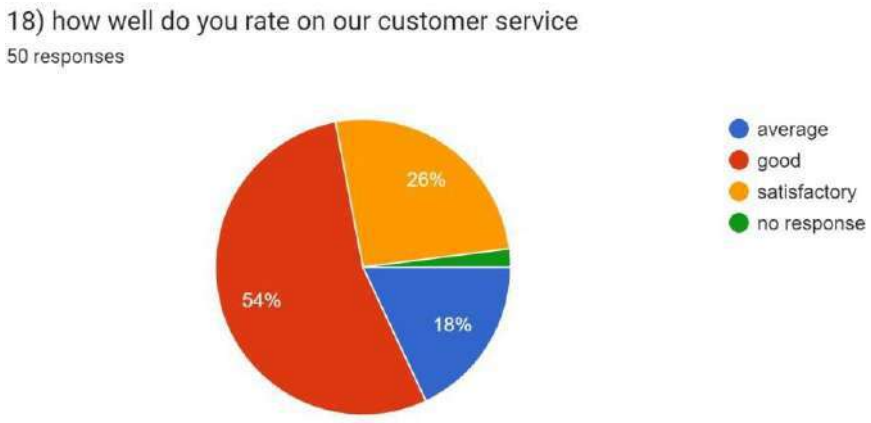
The above table shows that 60% are satisfied ,38% very satisfied, 8% neither satisfied and 0% are dissatisfied is the opinion regarding the rate of warranty on tata cars.

18) How well do you rate on our customer service ?

Table no-6.1.18

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Average	9	18
2	Good	27	54
3	Satisfactory	13	26
4	No response	1	2
	TOTAL	50	100

Pie chart no-6.2.18



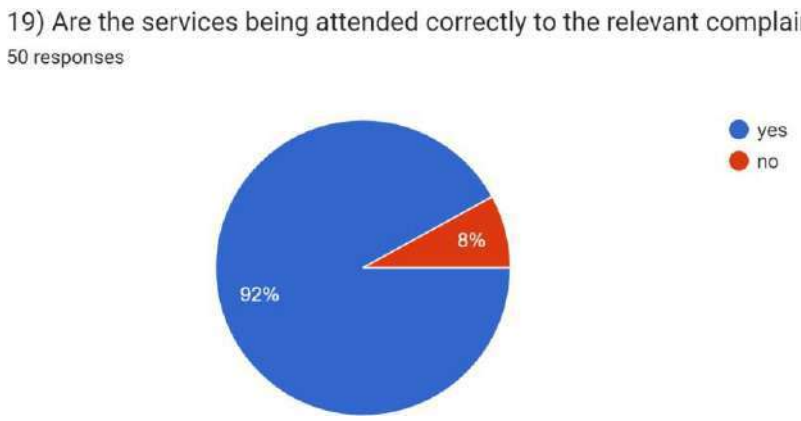
INTERPRETATION:
The above table shows that 18% are average ,54% are good , 26 % are satisfactory and 2% are no response on the rating on customer service of tata motors.

19) Are the service being attended correctly to the relevant complaint ?

Table no-6.1.19

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Yes	46	92
2	No	4	8
	Total	50	100

Pie chart no-6.2.19



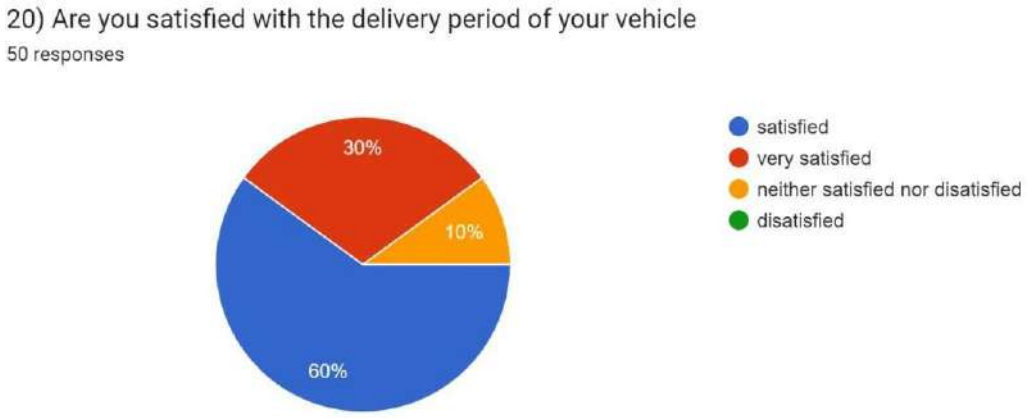
INTERPRETATION:
The above table shows that 92% agree and 8% do not agree whether the service being attended correctly to the relevant complaint on their tata cars.

20) Are you satisfied with the delivery period of your vehicle ?

Table no-6.1.20

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Satisfied	30	60
2	Very satisfied	15	30
3	Neither satisfied nor dissatisfied	5	10
4	Dissatisfied	0	0
	TOTAL	50	100

Pie chart no-6.2.220



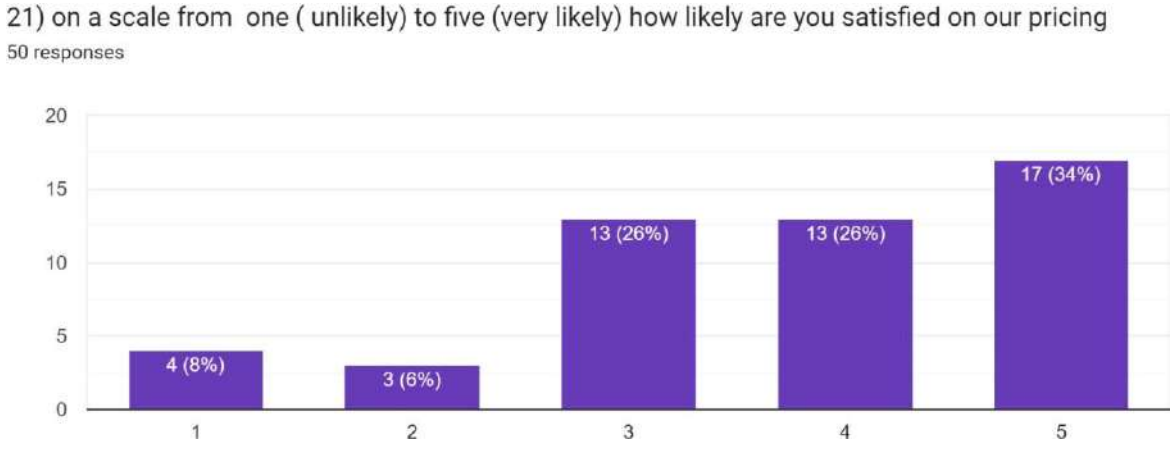
INTERPRETATION:
The above table shows that 60% are satisfied ,30% are very satisfied , 10 % are neither satisfied nor dissatisfied and 0% are dissatisfied on the delivery time period of their tata vehicle.

21) on a scale from one (unlikely) to five (very likely) how likely are you satisfied on our pricing

Table no-6.1.21

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Unlikely	4	8
2	2	3	16
3	3	13	26
4	4	13	26
5	Very likely	17	34
	TOTAL	50	100

Graph no-6.2.21



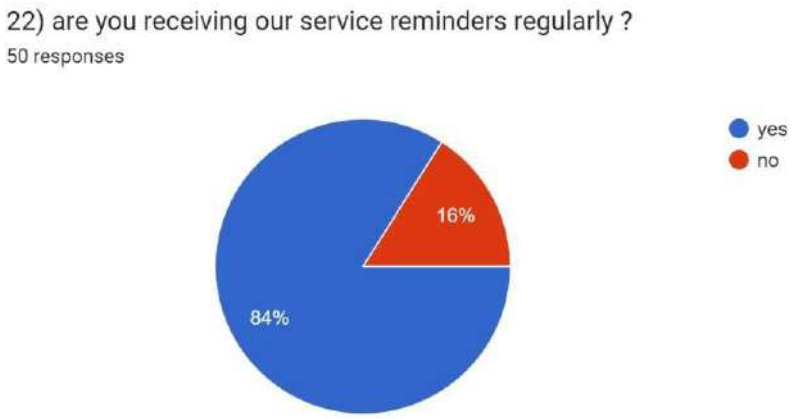
INTERPRETATION:
The above table shows that 8% are unlikely (1),16% (2), 26%(3) ,26%(4) and 34% (5) very likely responding regarding price of the tata cars.

22) Are you receiving our service reminders regularly ?

Table no-6.1.22

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Yes	42	84
2	No	8	16
	Total	50	100

Pie chart no-6.2.22



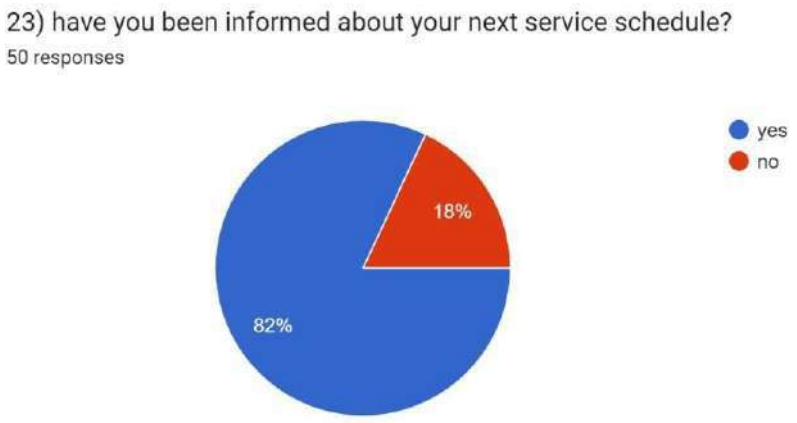
INTERPRETATION:
The above table shows that 84% agree and 16 % do not agree on receiving their service reminders regularly of their tata cars.

23) Have you been informed about your next schedule ?

Table no-6.1.23

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Yes	41	82
2	No	9	18
	Total	50	100

Pie chart no-6.2.23



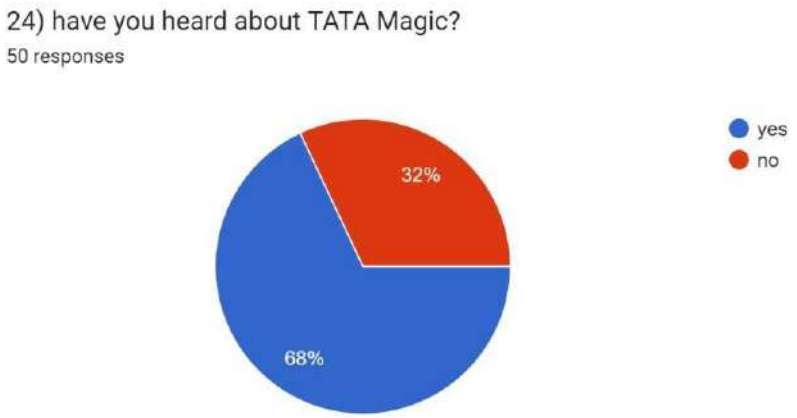
INTERPRETATION:
The above table shows that 82% agree and 18 % do not agree on informing about their next service schedule of their tata cars.

24) Have you heard about tata magic ?

Table no-6.1.24

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Yes	34	68
2	No	16	32
	Total	50	100

Pie chart no-6.2.24



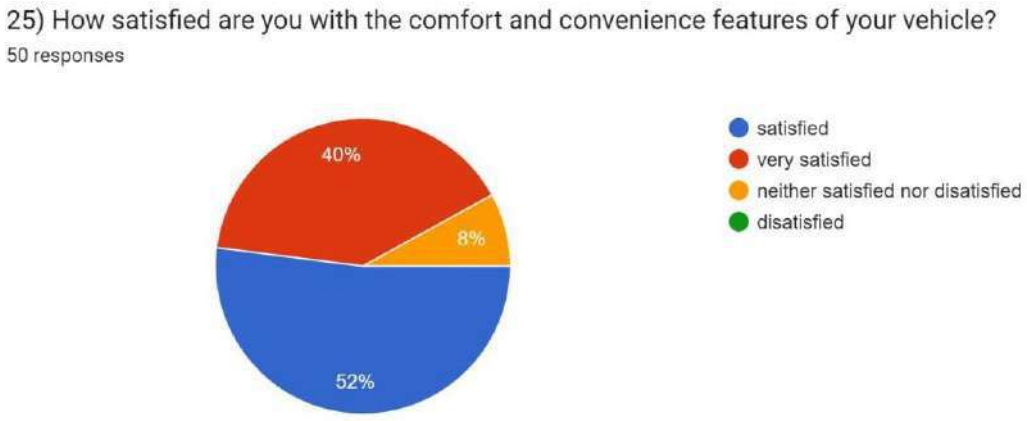
INTERPRETATION:
The above table shows that 68% are aware of tata magic and 32 % are not aware of tat magic.

25) How satisfied are you with the comfort and convienence features of your vehicles ?

Table no-6.1.25

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Satisfied	26	52
2	Very satisfied	20	40
3	Neither satisfied nor dissatisfied	4	8
4	Dissatisfied	0	0
	TOTAL	50	100

Pie chart no-6.2.25



INTERPRETATION:

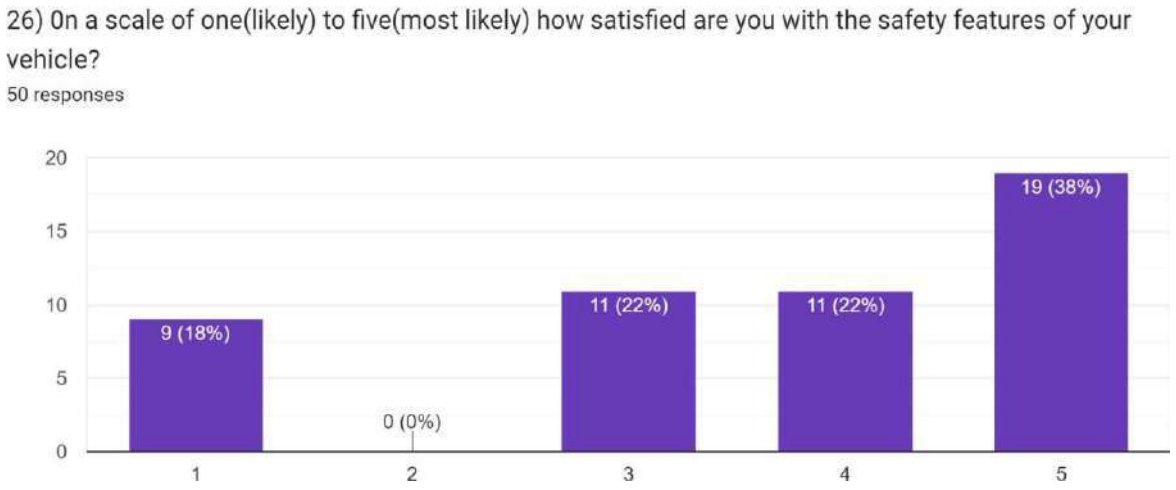
The above table shows that 52% are satisfied ,40% are very satisfied , 8% are neither satisfied nor dissatisfied and 0% are dissatisfied with their comfort and convenience features of their tata vehicles.

26) on a scale of one (likely) to five (most likely) how satisfied are you with the safety features of your vehicles?

Table no-6.1.26

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	1-unlikely	9	18
2	2	0	0
3	3	11	22
4	4	11	22
5	5- most likely	19	38
	TOTAL	50	100

Graph no-6.2.26



INTERPRETATION:

The above table shows that 18% are unlikely (1),0% (2), 22%(3) ,22%(4) and 38% (5) very likely responding regarding the safety features of their tata vehicles.

27) How satisfied are you the delivery and pickup process of your vehicle?

Table no-6.1.27

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Average	6	12
2	Good	30	60
3	Satisfactory	14	28
4	No response	0	0
	TOTAL	50	100

Pie chart no-6.2.27

INTERPRETATION:

The above table shows that 12% are average ,60% are good , 28 % are satisfactory and 0% are no response on the rating with delivery and pickup process of their tata vehicles..

28) Did our car dealership match your expectations ?

Table no-6.1.28

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Yes	46	92
2	No	4	8
	Total	50	100

Pie chart no-6.1.28

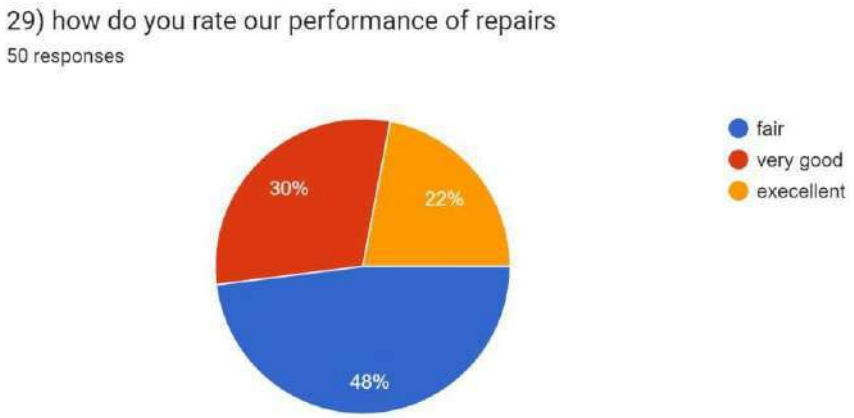
INTERPRETATION:
The above table shows that 92% agree and 8 % do not agree on matching their dealership experience at satisfactory level at tata motors.

29) How do you rate our performance of repairs ?

Table no-6.1.29

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
1	Fair	24	48
2	Very good	15	30
3	Excellent	11	22
	Total	50	100

Pie chart no-6.1.29



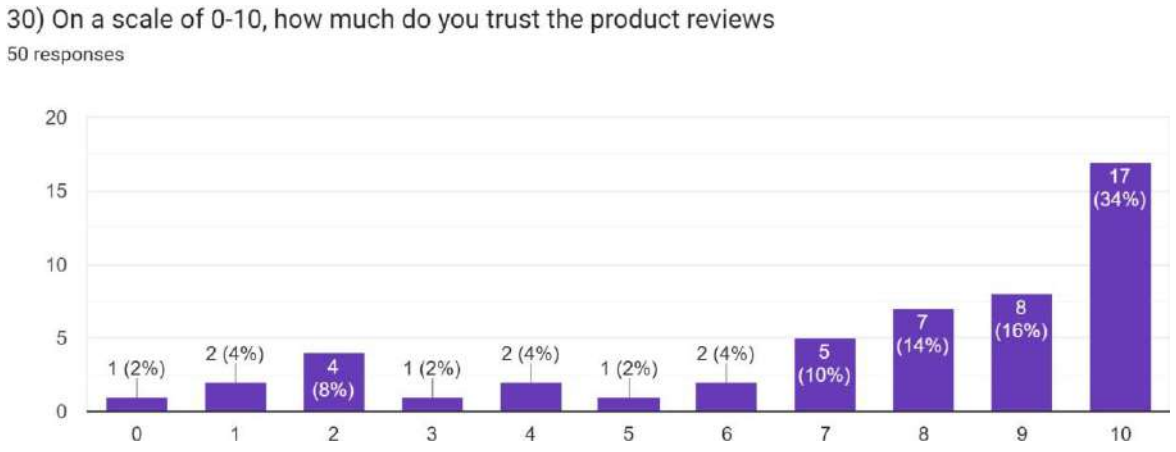
INTERPRETATION:
The above table shows that 48% are fair 30% are very good and 22 % are excellent on rating on their performance of repairs of their tata vehicles.

30) On a scale of 0-10, how much do you trust the product reviews

Table no-6.1.30

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
0	1	1	2
1	1	2	4
2	2	4	8
3	3	1	2
4	4	2	4
5	5	1	2
6	6	2	4
7	7	5	10
8	8	7	14
9	9	8	16
10	10	17	34
	TOTAL	50	100

Graph no-6.1.30



INTERPRETATION:

The above table shows that 34% (10) ,16% (9) ,14% (8),10%(7),4%(6).2%(5),4%(4),2%(3) ,8%(2),4%(1) and 2%(0). Are the ratings on trusting the product reviews of tata motors.

CHAPTER- 7

FINDINGS & CONCLUSION

IMPLICATIONS OF FINDINGS:

- Organization have make efforts to reach customer that of the new services provided by tata motors.
- Based on there economy customer purchases there car.
- customers are aware of post services provided by the company.
- All customers of TATA MOTORS Guide the use and maintenance of vehicles.
- Maximum of customers are obeyed that the service advisor attends them that make them to make communicate with them
- New services that cannot reach customers cannot reach customers because they cannot contact customers.
- All customers of TATA MOTORS are satisfied with the car which they are presently using.
- All customers are awares of the new services provided by TATA MOTORS.
- Because of more efforts of staff customer willing to pay more amount.

- Product will have a gradual progress. Because most industries would wait for the response about the product from other Company

- Customers were educated by me, about fuel efficient cars by TATA MOTORS

SUGGESTIONS

- Tata vehicles is one of the most efficient vehicles for urban areas as far as its design part is concerned but the company must focus on its engine.

- Its strong body to make it a luxury vehicle for upper segment also.

- It needs to improve its engine cc and cooling.

- It needs to provide fuel saving option.

- It need to improve on ADAS features.

- It needs to improve the size of the wheel.

- It needs to increase the interior space.

- Demo of the product should be made available to customers, since most of the purchase decision is based on it.

- Technical details should be made available to the customers in the most accurate numerical form.

- The distribution channel should be more efficient to cater the demand during peak seasons.

CONCLUSION OF THE STUDY:

The entire automotive industry is booming in the country. India is becoming the most important automobile manufacturer on this planet - GM, Honda, Hyundai, BMW, Mercedes and other tempting destinations. From the production of cars to the maintenance of cars, the car has also gained a crucial position in the automotive industry. New technologies introduced in the new service industry in a short period of time, even the high-tech services industry, these people will promote the value of their cars to increase the good demand in the service industry. The company needs to take an important care to the client when providing the service, even if the upgrade service within your time interval is very important Tata service as well as reasonable price to attract customers tata hotel suddenly responds to make them popular from employees .The experience of project in which I have learnt about the strength ,weekness , of the company and made me to find out external opportunities they have got in order to develop the business and get in and satisfy the customers at a good rate.

A Tata motor is one the best car manufacturing in India, customers are satisfied because
of affordable price, but the maintenance is a problem and resale value is very low. These
are the two main reasons and other reasons are customer care does not respond to

customer’s complaint, so the customers are dissatisfied. It has to improve its customer
care and decrease the price of the spare parts and make available in all part of the
country.

HYPOTHESIS CONCLUSION:

“By this we come to know that consumers got more satisfied towards prices, services and products offered by tata motors.”

Hence, “Null hypothesis is accepted”

CHAPTER – 9

BIBILOGRAPHY

BIBILOGRAPHY

JOURNALS:

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WEBSITES:

http://www.google.com/

www.wikipedia.org

https://www.tatamotors.com/

CHAPTER- 9
APPENDICES

QUESTIONAIRE:

1) which brand do you like most among the following?*

- tata
- mahindra
- kia
- hyundai

2) which is your favourite tata car among these?*

- harrier
- nexon
- altroz
- safari

3) do you think tata vehicles as the most safest cars compared with it's competitors ?*

- yes
- no
- rather not to say

4) how well do you rate on tata vehicles fuel efficiency ?*

- good
- satisfied
- unsatisfied

5) how well do you rate tata motors*

- good
- average
- satisfactory
- execellent

6) mention reason on purchasing a tata vehicle*

- quick delivery
- post sale service
- customer care
- all of the above

7) What do you feel about the price of TATA CAR when compared with its facilities
*

- high
- Medium
- Low

8) are you satisfied with your tata car*

- yes
- no

9) what attribute made you to purchase*

- performance
- new model and design
- fuel effcient
- built quality

10) what do you felt on maintenance cost of tata*

- low cost
- medium cost
- high cost

11) On a scale of one (unlikely) to five (very likely), how likely would you be to recommend us to friends or family
*

unlikely

- 1
- 2
- 3
- 4
- 5

very likely

12) How would you describe your experience in our store / on our website
*

unsatisfied

- 1

- 2
- 3
- 4

satisfied

13) What, if any, products, services, or features are we missing? *

- Yes
- No

14) Which features do you wish we had *

- big infotainment system
- ADAS feature
- 360 degree camera
- all of the above

15) what factors influence your decision to purchase tata vehicle*

- brand reputation
- price
- convienence
- none of the above

16) what is your opinion regarding availability of spare parts of tata vehicles*

- easily available
- hardly available
- not available

17) how well do you like to rate on warranty of your tata vehicle*

- satisfied
- very satisfied
- neither satisfied
- dissatisfied

18) how well do you rate on our customer service *

- average
- good

- satisfactory
- no response

19) Are the services being attended correctly to the relevant complaint ?*

- yes
- no

20) Are you satisfied with the delivery period of your vehicle*

- satisfied
- very satisfied
- neither satisfied nor disatisfied
- disatisfied

21) on a scale from one (unlikely) to five (very likely) how likely are you satisfied on our pricing *

unlikely

- 1
- 2
- 3
- 4
- 5

likely

22) are you receiving our service reminders regularly ?*

- yes
- no

23) have you been informed about your next service schedule?*

- yes
- no

24) have you heard about TATA Magic ?*

- yes
- no

25) How satisfied are you with the comfort and convenience features of your vehicle?
*

- satisfied
- very satisfied
- neither satisfied nor disatisfied
- disatisfied

26) 0n a scale of one (likely) to five (most likely) how satisfied are youwith the safety features of your vehicle?*

likely
- 1
- 2
- 3
- 4
- 5

most likely

27) How satisfied are you with the delivery and pickup process of your vehicle?
*

- good
- average
- satisfactory
- no response

28) Did our car dealership match your expectations?
*

- yes
- no

29) how do you rate our performance of repairs*

- fair
- very good
- execellent

30) On a scale of 0-10, how much do you trust the product reviews
*

satisfied
- 0
- 1

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

excellent

LIST OF TABLES:

Table no	TITLE OF THE TABLE	Page no
4.1.1	Table showing brand do you like most among the following	31
4.1.2	Table showing favourite tata car among these	32
4.1.3	Table showing tata vehicles as the most safest cars compared with its competitors	33
4.1.4	Table showing well do you rate on tata vehicles fuel efficiency	34
4.1.5	Table showing well do you rate tata motors	35
4.1.6	Table showing reason on purchasing a tata vehicle	36
4.1.7	Table showing do you feel the price of tata car when compared with its facilities	37
4.1.8	Table showing Are you satisfied with your tata car	38
4.1.9	Table showing attribute made you to purchases	39
4.1.10	Table showing do you felt on maintenance cost of tata	40
4.1.11	Table showing on a scale of one (unlikely) to five (very likely), how likely would you be to recommend us to friends or family.	41
4.1.12	Table showing How would you describe your experience in our store/ on our website	42
4.1.13	Table showing what, if any products, services or features are we missing	43
4.1.14	Table showing which features do you wish we had	44
4.1.15	Table showing what factors influence your decision to purchase tata vehicle	45
4.1.16	Table showing What is your opinion regarding availability of spare parts of tata vehicles	46
4.1.17	Table showing how well do you like to rate on warranty of your tata vehicle	47

4.1.18	Table showing How well do you rate on our customer service	48
4.1.19	Table showing Are the service being attended correctly to the relevant complaint	49
4.1.20	Table showing Are you satisfied with the delivery period of your vehicle.	50
4.1.21	Table showing on a scale from one (unlikely) to five (very likely) how likely are you satisfied on our pricing.	51
4.1.22	Table showing Are you receiving our service reminders regularly	52
4.1.23	Table showing Have you been informed about your next schedule	53
4.1.24	Table showing Have you heard about tata magic.	54
4.1.25	Table showing How satisfied are you with the comfort and convienence features of your vehicles	56
4.1.26	Table showing on a scale of one (likely) to five (most likely) how satisfied are you with the safety features of your vehicles.	57
4.1.27	Table showing How satisfied are you the delivery and pickup process of your vehicle.	58
4.1.28	Table showing Did our car dealership match your expectations.	59
4.1.29	Table showing How do you rate our performance of repairs.	60
4.1.30	Table showing On a scale of 0-10, how much do you trust the product reviews.	61

LIST OF PIE CHART:

Pie chart no	TITLE OF THE PIE CHARTS	Page no
4.1.1	Pie chart showing brand do you like most among the following	31
4.1.2	Pie chart showing favourite tata car among these	32
4.1.3	Pie chart showing tata vehicles as the most safest cars compared with its competitors	33
4.1.4	Pie chart showing well do you rate on tata vehicles fuel efficiency	34
4.1.5	Pie chart showing well do you rate tata motors	35
4.1.6	Pie chart showing reason on purchasing a tata vehicle	36
4.1.7	Pie chart showing do you feel the price of tata car when compared with its facilities	37

4.1.8	Pie chart showing Are you satisfied with your tata car	38
4.1.9	Pie chart showing attribute made you to purchases	39
4.1.10	Pie chart showing do you felt on maintenance cost of tata	40
4.1.11	Pie chart showing on a scale of one (unlikely) to five (very likely), how likely would you be to recommend us to friends or family.	41
4.1.12	Pie chart showing How would you describe your experience in our store/ on our website	42
4.1.13	Pie chart showing what, if any products, services or features are we missing	43
4.1.14	Pie chart showing which features do you wish we had	44
4.1.15	Pie chart showing what factors influence your decision to purchase tata vehicle	45
4.1.16	Pie chart showing What is your opinion regarding availability of spare parts of tata vehicles	46
4.1.17	Pie chart showing how well do you like to rate on warranty of your tata vehicle	47
4.1.18	Pie chart showing How well do you rate on our customer service	48
4.1.19	Pie chart showing Are the service being attended correctly to the relevant complaint	49
4.1.20	Pie chart showing Are you satisfied with the delivery period of your vehicle.	50
4.1.21	Pie chart showing on a scale from one (unlikely) to five (very likely) how likely are you satisfied on our pricing.	51
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4.1.23	Pie chart showing Have you been informed about your next schedule	53
4.1.24	Pie chart showing Have you heard about tata magic.	54
4.1.25	Pie chart showing How satisfied are you with the comfort and convienence features of your vehicles	56
4.1.26	Pie chart showing on a scale of one (likely) to five (most likely) how satisfied are you with the safety features of your vehicles.	57
4.1.27	Pie chart showing How satisfied are you the delivery and pickup process of your vehicle.	58
4.1.28	Pie chart showing Did our car dealership match your expectations.	59
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A

PROJECT REPORT

On

ANALYSIS OF BUYING BEHAVIOR OF CONSUMER At

SPAR HYPER MARKET

Submitted By

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Submitted in the partial fulfilment of the requirement for the award of the degree of

BACHELORS OF COMMERCE

UNDER THE GUIDANCE OF Mrs. PRANITHA [M.COM]

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STUDENT'S DECLARATION

We hereby declare that the project entitled "Analysis of buying behaviour of consumer at SPAR HYPERMARKET" was submitted in partial fulfilment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Pranitha is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

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S.N.	INDEX	PAGE NO.
CHAPTER - 1	INTRODUCTION	6
1.1	NEED OF STUDY	6
1.3	Merits & Demerits	7
1.	UNDERSTANDING BUYING BEHAVIOUR OF CONSUMER	8
1.5	NATURE OF CONUSMER BEHAVIOUR	9-10
1.6	IMPORTANCE OF CONSUMER BEHAVIOUR	10-11
1.7	CONSUMER BUYING DECISION	12-13
1.8	MODELS OF CONSUMER BEHAVIOR	14
1.9	LIMITATIONS OF STUDY	15
CHAPTER-2	REVIEW OF LITERARTURE	16-18
CHAPTER – 3	HYPOTHESIS	19
CHAPTER - 4	COMPANY PROFILE	20-21
CHAPTER – 5	RESEARCH METHODOLOGY	22-23
4.1	RESEARCH OBJECTIVES	22
4.2	TYPE OF RESEARCH	23
4.3	SOURCE OF DATA & COLLECTION TOOL	23
4.4	SAMPLING	23
4.5	SAMPLE SIZE	23
CHAPTER – 6	DATA ANALYSIS AND INTERPRETATION	24-52
6.1	DATA ANALYSIS	
6.2	PIE CHART	
CHAPTER – 7	FINDINGS	54
CHAPTER – 8	CONCLUSION	55
	BIBLIOGRAPHY	56
	ANNEXURE	57-60

Chapter- 1

INTRODUCTION

Retailing is the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between the manufacturer and institutional buyers such as the government and other bulk customers. A retailer is one who stocks the producer's goods and is involved in the act of selling it to the individual consumer, at a margin of profit. As such, retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. The retail industry in India is of late often being hailed as one of the sunrise sectors in the economy. AT Kearney, the well-known international management consultancy, recently identified India as the 'first most attractive retail destination' globally from among thirty emergent markets. It has made India the cause of a good deal of excitement and the cynosure of many foreign and domestic eyes. The entry of foreign and Indian retail giants like Wal-Mart, Metro, Reliance, Birla, Tata etc. made Indian market more competitive which is at cut throat level. So how retailers can reach to their end customers, to win the mind share and increas6e the basket size of each shopping trip.

India retail industry is the largest industry in India, with an employment of around 8% and contributing to over 10% of the country's GDP. Retail industry in India is expected to rise 25% yearly being driven by strong income growth, changing lifestyles, and favorable demographic patterns.

NEED OF THE STUDY

The Indian Retail industry has grown into a billion-dollar industry. In this highly competitive industry, it is not just enough doing something right that matters but it is also important that it is doing nothing wrong. Making profit does not only mean a large customer base but also, on usage level of the services provided to the customers.

The Retail Stores come out with many schemes and offers, to attract customers and to make them use the various services provided by these stores. The aim of this study would supplement this effort of the Reliance Fresh Store in a small way.

The results of survey will reveal the main motivating factors which encourage customers to buy products or services from Retail Stores.

Merits and Demerits

Merits

- **Comprehensive**: A respondent has the liberty to dive deep into explanations and follow-ups that allow researchers to identify positives and fallouts.
- **Flexible and genuine:** Given that the onus of answering lies completely with the respondent as there are no fixed answer choices, the number of respondents does not matter as long as the ones included in the research are representative of the target group's sentiment and sampling bias can be avoided.

Demerits

- **Difficult to analyse:** Analysing qualitative information is a meticulous activity that requires careful attention to detail while listing key takeaways from individual responses
- **Highly subjective:** Qualitative responses vary in terms of length and type of responses. Listing one standard summary that provides an umbrella to each response is tedious, particularly when there is a large sample involved.

Definition:

Consumer Behaviour is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.

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 society.

Why do you think an individual buys a product?

- Need
- Social Status
- Gifting Purpose

Why do you think an individual does not buy a product?

- No requirement
- Income/Budget/Financial constraints
- Taste

When do you think consumers purchase products?

- Festive season
- Birthday
- Anniversary
- Marriage or other special occasions

There are infect several factors which influence buying decision of a consumer ranging from psychological, social, economic and so on.

The study of consumer behaviour explains as to:

- Why and why not a consumer buys a product?
- When a consumer buys a product?
- How a consumer buys a product?

During Christmas, the buying tendencies of consumers increase as compared to other months. In the same way during Valentine's week, individuals are often seen purchasing gifts for their partners. Fluctuations in the financial markets and recession decrease the buying capacity of individuals.

In a layman's language consumer behaviour deals with the buying behaviour of individuals.

Nature of Consumer Behaviour:

1. Influenced by various factors:

The various factors that influence the consumer behaviour are as follows:

a) Marketing factors such as product design, price, promotion, packaging, positioning and distribution.
b) Personal factors such as age, gender, education and income level.
c) Psychological factors such as buying motives, perception of the product and attitudes towards the product.
d) Situational factors such as physical surroundings at the time of purchase, social surroundings and time factor.
e) Social factors such as social status, reference groups and family.

f) Cultural factors, such as religion, social class—caste and sub-castes.

2. Undergoes a constant change:

Consumer behaviour is not static. It undergoes a change over a period of time depending on the nature of products. For example, kids prefer colorful and fancy footwear, but as they grow up as teenagers and young adults, they prefer trendy footwear, and as middle-aged and senior citizens they prefer more sober footwear. The change in buying behaviour may take place due to several other factors such as increase in income level, education level and marketing factors.

3. Varies from consumer to consumer:

All consumers do not behave in the same manner. Different consumers behave differently. The differences in consumer behaviour are due to individual factors such as the nature of the consumers, lifestyle and culture. For example, some consumers are technoholics. They go on a shopping and spend beyond their means.

They borrow money from friends, relatives, banks, and at times even adopt unethical means to spend on shopping of advance technologies. But there are other consumers who, despite having surplus money, do not go even for the regular purchases and avoid use and purchase of advance technologies.

4. Varies from region to region and country to county:

The consumer behaviour varies across states, regions and countries. For example, the behavior of the urban consumers is different from that of the rural consumers. A good number of rural consumers are conservative in their buying behaviors.

The rich rural consumers may think twice to spend on luxuries despite having sufficient funds, whereas the urban consumers may even take bank loans to buy luxury items such as cars and household appliances. The consumer behaviour may also vary across the states, regions and countries. It may differ depending on the upbringing, lifestyles and level of development.

5. Information on consumer behaviour is important to the marketers:

Marketers need to have a good knowledge of the consumer behaviour. They need to study the various factors that influence the consumer behaviour of their target customers.

The knowledge of consumer behaviour enables them to take appropriate marketing decisions in respect of the following factors:

a. Product design/model

b. Pricing of the product

c. Promotion of the product

d. Packaging

e. Positioning

f. Place of distribution

6. Leads to purchase decision:

A positive consumer behaviour leads to a purchase decision. A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision led to higher demand, and the sales of the marketers increase. Therefore, marketers need to influence consumer behaviour to increase their purchases.

7. Varies from product to product:

Consumer behaviour is different for different products. There are some consumers who may buy more quantity of certain items and very low or no quantity of other items. For example, teenagers may spend heavily on products such as cell phones and branded wears for snob appeal, but may not spend on general and academic reading. A middle- aged person may spend less on clothing, but may invest money in savings, insurance schemes, pension schemes, and so on.

8. Improves standard of living:

The buying behaviour of the consumers may lead to higher standard of living. The more a person buys the goods and services, the higher is the standard of living. But if a person spends less on goods and services, despite having a good income, they deprive themselves of higher standard of living.

9. Reflects status:

The consumer behaviour is not only influenced by the status of a consumer, but it also reflects it. The consumers who own luxury cars, watches and other items are considered belonging to a higher status. The luxury items also give a sense of pride to the owners.

Importance of Consumer Behaviour:

i. The study of consumer behaviour enables us to become a better consumer. It will help consumer to take more precise consumption related decisions.
ii. It helps marketers to understand consumer buying behaviour and make better marketing decisions.
iii. The size of the consumer market is constantly expanding and their preferences were also changing and becoming highly diversified. So, without studying it, marketers cannot predict the future of their business.

Marketing managers regarded consumer behaviour discipline as an applied marketing science, if they could predict consumer behaviour, they could influence it. This approach has come to be known as positivism and the consumer researcher who are primarily concerned with predicting consumer behaviour are known as positivists.

As the marketing research began to study the buying behaviour of consumers, they soon realized that many consumers rebelled at using the identical products everyone else used, for example in case of purchase of house, interiors, car, and dress material etc. people prefer unique products. Consumer preferred differential products that they felt reflected their own special needs, personalities and lifestyles.

To meet the need of consumers, marketers adopt market segmentation policy. They use promotional techniques to vary the image of their products so that they would be perceived as better fulfilling the specific needs of certain target segments.

Other reasons for the development of consumer behaviour includes the rate of new product development, growth of consumer movement, public policy concerns, environmental concerns and the growth of both nonprofit marketing and international marketing.

Consumer Buying Decisions

The main catalyst which triggers the buying decision of an individual is need for a particular product/service. **Consumers purchase products and services as and when need arises**.

Buying decisions of consumers also depend on the following factors:

- Messages, advertisements, promotional materials, a consumer goes through also called **selective exposure**.
- Not all promotional materials and advertisements excite a consumer. A consumer does not pay attention to everything he sees. He is interested in only what he wants to see. Such behaviour is called **selective attention**.
- **Consumer interpretation** refers to how an individual perceives a particular message.
- A consumer would certainly buy something which appeals him the most. He would remember the most relevant and meaningful message also called as **selective retention**. He would obviously not remember something which has nothing to do with his need.

Buying Behaviour

Buying Behavior is the decision processes and acts of people involved in buying and using products.

Six Stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity...discussed next.

The 6 stages are:

1. **Problem Recognition** (awareness of need) difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.

   Can be stimulated by the marketer through product information--did not know you were deficient? I.E., see a commercial for a new pair of shoes, stimulates your recognition that you need a new pair of shoes.

2. **Information search--**
   - Internal search, memory.

- External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.

A successful information search leaves a buyer with possible alternatives, the *evoked set*.

Hungry, want to go out and eat, evoked set is

- Chinese food
- Indian food
- Burger king etc.

3. **Evaluation of Alternatives**--need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, Indian gets highest rank etc.

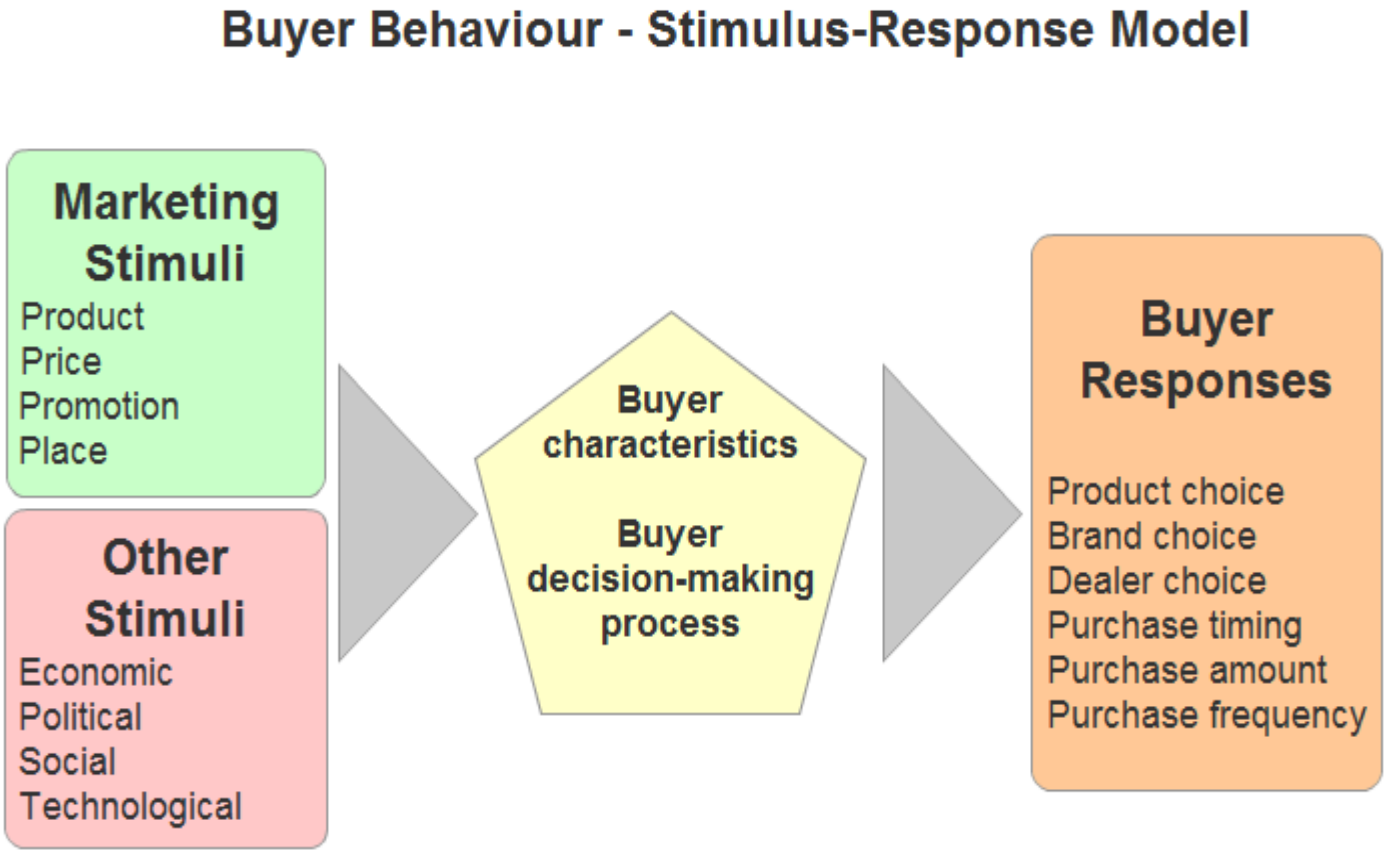
   If not satisfied with your choice, then returns to the search phase. Can you think of another restaurant? Look in the yellow pages etc. Information from different sources may be treated differently. Marketers try to influence by "framing" alternatives.

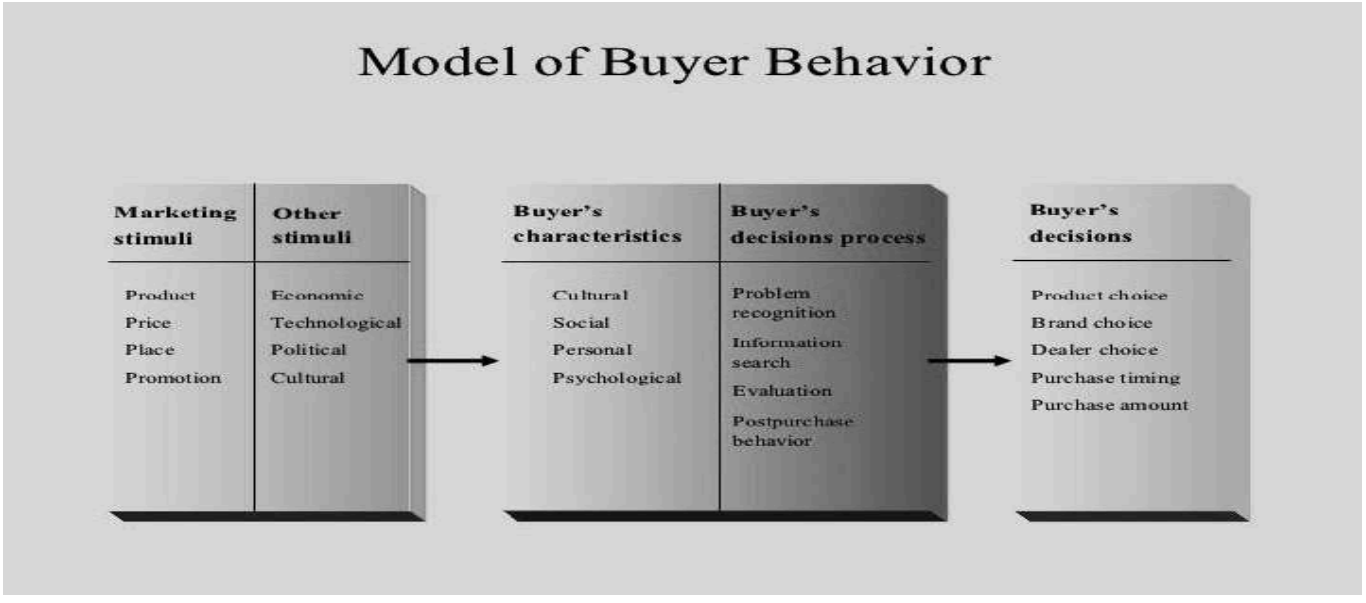
4. **Purchase decision**--Choose buying alternative, includes product, package, store, method of purchase etc.
5. **Purchase**--May differ from decision, time lapse between 4 & 5, product availability.
6. **Post-Purchase Evaluation**--outcome: Satisfaction or Dissatisfaction.

   Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc.

   After eating an Indian meal, may think that really you wanted a Chinese meal instead.

Model of Buying Behaviour





LIMITATIONS OF STUDY

It is not possible to remove the limitation of any investigators. Moreover, People may be careless and may not give correct answer to the questions, because of so many reasons. So, this project also has certain limitations that are as –

- It is totally based on personal efforts of individuals.
- Some of the consumers are unable to understand the questionnaire.
- Language is one of the worst problems, some of the consumers are unable to understand English.
- Some consumers are not interested in filling questionnaire.
- The sample was collected using connivance-sampling techniques. As such result may not give an exact representation of the population.
- Shortage of time is also reason for incomprehensiveness.
- The views of the people are biased therefore it doesn't reflect true picture.

Chapter - 2

REVIEW OF LITERATURE

A review of previous studies has supported the researcher to conduct the present study. The previous study was examined and certain area which requires more attention has been considered in the present study.

Kotler and Keller (2012) suggested that the topic of consumer behaviour is one of the massively studied topics by the researchers and marketers in the past and still being studied. Researchers show different reasons as to why consumer behaviour has been the topic of manyacademics and researchers. One of the common views is that understanding consumer behaviour has become a factor that has a direct impact on the overall performance of the businesses.

Kotler and Keller, (2012) suggested that it is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions.

Variawa (2010) suggested the study conducted by analyzed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyze the impact of packaging for decision making processes of low-income consumers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville 250 respondents participated. The findings of the research indicate that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. Although the findings indicate that there is a weak relationship between the product packaging and brand experience. However, it has been proven by the findings of the research that low-income consumers have greater brand experience from the purchase of 'premium' products when compared to their experience from purchasing 'cheap' brand products.

Backhaus et al (2007) suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the

need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision.

Schiffman and Kanuk, (2007) suggested that in the next stage, consumer searches information related to desired product or service. Information search process can be internal and external. While internal search refers to the process where consumers rely on their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising or feedbacks from other people (Rose and Samouel, 2009).

Neal and Questel (2006) suggested that this view is also supported by stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing.

Blackwell et al (2006) suggested thatone of the common models of consumer decision making process has been offered by Blackwell. According to him, the five stages of consumer decision making process are followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.

Kotler and Keller (2005) suggested that once the relevant information about the product or service is obtained the next stage involves analyzing the alternatives**.** Consider this stage as one of the important stages as the consumer considers all the types and alternatives taking into account the factors such as size, quality and also price.

Lee (2005) suggested the carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.

Five Stages Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways.

Neal et al (2004) suggested that finally, post-purchase decision involves experience of the consumer about their purchase. Although the importance of this stage is not highlighted by many authors argues that this is perhaps one of the most important stages in the consumer decision making process as it directly affects the consumers' purchases of the same product or service from the same supplier in the future.

Kacen (2002)suggested that purchasing decision can further be divided into planned purchase, partially purchase or impulse purchase as stated by Kacen.

Lancaster et al, (2002) suggests that understanding consumer behaviour has become crucial especially due to fierce competition in retail industry in the UK and worldwide. This chapter

will introduce some other areas of research background of consumer behaviour addressing theworks of researchers and marketers. Moreover, consumer decision making process, in particular, five stages of consumer decision making process will be discussed in detail.

Acebron et al (2000) suggested that the aim of the study was to analyze the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on of the consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

Bruner (1993) suggested that each stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner, first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have.

Chapter- 3

Hypotheses

In this section, we develop our hypotheses through a review of relevant behavioural literature that provides insight into consumers' in-store behaviour. To derive the relevant hypotheses, we divide a grocery path into a series of three exhaustive sequential and interrelated decisions (visit, shop, and buy), and we then examine how the three types of situational factors (perceived time pressure, licensing, and social influence of other shoppers) influence each of these decisions. That is, we consider the possibility that the situational factors may influence one's shopping path in the store but not what one buys. Or, as another example, it may be that the situational factors increase browsing (low probability of being in a shopping state) but also increase buying when the consumer is in a shopping state. Our research allows us to decompose these effects into their separate components.

TYPES OF HYPOTHESES

1. **NULL HYPOTHESES**
2. **ALTERNATIVE HYPOTHESES**

Null Hypotheses

The null hypothesis is the claim that there's no effect in the population.

If the sample provides enough evidence against the claim that there's no effect in the population ($p \leq \alpha$), then we can reject the null hypothesis. Otherwise, we fail to reject the null hypothesis.

Alternative Hypotheses

The alternative hypothesis (H_a) is the other answer to your research question. It claims that there's an effect in the population.

Often, your alternative hypothesis is the same as your research hypothesis. In other words, it's the claim that you expect or hope will be true.

Chapter- 4

COMPANY PROFILE

Spar was founded in 1932, in the South Holland town of Zegwaart (now part of Zoetermeer). In 1953, an International Spar office opened in Amsterdam to control and further develop the organisation throughout Europe and other continents. Many Spar shops are in Europe, but they can also be found in a number of countries outside of Europe, such as Australia, Oman, Saudi Arabia, Qatar, United Arab Emirates, Nigeria, South Africa, Botswana, Namibia, Zimbabwe, Zambia, Mozambique, Seychelles, Sri Lanka, Cameroon, China, India. Spar opened in Vanuatu on 1 December 2009, ending Au Bon Marché's grocery monopoly.

A Spar shop may be owned independently, by a franchisee, or be part of a chain, depending on the model applied in any given country. The owners of the parent company vary from country to country and may include the shop owners themselves. The name and the current logo was most recently revised in 1968 by Raymond Loewy and has since remained unchanged.

In the United Kingdom Spar, founded in 1959, may be a supermarket or a convenience shop, and is more common in Northern Ireland than Great Britain. In 1997, Spar was introduced to most United Kingdom military bases by the Navy, Army and Air Force Institutes (Naafi), where it sells a variety of civilian and military products. In Ireland the Spar brand is known for neighbourhood shops and also the sub-format Eurospar acting as mini-supermarkets.

Since 1996, the company has been a major sponsor of the European Athletic Association and its events.

The Dutch Spar is a member of Superunie, an inventory purchasing organisation for a number of otherwise unaffiliated supermarket brands.

In 1988, SPAR South Africa became a wholly owned subsidiary of Tiger Brands, a holding company with a large diversified portfolio, however it was unbundled and listed as a separate company in 2004. In July 2014, Spar Group South Africa opened its first supermarket in Angola but no expansion of the brand is planned for this market. Since 2021, the group has 100% of the BWG Group, which had outlets in Ireland and southern Britain.

In 2015, A hold acquired all 35 hypermarkets and 14 supermarkets from Spar Czechia for more than 5.2 billion Czech koruna. and converted them into Albert super- and hypermarkets, however it had to divest itself of some shops in order not to have a monopoly.

The first SPAR shop in Oman was inaugurated in January 2015, in Muscat. Spar Oman has plans to open more shops over time as part of its expansion plans in Oman Spar opened its first store in Qatar in 2017, with the second store opening in 2018. A further two stores are planned for 2018.

SPAR opened in Saudi Arabia in 2017, sublicensed to Al-Sadhan Group opening the first stores in Riyadh.

In 2017, Ceylon Biscuits Limited in Sri Lanka acquired a license to operate Spar brand in Sri Lanka as Spar Lanka. This is a joint venture of Ceylon Biscuits Limited and SPAR Group Ltd, South Africa.[] They opened the first store in Thalawathugoda, Colombo. The plan is to open 50 outlets in the country by 2023.

In 2020, it was more than 13,500 SPAR stores in 48 countries.

Chapter - 5

RESEARCH METHODOLOGY

RESEARCH OBJECTIVES

- To study consumer buying behaviour towards SPAR HYPERMARKET customers of Nacharam.
- To know about the consumer awareness towards SPAR HYPERMARKET.
- To identify the features that encourage consumer to prefers service out of a particular retail store.
- To study the consumer's satisfaction level towards various services offered SPAR HYPERMARKET.
- To study major factors influencing consumer buying behaviour.
- To understand the performance of SPAR HYPERMARKET in the market on various parameters like service quality, promotion and CSA.

Research Problem

To make a comprehensive study of SPAR HYPERMARKET &know the Buying behaviour of customers.

Type of research

Descriptive type research has used to complete the project. This research is based on fact finding-g enquires and the variables are totally independent and uncontrollable.

Sources of Data collection:

Primary Data

Primary data of research are collected from direct resources (customer of SPAR HYPERMAR-KET) through questionnaire.

Secondary Data

Secondary Data which are used for research to know the history scope of Retail industry are collected from already available resources like net and other sources

Universe

Universe of this research is SPAR HYPERMARKET customers of Nacharam.

Sampling technique

Random sampling is used for research project. I have given equal weight age to my all respondent and chose them randomly without any biased like gender, age, income culture.

Sample size

50 respondents have selected as sample size for research.

Data representation technique and tools

Tables, Columns chart & Pie chart has used for representation.

Chapter - 6

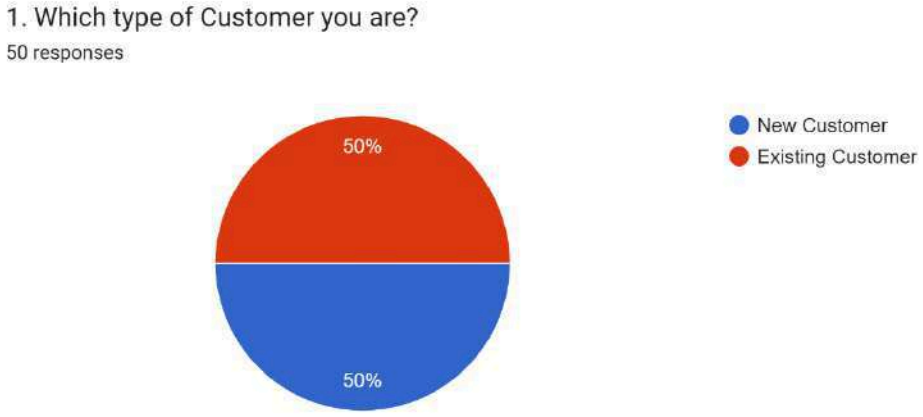
DATA ANALYSIS AND INTERPRETATION

1. **Which type of Customer you are?**

Table 6.1.1 : showing the shopping behavior of customers of SPAR HYPERMARKET

Parameter	No. of respondents	Percentage
New Customer	25	50%
Existing Customer	25	50%

Pie Chart 6.2.1



INTERPRETATION:

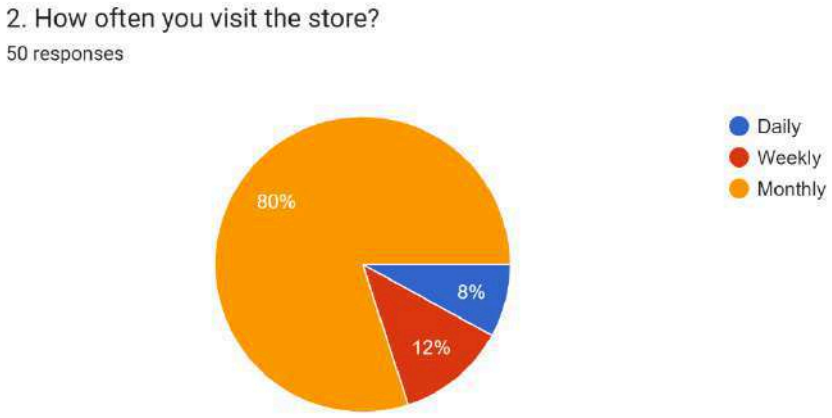
It is interpreted that about 50% of the customers are New Customers and 50% of the customers are Existing customers.

2. How often you visit the store?

Table 6.1.2: showing the shopping behavior of customers of Spar.

Parameter	No. of respondents	Percentage
Daily	04	8%
Weekly	06	12%
Monthly	40	80%

Pie Chart 6.2.1



INTERPRETATION :

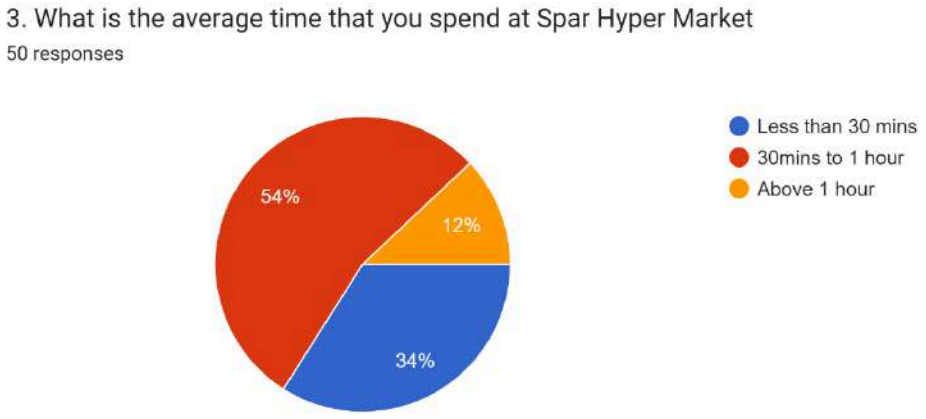
It is interpreted that about 8% of the customers shops on daily basis, 12% weekly, and 80 % once in a month in Spar.

3.What is the average time that you spend at Spar Hyper Market

Table 6.1.3: showing about the average time that customer spends at Spar Hyper Market

Parameter	No. of respondents	Percentage
Less than 30 min	17	34%
30 min to 1 hour	27	54%
Above 1 hour	6	12%

Pie Chart 6.2.1



INTERPRETATION :

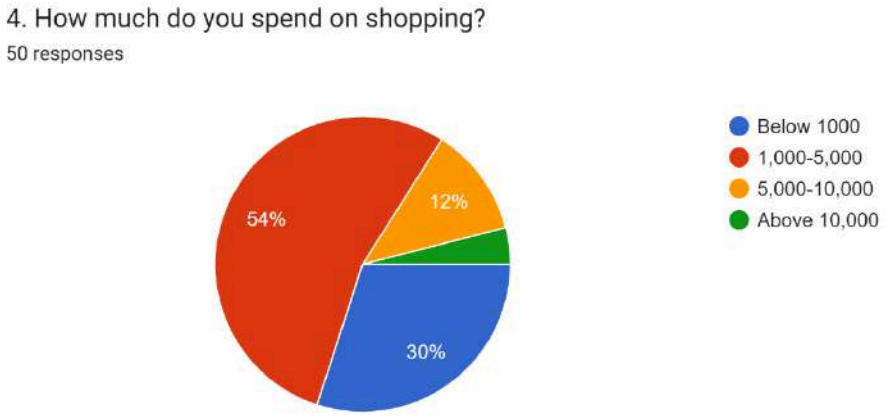
It is interpretated that the Average time the Customers spends at Spar market is 34% i.e., less than 30 min, 12% of Customers spend 1 hour and 54% Customers spends 30 min to 1 hour.

4. How much do you spend on shopping?

Table 6.1.4. Showing the amount spend by the Customers on shopping

Parameter	No. of respondents	Percentage
Below 1,000	15	30%
1,000-5,000	27	54%
5,000-10,000	06	12%
Above 10,000	2	04%

Pie Chart 6.2.4



Interpretation:

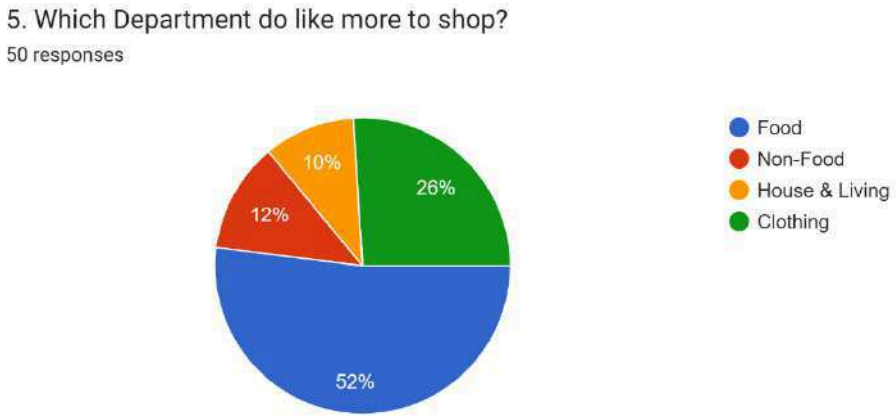
It is interpretated that 30% of Customers at Spar market spends below 1,000 ,54% of Customers spends between 1,000 to 5,000 while 12% of the Customers spends 5,000 to 10,000 and 4% of Customers spends above 10,000.

5. Which Department do like more to shop?

Table 6.1.5: Showing the department in which the Customers likes to shop more

Parameter	No. of respondents	Percentage
Food	26	52%
Non-Food	06	12%
House & Living	05	10%
Clothing	13	26%

Pie Chart 6.2.5



Interpretation:

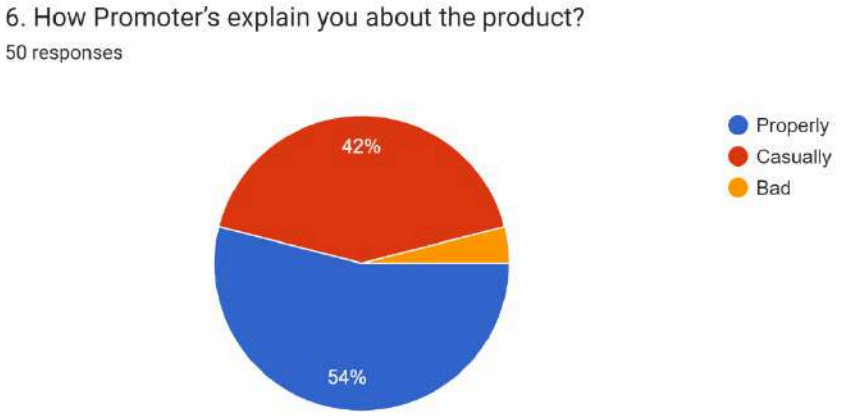
It is interpretated that the percentage of Customers in Various Departments is 52% in Food, 12% in Non-Food, 10% in House & Living and 26% of Customers like to shop in Clothing.

6.How Promoter's explain you about the product?

Table 6.1.5: Showing how the promoters explain about the products.

Parameter	No. of respondents	Percentage
Properly	27	54%
Casually	21	42%
Bad	02	4%

Pie Chart 6.2.6



Interpretation:

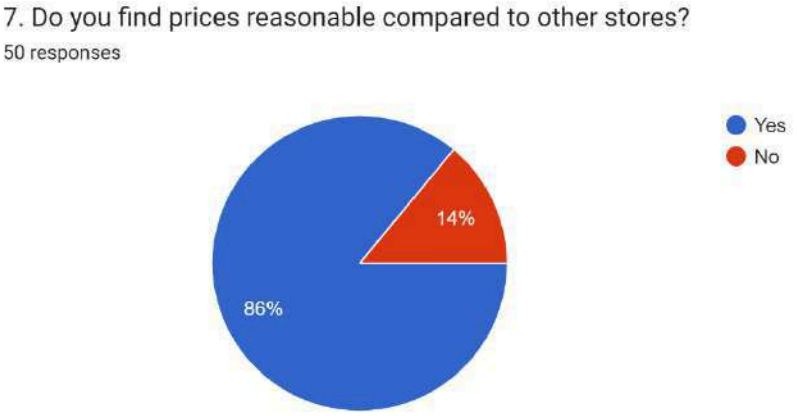
It is interpretated that 54% of the promoters explains properly 42% of the promoters explains casually and 4% of the promoters explains which doesn't satisfy the Customer.

7.Do you find prices reasonable compared to other stores?

Table 6.1.7: Showing the prices comparison with the other stores

Parameter	No. of respondents	Percentage
Yes	43	86%
No	07	14%

Pie Chart 6.2.7



Interpretation:

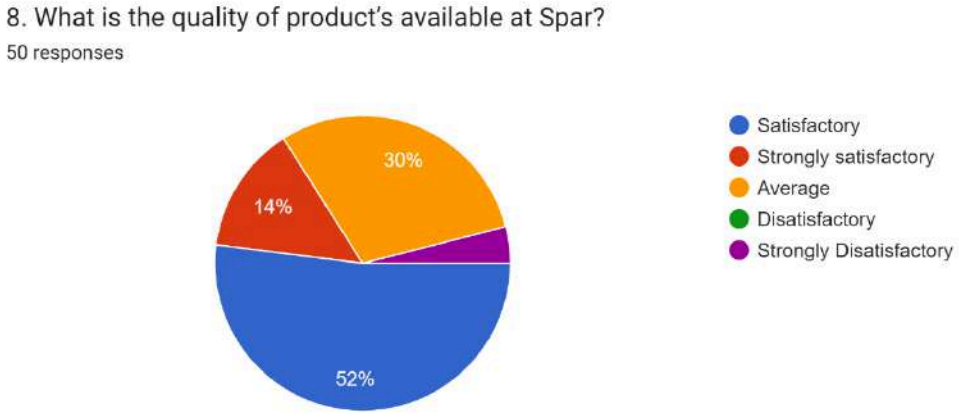
It is interpretated that the prices compared with other stores are reasonable at Spar i.e., 86% and 14 % of the responses as No.

8.What is the quality of product's available at Spar?

Table 6.1.8: Showing the quality of products available at spar

Parameter	No. of respondents	Percentage
Satisfactory	26	52%
Strongly Satisfactory	7	14%
Average	15	30%
Dis satisfactory	-	_
Strongly Dis satisfactory	2	4%

Pie Chart 6.2.8



Interpretation:

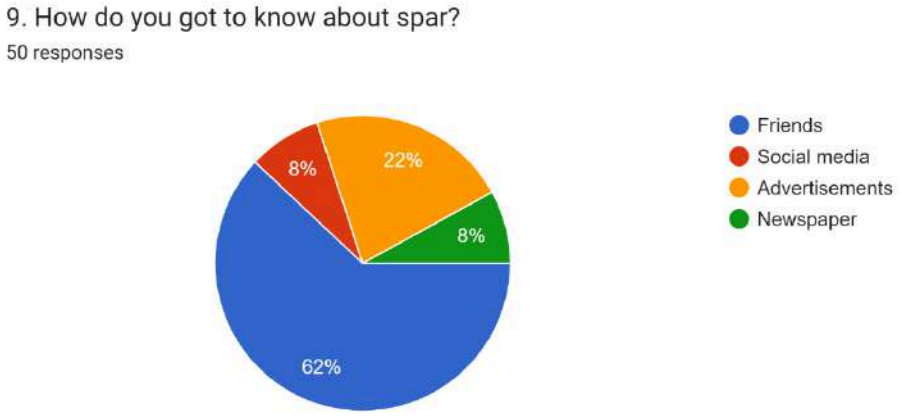
It is interpretated that the Customers gets strongly satisfied with the quality of 14% and 30% in an average ,52% which is satisfactory and strongly Dis satisfactory is 4%.

9. How do you got to know about spar?

Table 6.1.9: Showing as how the Customer got to know about Spar

Parameter	No. of respondents	Percentage
Friends	31	62%
Social media	4	8 %
Advertisements	11	22%
Newspaper	4	8%

Pie Chart 6.2.9



Interpretation:

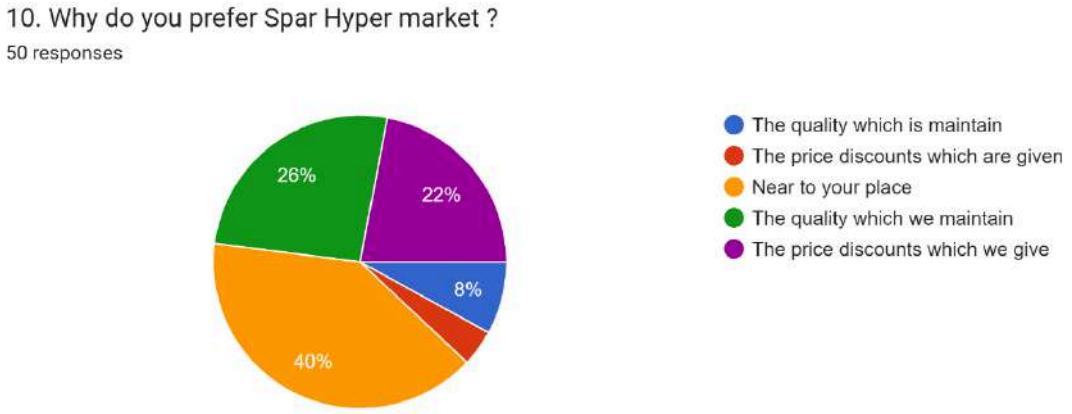
It is interpretated that the Customers got to know about Spar from Friends in 62%, Social media 8%, Newspaper 8%and 22% through Advertisements.

10. Why do you prefer Spar Hyper market?

Table 6.1.10: Showing why Customers prefer Spar Hyper Market

Parameter	No. of respondents	Percentage
Quality maintains	8	52%
Discounts	7	14%
Near to your place	15	30%

Pie Chart 6.2.10



Interpretation:

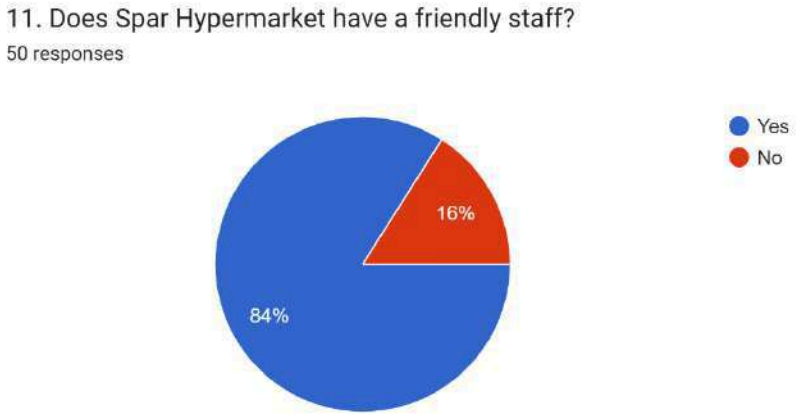
It is interpretated that the Customers get 52% of quality maintenance, Discount of 14%and the location is near by to the customer by 30%

11. Does Spar Hypermarket have a friendly staff?

Table 6.1.11: Showing the friendly staff of Spar Hyper market

Parameter	No. of respondents	Percentage
Yes	42	84%
NO	8	16%

Pie Chart 6.2.11



Interpretation:

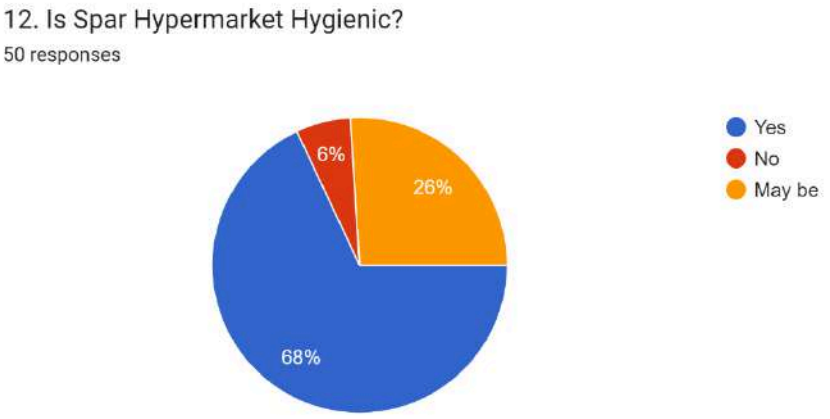
It shows the customer says 84% of staff is friendly and 16% of staff isn't friendly.

12. Is Spar Hypermarket Hygienic?

Table 6.1.12: Showing about the Hygiene

Parameter	No. of respondents	Percentage
Yes	34	68%
No	03	**06%**
maybe	13	26%

Pie Chart 6.2.12



Interpretation:

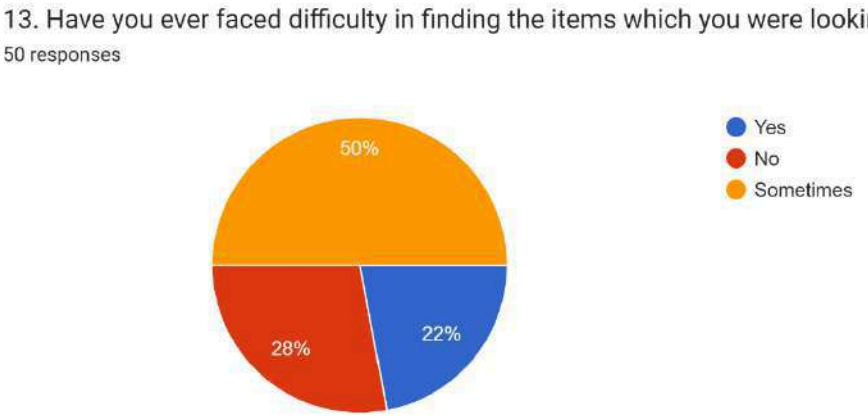
It is interpretated that 68% of the Customers says the Spar market is hygienic, 26% says maybe and 6% of the Customers says No

13. Have you ever faced difficulty in finding the items which you were looking for?

Table 6.1.13: Showing about the Customers ever find difficulties which they were looking for

Parameter	No. of respondents	Percentage
Yes	11	22%
No	14	28 %
Sometimes	25	50 %

Pie Chart 6.2.13



Interpretation:

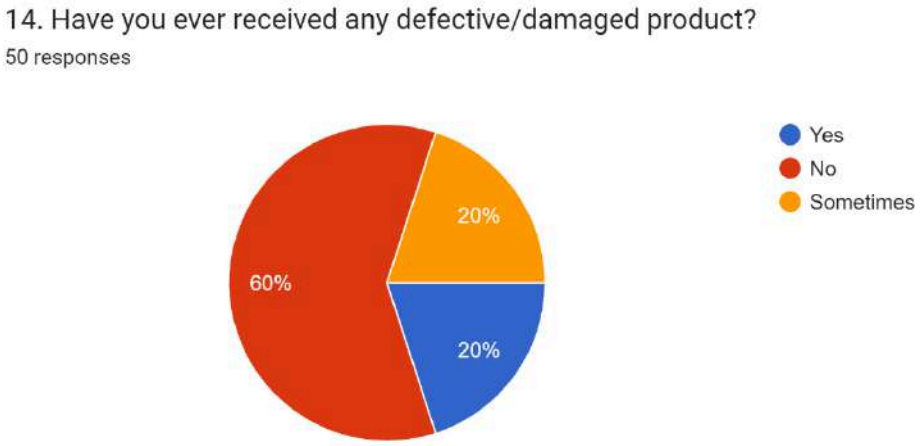
It is interpretated that 22 % of Customers find difficulty in looking for the items,28% of the Customers doesn't face and 50% says sometimes they find difficulty in finding the items

14. Have you ever received any defective/damaged product?

Table 6.1.14: Showing about the defective products.

Parameter	No. of respondents	Percentage
Yes	10	20%
No	30	60 %
Sometimes	10	20 %

Pie Chart 6.2.14



Interpretation:

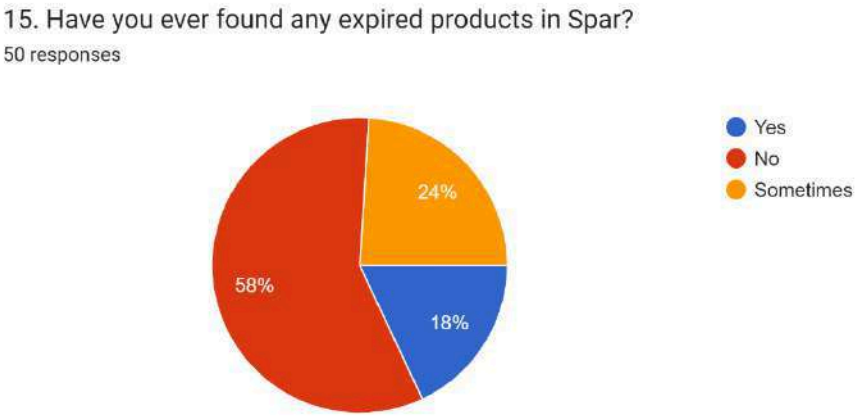
It is interpretated that 20% of Customers find defective items, 60% doesn't find defective items and some Customers of 20% says they find the defective items.

15. Have you ever found any expired products in Spar?

Table 6.1.15: Showing about the expired products

Parameter	No. of respondents	Percentage
Yes	9	18%
No	29	58 %
Sometimes	12	24 %

Pie Chart 6.2.15



Interpretation:

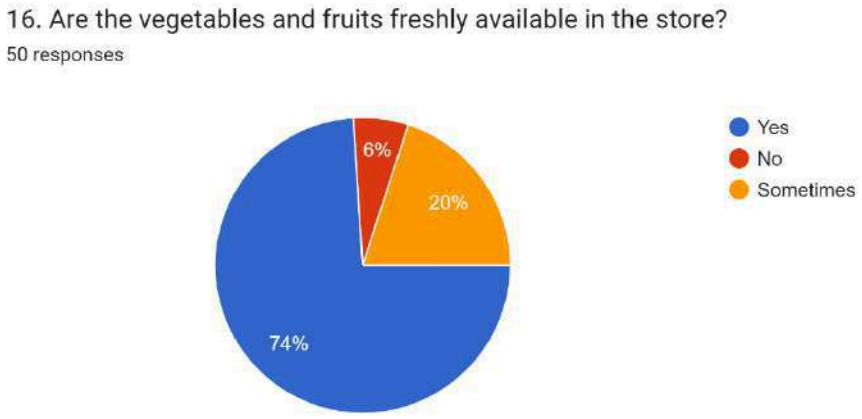
It is interpretated that 18% of Customers find expired product, 58% doesn't find expired and some Customers of 24% says they find the expired product.

16. Are the vegetables and fruits freshly available in the store?

Table 6.1.16: Showing about the fresh vegetables and fruits in store

Parameter	No. of respondents	Percentage
Yes	37	74%
No	03	06%
Sometimes	10	20%

Pie Chart 6.2.16



Interpretation:

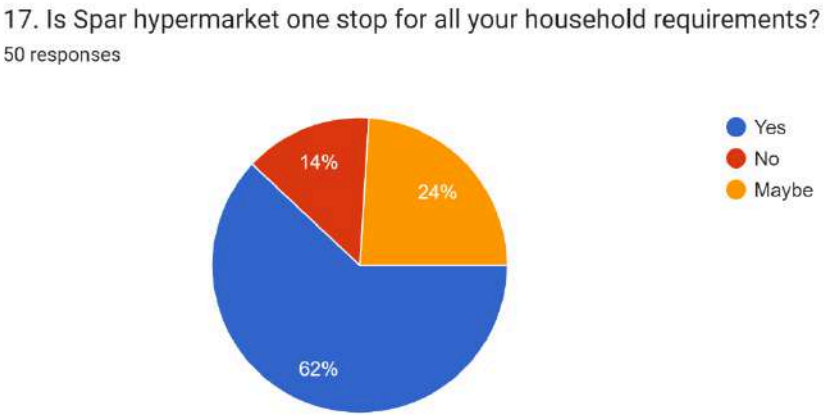
It is interpretated that 74%% of Customers find fruits and vegetables freshly while 06% doesn't find freshly and some Customers of 20% says they find the vegetables freshly sometimes.

17. Is Spar hypermarket one stop for all your household requirements?

Table 6.1.17: Showing does SPAR hypermarket is one stop for all household requirements.

Parameter	No. of respondents	Percentage
Yes	31	62%
No	07	14%
Sometimes	12	24%

Pie Chart 6.2.17



Interpretation:

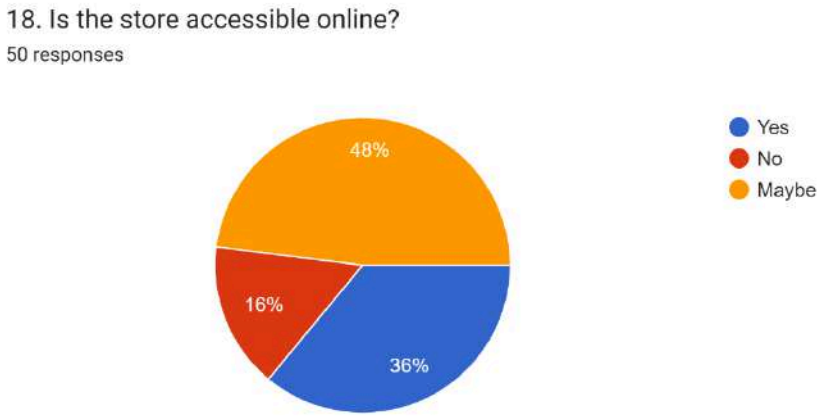
It is interpretated that 62%% of Customers find SPAR hypermarket one stop while 14% doesn't find and some Customers of 24% says maybe they will find or not.

18. Is the store accessible online?

Table 6.1.18: Showing does the store accessible online.

Parameter	No. of respondents	Percentage
Yes	18	36%
No	08	16%
Sometimes	24	48%

Pie Chart 6.2.18



Interpretation:

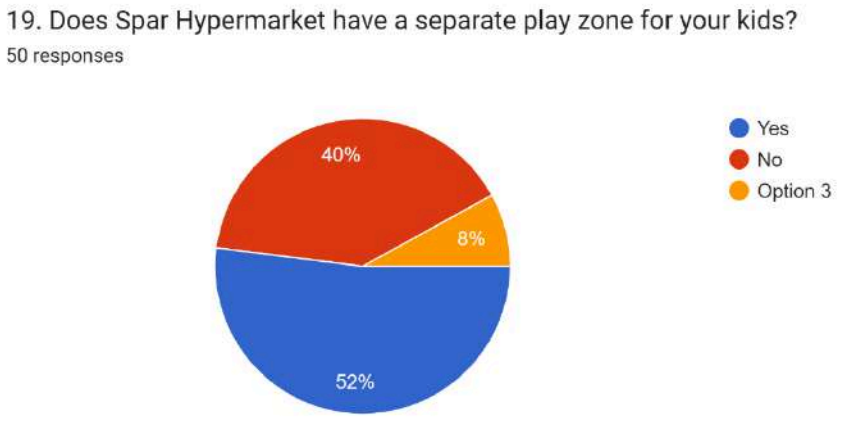
It is interpretated that 36% of customers find store accessible online while 16% doesn't find and 48% of customers says Maybe.

19. Does Spar Hypermarket have a separate play zone for your kids?

Table 6.1.19: Showing does Spar hypermarket has separate play zone for kids.

Parameter	No. of respondents	Percentage
Yes	18	36%
No	08	16%
Sometimes	24	48%

Pie Chart 6.2.19



Interpretation:

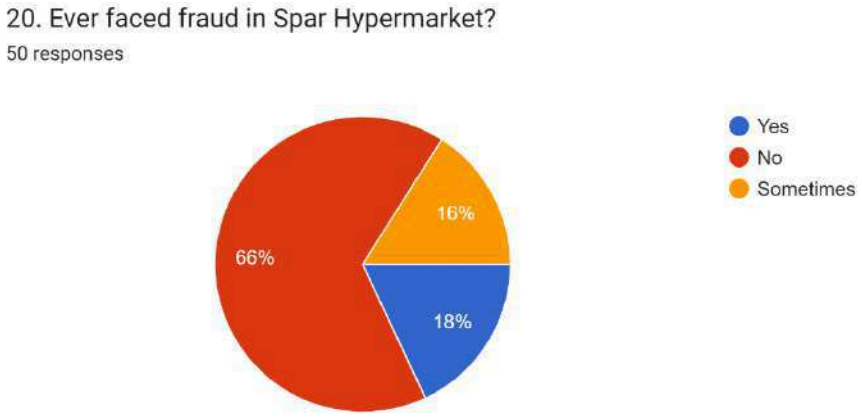
It is interpretated that 52% of customers says that Spar has separate play zone for kids while 40% of customers it doesn't have and rest 08% says maybe.

20. Ever faced fraud in Spar Hypermarket?

Table 6.1.20: Showing about frauds faced by customers in SPAR.

Parameter	No. of respondents	Percentage
Yes	09	18%
No	33	66%
Sometimes	08	16%

Pie Chart 6.2.20



Interpretation:

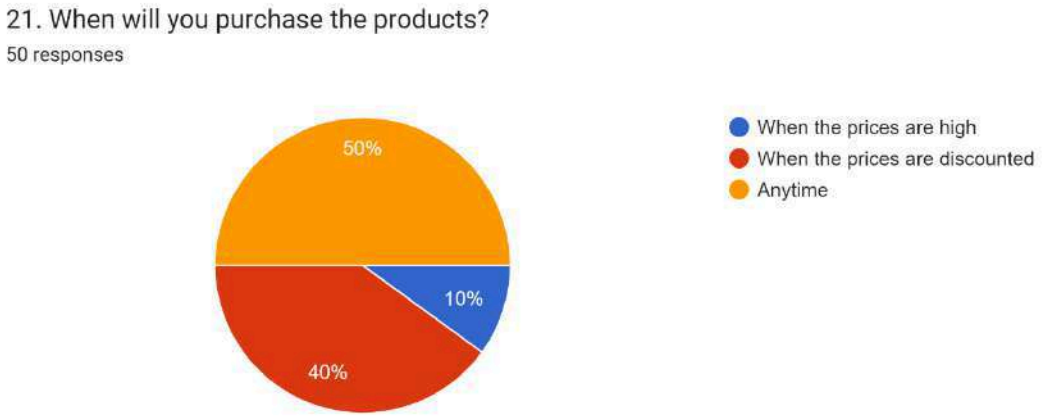
It is interpretated that about 18% of customers have faced frauds in Spar while 66% has not faced any frauds and rest 16% says that sometimes they had faced it.

21. When will you purchase the products?

Table 6.1.21: Showing when customers are likely to purchase the products

Parameter	No. of respondents	Percentage
Prices are high	05	10%
Prices are discounted	20	40%
Anytime	25	25%

Pie Chart 6.2.21



Interpretation:

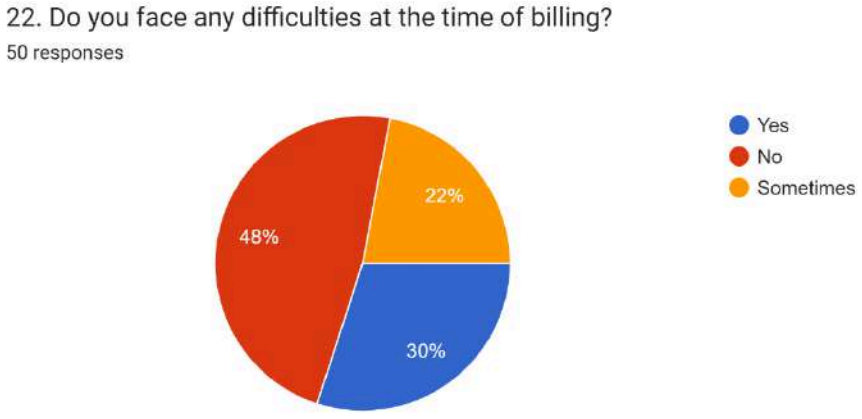
It is interpretated that 10% of customers buy products when prices are high while 40% of customers buy products when the prices are discounted and 50% of customers buy products anytime.

22. Do you face any difficulties at the time of billing?

Table 6.1.22: Showing the difficulties faced by customers at the time of billing

Parameter	No. of respondents	Percentage
Yes	15	30%
No	24	48%
Sometimes	11	22%

Pie Chart 6.2.22



Interpretation:

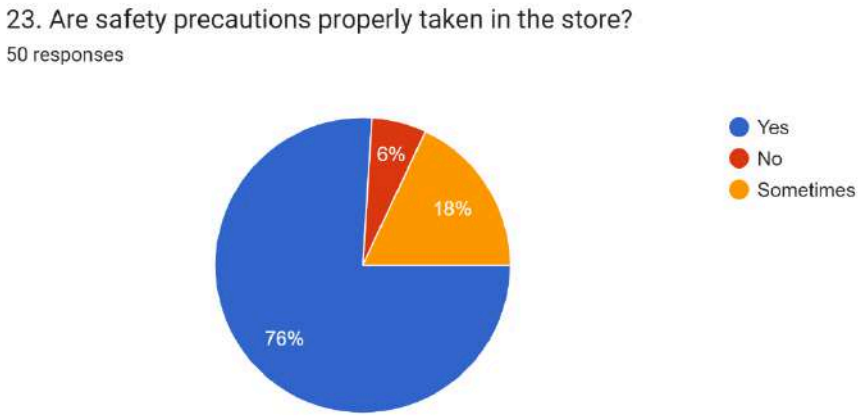
It is interpretated that 30% of customers are facing difficulties at the time of billing while 48% customers didn't face any difficulties and 22% of customers had faced difficulties sometimes.

23. Are safety precautions properly taken in the store?

Table 6.1.23: Showing the satisfaction of customers regarding the precautions taken in Spar

Parameter	No. of respondents	Percentage
Yes	38	76%
No	03	06%
Sometimes	09	18%

Pie Chart 6.2.23



Interpretation:

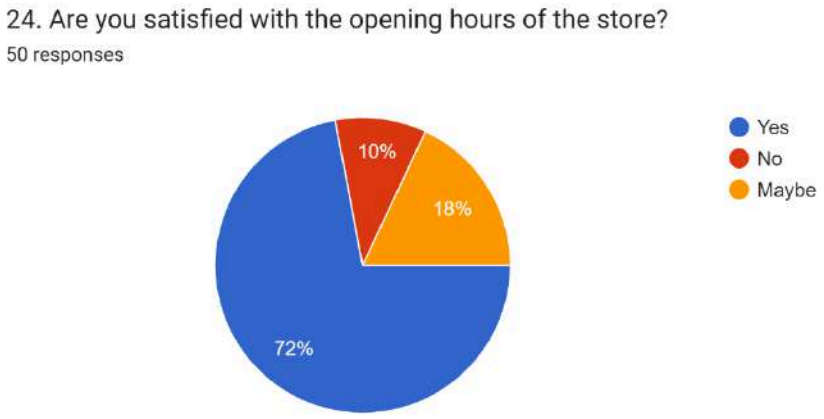
It is interpretated that 76% of customers are satisfied with the precautions taken by the store while 06% of customers are not satisfied and 18% of customers says sometimes they were satisfied with the precautions properly.

24. Are you satisfied with the opening hours of the store?

Table 6.1.24: Showing the satisfaction of customers regarding the opening hours of the store

Parameter	No. of respondents	Percentage
Yes	36	72%
No	05	10%
Sometimes	09	18%

Pie Chart 6.2.24



Interpretation:

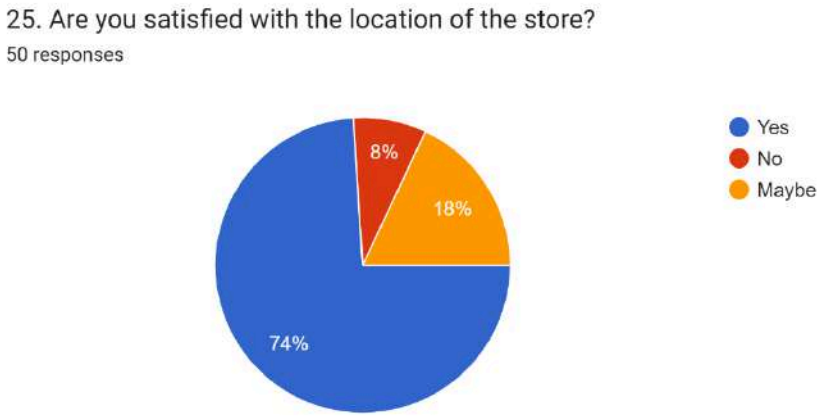
It is interpretated that 72% of customers are satisfied with the opening hours of the store while 10% are not satisfied and 18% says sometimes they were satisfied.

25. Are you satisfied with the location of the store?

Table 6.1.25: Showing the satisfaction of customers regarding the location of the store

Parameter	No. of respondents	Percentage
Yes	37	74%
No	04	08%
Sometimes	09	18%

Pie Chart 6.2.25



Interpretation:

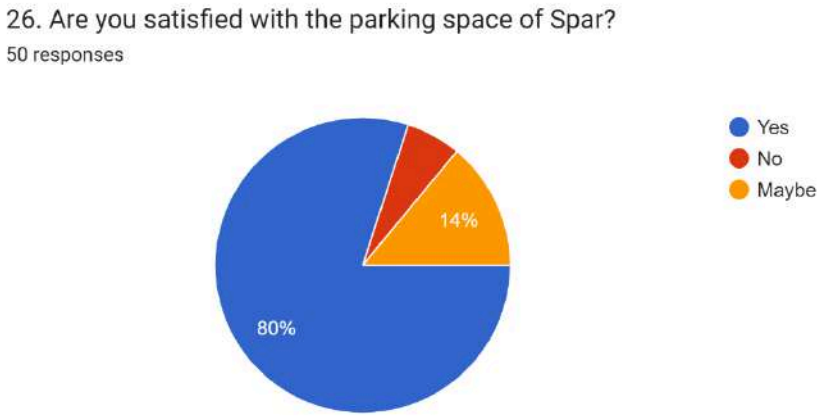
It is interpretated that 74% of customers are satisfied with the location of the store while 08% are not satisfied and remaining 18% says maybe they are or they aren't with the location of the store.

26. Are you satisfied with the parking space of Spar?

Table 6.1.26: Showing about satisfaction of customers regarding the parking space of Spar

Parameter	No. of respondents	Percentage
Yes	40	80%
No	03	06%
Maybe	07	14%

Pie Chart 6.2.26



Interpretation:

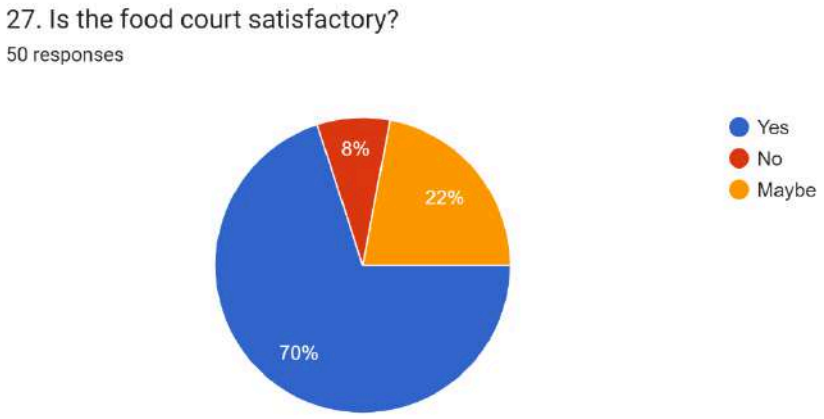
It is interpretated that 80% of customers are satisfied with the parking space, while 6% of customers are not satisfied and 14% of customers may or may not be satisfied.

27. Is the food court satisfactory?

Table 6.1.27: Showing about satisfaction of customers regarding the food court at Spar

Parameter	No. of respondents	Percentage
Yes	35	70%
No	04	8%
Maybe	11	22%

Pie Chart 6.2.27



Interpretation:

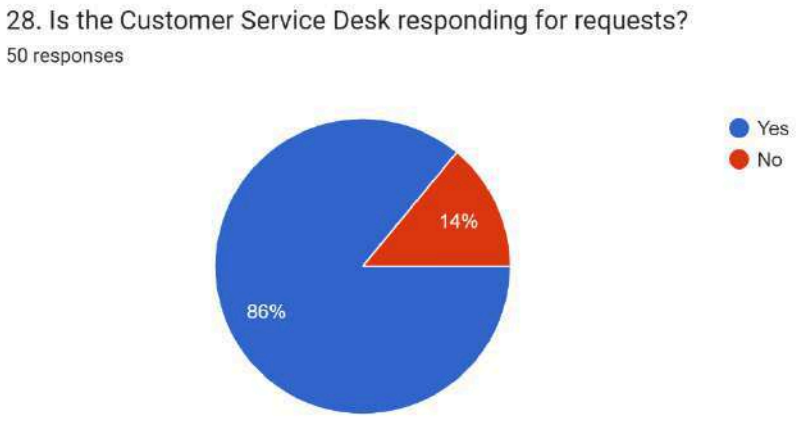
It is interpretated that 70% of customers are satisfied with the parking space while 8% are not satisfied. And 22% people may or may not be satisfied.

28. Is the Customer Service Desk responding for requests?

Table 6.1.28: Showing if the customer service desk is responding for requests

Parameter	No. of respondents	Percentage
Yes	43	86%
No	7	14%

Pie Chart 6.2.28



Interpretation:

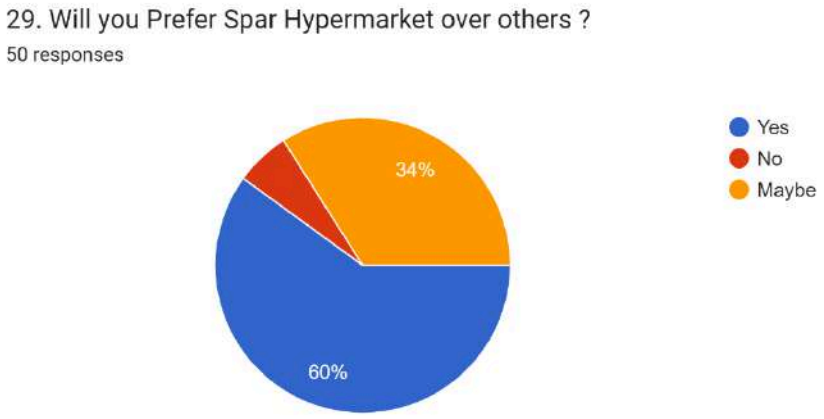
It is interpretated that 86% of customers agree that the customer service desk is responding while 14% does not agree.

29. Will you Prefer Spar Hypermarket over others?

Table 6.1.29: Showing if the customer service desk is responding for requests

Parameter	No. of respondents	Percentage
Yes	30	60%
No	3	6%
Maybe	17	34%

Pie Chart 6.2.29



Interpretation:

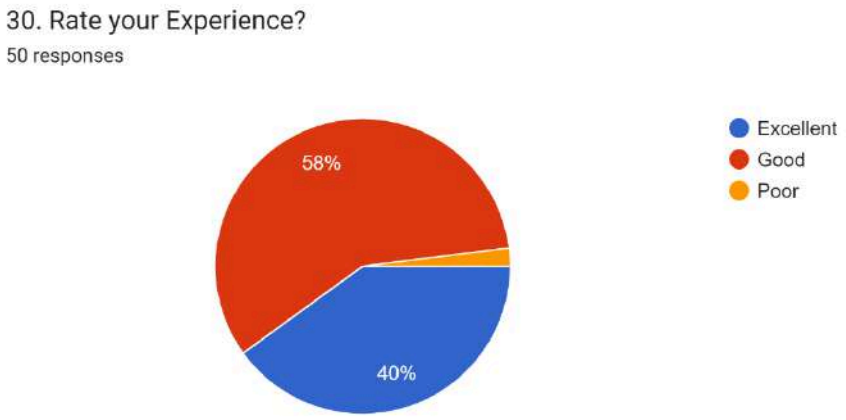
It is interpretated that 60% of customers prefer Spar while 34% of customers do not prefer Spar. And 6% of customers may or may not prefer Spar over other Markets.

30. Rate your Experience?

Table 6.1.30: Showing the experience of customers at Spar

Parameter	No. of respondents	Percentage
Excellent	20	40%
Good	29	58%
Poor	1	2%

Pie Chart 6.2.30



Interpretation:

It is interpretated that 40% of customers rate their experience as “excellent” while 58% of customers rate their experience as “good”. And 2% of customers rated their experience as “poor”.

Chapter - 7

FINDINGS

FINDINGS OF THE STUDY

- About 80% of the customers shops on Monthly basis in Spar Hypermarket which is good for a retail store to have such number for Monthly, daily and weekly customers.
- About 74% of customers mostly shop for Vegetables and fruits for their quality, freshness, variety and availability.
- Around 62% of customers shops due to One stop shop feature of the Spar Hypermarket.
- It is interpreted that around 50% of customers prefer to shop when required by them and 40% of them prefer during sale.
- Around 62% of the shopping decisions are influenced by friends and 22% by promotion activities.
- It is interpreted that 94% of customers believes the promotional schemes to be understanding which indicates about the ideal advertisement effectiveness.
- It is interpreted that around 67% of respondents rates the store layout as good while 20% rates it as excellent which shows the layout is appealing to the customers.
- Around 92% of respondents ensures that there is mostly availability of the stock in Spar Hypermarket.

- It is interpreted that 86% of customers thinks that the pricing policy of the Spar Hypermarket is lower than other competitors.
- It is interpreted that around 84% respondents said that the staff shows assistance while shopping in Spar Hypermarket.
- About 52% of respondents felt the maintenance of product quality as satisfied.
- It is interpreted that the intentions to re-enter the store by the customers is due to the 58% of the Product quality and availability.
- It is interpreted that about 82% of the respondents will give recommendation to a friend or a relative by saying it Excellent for shopping.

Chapter - 8

CONCLUSION

CONCLUSION

The study has basically helped to know the Customer behavior towards SPAR HYPERMARKET. Most of the consumers are influenced by the offers and price discounts. The majority of consumers' perception is almost all the products are available at one roof with one stop shopping experience. Customers shop more in the Food section.

SPAR HYPERMARKET is a major shopping complex for today's customers as customers find variety of products at a reasonable price. The majority of customers belong to middle class family. Volume sales always take place in SPAR HYPERMARKET. Impulse buying behavior of customers comes into play most of the times in Grocery section in SPAR HYPERMARKET.

It holds a large customer base and it seemed from the study that the customers are quite satisfied with SPAR HYPERMARKET. It seems that there is a vast growth of SPAR HYPERMARKET lying as customers demand is increasing for SPAR HYPERMARKET.

People not only visit SPAR HYPERMARKET to do shopping but also visit for outing purpose as it provides a very nice ambience to its customers.

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ANNEXURE

Appendix

SPAR HYPERMARKET

Questionnaire

1. Which type of Customer you are?

New Custo

Existing Cu

2. How often you visit the store?

Daily

Weekly

Monthly

3. What is the average time that you spend at Spar Hyper Market

Less than 3

30mins to

Above 1 ho

4. How much do you spend on shopping?

Below 100

- 1,000-5,00
- 5,000-10,0
- Above 10,0

5. Which Department do like more to shop?

- Food
- Non-Food
- House & Li
- Clothing

6. How Promoter's explain you about the product?

- Properly
- Casually
- Bad

7. Do you find prices reasonable compared to other stores?

- Yes
- No

8. What is the quality of product's available at Spar?

- Satisfactory
- Strongly sa
- Average
- Disatisfacto
- Strongly Di

9. How do you got to know about spar?

- Friends
- Social med
- Advertisem
- Newspaper

10. Why do you prefer Spar Hyper market ?

- The quality
- The price d

Near to you

11. Does Spar Hypermarket have a friendly staff?

Yes

No

12. Is Spar Hypermarket Hygienic?

Yes

No

May be

13. Have you ever faced difficulty in finding the items which you were looking for?

Yes

No

Sometimes

14. Have you ever received any defective/damaged product?

Yes

No

Sometimes

15. Have you ever found any expired products in Spar?

Yes

No

Sometimes

16. Are the vegetables and fruits freshly available in the store?

Yes

No

Sometimes

17. Is Spar hypermarket one stop for all your household requirements?

Yes

No

Maybe

18. Is the store accessible online?

Yes

No

Maybe

19. Does Spar Hypermarket have a separate play zone for your kids?

Yes

No

20. Ever faced fraud in Spar Hypermarket?

Yes

No

Sometimes

21. When will you purchase the products?

When the p

When the p

Anytime

22. Do you face any difficulties at the time of billing?

Yes

No

Sometimes

23. Are safety precautions properly taken in the store?

Yes

No

Sometimes

24. Are you satisfied with the opening hours of the store?

Yes

No

Maybe

25. Are you satisfied with the location of the store?

Yes

No

Maybe

26. Are you satisfied with the parking space of Spar?

Yes

No

Maybe

27. Is the food court satisfactory?

Yes

No

Maybe

28. Is the Customer Service Desk responding for requests?

Yes

No

29. Will you Prefer Spar Hypermarket over others ?

Yes

No

Maybe

30. Rate your Experience?

Excellent

Good

Poor

A project Report on

‘CONSUMER BEHAVIOUR ON RELIANCE TRENDS’

Reliance Trends

Submitted By

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Submitted by Partial Fulfilment of the Requirement for

The award of Degree of

Bachelors of Commerce

Under the Guidance of MRS. Amena Khatoon
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STUDENT(s') DECLARATION

We hereby declare that the project entitled "CONSUMER BEHAVIOUR ON RELIANCE TRENDS" was submitted in partial fulfilment of the requirement for the award of Bachelors in commerce degree from Osmania University under the guidance of Lect. AMENA KHATOON is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

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T.Shirishma-201020405044

Date:

Place: HYDERABAD

Department of commerce

Little Flower Degree College, Hyderabad.

Certificate

This is to certify that the project on comparative Analysis of Bitcoin and Ethereum being submitted By G.Sarwani, J.Keerthanalu, M.Sushmitha, T.Shirishma Roll number-201020405015,201020405042,201020405043, 201020405044 in partial fulfilment of the requirement for the award of the degree of bachelors of commerce is a bonofide record of the project work done by -,department of commerce, Little Flower Degree College, Uppal, Hyderabad .

EXTERNAL SIGN:

GUIDE

(AMENAKHATOON)

Dept Of Commerce

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Through this acknowledgement we express our sincere gratitude towards all those in this project, which has been a learning experience.

This page would not be enough to extend by gratitude towards my project guide for her efforts in coordination with our work and guiding in right directions. A heartfelt regard to our institutions management brother Vincent Reddy and Vice Principal Jayanthi for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledgement those vital support we received from our beloved classmates and friends without whom we would have been half done. We also use this page to offer our sincere love towards our parents and all other who had been there to help this project.

ABSTRACT

This study is attempt to understand consumer behaviour towards the Reliance trends it also evaluates in establishing brand patronage among the customers.

The dressing of the person decides everything. But within the olden days the dresses are consistent with the culture and different location. Our study is about “Consumer satisfaction towards reliance trends” with special reference in Hyderabad. The main objective of this study is to find out the factory influencing the consumer to choose reliance trends to research the most purchasing goods. Tools utilized in this project is satisfied by the reliance trends product but customer asked to improve the offer. Most of customer asked for collections in the kids wear section can be increased. so, it should maintain the standard of the merchandise to retain its customers.

KEY WORDS:

Consumer behaviour

Purchases

Satisfaction

Utilization

Culture

Quality

INDEX

PARTICULARS	PAGE NO
1. INTRODUCTION ➢ Introduction about the study ➢ Objective about the study ➢ Need of the study ➢ Scope of the study ➢ Advantages and Limitations of the study	8-14
2. REVIEW OF LITERATURE	16-18
3. HYPOTHESIS ➢ Meaning ➢ Types ➢ Statement ➢ Conclusion	20-21
4. RESEARCH AND METHODLOGY ➢ Meaning ➢ Objective ➢ Source of data ➢ Research Design ➢ Research sample ➢ Data Collection Tool	23-25
5. COMPANY PROFILE ➢ History ➢ Vision and Mission ➢ Strength, weakness and opportunities	27-29
6. DATA ANALYSIS 6.1Tables 6.2Pie chart 6.3Graphs	31-62
7. FINDING AND CONCLUSION ➢ Implication of Finding ➢ Suggestions	64-67

➢ Conclusion on Research	
8. BIBLIOGRAPHY ➢ Reference ➢ websites	69
10.APPENDIX ➢ Questionnaire	71-76

CHAPTER-1
INTRODUCTION

INTRODUCTION

Reliance trends is fashion and accessories brand of Reliance Retail. It is subsidiary company of Reliance Retails. Reliance Trends was set up in the year 2008, today it houses almost 100 brands across key markets in the country, owing approx16 brands in retail chain. It aims to offer good quality fashion at a remarkable low price …

Trends is India's largest fashion retail chain across India. Trends offers stylish, high-quality products across Womenswear, Menswear, Kidswear and fashion accessories through a diversified portfolio of own brands, national and international brands.

The uniqueness of the store is the core, which delivers "fashion at great value". Spread over 8,000 – 24,000 square feet of shopping area, each Trends store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best in class customer assistance.

Trends customer through www.trends.ajio.com can access a large collection of fashionable, high quality, products at great value delivered at their door steps.

Over the years, Trends has developed a strong portfolio of own brands that cater to diverse tastes and preferences of the customers.

Reliance trends

OBJECTIVE

- To know the brand loyalty of Reliance Trends.
- To know the awareness level of people regarding Reliance Trends.
- To study the satisfaction level of customers with regard of Reliance Trends.
- To find out the buying behaviour of the customers coming in to Reliance Trends.
- To study different types of promotional activities done by Reliance trends for driving more customers.
- To analyse the social economic background of customer.

ट्रेंड्स
TRENDS
NOW OPEN
TRENDS
NOW OPEN
SALE
SALE

NEED OF THE STUDY

NEED:

- The research is conducted in order to find the satisfaction level and the retention of the customer of Reliance Trends. The Reliance Trends is further interested to know the major factors which can be used for attraction of customers.
- The study is conducted to find what the customer feel about Reliance Trends and the merchandise available in store and the services provided by employees of Reliance Trends.
- Measuring competitors market share consumer behaviour in selected region and understand various factors affecting the consumer choice while shopping.

the customer of Reliance Trends. The Reliance Trends is further interested to know
the major factors which can be used for attracting the customers.

SCOPE:

- The scope of the study is to retain the customers towards their purchase in Reliance Trends.
- The scope of the study is to cover all the chronic factors among the customers of Reliance Trends. And finding the need and wants of the customer to retain them.
- In businesses, today, have become more sensitive to the benefits of retaining and cultivating the existing customers
- Reliance Trends is a Textile retail outlet were consumer can buy all variety of garments. This leading company has started analysing few measures to retain the customers.

Reliance Trends. And finding the needs and wants of the customers to retain them.

affecting the customer choice while shopping.OPE

understand various factors affecting the customer choice while shoppingSCOPE

Advantages

- **Explains cause and effect relationship**: It is a meticulous study that explains the correlation between the dependent and independent variables in an accurate manner.
- **Specific results:** The outcomes of the study are measured exactly with respect to what the research organization is looking for and the variables can be influenced accordingly.
- **Comprehensive:** A respondent has the liberty to dive deep into explanations and follow-ups that allow researchers to identify positives and fallouts.
- **Flexible and genuine:** Given that the onus of answering lies completely with the respondent as there are no fixed answer choices, the number of respondents does not matter as long as the ones included in the research are representative of the target group's sentiment and sampling bias can be avoided.

Limitations

- **Time-consuming:** Creating an environment that facilitates the precise study of variables, in itself, is an elongated process. Added to that many studies cannot be carried out in an artificial environment due to their unrealistic nature.
- **Research bias:** The sway over the research can lead to window dressing and the researcher to skew the results in a certain direction.
- **Difficult to analyse:** Analysing qualitative information is a meticulous activity that requires careful attention to detail while listing key takeaways from individual responses

- **Highly subjective:** Qualitative responses vary in terms of length and type of responses.

CHAPTER-2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

A review of previous studies has supported the researcher to conduct the present study. The previous study was examined and certain area which requires more attention has been considered in the present study.

- **Kotler and Keller(2012)** suggested that the topic of consumer behaviour is one of the massively studied topics by the researchers and marketers in the past and still being studied. Researchers show different reasons as to why consumer behaviour has been the topic of many academics and researchers. One of the common views is that understanding consumer behaviour has become a factor that has a direct impact on the overall performance of the businesses.

- **Kotler and Keller, (2012)**suggested that it is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions.

- **Variawa (2010)**suggested the study conducted by analyzed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyze the impact of packaging for decision making processes of low-income consumers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville 250 respondents participated. The findings of the research indicate that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. Although the findings indicate that there is a weak relationship

between the product packaging and brand experience. However, it has been proven by the findings of the research that low-income consumers have greater brand experience from the purchase of 'premium' products when compared to their experience from purchasing 'cheap' brand products.

- **Backhaus et al (2007)** suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision.

- **Schiffman and Kanuk, (2007)** suggested thatin the next stage, consumer searches information related to desired product or service. Information search process can be internal and external. While internal search refers to the process where consumers rely on their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising or feedbacks from other people (Rose and Samouel, 2009).

- **Neal and Questel (2006)**suggested that this view is also supported by stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing.

- **Blackwell et al (2006)** suggested that one of the common models of consumer decision making process has been offered by Blackwell. According to him, the five stages of consumer decision making process are followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.

- **Kotler and Keller (2005)** suggested that once the relevant information about the product or service is obtained the next stage involves analyzing the alternatives**.** Consider this stage as one of the important stages as the consumer considers all the types and alternatives taking into account the factors such as size, quality and also price.

- **Lee (2005)** suggested the carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision

making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.

- Five Stages Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways.

- **Neal et al (2004)** suggested that finally, post-purchase decision involves experience of the consumer about their purchase. Although the importance of this stage is not highlighted by many authors argues that this is perhaps one of the most important stages in the consumer decision making process as it directly affects the consumers' purchases of the same product or service from the same supplier in the future.

- **Kacen (2002)** suggested that purchasing decision can further be divided into planned purchase, partially purchase or impulse purchase as stated by Kacen.

- **Lancaster et al, (2002)** suggests that understanding consumer behaviour has become crucial especially due to fierce competition in retail industry in the UK and worldwide. This chapter will introduce some other areas of research background of consumer behaviour addressing the works of researchers and marketers. Moreover, consumer decision making process, in particular, five stages of consumer decision making process will be discussed in detail.

- **Acebron et al (2000)** suggested that the aim of the study was to analyze the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on of the consumers have a direct impact on the consumers' purchase decision in the example of purchasing

fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

- **Bruner (1993)** suggested thateach stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner, first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have.

CHAPTER-3
HYPOTHESIS

HYPOTHESIS:

MEANING:

Hypothesis is an assumption made about a population parameter. This Hypothesis is then proved or disproved by using the information from the sample to decide the likelihood of the hypothesized population parameter to be correct or not. Hypothesis testing is a screening exercise. " Hypothesis are question asked about the object of research and at the same time about the facts gathered by observation and proposals for answers to these questions".

TYPES:

1. Null Hypothesis:

In a classical statistical test two types of Hypothesis are used viz Null Hypothesis. The Null Hypothesis are denoted as Ho states that there is no difference between the population parameter and the sample statistic being compared.

Null Hypothesis: $H_o : \mu = \mu_{H0} = 30$

where μ = Population mean and

μ_{H0}=Hypothesis mean

Alternative Hypothesis : The Alternative Hypothesis are denoted as Ha states that there is a difference between the population parameter sample statistic . The alternative hypothesis can be stated in any of the three forms:

1)H_a: u $\neq \mu_{H0}$

2)H_a: $\mu > \mu_{H0}$

3)H_a: $\mu < \mu_{H0}$

STATEMENT ON HYPOTHESIS

NULL HYPOTHESIS:

According to our responses consumer strongly satisfied with the prices offers and discounts provided by the Reliance Trends

CHAPTER-4
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Meaning:

Research Methodology is a set of various methods to be followed to find out various information's regarding market strata of different products. Research Methodology is required in every industry for acquiring knowledge of their products.

Objective:

1. To study the satisfaction level of customers with regard to Reliance Trends.
2. To find out the buying behaviour of the customers coming in to Reliance Trends.
3. To identify main competitors of Reliance trends.
4. To study different types of promotional activities done by Reliance trends for driving more customers

SOURCE OF DATA

Primary source: The primary data was collected by means of a survey. Questionnaires were prepared and customers of the Reliance trends at two branches were approached to fill up the questionnaires. The questionnaire contain 30 questions which reflected on the type and quality of services provided by the Reliance Trends to the customers. The response of the customer is recorded on a grade scale of strongly disagree, disagree, agree and strongly agree for some questions. The filled up information was later analysed to obtain the required interpretation and the findings.

Secondary source: In order to have a proper understanding of the customer service of Reliance trends a depth study was done from various source such as books, a lot of data is also collected from the

official websites of the Reliance Trends and the articles from various search engines like Google, yahoo search and answers.com.

RESEARCH DESIGN:

The research design is exploratory till identification of customer service parameters. Later it becomes descriptive when it comes to evaluation customer perception of customer service of the Reliance Trends.

Descriptive research, also known as **statistical research,** describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, when, where and how.

Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. Thus, description research cannot be used to create a causal relationship, where one variable affects another. In other words, description research can be said to have a low requirement for internal validity.

Qualitative research often has the aim of description and researchers may follow-up with examinations of why the observations exist and what the implication of the finding are.

RESEARCH SAMPLE:

Sample Design:

A sample design is the framework, or road map, that serves as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. We have used important aspects of a survey as well. We have used Non-probability sampling technique. It is a technique where the sample are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Sample size:

Sample size is the number of observation in a sample. The survey has been conducted in Hyderabad with 60 customers as Respondents.

Sample Area:

The total are under investigation is divided into small sub-area which are sampled at random or by some restricted random process. We have collected sample in and around by-pass road.

DATA COLLECTION TOOL:

Data is collected from various customers through personal interaction. some other information is collected through secondary data also. Data was collected through a structured questionnaire, likert technique is used. Likert scale is simply a statement which the respondent is asked to evaluate according to any kind of subjective or objective criteria, generally the level of agreement and disagreement is measured.

The questionnaire consists of two parts. The first part consists of questions concerning the demographic information of the respondent such as Name, Age, Occupation and Gender. The second part consisting of respondent perception about the customer service of Reliance Trends and competitor analysis.

CHAPTER-5
COMPANY PROFILE

COMPANY PROFILE

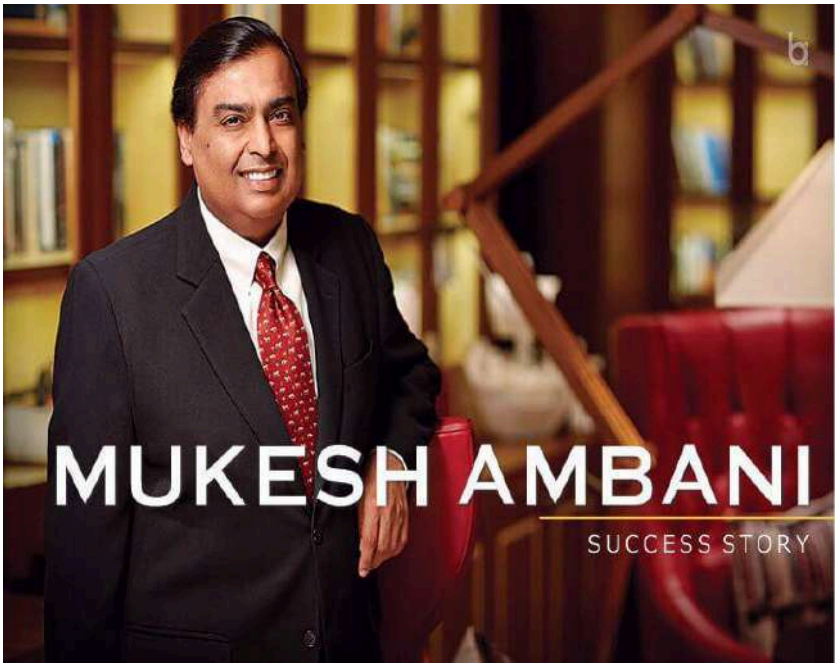
Company Name : Reliance Trends

CEO : AKHILESH PRASAD

Founded : 2007

Head Quarters : Mumbai

Chairman : SHRI MUKESH AMBANI



Industry : Retail

First outlet : Hyderabad(Banjara Hills)

Stores : 70 stores in 44 cities of India

Brands : 16 brands of its own across

Turnover : 330 crores

Mission: To become India's largest retailer delivering superior value to its customers, suppliers and shareholders.

Vision: Deep insight into India's economic, cultural and consumption diversity

STRENGTH:

- Lower price
- Coupons voucher
- Promotional products
- Good Quality
- Value of money
- Understanding the customer needs
- Offers on national holidays
- Ultimate offers

WEAKNESS:

- Repeated collections
- Not much collection
- Lack Of Awareness

OPPORTUNITIES:

- New products: Expanding Beyond clothing to include more Shoes, Handbags.
- Catalogs.

➢ Removing the products which are not selling much.

The own brand portfolio includes:

- **Rio** - a vibrant range of snazzy trends for young women
- **Fig** - fashion wear for discerning, independent & working women
- **Avaasa** - a range of Indian wear for women offering the finest collection of Salwar Kurtas, Churidars and a fast-evolving Mix n Match range of garments
- **Fusion** – a range of fusion wear for women where east meets west & style meets comfort
- **Hushh** - the lingerie line for women offers an extensive range of innerwear and sleepwear
- **Frendz** - range of garments that complements the wardrobes of the growing generation of boys and girls
- **Pureza** – a collection of pure Cotton & Linen shirts for men
- **Network** – offering a range of garments which comprises of formal office wear collection for men and women
- **Net play** - range showcases a smart casual collection for the evolving workplace
- **The DNMX** - range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T shirts etc.
- **Performax** - the specialized sportswear or active wear brand, which supports performance in sporting activity
- **Gravity** - the innerwear range for men offering the best of inner and lounge wear
- **Point Cove** – Kids wear brand that features bold colors bringing the California spirit to India

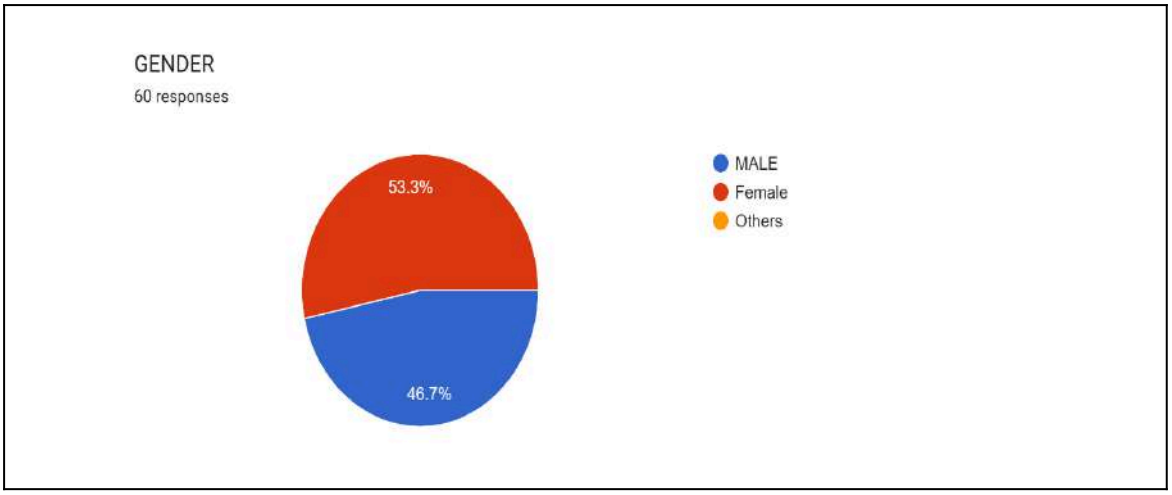
CHAPTER-6
DATA ANALYSIS

Gender

6.1.1

Particulars	Frequency	Valid precent
Male	32	53.3%
Female	28	46.7%
Total	60	100%

6.2.1



Analysis:

From the above table and the pie graph it is clearly observed that the number of females entering into the Reliance Trends stores are more when compared to that of males. But from the taken sample of 60 respondents, the number is quite same.

Interpretation:

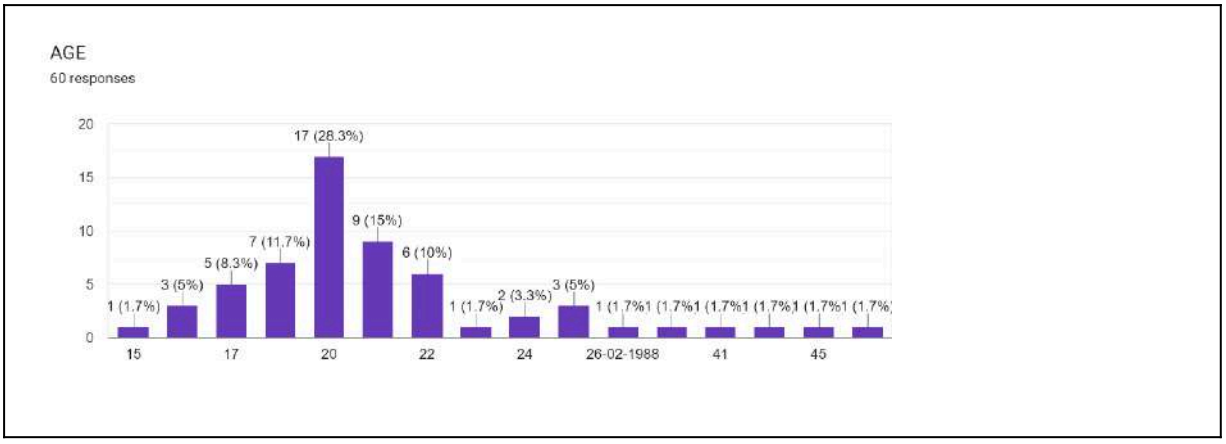
From the taken sample of 60 respondents the number of females is higher than the number of male but the number is quite same, so Reliance should not be neglected on any gender as both are entering into the stores in almost same numbers.

AGE GROUP

6.1.2

Particulars	Frequency	Valid percent
10-20	16	26.6
20-30	39	65.0
30-40	1	1.7
Above 40	4	6.7
Total	60	100

6.3.1



Analysis:

From the above figure and the table it is clearly observed that most of the people entering into the Reliance trends store belong to the age group of 20-30 years.

Interpretation:

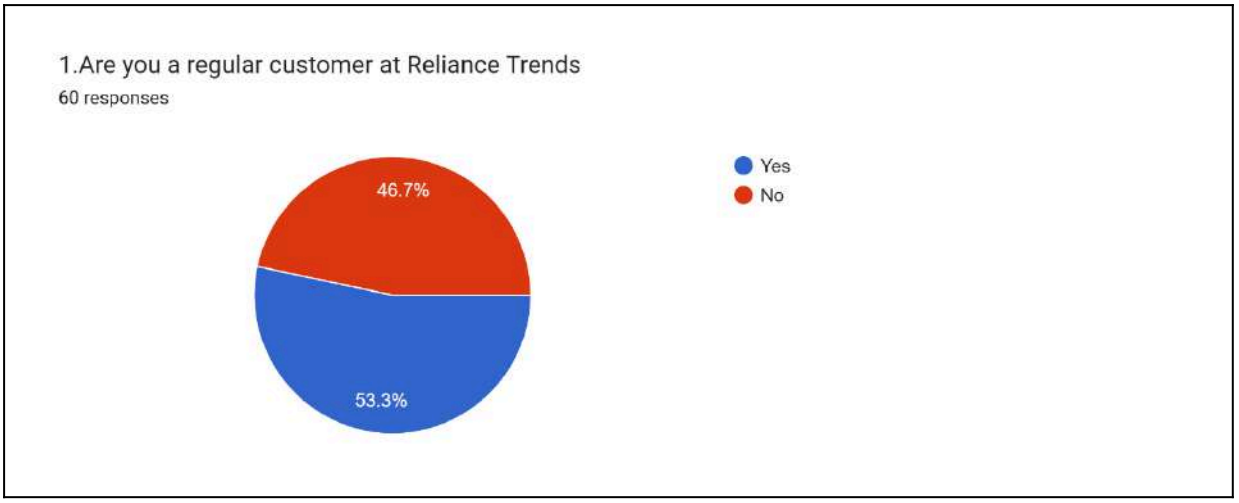
As it is clear that the people of age between 20-30yrs Are visiting the stores mostly .so Reliance Trends have to concentrate on attracting more people of this group. All the promotions should be done in the way to influence the people of this group to into stores. Also people of this age group follow the fashion trends, and Reliance trends stands itself as India's Largest Fashion Destination.

1. **Are you a regular customer at Reliance Trends**

6.1.3

Particulars	Frequency	Valid percent
Yes	32	53.3
No	28	46.7
Total	60	100

6.2.2



Analysis:

From the above figure and the table, it is clearly observed that maximum people are entering into the Reliance trends store regularly.53.3% of respondents like to visit regularly and 48.7% of respondents don't like to visit regularly

Interpretation:

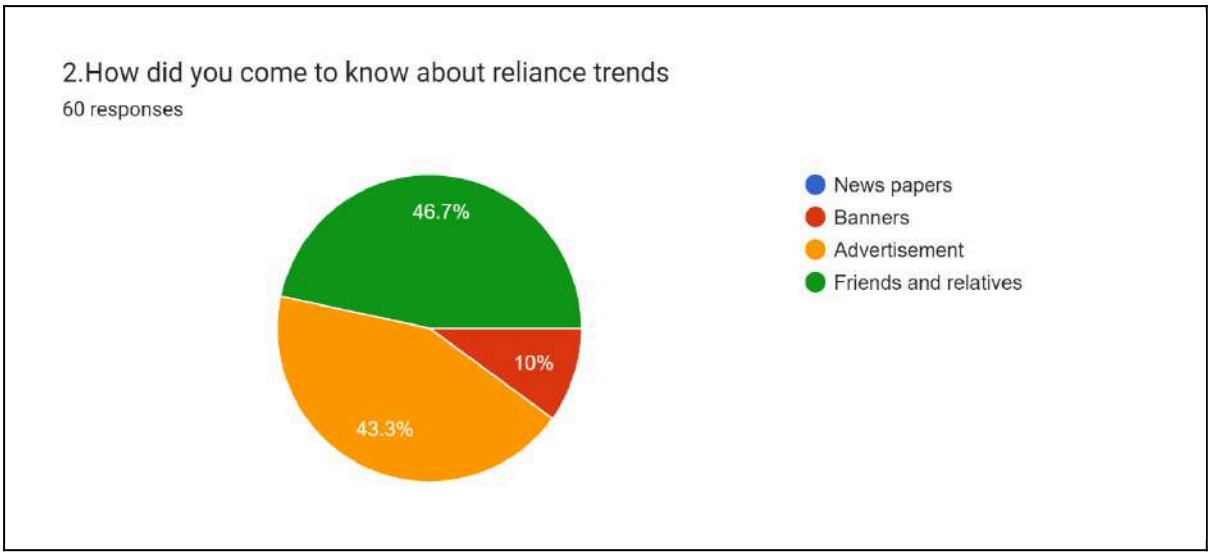
From the taken sample of 60 respondents the more number of people are visiting the store regularly so Reliance have to concentrate on maintaining the relationship with the customers in such a way that all people will visit the store regularly by training the employees for assisting the customers.

2.How did you come to know about reliance trends.

6.1.4

Particulars	Frequency	Valid percent
Newspapers	0	0
Banners	6	10%
Advertisement	26	43.3%
Friends and Relative	28	46.7%
Total	60	100

6.2.3



Analysis:

From the above figure and the table, it is clearly observed that 46% of people came to know about Reliance trends through their friends and relatives and 43% of people through advertisement and 10%through banners.

Interpretation:

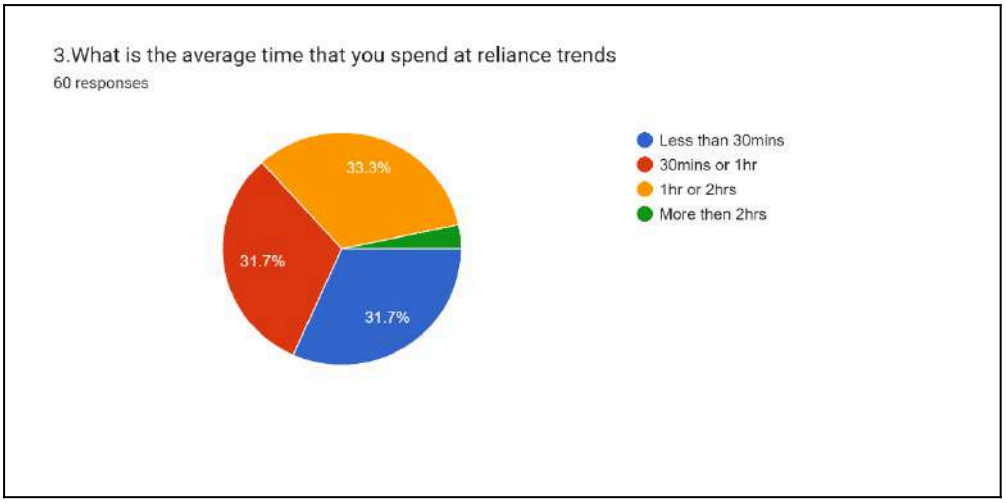
Reliance Trends is getting mouth publicity without any cost to company, many customers came to know about Reliance Trends from their friends and relatives. Banners also helps Reliance trends to bring customers. Never neglect the number of customers coming by seeing the advertisements, they both confine a total 56%. So concentrate on doing these activities more effectively.

3.What is the average time that you spend at reliance trends

6.1.5

Particulars	Frequency	Valid percent
Less then 30mins	19	31.6
30mins-1hr	19	31.6
1hr-2hrs	20	33.2
More than 2hrs	2	3.6
Total	60	100

6.2.4



Analysis:

From the above pie chart and the table, it is clearly observed that there are less people to spend their time at Reliance Trends. And 33.3% are more to spend time at Reliance Trends but there are less people to spend time more than 2 hours at Reliance Trends.

Interpretation:

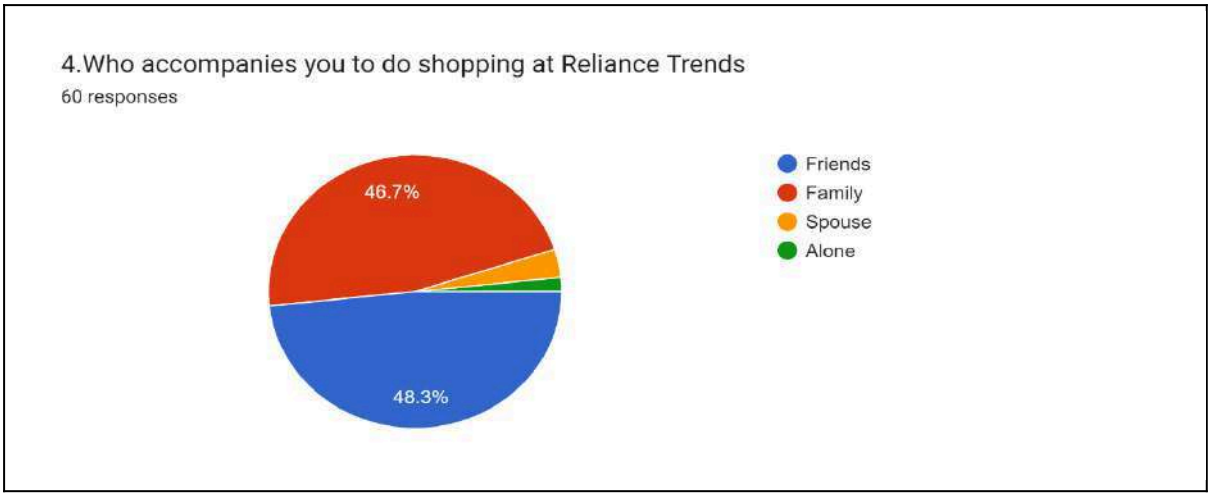
Reliance Trends is getting mouth publicity without any cost to company, many customers came to know about Reliance Trends from their friends and relatives. Banners also helps Reliance trends to bring customers. Never neglect the number of customers coming by seeing the advertisements, they both confine a total 56%. So, concentrate on doing these activities more effectively.

4.Who accompanies you to do shopping at Reliance Trends

6.1.6

Particulars	Frequency	Valid percent
Friends	29	48.3
Family	28	46.7
Spouse	2	3.3
Alone	1	1.7
Total	60	100

6.2.5



Analysis:

From the above pie chart and the table, it is clearly observed that 46.7% of the family people are doing their shopping with family at Reliance Trends reliance trends and 48.3% of the friend people doing their shopping at Reliance trends with friends through their spouse and alone are not interested to do their shopping at Reliance Trends.

Interpretation:

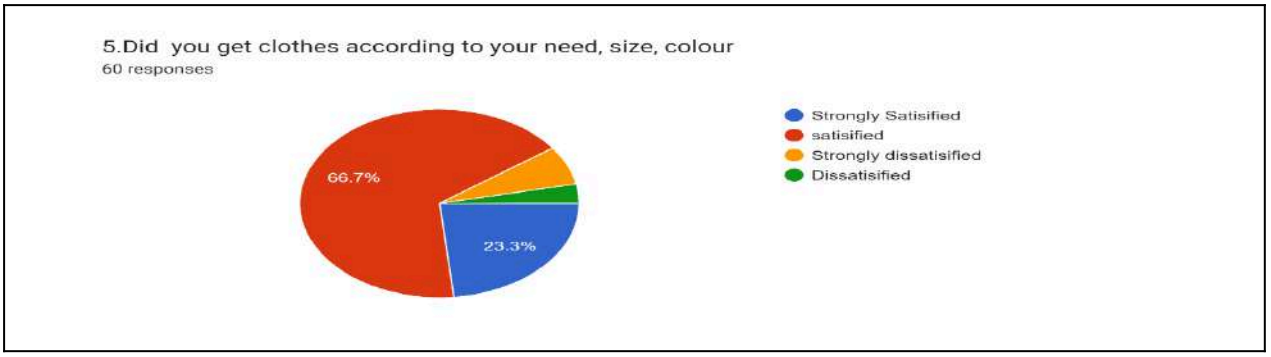
From the above table we can see that their there are 60 responses from Reliance Trends. As compared to spouse and alone many of them chose shopping with family and friends are interested to do shopping at Reliance Trends. Reliance trends. Because of the quality of their dress. comfort zone with the people in friends and family circle.

5.Did you get clothes according to your need, size, colour

6.1.7

Particulars	Frequency	Valid percent
Strongly Satisfied	14	23.3
Satisfied	40	66.7
Strongly dissatisfied	4	6.7
Dissatisfied	2	3.3
Total	60	100

6.2.6



Analysis:

From the above pie chart and the table, it is clearly observed that 66.7% are more satisfied of their size, need,

Interpretation:

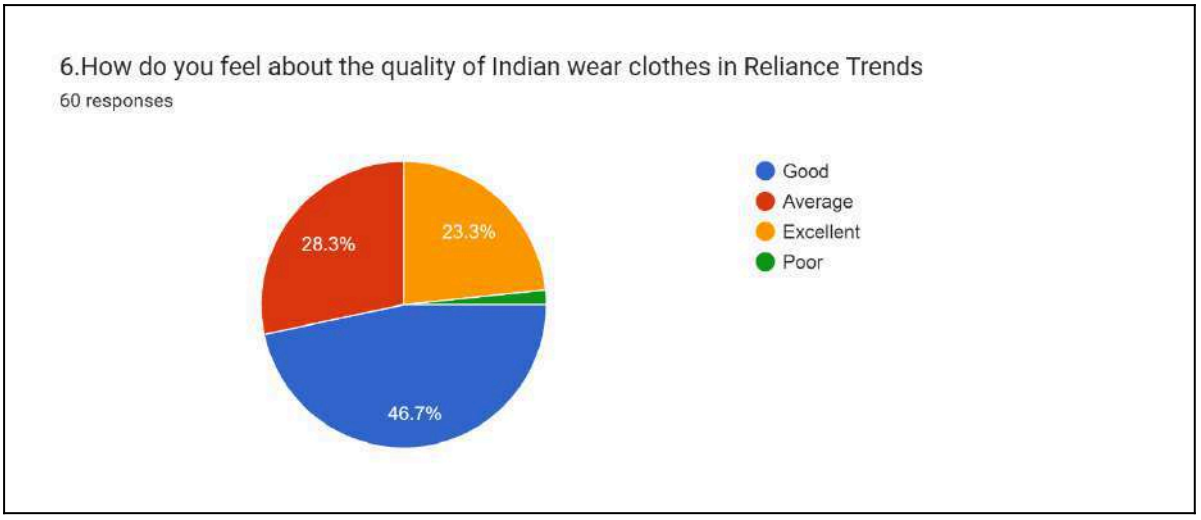
colour23.3% of the people are strongly satisfied at ~~Reliance~~reliance Trends. But some of the people trends, 66.7% are strongly satisfied of there the size ~~and~~, need., colour at reliance trends. Many of them are the people dissatisfied of their size, colour and need. As per 60 responses many people are satisfied with the need, size and colour. The Reliance trends should improve the quantity of the clothes and they should provide more varieties of colours. So that the consumer will be more satisfied and the sales will also increase.

6.How do you feel about the quality of Indian wear clothes in Reliance Trends

6.1.8

Particulars	Frequency	Valid percent
Good	28	46.7
Average	17	28.3
Excellent	14	23.3
Poor	1	1.7
Total	60	100

6.2.7



Analysis:

From the above pie chart and the table, it is clearly observed that 46.7% are good to wear Indian clothes and 28.3% are more interested to wear Indian clothes. 23.3% are not more satisfied to prefer to wear Indian clothes.

From the above pie chart and the table it is clearly observed that 46.7% of the people prefer to wear Indian clothes and 28.3% are more interested to wear Indian clothes and 23.3% are not satisfied to wear Indian clothes.

Interpretation:

From the above pie chart and the table it is clearly observed that 46.7% of the people prefer to wear Indian clothes and 28.3% are more interested to wear Indian clothes and 23.3% are not satisfied to wear Indian clothes. As most of

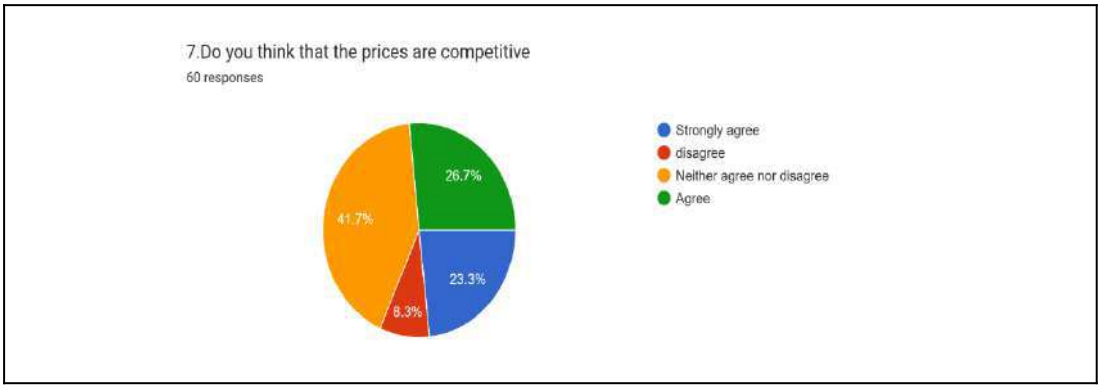
them are choosing good quality so that reliance trends can make better quality and attract more customers.

7.Do you think that the prices are competitive

6.1.9

Particulars	Frequency	Valid percent
Strongly agree	14	23.3
Disagree	5	8.3
Neither agree nor disagree	25	41.7
Agree	16	26.7
Total	60	100

6.2.8



Analysis:-

From the above pie chart and the table, it is clearly observed that 41.7% are neither agree nor disagree of their prices at Reliance trends. As compared to 26.7% and 23.3% are strongly agreed and disagreed because of their prices are more competitive at Reliance trends.

Interpretation:-

From the above pie chart and the table, it is clearly observed that 41.7% are neither agree nor disagree of their prices at Reliance trends. As compared to 26.7% and 23.3% are strongly agreed and disagreed because of their prices are

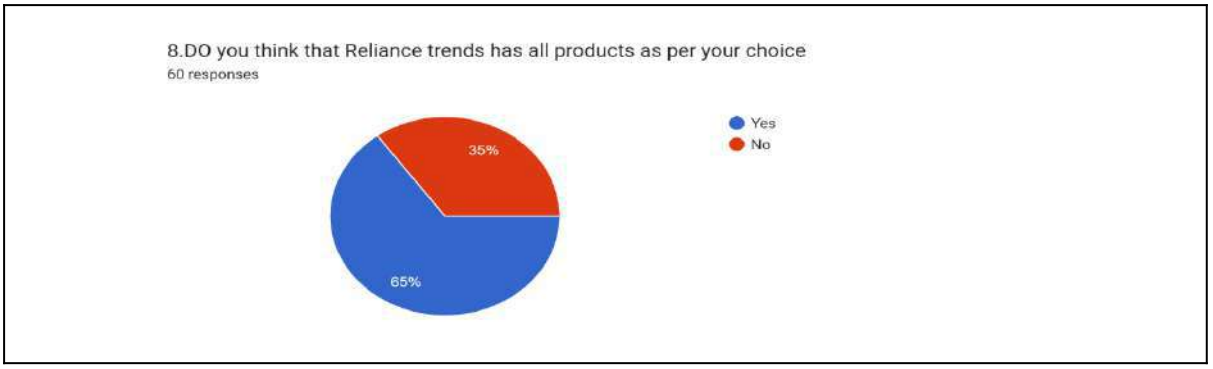
more competitive at Reliance trends. Most of them are selected neither agree or disagree, so that reliance trends should provide with lower prices so that every common people can buy.

8.DO you think that Reliance trends has all products as per your choice

6.1.10

Particulars	Frequency	Valid percent
Yes	39	65%
No	21	35%
Total	60	100%

6.2.9



Analysis:

From the above pie chart and the table, it is clearly observed that 65% people at Reliance Trends are getting their products as per their choice. And 35% of the the people are not more interested because the customer not getting the products as per their choice at Reliance Trends. trends.

Interpretation:

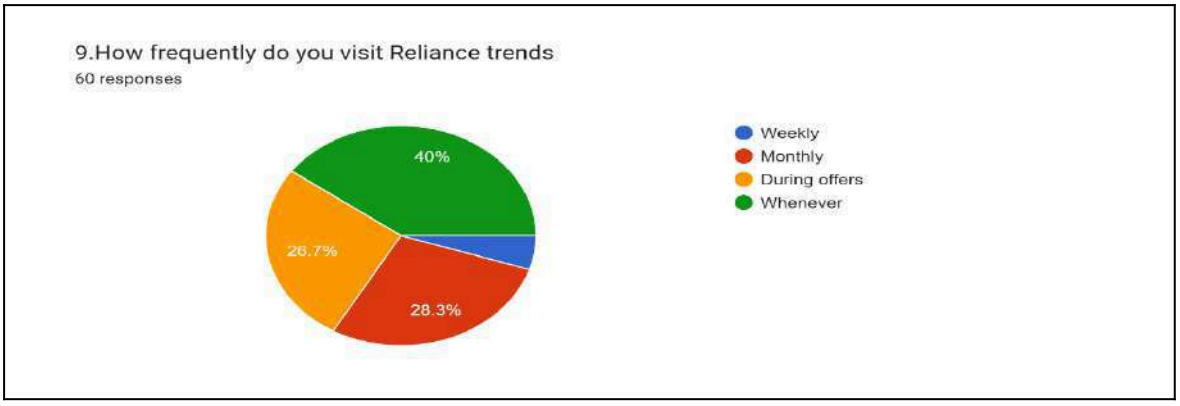
From the above pie chart and the table, it is clearly observed that 65% of people at Reliance trends are getting their products as per their choice. And 35% of the people are not more interested because the customer not getting the products as per their choice at Reliance trends. As most of them selected YES that reliance trends are having more products and they should provide better quality and more products.

9.How frequently do you visit Reliance trends

6.1.11

Particulars	Frequency	Valid percent
Weekly	3	5
Monthly	17	28.3
During offers	16	26.7
Whenever	14	40
Total	60	100

6.2.10



Analysis:

From the above pie chart and the table it is clearly observed that many people shop Reliance Trends at reliance trends as per their convenience. As per weekly very less people shop Reliance Trends.at reliance trends. But during offers there are many people are interested to shop at Reliance Trends. reliance trends.

Interpretation:

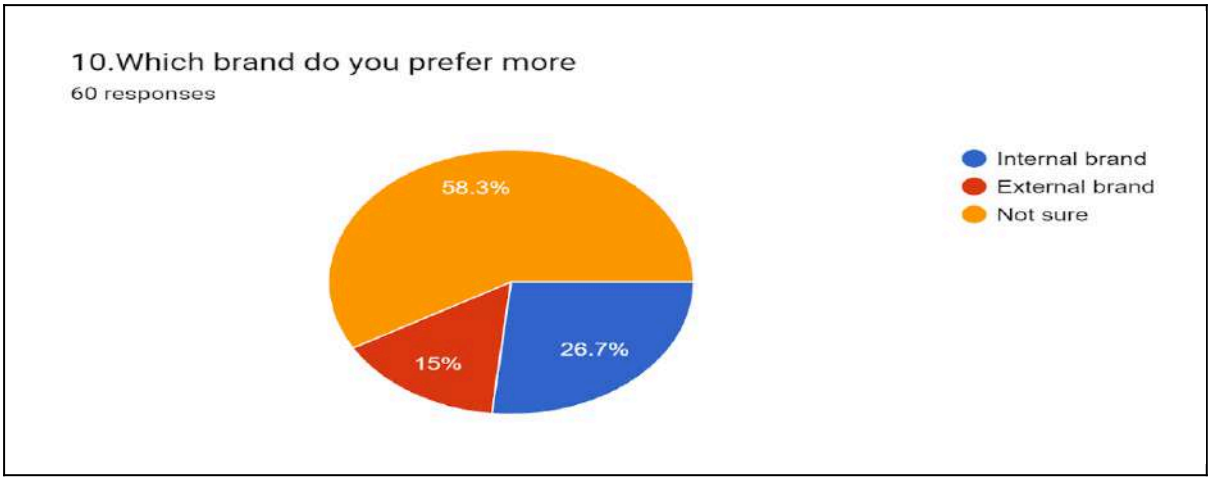
From the above pie chart and the table, it is clearly observed that many people shop at reliance trends as per their convenience. As per weekly very less people shop at reliance trends. But there are many people are interested to shop at reliance trends. As most of them are visiting monthly if reliance trends can provide more offers in daily basis so that many of them visit frequently.

10.Which brand do you prefer more

6.1.12

Particulars	Frequency	Valid percent
Internal brand	16	26.7
External brand	9	15
Not sure	35	58.3
Total	60	100

6.2.11



Analysis:

From the above pie chart and the table, it is clearly observed that most of the people are not sure about their brand. Because Reliance Trends. Because reliance trends show more about quality but not about their brand. There are more people not make sure of their brand.

Interpretation:

From the above pie chart and the table, it is clearly observed that most of the people are not sure about their brand. Because reliance trends show more about

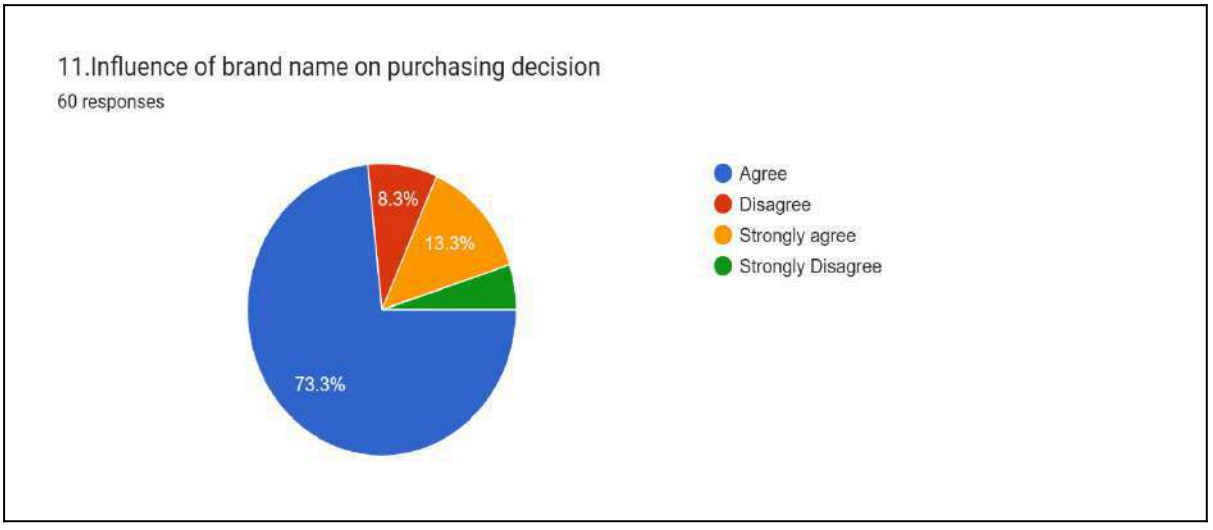
quality but not about their brand. As most of them are not sure the reliance trends can provide more and more of internal and external So that people can get an idea.

11.Influence of brand name on purchasing decision

6.1.13

Particulars	Frequency	Valid percent
Agree	44	73.4
Disagree	5	8.3
Strongly agree	8	13.3
Strongly disagree	3	5
TOTAL	60	100

6.2.12



Analysis:

From the above pie chart and the table, it is clearly observed that there are 73.3% are preferring only about their purchasing brand. But 8.3% are disagree about their brand at Reliance Trends.13.3% are strongly agree about their brand on Reliance Trends.

Interpretation:

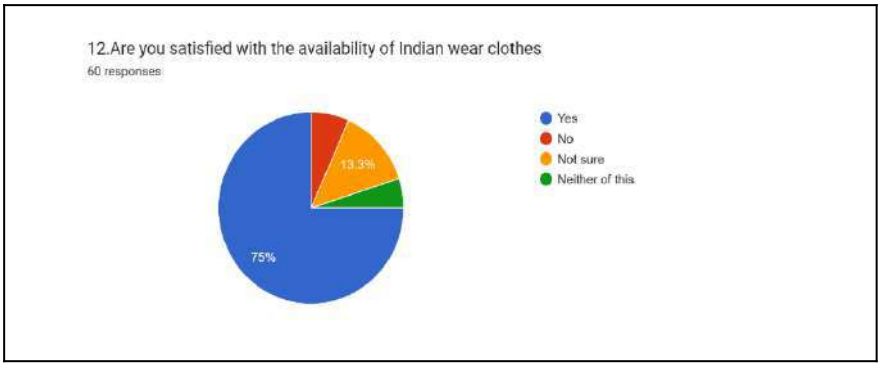
From the above pie chart and the table, it is clearly observed that there are 73.3% are referring only about their purchasing brand. But 8.3% are disagreed about their brand at reliance trends. 13.3% are strongly agreed about on their brand on reliance trends. Most, of them are agreed so reliance trends can provide more advertisement so that the brand name increase and the sales will also increase.

12. Are you satisfied with the availability of Indian wear clothes

6.1.14

Particulars	Frequency	Valid percent
yes	46	75
No	4	6.7
Not sure	8	13.3
Neither of this	3	5
Total	60	100

6.2.13



Analysis:

From the above pie chart and the table it is clearly observed that 13.3% are not make sure about the availability of Indian wear clothes. But 75% of Indian wear clothes. But 75% of the people are strongly agreed that availability of Indian wear clothes are excellent. are strongly agree that the availability of Indian wear clothes are excellent.

Interpretation:

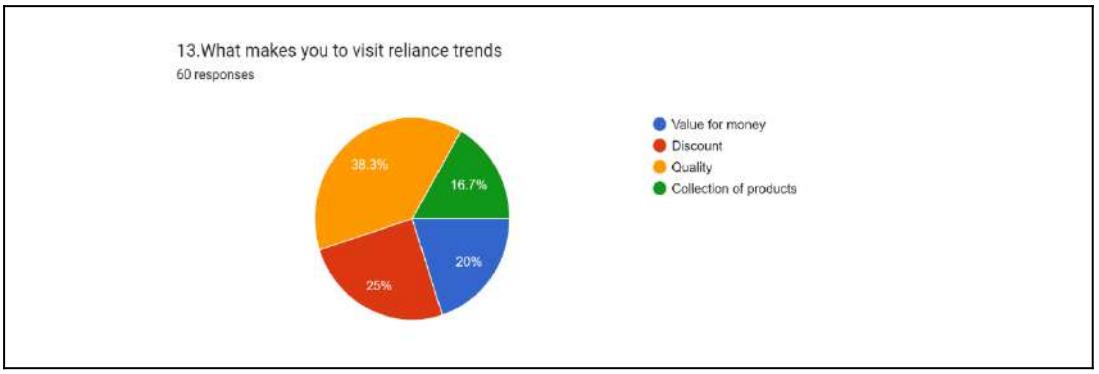
From the above pie chart and the table, it is clearly observed that 13.3% are not sure about the availability of Indian wear clothes. But 75% of people are strongly agreed that availability of Indian wear clothes are excellent. Most of them gave their opinion on yes on Indian ware. if the reliance trends give us more products of Indian ware they can increase their sales.

13.What makes you to visit reliance trends

6.1.15

Particulars	Frequency	Valid percent
Value for money	12	12
Discount	15	25
Quality	38.3	38.3
Collection of products	10	16.7
Total	60	100

6.2.14



Analysis:

From the above pie chart and the table, it is clearly observed that people visit Reliance Trends mostly on there for the quality. But 25% of the people are choosing on discount to visit Reliance Trends, but very few people visit for collection of products.

Interpretation:

From the above pie chart and the table, it is clearly observed that people visit reliance trends mostly for the quality. But 25% of people are choosing for the discount which is provided by the reliance trends, but very few people visit collection of products. Most of them chose quality if the reliance trends can

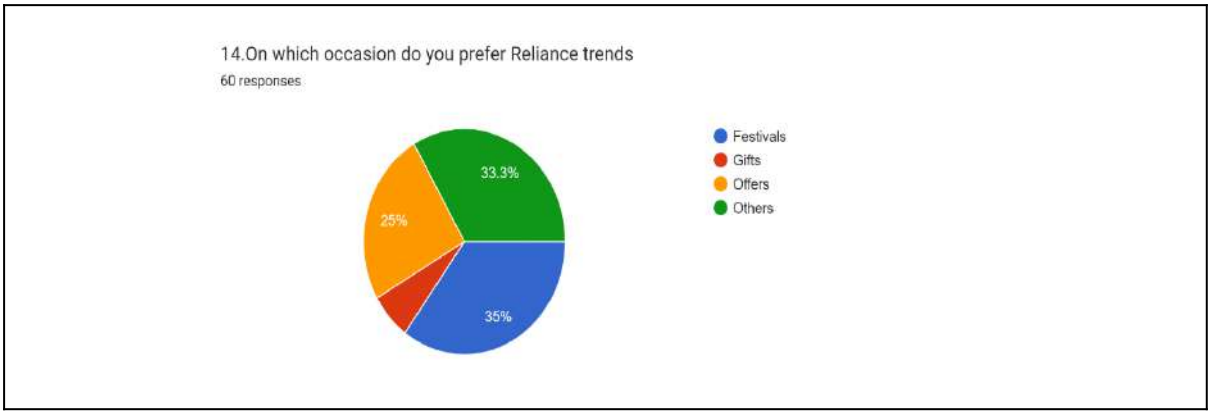
provide more discount and more products then they can get more sales and as well as profits.

14.On which occasion do you prefer Reliance trends

6.1.16

Particulars	Frequency	Valid percent
Festivals	21	35
Gifts	4	6.7
Offers	15	25
Others	20	33.3
Total	60	100

6.2.15



Analysis:

From the above pie chart and the table, it is clearly observed that 35% people are preferring to buy dresses during festivals as compared to gifts and offers. But 33.3% of the people are choosing to purchase for other things.

Interpretation:

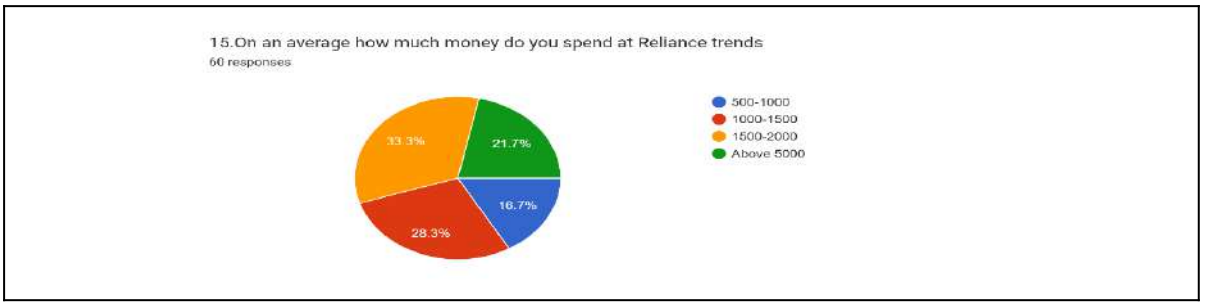
Most of them are choosing Reliance Trends during the festivals time. So that if the Reliance Trends can keep the offers ,discounts and coupons in the normal days they can increase the sales.

15.On an average how much money do you spend at Reliance trends.

6.1.17

Particulars	Frequency	Valid Percent
500-1000	10	16.7
1000-1500	17	28.3
1500-2000	20	33.3
Above 5000	13	21.7
Total	60	100

6.2.16



Analysis:

From the above pie chart and the table, it is clearly observed that they are 1500-2000 people are interested to spend money in reliance trends. But16.7% are willing to spend less money at reliance trends.

Interpretation:

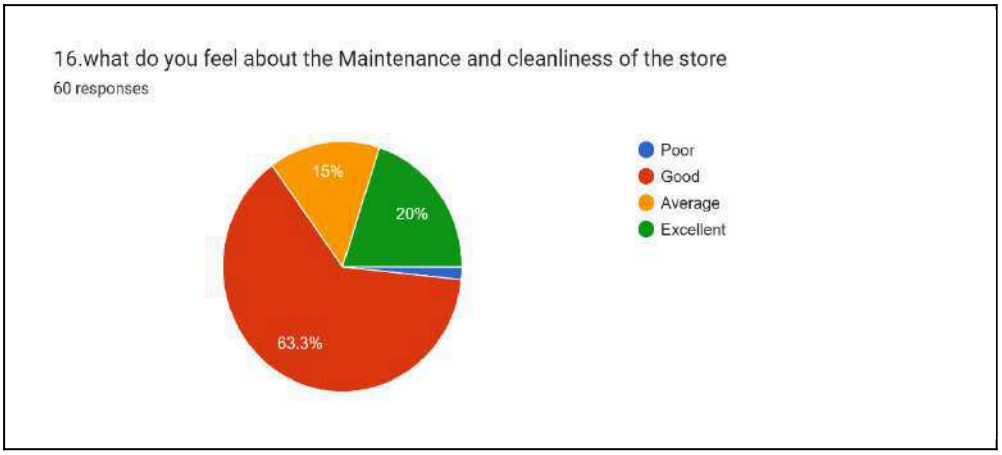
From the above pie chart and the table, it is clearly observed that they are 1500-2000 people are interested to spend money in reliance trends. But16.7% are willing to spend less money at reliance trends. Most of the people spent 1500 to 2000 on the dresses if reliance trends can provide discount so that they will get more sales.

16.What do you feel about the Maintenance and Cleanliness of the store.

6.1.18

Particulars	Frequency	Valid Percent
Poor	1	1.7
Good	38	63.3
Average	9	15
Excellent	12	20
Total	60	100

6.2.17



Analysis:

From the above pie chart and the table, it is clearly observed that the 16.3% are satisfied with the maintenance and cleanliness of the store. But very less people are not satisfied with the maintenance of the store.

Interpretation:

From the above pie chart and the table, it is clearly observed that the 16.3% are satisfied with the maintenance and cleanliness of the store. But very less people are not satisfied with the maintenance of the store. Most of them gave good if

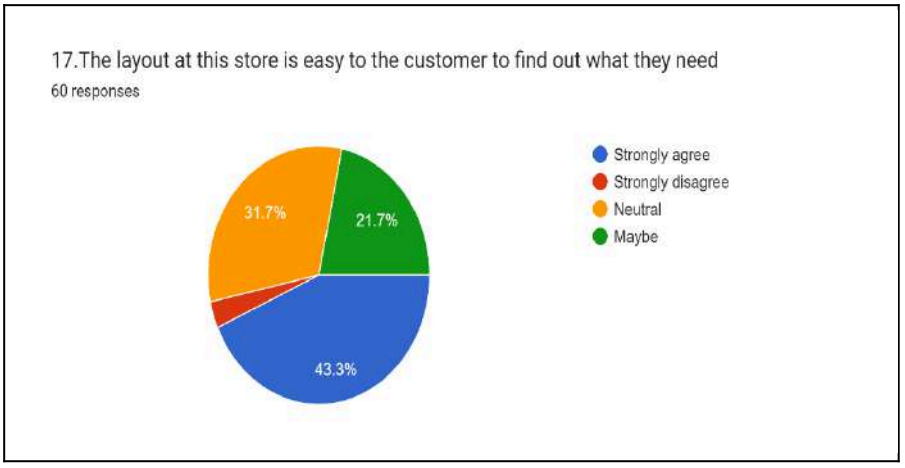
the reliance trends can maintenance more hygienic and cleanliness in the store so that the people feel more comfortable and they may visit again.

17.The layout at this store is easy to the customer to find out what they need.

6.1.19

Particulars	Frequency	Valid Percent
Strongly Agree	26	43.3
Strongly Disagree	2	2
Neutral	19	31.7
Maybe	13	21.7
Total	60	100

6.2.18



Analysis:

From the above pie chart and the table, it is clearly observed that 43.3%of the people are strongly satisfied with layout of the store. But31.7% are neutral with the layout at reliance trends .

Interpretation:

From the above pie chart and the table it is clearly observed that 43.3%of the people are strongly satisfied with layout of the store .But 31.7% are neutral with

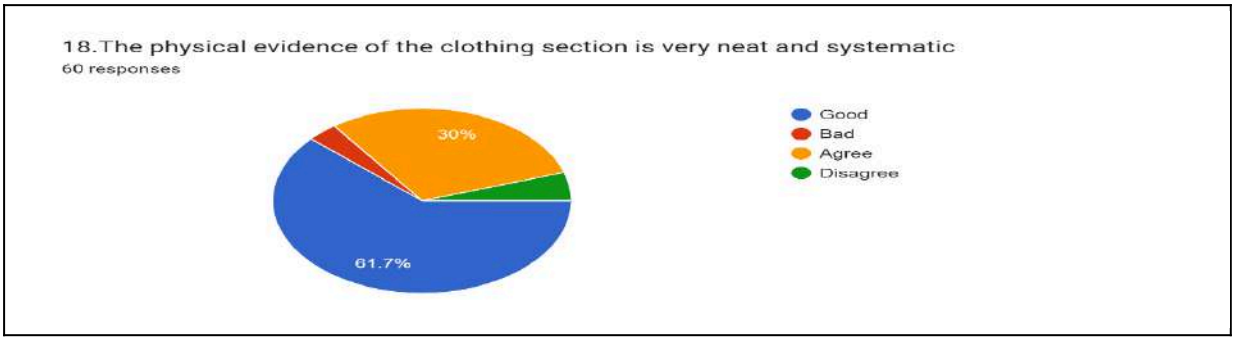
the layout at reliance trends .Many selected strongly agree if reliance trends can provide with the layout there is more like to get more sales.

18.The physical evidence of the clothing section is very neat and systematic.

6.1.20

Particulars	Frequency	Valid Percent
Good	37	61.7
Bad	2	3.3
Agree	18	30
Disagree	3	5
Total	60	100

6.2.19



Analysis:

From the above pie chart and the table, it is clearly observed that 61.7% of the people are satisfied with the clothing section. But, 30% of people are not strongly satisfied with the clothing section because it is not so good and systematic.

Interpretation:

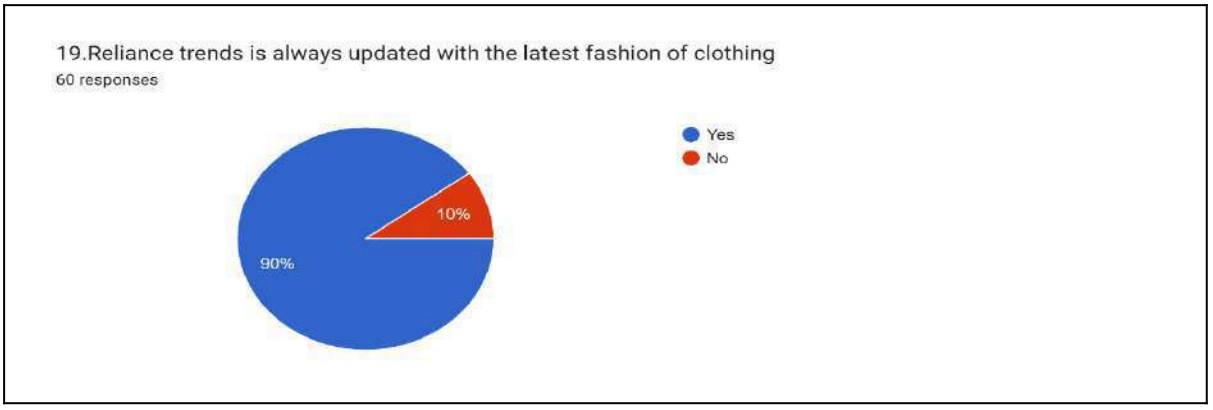
From the above pie chart and the table, it is clearly observed that 61.7% of the people are satisfied with the clothing section. But 30% of people are not strongly satisfied with the clothing section because it is not so good and systematic. Many of them selected good if they can arrange the clothes neatly and systematic they can get more sales.

19.Reliance trends is always updated with the latest fashion of clothing.

6.1.21

Particulars	Frequency	Valid Percent
Yes	54	90
No	6	10
Total	60	100

6.2.20



Analysis:

From the above pie chart and the table, it is clearly observed that the most of the people are satisfied with the updation of the latest fashion at reliance trends. But very few people are eagerly not satisfied with the latest updation.

Interpretation:

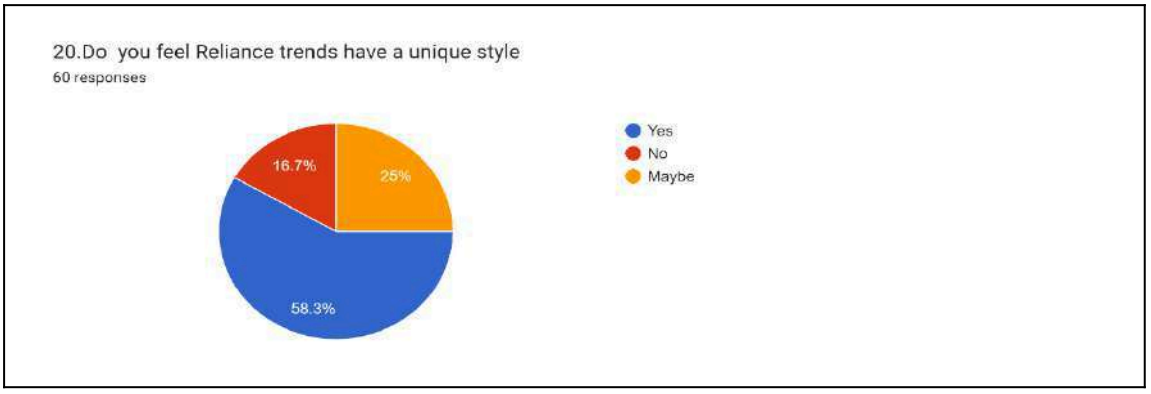
90% of them said YES if the reliance trends can be updated with the latest fashion, they can get their 100%of sales.

20.Do you feel Reliance trends have a unique style.

6.1.22

Particulars	Frequency	Valid Percent
Yes	35	58.3
No	10	16.7
Maybe	15	25
Total	60	100

6.2.21



Analysis:

From the above pie chart and the table, it is clearly observed that 38.3% of the people are satisfied with the unique style of reliance trends. but 26% of the people are not very satisfied with the unique style at reliance trends.

Interpretation:

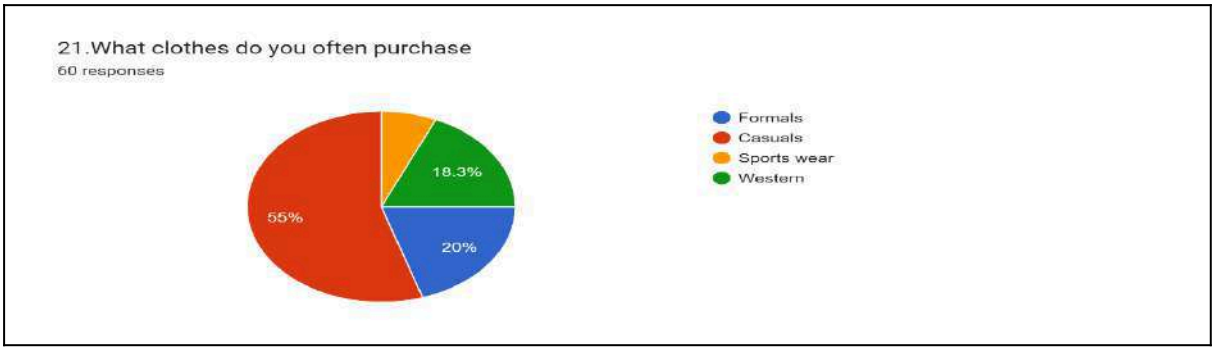
Most of the people said yes and if the reliance trends can entertain and attract the customer they can get more sales.

21.What clothes do you often purchase.

6.1.23

Particulars	Frequency	Valid Percent
Formals	12	20
Casuals	33	55
Sports wear	4	6.7
Western	11	18.3
Total	60	100

6.2.22



Analysis:

From the above pie chart and the table, it is clearly observed that many of the people are not interested to purchase the sportswear. But, mostly 55% of the people are satisfied with the casual. Because there is a very less percentage for western.

Interpretation:

From the above pie chart and the table, it is clearly observed that many of the people are not interested to purchase the sportswear. But, mostly 55% of the people are satisfied with the casual. Because there is a very less percentage for

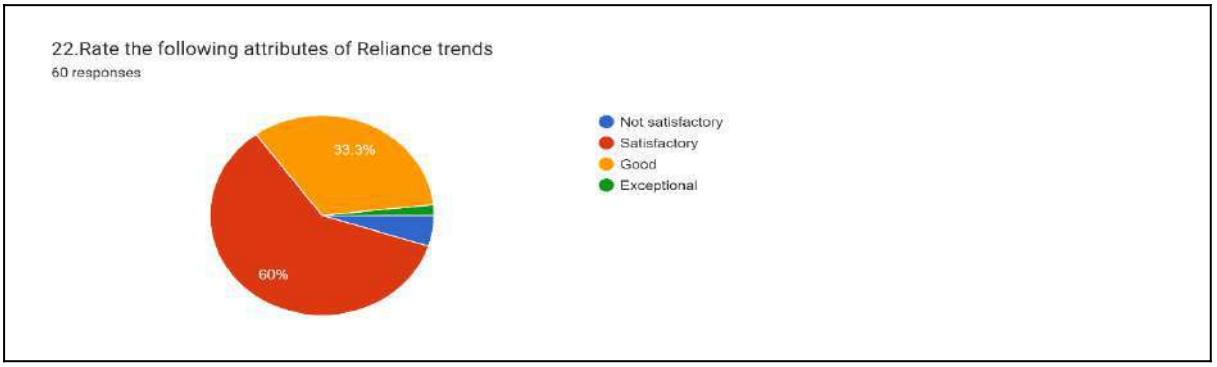
western. Most of them purchase casuals if the reliance trends can get more and more of casuals and more varieties then the sales increase.

22.Rate the following attributes of Reliance trends.

6.1.24

Particulars	Frequency	Valid Percent
Not Satisfactory	3	5
Satisfactory	36	60
Good	20	33.3
Exceptional	1	1.7
Total	60	100

6.2.23



Analysis:

From the above pie chart and the table, it is clearly observed that observed that 60% of the people are more satisfied with the Reliance trends. But there are less percentage at the Reliance Trends.

Interpretation:

From the above pie chart and the table, it is clearly observed that observed that 60% of the people are more satisfied with the Reliance trends. But there are less percentage at the Reliance Trends. Most of them are neutral if the

reliance trends can give more advertisements so that everyone knows and they have to attract the people.

23.The advertisement effects the behaviour of shopping.

6.1.25

Particulars	Frequency	Valid Percent
Strongly Disagree	5	8.3
Neutral	24	40
Agree	21	35
Strongly Agree	10	16.7
Total	60	100

6.2.24

Analysis:

From the above pie chart and the table, it is clearly observed that observed that the 40% of the people are neutral for the advertisement. Very less people are strongly disagree with the advertisement of Reliance Trends.

Interpretation:

From the above pie chart and the table, it is clearly observed that observed that the 40% of the people are neutral for the advertisement. Very less people are strongly disagree with the advertisement of Reliance Trends. Most of them

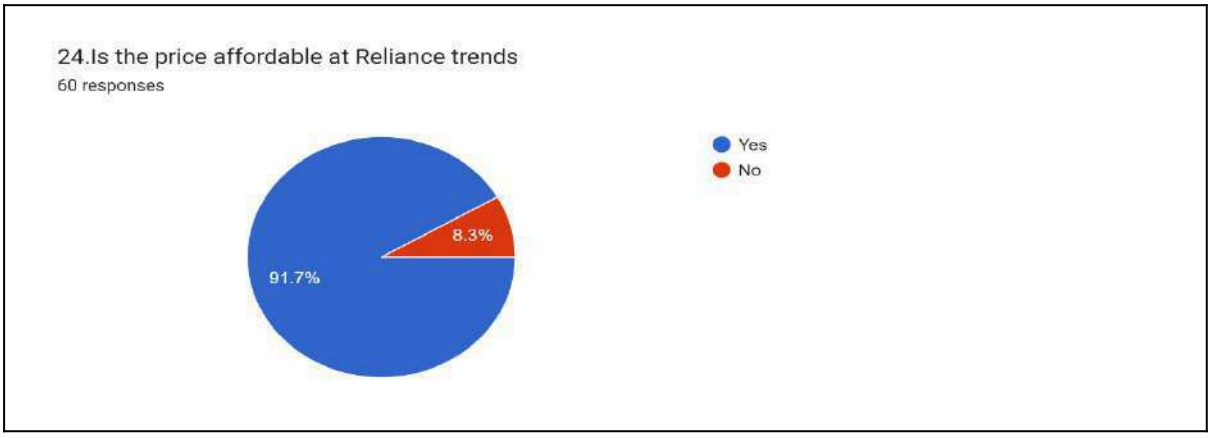
are neutral if the reliance trends can give more advertisements so that everyone knows and they have to attract the people.

24.Is the price affordable at Reliance trends.

6.1.26

Particulars	Frequency	Valid Percent
Yes	55	91.7
No	5	8.3
Total	60	100

6.2.25



Analysis:

From the above pie chart and the table, it is clearly observed that observed that the most of the people are satisfied with the affordable of price. 8.3% are very less satisfied with the price at Reliance Trends.

Interpretation:

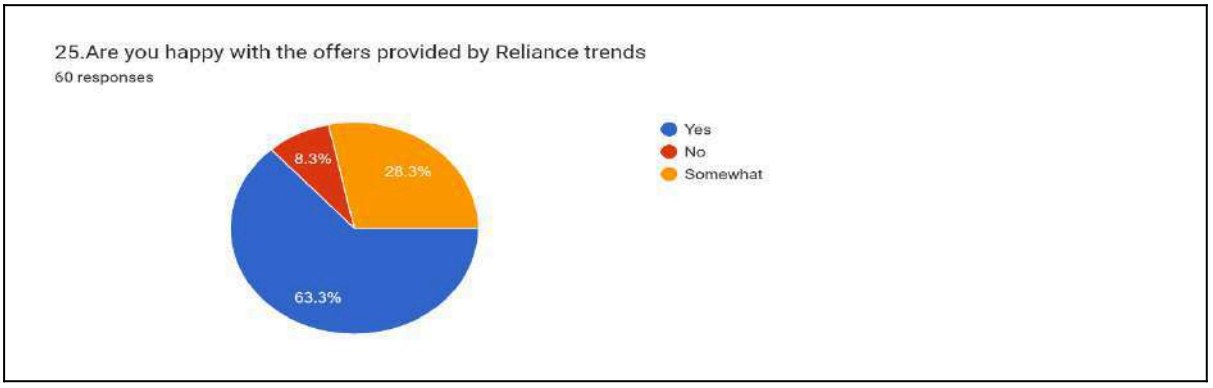
From the above pie chart and the table, it is clearly observed that observed that the most of the people are satisfied with the affordable of price. 8.3% are very less satisfied with the price at Reliance Trends. Most of them said yes so if reliance trends can keep more discount they will get more sales.

25.Are you happy with the offers provided by Reliance trends.

6.1.27

Particulars	Frequency	Valid Percent
Yes	38	63.3
No	5	8.3
Somewhat	17	28.3
Total	60	100

6.1.26



Analysis:

From the above pie chart and the table, it is clearly observed that observed that many of the people are satisfied with the offers provided by the Reliance Trends. 8.3% are not satisfied with the offers.28.3% are somewhat dissatisfied with the offer provided by Reliance Trends.

Interpretation:

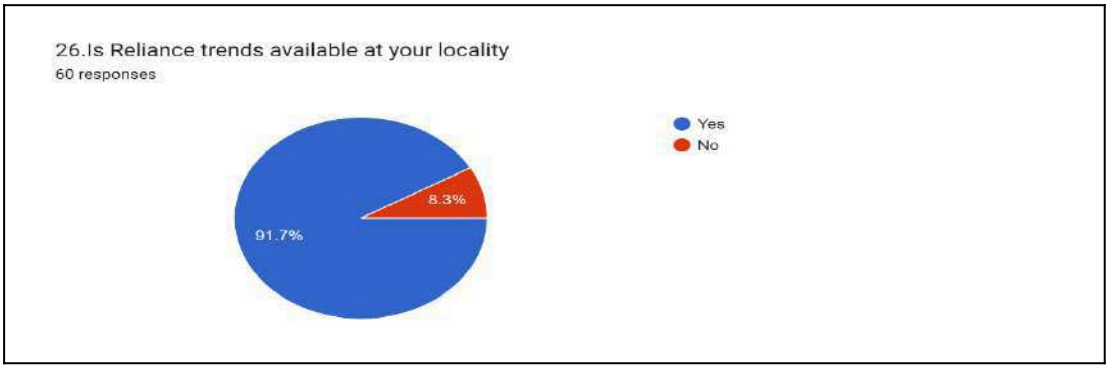
From the above pie chart and the table, it is clearly observed that observed that many of the people are satisfied with the offers provided by the Reliance Trends. 8.3% are not satisfied with the offers.28.3% are somewhat dissatisfied with the offer provided by Reliance Trends. Most of them are said Yes if reliance trends can provide more offers, they can get 100%.

26.Is Reliance trends available at your locality.

6.1.28

Particulars	Frequency	Valid Percent
Yes	55	91.7
No	5	8.3
Total	60	100

6.2.27



Analysis:

From the above pie chart and the table, it is clearly observed. That the 91.7% of the people agreed with the Reliance Trends at their locality.

Interpretation:

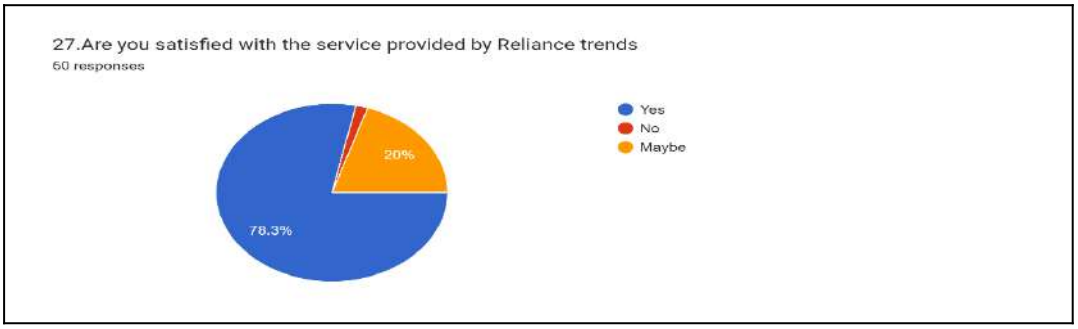
From the above pie chart and the table, it is clearly observed. That the 91.7% of the people agreed with the Reliance Trends at their locality. Most of them agreed yes if the reliance trends can have many branches everyone.

27.Are you satisfied with the service provided by Reliance trends.

6.1.29

Particulars	Frequency	Valid Percent
Yes	47	78.3
No	1	1.7
Maybe	12	20
Total	60	100

6.2.28



Analysis:

From the above pie chart and the table, it is clearly observed that 78.3% are strongly satisfied with the services provided by Reliance Trends. 20% of people are not satisfied with the services provided by Reliance Trends.

Interpretation:

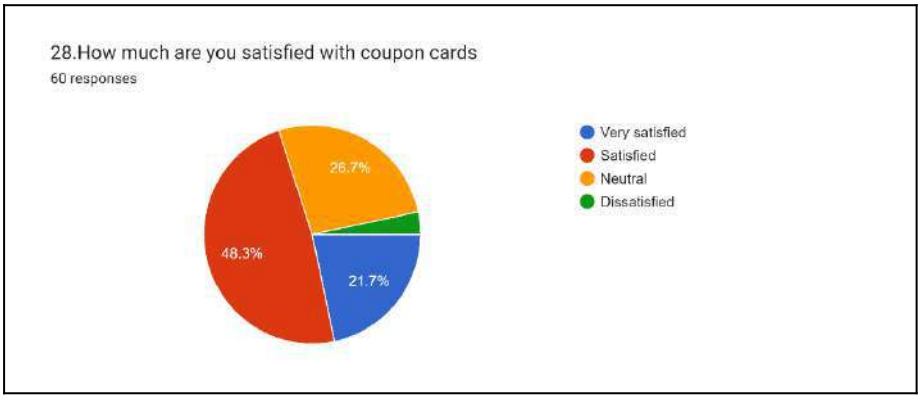
From the above pie chart and the table, it is clearly observed that 78.3% are strongly satisfied with the services provided by Reliance Trends. 20% of people are not satisfied with the services provided by Reliance Trends. Most of them are satisfied with service provided by the reliance trends and the reliance trends should provide more hospitality for more sales.

28.How much are you satisfied with coupon cards.

6.1.30

Particulars	Frequency	Valid Percent
Very Satisfied	13	21.7
Satisfied	29	48.3
Neutral	16	26.7
Dissatisfied	2	3.3
Total	60	100

6.2.29



Analysis:

From the above pie chart and the table, it is clearly observed that 48.3% of the people are satisfied with the coupon cards. 2% of the people are not satisfied with the coupon cards.

Interpretation:

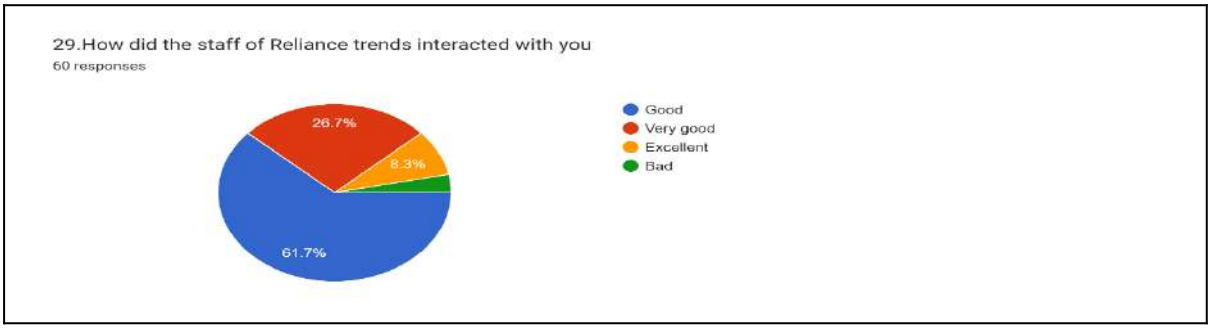
From the above pie chart and the table, it is clearly observed that 48.3% of the people are satisfied with the coupon cards. 2% of the people are not satisfied with the coupons card. Most of the people are satisfied but the reliance trends should provide more coupon cards.

29.How did the staff of Reliance trends interacted with you.

6.1.31

Particulars	Frequency	Valid Percent
Good	37	61.7
Very Good	16	26.7
Excellent	5	8.3
Bad	2	3.3
Total	60	100

6.2.30



Analysis:

From the above pie chart and the table it is clearly observed that 61.7% are satisfied with the employee interaction.

Interpretation:

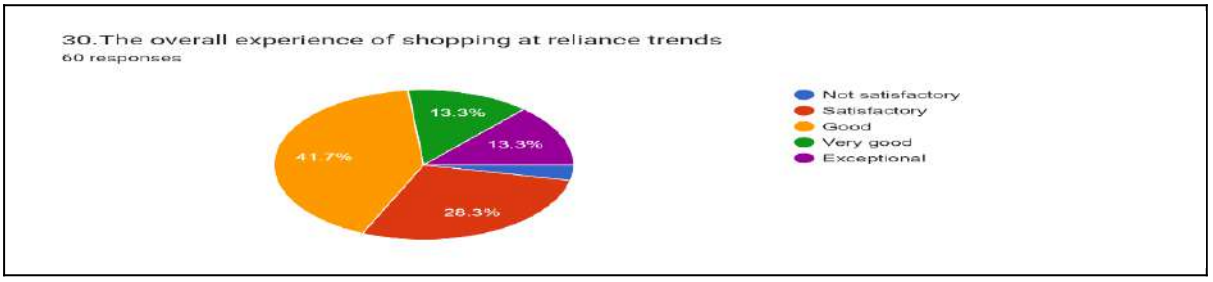
From the above pie chart and the table, it is clearly observed that 61.7% are satisfied with the employee interaction. Most of the people are good for the staff and the reliance trends should take care more for the customers.

30.The overall experience of shopping at Reliance Trends.

6.1.32

Particulars	Frequency	Valid Percent
Not Satisfactory	2	3.3
Satisfactory	17	28.3
Good	25	417
Very Good	8	13.3
Exceptional	8	13.3
Total	60	100

6.2.31



Analysis:

From the above pie chart and the table, it is clearly observed that 2% are not satisfied for the shopping at Reliance Trends. 41.7% are strongly satisfied with the experience of shopping at Reliance Trends. But 13.3% of the people are least to shop at Reliance Trends.

Interpretation:

From the above pie chart and the table, it is clearly observed that 2% are not satisfied for the shopping at Reliance Trends. 41.7% are strongly satisfied with the experience of shopping at Reliance Trends. But 13.3% of the people are least to shop at Reliance Trends. Most of them are good with the shopping of reliance trends and reliance trends should improve more.

CHAPTER-7
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Sarwani.G conducted a study on how college students in urban areas shopped for apparels in Reliance Trends. The factors investigated for the study were brand conscious and needed variety and best quality for their apparel.

Keerthanalu.J concluded that the company must concentrate more on high margin to create a better performance. Importance must be given to sales promotion.

Sushmitha.M and Shirishma.T investigated modern retail development and growth of Reliance Trends. We also analysed the challenges and opportunities available for Reliance Trends to succeed in India and concluded that they need to innovate in designing the value proposition, deciding the format to deliver to the consumer and also strive to serve the consumer better, faster and at less cost

- Customers cannot find the T-shirts in sizes small and medium. Very few size T-shirts available in the sizes small and medium
- Most of the customers were looking for more well-known brands, where Relance trends concentring on their own private lables.
- Staff were busy doing the arrangement of merchandise in the opening hrs (1 am-2pm), very few staff available to help customers on weekdays.
- Customers are not being asked by the staff to fill in different types of promo offer applications like Try and Fly.

- A feedback book was kept near the billing counter, but very less customers were writing in the feedback book.
- All the merchandise was not arranged according to their size.
- Some customers in the kids section said that the bottom wear for kids have to more colourful but the kids bottom wear in the store are plain colours, all are almost similar models.
- Alteration time have to be reduced. Many customers are waiting in the store for alteration
- Reliance was spending lot of money on promotional activities, but monitoring of promotional activities was very less.

SUGGESTIONS

- The Reliance Trends has to provide more offers and frequently according to all the seasons to attract more customers. To make them to purchase every week from Reliance Trends.
- It is recommended that providing discounts or offers based on different customers' preferences can greatly increase conversions. And should also provide Loyalty Discounts for Existing Customers.
- That the store should provide the efficiency space and also provide a traffic signage to drivers so park vehicles in the provided spaces and also provide parking lot security provisions like Drainage provisions, Lighting design.
- Wipe glass display units regularly and also install air purifiers will help to reduce unpleasant smells and improve overall customer experience. Provide staff and customers with sanitization units for preventing from the spreading of germs.

CONCLUSION

From the above findings the following the following are the conclusion on customer satisfaction with regards to Reliance Trends. From the study we conclude that all the customers are not fully satisfied with not only Reliance Trends but also with the remaining competitions of Reliance Trends, customers are finding some faults with every apparel store.

The customers entering into the store are happy with the offers available in the store that the offers are good value for their money. But we observed that Reliance trends was spending lot of money for different type of marketing and promotional activities for driving more customers into the store, but Reliance was concentrating on converting the people who entered the store into a final customer.

After conducting a through survey and research on Reliance Trends it is observed that it has been perceived as a good brand . It has good customer loyalty and also attracts a large number of new customers. It also offers its customer a unique shopping experience a few brands can offer.

It also an advantage of its location situated in commercial locations. There are a good number of Reliance trends stores located across the city which makes it easy for customers to across the stores. The merchandise, and cleanliness of the store ambience, etc.

Consumer has high expectations from Reliance Trends regarding pricing. They expect good collection of clothes at much cheaper price.

The future for Reliance Trends indeed seems to be bright and it should continue to do well as seems apparent from the response of the customers.

HYPOTHESIS CONCLUSION:

By this we came to know that consumers got more satisfaction towards prices, offers and discount offered at Reliance Trends.

CHAPTER-9
BIBLOGRAPGY

BIBILOGRAPHY

Reference: Internet

Website:

- www.ril.com
- www.wikipedia.com
- http://www.ibef.org/industry/retail-india.aspx
- http://www.facebook.com/RelianceTrends

CHAPTER-10
APPENDIX

APPENDIX

Your responses are kept confidential and will be used for academic purpose. Your identity or personal details would not be disclosed at any point.

NAME :…… AGE :…….

EMAIL :…….. OCCUPATION :……..

GENDER :……

1.Are you a regular customer at Reliance Trends

- Yes
- No

2. How did you come to know about reliance trends

- News papers
- Banners
- Advertisement
- Friends and relatives

3.What is the average time that you spend at reliance trends

- Less than 30mins
- 30mins - 1hr
- 1hr - 2hrs
- More than 2hrs

4.Who accompanies you to do shopping at Reliance Trends

- Friends
- Family
- Spouse
- Alone

5.Did you get clothes according to your need, size, colour

- Strongly Satisfied

- Satisfied
- Strongly dissatisfied
- Dissatisfied

6. How do you feel about the quality of Indian wear clothes in Reliance Trends

- Good
- Average
- Excellent
- Poor

7.Do you think that the prices are competitive

- Strongly agree
- disagree
- Neither agree nor disagree
- Agree

8.DO you think that Reliance trends has all products as per your choice

- Yes
- No

9. How frequently do you visit Reliance trends

- Weekly
- Monthly
- During offers
- Whenever

10. Which brand do you prefer more

- Internal brand
- External brand

- Not sure

11.Influence of brand name on purchasing decision

- Agree
- Disagree
- Strongly agree
- Strongly Disagree

12. Are you satisfied with the availability of Indian wear clothes

- Yes
- No
- Not sure
- Neither of this

13. What makes you to visit reliance trends

- Value for money
- Discount
- Quality
- Collection of products

14.On which occasion do you prefer Reliance trends

- Festivals
- Gifts
- Offers
- Others

15.On an average how much money do you spend at Reliance trends

- 500-1000
- 1000-1500

- 1500-2000
- Above 5000

16. what do you feel about the Maintenance and cleanliness of the store

- Poor
- Good
- Average
- Excellent

17. The layout at this store is easy to the customer to find out what they need

- Strongly agree
- Strongly disagree
- Neutral
- Maybe

18. The physical evidence of the clothing section is very neat and systematic

- Good
- Bad
- Agree
- Disagree

19.Reliance trends is always updated with the latest fashion of clothing

- Yes
- No

20.Do you feel Reliance trends have a unique style

- Yes

- o No
- o Maybe

21.What clothes do you often purchase

- o Formals
- o Casuals
- o Sports wear
- o Western

22.Rate the following attributes of Reliance trends

- o Not satisfactory
- o Satisfactory
- o Good
- o Exceptional

23. The advertisement effects the behaviour of shopping

- o Strongly disagree
- o Neutral
- o Agree
- o Strongly agree

24.Is the price affordable at Reliance trends

- o Yes
- o No

25.Are you happy with the offers provided by Reliance trends

- o Yes
- o No
- o Somewhat

26.Is Reliance trends available at your locality

- Yes
- No

27.Are you satisfied with the service provided by Reliance trends

- Yes
- No
- Maybe

28.How much are you satisfied with coupon cards

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied

29.How did the staff of Reliance trends interacted with you

- Good
- Very good
- Excellent
- Bad

30. The overall experience of shopping at reliance trends

- Not satisfactory
- Satisfactory
- Good
- Very good
- Exceptional

----------THANK YOU----------

A PROJECT REPORT ON

"COMPARATIVE STUDY OF COSMETIC BRANDS – NYKAA & SUGAR"

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF DEGREE OF

BACHELORS OF COMMERCE

K.H. SHIVANI-201020405077

G. VAISHNAVI-201020405051

B. VAISHNAVI-201020405097

G. TEJITHA-201020405052

Under the guidance of Mrs. K. Pranitha

Department of Commerce

Little Flower Degree & P.G. College, Uppal, Hyderabad, 5000039

Affiliated to Osmania University

STUDENT'S DECLARATION

We hereby declare that the project entitled – " COMPARATIVE STUDY OF COSMETIC BRANDS: NYKAA & SUGAR" was submitted for the partial fulfillment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of lecturer Mrs. K. Pranitha is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation for the award of any degree.

K.H. SHIVANI-201020405077

G. VAISHNAVI- 201020405051

G. TEJITHA- 201020405052

B. VAISHNAVI- 201020405097

DATE:

PLACE:

Department of Commerce

Little Flower Degree & P.G. College, Uppal, Hyderabad, 5000039

CERTIFICATE

This is to certify that the Project on **" COMPARATIVE STUDY OF COSMETIC BRANDS: NYKAA & SUGAR"** is being submitted by-

K.H. SHIVANI-201020405077

G. VAISHNAVI- 201020405051

G. TEJITHA- 201020405052

B. VAISHNAVI- 201020405097

In partial fulfillment of the requirement for the award of the degree of bachelors of commerce is a bonofide record of the project work done under the guidance of- Mrs. K. Pranitha, Department of Commerce, Little Flower Degree & P.G. College, Uppal, Hyderabad, 5000039.

External Examiner

Project Guide

Mrs. K. Pranitha

Dept. of Commerce

TELANGANA STATE COUNCIL OF HIGHER EDUCATION

DEPARTMENT OF COMMERCE-OSMANIA UNIVERSITY

GOVERNMENT CITY COLLEGE(A), HYDERABAD

Certificate of Participation

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Gajendra Babu PGK Co-Ordinator Govt City College(A), HYD	Prof.D.Chennappa Head, Dept.of Commerce, OU	Prof. R. Limbadri Chairman,TSCHE

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ACKNOWLEDGEMENT

Through this acknowledgement we would like to express our sincere gratitude towards all those who are in this project, which has been a learning experience.

This page would not be enough to extend our gratitude towards our project guide for her efforts and coordination with our work and guiding us in right directions. A heartfelt regard to our institution's management Brother Vincent Reddy and Vice Principal Mrs. Jayanthi Reddy for giving us the essential hand in concluding this project.

It would be injustice to proceed without acknowledgement to the vital support I received from our beloved classmates and friends without whom we would have been half done. I also would like to use this page to offer my sincere love to my parents and all others who had been there to help us in completing this project.

ABSTRACT

The purpose of this study is to examine the effect of brand image benefits on satisfaction and loyalty intention in the context of colour, pricing, corrective function, uses, physical nature cosmetic product. Two brands namely NYKAA and SUGAR image benefits consisting of functional, social, symbolic, experiential and appearance enhances were investigated. A survey is carried out to show that the brand's function and appearance enhances significantly affect loyalty intention. The results are indicated about the overall satisfaction does influence customers' loyalty. The results imply that marketers should focus on brand image benefits in their effort to achieve customer loyalty.

The main purpose of this study was to understand the consumer behavior pertaining to consumers as well as their purchase decision process with respect to Cosmetic brands. This helps to understand the ratio in which a consumer is likely to choose one brand over the other. It includes likes and dislikes of customers which influence his / her decision while purchasing products.

INDEX

SNO	PARTICULARS	PAGE NO.
1.	INTRODUTION Problem Statement Objectives Significance Advantages & Disadvantages Hypothesis	
2.	REVIEW OF LITERATURE	
3.	ABOUT THE PROJECT& COMPANY PROFILE	
4.	RESEARCH METHODOLOGY	
5.	DATA ANALYSIS AND INTERPRETATIONS	
6.	FINDING AND CONCLUSIONS Findings Conclusion Scope for further research	
7.	BIBLIOGRAPHY	
8.	QUESTIONNAIRE	

INTRODUCTION

Project on Comparative study of cosmetic brands – NYKAA and SUGAR.

PROBLEM STATEMENT

Understanding the various preferences of consumers on cosmetic brands of NYKAA and SUGAR.

OBJECTIVES

- To study about the various trends of cosmetic brands namely: NYKAA and SUGAR.
- To study accurately about the prices of these brands.
- To understand consumer behaviour in choosing one brand over the other.
- To look deep into the various cosmetic preferences of consumer.
- To study about the characteristics of leading cosmetic brand among these two.

SIGNIFICANCE

The main purpose of this study was to understand the consumer behavior pertaining to consumers as well as their purchase decision process with respect to Cosmetic brands. This helps to understand the ratio in which a consumer is likely to choose one brand over the other. It includes likes and dislikes of customers which influence his / her decision while purchasing products.

ADVANTAGES OF THE RESEARCH

- It can help consumers in understanding clearly about the cosmetic product.
- The information can help to find out the most preferred type of cosmetic and factors influencing to purchase.
- It can help the businesses to identify the consumers brand preferences towards cosmetics products

DISADVANTAGES OF THE RESEARCH

- The data collected is based on the questionnaire and the results would be varying according to the options of the individuals.
- Limited time.
- Limited access to data.
- Study is restricted only to Nykaa and Sugar Cosmetic brands.

HYPOTHESIS

H01: There is no connection between a consumer's age and the store where they made their purchase.

H02: The type of profession has no bearing on whether or not one purchases branded or non-branded clothing.

H03: There is no connection between a brand's usage duration and its level of customer happiness.

H04: The consumer's purchase strategy and the pertinent factors are unrelated.

H05: The consumer's level of satisfaction is independent of the kind of purchase.

H06: There is no connection between a customer's family size and their preference for a promotional offer.

CHAPTER 2

REVIEW OF LITERATURE

Review of literature by Abhimanyu Bharadwaj , Dr. George Thomas, Dr.Suvijna Awasthi,

Vaishnav Institute of Management, Indore & SOS in Management of Jiwaji University.

RESEARCH METHODOLOGY

Study on consumer behavior on cosmetic brands of Nykaa and Sugar was carried out by circulating a Google document which contains several questions. Responses from each person were recorded and evaluated thoroughly for each question. Each question is expressed in percentages and high preference from the customers. Question contain age, occupation, taste, income status rate of preference and so on.

Data Analysis

It describes the given chart, table, data, graph, cues etc. It should be brief and comprehensive (include complete information) at the same time. It should state facts that are provided by the chart. It is necessary to make use of simple and accurate language. It should mention figures and quantities appropriately. It is appropriate to use the same tense throughout the analytical paragraph. No personal observation or response should be provided.

INTERPRETATION

Interpretation can be done in two ways. They are tabulation form and graphical way. Tabulation is a systematic and logical representation of numeric data in rows and columns to facilitate comparison and statistical analysis. Graphical method are useful to portray the result of formal statistical tests of trends.

CHAPTER 3

ABOUT THE PROJECT

Cosmetics are constituted mixtures of chemical compounds derived from either natural sources, or synthetically created ones. Cosmetics have various purposes. Those designed for personal care and skin care can be used to cleanse or protect the body or skin. Cosmetics designed to enhance or alter one's appearance (makeup) can be used to conceal blemishes, enhance one's natural features (such as the eyebrows and eyelashes), add color to a person's face, or change the appearance of the face entirely to resemble a different person, creature or object. Cosmetics can also be designed to add fragrance to the body.

Cosmetics designed for skin care can be used to cleanse, exfoliate and protect the skin, as well as replenishing it, by the use of cleansers, toners, serums, moisturizers, and balms. Cosmetics designed for more general personal care, such as shampoo and body wash, can be used to cleanse the body.

TYPES

Though there are a large number of differing cosmetics used for a variety of different purposes, all cosmetics are typically intended to be applied externally. These products can be applied to the face (on the skin, lips, eyebrows and eyes), to the body (on the skin, in particular the hands and nails), and to the hair. These products may be intended for use as skincare, personal care or to alter the appearance, with the subset of cosmetics known as makeup primarily referring to products containing colour pigments intended for the purpose of altering the wearer's appearance; some manufacturers will distinguish only between "decorative" cosmetics intended to alter the appearance and "care" cosmetics designed for skincare and personal care.

Most cosmetics are also distinguished by the area of the body intended for application, with cosmetics designed to be used on the face and eye

area usually applied with a brush, a makeup sponge, or the fingertips. Cosmetics can be also described by the physical composition of the product. Cosmetics can be liquid or cream emulsions, powders (pressed or loose), dispersions, or anhydrous creams or sticks.

- **Primers** are used on the face before makeup is applied, creating a typically transparent, smooth layer over the top of the skin, allowing for makeup to be applied smoothly and evenly. Some primers may also be tinted, and this tint may match the wearer's skin tone, or may color correct it, using greens, oranges and purples to even out the wearer's skin tone and correct redness, purple shadows or orange discoloration respectively.
- **Concealer** is a cream or liquid product used to conceal marks or blemishes of the skin. Concealer is typically the color of the user's skin tone, and is generally applied after the face has been primed to even out the wearer's skin tone before foundation can be applied. Concealer is usually more heavily pigmented, higher coverage and thicker than foundation or tinted primers. Though concealer is often more heavy duty in terms of pigment and consistency than foundation, a number of different formulations intended for different styles of use - such as a lighter concealer for the eyes and a heavier concealer for stage makeup - are available, as well as color correcting concealers intended to balance out discoloration of the skin specifically.
- **Foundation** is a cream, liquid, mousse, or powder product applied to the entirety of the face to create a smooth and even base in the user's skin tone. Foundation provides a generally lower amount of coverage than concealer, and is sold in formulations that can provide sheer, matte, dewy or full coverage to the skin.[4]
- **Rouge**, **blush**, or **blusher** is a liquid, cream or powder product applied to the Centre of the cheeks with the intention of adding or enhancing their natural color. Blushers are typically available in shades of pink or warm tan and brown, and may also be used to make the cheekbones appear more defined.[4]

- **Bronzer** is a powder, cream or liquid product that adds color to the skin, typically in bronze or tan shades intended to give the skin a tanned appearance and enhance the color of the face. Bronzer, like highlighter, may also contain substances providing a shimmer or glitter effect, and comes in either matte, semi-matte, satin, or shimmer finishes.
- **Highlighter** is a liquid, cream or powder product applied to the high points of the face such as the eyebrows, nose and cheekbones. Highlighter commonly has substances added providing a shimmer or glitter effect. Alternatively, a lighter toned foundation or concealer can be used as a highlighter.
- **Eyebrow pencils**, **creams**, **waxes**, **gels**, and **powders** are used to color, fill in, and define the brows. Eyebrow tinting treatments are also used to dye the eyebrow hairs a darker color, either temporarily or permanently, without staining and coloring the skin underneath the eyebrows.
- **Eyeshadow** is a powder, cream or liquid pigmented product used to draw attention to, accentuate and change the shape of the area around the eyes, on the eyelid and the space below the eyebrows. Eyeshadow is typically applied using an eyeshadow brush, with generally small and rounded bristles, though liquid and cream formulations may also be applied with the fingers. Eyeshadow is available in almost every color, as well as being sold in several different finishes, ranging from matte finishes with sheer coverage to glossy, shimmery, glittery, and highly pigmented finishes. Many different colors and finishes of eyeshadow may be combined in one look and blended to achieve different effects.
- **Eyeliner** is used to enhance and elongate the apparent size or depth of the eye; though eyeliner is commonly black, it can come in many different colors, including brown, white, and blue. Eyeliner can come in the form of a pencil, a gel, or a liquid.

- **False eyelashes** are used to extend, exaggerate, and add volume to the eyelashes. Consisting generally of a small strip to which hair - either human, mink or synthetic - is attached, false eyelashes are typically applied to the lash line using glue, which can come in latex and latex free varieties; magnetic false eyelashes, which attach to the eyelid after magnetic eyeliner is applied, are also available. Designs vary in length and color, with rhinestones, gems, feathers, and lace available as false eyelash designs. False eyelashes are not permanent, and can be easily taken off with the fingers. Eyelash extensions are a more permanent way to achieve this look. Each set lasts for two to three weeks, then the set can be filled, like the maintenance of acrylic nails. To apply to extensions the certified lash artist would start by taping down the bottom eyelashes. The lash artist would then use two tweezers, one to isolate the natural eyelash and one to apply the false eyelash. An individual false eyelash, or lash fan, is applied to one natural eyelash using a lash glue specific for this process. The eyelashes should not be stuck together. The length and thickness of the false lash should not be too heavy for the natural eyelash. If this process is done correctly no harm will be done to the natural eyelashes.[18]
- **Mascara** is used to darken, lengthen, thicken, or enhance the eyelashes using a typically thick, cream consistency product applied with a spiral bristle mascara brush. Mascara is commonly black, brown or clear, though a number of different colors, some containing glitter, are available. Mascara is typically advertised and sold in a number of different formulations that advertise qualities such as waterproofing, volume enhancement, length enhancement and curl enhancement, and may be used in combination with an eyelash curler to enhance the natural curl of the eyelashes.[4]
- **Lip products**, including lipstick, lip gloss, lip liner and lip balms, commonly add color and texture to the lips, as well as serving to moisturize the lips and define their external edges.[4] Products adding color and texture to the lips, such as

lipsticks and lip glosses, often come in a wide range of colors, as well as a number of different finishes, such as matte finishes and satin or glossy finishes. Other styles of lip coloration products such as lip stains temporarily saturate the lips with a dye, and typically do not alter the texture of the lips. Both lip color products and lip liners may be waterproof, and may be applied directly to the lips, with a brush, or with the fingers. Lip balms, though designed to moisturize and protect the lips (such as through the addition of UV protection) may also tint the lips.

- **Face powder**, **setting powder**, or **setting sprays** are used to 'set' foundation or concealer, giving it a matte or consistent finish whilst also concealing small flaws or blemishes. Both powders and setting sprays claim to keep makeup from absorbing into the skin or melting off. Whilst setting sprays are generally not tinted, setting powder and face powder can come in translucent or tinted varieties, and can be used to bake foundation in order for it to stay longer on the face. Tinted face powders may also be worn alone without foundation or concealer to give an extremely sheer coverage base.
- **Nail polish** is a liquid used to color the fingernails and toenails. Transparent, colorless nail polishes may be used to strengthen nails or be used as a top or base coat to protect the nail or nail polish. Nail polish, like eyeshadow, is available in every color and a few different finishes, including matte, shimmer, glossy and crackle finishes.

COMPANY PROFILE

NYKAA

Nykaa is an Indian e-commerce company, founded by Falguni Nayar in 2012 and headquartered in Mumbai. It sells beauty, wellness and fashion products across websites, mobile apps and 100+ offline stores. In 2020, it became the first Indian unicorn startup headed by a woman.

Nykaa sells products which are manufactured in India as well as internationally. In 2015, the company expanded from online-only to an omnichannel model and began selling products apart from beauty. As of 2020, it retails over 2,000 brands and 200,000 products across its platforms.

On April 2012, Falguni Nayar, a former managing director at Kotak Mahindra Capital Company, founded Nykaa as an ecommerce portal curating a range of beauty and wellness products. The brand name Nykaa is derived from the Sanskrit word *nayaka*, meaning actress or "one in the spotlight".[9] The website was first launched around Diwali 2012, and was available commercially in 2013.

In 2015, the company expanded from online-only to an omnichannel model and began selling fashion products.

In 2018, Nykaa launched Nykaa PRO. It is a premium membership program that provides users special access to professional beauty products and offers on the Nykaa app. In 2018, the company also launched an online beauty forum called Nykaa Network.

In March 2020, Nykaa raised ₹100 crore (US$13 million) from Stead view Capital at a valuation of US$1.2 billion, making it a unicorn startup. This was followed by another tranche of ₹67 crore (US$8.4 million) funding by Steadview in May 2020.

In October 2020, the company launched Nykaa Man, India's first multi-brand ecommerce store for men's grooming. The company expanded into fashion by launching Nykaa Design Studio, which was renamed to Nykaa Fashion.

In November 2020, global asset management firm Fidelity invested in the company through a secondary sale of shares from an existing equity investor.

In December 2020, Nykaa Fashion launched its first store in Delhi, making the fashion business omnichannel.

Nykaa opened its initial public offering (IPO) on 28 October 2021. The IPO raised ₹5,352 crore (US$670 million) at a valuation of US$7.4 billion. Nykaa was publicly listed on the NSE and BSE on 10 November 2021, and its price rose by 89.2% on opening day, valuing the company at nearly US$13 billion. Founder Falguni Nayar, who owned a 53.5% stake in the company, became India's wealthiest self-made female billionaire on the listing day.

OPERATIONS AND SERVICES

Nykaa follows an inventory-based model with warehouses in Mumbai, New Delhi, Pune, Haryana, Kolkata and Bangalore. In 2020, in addition to its primary ecommerce business, it has an offline presence via 76 brick-and-mortar stores across the country. It claims to have over 200,000 products across 2,000 brands.

It has three offline store formats called Nykaa Luxe, Nykaa On Trend and Nykaa beauty Kiosks. The Luxe format features international luxury beauty brands such as Huda Beauty, MAC, Dior, and Givenchy along with Nykaa Beauty, the in-house collection of beauty products.[32] The Nykaa On Trend format has products curated by category basis their popularity. In India, Nykaa is the only retailer that sells international brands like e.l.f, Charlotte Tilbury, Tonymoly, Becca, Sigma, Limecrime, Dermalogica, and Murad.

House of brands

Nykaa has a series of in-house brands within beauty and fashion. Some of them include:

- Nykaa House of Brands – Nykaa Naturals, Nykaa Cosmetics, Kay Beauty
- Nykaa Fashion – Nykd by Nykaa, 20 Dresses, RSVP, Mondano, Likha, Pipa Bella

In 2015, Nykaa launched its collection of in-house beauty products via Nykaa Cosmetics and later expanded it across categories of Eyes, Nails, Face, Lips. The Nykaa Naturals portfolio is a collection of skincare and personal care products. In early 2019, the brand launched its Wanderlust Bath & Body collection, and later in the year introduced a beauty line with the iconic designer Masaba Gupta, Masaba by Nykaa. The same year, it launched its first celebrity partnership brand, Kay Beauty, with actress Katrina Kaif.

Nykaa also hosts beauty and fashion content via Nykaa TV, its YouTube channel. It contains informational videos about beauty, cosmetics, and styling.[51] Some of its notable campaigns include #BreakTheHashtag (with Tapsee Pannu), #WhatMakesYourBeautiful (with acid attack survivor and activist Laxmi Agarwal), Beauty in Her Story (in collaboration with Netflix), web series Tinderella, Khoj (a Mother's Day film), and Rakshak (a Raksha Bandhan special film).

Since 2018, it has been hosting an online community of beauty and fashion enthusiasts via its Nykaa Network. In 2020, it launched a web miniseries called The Beauty Bar. Nykaa also hosts Beauty Book, a beauty and fashion magazine.

Since 2015, Nykaa has hosted the ‘Nykaa Femina Beauty Awards’ in partnership with women's lifestyle magazine *Femina (India)*.

In 2019, Nykaa Fashion launched ‘The Power List’ in partnership with *Vogue India*.

SUGAR

SUGAR Cosmetics is an Indian e-commerce company, founded by Vineeta Singh (Co-founder and CEO) and Kaushik Mukherjee (Co-founder and COO) in 2015, with its headquarters in Mumbai. It focuses on selling makeup and skincare products that are millennial friendly, best suited for Indian skin tones and are cruelty-free. However, not all of their products are 100% vegan. Their products are manufactured in state of the art facilities across many countries such as Germany, Italy, USA, India , etc. and are sold across websites, mobile apps and offline stores. SUGAR has an omni-channel distribution network of around 10,000 retail outlets across 130 cities. It is one of the top 4 cosmetic brands in terms of distribution to sales. As for SUGAR's supply chain, they have a vast presence across retail stores including standalone and marketplaces along with D2C channel shipping directly to consumers in 18000+ pincodes all over India.

SUGAR Cosmetics was founded on three pillars: listening to consumers, staying away from discounting and focusing on content for consumers. In a market dominated by beauty giants like Lakme, Loreal, Maybelline, etc. SUGAR is one of the first Indian companies that focuses on inclusivity. With a quick turnaround time in terms of product development, pricing, and social-media engagement, the brand is steadily becoming a go-to for young women.

Awards and recognition

- Vineeta Singh was one of the winners at ET 40 under 40 list
- CNBC TV18 Most trusted brand of the year Award to SUGAR Cosmetics
- Vineeta Singh was one of the winners at Fortune 40 under 40
- Vogue Beauty Awards for SUGAR Cosmetics Eye Warned You So! Double Matte Eyeliner
- Entrepreneur Awards 2019- Retail Start-up Of The Year

● Vellvette Lifestyle Pvt. Ltd. as the winner of the 31st Inflection Awards for Best Supply Chain Strategy & Design - Cosmetics Category - 2021

OPERATIONS AND SERVICES

Despite its tight budget, the team managed to secure their launch items — an eyeliner and a kohl pencil – from a reputable German producer. Customers found the 'Made in Germany' badge to be reassuring, and it enabled SUGAR to get off to a good start. Gloss eyeliners dominated the industry at the time, but SUGAR decided to develop a matte version, believing that its clients would prefer an item they could use every day. The eyeliner was the first of several product bets that SUGAR would make, and it turned out to be a hit. SUGAR, like many other emerging companies, began with an all-digital strategy. The design partner, Opposite was given the task of creating "thumb-stopping packaging." Opposite devised a strong, graphic approach that incorporates low-poly drawings, aware that the challenger brand needs to appear and feel unique from the prevalent minimal and largely black style.

SUGAR, like many other emerging companies, began with an all-digital strategy. The design partner, Opposite was given the task of creating "thumb-stopping packaging." Opposite devised a strong, graphic approach that incorporates low-poly drawings, aware that the challenger brand needs to appear and feel unique from the prevalent minimal and largely black style. SUGAR, like many other emerging companies, began with an all-digital strategy. The design partner, Opposite was given the task of creating "thumb-stopping packaging." Opposite devised a strong, graphic approach that incorporates low-poly drawings, aware that the challenger brand needs to appear and feel unique from the prevalent minimal and largely black style. SUGAR, like many other emerging companies, began with an all-digital strategy.

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PRICING

SUGAR Cosmetics strives to provide accurate product and pricing information; however errors may occur.

Prices and availability of the products and services provided or offered on the site and/or app are subject to change without prior notice and at the sole discretion of company

Products offered as GWP (Gift with Purchase) are subjected to availability of exact variant
Company reserves all rights to withdraw any ongoing offer and/or promotion without prior notice.

The brand has over 1 million followers on Instagram, and its posts receive thousands of likes and comments. Sugar Cosmetics uses social media to connect with its customers and promote its products.

The brand often holds giveaways and offers discounts to its followers. Additionally, the company uses social media to show off its new products and collections.

Sugar Cosmetics' social media presence has helped it gain a large following and become a successful makeup brand.
Today, their products are available in over 20 countries and they continue to grow at an impressive rate. Today, their products are available in over 20 countries and they continue to grow at an impressive rate.

A PROJECT REPORT ON

"COMPARATIVE STUDY ON OLA, UBER, AND RAPIDO RIDE-HAILING SERVICE"

Submitted in partial fulfillment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted to

Osmania university

Hyderabad

By

1. KODURU SAGAR (201020405005)

2. SRITEJA SILAMWAR (201020405034)

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(Affiliated to Osmania University)

UPPAL, HYDERABAD

(2020-2023)

LITTLE FLOWER COLLEGE OF COMMERCE

(Affiliated to Osmania University)

UPPAL, Hyderabad Department of Commerce

Certificate

This is to certify that the Project Report Titled "COMPARATIVE STUDY ON OLA, UBER, AND RAPIDO RIDE-HAILING SERVICES" is the bonafide work Done by **KODURU SAGAR** (201020405005), **SILAMWAR SRITEJA** (201020405034), **SPENCER MAHIT RAJ** (201020405033), **VANEM BHEESHMA** (201020405037), submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE of Osmania university, Hyderabad during the academic year 2020-2023.

PLACE: HYDERABAD,

DATE:

EXTERNAL SIGNATURE **DEPARTMENT OF COMMERCE**

AMENA KHATOON

DECLARATION

I hereby declare that the Project work entitled "COMPARATIVE STUDY OF OLA, UBER, AND RAPIDO RIDE-HAILING SERVICES" submitted to the Department of Commerce, Little flower College of Commerce, Uppal, Hyderabad (affiliated to Osmania University) is a bonafide record of original work done by me under the guidance of Mrs. AMEENA. This project work is submitted in partial fulfillmentof the requirements for the award of the degree of BACHELOR OF COMMERCE.This record has not been submitted to any other University or Institute for the recognition of any degree or diploma.

Place: UPPAL, HYDERABAD

Date:

(KODURU SAGAR -201020405005)
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Lastly, I would like to express my love and affection to my beloved parents and best wishes to our classmates providing us the moral support and encouragement.

Date:

Place: UPPAL, HYDERABAD

KODURU SAGAR

SILAMWAR SRITEJA

SPENCER MAHIT RAJ

VANAM BHEESHMA

ABSTRACT

The ride-hailing assiduity has fleetly grown over the past few years with multiple players like Ola, Uber, and Rapido entering the request. A relative study examined the pricing, availability, quality, and user experience to compare the different ride-hailing services available. Regarding pricing, the study setup that Uber and Ola had analogous pricing structures, with Rapido furnishing cheaperrates for shorter distances. For longer distances, overall, Ola had more competitive pricing still. Still, the study also set up the pricing could vary depending on the time of position and demand. Availability-wise, the study set up that Uber and Ola had a wider reach compared to Rapido, which had a more limited coverage area. This means that users may find it easier to find Uber or Ola rides in remote areas compared to Rapido. Still, it was noted that the availability of rides also varied depending on the time of day and demand. In terms of quality, Uber was set up to be the most dependable and effective with largely rated motorists and well-maintained vehicles. Ola and Rapido, on the other hand, have had some issues with motorist behavior and vehicle conservation. Nonetheless, Ola was set up to give a more comfortable riding experience with features similar to auto entertainment. Regarding user experience, all three services offer user-friendly mobile operations and multiple. And multiple payment options. Uber and Ola also have fidelity programs and impulses for frequent users, while Rapido offers a cashback scheme for its users. The study also set up the user's experience can be told by the quality of the driver's ease of booking and stay time for a lift. In conclusion, the study set up that each service has its strengths and weaknesses. Users' choice of service would depend on their specific requirements and preferences. Uber stands out in terms of quality, while Ola provides a more comfortable riding experience. Rapido offers cheaper pricing for shorter distances but has a limited coverage area the study provides precious perceptivity into the ride-hailing services available in the market and can help users make informed opinions when choosing a ride-hailing service.

CONTENT

CHAPTER NO	NAME OF THE CHAPTER	PAGE NO
I.	**INTRODUCTION** 1.1: Background of study 1.2: Need of study 1.3: Objectives of study 1.4: Scope of study 1.5: Advantages & Disadvantage	7-10
II.	**REVIEW OF LITERATURE**	13-16
III.	**HYPOTHESIS**	17-19
IV.	**RESEARCH METHODOLOGY** 4.1: Research design 4.2: Sample design 4.2.1: Sample design 4.2.2: Sampling method 4.3: Sources of information 4.4: Tools and techniques	20-23
V.	**INDUSTRY/COMPANY PROFILE** 5.1: History of company 5.2: Products and activities 5.3: Details of management 5.4: Vision, objective, goals 5.5: Awards and achievement 5.6: Number of people working, financial status	24-33
VI.	**DATA PRESENTATION, ANALYSIS, AND INTERPRETATION** ➢ 6.1.1 - 6.1.26 Tables ➢ 6.2.1 – 6.2.28 Pie charts ➢ 6.3.1 – 6.3.4 Graphs	34-66
VII.	**FINDINGS, SUGGESTIONS, CONCLUSIONS**	67-70
VIII.	**BIBLIOGRAPHY AND APPENDICES**	71-79

CHAPTER- I

INTRODUCTION

1. INTRODUCTION OF THE STUDY

1.1 BACKGROUND OF THE STUDY:

Ride-hailing services, also known as ride-sharing or transportation network companies (TNCs), are a modern transportation option that has revolutionized the way people travel. These services are typically provided through a mobile application, allowing users to request a ride from a nearby driver and track their journey in real-time. Ride-hailing services have gained tremendous popularity in recent years due to their convenience, affordability, and flexibility.

The concept of ride-hailing services is simple. Instead of waiting for a taxi on the street or calling a cab company, users can simply open a ride-hailing app on their smartphone, enter their pickup location and destination, and select a ride option that suits their needs and budget. Within minutes, a nearby driver will accept the ride request and arrive at the pickup location to take the user to their destination.

Ride-hailing services are not only convenient for users, but also provide a new opportunity for drivers to earn extra income. Drivers who own a car can sign up with a ride-hailing company and become independent contractors, working on their schedule and earning a percentage of the fare for each ride they complete.

Ola, Uber, and Rapido are three of the most popular ride–hailing services in India. They offer similar services but differ in their business models, pricing strategies, and target customers. A comparative study of these three services can help in understanding their strengths and weaknesses and also aid customers in making informed decisions about which service to use.

While there have been concerns about safety and regulation, ride-hailing companies have worked to address these issues through background checks, insurance coverage, and other measures.

Overall, ride-hailing services have transformed the way people get around, offering a convenient and accessible transportation option for millions of people around the world.

Ola was founded in 2010 in Mumbai, India by Bhavish Agarwal and Ankit Bhati. as an online platform for cab booking services. The company later expanded its services to other cities in India, offering affordable and convenient transportation solutions to customers. The company has offices in more than 250 locations in India, Australia, New Zealand, and the United Kingdom. Its

headquarters are in Bangalore, India. With the ability to book cabs via a smartphone app, Ola began as an online cab aggregator. Since then, it has expanded its services to offer auto-rickshaws, bikes, and electric vehicles. Additionally, the business has introduced Ola Foods, a food delivery service, and Ola Financial Services, a financial services division.

Uber was founded in 2009 in San Francisco, California, as a ride-hailing service that connects riders with drivers using a smartphone app. The company quickly expanded its services to other cities in the US and eventually went global. With the help of a mobile app, users may hail rides through the Uber network, which also offers several services like UberX, Uber POOL, Uber BLACK, and Uber EATS. Uber has also invested in electric and flying taxi services, as well as self-driving car technologies. The business is renowned for its innovative approach to the transportation sector, and in some places, it has run into regulatory issues and controversy. Despite these obstacles, Uber continues to grow and broaden its services internationally, offering riders everywhere safe, dependable, and economical transportation alternatives.

Rapido was founded in 2015 in India by Aravind Sanka, Rishikesh SR, and Pavan Guntupalli, an Indian bike taxi startup. The company provides bike taxis as a fast and cost-effective mode of transportation for short distances. The business, which has its headquarters in Bangalore, India, provides bike taxi services in more than 100 locations throughout the nation. Using a mobile app, users can hail bike rides on the Rapido platform, which provides a cheap and practical way of transportation for short distances. Customers are successfully served by the company's last-mile connectivity, particularly in crowded urban regions where traditional forms of transportation are frequently delayed and unreliable.

1.2 NEED OF THE STUDY:

1. Understanding client preferences to ameliorate services and gain a competitive edge.

2. Relating demand trends and consumer actions to acclimatize and introduce consequently.

3. Benchmarking against challenges to identify areas of enhancement and borrow stylish practices.

4. Perfecting service quality by relating areas that need enhancement.

1.3 OBJECTIVES OF THE STUDY:

1. *Customer's Experience:* Compare the user's experience of services including the cab the booking process, payment options, and client support.

2. *Service quality:* To estimate the quality of services handed by ride-hailing platforms including safety, comfort, and trust-ability.

3. *Price comparing:* To compare the fee structure and pricing strategies of Ola, Uber, and Rapido ride-hailing services.

1.4 SCOPE OF THE STUDY:

1. Taxis play an important role as a mode of transportation for many people in different cities in India.

2. The important part is that this industry is still unorganized, and the demand is growing.

3. It shows that there is a huge business opportunity from an entrepreneur's perspective.

1.5 ADVANTAGES & DISADVANTAGES

Advantages:

1. Ground level understanding of modes and methods of commutation.
2. Interaction with general public.
3. Better understanding of spending capacity of customers.
4. Gained knowledge over unit economics of pricing.

Disadvantages:

1. Lack of time.
2. Difference of opinions.
3. Conflict of interest.
4. Unreliable data.

STRUCTURE OF STUDY:

ABSTRACT

CHAPTER-1

1.1 : BACK GROUND OF STUDY

1.2 : NEED OF STUDY

1.3 : OBJECTIVES OF STUDY

1.4 : SCOPE OF STUDY

1.5: ADVANTAGES & DISADVANTAGES

CHAPTER-2

LITERATURE REVIEW

CHAPTER-3

HYPOTHESIS

CHAPTER-4

RESEARCH METHODOLOGY

4.1.1: RESEARCH DESIGN

4.1.2: SAMPLE DESIGN

4.1.2.1:SAMPLE SIZE

4.1.2.2: SAMPLE METHOD

4.3: SOURCES OF INFORMATION

4.4: TOOLS AND TECHNIQUES

CHAPTER-5

INDUSTRY/COMPANY PROFILE

5.1: HISTORY OF COMPANY

5.2: PRODUCTS AND ACTIVITIES

5.3: DETAILS OF MANAGEMENT

5.4: VISION, OBJECTIVE, GOALS

5.5: AWARDS AND ACHIEVEMENT

5.6: NUMBER OF PEOPLE WORKING, FINANCIAL STATUS

CHAPTER-6

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

CHAPTER-7

FINDINGS, SUGGESTIONS, CONCLUSIONS

CHAPTER-8

BIBLIOGRAPHY

APPENDICES

CHAPTER- II

LITERATURE REVIEW

2. REVIEW OF LITERATURE

Nilesh Christopher (2022) – The composition entitled *"South Asia's ride-hailing apps are taking on India's crowded roads."* It is published by the *Rest of the World, a global media company that covers technology and invention*. The composition provides an overview of the ride-hailing request in South Asia, with a focus on India. The author notes that the ride-hailing request in India is largely competitive, with several original and transnational companies fighting for market share. The composition highlights the challenges faced by ride-hailing companies in India, including the high acquisition costs, the need to navigate complex regulations, and the need to make trust with consumers. The author knows that the high competition position has made it ride–hailing ride-hailing companies to separate themselves and make sustainable business models. The composition also explores the openings for growth in India's ride-hailing market, including the growing middle class. The added use of smartphones and the need for dependable and affordable transportation in Indian Metropolises. The author notes that ride-hailing companies that can successfully address these challenges and openings will likely succeed in the Indian market. Overall, the composition provides a comprehensive overview of the ride-hailing services in South Asia, with a focus on India. It highlights the challenges and openings faced by ride-hailing companies in India and provides perceptivity into the factors that will determine the success of these companies in the Indian market.

Piali Haldar (2020) – The composition *"Does India Need a Shared Ride-hailing now more than Ever? Understanding Commuters' Intentions to share rides from the Asian Journal of Business and Accounting"* an examination of clients' intentions to borrow is included in the composition about ride-hailing in India. The writers of this article aim to analyze the elements that affect Indian customers' willingness to borrow a new one. Ride-hailing services to get information from Indian customers, the authors employ a check-grounded exploration strategy. Perceived cost, perceived safety, and perceived convenience are among the authors' criteria. Impact consumers' intentions to borrow and their use of ride-hailing services significantly. Additionally, the authors discover that social influence, such as family and friend recommendations positively affect customers' intentions to use ride-hailing services. The study's findings may be helpful to the ride-hailing industry as the device plans to boost the number of participating in ride-hailing services that are relinquished.

Dashveenjit Kaur (2022) – The composition *"How ride-hailing app Drife is taking on Uber, Ola in India by decentralizing the ecosystem from Techwire Asia."* Discusses Drife a decentralized ride-hailing platform that aims to challenge the dominance of Uber and Ola in India. The compositions highlight the crucial features of drive, including the use of Blockchain Technology produces a more transparent and secure platform for motorists and passengers, as well as the platform's decentralization, which allows motorists to retain a larger share and gives passengers less control over the ride experience. The composition also provides some background on the ride–hailing services in India and the challenges that Drife faces in contending against established players like Uber and Ola.

Dr. S. Jagatheeswari, Ms.K.Sowmya , Dr.D. Parasakthi (2022) – The composition *"a study on customer satisfaction towards Rapido bike taxi service reference to Coimbatore city published by the journal of emerging technologies and innovative research."* The studies mention punctuating the colorful aspects that impact the attitude of bike motorists. Bandura's (2019) Work highlights the significance of direct underpinnings. And discipline in modifying attitudes, While Regan (2019) Shed light on the impact of income growth on people's attitude patterns. Skinners (2018) Work on behavior revision is anatomized, with a focus on modeling as an important behavior remedy fashion. The study by Mohan and Roy (2018) highlights findings showing that 65 motorists enjoy their vehicles and 61 support families of 5-8 persons. The study also revealed that a significant number of motorists have faced 4 features and backhanders from the police. This provides an understanding of the colorful factors that shape the attitude of bike taxi motorists.

Nibeditha Dash (2021) –The *International Council on clean transportation [ICCT]* is a leading non-profit association concentrated on reducing greenhouse gas emissions and air pollution from transportation. The Publication *"Electrifying India's four-wheeler ride-hailing vehicles policy"* provides a review of policy knowledge from abroad on exhilarating ride-hailing vehicles in India, the publication may give perceptivity on the challenges and openings related to exhilarating. Ride hail services in India, and how applicable programs have been executed in other countries to achieve this thing.

Aravind Sanka (2021) – The Composition of an Entrepreneur India discusses "*the future of ride-hailing apps in India*." It highlights the growth of the ride-hailing assiduity in India and adds competition among colorful companies operating in the space. The composition also mentions the

challenges faced by ride-hailing companies, similar to non-supervisory hurdles and motorist retention, and how these challenges are being addressed. Also, the composition talks about the trend of integrating colorful services similar to food delivery and payment services into ride-hailing apps to give a further comprehensive experience to users. The composition concludes by suggesting that the future of ride-hailing in India looks promising, but companies will need to continuously introduce and acclimatize to the changing request conditions to remain successful.

B.Raghuram Kadali, Shantanu Ingole, Kannan K.R Iyer , Saladi S.V Subbarao (21) –

The study *"User perception towards Ride hail service: A case of Nagpur City, India was taken from European transport"* lightly focuses on understanding the attitudes and opinions of users in Nagpur. The exploration may involve surveilling or canvassing individuals in Nagpur who have used or are familiar with ride-hailing services to gather data on their views and experiences. The findings of the study may give perceptivity into factors that impact people's use and relinquishment of ride-hailing services. Similar to cost, convenience, safety, and vacuity the results could also inform ride-hailing companies about how to ameliorate their services to more needs, requirements, and preferences of customers in Nagpur and other metropolises in India. Overall, the study aims to contribute to the understanding of ride-hailing, assiduity in India, and its impact on the metropolises that will operate.

Grishma Thapa (2020) – The article entitled *"Consumer Behavior on online ride healing apps in India published by Palarch's Journal of Archeology of Egypt 2020."* The taxi industry is extremely modern with a variety of advantages and inconveniences. Travel time details the real-time economy and protection to its consumers. Cab e-hailing is now a key component of Metropolitan City, and offers a higher client value than most traditional taxi services.

Deepa Mani (2023) – The composition entitled *"The impact of ride-hailing services on congestion published by manufacturing and service operations management."* The author stated that growth in ride-hailing services worldwide and allied benefits existing studies on the congestion effects of ride-hailing are limited, and we can see rich, real-time traffic and road trajectory data from Google Maps. The effects are largest for the most congested regions during the busiest hours, which see a 10.1% to 14.8% reduction in travel times.

CHAPTER-III

HYPOTHESIS

3. HYPOTHESIS

A hypothesis (plural hypotheses) is a proposed explanation for a phenomenon. For a hypothesis to be a scientific hypothesis, the scientific method requires that one can test it. Scientist generally base scientific hypotheses on previous observations that cannot satisfactorily be explained with the available scientific theories. Even though the words "hypothesis" and "theory" are often used interchangeably, a scientific hypothesis is not the same as a scientific theory. A working hypothesis is a provisionally accepted Hypothesis proposed for further researching a process beginning with an educated guess or thought. A different meaning of the term hypothesis is used in formal logic, to denote the antecedent of a proposition;

Thus in the proposition "if P, then Q", P

Denotes the hypothesis (or antecedent); Q can be called a consequent. P is the assumption in a (possibly counterfactual) what If question.

The adjective hypothetical, meaning "having the nature of a hypothesis". Or "being assumed to Exist as an immediate consequence of a hypothesis", can refer to any of these meanings of the term "hypothesis".

TYPES OF HYPOTHESIS

Null hypothesis: A null hypothesis will predict that there will be no significant relationship between the two test variables.

For example, you can say that "The study will show that there is no correlation between marriage and happiness."

A good way to think about a null hypothesis is to think of it in the same way as "innocent until until proven guilty". Unless you can come up with evidence otherwise, your null hypothesis will stand.

A null hypothesis may also highlight that a correlation will be inconclusive. This means that you can predict that the study will not be able to confirm your results one way or the other.

For example, you can say "It is predicted that the study will be unable to confirm a correlation between the two variables due to foreseeable interference by a third variable."

Alternative Hypothesis:

An alternative hypothesis is a hypothesis that is anything other than the null hypothesis. It will Disprove the null hypothesis.

We use the symbol HA or H1 to denote an alternative hypothesis.

The null and alternative hypotheses are usually used together. We will say the null hypothesis is the case where a relationship between two variables is non-existent. The alternative hypothesis is the case where there is a relationship between those two variables.

The following statement is always true: H0 ≠ HA.

Null hypothesis:

Uber has the best pricing when compared to ola and Rapido in terms of affordability and Rapido has the highest no of bike taxi customers and drivers. Ola has the highest no customers due to its wide availability of options.

CHAPTER IV
RESEARCH METHODOLOGY

4.1 RESEARCH METHODOLOGY:

4.1.1 RESEARCH DESIGN:

The research design was both explanatory as well as descriptive. Exploratory kind of research has been used to explore the comparison between the Ola, Uber, and Rapido ride-hailing services. Descriptive sort of research has been used to describe what exactly the comparison is between Ola, Uber, and Rapido ride-hailing services. It describes customer satisfaction, market share, differences in fare, availability, and other factors. This research design helped to provide insights into the comparative study of Ola, Uber, and Rapido ride-hailing services. It also helped to know the impact of ride-hailing services on transportation, society, traffic congestion, and the economy. There are numerous other ride-hailing apps just as Ola, Uber, and Rapido which render similar services to customers.

4.1.2: SAMPLE DESIGN

4.1.2.1:SAMPLE SIZE:

The researcher opts for a deliberate sampling method for the sample selection for ride-hailing services. The survey of 100 people as a sample size focuses on the study of comparison between Ola, Uber, and Rapido ride-hailing services. The survey consists of different ages of people whose gender is either male or female. The deliberate sampling method is used for this study to survey the respondents and get their opinion on the ride-hailing services. The sample size was determined and grounded on the research objectives, actual considerations, and the proficiency of the researchers in relating the most applicable participants of the study. The survey helps to get more insights into respondent's experience, it will also help the users to share what they think and can share the improvements to make ride-hailing services apps more enhanced.

4.2.2.2: Sampling method:

A deliberate sampling method was used for the sample selection. This method has helped to find out how many people are using ride-hailing services and is satisfied with the services. It has also helped to know the factors which affect ride-hailing services. This method would be appropriate for the study which has a specific focus on the comparison between OLA, UBER, and RAPIDO ride-hailing services. The respondents were chosen individually. The deliberate sampling method has helped in meeting the objective of the research.

4.3 SOURCES OF INFORMATION:

PRIMARY DATA:

Primary data was collected from the survey which was conducted in a specific area in India where customers ride–hailing opinions about ride-hailing services. The data was collected by survey method where pre-tested structured questionnaires having open and close-ended questions. The data collected about the customer's convenience-ness to use ride-hailing services apps like Ola, Uber, and Rapido where Ola and Uber are cab services and Rapido provides bike service. it was also to know the customer's perception of ride-hailing services. It would help the ride-hailing services to improve according to customers' satisfaction and preferences.

SECONDARY DATA:

Secondary data was gathered from research papers, articles, and the internet. The process of gathering secondary data helped a lot to get a preview of the ride-hailing services and their significant role in the economy particularly in the transportation sector.

4.4: TOOLS AND TECHNIQUES OF STUDY:

Data was collected by using a survey method in which the pre-tested structured questionnaire has open and close-ended questions and an interview was conducted on customer satisfaction with ride-hailing services. The questionnaire was sent to the public in the form of Google Forms. With this approach, a sample of respondents is asked a series of standardized questions to elicit their opinions, attitudes, and perceptions. While close-ended questions offered standardized responses that could be easily examined, open-ended questions allowed respondents to express their ideas and perceptions in their own words. Data collected were tabulated and for pictorial representation bar graphs and pie charts were used.

CHAPTER- V

INDUSTRIAL PROFILE

5. INDUSTRIAL PROFILE

5.1: HISTORY OF THE COMPANY:

OLA:

• Ola was founded by Bhavish Agarwal and co-founded by Ankit Bhati. Ola was launched in Mumbai in the year of 2010.

• Ola is derived from the Spanish word 'Hola' which means 'hello'. As a result, the proprietors wish to convey that their service is simple and pleasant. Bhavish and Ankit were assisted by the number of people completing their dream project.

• Ola Cabs [stylized OLA] is an Indian multinational ride-sharing company headquartered in Bengaluru.

UBER:

• Uber's History started when Travis Kalanick and Garret Camp found themselves stuck in Paris on a Snowy evening unable to find a taxi.

• In India, Uber was started in 2013.

• In India, Uber is owned by Prabhajeet Singh. It is classified as a private subsidiary of a foreign company and is located in Thane, Maharastra.

RAPIDO:

• Rapido started its journey under the name of Karrier by two IIT Alumni and Pesu alumni Arvind Sanka, Pavan Guntupalli, and SR Rishikesh.

• Its headquarters are in Bengaluru, Karnataka, India.

• Its business model is B2C. It was founded in November 2015.

5.2: PRODUCTS AND ACTIVITIES:

1. Ola offers different ride orders such as Micro, Mini, Prime, and Share.
2. Ola also offers an Ola bike. Which allows guests to book a bike ride.
3. Besides ride-hailing services, Ola has expanded into food delivery, with its Ola Foods division offering services under the brand's Ola Café, Ola Kitchen, and Ola sweets.
4. Ola also has an Ola money digital wallet that can be used to make payments for rides and other services.
5. Uber offers different ride orders similar to UberX, Uber XL, Uber BLACK, and Uber POOL.
6. Uber also offers Uber Eats, a food delivery service that allows customers to order food from their favorite restaurants.
7. Uber has also launched Uber for Business, a service that allows businesses to manage and pay for workers' transportation charges.
8. Uber has also launched uber Health, a platform that allows healthcare providers to request rides for patients who need transportation to medical appointments.
9. Rapido is a ride-hailing service that specializes in bike rides.
10. Rapido also offers a bike pool option, where riders can share rides and split the cost.
11. Rapido has also introduced a Rapido store service that allows customers to book a ride and get essential particulars such as groceries, and medical drugs delivered to their doorstep.
12. Rapido also offers a Rapido wallet, digital money that can be used to make payments for rides and other services.

Overall, these ride-hailing services offer arrange of products and activities to feed the requirements of their guests beyond just transportation services.

5.3: DETAILS OF MANAGEMENT:

OLA:

Ola was founded in 2010 by Bhavesh Agarwal and Ankit Bhati. Bhavesh Aggarwal is the current CEO of the company. The management team also includes key executives such as Anand Subramanian (Marketing Director), Pranay Jivrajka (Chief Operating Officer), and Rajiv Bhansal (Chief Financial Officer).

UBER:

Uber was founded in 2009 by Travis Kalanick and Garrett Camp. The current CEO of the company is Dara Khosrowshahi. Other key executives in the management team include Jill Hazelbaker, (Senior Vice President of Marketing and Public Affairs), Tony West (Chief Legal Officer), and Nelson Chai, (Chief Financial Officer).

RAPIDO:

Rapido was founded in 2015 by Aravind Sanka and Rishikesh SR. Aravind Sanka is the current CEO of the company, the management team also includes key executives such as Pawan Guntupalli (Head of Product), Rishikesh SR, (Chief Technology Officer), and Vishy Kuruganti, (Chief Revenue Officer).

All three companies have a strong management team with experience in technology and transportation. They have been successful in disrupting the traditional transportation industry with their innovative and convenient services.

5.4: VISION, OBJECTIVES, GOALS:

OLA:

• The vision of Ola is to reduce Global Emission And fuel dependency by making India the epic center of electrification.

- Its main objective is to present a clear, concise, and measurable description of the service provider's internal support relationship.
- Its main goal is to redefine mobility for billions

UBER:

• The vision of Uber stated that Transportation is as reliable as running water, everywhere for everyone.

• Uber's main objective that connects the physical and digital world to help move to happen at thetop of a button

RAPIDO:

- The vision of Rapido is to provide Domestic solutions of high quality from the design phase to the production phase to maintain a hundred percent customer satisfaction.

• Rapido focuses on making its customer's daily intracity commute affordable and faster and safer.

• The primary goal of Rapido is to keep its app updated along with adding newer and more interesting features that would make it more convenient for both the captain and the user.

5.5: AWARDS AND ACHIEVEMENTS:

OLA:

- Won the disruptor of the year at CNBCTV 18's Asia business leader award.
- President's award for exceptional achievements.
- Wins the best startup award in the year 2015.
- Won Les Fowlie intellectual freedom award.
- Won the 'Smart City app hack' award at the Smart City Expo World Congress in 2018.
- Received the 'Digital Marketer of the Year award' at the Drivers of digital awards in 2017.
- Ola champion award.
- Technical services award.

UBER:

- Was named the 'Best Startup' of the 2010 Tech crunch.
- Received the best 'I phone Transportation App award' at the 2011 Crunchies award.
- Won the best mobile app award at the 2012 Webby Awards.
- Named the 'Fastest Growing Company' by Fortune Magazine in 2015.
- Received the 'App of the year award at the 2016, Mashable Awards.
- Uber Eats was named the 'Best food delivery' App by digital trends in 2021.

RAPIDO:

- Named the 'Startup of the Year' at the Indian startup awards in 2019.
- Received the 'Best bike taxi service of the Year Award at the India Urban Mobility Awards in 2019.
- Won the 'Best Bikes Taxi Service Provider' award, at the Global Smart Mobility Summit in 2020.
- Named the Fastest growing 'Bike Taxi Service' by the International Business Times in 2020.
- Rapido's CEO Aravind Sanka was named as one of the '40under40' Entrepreneurs by Fortune India in 2021.

5.6: NUMBER OF PEOPLE WORKING:

Ola Cabs (stylized as OLΛ) is an Indian multinational ridesharing company, headquartered in Bangalore. It also operates in other business verticals including financial services and cloud kitchens. A variety of venture capitalists including Softbank have large stakes in the company. In January 2018, Ola extended into its first overseas market, Australia, and launched in New Zealand in September 2018. In March 2019, Ola began its operations in the UK. In India 5001 to 10000 Employees. Over 10,000 employees worked for Ola as drivers, customer service representatives, and in a variety of other capacities. Ola has been significantly growing in recent years, and it has been expanding its workforce to keep up. The business is dedicated to giving Indians additional employment possibilities and to offering its clients safe, dependable, and reasonably priced transportation.

Uber Technologies, Inc. (Uber), based in San Francisco, provides mobility as a service/ride-hailing (48% of revenues), food delivery/package delivery/couriers via Uber Eats and Postmates (34% of revenues), and freight transport (18% of revenues). Uber sets fares, which vary using a dynamic pricing model based on local supply and demand at the time of the booking and are quoted to the customer in advance and receive a commission from each booking. It has operations in approximately 70 countries and 10,500 cities and, with 131 million monthly active users and 5.4 million active drivers and couriers worldwide, it generates an average of 23 million trips per day.In India 32800, is a 11.95% increase from 2021. Approximately 22,800 people worked for Uber worldwide. It's important to note that this figure excludes the substantial number of independent contractor drivers that use the Uber platform to offer customers ride-hailing services. Despite the difficulties brought on by the COVID-19 epidemic, Uber has been growing and expanding its services and capabilities, and the business is still dedicated to giving individuals all around the world job possibility.

Rapido is an Indian bike taxi aggregator and logistics service provider based out of Bangalore. Founded in 2015, the company operates in over 100 cities across the country but has run into legal troubles in a few locations where bike taxis are not legal. Rapido operates the app-based service across 100 cities in India with more than 15 lakh drivers. The company employs 1,500 employees in all. Rapido does more than five lakh rides daily out of which more than a lakh rides are done in Telangana. In India more than 15lakhs drivers and the company employs 1500 employees in all. Rapido Bike Taxi operated in more than 100 cities around India and had over 25,000 registered bike taxi drivers. Rapido has experienced recent growth and has gained popularity among clients seeking an economical, practical, and dependable means of transportation. Rapido hired additional staff members for a variety of positions, including customer support, operations, and technology,in addition to the bike taxi drivers. The business is dedicated to giving Indian citizens employment opportunities and improving accessibility for all users of transportation.

FINANCIAL STATUS:

In fiscal year 2021, Ola Cabs had an operating revenue of 9.8 billion Indian rupees. Year-over-year, the operating revenue decreased by around 63 percent in comparison with the previous year, mainly due to the impact of the coronavirus pandemic. The major share of its revenue, in that year, was generated by ride-hailing.

Uber's net cash used in operating activities was $244 million and free cash flow, defined as net cash flows from operating activities less capital expenditures, was $(303) million. Through 2022, net cash provided by operating activities was $642 million, and free cash flow was $390 million. Uber's India entity has reported a 7.1% increase in revenue from operations to Rs 396.95 crore for the year ended March 2022.

Rapido has raised over $300 million since its inception and its backers include WestBridge, TVS Motor, Shell Ventures, and Nexus Ventures. Over the past two years, Rapido and other mobile platforms have been facing regulatory pressures in several states. 163% year-on-year (YoY) rise in its net loss to INR 439.02 Cr for the financial year 2021-22 (FY22), largely due to a surge in employee costs. Its total expenses grew 1.34X YoY to INR 596.96 Cr in the fiscal year that ended in March 2022.

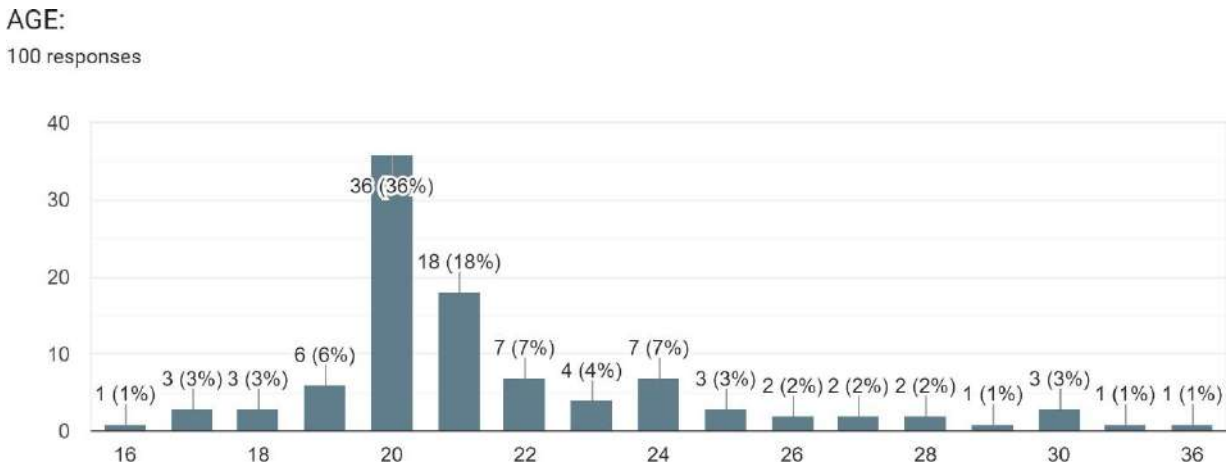
CHAPTER- VI

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4. DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

The traditional transportation sector has recently been impacted by the ride-hailing industry's explosive rise. Among the top ride-hailing services that have grown in popularity around the world are Ola, Uber, and Rapido. In this investigation, we'll compare and contrast these three ride-hailing services. We will contrast their offerings, costs, and client satisfaction in particular. To help consumers make wise judgments when selecting a ride-hailing service, this study aims to offer insightful information about the advantages and disadvantages of each ride-hailing service. We seek to obtain a better understanding of the elements that contribute to ride-hailing services' performance in the current transportation environment by studying the data gathered from each service. we have conducted a survey called "CUSTOMER SATISFACTION REGARDING OLA, UBER, AND RAPIDO RIDE-HAILING SERVICES" through google forms.

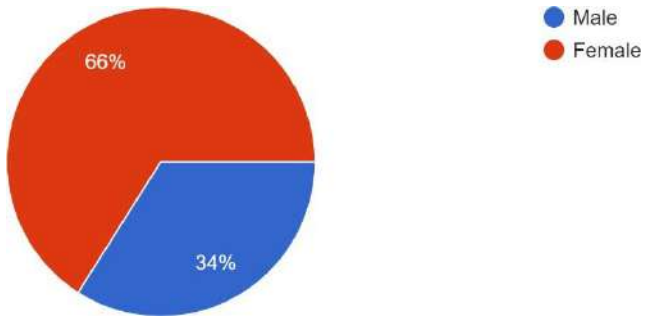
GRAPH NO: 6.3.1



The above graph shows the ages of the respondents of the survey. Respondents of the age between (16-21) are 67 respondents, (22-26) are 23 respondents, (27-31) are 9 respondents and (32-36) are 1 respondent. The majority of the respondents are aged (16-21) because they are the ones who are using ride-hailing services mostly to reach their destinations such as colleges, cafes, homes, etc.

PIE CHART NO: 6.2.1

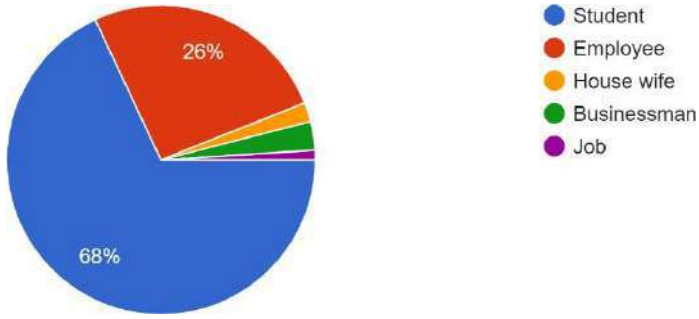
GENDER:



The above pie chart represents the gender involved in the survey. It shows that there are 66% are female respondents and 34% are male respondents who participated in the survey.

PIECHART NO: 6.2.2

OCCUPATION:



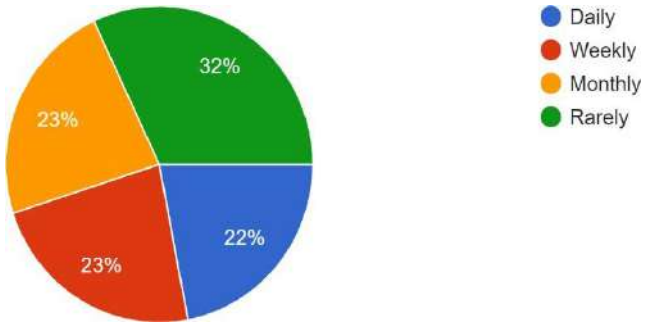
The pie chart above indicates the occupation of the respondents who participated in the survey. The occupation that is involved in the survey is a student (68%), employee (26%), housewife (2%), businessman (3%) & job (1%). The majority in the survey Is that student are more well aware of ride-hailing services and are using the services according to their needs.

1. How frequently do you use Ola services?

TABLE NO:6.1.1

Categories	***Respondents***	***Percentage***
Daily	22	22%
Weekly	23	23%
Monthly	23	23%
Rarely	32	32%

PIE CHART NO:6.2.3



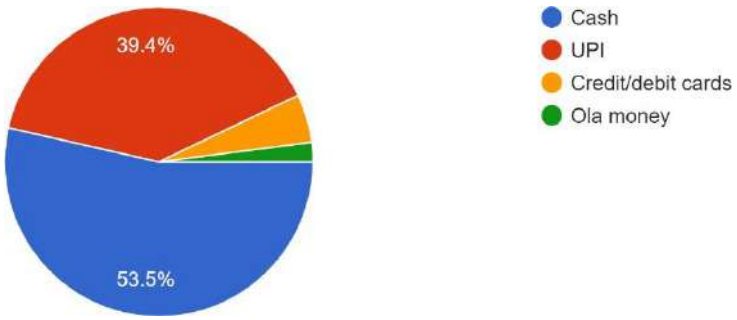
With categories like daily, weekly, monthly, and rarely used, the pie chart shows how frequently individuals utilize Ola services. Using this visual depiction, Ola and its users may better understand the relative proportions or percentages of people in each group. The respondents who use Ola services daily consist of 22%, every week, consists of 23%, every month 23%, and those who use rarely 32% which means the majority of respondents who use Ola services on a rare basis is high.

2. Which type of payment do you prefer to use Ola rides?

TABLE NO: 6.1.2

Categories	***Respondents***	***Percentage***
Cash	53	53.5%
UPI	39	39.4%
Credit/debit cards	5	5.1%
Ola Money	2	2%

PIE CHART NO: 6.2.4:



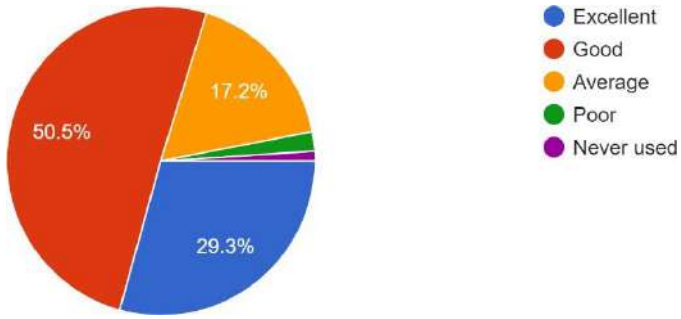
The pie chart provided illustrates the type of payment people use for Ola rides with categories including cash, UPI, credit/debit cards, and Ola money. Most people prefer the payment method of cash (53.5%), and the second preferred payment method is UPI (39.4%) the others like credit/debit cards 5.1%, and Ola money 2%.

3. How would you rank Ola's efforts to ensure passenger safety?

TABLE NO:6.1.3

Categories	***Respondents***	***Percentage***
Excellent	29	29.3%
Good	50	50.5%
Average	17	17.2%
Poor	2	2%
Never used	1	1%

PIE CHART NO:6.2.5:



The pie chart represents the people/respondents who ranked Ola's efforts with the categories of excellent, good, average, poor, and never used. Respondents who chose excellent consist of 29.3%, and Respondents who chose good are 50.5%. Respondents who chose average are 17.2%, poor is 2%, and those who never used are 1%.

4. How could Ola’s app or user interface be improved in your opinion? (open-ended question)

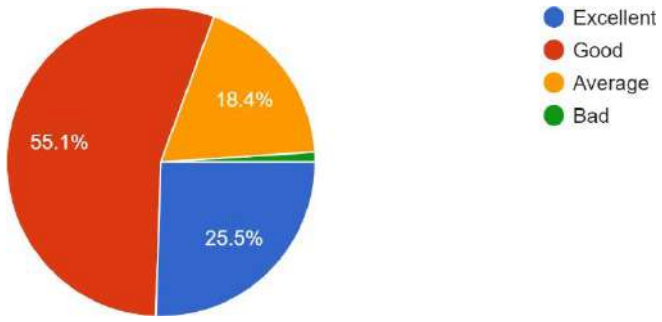
Yes, it appears that the comments given above are connected to a survey on Ola's ride-hailing service users' happiness. Respondents were specifically asked for their suggestions on how to make Ola's app or user interface better. According to the comments, customers want improvements in several areas, including enhancing the user experience, improving the booking procedure, making rates reasonable, improving the quality of the cars, and the availability of drivers. There are several issues with driver conduct and cancellation rules as well. Customers have also urged that Ola include new services like a system for pre-booking rides or an improved customer care system.

5. On a scale of 1-10, how good do you think Ola driver's cars are?

TABLE NO: 6.1.4

Categories	***Respondents***	***Percentage***
Excellent	25	25.5%
Good	55	55.1%
Average	18	18.4%
Bad	1	1%

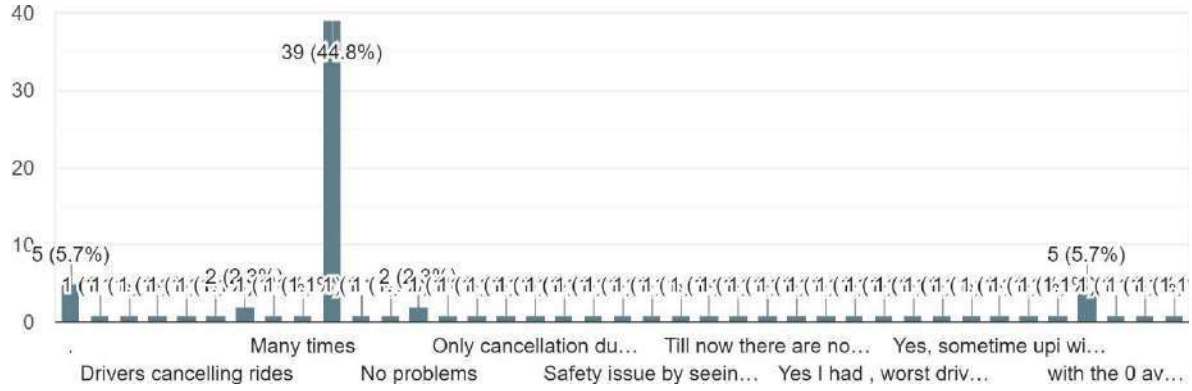
PIE CHART NO: 6.2.6:



The above pie chart represents the results of the respondents who ranked how good the driver's cars are, on a scale of 1-10. 55.1% of the respondents chose good, 25.5% of the respondents chose excellent, 18.4% chose average and 1% chose bad.

6. Have you ever had a problem or difficulty with an Ola ride? If so, what kind of problems? (open-ended question)

GRAPH NO- 6.3.2:



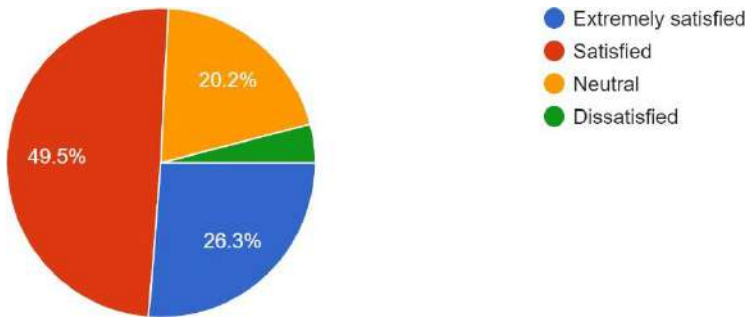
The above bar graphs represent the problem or difficulty of the customers. There are many responses some of them have faced drivers canceling their rides because of the fare issue, canceling only during the day time, charges for the cancellation of the rides by the customers, drivers being very rude to them, all the drivers not accepting Ola money or UPI they insist on paying only cash to them even after opting either for Ola money or UPI. Overall, almost 51% of the respondents were having difficulty or problems with the cancellation of the rides at the last moment by the drivers.

7. How pleased are you with Ola rides availability?

TABLE NO 6.1.5:

Categories	***Respondents***	***Percentage***
Extremely satisfied	26	26.3%
Satisfied	49	49.5%
Neutral	20	20.2%
Dissatisfied	4	4%

PIE CHART NO: 6.2.7:



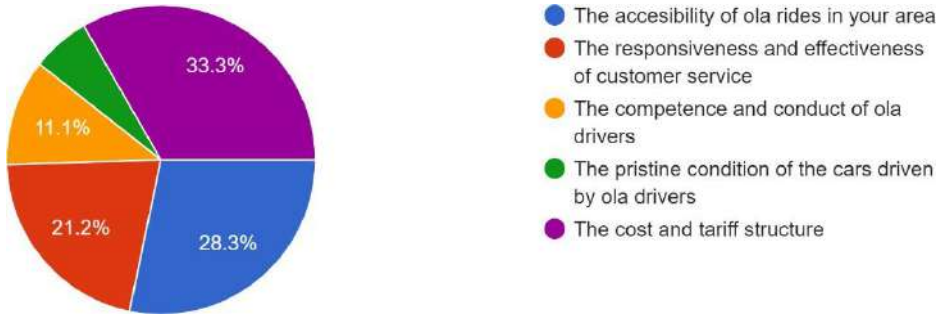
The pie chart illustrates how the customers are pleased with the availability of Ola rides with categories like extremely satisfied, satisfied, neutral, and dissatisfied. 49.5% of the customers are satisfied, 26.3% are extremely satisfied, 20.2% are neutral, and 4% are dissatisfied with the availability of Ola rides.6

8. Which aspects of the Ola service do you believe should be improved?

TABLE NO: 6.1.6

Categories	***Respondents***	***Percentage***
The accessibility of Ola rides inyour area.	28	28.3%
The responsiveness andeffectiveness of customer service.	21	21.2%
The competence and conduct ofOla drivers.	11	11.1%
The Pristine condition of the carsdriven by Ola drivers.	6	6.1%
The cost and tariffs structure.	33	33.3%

PIE CHART NO:6.2.8:



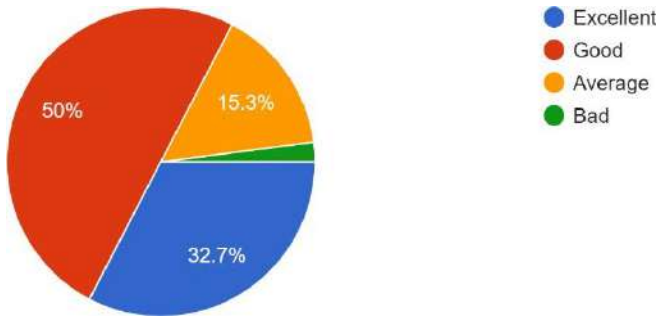
The above pie chart represents the aspects of Ola service that should be improved according to the respondents. The highest percentage is 33.3% which is the cost and tariff structure that should be improved, 28.3% is for the accessibility of Ola rides in different areas, 21.2% is for the responsiveness and effectiveness of customer service, and 6.1% for the pristine condition of the cars driven by the old drivers.

9.How would you rank the conduct and professionalism of Uber drivers?

TABLE NO: 6.1.7:

Categories	***Respondents***	***Percentage***
Excellent	32	32.7%
Good	49	50%
Average	15	15.3%
Bad	2	2%

PIE CHART NO:6.2.9:



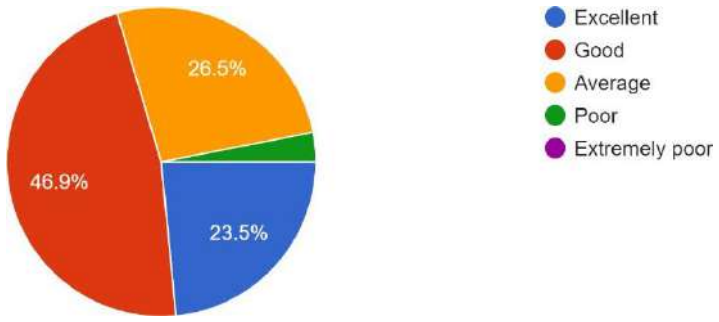
The above pie chart represents the rank of the conduct and professionalism of Uber drivers Ranked by the respondents with the categories excellent, good, average, and bad. It is shown that 50% of the respondents have chosen good, 32.7% chose excellent, 15.3% chose average and 2% chose bad. Overall, the majority of the respondents who use Uber services would want more improved and enhanced conduct and professionalism of Uber drivers.

10. How would you rank the safety features included in the Uber app and the background checks performed on drivers?

TABLE NO 6.1.8:

Categories	***Respondents***	***Percentage***
Excellent	23	23.5%
Good	46	46.9%
Average	26	26.5%
Poor	3	3.1%
Extremely poor	0	0

PIE CHART NO: 6.2.10:



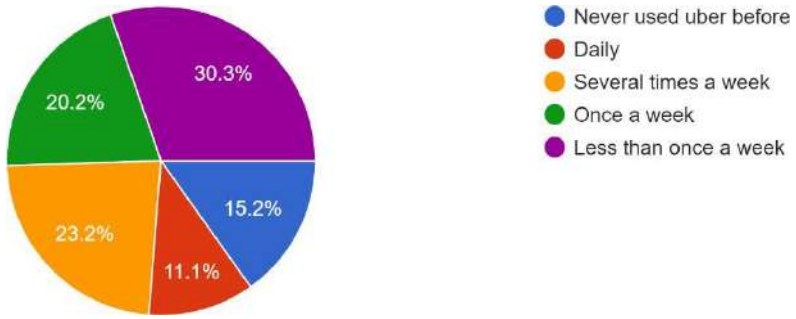
The pie chart illustrates the ranking by respondents on safety features included in the Uber app and the background checks performed on drivers. It shows that 23.5% of respondents have chosen excellent, 46.9% have chosen good, 26.5% have chosen 26.5%, 3% have chosen poor, and 0 people have chosen extremely poor. Overall, the respondents have ranked the safety features and background checks performed on drivers as GOOD.

11.How often do you use Uber to get around?

TABLE NO:6.1.9:

Categories	***Respondents***	***Percentage***
Never used Uber before	15	15.2%
Daily	11	11.1%
Several times a week	23	23.2%
Once a week	20	20.2%
Less than once a week	30	30.3%

PIE CHART NO: 6.2.11:



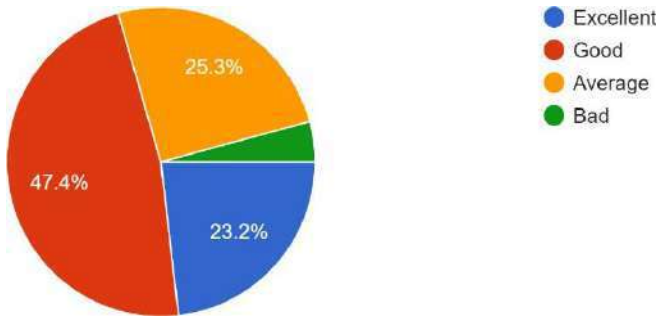
The pie chart illustrates how many respondents use Uber often to get around with categories never used before, daily, several times a week, once a week, and less than once a week. The respondent's answers to never using Uber before were 30.3%, 11.1% for daily, 23.2% for several times a week, 20.2% for once a week, and 30.3% for less than once a week. Overall, respondents have used Uber to get around LESS THAN ONCE A WEEK.

12. How quick and effective do you think Uber's customer representatives are?

TABLE NO:6.1.10

Categories	***Respondents***	***Percentage***
Excellent	22	23.2%
Good	45	47.4%
Average	24	24.3%
Bad	4	4.2%

PIE CHART NO: 6.2.12:



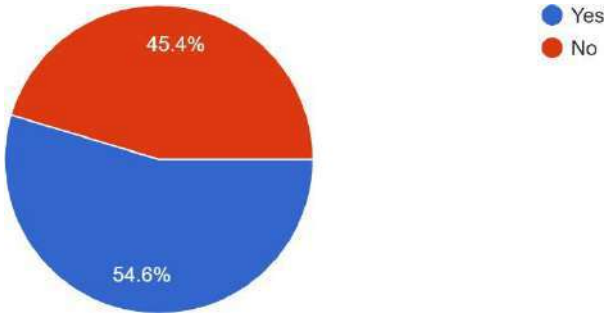
The pie chart represents the responses of the respondents on how quick and effective Uber's representatives are. The responses for excellent are 23.2%, for good are 47.4%, for average 25.3%, and for bad are 4.2%. altogether the respondents think that Uber customer representatives are GOOD.

13: Have you ever had a problem with Uber's fare estimations or charges being accurate?

TABLE NO:6.1.11

Categories	***Respondents***	***Percentage***
Yes	53	54.6%
No	44	45.4%

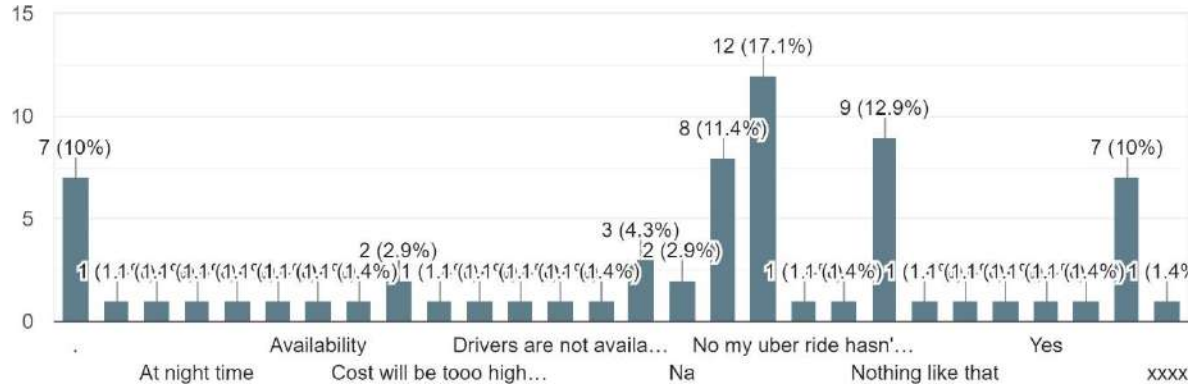
PIE CHART NO: 6.2.13



The pie chart represents that if the respondents have ever faced a problem or had a problem with Uber's fair estimations or charges which are categorized as yes or no. 54.6% of respondents chose yes and 45.4% of respondents chose no.

14. Can you give an example of a time when an Uber ride fell short of your expectations? What could have been changed to make your experience better? (open-ended question)

GRAPH NO- 6.3.3:



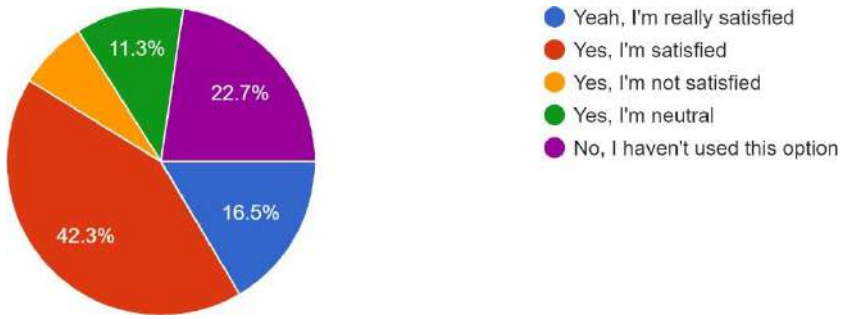
The bar graphs represent the open-ended question for the respondents asking, the respondent to share an example of a time when their Uber ride fell short of their expectations and what could have changed to make their experience better. The respondent's answers vary, but most of them have mentioned issues like late arrival, availability, high cost, and drivers preferring cash payments. Few respondents have also responded that they don't have any problem.

15. Have you ever used the shared ride feature on Uber in that case, how pleased were you with the encounter?

TABLE NO:6.1.12

Categories	***Respondents***	***Percentage***
Yeah, I'm really satisfied	16	16.5%
Yes, I'm satisfied	41	42.3%
Yes, I'm not satisfied	7	7.2%
Yes, I'm neutral	11	11.3%
No, I haven't used this option	22	22.7%

PIE CHART NO: 6.2.14



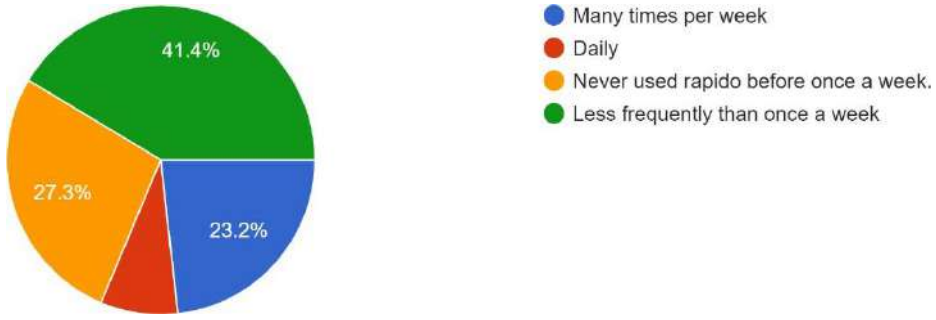
The pie chart illustrates how many respondents have used the shared ride feature on Uber, and if they used how many of them were pleased with the encounter? 16.5 % of respondentswere really satisfied, 42.3% were satisfied, 7% were not satisfied 11,3% were neutral, and 22.7%had never used the option.

16. How frequently do you take a ride with Rapido?

TABLE NO: 6.1.13

Categories	***Respondents***	***Percentage***
Many times per week	23	23%
Daily	8	8%
Never used Rapido before once a week	28	28%
Less frequently than once a week	41	41%

PIE CHART NO: 6.2.15



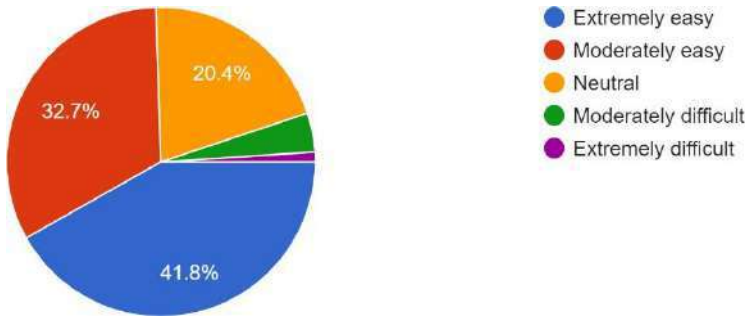
The above pie chart illustrates how frequently the respondents take a ride with Rapido with categories many times per week, daily, never used Rapido before once a week, and less frequently than once a week. 23.2% of respondents chose many times per week, 8% chose daily, 27.3% chose never to use Rapido before once a week and 41.4% chose less frequently than once a week. Altogether the respondents use Rapido LESS FREQUENTLY THAN ONCE A WEEK.

17: How simple Is it to order arrived using RAPIDO?

TABLE NO: 6.1.14:

Categories	***Respondents***	***Percentage***
Extremely easy	41	41.8%
Moderately easy	32	32.7%
Neutral	20	20.4%
Moderately difficult	4	4.1%
Extremely difficult	1	1%

PIE CHART NO: 6.2.16



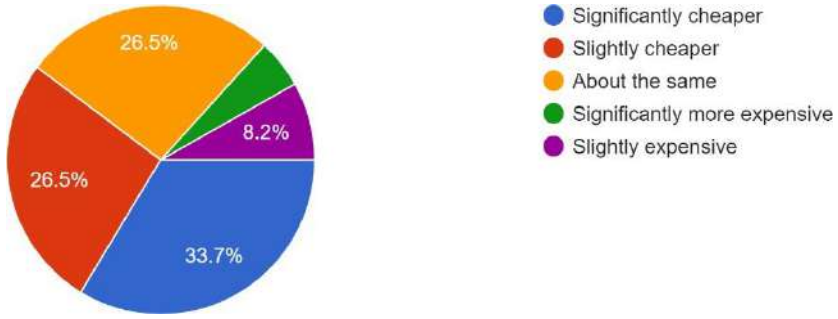
The pie chart illustrates how simple it is to order a ride using Rapido with categories extremely easy, moderately easy, neutral, moderately difficult, and extremely difficult. 41.8% of respondents chose extremely easy, 32.7% chose moderately easy, 20.4% chose moderately difficult, and 1% chose extremely difficult. Overall respondents think that it is EXTREMELY EASY to order a ride with Rapido.

18. In terms of cost, how does Rapido compare favorably against other ride-hailing services?

TABLE NO:6.1.15:

Categories	***Respondents***	***Percentage***
Significantly cheaper	33	33.7%
Slightly cheaper	26	26.5%
About the same	26	26.5%
Significantly more expensive	5	5.1%
Slightly expensive	8	8.2%

PIE CHART NO: 6.2.17



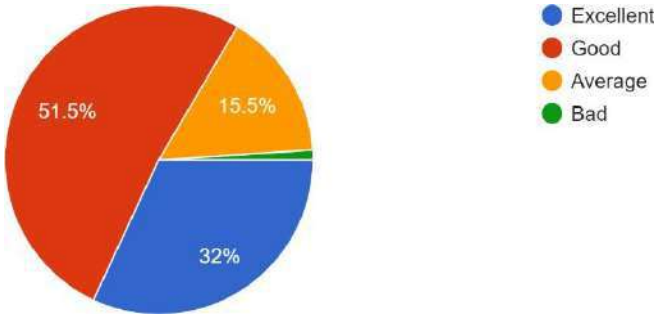
The pie chart represents how the cost of Rapido is favorable against other ride-ailing services with categories Significantly cheaper, Slightly cheaper, about the same, Significantly more expensive, and slightly expensive. 33.7% of respondents chose significantly cheaper, 26.5% chose slightly cheaper, 26.5% chose about the same, 5.1% chose significantly more expensive, and 8.2% chose slightly expensive.

19. On a scale of 1 to 10, how good do you think the rapid or rider's motorcycles are?

TABLE NO:6.1.16

Categories	***Respondents***	***Percentage***
Excellent	31	32%
Good	50	51.5%
Average	15	15.5%
Bad	1	1%

PIE CHART NO: 6.2.18



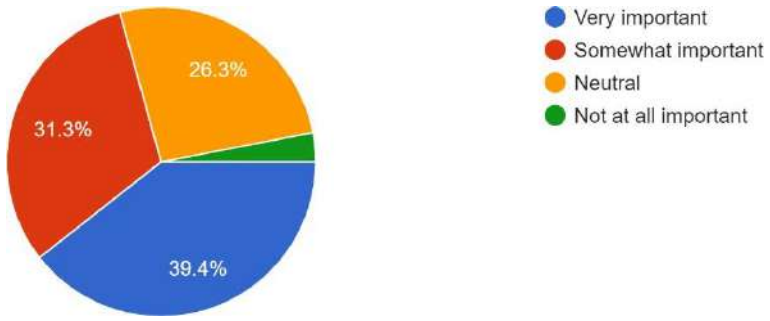
6.19.3: The pie chart represents the ranking of respondents on how good the Rapido rider's motorcycles are with categories excellent, good, average, and bad. 32% of respondents chose excellent, 51.5%chose good, 15.5% chose average, and 1% chose bad.

20. How important is the option to choose the type of vehicle (bike, auto, or taxi) In your decision to use Rapido?

TABLE NO: 6.1.17:

Categories	***Respondents***	***Percentage***
Very important	39	39.4%
Somewhat important	31	31.3%
Neutral	26	26.3%
Not at all important	3	3%

PIE CHART NO: 6.2.19



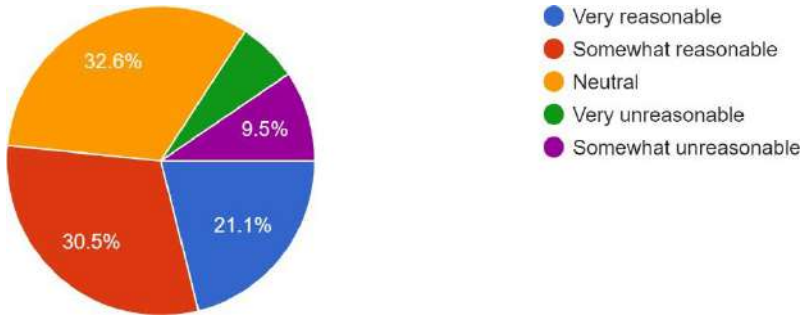
The pie chart represents how important is to choose the vehicle in their decision to use Rapido with categories very important, somewhat important, neutral, and not at all important. 39.4% of respondents chose very important, 31.3% chose somewhat important, 26.3% chose neutral, and 3% chose not at all important.

21. What do you think about RAPIDO's policy of charging a cancelation fee for a ride that is canceled by the passenger after a certain period?

TABLE NO 6.1.18:

Categories	***Respondents***	***Percentage***
Very reasonable	20	21.1%
Somewhat reasonable	29	30.5%
Neutral	31	32.6%
Very unreasonable	6	6.3%
Somewhat unreasonable	9	9.5%

PIE CHART NO: 6.2.20



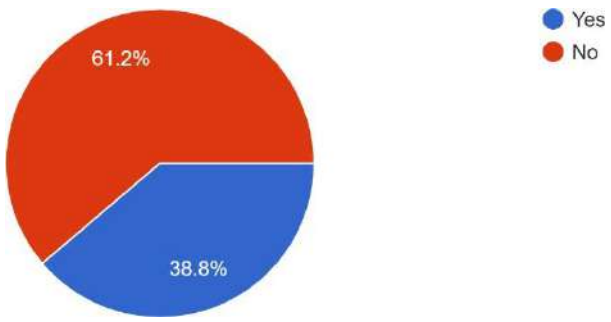
The pie chart illustrates the opinion of respondents on Rapido's policy of charging a cancellation fee if s ride is canceled by a passenger with categories very reasonable, somewhat reasonable, neutral very unreasonable, and somewhat unreasonable. 21.1% of respondents chose very reasonable, 30.5% chose somewhat reasonable, 32.6% chose neutral, 6.3% chose very unreasonable, and 9.5% chose somewhat reasonable.

22. Have you ever used RAPIDO for long-distance rides (more than 30km)?

TABLE NO-6.1.19:

Categories	***Respondents***	***Percentage***
Yes	38	38.8%
No	60	61.2%

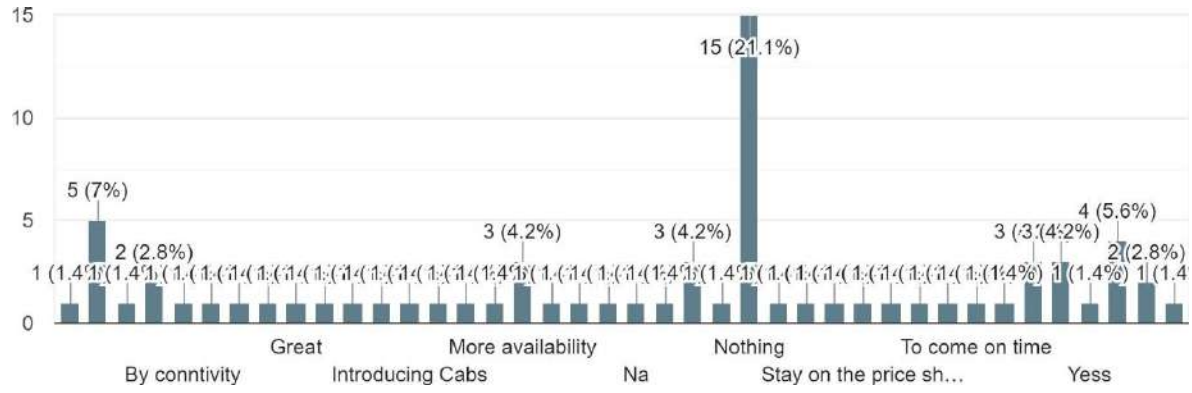
PIE CHART NO: 6.2.21



The pie chart represents have any respondents used RAPIDO for long-distance rides withcategories yes or no. 38.8% of respondents chose yes and 61.2% of respondents chose no. overallrespondents have not used RAPIDO for long distances.

23. How would you suggest RAPIDO improve its service to better meet your needs? (open-ended question)

GRAPH NO-6.3.4:



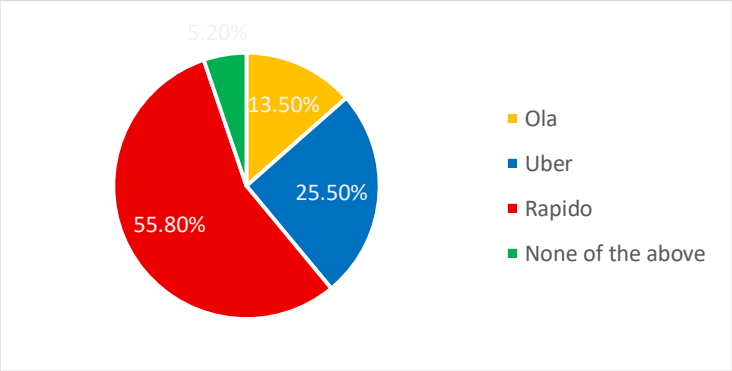
According to the comments, it appears that customers want RAPIDO to increase their availability in additional locations, lower their prices, and ensure that riders come on time to improve their service. Additionally, several clients have recommended that RAPIDO refrain from imposing cancellation fees and maintain the pricing as it was initially displayed. Customers would also like RAPIDO to expand the use of taxis and offer helmets for the second rider. Customers generally tend to have conflicting views regarding RAPIDO's services, with some saying that they are good and others saying that changes should be made.

24. Which taxi would you like to prefer?

TABELE NO- 6.1.20:

Categories	***Respondents***	***Percentage***
Ola	12	13.5%
Uber	26	25.5%
Rapido	55	55.8%
None of the above	5	5.2%

PIE CHART NO:6.2.22



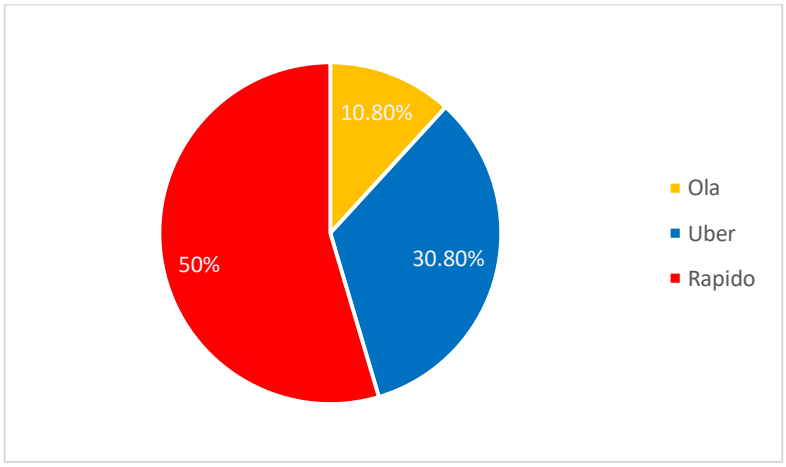
This table shows that, out of 98 respondents, the majority of the respondents are for RAPIDO that is 55.8%, 13.5% of the respondents responded for OLA, 25.5% of the respondents who responded for UBER, and 5.2% of the respondents responded for NONE OF THE ABOVE.

25.What according to you is much cheaper?

TABLE NO- 6.1.21

Categories	***Respondents***	***Percentage***
Ola	10	10.4%
Uber	30	30.6%
Rapido	49	50%

PIE CHART NO: 6.2.23



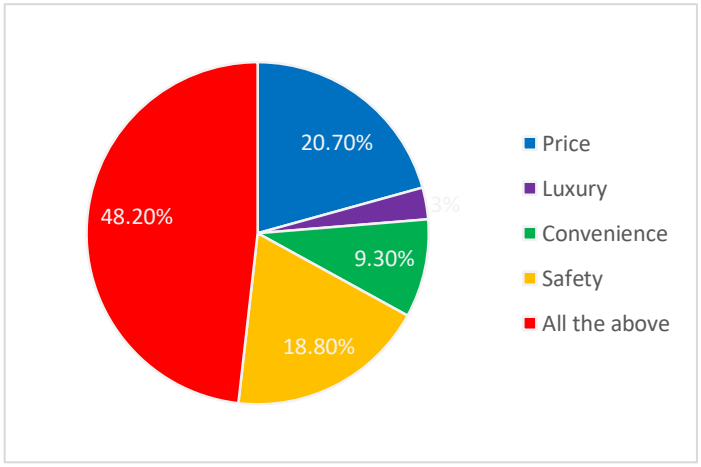
This table shows that, out of 98 respondents, the majority of the respondents preferred with RAPIDO that is 50%, 10.4% of the respondents responded with OLA, and 30.6% of the respondents responded with UBER.

26. Which of these dimensions you look upto for your satisfaction?

TABLE NO- 6.1.22:

Categories	***Respondents***	***Percentage***
Price	20	20.7%
Luxury	3	3%
Convenience	9	9.3%
safety	18	18.8%
All the above	48	48.2%

PIE CHART NO 6.2.24:



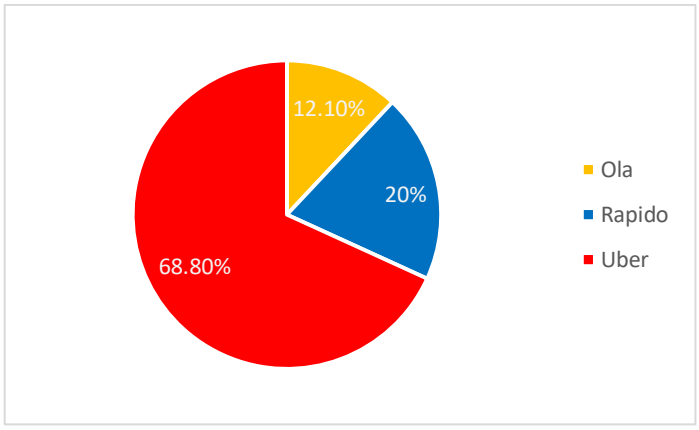
This table shows that out of 98 respondents, the majority of the respondents preferred to go with ALL THE ABOVE that is 48.2%, 20.7% of the respondents preferred with PRICE, 3% of the respondents responded with LUXURY, 9.3% of the respondents responded with CONVENIENCE, 18.8% of the respondents responded with SAFTEY.

27. which bike is better?

TABLE NO- 6.1.23

Categories	***Respondents***	***Percentage***
Ola	12	12.1%
Rapido	20	20%
Uber	69	68.8%

PIE CHART NO:6.2.25



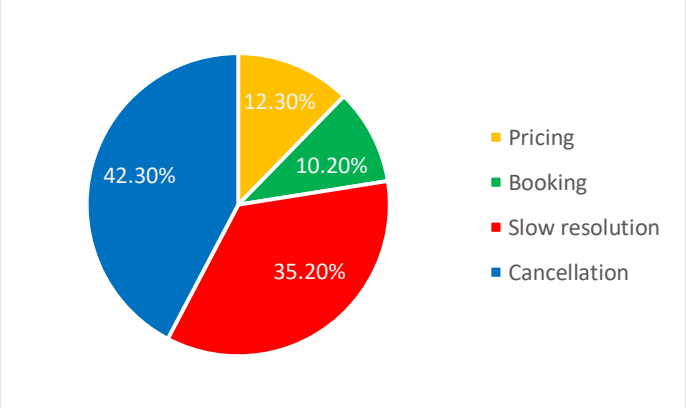
This table shows that out of 98 respondents, the majority of the respondents preferred to go with UBER that is 68.8%, 12.1% of the respondents responded with OLA, 20% of the respondents responded with RAPIDO.

28. What Is the common problem faced by users of the Above Mentioned Apps

TABLE NO- 6.1.24

Categories	***Respondents***	***Percentage***
Pricing	12	12.3%
Booking	10	10.2%
Slow resolution	35	35.2%
Cancellation	42	42.3%

PIE CHART NO:6.2.26



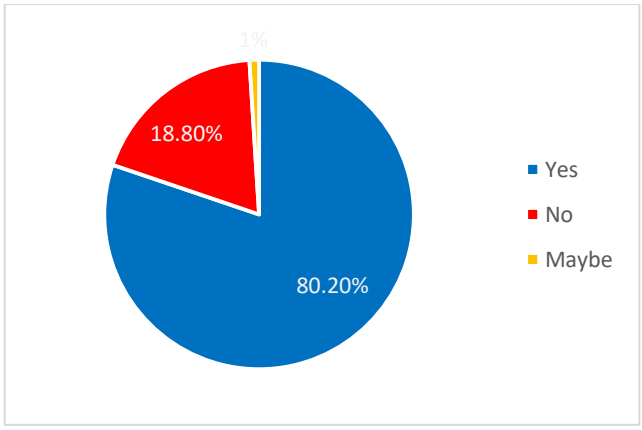
This table shows that, out of 98 respondents, the majority of the respondents preferred to go with CANCELLATION that is 42.2%, 12.3% of the respondents responded with PRICING, 10.2% of the respondents responded with BOOKING, 35.2% of the respondents responded with SLOW RESOLUTION.

29. Do Ola ana Uber mainly targets metro politician cities? Agree

TABLE NO- 6.1.25:

Categories	***Respondents***	***Percentage***
Yes	80	80.2%
No	18	18.8%
Maybe	1	1%

PIE CHART NO :6.2.27



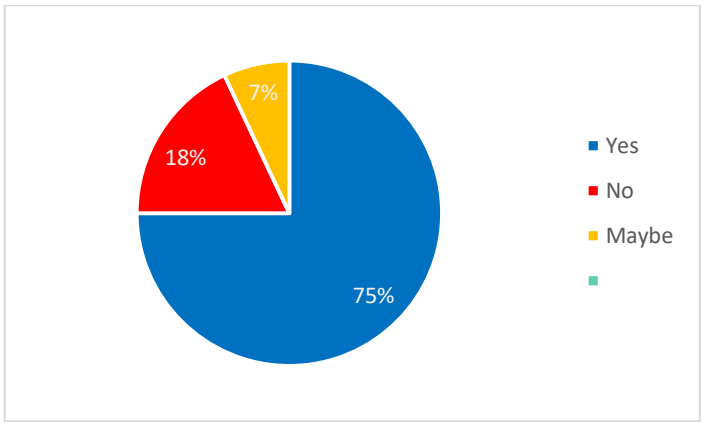
This table show that out of 98 respondents, the majority of the respondents preferred to go with YES that is 80.2%, 18.8% of the respondents responded with NO, 1% of the respondents responded with MAYBE.

30. At last do you think that these cabs are safe reliable and cheaper modes of transportation?

TABLE NO- 6.1.26:

Categories	***Respondents***	***Percentage***
Yes		75%
No		18%
Maybe		7%

PIE CHART NO:6.2.28



This table shows that out of 98 respondents, the majority of the respondents preferred to go with 75% that isYES, 18% of the respondents responded with NO, 7% of the respondents responded with MAYBE.

CHAPTER- VII

FINDINGS, SUGGESTIONS, CONCLUSIONS

5. FINDINGS, SUGGESTIONS, CONCLUSIONS

FINDINGS:

1. Majority of respondents have used three companies among various ride-hailing services, like Ola, Uber, and Rapido.

2. Majority of respondent's book Ola and Uber for leisure, late-night travel, and business travel.
3. The type of payments preferred by people to use Ola rides were as 53% "of respondents prefer cash,39% of respondents prefer UPI, 5% of respondents prefer credit/debit cards and 2% of respondents prefer money.
4. The ranks on conduct and professionalism of Uber drivers chose 50% of the respondents chose good, 32.7% chose excellent, 15.3% chose average, and 2% chose bad.
5. Overall, the majority of the respondents who use Uber services would want more improved and enhanced conduct and professionalism of Uber drivers.
6. In Uber the safety features included and the background checks performed on drivers 23.5% chose excellent,46.9% had good,26.5% chose average, and 3% chosechosen0 % chose extra chosen poor.
7. The respondents who have to take a ride with Rapido were categorized as 23.2% choosing many times per week, 8% choosing daily, 27.3% choosing never used Rapido before once a week, and 41.4% choosing less frequently than once a week. Altogether the respondents use Rapido less frequently than once a week.
8. The use of the Rapido app is 41.8% choosing extremely easy, 32.7% choosing moderately easy, and 20.4% choosing moderately difficult and extremely difficult.
9. The Rapido prices represent very reasonable and sometimes as it is neutral.
10. The respondents have chosen the type of vehicle a bike as per their priorities.

SUGGESTIONS

1. Ola Cabs can work on improving its algorithm to provide a more accurate ETA to customers. This will help customers better plan their day and avoid frustration caused by delays.
2. Ola Cabs can introduce a loyalty program that rewards frequent riders with discounts or other perks. This could incentivize customers to use their services and can build a loyal customer base.
3. Ola Cabs can consider enhancing its safety features with features like in-app emergency services so that the customer can feel more secure.
4. To make it easier for clients to find their destination, Uber should think about including augmented reality elements in their app, such as real-time directions overlaid over the camera view.
5. To improve the overall client experience, Uber can offer in-car entertainment alternatives like streaming services, video games, or interactive maps.
6. To promote local businesses and provide consumers with distinctive experiences, Uber can collaborate with neighborhood establishments including restaurants, cafes, and entertainment venues to offer riders exclusive discounts or promotions.
7. Customers who are visiting a foreign region or nation can take advantage of Rapido's language translation services, which will improve their overall experience and make the service more widely available.
8. Rapido can provide tailored advertising to customers based on their preferences and interests, offering businesses a distinctive advertising platform and increasing revenue for the business.
9. To offer interactive tours on their bike taxis, Rapido can collaborate with neighborhood tour companies. This will allow consumers to explore the city while learning about its history, culture, and landmarks.

CONCLUSIONS

The purpose of this research was to ascertain the "A COMPARATIVE STUDY ON OLA, UBER, AND RAPIDO ride-hailing services". We found that customers have become more aligned towards the online cab services provided by the service providers like Ola, Uber, and Rapido. With the growing technology and popularity of online applications customers want to spend less time booking a cab or any other thing that is why the companies like Uber and Ola are changing the traditional methods of the cab and taxi industry, and people are influenced by the same. Ola has successfully achieved public support and has created a buzz about its brand in the market. Furthermore, if some technological advancement is done at Ola then the customer base can be increased by providing a better experience to the customer.

By collecting information about Uber, we have gone through the marketing mix and the strategies of this company. We understood all the growth and marketing strategies it uses to grow its market share and expand its market presence. We could go through the marketing mix that it blends to produce the responses it wants in the target market

Uber is better and they are providing better facilities in terms of cost-effectiveness, timeliness, communication, reliability, and expression, and the attitude app of Uber is more convenient. And people are attracted to the feature of these cab service providers of tracking the driver and traceability of driver and safety and they book Ola and Uber for leisure, late-night travel, and business travel. Ola has seen tremendous growth in the taxi market sector. There is surely no looking back for Ola as it is improving day by day in every prospect.

In conclusion, Rapido wishes to make its app user-friendly to every section of society. It is working on rolling out special and simplified features. It is striving hard to find its silver innings with innovative problems. When odd-even rules were imposed it offered free rides. It is very easy to operate the Ola app, about one touch only and the driver will reach your location in a very short interval of time. While traveling in Ola there is no need to worry about the parking area or anything else. Ola is cost-effective and people who don’t want to travel by auto also get their desire fulfilled by offering a car drive. They are now providing a bike facility which is very beneficial for people who want to travel alone or in a hurry and want to avoid traffic.

CHAPTER- VIII

BIBLIOGRAPHY & APPENDICES

6. BIBLIOGRAPHY

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APPENDIX

QUESTIONNAIRE OF THE SURVEY FOR THE STUDY:

CUSTOMER SATISFACTION WITH OLA, UBER, AND RAPIDO RIDE-HAILING SERVICES.

Email:

NAME:

AGE:

GENDER:

Male

Female

OCCUPATION:

Student

Employee

Housewife

Businessman

Other…

PLACE OF RESIDENCE:

1. How frequently do you use Ola services?
    a) Daily
    b) Weekly
    c) Monthly
    d) Rarely

2. Which type of payment do you prefer to use for Ola rides?
    a) Cash
    b) UPI
    c) Credit/debit cards
    d) Ola money

3. How would you rank Ola's efforts to ensure passenger safety?
    a) Excellent
    b) Good
    c) Average
    d) Poor
    e) Never used

4. How could Ola’s app or user interface be improved in your opinion? (open-ended question)

5. On a scale of 1-10, how good do you think Ola driver's cars are?
    a) Excellent
    b) Good
    c) Average
    d) Bad

6. Have you ever had a problem or difficulty with an Ola ride? if so, what kind of problems? (open-ended question)

7. How pleased are you with Ola rides availability?
   a) Extremely satisfied
   b) Satisfied
   c) Neutral
   d) Dissatisfied

8. Which aspects of the Ola service do you believe should be improved?
   a) The accessibility of Ola rides in your area
   b) The responsiveness and effectiveness of customer service
   c) The competence and conduct of Ola drivers
   d) The pristine condition of the cars driven by Ola drivers
   e) The cost and tariff structure
   f) Other…

9. How would you rank the conduct and professionalism of Uber drivers?
   a) Excellent
   b) Good
   c) Average
   d) Bad

10. . How would you rank the safety features included in the Uber app and the background checks performed on drivers?
   a) Excellent
   b) Good
   c) Average
   d) Poor
   e) Extremely poor

11. How often do you use Uber to get around?
   a) Never used Uber before
   b) Daily

c) Several times a week
d) Once a week
e) Less than once a week

12. How quick and effective do you think Uber's customer representatives are?
a) Excellent
b) Good
c) Average
d) Bad

13. Have you ever had a problem with Uber's fair estimations or charges being accurate?

a) Yes
b) No

14. Can you give an example of a time when an Uber ride fell short of your expectations? What could have been changed to make your experience better? (open-ended question)

15. Have you ever used the shared ride feature on Uber in that case? How pleased were you with the encounter?
a) Yeah, I'm really satisfied
b) Yes, I'm satisfied
c) Yes, I'm not satisfied
d) Yes, I'm neutral
e) No, I haven't used this option

16. How frequently do you take a ride with Rapido?
a) Many times per week
b) Daily
c) Never used Rapido before once a week.
d) Less frequently than once a week

17. How simple is it to order a ride using RAPIDO?
    a) Extremely easy
    b) Moderately easy
    c) Neutral
    d) Moderately difficult
    e) Extremely difficult

18. In terms of cost, how does RAPIDO compare favorably against other ride-hailing services?
    a) Significantly cheaper
    b) Slightly cheaper
    c) About the same
    d) Significantly more expensive
    e) Slightly expensive

19. On a scale of 1 to 10, how good do you think the RAPIDO rider's motorcycles are?
    a) Excellent
    b) Good
    c) Average
    d) Bad

20. How important is the option to choose the type of vehicle (bike, auto, or taxi) in your decision to use RAPIDO?
    a) Very important
    b) Somewhat important
    c) Neutral
    d) Not at all important

21. What do you think about RAPIDO's policy of charging a cancellation fee if a ride is canceled by the passenger after a certain period?

a) Very reasonable
b) Somewhat reasonable
c) Neutral
d) Very unreasonable
e) Somewhat unreasonable

22. Have you ever used RAPIDO for long-distance rides (more than 30 km)?

a) Yes
b) No

23. How would you suggest RAPIDO improve its service to better meet your needs? (open-ended question)

24. Which taxi would you like to prefer?

a) Ola
b) Uber
c) Rapido
d) None of the above

25. What according to you is much cheaper?

a) Ola
b) Uber
c) Rapido

26. Which of these dimensions you look upto for your satisfaction?

a) Price
b) luxury
c) Convenience
d)Safety
e) All the above

27. Which bike is better?

a) Ola

b) Rapido

c) Uber

28. What is the common problem faced by users of the above mentioned Apps?

a) Pricing

b) Booking

c) Slow resolution

d) Cancellation

29. Do Ola and Uber mainly targets metropolitician cities ? Agree

a) Yes

b) No

c) Maybe

30. At last do you think that these cabs are safe reliable and cheaper modes of transportation?

a) Yes

b) No

c) Maybe

A

PROJECT REPORT

On

Study of ROYAL ENFIELD MOTORCYCLES

ROYAL ENFIELD

Submitted By

S.Venu Madhav Reddy(H.NO-201020405076)

K.Pramod Kumar (H.NO-201020405069)

Md.Tousif Shareef (H.NO-201020405075)

Satyam Panday (H.NO-201020405080)

Submitted in the partial fulfilment of the requirement for the award of the degree of

BACHELORS OF COMMERCE

UNDER THE GUIDANCE OF MS. PRANITHA [M.COM]

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE & PG COLLEGE

UPPAL, HYDERABAD-500039

AFFILIATED TO OSMANIA UNIVERSITY

STUDENT'S DECLARATION

We hereby declare that the project entitled "Study of ROYAL ENFIELD MOTORCYCLES" was submitted in partial fulfilment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Pranitha is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

S.Venu Madhav Reddy– (201020405076)

K.Pramod Kumar (H.NO-201020405069)

Md.Tousif Shareef – (201020405075)

Satyam Panday – (201020405080)

Date:

Place:

ACKNOWLEDGEMENT

Through this acknowledgement I express my sincere gratitude towards all those in this project which has been a learning experience.

This page would not be enough to extend my gratitude towards my project guide for her efforts in coordination with my work and guiding in right direction. A heartfelt regard to our institutions management Brother Vincent Reddy and Vice Principal Jayanthi Reddy for giving me the essential hand in concluding this project.

It would be a injustice to proceed without acknowledgement those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all other who had been there to help me co.

ABSTRACT

The emerging trend of vehicle ownership, particularly among the middle-class population, coupled with the expanding working women population, is primarily driving the India two-wheeler market. In addition to this, the escalating demand for compact mobility solutions owing to several challenges, such as lack of parking spaces and road traffic congestion, is further propelling the market growth. Moreover, the growing popularity of two-wheelers based on their numerous benefits, including convenient travel especially over short distances, easy bank financing solutions, better affordability, etc., is also creating a positive outlook for the market. Besides this, the expanding travel and tourism sector along with the rising trend of bikers traveling solo or in a group to different destinations across the country is further bolstering the requirement for two-wheelers.

INDEX

CHAPTER NO	PARTICULARS	PAGE NO
1	**INTRODUCTION** Need of the study Objectives Scope Merits & Demerits	
2	**Review of Literature**	
3	**Hypothesis**	
4	**Company Profile**	
5	**Research Methodology** Research design Research tools & Technique Sources of Data	
6	**Data Analysis and Interpretation** Graphical representation Tabulation of data Interpretation of data	
7	**Conclusions** Conclusions	

8	**Bibliography**	
9	**Appendix&Questionnaire**	

Chapter No 1

INTRODUCTION

The study is about Royal Enfield . It shows the complete information about both the bike. And also the Pro's and Con's of the bike.
The research is about customers point of view on choosing a bike, like Mileage, CC, looks, colour and etc. And what they need the most in a bike.

About Royal Enfield

It is an Indian multinational motorcycle manufacturing company headquartered in Chennai. The Royal Enfield brand, including its original English heritage, is the oldest global motorcycle brand in continuous production.

The first Royal Enfield motorcycle was built in 1901 by The Enfield Cycle Company of Redditch, Worcestershire, England.

Need of the Study

The aim of a studies idea is to present and justify the want, and know the requirement of a customer in a bike. Purchasing a new bike is always a thrilling experience, especially for boys. Since adolescence, every boy dreams of getting his first bike and riding it all over the city. With time, people usually grow up and let go of their childish dreams. So its important for a customer to compare about each and every detail between his dream bikes. This study helps a customer to analyse the bike on one of the famous bikes called Royal Enfield.

Objective

- To study the problem faced by the customers.
- To study about consumer satisfaction.
- To study and compare details like Engine, colours available, CC and etc.
- To know what a customer wants in a bike.

Scope

The scope of the study is to find out the customer satisfaction with reference to Royal Bikes.The scope of study is to judge the level of satisfaction of A Study Consumer Satisfaction towards Royal Enfield Bikes.This study is aiming for converting unsatisfied customers into satisfied customers into delightful customers. Need for the study Increase market share requires an understanding of customer and their satisfaction.

Merits & Demerits

Merits:

It helps to know about the needs of the customers.

- It helps to insight towards the problems faced by them.
- It helps to look deeper into the issues.
- It helps to understand more about the customer experience.

Demerits:

- Incovinient.
- Not completely reliable.

- Cannot guarantee honest answers.
- Limited time.

Chapter-2
Review of Literature

Review of Literature

K. Reenareicha and all (2019), According to their article "A Study On Customer Satisfaction Towards Royal Enfield Bike In Tiruppur City," the goal of this study on customer happiness will assist us understand the demands and wants of the customers towards Royal Enfield. The study could provide relevant and timely information regarding the customer's preference level for Royal Enfield. The purpose of this study is to analyse customer satisfaction and discover consumer preferences for the sarcastic brand Royal Enfiel

Chapter-3
Hypothesis

As the two-wheeler market in India is constantly increasing and changing day by day, it poses new challenges to Royal Enfield to keep up with the market trends. Royal Enfield is a company that started its business in 1948 with its product such 10 as the bullet which has kept a prestigious position in the market till date. In order to do so they have to ensure their products provides to their customer's sufficient satisfaction .

It is felicitously observed from the study that the most customers of Royal Enfield are highly satisfied in almost all areas offered by Royal Enfield. This study shows that by improving fuel efficiency, service and advertisement and by introducing new models capable to compete with the fresher in the market.

Chapter-4
Company Profile

Royal Enfield

Royal Enfield was a brand name under which **The Enfield Cycle Company Limited** of Redditch, Worcestershire sold motorcycles, bicycles, lawnmowers and stationary engines which they had manufactured. Enfield Cycle Company also used the brand name "Enfield" without the "Royal".

The first Royal Enfield motorcycle was built in 1901. The Enfield Cycle Company is responsible for the design and original

production of the Royal Enfield Bullet, the longest-lived motorcycle design in history.

Royal Enfield's spare parts operation was sold to Velocette in 1967, which benefitted from the arrangement for three years until their closure in early 1971. Enfield's remaining motorcycle business became part of Norton Villiers in 1967 with the business eventually closing in 1978.

Chapter No-5
Research Methodology

RESEARCH OBJECTIVES

- To study consumer buying behaviour towards Royal Enfield .
- To know about the consumer awareness towards Royal Enfield.
- To identify the features that encourage consumer to prefers service out of a particular retail store.
- To study the consumer's satisfaction level towards various services offered Royal Enfield.
- To study major factors influencing consumer buying behaviour.

Type of research

Descriptive type research has used to complete the project.This research is based on fact finding-g enquires and the variables are totally independent and uncontrollable.

Sources of Data collection:

Primary Data

Primary data of research are collected from direct resources (customer of

ROYAL ENFIELD) through questionnaire.

Secondary Data

Secondary Data which are used for research to know

Universe

Universe of this research is ROYAL ENFIELD customers of LB Nagar,

Banjara hills and Nagole.

Sampling technique

Random sampling is used for research project. I have given equal weightage to my all respondent and chose them randomly without any biased like gender, age, income culture.

Sample size

50 respondents have selected as sample size for research.

Data representation technique and tools

Tables, Columns chart & Pie chart has used for representation.

Chapter no-6

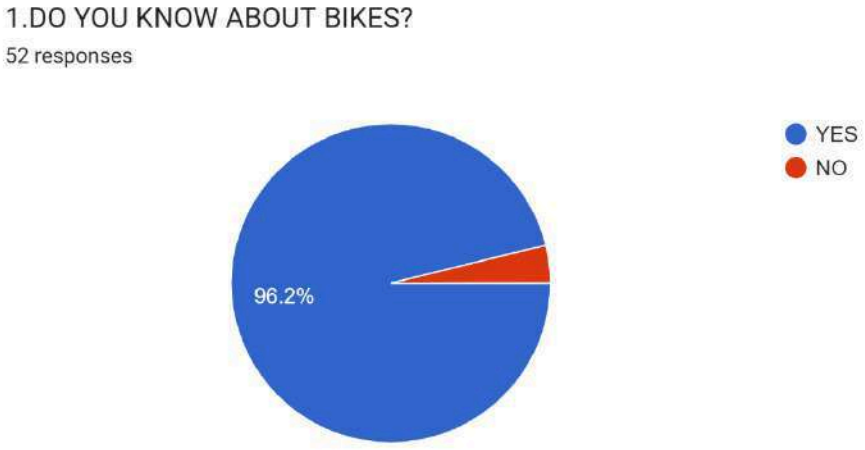
DATA ANALYSIS
&
INTERPRETATION

1.DO YOU KNOW ABOUT BIKES?

Table: 1 showing the % of people who know about Bikes or not.

6.1.1

Parameter	No. of respondents	Percentage
YES	50	96.2
NO	2	3.8



6.2.1

INTERPRETATION:

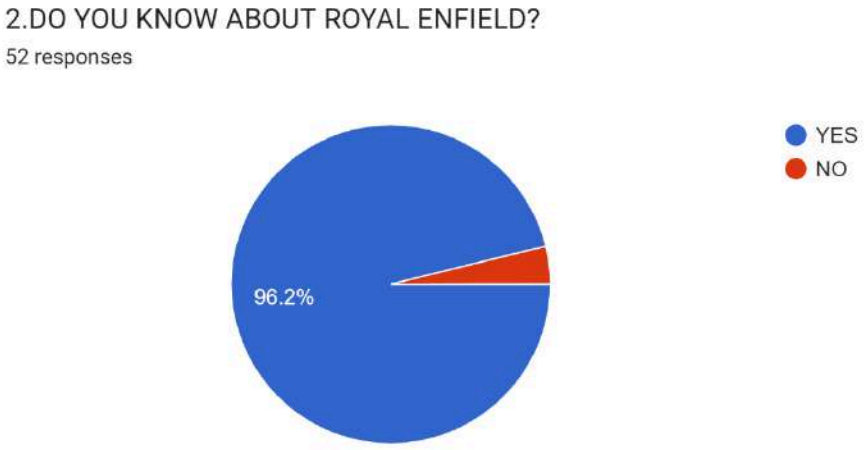
It is interpretated that 96.2% of the customers know about the Bikes and 3.8% are unknown.

2.DO YOU KNOW ABOUT ROYAL ENFIELD?

Table: 2 showing the % of people who knows Royal Enfield and not.

6.1.2

Parameter	No. of respondents	Percentage
YES	50	96.2
NO	2	3.8



6.2.2

INTERPRETATION:

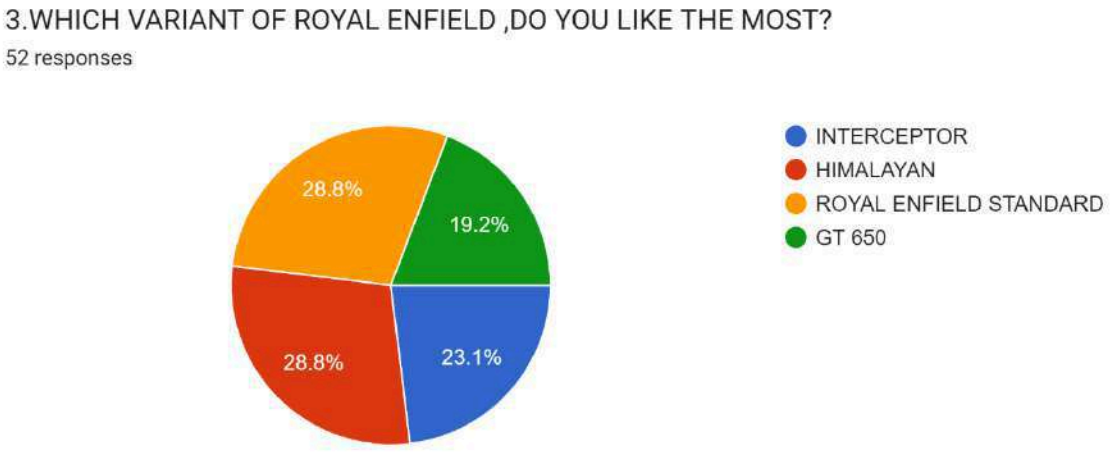
It is interpretated that 96.2% of the customers know about the Royal Enfield Company and 3.8% are unknown.

3.WHICH VARIANT OF ROYAL ENFIELD ,DO YOU LIKE THE MOST?

Table: 3 showing the % variants of Royal Enfield Bikes liked by the customer.

6.1.3

Parameter	No. of respondents	Percentage
INTERCEPTOR	12	23.1
HIMALAYA	15	28.8
RE STANDARD	15	28.8
GT 650	10	19.2



.

6.2.3

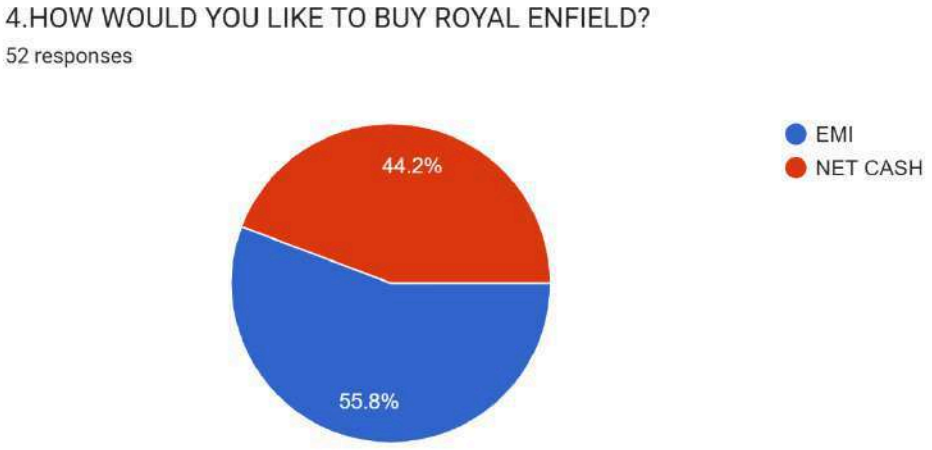
It is interpreted that 23.1% like interceptor, 19.2% like GT 650, 28.8% like royal enfield standard, 28.8% like Himalayan.

4.HOW WOULD YOU LIKE TO BUY ROYAL ENFIELD?

Table: 4 showing the % of customers way of royal enfield bike

6.1.4

Parameter	No. of respondents	Percentage
EMI	27	55.8
NET CASH	23	44.2



6.2.4

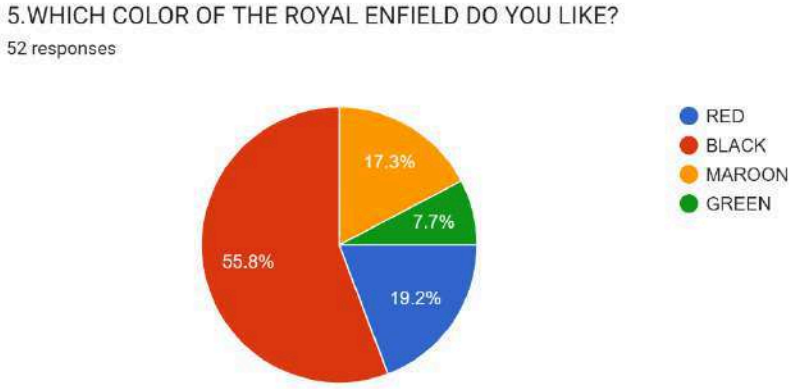
It is interpreted that 44.2% of customer will buy paying net cash and 55.8% will buy using EMI option.

5.WHICH COLOR OF THE ROYAL ENFIELD DO YOU LIKE?

Table: 5 showing the % variants of Royal Enfield Bikes liked by the customer.

6.1.5

Parameter	No. of respondents	Percentage
RED	10	19.2
BLACK	29	55.8
MAROON	9	17.3
GREEN	4	7.7



6.2.5

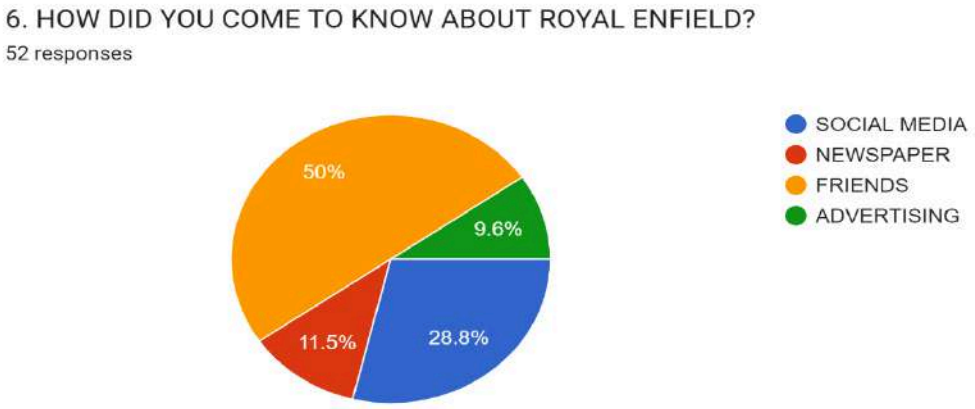
IT IS INTERPRETED THAT 55.8% LIKE BLACK COLOR ROYAL ENFIELD BIKE, 19.2% LIKE RED COLOR ROYAL ENFIELD BIKE, 17.3% LIKE MAROON COLOR ROYAL ENFIELD BIKE, 7.7% LIKE GREEN COLOR ROYAL ENFIELD BIKE.

6. HOW DID YOU COME TO KNOW ABOUT ROYAL ENFIELD?

Table: 6 showing the % of how customers came to know about royal enfield.

6.1.6

Parameter	No. of respondents	Percentage
SOCIAL MEDIA	15	28.8
NEWSPAPER	6	11.5
FRIENDS	26	50
ADVERTISING	5	9.6



6.2.6

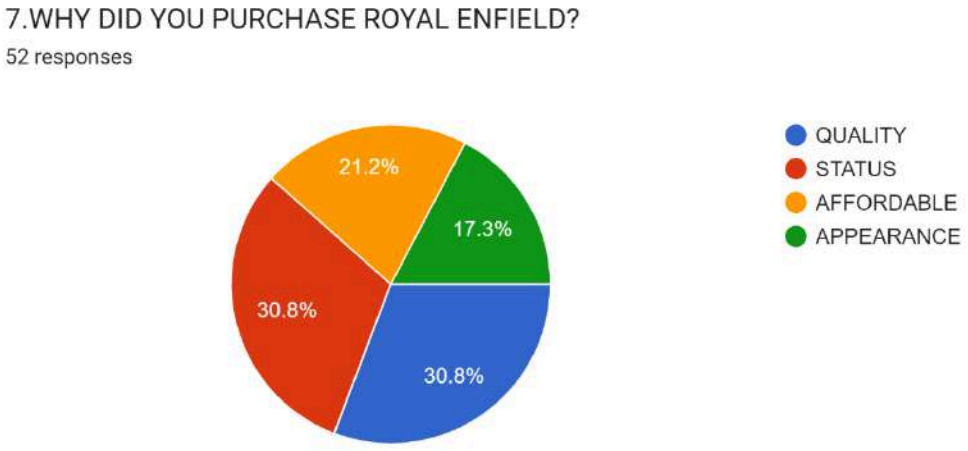
It is interpreted that 50% of customers came to know about royal enfield through friends, 9.6% through advertising, 11.5% through newspaper and 28.8% through social media.

7.WHY DID YOU PURCHASE ROYAL ENFIELD?

Table: 7 showing the % of why did customers buy royal enfield.

6.1.7

Parameter	No. of respondents	Percentage
QUALITY	16	30.8
STATUS	16	30.8
AFFORDABLE	11	21.2
APPEARANCE	9	17.3%



6.2.7

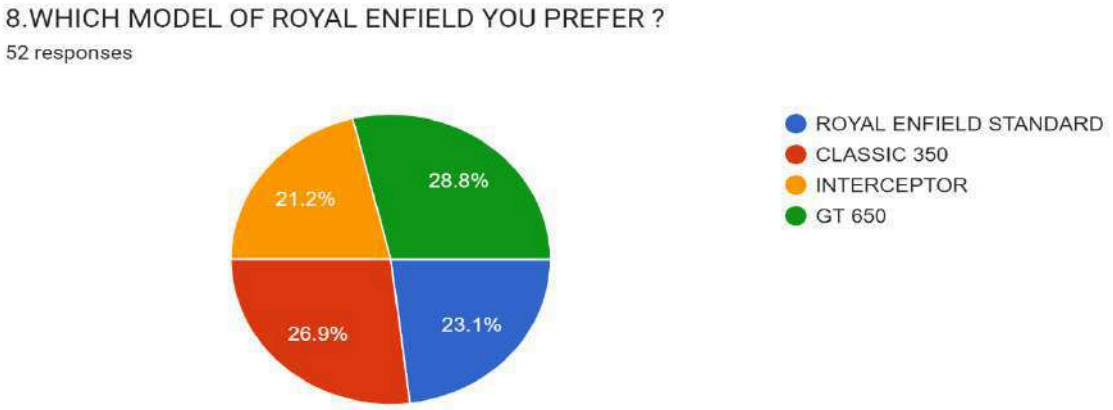
It is interpreted that 30.8% purchased royal enfield for quality, 30.8% for status, 21.2% for affordability, 17.3% for appearance.

8.WHICH MODEL OF ROYAL ENFIELD YOU PREFER ?

Table: 8 showing the % of models preferable by customers

6.1.8

Parameter	No. of respondents	Percentage
ROYAL ENFIELD STANDARD	12	23.1
CLASSIC 350	14	26.9
INTERCEPTOR	11	21.2
GT 650	15	28.8



6.2.8

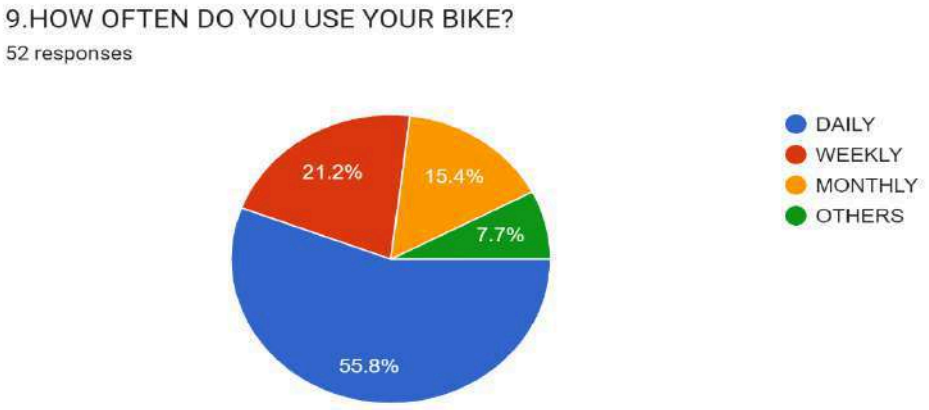
It is interpreted that 23.1% customers prefers royal enfield standard, 26.9% prefers classic 350, 21.2% prefers interceptor and 28.8% prefers GT650.

9.HOW OFTEN DO YOU USE YOUR BIKE?

Table: 9 showing the % of how often customers rides bike.

6.1.9

Parameter	No. of respondents	Percentage
DAILY	29	55.8
WEEKLY	11	21.2
MONTHLY	8	15.4
OTHERS	4	7.7



6.2.9

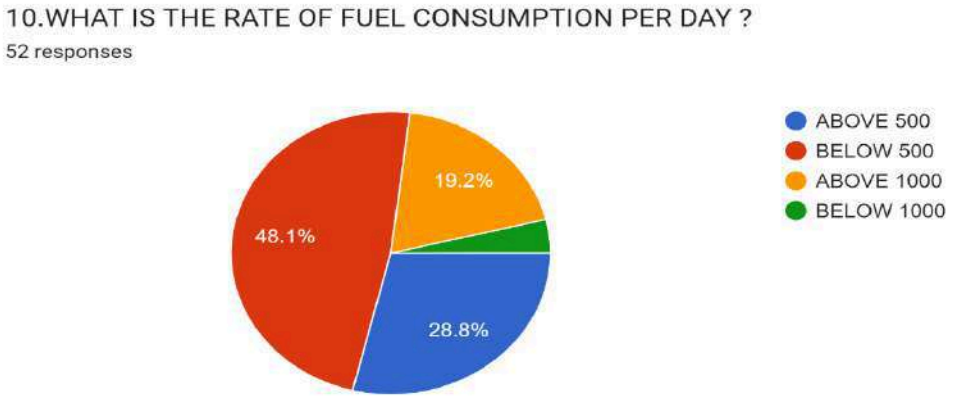
It is interpreted that 55.8% rides RE daily, 21.2 weekly, 15.4% monthly,7.7% others.

10.WHAT IS THE RATE OF FUEL CONSUMPTION PER DAY ?

Table: 10 showing % of rate of fuel consumption per day.

6.1.10

Parameter	No. of respondents	Percentage
ABOVE 500	15	28.8
BELOW 500	25	48.1
ABOVE 1000	10	19.2
BELOW1000	2	3.8



6.2.10

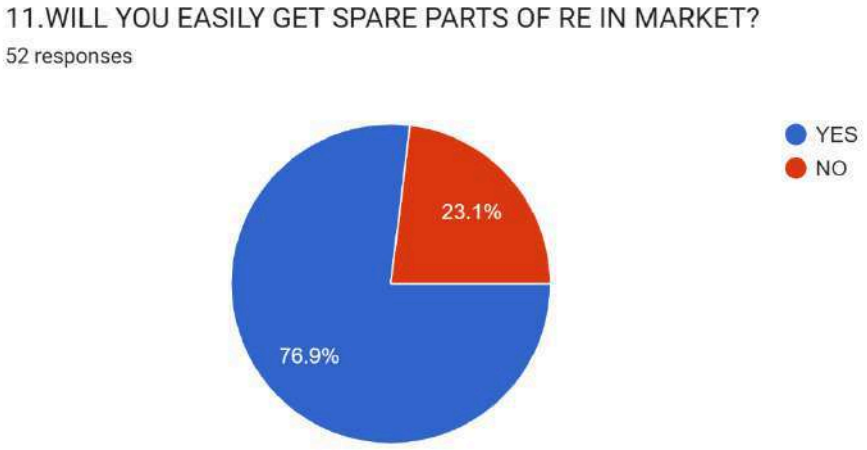
It is interpreted that 28.8% of customer spends morethan 500 rupees,48.1% lessthan 500 rupees,19.2% above 1000 rupees and 3.8% lessthan 1000 rupees.

11.WILL YOU EASILY GET SPARE PARTS OF RE IN MARKET?

Table: 11 showing the % of customers responses towards availability of spare parts of RE.

6.1.11

Parameter	No. of respondents	Percentage
YES	40	76.9
NO	12	23.1



6.2.11

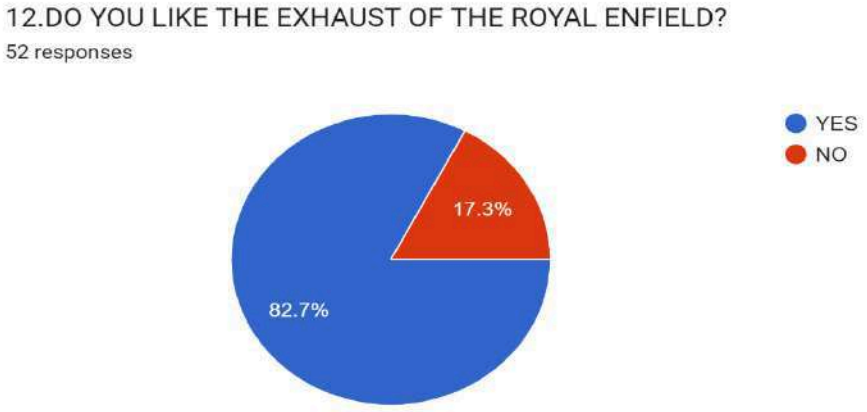
It is interpreted that 76.9% of customers said spare parts of RE is easily available, and 23.1% of customers said spare parts of RE is not available easily.

12.DO YOU LIKE THE EXHAUST OF THE ROYAL ENFIELD?

Table: 12 showing the % of customers who likes exhaust in RE.

6.1.12

Parameter	No. of respondents	Percentage
YES	43	82.7
NO	9	17.3



6.2.12

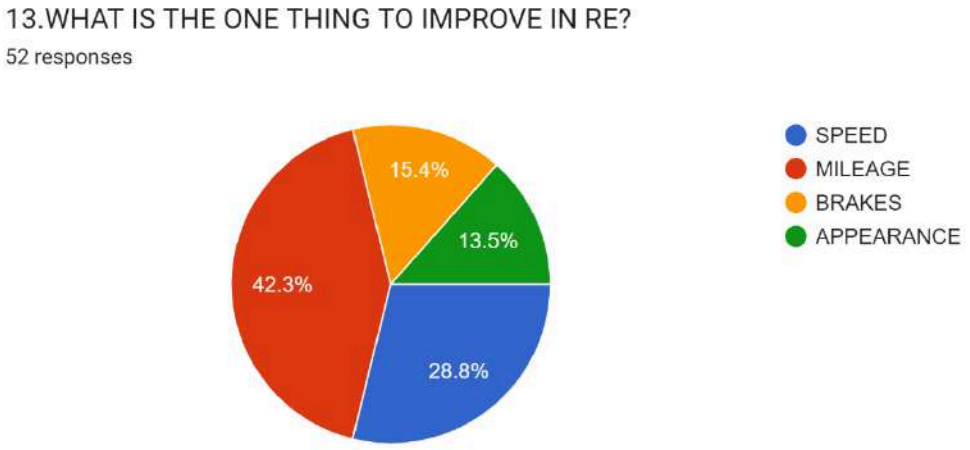
It is interpreted that 82.7% of customers like exhaust in RE and 17.3% doesn't like exhaust.

13.WHAT IS THE ONE THING TO IMPROVE IN RE?

Table: 13 showing % of customers responses over one thing to improve in RE.

6.1.13

Parameter	No. of respondents	Percentage
SPEED	15	28.8
MILEAGE	22	42.3
BRAKES	8	15.4
APPEARANCE	7	13.5



6.2.13

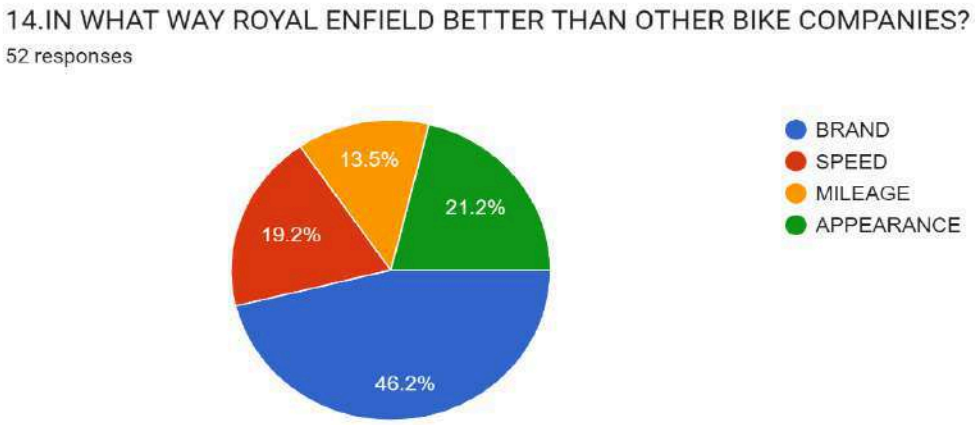
It is interpreted that 28.8% of customers want to improve speed in RE, 42.3 wants to improve mileage,15.4% wants to improve brakes and 13.5% wants to improve appearance.

14.IN WHAT WAY ROYAL ENFIELD BETTER THAN OTHER BIKE COMPANIES?

Table: 14 showing % of customers responses how RE is better than other bikes.

6.1.14

Parameter	No. of respondents	Percentage
BRAND	24	46.2
SPEED	10	19.2
MILEAGE	7	13.5
APPEARENCE	11	21.2



6.2.14

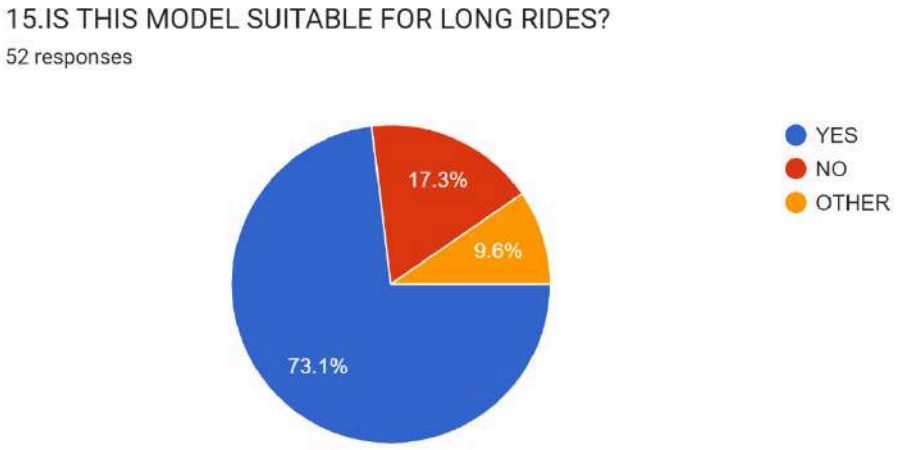
It is interpreted that 46.2% of customer finds brand value of RE is better than other bikes, 19.2% finds speed, 13.5% finds mileage, 21.2% finds appearance.

15.IS THIS MODEL SUITABLE FOR LONG RIDES?

Table: 15 showing the % of customers who says RE is suitable for long rides.

6.1.15

Parameter	No. of respondents	Percentage
YES	38	73.1
NO	9	17.3
OTHERS	5	9.6



6.2.15

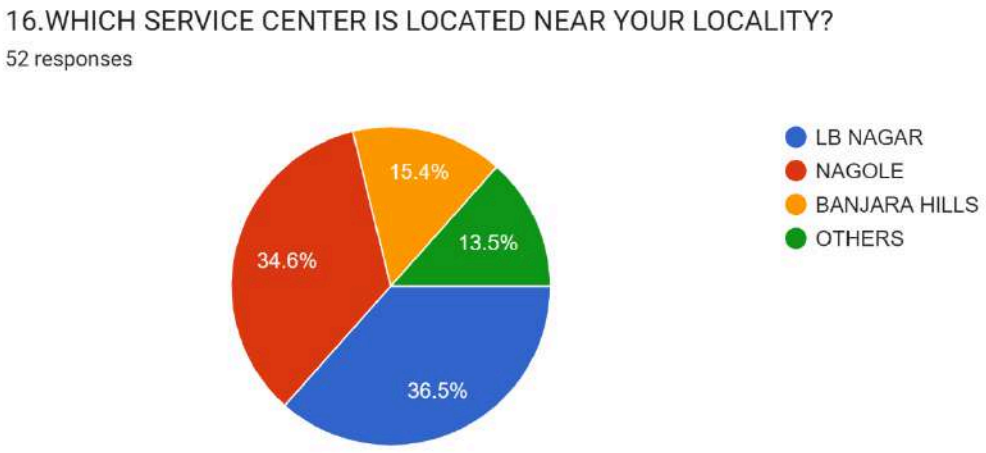
It is interpreted that 73.1% customers responded that RE is suitable for long rides, 17.3% responded RE is not suitable for lomg rides and 9.6% responded as others.

16.WHICH SERVICE CENTER IS LOCATED NEAR YOUR LOCALTY?

Table: 16 showing % of customers responses over nearest service center located.

6.1.16

Parameter	No. of respondents	Percentage
LB NAGAR	19	36.5
NAGOLE	18	34.6
BANJARA HILLS	8	15.4
OTHERS	7	13.5



6.2.16

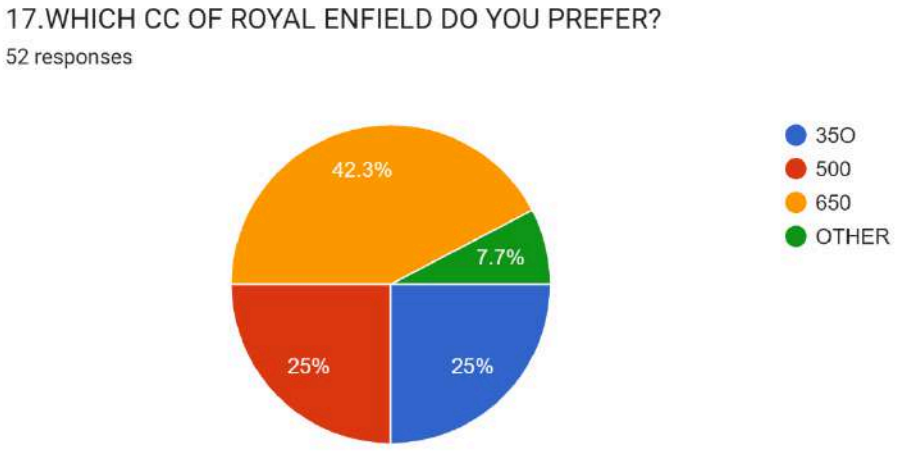
It is interpreted lb nagar service center is near to 36.5% customers, Nagole service center is near to 34.6%, banjara hills service center is near to 15.4% and 13.5% customer said that other service centers are near to them.

17.WHICH CC OF ROYAL ENFIELD DO YOU PREFER?

Table: 17 showing % of customers responses whether which CC they prefer.

6.1.17

Parameter	No. of respondents	Percentage
350	13	25
500	13	25
650	22	42.3
OTHERS	4	7.7



6.2.17

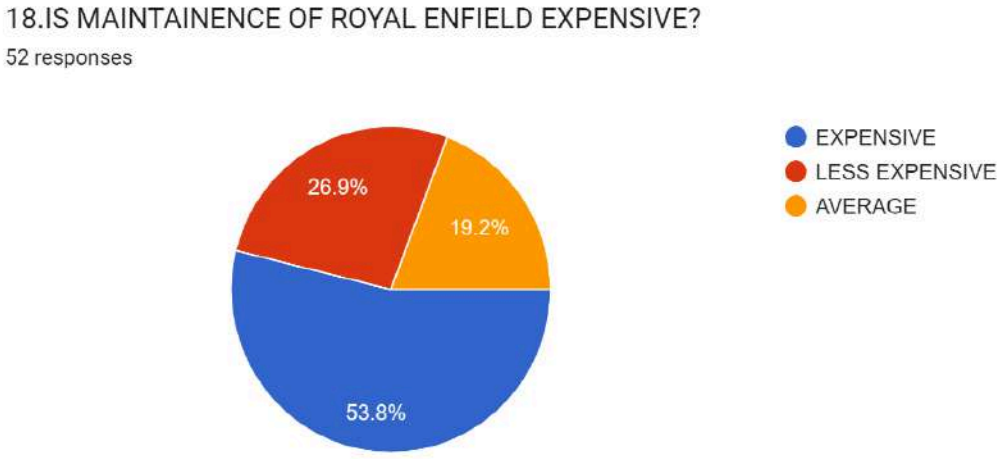
It is interpreted that 25% of customer prefers 350 CC, 25% of customer prefers 500 CC, 42.3% of customer prefers 650CC, 7.7% of customer prefers other CC's.

18.IS MAINTAINENCE OF ROYAL ENFIELD EXPENSIVE?

Table: 18 showing % of customers responses whether RE maintainence is expensive or not.

6.1.18

Parameter	No. of respondents	Percentage
Expensive	28	53.8
Less expensive	14	26.9
Average	10	19.2



6.2.18

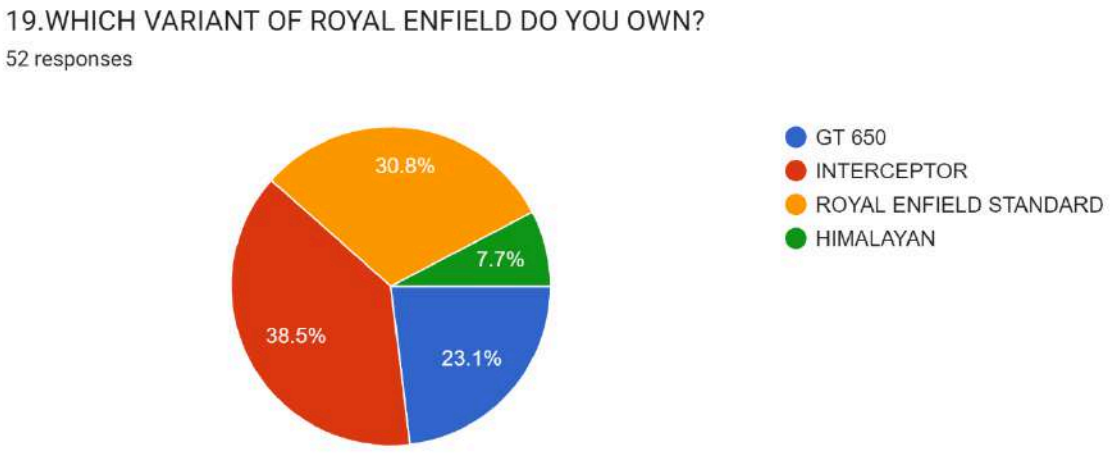
It is interpreted that 53.8% customer says maintainence of RE is expensive,26.9% says it is not expensive, 19.2% says it average.

19.WHICH VARIANT OF ROYAL ENFIELD DO YOU OWN?

Table: 19 showing % of which variant customer owns.

6.1.19

Parameter	No. of respondents	Percentage
GT 650	12	23.1
INTERCEPTOR	20	38.5
ROYAL ENFIELD STANDARD	16	30.8
HIMALAYAN	4	7.7



6.2.19

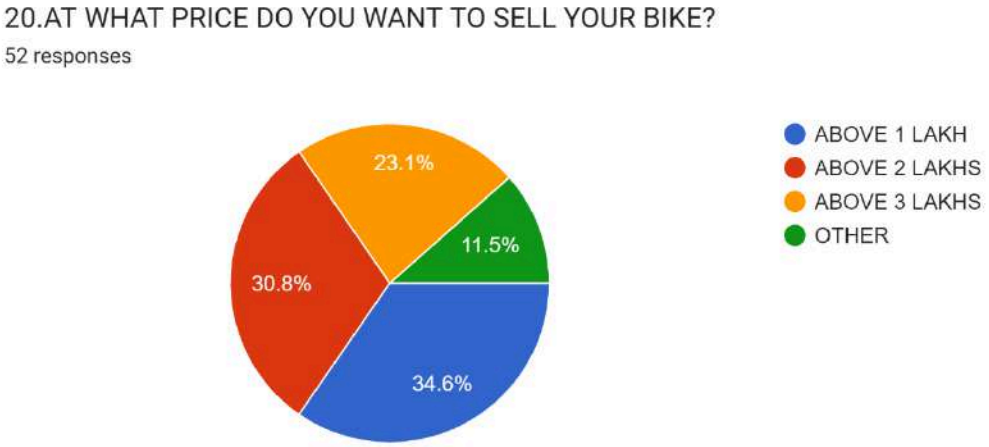
It is interpreted that 23.1% of customer owns GT650, 38.5% of customer owns interceptor, 30.8% of customer owns RE standard and 7.7% of customer owns Himalayan.

20.AT WHAT PRICE DO YOU WANT TO SELL YOUR BIKE?

Table: 20 showing %, at what the customer wants to sell their bike.

6.1.20

Parameter	No. of respondents	Percentage
ABOVE 1 LAKH	18	34.6
ABOVE 2 LAKH	16	30.8
ABOVE 3 LAKH	12	23.1
OTHER	6	11.5



6.2.20

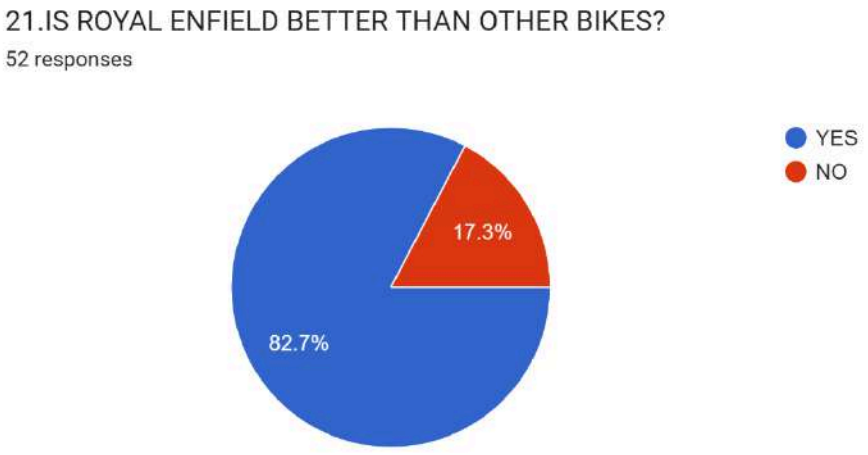
It is interpreted that 34.6% of customers want to sell their bike above 1 lakh,30.8% of customers want to sell their bike above 2 lakh, 23.1% of customers want to sell their bike above 3 lakh and 34.6% of customers want to sell their bike at other prices.

21.IS ROYAL ENFIELD BETTER THAN OTHER BIKES?

Table: 21 showing %, of royal enfield better than other vehicles.

6.1.21

Parameter	No. of respondents	Percentage
Yes	43	82.7
No	17	17.3



6.2.21

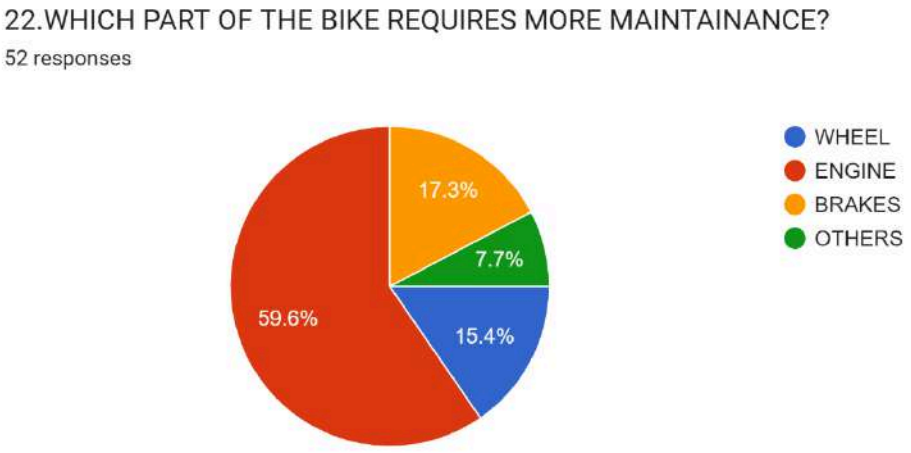
It is interpreted that 82.7% of customers believe that royal enfield is better than other bikes, and remaining 17.3% which is indicated red in colour believes that even other bikes are also better than royal enfield.

22.WHICH PART OF THE BIKE REQUIRES MORE MAINTAINANCE?

Table: 22 showing %, of maintainance.

6.1.22

Parameter	No. of respondents	Percentage
WHEEL	31	15.4
ENGINE	9	59.6
BRAKES	4	17.3
OTHERS	8	7.7



6.2.22

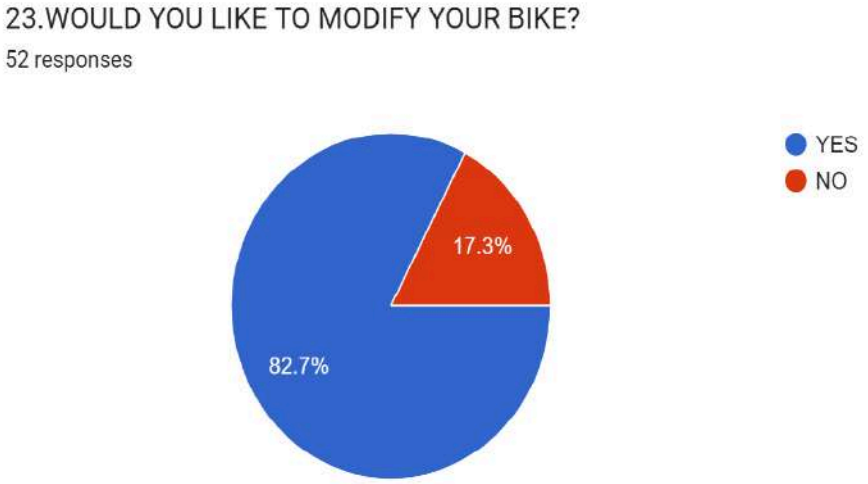
It is interpreted that 15.4% of customers says wheels require more maintainance, 59.6% of customers says engine require more maintainance,17.3% of customers says brakes require more maintainance and 7.7% of customers says other parts require more maintainance.

23.WOULD YOU LIKE TO MODIFY YOUR BIKE?

Table: 23 showing %, of modifying the bike.

6.1.23

Parameter	No. of respondents	Percentage
Yes	43	82.7
No	9	17.3



6.2.23

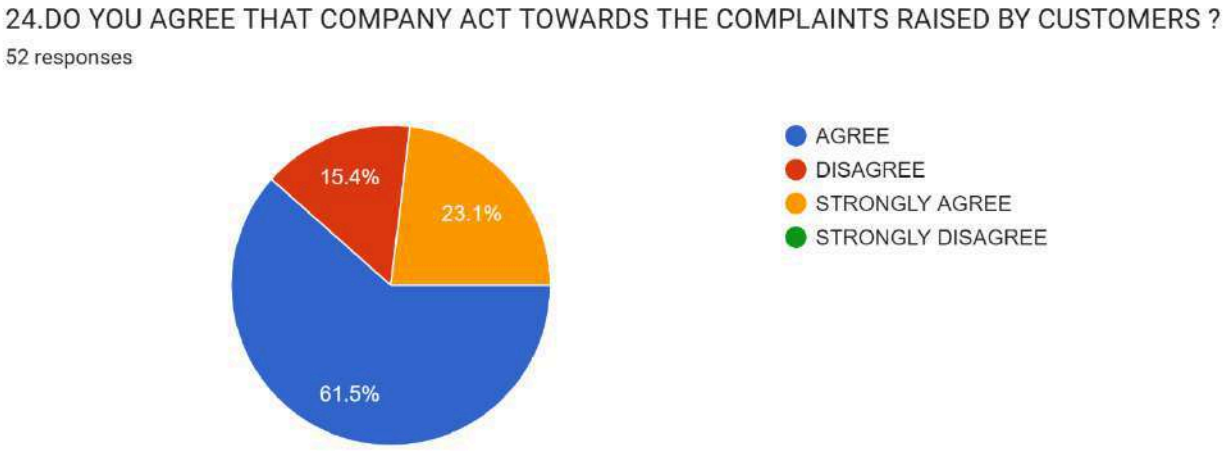
It is interpreted that 82.7% of customers want to modify their bike and rest of them don't like to choose it.

24.DO YOU AGREE THAT COMPANY ACT TOWARDS THE COMPLAINTS RAISED BY CUSTOMERS ?

Table: 24 showing %,of that company act towards the complaints raised by customers.

6.1.24

Parameter	No. of respondents	Percentage
AGREE	32	61.5
DISAGREE	8	15.4
STRONGLY AGREE	12	23.1
STRONGLY DISAGREE	0	0



6.2.24

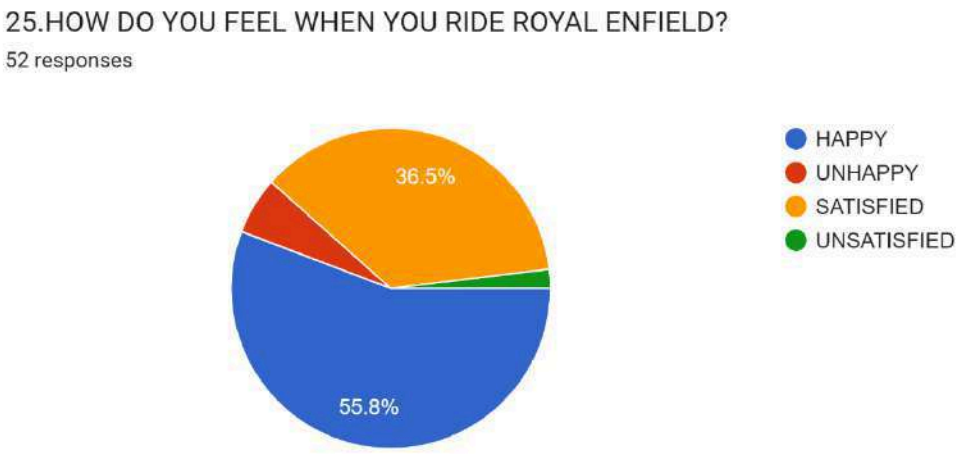
It is interpreted that 61.5% of customers agrees that company solves raised complaints,15.4% disagrees and 23.1% strongly agrees that company solves raised complaints.

25.HOW DO YOU FEEL WHEN YOU RIDE ROYAL ENFIELD?

Table: 25 showing %,of customers feeling towards riding Royal Enfield.

6.1.25

Parameter	No. of respondents	Percentage
HAPPY	29	55.8
UNHAPPY	3	5.8
SATISFIED	19	36.5
UNSATISFIED	1	1.9



6.2.25

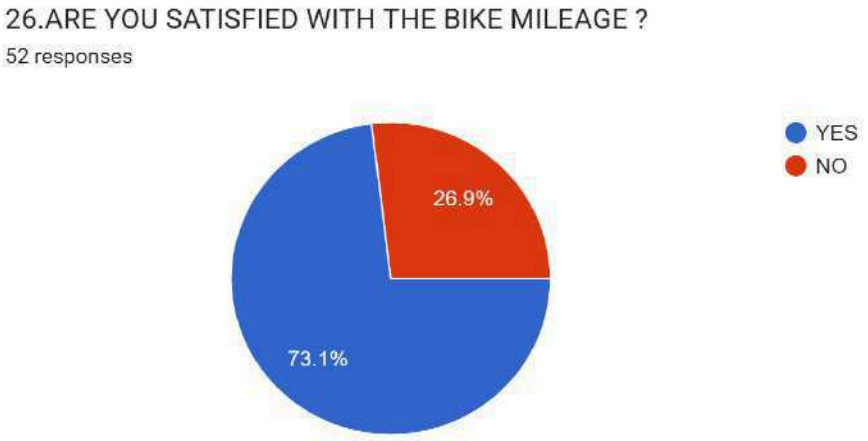
It is interpreted that 55.8% are happy when they ride RE,5.8% are unhappy,1.9% are unsatisfied and 36.5% are satisfied.

26.ARE YOU SATISFIED WITH THE BIKE MILEAGE ?

Table: 26 showing %, of bike mileage.

6.1.26

Parameter	No. of respondents	Percentage
Yes	38	73.1
No	14	26.9



6.2.26

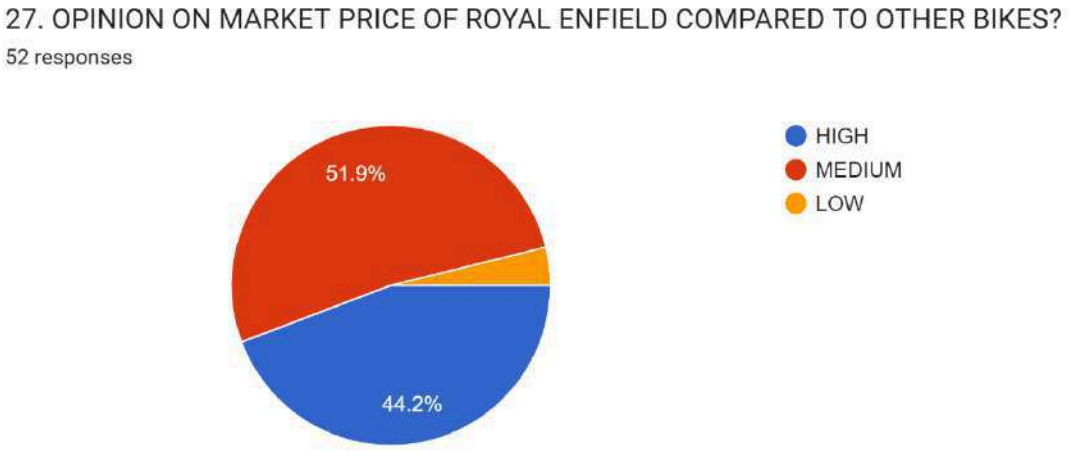
It is interpreted that 73.1% of customers are satisfied with the bike mileage and rest of them are not satisfied.

27. OPINION ON MARKET PRICE OF ROYAL ENFIELD COMPARED TO OTHER BIKES?

Table:27 showing % of Comparing rate of RE with other bikes.

6.1.27

Parameter	No. of respondents	Percentage
HIGH	23	44.2
MEDIUM	27	51.9
LOW	2	3.8



6.2.27

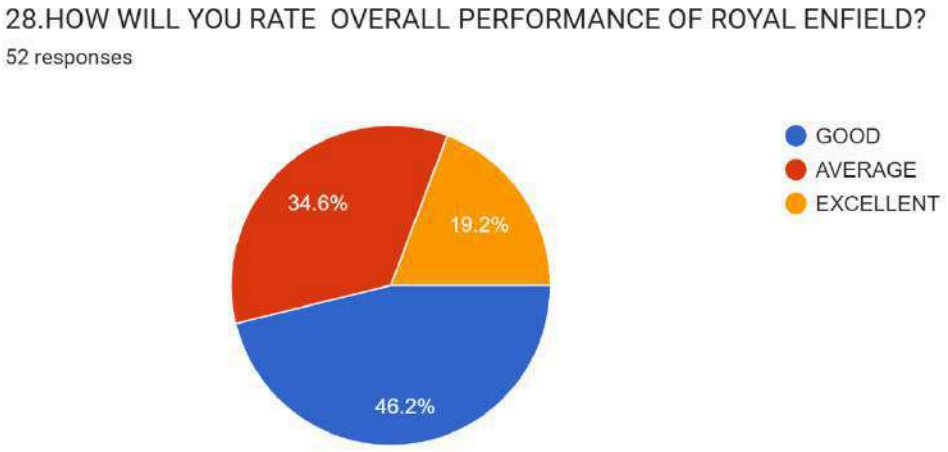
It is interpreted that 44.2% of the customers think that RE price is high,51.9% of the customers think that RE price is medium and 3.8% customers think that RE Price is low compared to other bikes.

28.HOW WILL YOU RATE OVERALL PERFORMANCE OF ROYAL ENFIELD?

Table:28 showing % of overall performance of RE.

6.1.28

Parameter	No. of respondents	Percentage
GOOD	24	46.2
AVERAGE	18	34.6
EXCELLENT	10	19.2



6.2.28

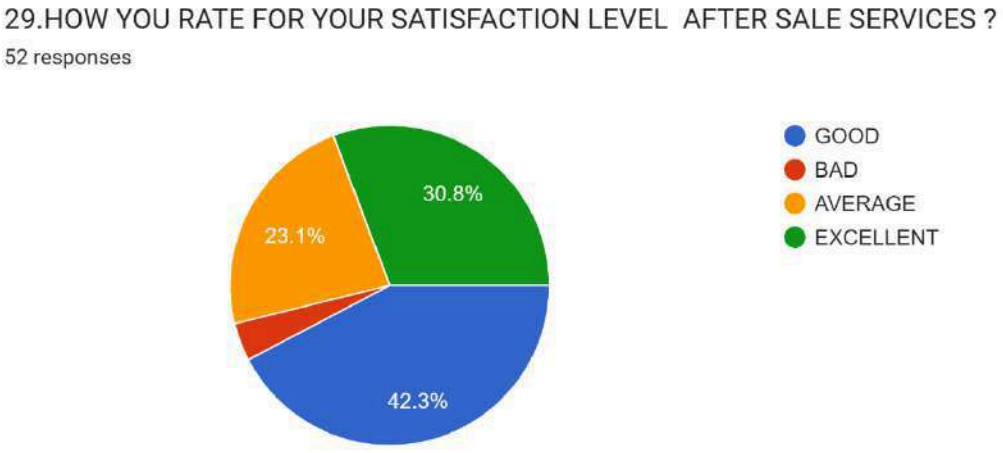
It is interpreted that 46.2% of customers says that the overall performance of RE is good, 34.6% of customers says that the overall performance of RE is average and 19.2% of customers says that the overall performance of RE is excellent.

29.HOW YOU RATE FOR YOUR SATISFACTION LEVEL AFTER SALE SERVICES ?

Table: 29 showing satisfaction percentage level of customers.

6.1.29

Parameter	No. of respondents	Percentage
GOOD	22	42.3
BAD	2	3.8
AVERAGE	12	23.1
EXCELLENT	16	30.8



6.2.29

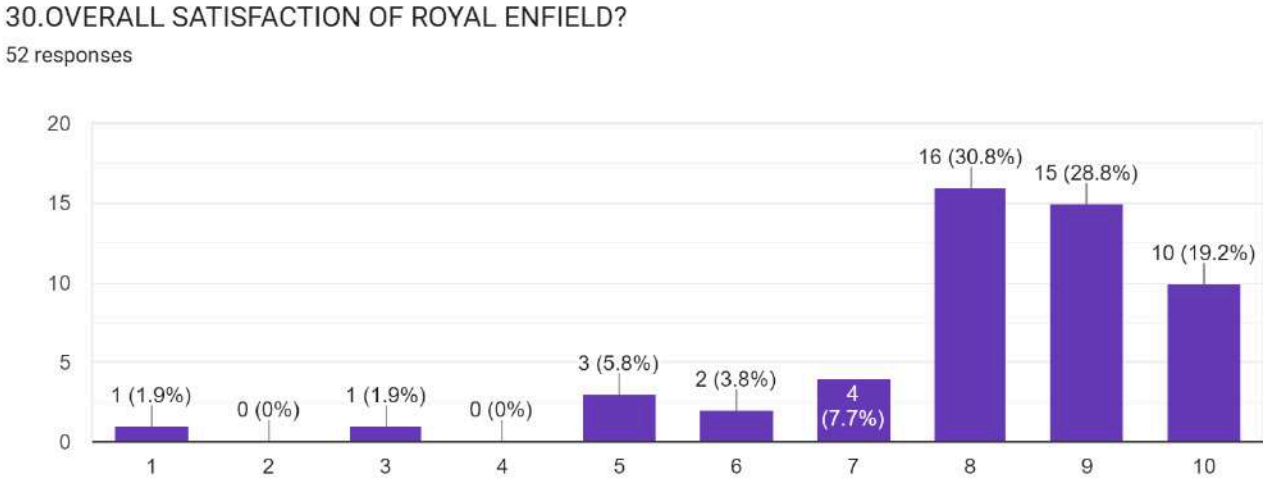
It is interpreted that satisfaction level of 42.3% is good,3.8% is bad,23.1% is average and 30.8% is excellent.

30.OVERALL SATISFACTION OF ROYAL ENFIELD?

Table: 30 Showing overall satisfaction rating percentage of customers.

6.1.30

Parameter	No. of respondents	Percentage
1	1	1.9
2	0	0
3	1	1.9
4	0	0
5	3	5.8
6	2	3.8
7	4	7.7
8	16	30.8
9	15	28.8
10	10	19.2



6.3.1

It is interpreted that overall satisfaction rating given by customers are 1-1.9%, 2-0%, 3-1.9%, 4-0%, 5-5.8%, 6-3.8%, 7-7.7%, 8-30.8%, 9-28.8% and 10-19.2%.

Chapter no-7

CONCLUSIONS

CONCLUSION

This project provides information about client satisfaction with "Royal Enfield bikes." The majority of consumers are pleased with Royal Enfield's riding comfort and performance. Royal Enfield consumers are pleased with the product. The Classic is the most popular Royal Enfield model. The majority of consumers are pleased with Royal Enfield's fuel efficiency. The majority of clients are male youngsters who utilise Royal Enfield mostly for daily use and city sightseeing. Customers are pleased with the reasonableness of service fees and the promptness with which they are delivered. The vast majority of respondents are pleased with the overall performance and would suggest Royal Enfield Bikes to others. According to the findings of this project, the majority of clients are pleased with the Royal Enfield bikes.

Chapter no-8

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CHAPTER NO.9

APPENDIX & QUESTIONNAIRE

S.No	Particulars	Tables	Pie Charts	Bar Graphs
1	DO YOU KNOW ABOUT BIKES?	6.1.1	6.2.1	-
2	.DO YOU KNOW ABOUT ROYAL ENFIELD?	6.1.2	6.2.2	-
3	WHICH VARIANT OF ROYAL ENFIELD ,DO YOU LIKE THE MOST?	6.1.3	6.2.3	-
4	HOW WOULD YOU LIKE TO BUY ROYAL ENFIELD?	6.1.4	6.2.4	-
5	WHICH COLOR OF THE ROYAL ENFIELD DO YOU LIKE?	6.1.5	6.2.5	-
6	HOW DID YOU COME TO KNOW ABOUT ROYAL ENFIELD?	6.1.6	6.2.6	-
7	WHY DID YOU PURCHASE ROYAL ENFIELD?	6.1.7	6.2.7	-
8	WHICH MODEL OF ROYAL ENFIELD YOU PREFER ?	6.1.8	6.2.8	-
9	.HOW OFTEN DO YOU USE YOUR BIKE?	6.1.9	6.2.9	-
10	WHAT IS THE RATE OF FUEL CONSUMPTION PER DAY?	6.1.10	6.2.10	-
11	WILL YOU EASILY GET SPARE PARTS OF RE IN MARKET?	6.1.11	6.2.11	-
12	DO YOU LIKE THE EXHAUST OF THE ROYAL ENFIELD?	6.1.12	6.2.12	-
13	WHAT IS THE ONE THING TO IMPROVE IN RE?	6.1.13	6.2.13	-
14	IN WHAT WAY ROYAL ENFIELD BETTER THAN OTHER BIKE COMPANIES?	6.1.14	6.2.14	-
15	IS THIS MODEL SUITABLE FOR LONG RIDES?	6.1.15	6.2.15	-

16	WHICH SERVICE CENTER IS LOCATED NEAR YOUR LOCALTY?	6.1.16	6.2.16	-
17	WHICH CC OF ROYAL ENFIELD DO YOU PREFER?	6.1.17	6.2.17	-
18	IS MAINTAINENCE OF ROYAL ENFIELD EXPENSIVE?	6.1.18	6.2.18	-
19	WHICH VARIANT OF ROYAL ENFIELD DO YOU OWN?	6.1.19	6.2.19	-
20	AT WHAT PRICE DO YOU WANT TO SELL YOUR BIKE?	6.1.20	6.2.20	-
21	IS ROYAL ENFIELD BETTER THAN OTHER BIKES?	6.1.21	6.2.21	-
22	.WHICH PART OF THE BIKE REQUIRES MORE MAINTAINANCE?	6.1.22	6.2.22	-
23	WOULD YOU LIKE TO MODIFY YOUR BIKE?	6.1.23	6.2.23	-
24	DO YOU AGREE THAT COMPANY ACT TOWARDS THE COMPLAINTS RAISED BY CUSTOMERS?	6.1.24	6.2.24	-
25	HOW DO YOU FEEL WHEN YOU RIDE ROYAL ENFIELD?	6.1.25	6.2.25	-
26	ARE YOU SATISFIED WITH THE BIKE MILEAGE ?	6.1.26	6.2.26	-
27	OPINION ON MARKET PRICE OF ROYAL ENFIELD COMPARED TO OTHER BIKES?	6.1.27	6.2.27	-
28	HOW WILL YOU RATE OVERALL PERFORMANCE OF ROYAL ENFIELD?	6.1.28	6.2.28	-
29	HOW YOU RATE FOR YOUR SATISFACTION LEVEL AFTER SALE SERVICES?	6.1.29	6.2.29	-
30	OVERALL SATISFACTION OF ROYAL ENFIELD?	6.1.30	-	6.3.1

1.DO YOU KNOW ABOUT BIKES?

- YES
- NO
-

2.DO YOU KNOW ABOUT ROYAL ENFIELD?
*

- YES
- NO

3.WHICH VARIANT OF ROYAL ENFIELD ,DO YOU LIKE THE MOST?

- INTERCEPTO
- HIMALAYAN
- ROYAL ENFIE
- GT 650

4.HOW WOULD YOU LIKE TO BUY ROYAL ENFIELD?
*

- EMI
- NET CASH

5.WHICH COLOR OF THE ROYAL ENFIELD DO YOU LIKE?

- RED
- BLACK
- MAROON
- GREEN

6. HOW DID YOU COME TO KNOW ABOUT ROYAL ENFIELD?
*

- SOCIAL MED

- NEWSPAPER
- FRIENDS
- ADVERTISING

7.WHY DID YOU PURCHASE ROYAL ENFIELD?
*

- QUALITY
- STATUS
- AFFORDABL
- APPEARANC

8.WHICH MODEL OF ROYAL ENFIELD YOU PREFER ?
*

- ROYAL ENFIE
- CLASSIC 350
- INTERCEPTO
- GT 650

9.HOW OFTEN DO YOU USE YOUR BIKE?
*

- DAILY
- WEEKLY
- MONTHLY
- OTHERS

10.WHAT IS THE RATE OF FUEL CONSUMPTION PER DAY ?
*

- ABOVE 500
- BELOW 500
- ABOVE 1000
- BELOW 1000

11.WILL YOU EASILY GET SPARE PARTS OF RE IN MARKET?
*

- YES
- NO

12.DO YOU LIKE THE EXHAUST OF THE ROYAL ENFIELD?

*

- YES
- NO

13.WHAT IS THE ONE THING TO IMPROVE IN RE?

*

- SPEED
- MILEAGE
- BRAKES
- APPEARANC

14.IN WHAT WAY ROYAL ENFIELD BETTER THAN OTHER BIKE COMPANIES?

*

- BRAND
- SPEED
- MILEAGE
- APPEARANC

15.IS THIS MODEL SUITABLE FOR LONG RIDES?

*

- YES
- NO
- OTHER

16.WHICH SERVICE CENTER IS LOCATED NEAR YOUR LOCALITY?

*

- LB NAGAR
- NAGOLE
- BANJARA HI
- OTHERS

17.WHICH CC OF ROYAL ENFIELD DO YOU PREFER?

- 350
- 500
- 650
- OTHER

18.IS MAINTAINENCE OF ROYAL ENFIELD EXPENSIVE?

*

- EXPENSIVE
- LESS EXPENS
- AVERAGE

19.WHICH VARIANT OF ROYAL ENFIELD DO YOU OWN?

*

- GT 650
- INTERCEPTO
- ROYAL ENFIE
- HIMALAYAN

20.AT WHAT PRICE DO YOU WANT TO SELL YOUR BIKE?

*

- ABOVE 1 LAK
- ABOVE 2 LAK
- ABOVE 3 LAK
- OTHER

21.IS ROYAL ENFIELD BETTER THAN OTHER BIKES?

*

- YES
- NO

22.WHICH PART OF THE BIKE REQUIRES MORE MAINTAINANCE?

*

- WHEEL
- ENGINE
- BRAKES
- OTHERS

23.WOULD YOU LIKE TO MODIFY YOUR BIKE?

*

- YES
- NO

24.DO YOU AGREE THAT COMPANY ACT TOWARDS THE COMPLAINTS RAISED BY CUSTOMERS ?

*

AGREE

DISAGREE

STRONGLY A

STRONGLY D

25.HOW DO YOU FEEL WHEN YOU RIDE ROYAL ENFIELD?
*

HAPPY

UNHAPPY

SATISFIED

UNSATISFIED

26.ARE YOU SATISFIED WITH THE BIKE MILEAGE ?
*

YES

NO

27. OPINION ON MARKET PRICE OF ROYAL ENFIELD COMPARED TO OTHER BIKES?
*

HIGH

MEDIUM

LOW

28.HOW WILL YOU RATE OVERALL PERFORMANCE OF ROYAL ENFIELD?
*

GOOD

AVERAGE

EXCELLENT

29.HOW YOU RATE FOR YOUR SATISFACTION LEVEL AFTER SALE SERVICES ?
*

GOOD

BAD

AVERAGE

EXCELLENT

30.OVERALL SATISFACTION OF ROYAL ENFIELD?
*

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A Project Report on

'COMPARATIVE ANALYSIS ON MAMAEARTH & LAKME'

mamaearth™ & LAKMÉ

Submitted by

Sai Teja – 201020401020 **Aaron Benson – 201020401019**

Sai Varun – 201020401027 **Bhanu Prakash – 201020401002**

Submitted by partial fulfillment of the requirement for

The award of Degree of

Bachelor of Commerce

UNDER THE GUIDANCE OF MRS. PANNAGA VUTPALA

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE COLLEGE
Uppal, Hyderabad – 500039.

Affiliated to Osmania university.

STUDENTS DECLARATION

We hereby declare that the project entitled “comparative analysis on Mama earth and Lakme” was submitted in partial fulfillment of the requirement for the award of bachelors in commerce degree from Osmania university under the guidance of Lect. Pannaga Vutpala is an original piece of work. The results thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

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Sai Varun – 201020401027

Aaron Benson – 201020401019

Bhanu Prakash –201020401002

Date:

Place:

Department of Commerce

Little Flower Degree College, Hyderabad

Certificate

This is to certify that the project on “comparative analysis on Mama earth & Lakme” being submitted by:

Sai Teja – 201020401020

Sai Varun – 201020401027

Aaron Benson – 201020401019

Bhanu Prakash - 201020401002

In partial fulfilment of the requirement for the award of the degree of Bachelor of Commerce is a bonofide record of the project work done by - Pannaga Vutpala, department of commerce, Little Flower Degree College, Uppal, Hyderabad.

External Examiner

Project Guide

MRS. Pannaga Vutpala

Department of Commerce.

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It would be injustice to proceed without acknowledgement those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all other who had been there to help this project.

ABSTRACT

When it comes to the cosmetic industry, consumers are always concerned about the process that is followed while manufacturing the products. This is why the world is seeing a new era of cosmetic products that are organic, produced in a natural way, and with the help of natural products that are free of toxins and other chemicals. The craze for these organic products is palpable simply because they mean no harm to our skin, hair, gut, and ourselves in general. Leveraging this drive for organic products, Mamaearth has catapulted itself into a promising startup in the cosmetics industry that comes with the American Made safe Certification, the first nontoxic seal for the products in use today.

Lakme is one of the leading cosmetic brands with headquarters in Mumbai, India, owned presently by Unilever. The idea of establishing Lakme in the year 1952 surged into existence because Prime Minister Jawaharlal Nehru came to know that Indian women were splurging on imported cosmetics and spending precious foreign exchange on beauty products. In this case, he requested JRD Tata to start the beauty sector in India. Lakme then became a100% affiliate of Tata Oil Mills (TOMCO), a part of the TATA group. Later it became a unique company as it goes by its tagline 'Lakme Reinvent' after it has been acquired by Hindustan Unilever, 'On Top of the World' which now continuously innovates and offers a wide variety of cosmetics of the world class, skincare product, and beauty salons to the customers around the world.

CONTENTS

CHAPTER NO.	NAME OF THE CONCEPT	PAGE NO.
I	Introduction	7-10
	History of the study	11-14
	Objectives of the study	15
	Scope of study	16
	hypothesis	17-18
II	Review of Literature	19-24
III	Company Profile	25-30
IV	Research Methodology	31-33
V	Data analysis and interpretation	34-48
VI	Findings, suggestions, and conclusion	49-53
VII	Bibliography	54
VIII	Sample questionnaire	55-64

CHAPTER- I

INTRODUCTION

INTRODUCTION

The demand for skin care and hair care products kept increasing over the past few years due to various reasons such as pollution, life style etc. To meet the rising demand more and more products have been launched by various companies onto the markets giving wider choice for the customers. It is difficult to match to the expectations and needs of the customers the competition between the companies even more tough. Among the different products launched by different companies, LAKME, and in recent times MAMA EARTH were found to be more competitive. Presently, the customers have become very conscious about their skin that their got inclined towards the cosmetic products which are paraben free and sulphate free. “An investment in good skin care product results in great skin” is something which the customers believe in. Over a period of time the usage of beauty products has spread among the men as well. From 2018-19 onwards the situation has reached to an extent where most of them are not moving out of their house without applying any beauty products. Satisfying the customers has always been the prime motive to any company, which made Cosmetics have great impact on almost all age groups, the teenagers have an urge to use cosmetics for facial care and good looks. The adults apply makeup to create a self-image in public and their respective office. Women above 40 use cosmetics for young looks and to cover up wrinkles. Mainly the teenagers have become very insecure about their skin because of acne and pimples which are making them use more beauty products to look pretty and beautiful.

1.1 Beauty care Industry

Cosmetics make women feel better about her appearance. Women always loved seeing themselves in makeup and colour for centuries. They applied makeup which made them feel more confident, attractive and look more feminine. It has always been to express their creativity, their beauty and to hide what they don't like about themselves and to make more noticeable or prominent about what they like about themselves. There was a time when makeup is only confined to women. Now the men are also applying makeup and it has become official. Men don't feel shy and hesitant anymore about using makeup and being fashionable. Before there used to be products which are used by women but now there are separate section of products or cosmetics for men as well. It is still mysterious about how and when this happened. Today's men have become more conscious about their personality and looks. As impression is also based on one's appearance and looks, the cosmetics are helping men in looking best. As known the cosmetics industry is a multinational and multi-billion dollar industry. The small number of multinational corporations that have originated in early 20th century is currently dominating the manufacture of cosmetics but distribution and sales of cosmetics is spread among wide range of businesses. The saddest fact about the cosmetic industry is that, every year large number of animals are being killed by various cosmetic companies because of the product testing. These companies test the product by applying it on the animals to provide safety for the customers. The companies test their products on animals to measure the levels of skin irritancy, damage of eye tissues, toxicity

which are caused by various chemicals used in the manufacture of the product. During the Draize test, the caustic substances are applied in the eyes of the rabbit to know the level of damage it makes to the sensitive eye tissues. How painful would it be to the rabbits, who scream with pain when it is applied to their eyes and suffer to get rid of it. The Food and Drug Administration insisted not to perform animal testing for cosmetics anymore, other methods of testing was performed which led to reliable results. Many companies including Avon, The Body Shop used non-animal testing methods which ensured the safety of the cosmetics.

India would be the highest cosmetic consuming country in next few decades. As the cosmetic industry is rising every day, possibly many local manufacturers and international manufacturers will extend their range and products. Spreading awareness about the cosmetics to the consumers is very important and this is done with the help of electronic as well as print media. Electronic and print media play a very important role in cosmetic industry in letting consumers know the different kind of products available in the market. They also provide the consumers with the information about the chemicals used in the product. This helps the consumer in choosing the right product according to their skin type and hair type. The development of the technology is helping the customers in getting daily updates about the new products launched. Also, as the fashion and film industry are flourishing day by day, eventually the growth in cosmetic industry is quite visible. This is making Indians realise and understand the importance of good looks.

HISTORY OF STUDY

The Emergence and History of Cosmetics

Cosmetics have been used by humans for centuries to enhance their appearance and beauty.

The use of cosmetics can be traced back to ancient civilization such as Egypt, Greece, and Rome, where women and men used natural products to beautify themselves. Over time, the use of cosmetics has become more widespread and sophisticated, and today, the beauty care industry is a massive global business that caters to a vast and diverse customer base. Here, we are going to explore the emergence of beauty care industry in detail. We will look at the history of cosmetics, the various factors that contributed to their development and popularity, the impact they have had on society, and the future of the beauty care industry.

1.1.1 History of Cosmetics

The history of cosmetics can be traced back to ancient civilization such as Egypt, where women used natural products such as henna and clay to enhance their appearance. These products were used for various purposes, such as painting the body, protecting the skin from the sun, and treating various skin conditions. The ancient Greeks and Romans also used cosmetics, and their use was associated with social status and

beauty. In the Middle Ages, cosmetics were used by both men and women, and they were associated with religious and cultural practices. Women used makeup to enhance their beauty, and men used it to cover scars and blemishes. However, the use of cosmetics declined during the Renaissance period, and natural beauty became popular. In the 18th and 19th centuries, the use of cosmetics became more widespread, and started experimenting with different products and formulations. Women used lead-based products to whiten their skin, and mercury-based products were used to treat various skin conditions. The products were highly toxic and caused severe health problems for people who used them. In the early 20th century, the use of cosmetics became more regulated, and safer formulations were developed.

1.1.3 Factors that contributed to the Emergence of Cosmetics

The emergence of cosmetics in the beauty care industry can be attributed to various factors. One of the main reasons is the growing demand for beauty products. As people became more conscious about their appearance, the demand for products that could enhance their beauty increased. This led to the development of a wide range of cosmetics that catered to different needs and preferences. Another factor that contributed to the emergence of cosmetics in the beauty care industry is the advancements in technology. With the development of ingredients, formulations, and packaging techniques, cosmetics became more sophisticated and effective. Companies invested heavily

in research and development, and new products were launched regularly to cater to the changing needs of customers. The rise of the entertainment industry also played a significant role in the emergence of cosmetics in the beauty care industry. Actors and Actresses became role models for people, and their appearance on screen influenced the beauty standards of the time. This led to a growing interest in cosmetics that could help people achieve the same look as their favourite stars.

1.1.4 Latest Trends in Beauty care Industry

Here are some latest trends in beauty care industry in recent times:

1. **Clean Beauty**: This trend involves the use of natural and organic ingredients in beauty products. Consumers are more conscious about the ingredients used in their beauty products, and they prefer products that are free from harmful chemicals.

2. **Sustainability**: Consumers are becoming more environmentally conscious and are looking for sustainable beauty products. Brands are using eco-friendly packaging, sustainable ingredients, and reducing their carbon footprint.

3. **Personalization**: Beauty products are now being customized to meet individual needs. Brands are using data to create products that are tailored to specific skin types and concerns.

4. **CBD and Cannabis**: Products containing CBD or Cannabis are gaining popularity in the beauty industry. These ingredients are known for their anti-inflammatory and soothing properties and are used in skincare and makeup products.

5. **Inclusivity**: The beauty industry is becoming more diverse and inclusive, with brands offering a wider range of shades for different skin tones and catering to different hair types.

6. **Technology**: Technology is being used to create more innovative beauty products. For example, smart mirrors that analyse skin and recommend products, or devices that use light therapy to improve skin conditions.

7. **Wellness**: Beauty and wellness are becoming more interconnected, with products that promote both inner and outer health. This includes supplements, probiotics, and products that promote sleep and relaxation.

OBJECTIVES OF STUDY

- To study the impact of social media marketing on customers.
- To study the prices and competitors of the company.
- To study the Qualities of the brands.
- To study the prime purpose of the customers in using cosmetic products of company.

SCOPE OF STUDY

Lakme has created an ally with Indian women. Lakme inspires their customers to express the unique beauty and sensually within…Enabling the customers to realise the potency of their beauty. Consumers concern about companies manufacturing cosmetics is paramount when it comes to the cosmetic industry. Based on these organic cosmetics, natural products and product that do not contain chemical toxins are introduced by Mama earth in this new era.

- As many customers, both male and female are inclined towards the cosmetic industry with utmost interest in order to get the best self-care products along with makeup, perfumes and other cosmetics. To know which is the best for the customers there arises a need to identify the products and services offered by both Lakme and Mama earth. To also look into their respective competitors is an essential part in this study.
- Sometimes the Goodwill, Customer inclination towards the company, its sales can be known through the financial status of the company. Here arises the need to identify the financial status of the company.
- In GenZ the traditional marketing techniques are not much in use. Nowadays the marketing is done with the use of technology. Social media is vastly used for brand awareness among people in this new era. This brings forth the need to study the impact of social media marketing in creating brand awareness.

The customers who are using a particular cosmetic brand would also want to know the activities performed by the company such as CSR. In recent times the corporate social responsibility of the company is defining its Goodwill and the customers will also get attracted and start to believe that company. This arised the need-to-know CSR performed by Lakme and Mama earth.

HYPOTHESIS

A Hypothesis is a tentative explanation or prediction about a phenomenon or relationship between variables that can be tested through empirical research. It is a statement that can be either true or false, but its validity can only be determined through scientific investigation. Hypothesis are important in scientific research because they guide the development of experiments and studies that can either confirm or refute them. They help researchers to focus on specific aspects of a phenomenon and provide a framework of the collection and analysis of data.

There are mainly two types of Hypothesis :

- Null Hypothesis
- Alternative Hypothesis

Null Hypothesis: The Null Hypothesis is a statement that there is no significant difference between two measured phenomena or populations. It is typically denoted as “H0”. The null hypothesis assumes that any observed difference between the groups is due to chance or random variation, rather than underlying difference between the group themselves.

Alternative Hypothesis: An Alternative Hypothesis (also known as research hypothesis) is a statement that proposes that there is a significant difference between two or more variables or sets of data. It is typically used in hypothesis testing, where the null hypothesis is first assumed to be true, and there is enough evidence to reject the null hypothesis.

This study is conducted to assess the hypothesis that if a particular brand is marketed through social media platforms then what will be the effects of this type of marketing on its image or awareness. This involves studying of two variables, marketing through social networking sites being the independent variable and its overall effect on the brand being the dependent one.

NULL HYPOTHESIS: There is no significant relationship between marketing the products on web through social media channels and the mentioned brand.

ALTERNATIVE HYPOTHESIS: There is a significant relationship between the marketing on social media channels and its effects on the brand.

CHAPTER- Ⅱ

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Kisan Shivaji Rao Desai (2014) in his article " A study on consumer buying behaviour of cosmetic products in Kolhapur" after going through a lot of research, suggested the marketers to look into the buying habits, preferences, tastes, likes and dislikes of the consumers and to revise its policies and marketing mix accordingly. It is also found that the consumers are very conscious in respect to quality of the products and are preferring to purchase more of ayurvedic products.

Akwasi Ampofo (2014) in this research paper has pointed out the topic "Effects of advertising on consumer buying behaviour with reference to demand for cosmetics in Bangalore, India". Questionnaire was the main device used in the collection of data. The questionnaire contained structured questions with advertising on cosmetic purchases. The sample size for the study was 100 youth respondents who reside in and around Nagarabhavi, Bangalore. It also gave different views from the respondents and quantitative information on the monthly income or pocket money and expenses made on cosmetics. The data was the collected and analysed using snowball sampling and purposive sampling. The article was concluded on the note that though advertising does influence the purchase of consumers, other factors like income and others recommendation also play a vital role in one's purchase.

Lavanya D (2014) in the research paper "A study on factors influencing purchase behaviour of skin care products among working women in Madurai." In this article, they collected information from 259

respondents. Most of the respondents fall between 25-35(69.6%). Then comes people whose age is between 36-45(26.7%). Lastly, 3.7% of the respondents are above 45 years of age. Convenient sampling has been used for sample selection. The data were analysed using SPSS. 69% of the respondents feel that product quality is deciding factor and second comes the price factor which decides the buying behaviour(49.6%). Finally, it is concluded that there is a significant relationship between gender and price with cosmetic product purchasing behaviour.

Sameer A. Virani (2014) have studied the article "Herbal (organic) cosmetics the way ahead in Modern India." A self-administered Questionnaire was asked to fill by 150 respondents across the city. These Questionnaires were later analysed using Factor analysis to reduce the number of variables from many to few. From the outputs and testing hypothesis it is understood that the girls between income groups of 1 Lakh and above are least satisfied by the Add Ons offered by herbal brand of cosmetics and the girls whose income category of below 50,000 are quite satisfied with the organic brands and believe that organic brands have a good strategy. Suggestions say that the herbal brands need to address this issue by offering better Add Ons which will appeal to income groups of 1 Lakh and above as their perception is not very good about Add Ons.

Kameswara Rao Poranki (2015) The paper titled "The Intricacies of consumer perception and behaviour of consumers of cosmetics in India "by Kameswara Poranki explores the various factors that influence

consumer behaviour and perception towards cosmetic products in India. The study is based on a survey of 200 respondents and reveals that the India consumer is highly influenced by factors such as brand name, product quality, packaging, price and advertising. The study also highlights the importance of social media and word-of-mouth in influencing consumer decision- making. Furthermore, the study suggests that the Indian consumer has a strong preference for natural and herbal cosmetic products, and the manufacturers should consider this when designing their products and marketing strategies.

Prof Nilesh Anute, Dr Anand Deshmukh, Prof Amol Khandagale (2015) in his research paper collected information regarding "Consumer buying behaviour towards cosmetic products" in the Queen of Deccan, Pune. Survey method was used to collect the required data from 200 respondents. From the research paper, according to statistics, it is clearly understood that people between 15-30 years of age group are purchasing more. Organic cosmetic products are given more importance and packaging is not taken care of. Social media played a vital role in advertising and marketing. Lakme was preferred by most of the people. In women Spinz is the highest preferred brand among all and in men axe is preferred the most.

Md Irshad Ali & Manmohan Yadav (2015) carried out research on "A study of consumer perception of Herbal products in Bhopal". The research design consisted of an exploratory phase followed by a descriptive cross-sectional, close-ended questionnaire-based survey in

Bhopal. Sampling was done on the basis of two criteria,1) Regions which have major herbal brands are selected & 2) Respondents have used at least one of the herbal brands. Only 23% of consumers responded to herbal products. It is concluded that the consumers concern towards health risk and harmful effect of chemical products is forcing them to switch over to natural products. People use more than one brand of herbal products at a time and in case of non-availability they switch to another one.

Matea Matic & Barbara Puh (2016) wrote a research paper "Consumer purchase intentions towards natural cosmetics". For the study the data was collected through an online survey questionnaire using the purposive sample of 204 consumers from the Dubrovnik-Neretva country in 2015. Various statistical analysis were used such as binary logistic regression and correlation analysis. The demand of natural cosmetics has led to an increase in the number of studies that aimed at understanding the motivations behind consumer purchase behaviour towards natural cosmetic products. Therefore, it is concluded that consumers interest in health and environmental issues is increasing, providing a huge opportunity for the natural and organic personal care industry to create a strategy that could motivate many consumers to purchase organic or natural personal care products.

Parul Oberoi & Prerna Oberoi (2018) in their research paper "Consumer behaviour towards cosmetic products" have made an attempt to find the correlation between the factors that influence the

consumers behaviour towards cosmetic products and income. A well-structured questionnaire was prepared and circulated to 400 respondents. The Snowball Sampling method has been used in the research study. It has concluded on the note that social factors are also important influencers on consumer behaviour towards cosmetics.

Anjana. S. S (2018) wrote a research paper named "A study on factors influencing cosmetic buying behaviour of consumers". The purpose of this investigation is to figure out the attributes that affect the consumers consumption for cosmetic products. In this study, it was identified that the five factors namely quality, product, price, brand name, product packaging and advertising have great impact on buying decision of the consumers.

Sita Mishra (2018) has studied the topic "Understanding consumer behaviour towards toxic chemical-free cosmetics". This article specifies that from past few years the consumers are showing increased concern about the ingredients in the cosmetics which made cosmetic companies to launch organic and herbal products which are toxin-free and safe. The data was collected for the study using New Delhi marketing research organisation specialised in online data collection. All together a total of 196 responses were considered for this study. It can be observed that self-enhancement is the most influencing value which impacts attitude of respondents toward toxic chemical free cosmetics.

CHAPTER-Ⅲ

COMPANY PROFILE

LAKME:

Lakme is one of the leading cosmetic brand in India. The brand was introduced in India by Tata Group in 1952. It was named after French opera, “Lakme”, which was based on an Indian story. The brand has been popular in India ever since its launch and has now become a household name. The emergence of Lakme company can be traced back to the early 1950s. India was just getting its independence from the British rule, and the country was undergoing a period of transformation. It was during this time that the Tata Group decided to diversify its business interests and venture into the world of cosmetics. The group saw a huge potential in the Indian beauty market, which was largely untapped at the time. Tata Group, which was already a well-established conglomerate in India, decided to launch its cosmetic brand name under the name “Lakme”. The brand was introduced with the aim of catering to the Indian women’s beauty needs and preferences. The brand’s focus was to create a range of products that would suit the Indian skin tone and type. The initial years of Lakme were not easy, as the brand faced stiff competition from the international players who had already established their presence in the Indian market. However, the brand preserved, and with its focus on quality and innovation, it slowly gained a loyal customer base. The brand’s first product was a face powder, which was an instant hit with the Indian women. Lakme soon introduced a range of products that included lipsticks, nail polishes, and other makeup products. The brand

also focused on creating a range of skincare products that addressed the Indian women's specific needs, such as sun protection and fairness.

In the 1970's , Lakme's fortunes took a turn for the better when the company decided to collaborate with international beauty giant, Unilever. The partnership helped Lakme expand its product range and improve its distribution network. The collaboration also helped the brand to leverage Unilever's expertise in marketing and advertising, which proved to be a game-changer for the brand. Over the years, Lakme has continued to innovate and introduce new products that cater to the Indian women's beauty needs. The brand's products are now available across the length and breadth of the country, and the brand has become a household name. Lakme has also become synonymous with fashion and style, thanks to its association with the Lakme Fashion Week, which is one of India's premier fashion events. In recent years, Lakme has also expanded its product range to include men's grooming products. The brand has launched a range of products that cater to the Indian men's specific grooming needs, such as beard care and skincare. In conclusion, the emergence of Lakme company can be traced back to the early 1950's when the Tata Group decided to venture into the world of cosmetics. The brand was introduced with the aim of catering to Indian women's beauty needs and preferences. Over the years, Lakme has become a very familiar name to all the Indian's and has continued to innovate and introduce new products. The brand's association with fashion and style has also helped it become one of the leading cosmetics brands in India.

MAMA EARTH:

Mama earth is an Indian personal care brand that specializes in natural and toxin-free skincare, haircare, and baby care products. It is **founded by Varun Alagh and Ghazal Alagh** in 2016 with a mission to provide safe and effective products that are gentle on the skin and the environment. Here, lets look into the history and growth of Mama earth. Varun Alagh is the CEO and Co-founder of Mama earth. He is a graduate of the Indian Institute of Technology (IIT) Delhi and has worked in marketing and brand management at various companies before starting Mama earth. Ghazal Alagh is the Chief Marketing Officer and Co-founder of Mama earth. She has a background in advertising and has worked at Ogilvy and Mather and Lowe Lintas before starting Mama earth.

The Alagh's, both of whom are parents, were inspired to start Mama earth when they realized that many personal care products contained harmful chemicals that could be harmful to their children's health.

Mama earth's journey from Idea to Launch

In 2016, Varun and Ghazal Alagh started Mama earth with the aim of creating natural and toxin-free personal care products for babies and mothers. They spent over a year researching and developing their products, and worked with experts in the field of Ayurveda and natural remedies to create formulations that were safe, effective, and gentle on the skin. Mama earth launched its first product, a diaper rash cream, in 2016. The cream was well-received by parents, and Mama earth

quickly expanded its product line to include other baby care products such as shampoo's, body washes, and lotions. In 2017, Mama earth launched its line of skincare and haircare products for adults, which included face masks, serums, and hair oils.

Mama earth products

Mama earth products are made with natural and organic ingredients, and are free from harmful chemicals such as parabens, sulphates, and mineral oils. The brand's products are also cruelty-free, and are not tested on animals.

Mama earth offers a wide range of products for babies, mothers, and adults including:

1. **Baby Care Products**: Mama earth's baby care products are specially formulated to be gentle on a baby's delicate skin. The range includes baby shampoos, body washes, lotions, diaper rash creams. massage oils, and more.

2. **Skincare Products**: Mama earth's skincare products are made with natural ingredients and are free from harmful chemicals. The range includes face masks, face washes, serums, moisturizers, and more.

3. **Haircare Products**: Mama earth's haircare products are designed to nourish and strengthen hair. The range includes shampoos, conditioners, hair oils, and more.

4. **Maternity Products**: Mama earth's maternity products are specially formulated to address the skin and hair concerns of pregnant women. The range includes stretch mark creams, nipple creams, and hair care products.

Mama earth's success has had a significant impact on the Indian Personal Care Industry. The brand has brought attention to the importance of natural and toxin-free products, and has inspired other brands to follow suit. Mama earth has also helped to educate consumers about the harmful chemicals that are present in many personal care products, and has encouraged them to make more informed choices about the products they use. Mama earth's marketing strategy has also been a key factor in its success. The brand has leveraged social media platforms like Instagram and YouTube to reach its target audience.

CHAPTER-Ⅳ

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

The Methodology used for collection of Data, the selection of samples, analysis of data and interpretation of data which is discussed below:

Data source

The data for the research will be collected from using both the source of data. Those are the primary and the secondary data.

- **Primary Data:** Primary data is original data that is collected directly from its source for the first time. It is collected through methods such as surveys, interviews, observations or experiments and is specific to the research question or objective of a study. Primary data is considered more reliable and accurate as it is collected first hand and is not influenced by other sources. It can provide unique and up to date information that is not available in existing sources. However, collecting primary data can be time consuming and costly, and researchers need to ensure proper data collection techniques and ethical considerations are followed.
- **Secondary Data:** Secondary Data refers to data that has been previously collected by someone else for a different purpose, and now is being reused for another research as analysis. This type of data can include official statistics, published reports, articles, online databases and other sources that contain information relevant to a particular research question or topic. Using

secondary data can be beneficial as it saves time and resources compared to collecting primary data. However, it is important to consider the quality, relevance and validity of the secondary data before using it, as it may not always be reliable or applicable to the specific research question or content.

Sample Design:

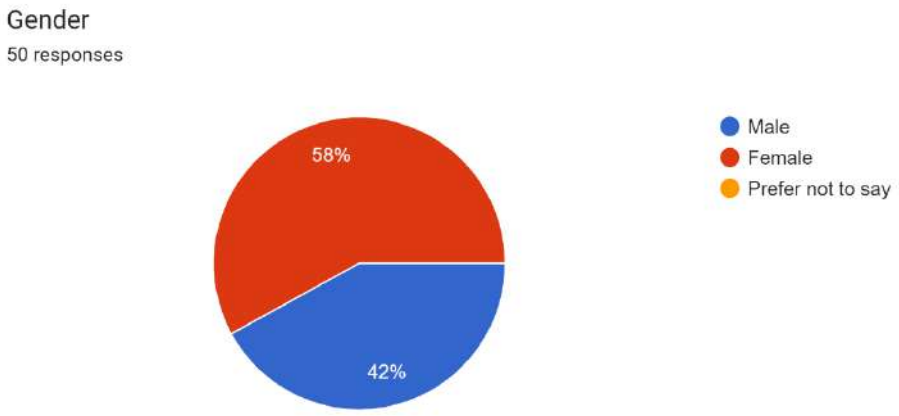
Respondents were asked to fill in the questionnaire distributed through online through email and social media sites such as Instagram, WhatsApp etc. Total of 170 responses were collected. Respondents of the study are mostly from twin cities of Telangana. The sample required for the study is collected and analysed by using Convenient sampling method. Convenience sampling is a non-probability sampling technique where participants are selected based on their accessibility and willingness to participate.

Data analysis:

Data Analysis and Interpretation deals with the reviews and analysis of data collected through questionnaire and interpretation of data. This is a core part of the project as it helps to interpret the data easily and it involves graphical forms, pie charts, tables, percentages.

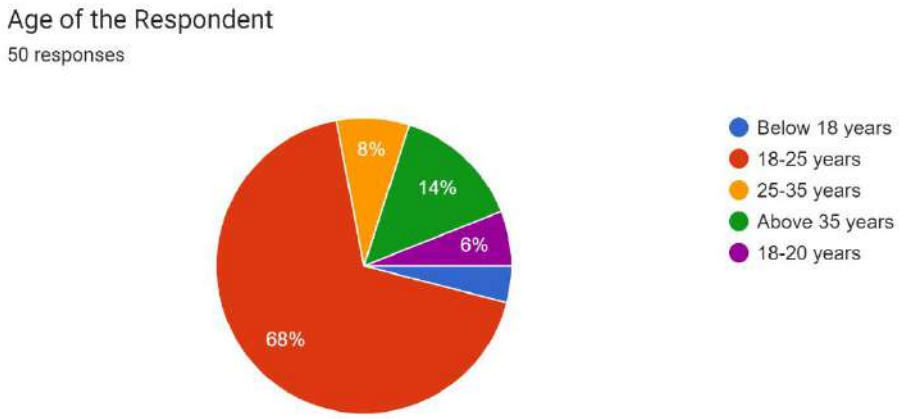
CHAPTER-Ⅴ

DATA ANALYSIS AND INTERPRETATION



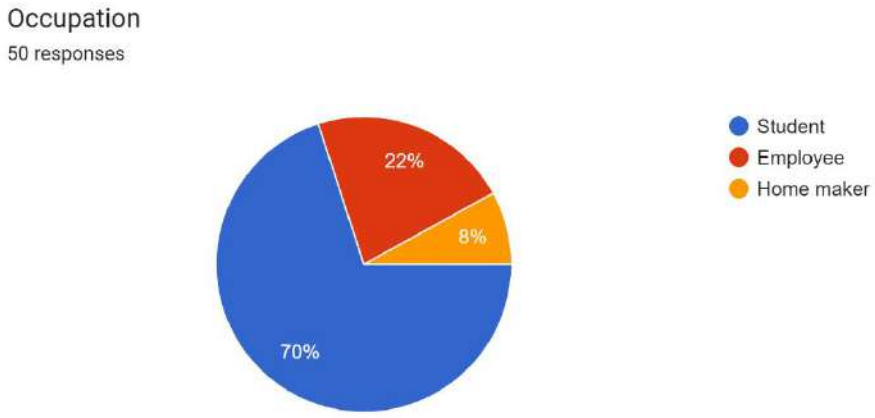
Interpretation:

From the above pie chart, 58%of the respondents are female whereas 42% of the respondents are male.



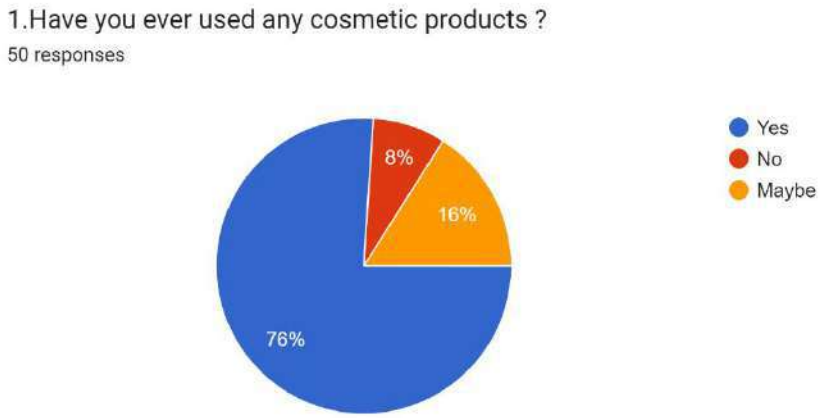
Interpretation:

From the above pie chart, 68% of the respondents belong to 18-25 years of age, 14% belong to above 35 years of age, 8% belong to 25-35 years of age.



Interpretation:

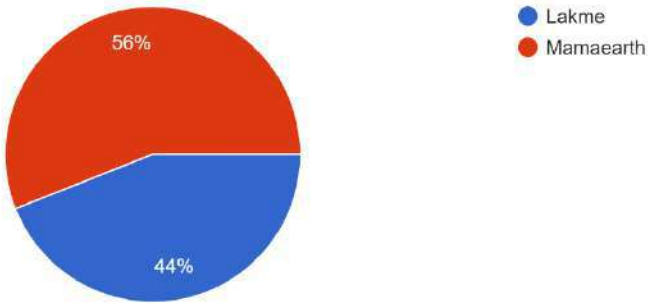
From the above pie chart, 70% are students, 22% are employees, and 8%are homemaker.



Interpretation:

From the above pie chart, 76%of the respondents have used cosmetic products, whereas 16% respondents replied maybe and 8% have not used cosmetic products.

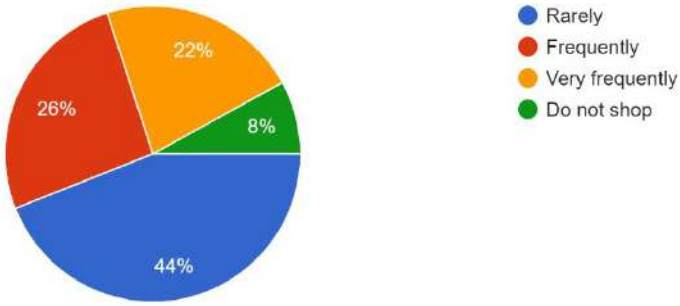
2.Which Cosmetic Brand do you prefer to use?
50 responses



Interpretation:

From the above pie chart, 56% would prefer to use lakme and 44% would prefer to use Mama earth.

3.How often do you use cosmetic products?
50 responses

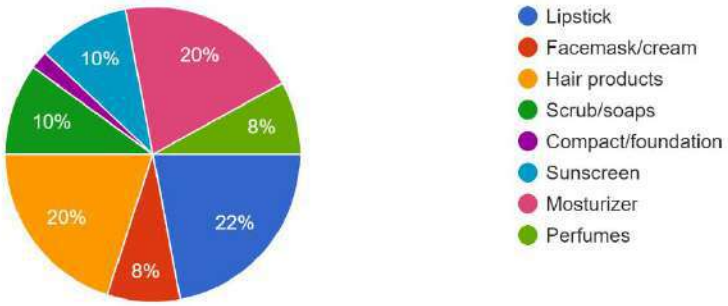


Interpretation:

From the above pie chart, 45%use cosmetic products rarely, 26% use the cosmetic products frequently, 22%use the cosmetic products very frequently whereas 8% do not shop.

4.Which cosmetic item do you prefer to use more ?

50 responses

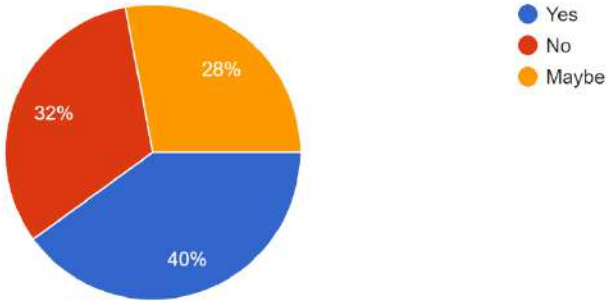


Interpretation:

From the above pie chart, 22% of the respondents use lipstick, 20% use moisturizer, 20% use hair products, 10% use soap, 10% use sunscreen, 8% use perfume, 8% use facemask

5.Do quality advertisements change your perception about the product ?

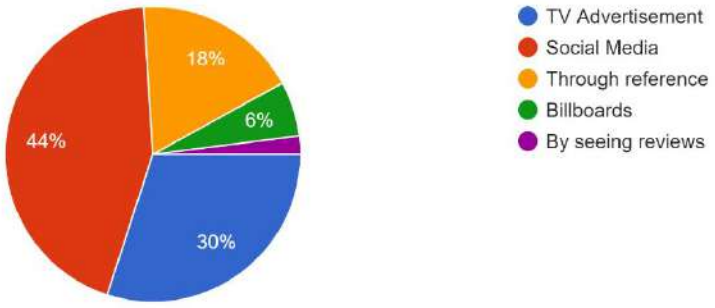
50 responses



Interpretation:

From the above pie chart, 40% of the respondents change their perception by quality advertisements whereas 32% of the respondents do not change their perception by quality advertisements and 28% gave the response as maybe.

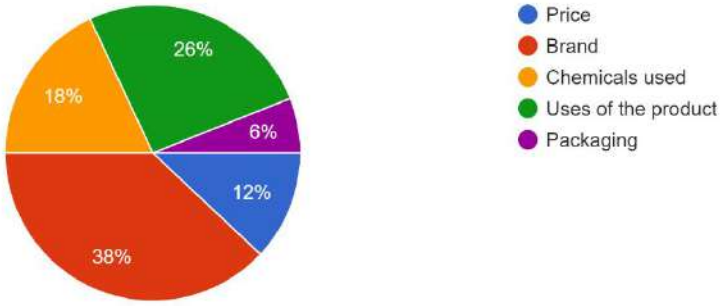
6.According to you what kind of advertisement has long lasting impact in terms of cosmetics?
50 responses



Interpretation:

From the above pie chart,44% of the respondents gave a response as social media as a kind of advertisement that long last, 30% as TV advertisement, 18% through references, and 6% as bill boards.

7.What do you look at first when you buy a product?
50 responses

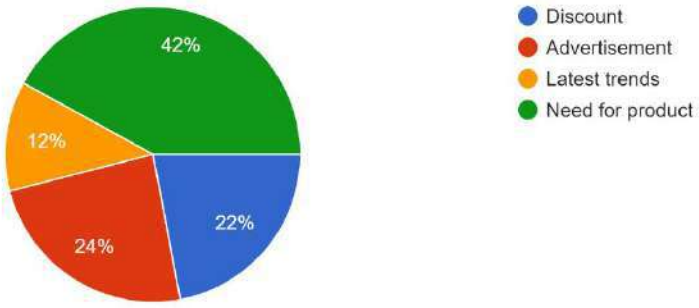


Interpretation:

From the above pie chart,38% of the respondents look at brand, 26% look at use of the product, 18% look at chemicals, 12% look at price and 6%look at the packing.

8.What motivates you purchasing process in terms of cosmetics?

50 responses

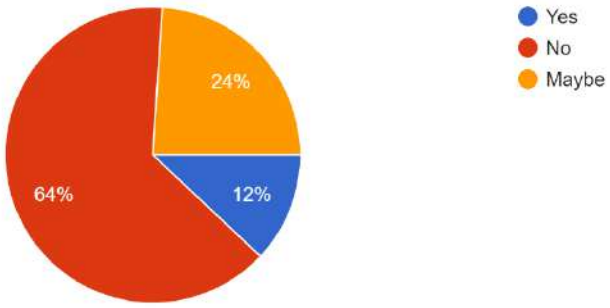


Interpretation:

From the above pie chart,42% of the respondents are motivated by need for product, 24% by advertisement, 22% by discount and 12% by latest trends.

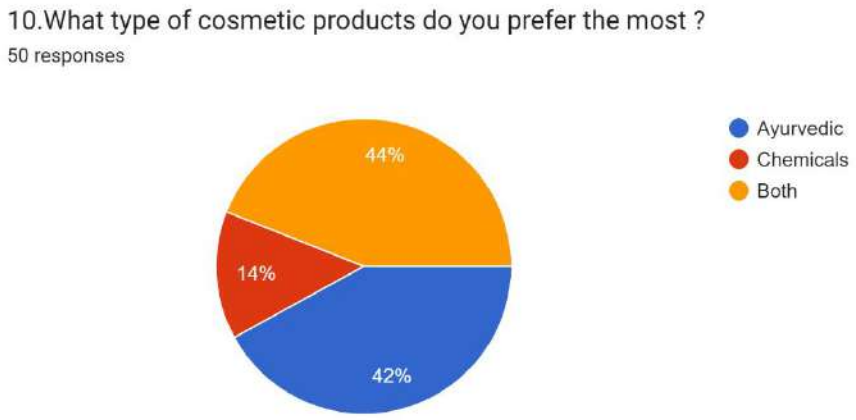
9.Does Celebrity endorsement influence you to buy cosmetic product ?

50 responses



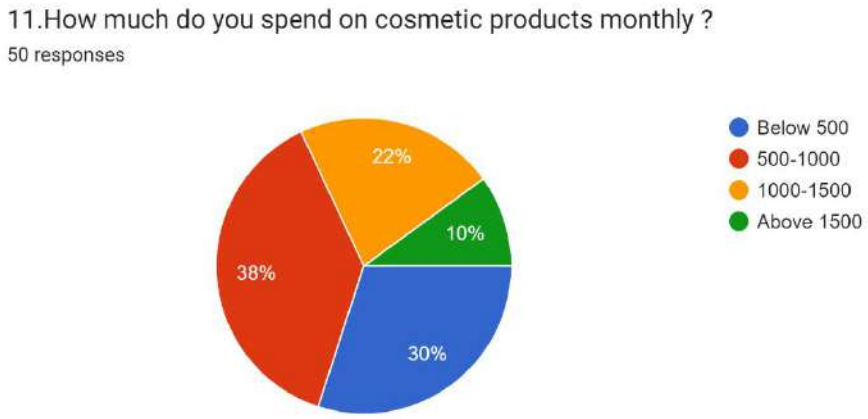
Interpretation:

From the above pie chart,64% of the respondents does not influence by celebrity endorsement, 24% gave the response as maybe whereas 12% of the respondents are influenced by celebrity endorsement.



Interpretation:

From the above pie chart,44% of the respondents responded as both, 42% prefer ayurvedic and 14% prefer chemical products.

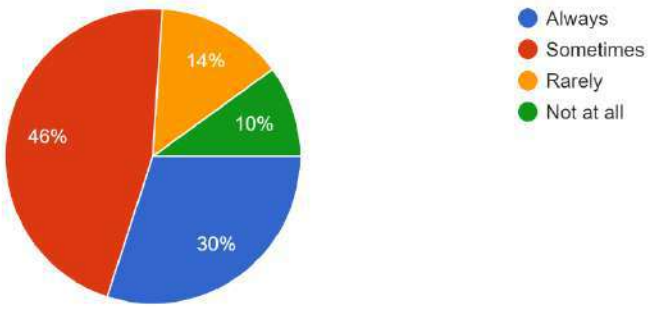


Interpretation:

From the above pie chart,38% of the respondents spend 500-1000 rupees,30% spend below 500 rupees,22% spend 1000-1500 rupees and 105 spend above 1500 rupees.

12.Do you collect information before purchasing cosmetic product ?

50 responses

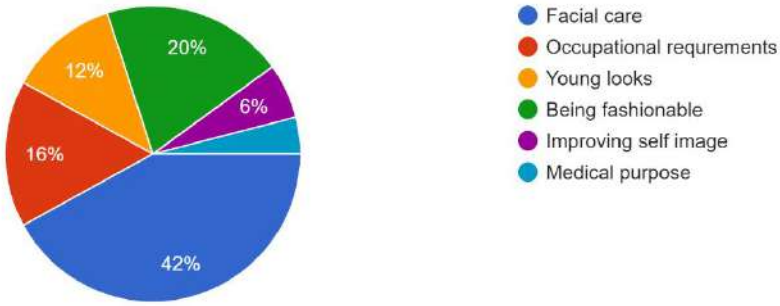


Interpretation:

From the above pie chart,46% of the respondents collect the information sometimes,30% collect the information always,14% collect the information rarely and 10% does not collect the information.

13.What is your prime purpose of using cosmetic products ?

50 responses

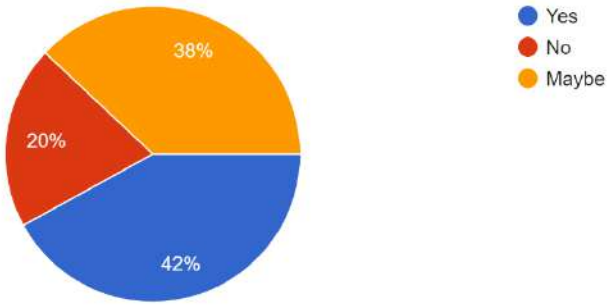


Interpretation:

From the above pie chart,42% of the respondents use the cosmetic products for facial care, 20% for being fashionable, 16% for occupational requirements, 12% for young looks and 6% for improving self image.

14.Are you willing to pay more for a cosmetic product if it consists completely of natural ingredients ?

50 responses

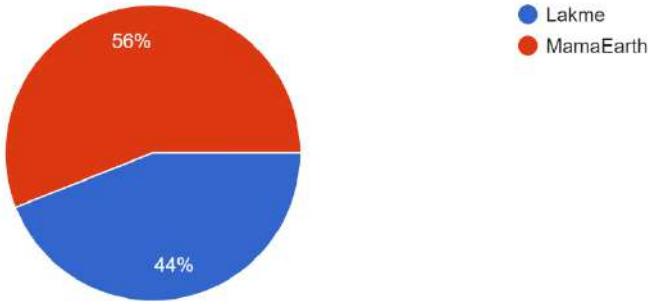


Interpretation:

From the above pie chart,42% of the respondents are willing to pay more for cosmetic products, 38% of the respondents gave the response as maybe and 20 % are not willing to pay more for cosmetic products.

15.Do you use Lakme products or Mama Earth products for cosmetics

50 responses

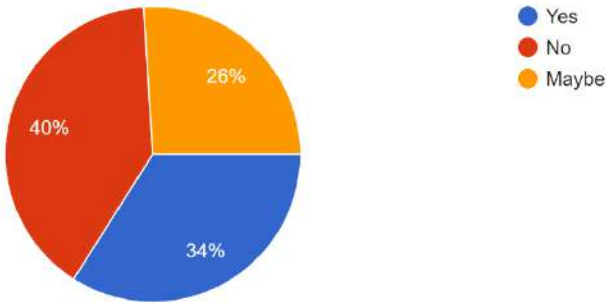


Interpretation:

From the above pie chart,56% use Mama earth products and 44% use lakme products.

16.Do quality advertisement change your perception about these products ?

50 responses

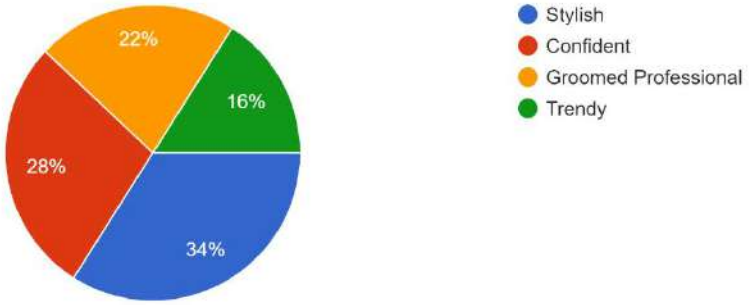


Interpretation:

From the above pie chart,40% of the respondents does not change the perception of the products by quality advertisements,34% change their perception of the products and 28% gave the response as maybe.

17.What images do cosmetic users project to you ?

50 responses

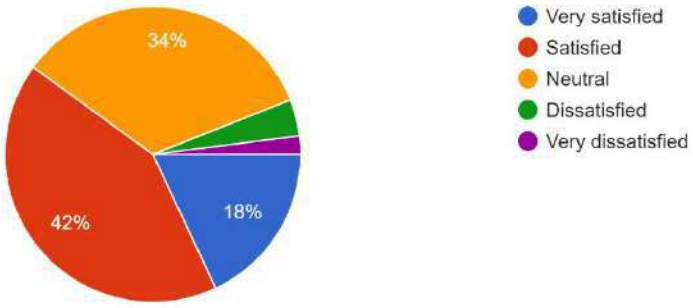


Interpretation:

From the above pie chart,34% of the respondents project stylish,28% projects confident, 22% project as groomed professionals and 10% pgroject as trendy.

18.State your level of satisfaction/dissatisfaction with regard to the products from Lakme ?

50 responses

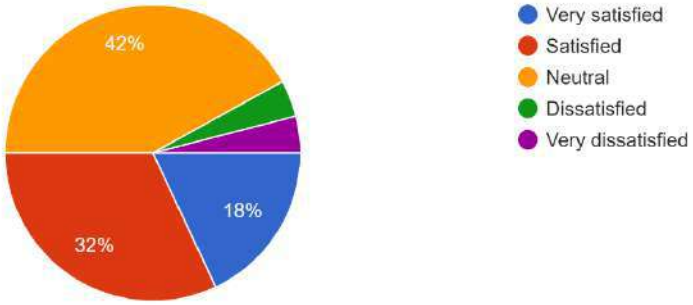


Interpretation:

From the above pie chart,42% of the respondents are satisfied with lakme products,34% as neutral,18% are very satisfied, 4% are dissatisfied, 2% are very dissatisfied.

19.State your level of satisfaction/dissatisfaction with regard to the products from MamaEarth ?

50 responses

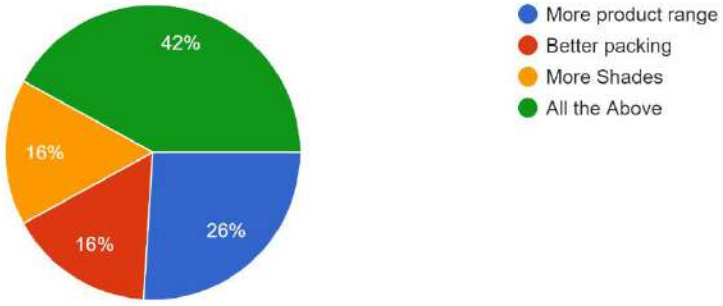


Interpretation:

From the above pie chart,42% of the respondents are neutral, 32% are satisfied with Mama earth products, 18%are very satisfied, 3% are dissatisfied and 3% are very dissatisfied.

20.What changes you would like to see in Lakme products ?

50 responses

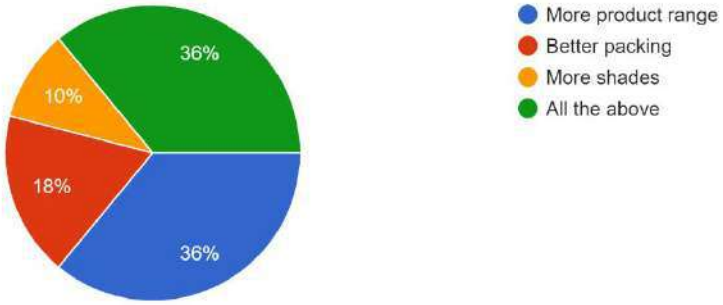


Interpretation:

From the above pie chart,42% of the respondents would like see all of the above changes in lakme products, 26% would like to change in more product range, 16% more shades,16% better packing.

21.What changes you would like to see in Mamaearth products ?

50 responses

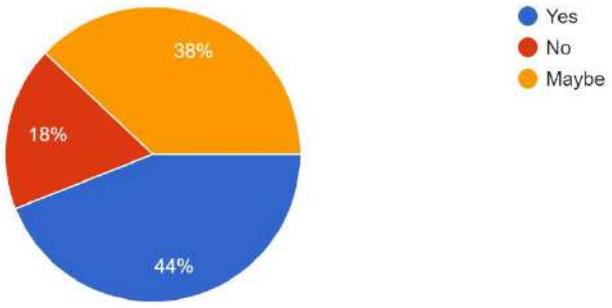


Interpretation:

From the above pie chart,36% would like to see the change in more product range,36% as all of the above,18% wants to see better packing and 10% wants to see more shades.

22.Will you recommend Lakme products to others ?

50 responses

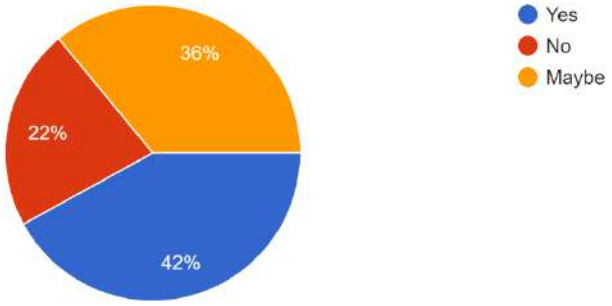


Interpretation:

From the above pie chart, most of the people are preferring to recommend lakme products to others i.e 44%.

23.Will you recommend Mamaearth products to others ?

50 responses

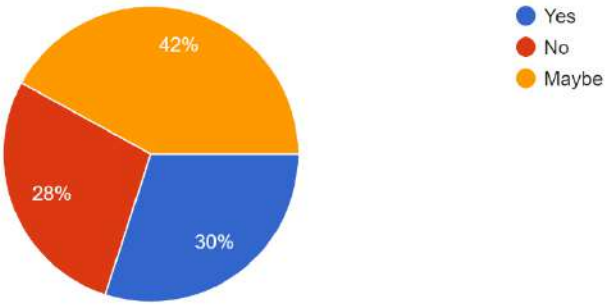


Interpretation:

From the above pie chart, most of the people prefer to recommend Mama earth products to others i.e 42%.

24.Would you continue to buy Lakme products even if there is an increased to say upto 10%-15% prices ?

50 responses

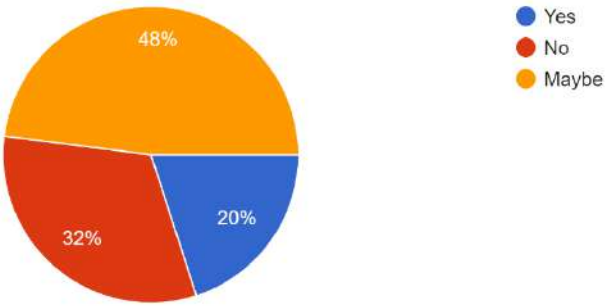


Interpretation:

From the above pie chart, the majority of the respondents gave the response as maybe.

25.Would you continue to buy Mamaearth products even if there is an increased to say upto 10%-15% prices ?

50 responses



Interpretation:

From the above pie chart, many of the respondents gave the response as maybe.

CHAPTER-Ⅵ

FINDINGS, SUGGESTIONS, CONCLUSION

FINDINGS

- 58% of the respondents are female and 42% are male respondents.
- Most of the respondents which is 68% are in between the age group of 18-25 years.
- 70% of the respondents are students on the first place and next comes employees with 22%
- 44% of the respondents are preferring to use Lakme and 56% are preferring Mama earth.
- The facial and skin care products such as moisturizers are being used frequently whereas the makeup products are used rarely except the ones who use makeup for occupational requirements such air hostess, salesgirls in Health and glow etc.
- Maximum number of respondents perception is changed due to Quality advertisements.
- Social media advertisements have a greater and long-lasting impact on the respondents in terms of cosmetics.
- While purchasing cosmetic products a greater number of the respondents are riveted by the brand name instead of price, chemicals used, uses of the product and packaging.
- On the contrary to the above finding the need for the products is acting as a motivation factor in terms of purchase.
- The celebrity endorsement is in buying a product has influenced only few whereas a greater number of respondents are not influenced by it.
- Vast number of respondents are preferring/opting Ayurvedic cosmetics over Chemical based cosmetics.
- Respondents are willing to pay up to 500 or 1000 rupees only for monthly cosmetics.
- Customers are performing quest before purchase of cosmetic product which reflects that not many customers are willing to take risk and are highly conscious about their skin care.
- The Veblen effect is seen here with a little difference. Respondents are assuming that the price is directly proportional to the quality of the product. This is why most of the customers are opting high priced cosmetics.
- The respondents prime purpose of using cosmetics is for facial or skin care.
- 62.94% of the respondents are willing to purchase a cosmetic product if it consists of natural ingredients and safe chemicals.
- Most of the respondents are quite hesitant while shifting from one product to another product.
- Consumers have powerful brand loyalty. Although the customers have right to purchase a specific cosmetics brand, they are purchasing their own country brand and promote it because Lakme was the first Indian brand.
- The respondents gave a thumbs up to Lakme from the beginning and are still having that same love towards that brand. Mama earth on the other hand got into light in a very short span of time with the uniqueness of its natural ingredients and safe chemicals.

SUGGESTIONS

- Lakme must introduce natural beauty product lines as individuals are increasingly inclined towards herbal goods nowadays. As product should also concentrate on health-conscious individuals and target them.
- Cosmetic stores should focus on online advertisements to reach new generation customers.
- The masculine industry is also becoming aware nowadays so that the male beauty section can be a focus zone.
- Developing new, effective, and durable cosmetics using the latest emerging technologies like nanotechnology give product differentiation advantage to create a monopoly at least for some time to the company.
- Majority of the Lakme products are having high prices. The reduction of the prices will bring forth many customers to buy the products.
- The consumers expect the companies to provide free offers, discounts etc. for the regular customers in intervals.
- Mama earth has few products on which the reviews were bad, on noticing this the company should make improvements in the products which are pleasing to the customers.
- To get in par with Lakme, Mama earth needs to attain the level of expectations of the customers in terms of providing best results through high quality products.
- Customers are wanting Mama earth to introduce more products for which Mama earth needs to analyze the product in which the customer satisfaction relies.
- In comparison to Mama earth, Lakme needs to concentrate on Babies products or any other products to add a uniqueness to it.
- Packaging of the product should attract the customers to purchase it.
- As known a small segment of men are currently shopping cosmetics. To increase the number of male customers, Personal care products for men should be increased. As known a small segment of men are currently shopping cosmetics.
- Retail selling might help in reaching the rural area customers.

CONCLUCION

After conducting a comprehensive comparative study between Lakme and Mama earth cosmetic products, it is evident that both the brands have their unique selling points and target different consumer segments. Lakme is well established brand in the Indian market and offers wide range of makeup and skincare products. On the other hand, Mama earth is a relatively new brand that focuses on providing natural and organic products that are safe for both consumers and the environment. In terms of Product quality, both Lakme and Mama earth offer products that are of good quality and cater to the needs of their target audience. Lakme has wide range of products that are designed to suit various skin types and offer long-lasting results. Mama earth on the other hand, offers products that are free from harmful chemicals such as sulphate and paraben and are suitable for those with sensitive skin. When it comes to pricing, Lakme products are relatively more expensive than Mama earth products, making them less accessible to the masses. Mama earth, with its affordable and pocket friendly pricing, caters to the larger customer base and has established a loyal customer base. In terms of packaging, both brands have attractive and sturdy packaging that is designed to protect the products and make them easy to use. Lakme's packaging is sleek and modern, while Mama earth packaging is eco-friendly and biodegradable. When it comes to availability, Lakme products are widely available in both online and offline stores, while Mama earth products are primarily sold online and has limited offline presence with products being available in selected stores. However, both brands have strong online presence, and their products are easily available on e-commerce platforms, making them accessible across India. When it comes to Marketing, Lakme has an extensive marketing budget and employs various traditional and digital marketing strategies to promote its products. Mama earth relies heavily on influencer marketing and social media promotions, targeting millennial and GenZ audience. Overall, both Lakme and Mama earth

are reliable and trustworthy brands in the Indian beauty industry, catering to different customer segments with their unique offerings. While Lakme caters to the more mature audience with its vast range of makeup and skincare products, Mama earth targets the younger generation with its natural and organic products. In conclusion, consumers need to consider their individual preferences and requirements before choosing between Lakme and Mama earth products. Both brands have their unique strengths and weaknesses and offer different benefits to the consumers. Ultimately, it boils down to personal choice, and consumers should choose a brand that aligns with their values and preferences.

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CHAPTER-Ⅷ

SAMPLE QUESSIONAIRE

COMPARATIVE STUDY BETWEEN MAMA EARTH & LAKME COSMETICS.

GREETINGS FOR THE DAY!!

kindly spare some time and go through the following information which would be helping us in gathering data for our project.

This Project is done by:-

AARON BENSON

SAI TEJA

BHANU PRAKASH SAI

VARUN

from Little flower degree college request you to fill the following form.

This is a ***"COMPARATIVE STUDY BETWEEN MAMA EARTH & LAKME COSMETICS".*** *The research ensures the secrecy of the respondents. The data collected will be used purely for academic purpose only and will be kept confidential. Your prompt responses will help us in preparing the report in systematic and factual manner.*

UNDER THE GUIDANCE OF **MRS.PANNAGA VUTPALA.**

~~* Indicates required question~~

Untitled Section

1. Name *

2. Gender *

Mark only one oval.

- ◯ Male
- ◯ Female
- ◯ Prefer not to say

3. Age of the Respondent * *Mark only one oval.*

- Below 18 years
- 18-25 years
- 25-35 years
- Above 35 years

4. Occupation *

Mark only one oval.

- Student
- Employee
- Home maker
- Other: _____

5. 1.Have you ever used any cosmetic products ? * *Mark only one oval.*

- Yes
- No
- Maybe

6. 2.Which Cosmetic Brand do you prefer to use? * *Mark only one oval.*

- Lakme
- Mama earth

7. 3.How often do you use cosmetic products? *

Mark only one oval.

- Rarely
- Frequently
- Very frequently
- Do not shop

8. 4.Which cosmetic item do you prefer to use more ? *

Mark only one oval.

- Lipstick
- Facemask/cream
- Hair products
- Scrub/soaps
- Compact/foundation
- Sunscreen
- Mosturizer
- Perfumes
- Other: _____

9. 5.Do quality advertisements change your perception about the product ? *

Mark only one oval.

- Yes
- No
- Maybe

10. 6.According to you what kind of advertisement has long lasting impact in * terms of cosmetics?

Mark only one oval.

- TV Advertisement
- Social Media
- Through reference
- Billboards
- Other:

11. 7.What do you look at first when you buy a product? *

Mark only one oval.

- Price
- Brand
- Chemicals used
- Uses of the product
- Packaging

12. 8.What motivates you purchasing process in terms of cosmetics? *

Mark only one oval.

- Discount
- Advertisement
- Latest trends
- Need for product

13. 9.Does Celebrity endorsement influence you to buy cosmetic product ? *

Mark only one oval.

- Yes
- No
- Maybe

14. 10.What type of cosmetic products do you prefer the most ? *

Mark only one oval.

- Ayurvedic
- Chemicals
- Both

15. 11.How much do you spend on cosmetic products monthly ? *

Mark only one oval.

- Below 500
- 500-1000
- 1000-1500
- Above 1500

16. 12.Do you collect information before purchasing cosmetic product ? *

Mark only one oval.

- Always
- Sometimes
- Rarely
- Not at all

17. 13.What is your prime purpose of using cosmetic products ? *

Mark only one oval.

- Facial care
- Occupational requrements
- Young looks
- Being fashionable
- Improving self image
- Medical purpose

18. 14.Are you willing to pay more for a cosmetic product if it consists completely * of natural ingredients ?

Mark only one oval.

- Yes
- No
- Maybe

19. 15.Do you use Lakme products or Mama Earth products for cosmetics *

Mark only one oval.

- Lakme
- Mama earth

20. 16.Do quality advertisement change your perception about these products ? *

Mark only one oval.

- Yes
- No
- Maybe

21. 17.What images do cosmetic users project to you ? *

Mark only one oval.

- Stylish
- Confident
- Groomed Professional
- Trendy

22. 18.State your level of satisfaction/dissatisfaction with regard to the products from Lakme ? *

Mark only one oval.

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

23. 19.State your level of satisfaction/dissatisfaction with regard to the products from Mama earth ? *

Mark only one oval.

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

24. 20.What changes you would like to see in Lakme products ? *

Mark only one oval.

- More product range
- Better packing
- More Shades
- All the Above

25. 21.What changes you would like to see in Mama earth products ? *

Mark only one oval.

- More product range
- Better packing
- More shades
- All the above

26. 22.Will you recommend Lakme products to others ? *

Mark only one oval.

- Yes
- No
- Maybe

27. 23.Will you recommend Mama earth products to others ? *

Mark only one oval.

- Yes
- No
- Maybe

28. 24.Would you continue to buy Lakme products even if there is an increased to say upto 10%-15% prices ? *

Mark only one oval.

- Yes
- No
- Maybe

29. 25.Would you continue to buy Mama earth products even if there is an increased to say upto 10%-15% prices ? *

Mark only one oval.

- Yes
- No
- Maybe

A PROJECT REPORT ON

"BUYING BEHAVIOUR OF CUSTOMERS AT PISTA HOUSE"

SUBMITTED BY

M. Anusha- 201020401021 K. Dwija Shree- 2010204010003

K. Akanksha- 201020401023 Manoj Lakra- 201020401026

Submitted by partial fullfilment of the requirement for

the Award of degree in
Bachelors Of Commerce

Under the guidance of Mrs. Pannaga Vutpala
Department Of Commerce
Little Flower Degree College, Uppal, Hyderabad, 500039
Affliated to Osmania University.

STUDENT(s`) DECLARATION

We hereby declare that the project entitled "Buying Behaviour Of Customers At Pista House Restaurant" was submitted in partial fulfilment of the requirement for the award of Bachelors in Commerce Degree from Osmania University under the guidance of
Mrs. Pannaga Vutpala is a original piece of work. The results drawn thereon are based on data collected originally by us for the research. Secondary data whereever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

M. Anusha-201020401021
K. Akanksha-201020401023
K. Dwija Shree-201020401003
Manoj Lakra-201020401026

Date:
Place:

Department Of Commerce

Little Flower Degree College, Hyderabad

Certificate

This is to certify that the project on **"Buying Behaviour Of Customers at Pista House Restaurant**" being submitted by-

M. Anusha-201020401021
K. Akanksha-201020401023
K. Dwija Shree-201020401003
Manoj Lakra-201020401026

In partial fulfilment for the award of the degree of Bachelors of Commerce is a bonafide record of the project work done by- Pannaga Vutpala, Department Of Commerce, Little Flower Degree College, Uppal.

External Examiner

Project Guide
Mrs. Pannaga Vutpala
(Department Of Commerce)

ACKNOWLEDGEMENT

Through this acknowledgment, I express my sincere gratitude towards all those who were part of this project, which has been a learning experience

This page would not be enough to extend my gratitude towards my project guide for her efforts in coordination with my work and guiding in right directions. A heartfelt regard to our institution`s Principal Rev Bro. Vincent Reddy and Vice Principal Mrs. Jayanthi Reddy madam for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledgement of those vital support I recieved from my beloved classmates and my team without whom I would have been half done. I also use this page to offer my sincere love to my parents and all otherswho had been there to help this project

A PROJECT REPORT ON
BUYING BEHAVIOUR OF CUSTOMERS AT PISTA HOUSE

Abstract

Presentation Title: Research Focus: Consumers buying behaviour and creative steps been taken by management to attract consumers.

College: Little Flower Degree College, Uppal. Level: Under Graduate, Osmania University.

Pista House is well known for its haleem and biryani which attracts the customers to visit the restaurant often. The consumption pattern involves with the change of productivity and production relations. Pista House takes charge of alll complex, dynamic, multidimensional processes and all marketing strategies, based on assumptions about consumer behaviour.

We are analysing and making a report on buying behaviour of customers at Pista House Restaurant. It will help one to understand how buying behaviour of the consumers will contribute to the efficiency of the service provided and to get access to the information regarding the behaviour of the consumers through responses, and also it will be helpful in knowing the scalability of the restaurant.

Our research findings identify that, the revolution the Pista House started from haleem and today there are over 30 outlets in Hyderabad itself.

our resesrch on both qualitative and quantitative research method will help res satisfaction, teearchto get into a conclusion on buying frequency, satisfaction reliability through the survey responses.

Table Of Contents

Chapter No	Name Of Contents	Page No
I	Introduction to Research Study Introduction Background Of Study Scope Of Study Objectives Of Study Advantages and Dis Advantages of study Hypothesis	1-7
II	Review Of Literature	8-10
III	Research Methodology	11-14
IV	Company Profile	15-21
V	Research Data Analysis and Interpretation	22-45
VI	Findings	46
VII	Suggestions and Inclusions	47-48
VIII	Appendices Questionnaire	49-51
	Bibliography	52

CHAPTER I

INTRODUCTION TO RESEARCH STUDY

INTRODUCTION

A comprehensive restaurant business plan is essential to attract customers towards the restaurant. every business comes with a plan every year to grow better than previous year. the primary objective of every company is growth. the growth in food industry is rapidly increasing same as competition. survival of the restuarant completely depends upon its uniqueness and taste.

On the other side, restaurants are required to advertise and attract customers as customers decide the present and future of business. every restaurant has its own way of attracting customers towards it, understanding the buying behaviour of customers will help business to modify their services according to the preferences .

the importance of learning customer buying behaviour in the technology. Due to the development of information technologies, learning the customer buying behaviour has become more practical and easier. It is also stated that the large and multinational businesses are investing significantly on improvements of their IT systems in order to better understand the needs and wants of their customers. This in turn enables them to identify what and how often their customers are purchasing.

Consumer differentiation will help to tailor your strategies to the needs of varying customer groups. When consumer differentiation is done, you can expand the width and breadth of your services. You will be able to effectively serve a wider group of people.

BACKGROUND OF STUDY

Marketing is a societal process by which an individual or group obtains what they need and want through creating, offering and freely exchanging the products and services of value with others.

Marketing has often been described as the art of selling products. The aim of marketing is to know and understand the customers so well that the product of service fits him and dell itself. Marketing is typically seen as the task of creating, promoting and delivering the goods and services to the customers and businesses.

Consumer

Consumer or Customer is a person, who purchases product or service for consumption purpose only from a seller or dealer and gets satisfied from his/her desire.

Satisfaction

It refers to the feelings and beliefs of the customer to be happy after consumption of goods or services or both. The modern marketing concept understands the needs on consumer and builds itself keeping the customer in their core priority.

Behaviour

The main aim of marketing is to meet and satisfy the targeted customers' needs and wants. Buyer's behavior refers to the people or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market. The field of consumer behavior studies how individuals, groups and organization select, buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desires. Understanding consumer behavior and knowing customer is not a simple job. The wealth of products and service produced in a country make our economy strong. The behavior of human being during the purchase is being termed as "Buyer Behaviour".

Meaning of Consumer Behavior

The term consumer behavior is defined as the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their desire and needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy, when they buy, where they buy, how often the buy it for purchase and the impact of such evaluations on future purchases, and how they dispose of it.

Need Of Study

Consumer Behavior, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision, as it represents the main factor for including a brand in the consideration set. Brand perception can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. On the other hand, brand perception can be depicted into at least two facets - unaided (brand recall) and aided (brand recognition) - each of the two facets having its more or less effective influence on buying decision and perceived risk assessment.

In today's competitive business scenario where every companies' product is competing with each other retaining loyal customer is an essence for which increasing the level of brand perception is very vital.
As our research is based on Consumer Behavior of Pista House, the following aspects will be analyzed:-

Ø The primary objective of the project is to investigate the concept of buying behavior at Pista House.
Ø This project is aimed to understand consumers' satisfaction and reliability on Pista House.
Ø This project will analyze the effectiveness of Pista House on its consumers.

SCOPE OF STUDY

The scope of study, investigating on Pista house of consumer buying behavior.

INTRODUCTION:

PISTA HOUSE introduces itself as a progressive and vibrant bakery and sweet house that offers an excellent collection of the Choicest bakeries, sweets and Haleem.

PROJECT PURPOSE:

The project of pista house restaurant has been approved by considering the demand of Indian Food. It has also been started for serving and creating a choice amongst the various types of world food so, to be expert and perfect in serving the food to customers. There is high probability of the success of this project as the public opinion has been considered.

DESCRIPTION:

The primary scope of Pista House is to provide customers with high-quality, authentic Hyderabadi cuisine. The brand has become synonymous with the city's famous biryani, which is a fragrant, flavorful rice dish cooked with a blend of spices and meat or vegetables. Pista House has its delectable biryani recipe, using traditional cooking methods and the freshest ingredients to ensure that every bite is a taste of Hyderabad's rich culinary heritage. Aside from biryani, Pista House also offers a range of other dishes that showcase the city's diverse and flavorful cuisine. These include a variety of kebabs, curries, bread, and desserts, all of which are prepared using traditional methods and recipes handed down through generations. It is known for meeting the diverse need of customers, and this restaurant will be serving almost all the vegetarian and non-vegetarian varieties of Indian food along with chines dishes and related drinks.

OBJECTIVES OF STUDY

Business goals for any unit are incredible as it keeps focus on what's essential and removes the chance of wasted resources.

Running a restaurant business is a blend of both challenges and fun- where there is a lot of scope to incorporate interesting elements in a business.

A steady rising revenue, customer satisfaction and content are the fundamental objectives of any business. Since good food is naturally what people head to a restaurant for, restaurants go one step ahead and introduce fusion dishes to the customers who love experimenting with different food. The specialty about all these food items would be that they will be prepared in clean and hygienic environment and made by the expert chefs.

It offers outdoor catering facilities and attractive airtight gift boxes for packing to meet all catering needs for all occasions like marriage, receptions, parties, engagements, all major festivals, New Year, Housewarmings days etc. Pista House exports its bakeries, confectioneries and Haleem to major markets in North America, Gulf, South East, Asia, Europe, etc.

Objectives:

Ø To set out affordable and quality food in order to have faithful customers

Ø To hub on atmosphere and ambience

Ø To perceive the target market

Ø Managing customer relevance

Ø Initiate customer fidelity

Ø Offer a diverse menu

Ø Fabricate a brand

Ø Monitor rapid growth

ADVANTAGES ANS DISADVANTAGES OF STUDY

Advantages of the study

1. Our research on buying behavior of customers of Pista House will rejuvenate and find the satisfaction level of customers.

2. It will help in identifying the buying frequency of customers, which will help the management in modifying the strategies and comprehend the new procedures to be followed.

3. It will help in finding out the favorite dishes of customers, which will enable the management to increase the sale.

4. It will be helpful in knowing the satisfaction level of customers on quantity, quality and service provided by Pista House and expectation from them.

5. It will be helpful in assuming the average age groups of customers.

Disadvantages: of the study

1. Consumers preferences may vary from one to another, by which, the researchers can only take the averages responses recorded by the consumers.

2. The response given by consumers of Pista House may be of one or two branches, which may not give complete and accurate result in this research.

3. The response recorded on providing services, facilities, qualities, quantities are only of limited respondent.

4. Some findings may be useless and confusing to the community.

5.It may focus only on few aspects leaving many other problems unsolved.

HYPOTHESIS

A hypothesis states your predictions about what your research will find. It is a tentative answer to your research question that has not yet been tested. For some research projects, you might have to write several hypotheses that address different aspects of your research question.
A hypothesis is not just a guess – it should be based on existing theories and knowledge. It also has to be testable, which means you can support or refute it through scientific research methods (such as experiments, observation.

Variables in hypothesis:

Independent Variable: An independent variable is something the researcher changes or controls.
Dependent Variable: A dependent variable is something the researcher observes and measures.

"Hypothesis on 'Buying Behaviour Of Customers"

1. **Most of the frequenters pay a call at Pista House since 2 years or more .**

2. **Most of the frequenter at Pista House are students.**

3. **Most of the frequenters at Pista House feel that staff is not polite towards customers.**

4. **Most of the frequenters at Pista House prefer bakery section lesser.**

5. **Frequenters are dissatisfied with quantity of food at Pista House.**

CHAPTER II

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Literature Review from Solomon et al

Consumer behavior is the study of the process involved when individuals or group select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires

Understanding consumer behavior has significant bearing on marketing and public relations decisions. The concept reviews a number of issues related to consumer behavior and organizational responses and will help you to enhance your marketing campaigns to successfully connect with consumers.

Consumer buying behavior and marketing strategy:
The study of consumer helps firms and organizations improve their marketing strategies by understanding issue such as how,

The psychology of how consumers think, feel, reasons and select between different alternatives
(example- brands, products)

The consumer is influenced by his or her environment
(example- culture, family, signs, media)

The behavior of consumer while shopping or making other marketing decisions

Limitations in consumer knowledge or information processing abilities influence decision making and marketing outcomes

Consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer

Marketers can adapt and improve their marketing, campaigns, and marketing strategies to more effectively reach the consumers

Understanding the above said issues helps us to adapt the strategies by taking the consumer into consideration

There are four main applications of consumer behavior:

Ø The most obvious for marketing strategy i.e., for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, we learnt:

1. **Companies that introduce new products must be well financed to make their products become a commercial success**
2. **It is important to please initial costumers since they will in turn influence many subsequent customers' brand choices**

Ø Cultural factors are the values, beliefs, and customs that influence the behavior of individuals in a particular society. Cultural factors can include things like language, religion, social norms, and even cuisine. In some cultures, it may be customary to purchase gold jewelry as a symbol of wealth and status. In other cultures, the use of certain products may be restricted or prohibited due to religious beliefs.

Social factors include family, friends, and other social networks that influence consumer behavior. People often make

Ø purchasing decisions based on the opinions and recommendations of those around them. For example, a person may choose to purchase a product based on a recommendation from a friend or family member

Ø Personal factors refer to characteristics that are unique to an individual, such as age, gender, income, and lifestyle. These factors can influence a person's purchasing decisions in various ways. For example, younger consumers may be more likely to purchase trendy or fashionable products, while older consumers may prioritize durability and quality.

Ø Psychological factors refer to the attitudes, beliefs, and perceptions of individuals. These factors can include things like motivation, personality, and perception of risk. For example, a person may choose to purchase a particular product because they believe it will make them feel happier or more confident.

Ø Identifying the best distribution channels for their products is another key aspect of consumer behavior. By analyzing consumer behavior data, businesses can identify the most effective distribution channels for their target audience. This includes considering factors like consumer purchasing habits, geographic location, and online behavior.

CHAPTER III

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology refers to the systematic approach used to conduct scientific research. It involves the set of procedures, techniques, and tools that researchers use to collect and analyze data in a rigorous and objective manner.

Research methodology helps researchers to ensure that their study is reliable, valid, and generalizable. It provides a framework for designing and conducting research, and for interpreting and reporting the results.

Research methodology encompasses a range of activities, including defining the research question, developing hypotheses, selecting the research design, collecting and analyzing data, and drawing conclusions. It may involve qualitative or quantitative approaches, or a combination of both. Overall, research methodology is critical for ensuring that research is conducted in a systematic and rigorous manner, and that the results are reliable and meaningful.

DATA COLLECTION AND METHOD USED:

There are two data collection
1.Primary data
2.secondary data
Method Used:
Likert Scale

PRIMARY DATA:

In the context of a questionnaire, a primary source would be the original data that is collected directly from the participants, while a secondary source would be data that is obtained from other sources, such as published research studies, government reports, or other secondary sources.

Examples of primary sources for a questionnaire could include:

1) Responses from survey or questionnaire participants
2) Interviews or focus group transcripts
3) Observational data or field notes

A primary source for a questionnaire is data that is collected directly from the participants. This could include survey or questionnaire responses, interviews, or observational data. Primary sources are often considered the most reliable and trustworthy because they provide firsthand accounts of the experiences, opinions, and attitudes of the participants. In addition, primary sources allow researchers to tailor their questions to the specific needs of the study and can help to generate new insights and understandings.

SECONDARY DATA:

On the other hand, a secondary source for a questionnaire is data that is obtained from other sources, such as published research studies, government reports, or other secondary sources. Secondary sources can provide valuable context and background information for a study, and can help to identify trends and patterns that may not be apparent from primary sources alone. However, secondary sources are often less reliable than primary sources, as they are subject to biases and errors that may have been introduced by the original researchers.

When designing a questionnaire, it is important to consider both primary and secondary sources, and to choose the most appropriate source of data for the research question at hand. For example, if the research question is focused on understanding the experiences of a specific population, primary sources such as interviews or surveys may be the most appropriate choice. However, if the research question is more focused on identifying broader trends or patterns, secondary sources such as published research studies may be more appropriate.

Examples of secondary sources for a questionnaire could include:

1)Literature reviews or meta-analyses that summarize findings from multiple studies
2)Secondary data sources, such as publicly available databases or reports from government agencies
3)Articles or books that summarize or synthesize findings from previous studies

It is important to consider both primary and secondary sources when designing and conducting a questionnaire, as they can provide different types of information and perspectives on the research question.
In research, primary sources and secondary sources are used to collect data and information for a particular study. When it comes to designing a questionnaire, it is essential to understand the differences between primary and secondary sources and how they can be used to gather data.

In conclusion, primary and secondary sources are both important for designing a questionnaire and gathering data for a research study. While primary sources are generally considered more reliable and trustworthy, secondary sources can provide valuable context and background information that can help to inform the research question and design. By understanding the differences between primary and secondary sources, researchers can choose the most appropriate source of data for their study and generate reliable and meaningful findings.

Likert Scale:

The scale can be used to measure a wide range of attitudes and opinions, including attitudes toward specific products or services, political issues, social values, and more. The Likert scale can also be used to measure changes in attitudes over time, as respondents can be asked to complete the same scale multiple times.

The Likert scale also provides researchers with a standardized way to measure attitudes and opinions. The scale is easy to score and analyze, as each response is assigned a numerical value. This makes it possible to compare responses across different groups or over time, and to identify patterns and trends in the data.

However, there are also some limitations to the Likert scale. One limitation is that it relies on self-reported data, which may be subject to bias and social desirability effects. Respondents may be hesitant to provide honest or accurate responses if they feel that their answers will be judged or evaluated in some way. In addition, the Likert scale may not be appropriate for measuring complex attitudes or opinions that cannot be easily reduced to a numerical scale

In conclusion, the Likert scale is a widely used and effective research method for measuring attitudes and opinions. Its simplicity, flexibility, and standardization make it a popular choice among researchers, but it is important to be aware of its limitations and to use it appropriately in the context of a particular study. By using the Likert scale carefully and thoughtfully, researchers can obtain valuable insights into the attitudes and opinions of the individuals and groups they are studying.

CHAPTER IV

COMPANY PROFILE

COMPANY PROFILE

PISTA HOUSE

Whatever your occasion, We make it one to remember
Pista House introduces itself as a progressive & vibrant bakery & sweet house that offers an excellent collection of the Choicest bakeries, Sweets and Haleem.
Pista house is an ISO 9001:2015 certified company & GI status acclaimed to its Haleem. It is the largest Haleem seller in the world.

It is established by Mr. Mohd Abdul Majeed, an enterprising businessman with vision, foresight and drive allied with excellent knowledge of bakeries and customer's tastes. It's this force that has transformed PISTA HOUSE into one of the most popular food joints in the state of Telangana and other parts of the world as well.
PISTA HOUSE has acquired a cult like status for its Haleem that is 100% pure meat with pure ghee backed by the right choice of spices, meat, wheat, clarified butter and dry fruits. That is what it makes their Haleem so different from others and its uniqueness.

HISTORY

Today Pista House is the World's Largest Haleem seller with outlets spread across North America, Gulf, South East Asia and Europe. Their superior taste and quality merged with the right branding and marketing have enabled them to grow into a multi-crore business. During Ramazaan, in Hyderabad alone Pista house sells crores worth of Haleem every single day.
But behind all the glittery success and fame lies a story that is almost never heard of.
·How did Pista house come into existence?
·What is the secret behind the lip-smacking Haleem?
are questions that find few and mostly apocryphal answers.

It all began in 1995 when M.A Majeed, a textile business owner soon realised that his struggling business was on the verge of dying. He started looking for alternatives and thought hard about what his next entrepreneurial venture should be. One fine day, an idea struck him that since food is something nobody can live without, a food-business by that logic should have an un-ending demand.

He then travelled to Mumbai, Delhi, Kolkata, Bengaluru and Chennai to learn under some of the best chefs the art of baking and making other food items. Primitive as it may sound, this was the thought process that lead M.A Majeed to venture into the bakery business.

After returning to Hyderabad, he opened his own bakery 'Pista House Sweets and bakers' on July 20th 1997. Pista House was a place that sold biscuits, cakes and pretty much every snack that a decent bakery from the late 90's was supposed to have. Owing to the superior taste of their food, Majeed's new business venture witnessed an inexorable rise.

One sudden day, an article published in a vernacular daily reported about a person who had suffered from severe health problems due to eating at Pista House. This took everything away. The customers were gone, sales hit rock-bottom and Majeed had to sell his entire share of ancestral property to repay angry money lenders. Majeed had taken a loan of almost 20 Lakh Rupees from various sources and with Pista House hitting a bleak point in just a few weeks of it's opening. Majeed had no options but to sell whatever he owned in order to raise money.

Muzeema Majeed, his second-daughter developed a 104 F fever one night. With only 10 rupees left in his pocket, he could not take his daughter to the hospital. This incident changed Majeed and motivated him and his family to get out of their depraved situation. They vowed together not to wear new clothes untill all the loans had been cleared.

Majeed experimented with the recipe for 3 more years. With every new iteration, he would survey his customers and listen to their suggestions with great detail. All the while, Pista House never compromised on Hygiene and Food Quality and Majeed struggled hard to bring the perfect taste.

One day, on a visit to Delhi, he saw a sign board that read "Hyderabadi Haleem". Elated, he tried the Haleem but was disappointed with its inferior taste and quality. This motivated him to apply for a Geographical Indication Status for Hyderabadi Haleem made by Pista House. After a long struggle, Hyderabadi Haleem was awarded with a GIS in 2010.

Achievements:

Today, Pista House Haleem has won over 500 international awards, sells in over 10 different countries and is witnessing a rise in demand world-wide. Although the prices have risen from 18 rupees per plate to 150 rupees, the demand has risen unabated and rather exponentially. Recently, Pista House is awarded with TIMES FOOD & NIGHTLIFE AWARD in 2023 for Best Haleem.

Marketing:

Pista House is known for meeting the diverse needs of customers. Thanks to its use of best raw material and ingredients of highest quality. An excellent infrastructure comprising of state-of-the-art machineries and baking oven facilitates, healthy cooked products in tune with consistent quality, strict quality control guidelines and standards are followed while cooking, which ensures that all products that roll are consistent in taste and appearance.

Services

Pista House offers outdoor catering facilities & attractive airtight gift boxes for packing to meet all catering needs for all occasions like Marriages, Receptions, Parties, Engagements, all major Festivals, New Year, Wedding, Housewarming Days, etc. PISTA HOUSE exports its bakeries, confectioneries & Haleem to major markets in North America, Gulf, South East Asia, Europe etc.

A well-streamlined distribution management system aided by a good fleet of vehicles helps in making available the products at the various outlets on daily basis on time. Online orders are taken and No-contact delivery services are provided through Onelink.me, Swiggy.in, Zomato are provided. There are Dine-in & Drive-through facilities available as well.

Pista House is never behind in advertising its product to attract new customers organizing events and in social network as well. It has its official accounts in Facebook, Tweeter, Instagram, YouTube.

Products:

At present Pista house is producing varieties of items in different categories, they are as follows:-

Snacks – Veg & Non-veg Pizza, Chicken roll, Burger, Bread, Tikka, Sandwich

Biscuits – Sugar free biscuits, Salted Zeera cookies, Tasty two, Twin taste 2, Jubilance, Rusk, Festivity biscuit, Celebrations biscuit, verities of Dry fruit cookies, Coconut cookies, Chocolate cookies.

Cakes – Birthday cakes, Anniversary cakes, Love cakes and other Special occasion cakes

Baklava – Plain & Mix dry fruit
Sweets – Verities of rolls, Barfi, Halwa, Peda, Gulab Jamun, Barfi, Laddu, Katli

Kebabs – Lavaza, Pathar ka Gosht, Murgh malai kebab, Garlic kebab, Tandoori chicken, Chicken tikka

Biryani – Prawns, Fish, Chicken, Mutton

Restaurant – Fried rice, Zeera rice, Paneer masala, Roti, Fish, Zafrani tea

Khara Namkeen – Chakodi, Sev, Phalli, Chana dal, Chudva, Mixture, Namak Pare, Bombay Khara etc.

Best Sellers- Shawarmas, salads, biryanis, mandi, tea section etc

Vision:

The owner MA Majeed says, “There are more than 30 outlets are present in Hyderabad. We aim to take it to 100 in Hyderabad and 1000 in India. Food is never meant to be limited to one religion; our food has the whole of Hyderabad, the country and globe enjoying it.”

CHAPTER 5

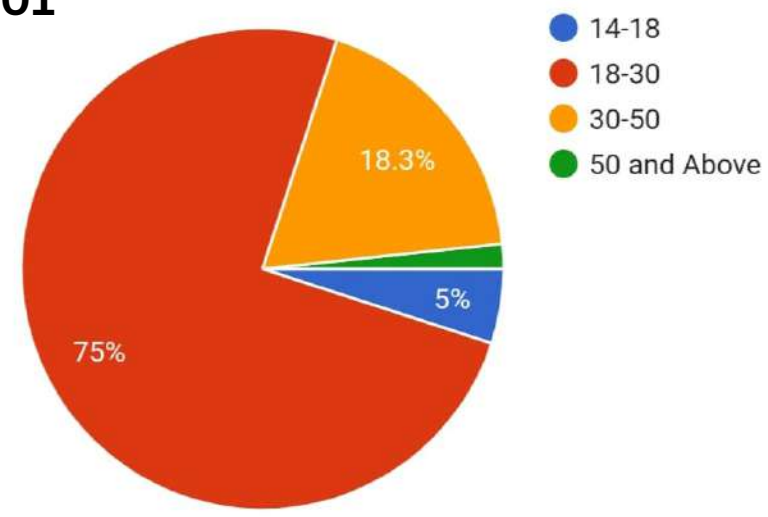
RESEARCH DATA ANALYSIS AND INTERPRETATION

RESEARCH DATA ANALYSIS AND INTERPRETATION

Age

Sno	Options	No. Of Respondents	Percentage
01	14-18	06	5%
02	18-30	90	75%
03	30-50	22	18.3%
04	50 and above	2	1.7%

Figure: 01



Source: Primary Data

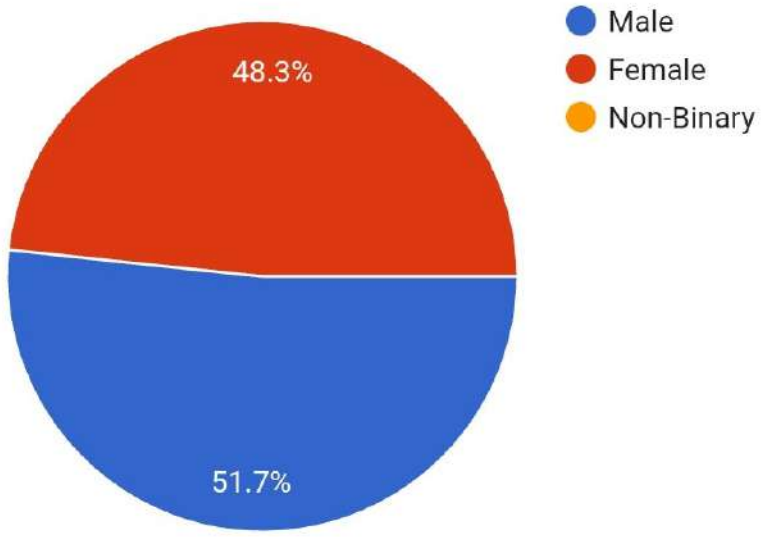
Interpretation:

The above Pie chart illustrates that the majority of the respondents i.e., people are in the age group of 18-30 years. 90 respondents in the survey are between 18-30 years, 6 respondents are between age group of 14-18, 22 respondents are of age 30-50 and 2 respondents of age 50 and above with lowest majority.

What is your gender?

Sno	Options	No. Of Respondents	Percentage
01	Male	62	51.7%
02	Female	58	48.3%
03	Non Binary	0	0%

Figure:



Source: Primary Data

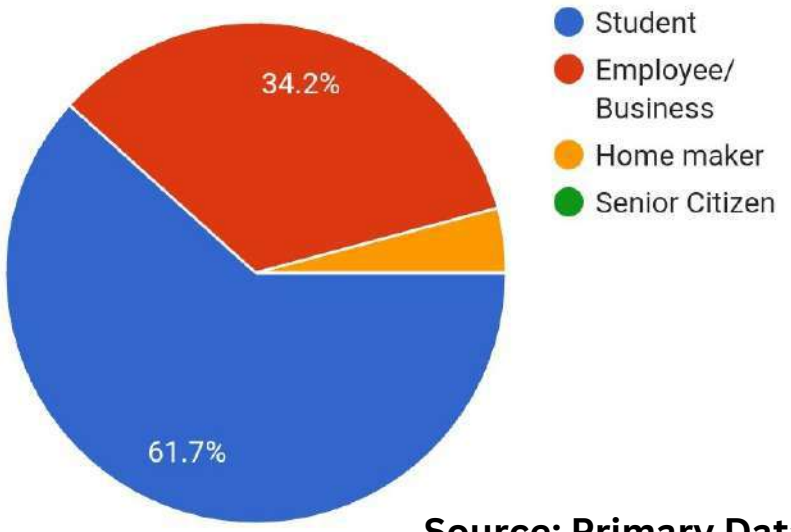
Interpretation:

The above Pie chart illustrates that the majority of the respondents i.e., male. 62 respondents in the survey are male, 58 respondents are female, 0 respondents in non binary.

How are you recognised as?

Sno	Options	No. Of Respondents	Percentage
01	Student	74	61.7%
02	Employee/ Business	41	34.2%
03	Home Maker	5	4.1%
04	Senior Citizen	0	0

Figure:



Source: Primary Data

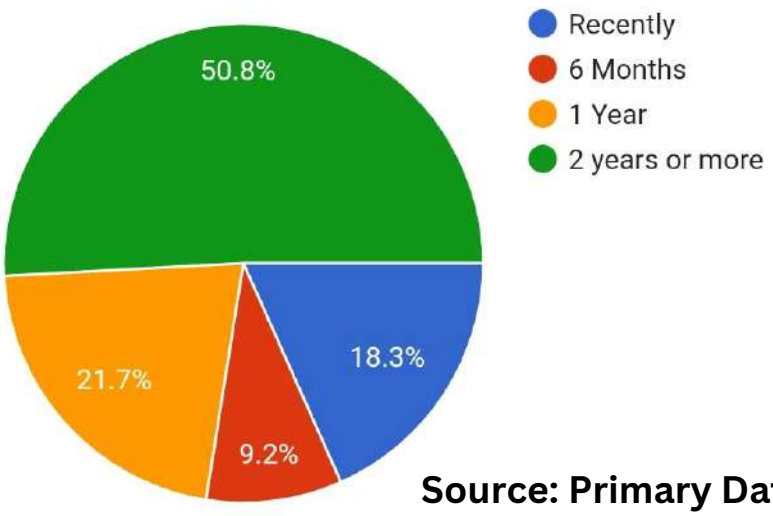
Interpretation:

The above Pie chart illustrates that the majority of the respondents are students. i.e., 74 respondents in the survey are students, 41 respondents are employees/business, 5 respondents are home maker, 0 respondents in senior citizen category, which makes it lowest majority.

1. Since how long have you been visiting Pista House

Sno	Options	No. Of Respondents	Percentage
01	Recently	22	18.3%
02	6 months	11	9.2%
03	1 Year	26	21.7%
04	2 Years and more	61	50.8%

Figure:



Source: Primary Data

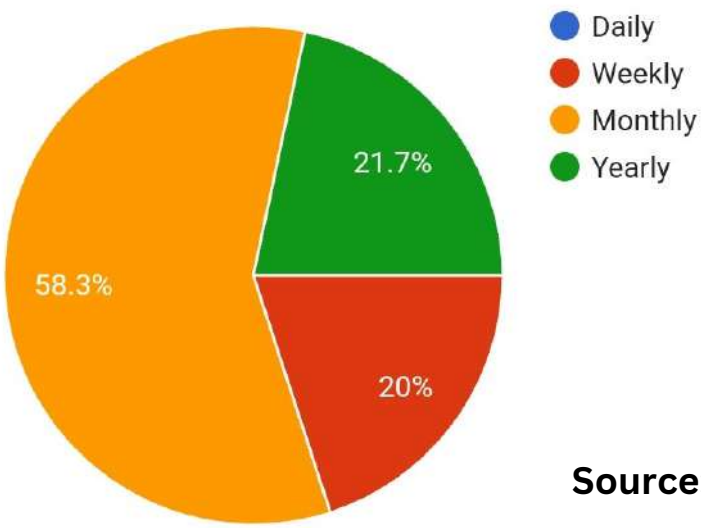
Interpretation:

The above Pie chart illustrates that the majority of the respondents are students. i.e., 74 respondents in the survey are students, 41 respondents are employees/business, 5 respondents are home maker, 0 respondents in senior citizen category, which makes it lowest majority.

2. How often do you visit Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Daily	0	0%
02	Weekly	24	20%
03	Monthly	70	58.3%
04	Yearly	26	21.7%

Figure:



Source: Primary Data

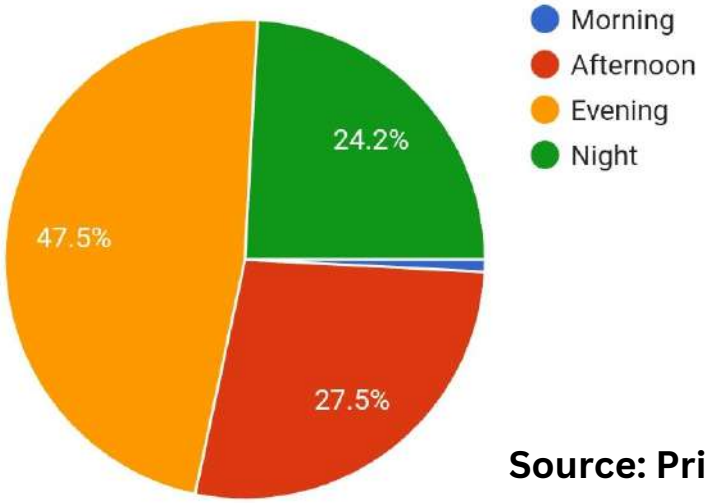
Interpretation:

The above Pie chart illustrates that the majority of the respondents visit Pista House monthly. 70 respondents in the survey monthly, 26 respondents visit yearly, 24 respondents visit weekly, 0 respondents opted for daily visit.which makes it lowest.

3. Which time of the day, do you prefer coming to Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Morning	1	0.8%
02	Afternoon	33	27.5%
03	Evening	57	47.5%
04	Night	29	24.2%

Figure:



Source: Primary Data

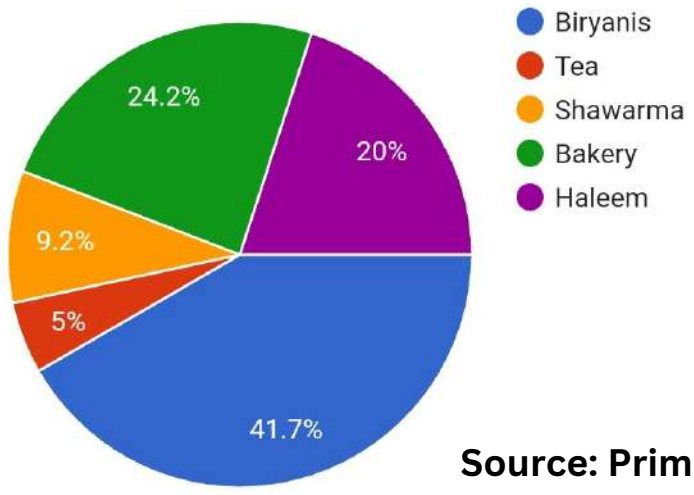
Interpretation:

The above Pie chart illustrates that the majority of the respondents visit Pista House in the Evening time. 57 respondents visit in evening, 33 respondents visit in afternoon, 30 respondents visit , 0 respondents opted for daily visit.which makes it lowest.

4. Which category of food do you prefer most at Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Biryanis	50	41.7%
02	Tea	6	5%
03	Shawarmas	11	9.2%
04	Bakery	29	24.2%
05	Haleem	24	20%

Figure:



Source: Primary Data

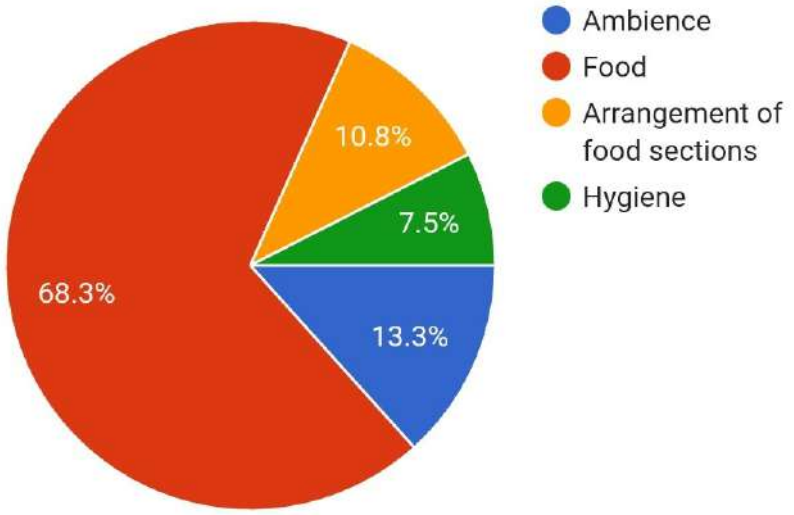
Interpretation:

The above Pie chart illustrates that the majority of the respondents prefer biryanis most at Pista House. 50 respondents prefer Biryanis, 29 respondents prefer Bakery, 24 respondents prefer Haleem, 11 respondents prefer shawarmas, only 6 respondents opted for Tea which makes it the lowest.

5. What attracts you the most at Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Ambience	16	13.3%
02	Food	82	68.3%
03	Arrangement of food sections	13	10.8%
04	Hygiene	9	7.5%

Figure:



Source: Primary Data

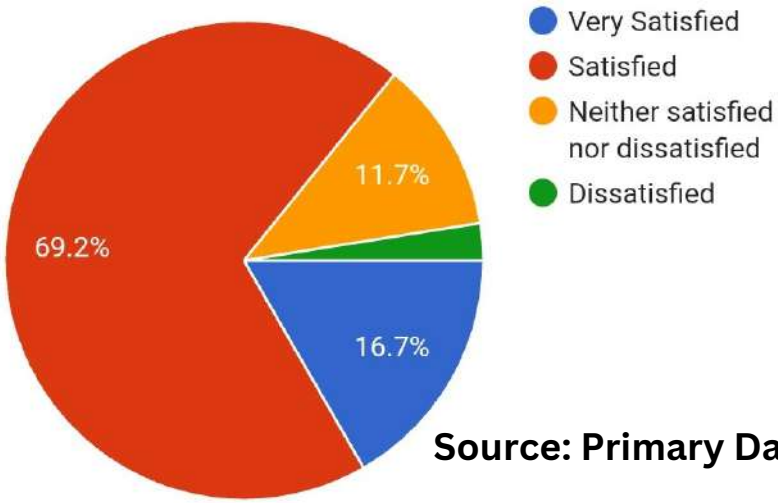
Interpretation:

The above Pie chart illustrates that the majority of the respondents attract to food the most at Pista House. 82 respondents attract to food, 16 respondents attract to ambience, 13 respondents attract to arrangement of food sections, 9 respondents attract to hygiene which makes it the lowest.

6. How satisfied/dissatisfied are you with the ambience at Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Very Satisfied	20	16.7%
02	Satisfied	83	69.2%
03	Neither Satisfied nor dissatisfied	14	11.7%
04	Dissatisfied	3	2.4%

Figure:



Source: Primary Data

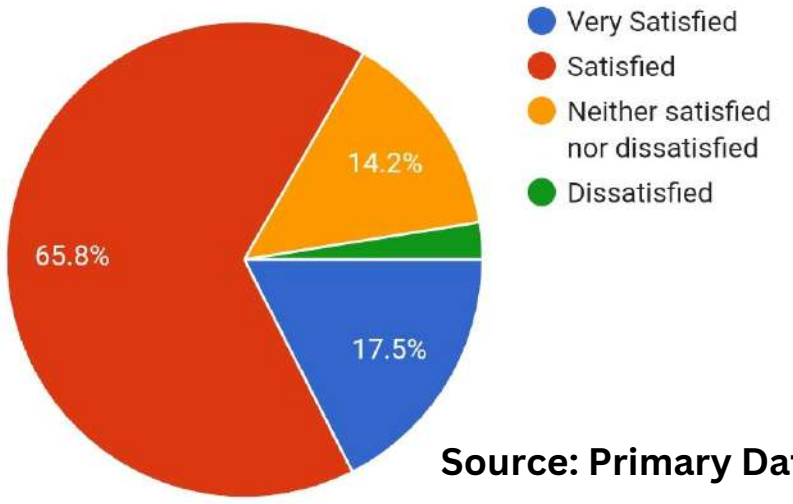
Interpretation:

The above Pie chart illustrates that the majority of the respondents are satisfied with the ambience at Pista House. 83 respondents satisfied with ambience, 20 respondents are very satisfied, 14 respondents are neither satisfied nor dissatisfied, 3 respondents are dissatisfied which makes it the lowest.

7. How satisfied/dissatisfied are you with the service at Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Very satisfied	21	17.5%
02	Satisfied	79	65.8%
03	Neither satisfied nor dissatisfied	17	14.2%
04	Dissatisfied	3	2.5%

Figure:



Source: Primary Data

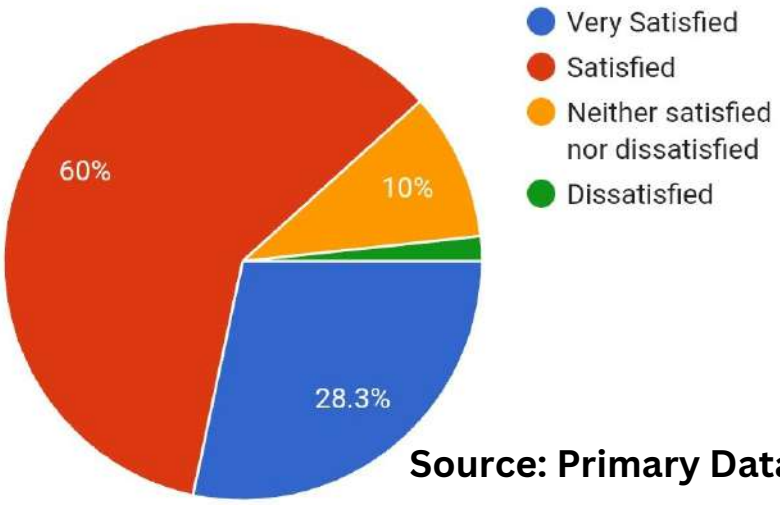
Interpretation:

The above Pie chart illustrates that the majority of the respondents are satisfied with the service at Pista House. 79 respondents satisfied with the service, 21 respondents are very satisfied, 17 respondents are neither satisfied nor dissatisfied, 3 respondents are dissatisfied which makes it the lowest.

8. How satisfied/dissatisfied are you with the quality of food at Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Very Satisfied	34	28.3%
02	Satisfied	72	60%
03	Neither Satisfied nor dissatisfied	12	10%
04	Dissatisfied	2	1.68%

Figure:



Source: Primary Data

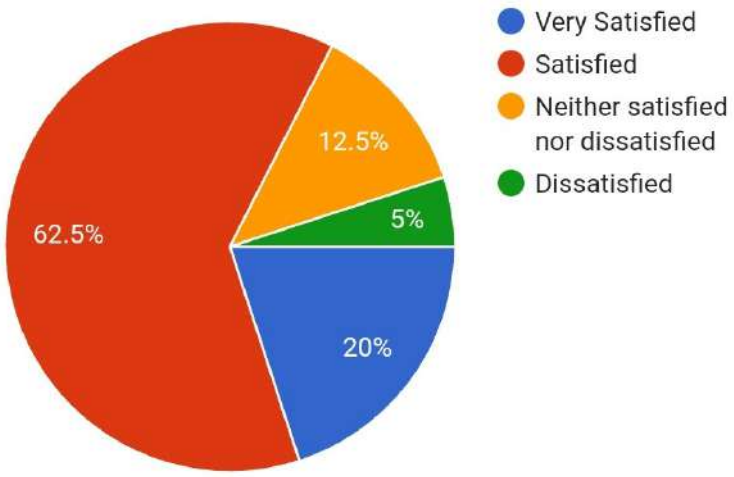
Interpretation:

The above Pie chart illustrates that the majority of the respondents are satisfied with the quality of food at Pista House. 72 respondents are satisfied with the quality of food, 34 respondents are very satisfied, 12 respondents are neither satisfied nor dissatisfied, 2 respondents are dissatisfied which makes it the lowest.

9. How satisfied/dissatisfied are you with the quantity of food at Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Very Satisfied	24	20%
02	Satisfied	75	62.5%
03	Neither Satisfied nor dissatisfied	15	12.5%
04	Dissatisfied	6	5%

Figure:



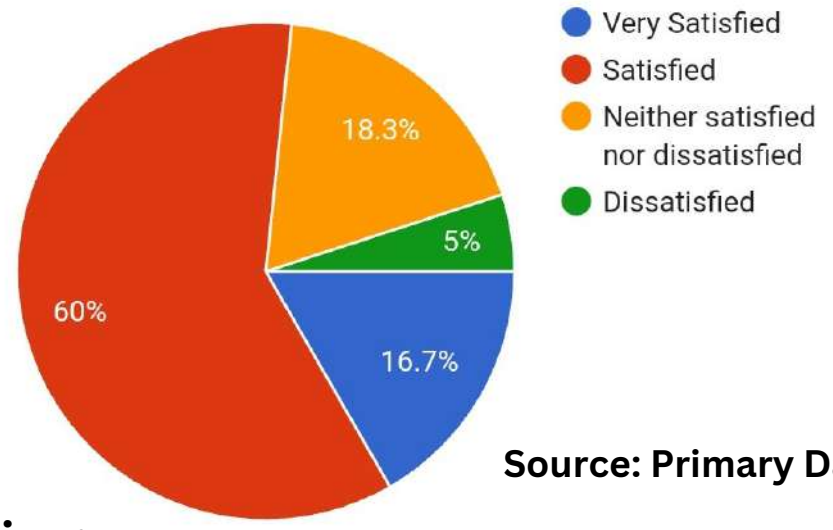
Interpretation:

The above Pie chart illustrates that the majority of the respondents are satisfied with the quanity of food at Pista House. 75 respondents are satisfied with the quantity of food, 24 respondents are very satisfied, 15 respondents are neither satisfied nor dissatisfied, 6 respondents are dissatisfied which makes it the lowest.

10. How satisfied/dissatisfied are you with the serving time at Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Very Satisfied	22	18.3%
02	Satisfied	72	60%
03	Neither Satisfied nor dissatisfied	20	16.7%
04	Dissatisfied	6	5%

Figure:



Source: Primary Data

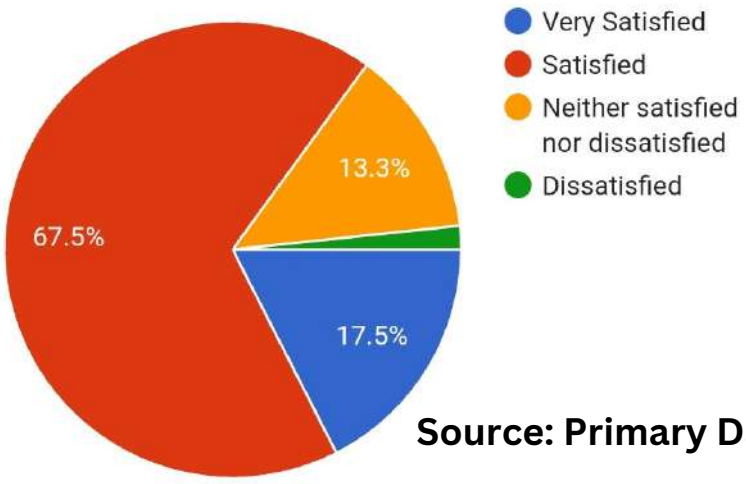
Interpretation:

The above Pie chart illustrates that the majority of the respondents are satisfied with the serving time of Pista House. 72 respondents are satisfied with the serving time, 22 respondents are very satisfied, 20 respondents are neither satisfied nor dissatisfied, 6 respondents are dissatisfied which makes it the lowest.

11. How satisfied/dissatisfied are you with the maintainance at Pista House?

Sno	Options	No. Of Respondents	Percentage
01	Very Satisfied	21	17.5%
02	Satisfied	81	67.5%
03	Neither Satisfied nor dissatisfied	16	13.3%
04	Dissatisfied	2	1.7%

Figure:



Source: Primary Data

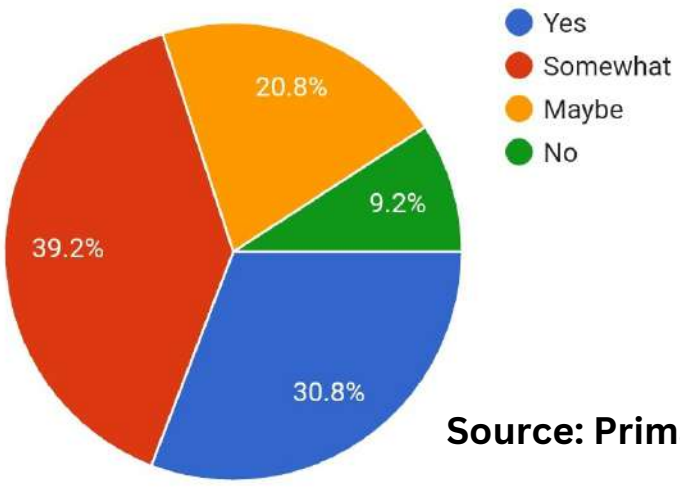
Interpretation:

The above Pie chart illustrates that the majority of the respondents are satisfied with the maintainance at Pista House. 81 respondents are satisfied with the maintainance, 21 respondents are very satisfied, 16 respondents are neither satisfied nor dissatisfied, 2 respondents are dissatisfied which makes it the lowest.

12. According to you, is the pricing of Pista House economical??

Sno	Options	No. Of Respondents	Percentage
01	Yes	37	30.8%
02	Somewhat	47	39.2%
03	Maybe	25	20.8%
04	No	11	9.2%

Figure:



Source: Primary Data

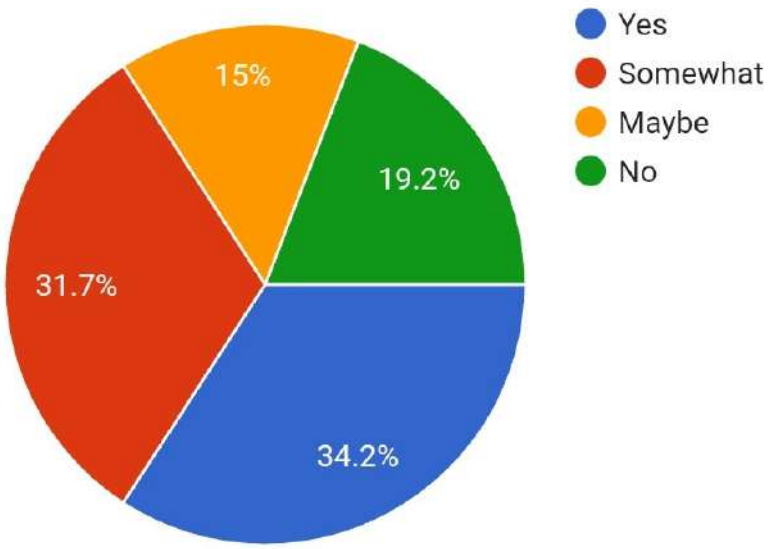
Interpretation:

The above Pie chart illustrates that the majority of the respondents opted for "somewhat" for economical menu . 47 respondents opted "somewhat", 37 respondents opted for "Yes", 25 respondents opted for "maybe", 11 respondents opted for "No" which makes it the lowest.

13. Do offers of Pista House excite you??

Sno	Options	No. Of Respondents	Percentage
01	Yes	41	34.2%
02	Somewhat	38	31.7%
03	maybe	18	15%
04	No	23	19.2%

Figure:



Source: Primary Data

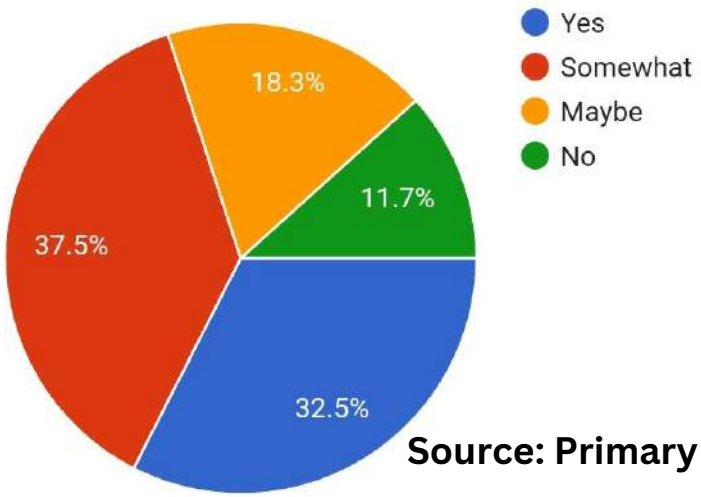
Interpretation:

The above Pie chart illustrates that the majority of the respondents opted for "Yes" for the excitement towards offers at Pista House . 41 respondents opted "Yes", 38 respondents opted for "Somewhat" , 23 respondents opted for "No", 18 respondents opted for "Maybe" which makes it the lowest.

14. When ordered online, was the food as tasty is when you have it in restaurant?

Sno	Options	No. Of Respondents	Percentage
01	yes	39	32.5%
02	somewhat	45	37.5%
03	maybe	22	18.3%
04	No	14	11.7%

Figure:



Source: Primary Data

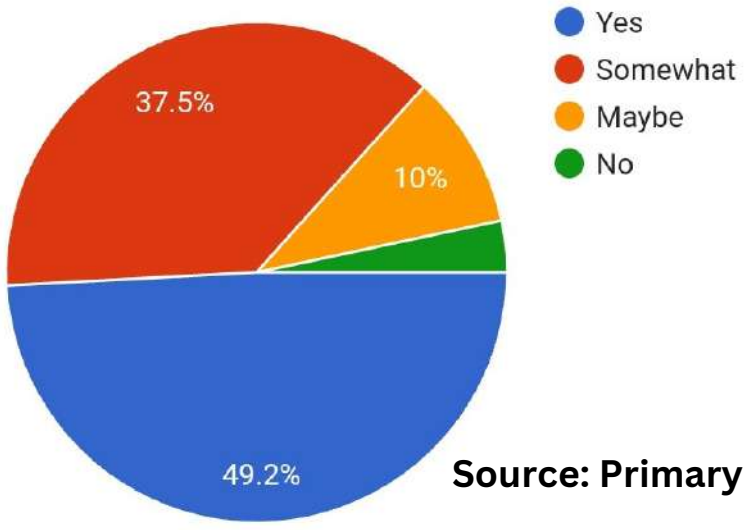
Interpretation:

The above Pie chart illustrates that the majority of the respondents opted for "Somewhat" for the taste of food in online, compared to offline at Pista House . 45 respondents opted "Somewhat", 39 respondents opted for "Yes" , 22 respondents opted for "Maybe", 14 respondents opted for "No" which makes it the lowest.

15. In your experience, was the menu varied enough to satisfy every preference?

Sno	Options	No. Of Respondents	Percentage
01	Yes	59	49.2%
02	somewhat	45	37.5%
03	maybe	12	10%
04	No	4	3.3%

Figure:



Source: Primary Data

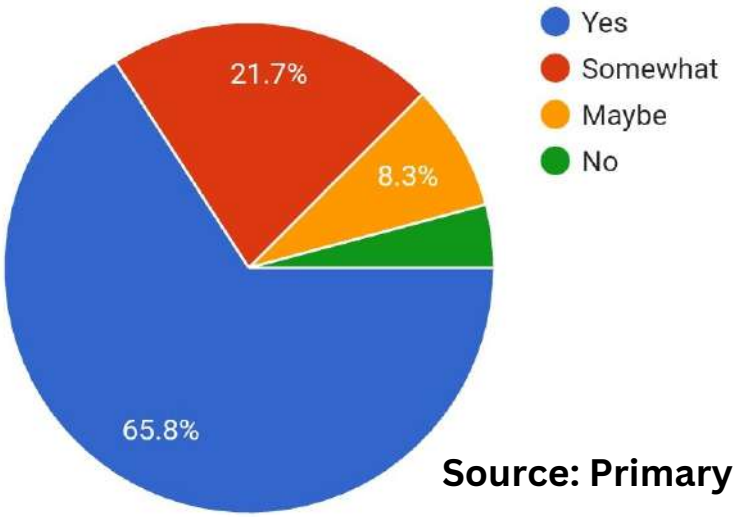
Interpretation:

The above Pie chart illustrates that the majority of the respondents opted for "Yes" for satisfactory menu in every preferance at Pista House . 59 respondents opted "Yes", 45 respondents opted for "Somewhat" , 12 respondents opted for "Maybe", 4 respondents opted for "No" which makes it the lowest.

16. Is the staff of Pista House, polite towards you?

Sno	Options	No. Of Respondents	Percentage
01	Yes	79	65.8%
02	Somewhat	26	21.7%
03	Maybe	10	8.3%
04	No	5	4.2%

Figure:



Source: Primary Data

Interpretation:

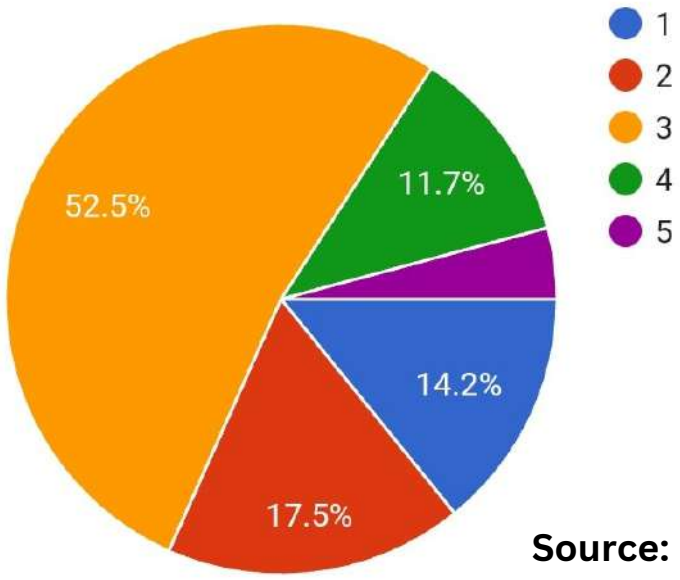
The above Pie chart illustrates that the majority of the respondents opted for "Yes" for politeness of staff at Pista House . 79 respondents opted "Yes", 26 respondents opted for "Somewhat" , 10 respondents opted for "Maybe", 5 respondents opted for "No" which makes it the lowest.

17. On a scale of 1-5, how much would yor rate shawarmas of Pista House?

Sno	Options	No. Of Respondents	Percentage
01	01	17	14.2%
02	02	20	17.5%
03	03	63	52.5%
04	04	14	11.7%
05	05	6	4.1%

1- Very Poor, 2-Poor, 3-Good, 4- Very Good, 5-Excellent

Figure:



Source: Primary Data

Interpretation:

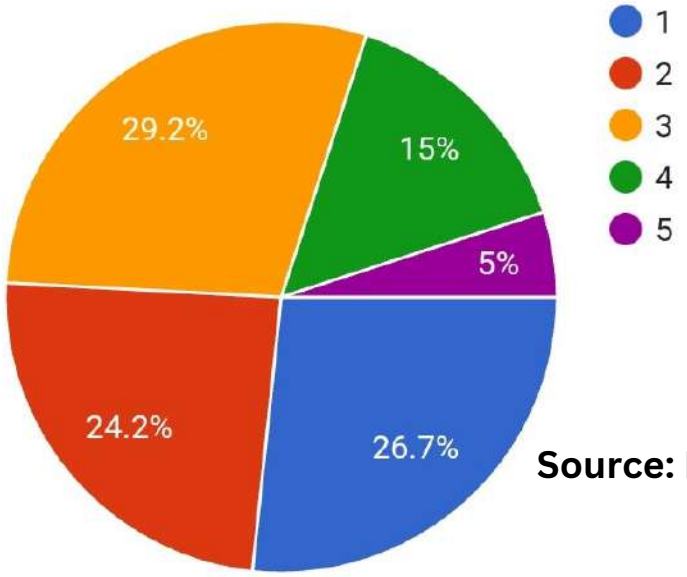
The above Pie chart illustrates that the majority of the respondents opted for "3" out of 5 which is Good, for shawarmas at Pista House . 63 respondents opted "3", 20 respondents opted for "2" , 17 respondents opted for "1", 14 respondents opted for "04", 6 respondents opted for "05".

18. On a scale of 1-5, how much would yor rate biryanis of Pista House?

Sno	Options	No. Of Respondents	Percentage
01	01	32	26.7%
02	02	29	24.2%
03	03	35	29.2%
04	04	18	15%
05	05	6	5%

1- Very Poor, 2-Poor, 3-Good, 4- Very Good, 5-Excellent

Figure:



Source: Primary Data

Interpretation:

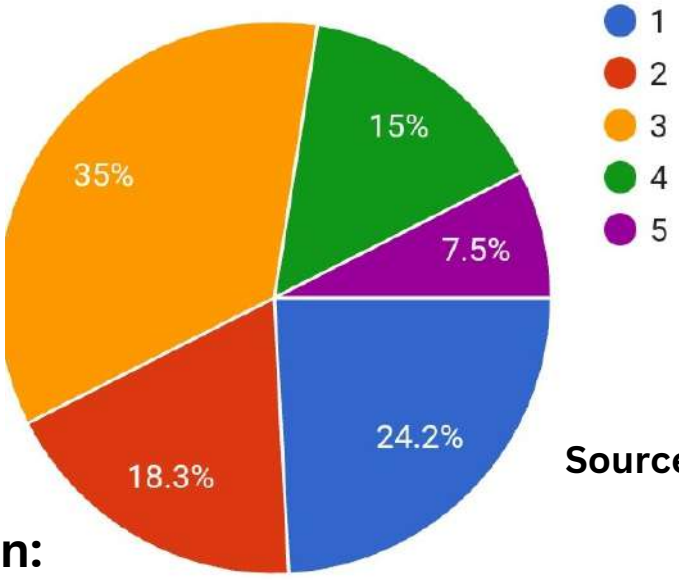
The above Pie chart illustrates that the majority of the respondents opted for "3" out of 5 which is Good, for biryanis at Pista House . 35 respondents opted "3", 32 respondents opted for "1" , 29 respondents opted for "2", 18 respondents opted for "04", 6 respondents opted for "05".

19. On a scale of 1-5, how much would yor rate bakery section of Pista House?

Sno	Options	No. Of Respondents	Percentage
01	01	29	24.2%
02	02	22	18.3%
03	03	42	35%
04	04	18	15%
05	05	9	7.5%

1- Very Poor, 2-Poor, 3-Good, 4- Very Good, 5-Excellent

Figure:



Source: Primary Data

Interpretation:

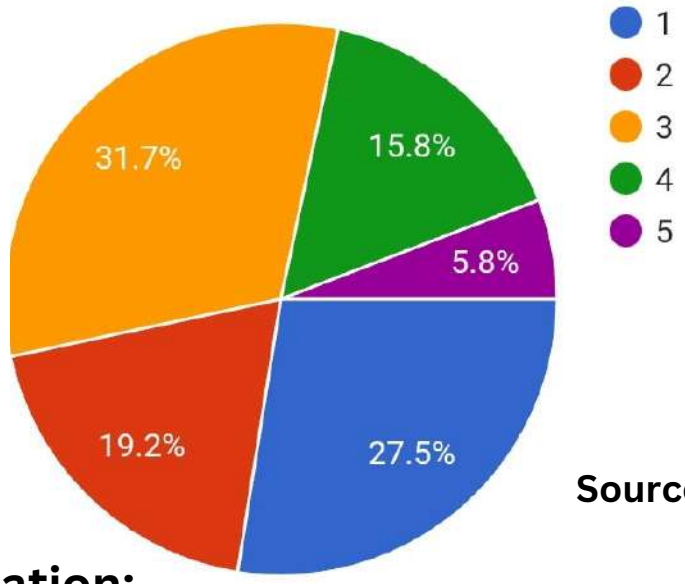
The above Pie chart illustrates that the majority of the respondents opted for "3" out of 5 which is Good, for bakery secttion at Pista House . 42 respondents opted "3", 29 respondents opted for "1" , 22 respondents opted for "2", 18 respondents opted for "04", 9 respondents opted for "05".

20. On a scale of 1-5, how much would yor rate haleem of Pista House?

Sno	Options	No. Of Respondents	Percentage
01	01	33	27.5%
02	02	23	19.2%
03	03	38	31.7%
04	04	19	15.8%
05	05	7	5.8%

1- Very Poor, 2-Poor, 3-Good, 4- Very Good, 5-Excellent

Figure:



Source: Primary Data

Interpretation:

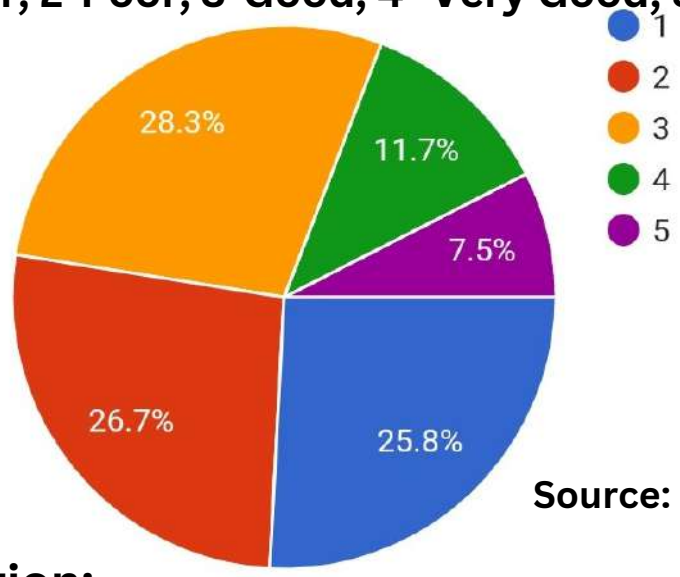
The above Pie chart illustrates that the majority of the respondents opted for "3" out of 5 which is Good, for haleem at Pista House . 38 respondents opted "3", 33 respondents opted for "1" , 23 respondents opted for "2", 19 respondents opted for "04", 7 respondents opted for "5".

21. On a scale of 1-5, how much would yor rate tea section of Pista House?

Sno	Options	No. Of Respondents	Percentage
01	01	31	25.8%
02	02	32	26.7%
03	03	34	28.3%
04	04	14	11.7%
05	05	9	7.5

1- Very Poor, 2-Poor, 3-Good, 4- Very Good, 5-Excellent

Figure:



Source: Primary Data

Interpretation:

The above Pie chart illustrates that the majority of the respondents opted for "3" out of 5 which is Good, for Tea Section at Pista House . 34 respondents opted "3", 32 respondents opted for "2" , 31 respondents opted for "1", 14 respondents opted for "04", 9 respondents opted for "5".

CHAPTER VI

FINDINGS

FINDINGS

Ø Majority of the respondents i.e. people are in the age group of 18-30 years

Ø Study revealed that most of the respondents are visiting Pista House since two years or more

Ø 57 people strongly preferred that evening is the best time of the day to visit Pista House

Ø 50 people prefer the biriyanis the most at Pista House

Ø 68.5% of respondents are attracted to food the most at Pista House

Ø Survey revealed that 49.2% of respondents feel, menu is varied enough to satisfy very preference

Ø Survey revealed that, 67.5% of people are satisfied with the maintenance of Pista House

Ø Survey revealed that only 5% of the people are dissatisfied with the serving time at Pista House

Ø Survey revealed that only 7.5% of people are attracted to hygiene at Pista House

CHAPTER VII

SUGGESTIONS AND CONCLUSION

SUGGESTIONS

v In order to increase sales and attract customers' management has to introduce various schemes so that consumers are well aware of the product

v Restaurant should try to pay attention on after and before sale services

v Company should take feedback from customers to analyze the quantity of products and to judge the satisfaction level of consumers

v Company must advertise and promote its products to increase the awareness and remind the customer about the products and services

v Customers should be contacted at a regular interval through phone calls or text messages and asking them if they are having any issues with the products sold, so that the customer is 100% satisfied with the quality of service

v Since people tend to forget the advertising of a particular product/service a reminder message should be enforced in a proper media which would reach a large number of potential customers

v Dignity of service has to be improvised by the restaurant employees

CONCLUSION

Today restaurants have a very high growth potential in market. Post liberalization, the industry has been growing at a rapid pace in terms of its assets under management.

High rated restaurants are now a central feature of customer marketing, they are important in building long-term relationships with customers, irrespective of the type of food the restaurant serves.

Choosing a restaurant builds consumer confidence, loyalty and allows for brand stretching. It requires a consistent and long-term strategy.

If a restaurant wants to establish a strong presence then it must have better creditability system, better supply of products and services, best financial transactions and high margin growth.

The hypothesis testing by Likert scale concludes that

1. Most of the respondents have been visiting Pista House since 2 years or more
2. Most of the respondents of Pista House are students
3. Most of the respondents feel that staff of Pista House is polite towards its customers
4. Most of the respondents are dissatisfied with the bakery section of Pista House
5. Most of the respondents are satisfied with quantity of food at Pista House

CHAPTER VIII

APPENDICES

ANNEXURE

this study is a part of our course curriculam. The purpose of the study is to understand the buying behaviour of customers at Pista House.

This survey is only used for project purpose, the following information provided by you, will not be disclosed anywhere.

Email-ID **Age:**

What is your Gender? **How are you recognised?**

1. Since how long have you been visiting Pista House

( ) ( ) ( ) ( )

2. How often do you visit Pista House?

( ) ( ) ( ) ( )

3. Which time of the day, do you prefer coming to Pista House?

( ) ( ) ( ) ( )

4. Which category of food do you prefer most at Pista House?

( ) ( ) ( ) ( )

5. What attracts you the most at Pista House?

( ) ( ) ( ) ( )

6. How satisfied/dissatisfied are you with the ambience at Pista House?

( ) ( ) ( ) ( )

7. How satisfied/dissatisfied are you with the service at Pista House?

( ) ( ) ( ) ( )

8. How satisfied/dissatisfied are you with the quality of food at Pista House?

( ) ( ) ( ) ( )

9. How satisfied/dissatisfied are you with the quantity of food at Pista House?

( ) ( ) ( ) ( )

10. How satisfied/dissatisfied are you with the serving time at Pista House?

( ) ( ) ( ) ( )

11. How satisfied/dissatisfied are you with the maintainance at Pista House?

( ) ( ) ( ) ( )

12. According to you, Is the pricing of Pista Hous e menu economical?

( ) ( ) ( ) ( )

13. Do offers of Pista House excite you??

( ) ( ) ( ) ( )

14. When ordered online, was the food as tasty and fresh as it is when you have it in restaurant?

( ) ( ) ( ) ( )

15. In your experience, was the menu varied enough to satisfy every preference?

( ) ( ) ( ) ( )

16. Is the staff of Pista House Polite towards you?

( ) ( ) ( ) ( )

17. On a scale of 1-5, how much would you rate shawarmas of Pista House?

( ) ( ) ( ) ( )

18 On a scale of 1-5, how much would you rate biryanis of Pista House?

( ) ( ) ( ) ( )

19 On a scale of 1-5, how much would you rate bakery section of Pista House?

( ) ( ) ( ) ( )

20. On a scale of 1-5, how much would you rate haleem of Pista House?

( ) ( ) ( ) ( )

21. On a scale of 1-5, how much would you rate tea section of Pista House?

( ) ( ) ( ) ( )

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http://www.google.com

http://www.pistahouse.in

http://www.indulgexpress.com

http://www.wikipedia.com

restaurant booklets, Pamphlet, and brochures were also refered for preparing this project.

A Project Report on

‘Comparative Analysis of D-mart’

D-Mart

Submitted By

Rohit – 201020401025 Kushal– 201020401004

Kaushik – 201020401001 Meehir -201020401016

Submitted by Partial Fulfilment of the Requirement for

The award of Degree of

Bachelors Of Commerce

Under the Guidance of MRS. Pannaga Vutpala

Department Of Commerce

Little Flower Degree Collage, Uppal, Hyderabad,500039

Affiliated To Osmania University

STUDENT(s') DECLARATION

We hereby declare that the project entitled "[Your Project Topic]" was submitted in partial fulfllment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Pannaga Vutpala is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

Adepu Rohit - 201020401025

S. Meehir Patel -201020401016

Bandi Sai Kaushik - 201020401001

Rajannagari Kushal Kumar – 201020401004

Date:

Place:

Department of Commerce

Little Flower Degree College,Hyderabad

Certificate

This is to certify that the project on "**Comparative Analysis of D-mart"** being submitted by- **Bandi Sai Kaushik**, roll number-**201020401001**, In partial fulfilment of the requirement for the award of the degree of bachelors of commerce is a bonofide record of the project work done by - Pannaga Vutpala, department of commerce, Little Flower Degree College, Uppal, Hyderabad.

External Examiner

Project Guide

MRS. Pannaga Vutpala

Department Of Commerce.

ACKNOWLEDGEMENT

Through this acknowledgement I express my sincere gratitude towards all those in this project, which has been a learning experience.

This page would not be enough to extend by gratitude towards my project guide for her efforts in coordination with my work and guiding in right directions. A heartfelt regard to our institutions management brother Vincent Reddy and Vice Principal Jayanthi for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledgement those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all other who had been there to help this project.

Abstract

Currently the retailing industry is booming industry in India. It has been considered as equal competent with IT industry. D-MART is one of the renowned retail companies in India. It is famous for its low price and good quality products. It has its branches all over the India. Retailing is one such step in the marketing chain of activities that facilitates the distribution function. Initially it was considered as just another step in the marketing chain and the function was accepted as obvious. As the competition increased globally, differentiation became more and more difficult. Consumer purchasing power increased as economy opened up into more market-oriented mode. Often used and final link with the ultimate consumer, marketers thought of using it for differentiating and positioning. So, retailing ceased to be considered as an outgrowth of traditional marketing activity, rather it was recognized as an important business proposition in its own accord, which ultimately helps marketing in performing its function and successfully satisfying the objectives. Therefore, retailing emerged as a discipline and considerable thinking and research went into it for the development and substantiation. The research paper considers understanding customer's satisfaction towards DMART. The objectives of the study are to understand customer satisfaction towards various products sold by DMART and also analyse the satisfaction level of customer experience while shopping at DMART. D-MART is one such big retail giant that has a wide market with verity of product lines. It has introduced its own brands of products to its customers. This research study mainly focuses on the marketing activities and consumer response towards D-MART. Research methodology adopted in the study is descriptive in nature and non-probability convenience sampling technique was used with a sample size of 100 respondents through online structured questionnaire with Google forms. Data collected was later analyzed and interpreted using SPSS software.

INDEX

S.No	Particular	Page
1	**Chapter1: - Introduction**	9
	• Introduction of D-Mart	11-12
	• Brief History	13-14
	• Reach Of D-MART	15-16
	• Business Model of D-MART	17-21
	• SWOT Analysis	22-25
2	**Chapter2: - Review Of Literature**	26
	• International Review	28-29
	• National Review Contents	30-33
3	**Chapter3: - Research Methodology**	34
	• Objective Of the Study	36
	• Research Design	37
	• Scope Of the Study	38
	• Ratio Analysis	39-40
	• Limitations Of the Study	41
4	**Chapter4: - Data Representation & Analysis**	42
	1. Profitability Ratio: -	44-52
	• Operating Profit Ratio	44-46
	• Gross Profit Ratio	47-48
	• Net Profit Ratio	49-50

	• Return On Net Worth	51-52
	2. Liquidity Ratio: -	53-58
	• Current Ratio	53-54
	• Quick Ratio	55-56
	• Assets Turnover Ratio	57-58
5	**Chapter-5 Findings & Conclusion**	59
	• Major Findings	61
	• Conclusion	62-63
6	**Balance sheet**	64-66
7	**Profit & loss Account**	67-69
8	**Bibliography**	70
	• References	71
	• website	72

CHAPTER- 1
INTRODUCTION

- **Introduction of D-Mart**
- **Brief History**
- **Reach Of D-Mart**
- **Business Model of D-Mart**
- **SWOT Analysis**

• Introduction of D-Mart

D-mart is one among India's biggest Supermarket chain network. D-mart is operated by Avenue Supermart Ltd. Headquarter of D-mart is situated in Mumbai Maharashtra. Currently, D-mart is India most profitable Supermarket network. D-mart has 188 stores across India within the states of Maharashtra, Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh, and Rajasthan, capital Region, Tamil Nadu, Karnataka, Uttar Pradesh, and Punjab.

• Founding father of D-mart
D-mart is founded by Radhakishan Damani within the year 2002.
• When D-mart founded
D-mart was founded on 15 May 2002 in Powai, Mumbai and Maharashtra

The company has its headquarters in Mumbai. As of 31 March 2022, D-Mart had a total of 10,713 permanent employees

and 58,597 employees hired on contractual basis.

D-Mart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each D-Mart store stock home utility products - including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more - available at competitive prices that our customers appreciate. Our core objective is to offer customers good products at great value.

- **Brief History**

‘D-Mart’ may be a supermarket chain across India owned by ‘Avenue Supermarkets.’ None aside from ‘Radhakishan Damani,’ one among India’s famous value investors founded the corporate within the year 2000. Mr Damani’s journey from a successful value investor to the founding father of D-Mart has been a thought.

D-Mart started its journey from 2 stores within the state of Maharashtra and has 176 stores across 12 states in India by FY20. ‘Avenue Supermarts’, the owner company of D-Mart supermarkets, was a privately held company till 2016.

In the year 2017, the company came up with an IPO of Rs.1, 870 Cr., which was opened with a bang. The company’s shares were listed at almost a 114% premium, which reflects the positive sentiment for the company among the

investors. The corporate got listed at the worth of Rs. 632 and thus the CMP (Current Market Price) stand at Rs. 2544, implying that the shares of the company have given a compounded growth of almost 60% over three years.

RK Damani being an investor himself alright understands the market and its players, which provides him another advantage for running the company in parallel with maintaining a positive and healthy sentiment among the investors towards the corporate , like maintaining a healthy ROE (Return on Equity), adopting a strategically strong business model, etc. In FY20, the company features a market capitalization of Rs. 1.5 Lakh Cr.

- **Reach Of D-Mart**

We are present in India across 11 States and 1 Union Territory

Maharashtra	Amravati, Aurangabad, Ichalkaranji, Jaisingpur, Jalgaon, Jalna, Karad, Kolhapur, Latur, Miraj, Mumbai, Nagpur, Nanded, Navi Mumbai, Osmanabad, Pune, Ratnagiri, Sangli, Satara, Solapur, Thane
Gujrat	Ahmedabad, Anand, Baroda, Bhuj, Gandhinagar, Gandhidham, Mehsana, Nadiad, Rajkot, Surat, Valsad, Vapi
Daman	Daman
Telangana	Hyderabad, Karimnagar, Khammam, Warangal
Andhra Pradesh	Eluru, Guntur, Kakinada, Kurnool, Nellore, Ongole, Rajamundhary, Tirupati, Tuni, Vijayawada, Visakhapatnam
Karnataka	Bengaluru, Belgaum

Madhya Pradesh	Bhopal, Dewas, Indore, Ratlam, Ujjain
Chhattisgarh	Bhilai, Raipur
NCR	Ghaziabad
Tamil Nadu	Chennai, Coimbatore, Salem, Trichy
Punjab	Amritsar, Jalandhar, Zirakpur
Rajasthan	Ajmer, Bhilwara, Jaipur

• Business Model of D-Mart

○ Product-Mix

The company comprises everyday use products for its customers, which are categorized as Foods, Non-foods and General Merchandise & Apparel. The chain operates on a B2C (Business to Consumer) model, where goods are directly sold from the manufacturer to the end-user. The demand for these goods is on-going as they suit the essential day-to-day needs, thereby creating a requirement throughout the year. This eliminates the danger of high demand fluctuations and provide consistently to the business.

○ Slotting Fees

It is a payment that's made by the manufacturer of products to the superstore to stay its products on the shelf purchasable. Also called an entry fee for the products, which are held within the supermarket. *Being a supermarket chain D-Mart also charges a 'Slotting Fee.'* The store attracts high volumes of consumers, making it a beautiful and opportunistic place for the manufacturers to stay their products. This attracts more and more manufacturers willing to place their products within the store.

A slotting fee indirectly reduces the product's purchasing price for the retailer, thereby allowing it to supply the products at discounted prices, i.e., but the

MRP (Maximum Retail Price), hence attracting large buyers.

- **Own Property**

Most of the property of the D-mart is owned by themselves. They ignore the rental system. If they combat rent then at that they are going for future lease like 30 years approximately on. Owned property gives profit and advantage in future basis. D-mart mostly opens stores in outskirts of the town area. Like in Mumbai, stores are available in Andheri, Borivali, Malad, Kandivali, Bhayandar, Mira Road, Virar, Vasai, Thane, Kalyan, and Dombivali also. In Pune, D-mart is documented and has many stores if I'm not wrong there are quite 6 stores just in Pune and therefore the surrounding region.

- **Small to big**

Radhakishan Damani started small and expanded slowly. Starting on a coffee scale gave favour to Damani i.e. identify the issues and rectify it. In any case the issues and plans D-mart start expanding. D-mart started earning take advantage of its initial stage.

- **Avoid credit**

Credit and delayed payments within the retail business are risky because they will badly impact your supplies and costs. Damani keeps faraway from credit and pays before his suppliers expect.

- **Quality**

D-mart specialises in the standard of all the products and also they specialise in the affordability. The rationale why they begin growing is quality only. The non-branded products which generally don’t have quality are being purchased by D-mart then quality is assured and sold in Malls in affordable rates.

- **Reduce Expenses**

A low-cost business model with high profits is one among the foremost attractive and successful sorts of running a business. As simple, it seems like it's not that easy to realize. However, D-Mart has successfully achieved it. How? D-Mart operates on a low-interior-cost concept where it's tried to scale back the operational expenses for the corporate. *These low operating expenses are a result of- efficient space utilization by putting more products in less space thereby creating space for more products; less number of billing counters* reduces the need of more workforce and systems thereby reducing employee cost; a really basic and low-maintenance interior of the shop, are a number of the ways through which D-Mart has controlled its expenses

- **Low price Product**

The credit cycle of D-Mart, i.e., the time within which it returns the payment to the makers for the products purchased from them is sort of but different retail operators. This enables the corporate to avail huge

money discounts from the makers, thereby cutting the acquisition worth of the products.

- **Volume sales**

Being a cheap retail merchant offers a foothold to D-Mart. Low worth ends up in the high sound within the store resulting in high sales volume, thereby attracting a lot of and a lot of makers to stay their merchandise in D-Mart. This is often a cycle created by D-Mart, that keeps the loop in progress. Further, thanks to high volume sales, makers conjointly extend a volume discount, reducing the getting worth. This supports the cheap business model and makes it stronger.

- **Regional product**

India being varied country has various regional specific products. D-Mart grabbed this chance by stocking its stores with area-specific merchandise. Individuals across totally {different completely different} states have distinctive lifestyles habits and thence result in slightly different consumption habits. D-Mart pooled the favoured native brands of a selected region in the one place, creating it a lot of convenient for the consumers to avoid progressing to the native Kirana retailers. This helps D-Mart to chop the competition from general Kirana stores gaining a lot of market share.

○ Self-Owned Stores

The Company operates on self-owned stores, that permit it to be an occasional or no debt company creating it stronger financially. Further, no rental value helps in high positive money flows, that square measure used for gap a lot of stores. Though the enlargement and growth in self-owned stores square measure slow, it's its own blessings. Of all the prevailing stores so far, nearly eightieth square measure self-owned.

○ Target Audience

D-Mart’s target customer’s square measure low-income teams World Health Organization square measure trying to find cheap product. So by providing wonderful quality and branded merchandise at a lower value, D-mart attracts a lot of in depth client base than different retailers

○ Eliminates Middlemen

Operating on a B2C model eliminates intermediaries and thence the supplementary value to the product's worth. This additional helps the corporate to sell product at a lower cost

- **SWOT Analysis**

- **STRENGTHS**

  - **Focus on long-term:-**

Damani is an investor and thus the company has been focused entirely on long term gains. This has made the company maximise his return through a value is driven pricing strategy

  - **Discount policy:-**

One factor that delineates DMART from competitors is its huge discount policy. The retailer sells goods at flat discount which competitors cannot match and it helps them to penetrate the market.

  - **Slow scaling up:-**

D-MART started off on a very low-key note and slowly took it's time to ladder up. This helps company to deeper understanding of its supply chain.

  - **Clear price-based differentiate:-**

D-MART captured the market through a clear-priced based differentiate and set the price significantly lower than the competitors.

- **WEAKNESS**

  - **Focus on certain places:-**

Quite unlike their competitors, who are present everywhere, D-Mart has focused more on the Western States and has a very low presence in the South. This has restricted them from gaining market prominenc**e**

  - **Slow growth:-**

D Mart has established almost 16 years ago much before the retail boom set afire in India. However, it has not been able to capture the market even as much as many of he later entrants primarily because of its long-term focus.

  - **Sustainability of low pricing:-**

The company has a zero-credit policy and thus vendors and suppliers give them a much better price which is how the company is able to afford the low prices that the competitors cannot imagine.

- **OPPORTUNITIES**

  - **Technology:-**

Technology has a lot to offer to retailers in terms of in-store experiences and retailer can use Iota, artificial intelligence etc. to create value-adding services to their customers for which a premium can be charged.

  - **Personalization of services: -**

Customers are looking for personalized services for which they are willing to pay extra. Retailers should capitalize on this propensity to pay more and increase the quality of their services.

- **THREATS**

  - **Online retailers: -**

People in cities especially are highly lethargic about leaving their homes and prefer to shop online today. Companies like Amazon and Flip kart thus become major threats to most retailers.

  - **Online Start-ups:-**

The hottest trend in India is online start-ups. Many of them are aggregators who bring together the supplier and the customer cost-effectively.

CHAPTER- 2
REVIEW OF LITERATURE

Contents

- International Review
- National Review Contents

International Review:-

- Feinberg, Sheffler, Meoli and Rummel (1989) considered the social stimulation provided by malls, finding that the mall served as an outlet for social behaviour.

- Kotler and Armstrong (2012) define retailing as all the activities for selling goods or services on to ultimate buyers for his or her personal, non-business use.

- Jackson (1996) in his study observed that malls become the place where senior citizens enter comfort and security, where parents lead their young to Santa Clauses, where singles court, where teenagers socialize and where everybody consumes. Indeed a replacement term, “Mall Rats” has been coined to explain the legions of young people who spend their free time cruising indoor corridors.

- Roy (1994) in his study considered several characteristics of shoppers – like Functional shopping motivation, deal proneness, recreational shopping ,Age, income and family size, to be a big influence on mall shopping Frequency

- Hamilton Ryan (2009) in their research paper majorly focused on the important decision that retailers always involves in selecting the number of items constituting their assortments. A key issue in making these decisions is the role of assortment size in determining consumer's choice of a retailer. The authors address this issue by investigating how consumer choice among retailers offering various-size assortments is influenced by the attractiveness of the options constituting these assortments.

National Review Contents:-

- The author **vidyansh Chandra** has published analysis article as a study on the CRM ways of d-mart on 5 may 2020. In this line with author d-mart has gained a profit of 56.10 cr for the year ending 31 marches 2019. This clarify that they are aware of the way to have a decent relations along with his customers d-mart has truly understood the essence of crm and what power it holds.

- **krishnaveni** 2006 known that the foremost necessary paradigm that is related to promotion of loyalty among shoppers is that the attribute of quality gift generation invest a lot of on the essential factors like books clothes food music and gadgets like mobile phone.

- **Dwivedi** 2010 explained that as compared to major cities in Asian country the smaller cities appear to be far better places for investment this can be as a result of these cities have low priced lands low useful and operational expenses and larger variety of accessible lands. He has explained that there has been a transition in the style and getting priorities of the shoppers from tier ii and iii cities within the past 10 year. He additionally bestowed the views of Ernst and young that illustrated that

there was twenty six percentage of growth in mall of the metropolitan cities whereas malls in tier ii and iii cities showed 55percentage of growth.

- The author "**SafalNiveshak"** has published research article on "D-mart as Good Products Great Value" on 31st august 2017**.** According to writer D-mart has great future ahead. It will gain more profits in future; it has consistently grown up its store. As they focus on achieving higher volume in business at the same time, keeps operating costs low. This helps customer lower prices consistently.

- **Bijapurkar** 2008 explained that the reduction indicates the rise in the amount of class populations who will manage to pay for food drinkable and recreation additionally to their basic wants in Asian country a nice increase in family financial gain has been discovered.

- The author **Avinash Pawar** has published analysis article as strategy and success of d-mart- the case of chain in India on 2019 d-mart strategy has marked distinction from nearly each different Indian merchant. This is to create d-mart a lot of profitable than others. Majority of consumers of d-mart square measure middle income families and that they like it for worth for money and offer discounts.

- **Ranjith P Nair Rajesh**2010 the authors in their analysis paper study however the service quality of shops like d-mart and apna bazaar dissent the study focuses on the importance of activity service quality despite its importance Indian retailers still don’t have a reliable tool to live service quality.

- **Prakash Chandra Dash** 2007 studied and explodes the opportunities challenges and techniques of Indian retail sectors the paper discusses the challenges like selling combine retail differentiation offer chain management and additionally competition from suppliers complete within the Indian perspective.

- **Surbhikhosla** 2006 in her article shortly mentioned concerning the retail sector in Asian country and its journey the article mentions within the written record order the evolution of various retail formats in Asian country and additionally major retailers in numerous formats the article additionally mentioned the recent trends within the formats and future scope of the various formats of marketing.

- **Adirgrip** 2019 in his article the author provides an in depth study on the business model of d-mart he describes the assorted factors that d-mart employs to confirm client satisfaction that is that the key to their success it additionally explains the revenue model that d-mart uses that has allowed them to surpass its competitors like reliance on door big bazaar jio-mart etc.

CHAPTER-3
RESEARCH METHODOLOGY

Contents

- Objective of the study
- Research Design
- Scope of the study
- Ratio Analysis
- Limitations of the study

Objective of the study:-

• To know the company's financial position.

• To assess the earning capacity or the profitability of the firm.

• To assess the short term as well as long term solvency of the firm.

• To know the Liquidity position of the firm.

Research Design:-

The research design use in the study is analytical research has to analysis the balance sheet which is historical data derive conclusion form it.

- **NATURE OF DATA:**
  The number of data used for the Study in secondary data is collected from the five years Balance sheet for their analysis Part.

- **DATA COLLECTION:**
  The data necked for the study in being collected from the annual of Report of the company and which is secondary data

- **AREA OF STUDY:**
  The study from Bhopal, Madhya Pradesh India.

- **DATA USED:**
  The research relied entirely on Secondary data for analysis was collected directly from D-MART website.

SCOPE OF THE STUDY:-

- To find out the financial performance of the D-Mart for last 5 years through ratio Analysis.
- Comparative balance sheets are used in assessing the financial position of the company.
- The purpose of financial performance as to diagnose the accounting financial soundness of the company.

RATIO ANALYSIS:-

When we ascertained the monetary statements comprising the balance sheet and profit or loss Account is that they are doing not give all the knowledge associated with monetary operations of a firm, they'll give some extraordinarily helpful info to the extent that the record, Shows the monetary position on a selected date in terms of structure of assets, liabilities and homeowners equity and profit or loss account shows the results of operation throughout the year. So the financial statements can give a summarized view of the firm. Therefore so as to be told concerning the firm the careful examination of in valuable reports and statements through monetary Analysis or ratios is needed

MEANING AND DEFINITION

Ratio analysis is one among the powerful techniques that is wide used for decoding financial Statements. This method is a tool for assessing the monetary soundness of the Business. The idea of Ratio analysis was introduced by Alexander wall for the primary time in 1919. Ratios area unit Quantitative relationship between 2 or a lot of variables taken from monetary statements.

Importance:-

As a tool of financial management ratio are of crucial significance. The importance of ratio Analysis lies within the incontrovertible fact that it presents facts on a comparative basis and permits the drawing Inferences relating to the performance of a firm. Ratio analysis is relevant in assessing the Performance of a firm in respect of the following aspects:

- Liquidity position
- Long term solvency
- Operating efficiency
- Overall profitability

Limitations of the study:-

- The study has been carried out for the period of Five years and it is not sufficient enough to analyse the entire aspect of the company.
- The study is based on secondary data. Hence, it may not provide accurate information.
- There could be some fractional difference within the calculations.

CHAPTER 4
DATA REPRESENTATION AND ANALYSIS

Contents

- Data Representation and Interpretation
- Secondary data Analysis

Data Representation and Interpretation:-

Mainly concentrating only on Profitability ratio and Liquidity ratio:-

➢ Profitability Ratio:-

Profitability Ratio helps in measuring ability of a company's earning points profits.

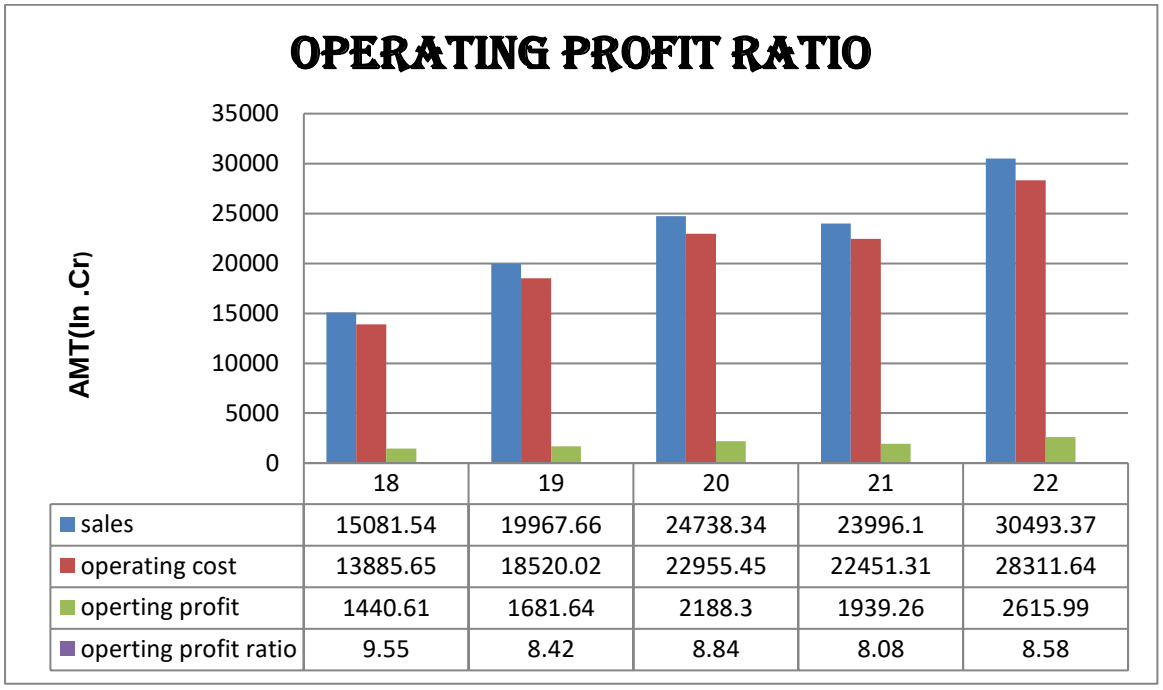
Operating Profit Ratio:-

Operating profit/Sales *100

Operating Profit:-

Sales – Operating Expenses

Year	March 18	March 19	March 20	March 21	March 22
Sales (₹)	15081.54	19967.66	24738.34	23996.10	30493.37
Operating Costs /expenses (₹)	13885.65	18520.02	22955.45	22451.31	28311.64
Operating Profit (₹)	1440.61	1681.64	2188.30	1939.26	2615.99
Operating Profit Ratio	9.55	8.42	8.84	8.08	8.58



INTERPRETATION:-

In 2018, sales was 15081.54, was increased in 2019 by 4886.12 amount and sales increased to 19967.66. In 2020, sales has increased by 4770.68 amount, sales came up again to 24738.34. In 2021, sales had decrease by 742.24 amount and sales came to again to 23996.10. In 2022, sales have increased by 6497.27 amount and again sales came up to 30493.37.

As, we can see that company has consistently grown up its sales every year, so the company has done a great work.

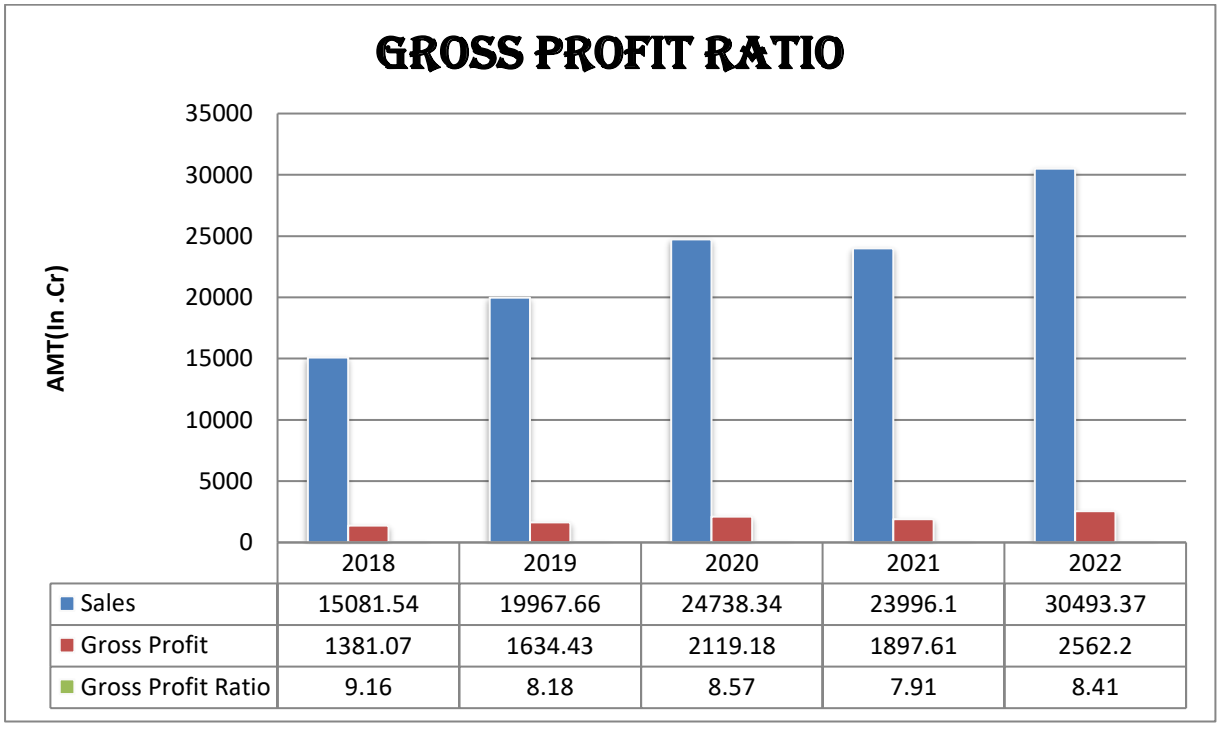
Similarly, in 2018 operating expenses was 13885.65, was increased in 2019 by 4634.37 amount and operating costs became to 18520.02. In 2020 operating costs had increased by 4435.43 amount and operating costs become to 22955.45. In 2021, operating costs had again decreased by 504.14 amount and operating costs become to 22451.31. In 2022, operating costs had again increased by 5860.33 amounts and operating cost became 28311.64.

In 2018, it has decreased by 1.13% as compared to 2019. In 2020, it has again increased by 0.42%. In 2021, it has decreased by 0.76% again in 2022; it has increased by 0.5% as respect to 2021.

Gross Profit Ratio :-

Gross profit/Net sales * 100

Year	2018	2019	2020	2021	2022
Sales (₹)	15081.5	19967.66	24738.34	23996.10	30493.37
Gross Profit (₹)	1381.07	1634.43	2119.18	1897.61	2562.20
Gross Profit Ratio	9.16	8.18	8.57	7.91	8.41



INTERPRETATION:-

From the above data, we can see that the sale was 15081.54 in 2018. In 2019 sale has increased by 48816.12 amounts and sale came up to 19967.66. In 2020 again sale has increased by 4770.68 amounts and again sale came up to 24738.34. In 2021, sale has decreased by 742.24 amounts and sale came up to 23996.10. In 2022 sale has increased by 6497.27 amounts and sale become to 30493.37.

From the above data, we can see that the Gross profit was 1381.07 in 2018. In 2019 Gross profit has increased by 253.36 amounts and Gross profit came up to 1634.43. In 2020 again Gross profit has increased by 484.75 amounts and again Gross profit came up to 2119.18. In 2021, Gross profit has decreased by 221.57 amounts and Gross profit came up to 1897.61. In 2022 Gross profit has increased by 664.59 amounts and Gross profit become to 2562.2.

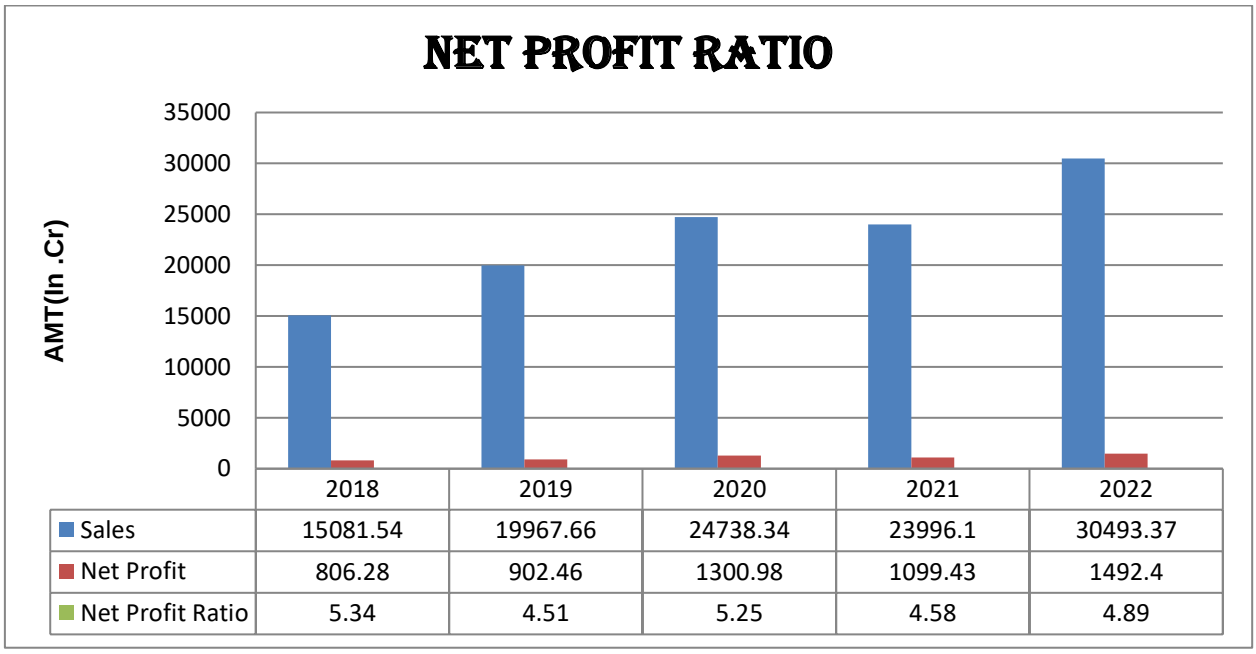
Similarly, with respect to 2018, Gross profit ratio has decreased by 0.98% in 2019.With respect to 2019 Gross profit ratio again increased by 0.39% in 2020. With respect to 2020, gross profit ratio has decreased by 0.66% in 2021. With respect to 2021, gross profit ratio has been increased by 0.5% in 2022.

So, we can find that the Gross profit ration is maximum in 2022

Net Profit Ratio:-

Net profit/Net sales * 100

Year	2018	2019	2020	2021	2022
Sales(₹)	15081.54	19967.66	24738.34	23996.10	30493.37
Net Profit(₹)	806.28	902.46	1300.98	1099.43	1492.40
Net Profit Ratio	5.34	4.51	5.25	4.58	4.89



INTERPRETATION:-

From the above data, we can see that the sale was 15081.54 in 2018. In 2019 sale has increased by 48816.12 amounts and sale came up to 19967.66. In 2020 again sale has increased by 4770.68 amounts and again sale came up to 24738.34. In 2021, sale has decreased by 742.24 amounts and sale came up to 23996.10. In 2022 sale has increased by 6497.27 amounts and sale become to 30493.37.

From the above data, we can see that the net profit was 806.28 in 2018. In 2019 net profit has increased by 96.18 amounts and net profit came up to 902.46. In 2020 again net profit has increased by 398.52 amounts and again net profit came up to 1300.98. In 2021, net profit has decreased by 201.55 amounts and net profit came up to 1099.43. In 2022 net profit has increased by 392.97 amounts and net profit become to 1492.4.

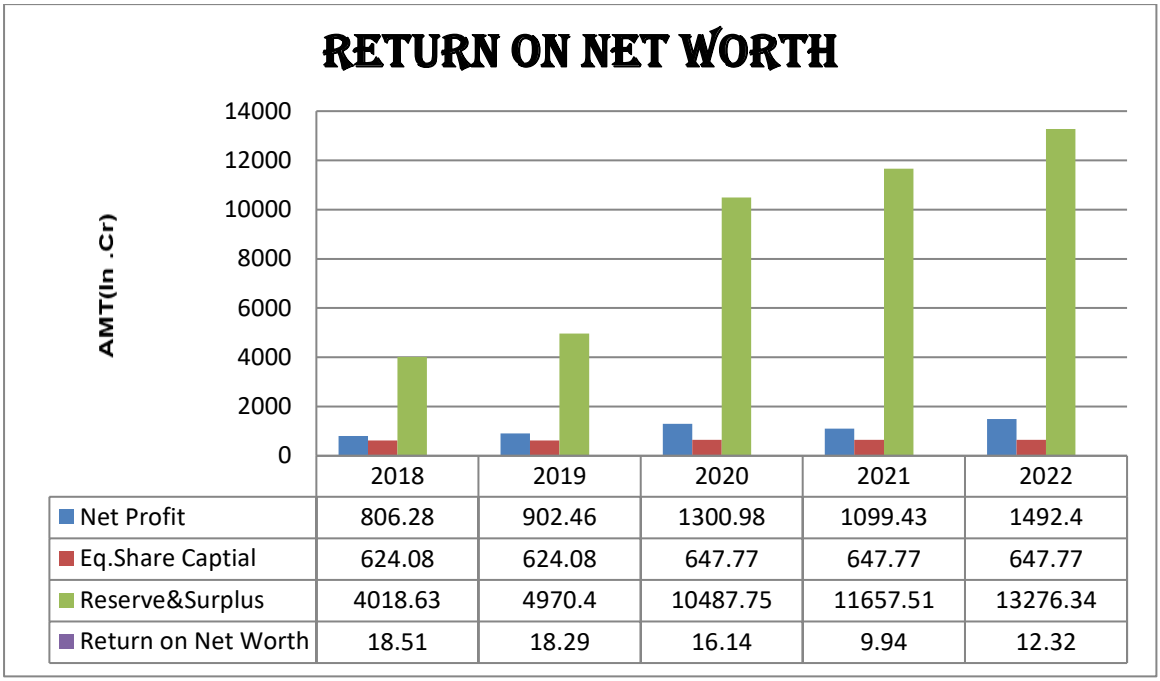
Similarly, with respect to 2018, net profit ratio has decreased by 0.83 in 2019.With respect to 2019 net profit ratio again increased by 0.74 in 2020. With respect to 2020, net profit ratio has decreased by 0.67 in 2021. With respect to 2021, net profit ratio has been increased by 0.31 in 2022.

So, we can find that the net profit ration is maximum in 2022

Return on net worth:-

Net Profit/eq. Share capital + Reserve & surplus * 100

Year	2018	2019	2020	2021	2022
Net Profit (₹)	806.28	902.46	1300.98	1099.43	1492.40
Eq. Share capital (₹)	624.08	624.08	647.77	647.77	647.77
Reserve & surplus(₹)	4018.63	4970.40	10487.75	11657.51	13276.34
Return on net worth (%)	18.51	18.29	16.14	9.94	12.32



	2018	2019	2020	2021	2022
Net Profit	806.28	902.46	1300.98	1099.43	1492.4
Eq.Share Captial	624.08	624.08	647.77	647.77	647.77
Reserve&Surplus	4018.63	4970.4	10487.75	11657.51	13276.34
Return on Net Worth	18.51	18.29	16.14	9.94	12.32

INTERPRETATION:-

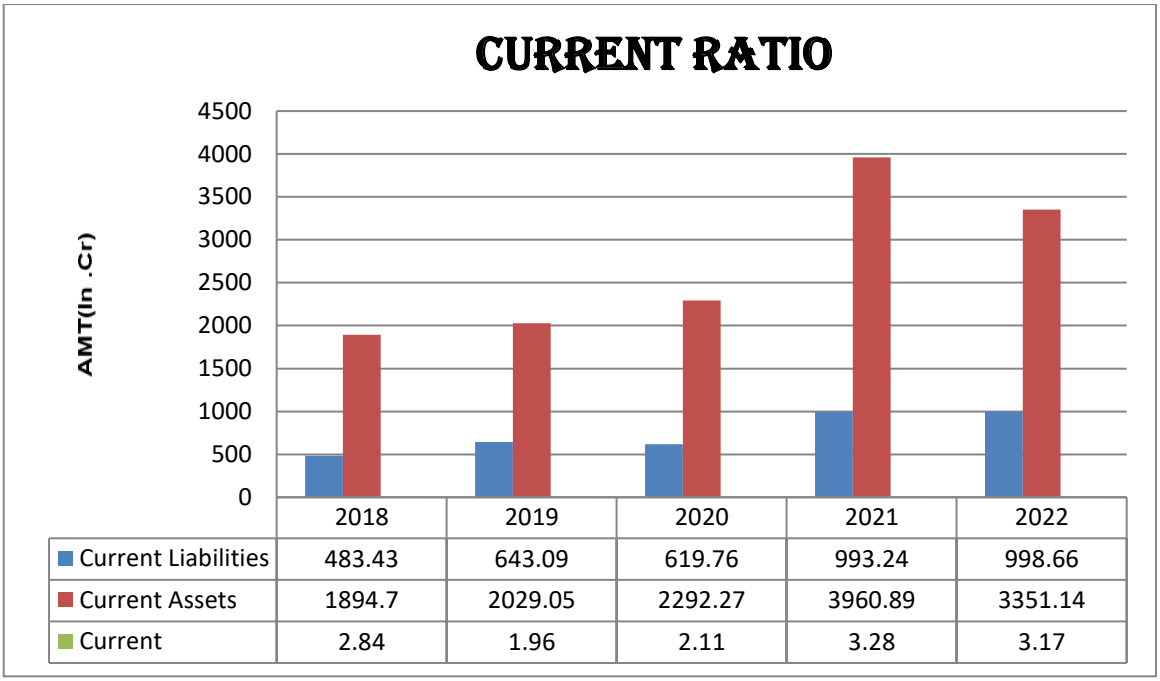
In 2018 return on net worth was 18.51% and with respect to 2018 it decreased by 0.22% in 2019 .In 2019 it again got decreased by 2.15% with respect to 2020. In 2021 return on net Worth fell down by 6.2% respectively. In 2022 it again got increased by 2.38% with respect to 2021.

➢ Liquidity Ratio:-

Liquidity ratio helps in finding the ability of a company to take care of short term debt. Higher the liquidity ratio higher company is rich in cash.

Current Ratio:-
Current Assets/Current Liabilities

Year	2018	2019	2020	2021	2022
Current Liabilities (₹)	483.43	643.09	619.76	993.24	998.66
Current Assets (₹)	1894.7	2029.05	2292.27	3960.89	3351.14
Current Ratio	2.84	1.96	2.11	3.28	3.17



	2018	2019	2020	2021	2022
Current Liabilities	483.43	643.09	619.76	993.24	998.66
Current Assets	1894.7	2029.05	2292.27	3960.89	3351.14
Current	2.84	1.96	2.11	3.28	3.17

INTERPERTATION:-

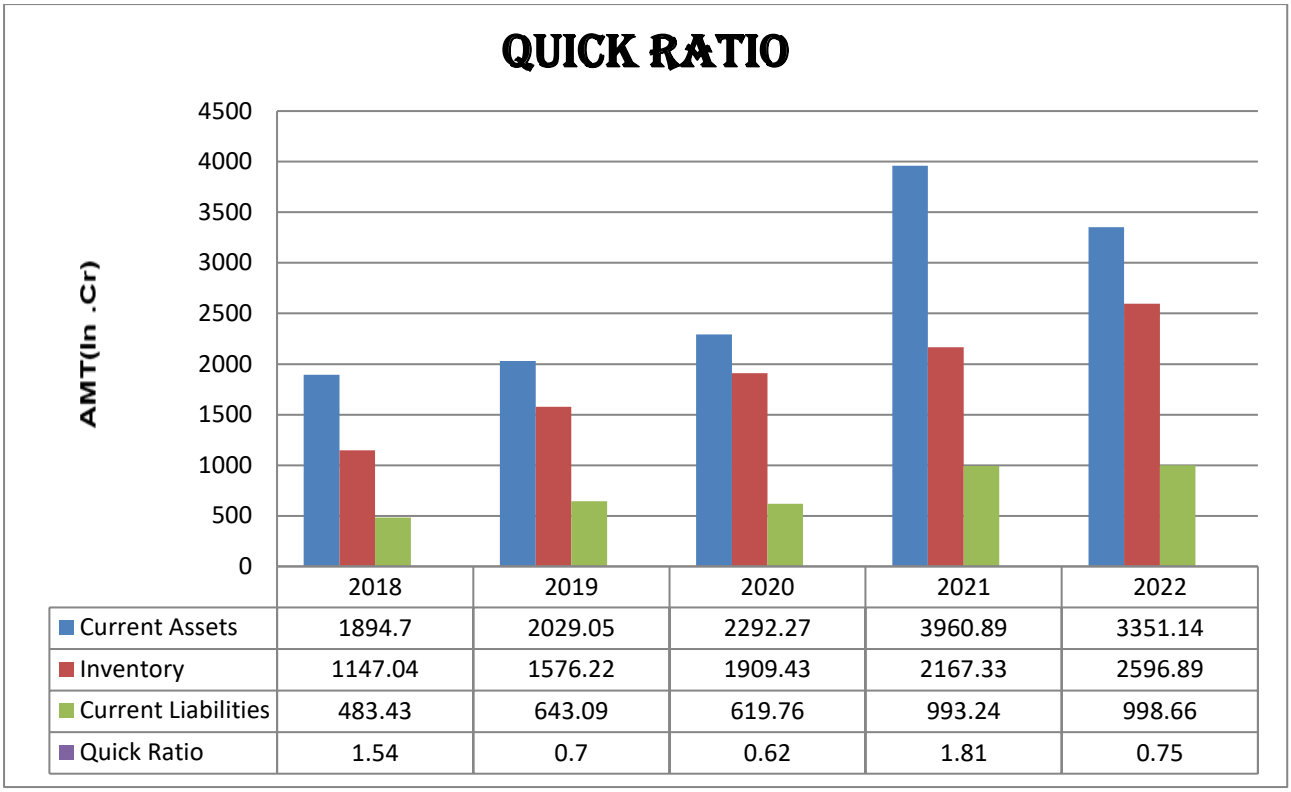
Current ratio is the most important tool to measure the short term liquidity. It indicates the firm's ability to pay its current liabilities out of its current assets. It shows the firm's commitment to meet its short term (Current Liabilities).

As a conventional rule, a current ratio of 2 to 1 or more is considered satisfactory.

The above table shows the ratio range from 2.84 to 3.17 during the study period of 2018 to 2022.

Quick Ratio: - (Current Assets – Inventory)/Current Liabilities

Year	2018	2019	2020	2021	2022
Current Assets (₹)	1894.7	2029.05	2292.27	3960.89	3351.14
Inventory (₹)	1147.04	1576.22	1909.43	2167.33	2596.89
Current Liabilities (₹)	483.43	643.09	619.76	993.24	998.66
Quick Ratio	1.54	0.70	0.62	1.81	0.75



	2018	2019	2020	2021	2022
Current Assets	1894.7	2029.05	2292.27	3960.89	3351.14
Inventory	1147.04	1576.22	1909.43	2167.33	2596.89
Current Liabilities	483.43	643.09	619.76	993.24	998.66
Quick Ratio	1.54	0.7	0.62	1.81	0.75

INTERPERTATION:-

Quick ratio is supplementary to current ratio which gives double assurance to creditors as to the soundness of the current financial position of the business. Quick assets are the assets which are cash or can be converted into cash without any major loss.

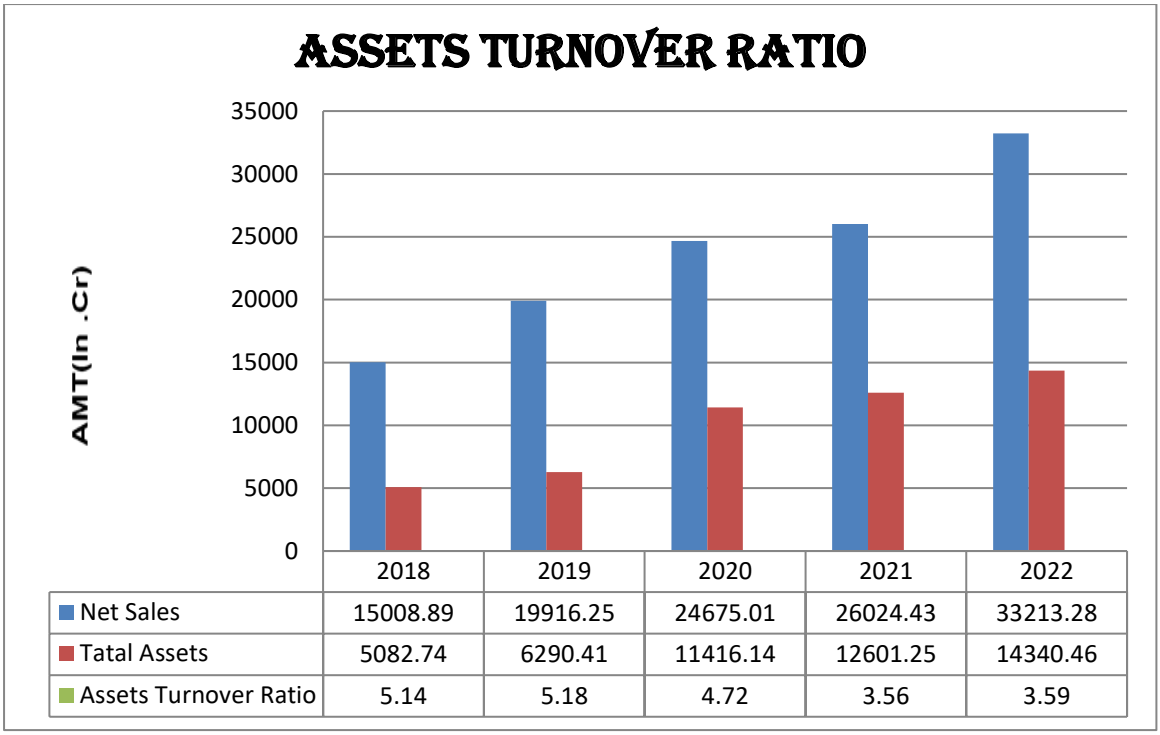
In 2018, quick ratio is 1.54. In 2019, quick ratio is decreased to 0.7. In 2020, quick ratio is decreased to 0.62. In 2021, quick ratio is increased to 1.81. In 2022, quick ratio is decreased to 0.75.

Then it shows decreasing trends from 2018 to 2022.

Assets Turnover Ratio:-

Net sales / Total assets

Year	2018	2019	2020	2021	2022
Net Sales (₹)	15008.89	19916.25	24675.01	26024.43	33213.28
Total Assets (₹)	5082.74	6290.41	11416.14	12601.25	14340.46
Assets Turnover Ratio	5.14	5.18	4.72	3.56	3.59



INTERPERTATION:-

Assets turnover ratio is the ratio of a Company's sales to its assets. It is an efficiency ratio.

Which tells how successfully the company is using its Assets to generate revenue?

In 2018, company has the highest assets turnover ratio of 5.14. In 2019& 2020 assets turnover ratio has decreased with respect to 2018. In 2019, assets turnover ratio has increased by 0.02% with respect to 2018. With respect to 2021, assets turnover ratio has again increased in 2022 by 0.03%.

CHAPTER- 5

FINDINGS AND

CONCLUSION

Contents

- Major findings
- Conclusion

Major Findings:-

- All the functional and operating ratios and values for D-Mart show the positive incremental trend from 2018 to 2022.
- The major reasons for consumers to visit the D-Mart is low prices, better value for money and more offers and discounts.
- Majority of the customers of D-Mart are middle income families and they prefer it for price, value for money and offers and discounts
- One of the strengths that make D-Mart different from its competitors is its relation with its customers. It holds a special place in their hearts as it fulfils all their needs in one trip smoothly without hassle.

Conclusion:-

This project has been very useful for me, as I learned how to prepare cash flow statement and ratio analysis. This has improved my knowledge about financial statement which is very useful for business. This project of Ratio analysis is a brief knowledge about how to analysis financial performance of any firm or enterprise.

According to this project I came to know about analysis of financial statement of Avenue Supermart Ltd. It is clear that company has done a great work, they consistently rises Operating Profit from 2018-2022.

Gross Profit Margin of company was highest in 2018. It tends to decrease in 2019 and 2021. Net Profit Margin of company's sales measured after educating all the expenses interest depreciation and taxes is consistently decreased from 2018 – 2022, and in 2019 it has decreased to 4.52. In 2020, it is increased to 5.25. & both year of 2021-2022 there is decrease; it has come to 4.58 & 4.89 respectively. Overall, company's Net Profit margin is Satisfactory.

Return on Net Worth of company is decreased from 18.51 to 12.32 within given period. It indicates bad performance of management.

Current Ratio has increased from 2018 to 2022. It trends decreased from 2018 to 2019. In 2020, it again increased to 2.11.

Quick ratio decreasing from 2018 to 2020.In 2021 ratio has increased to1.18.but in the year of 2022 in has shown down fall to 0.75.Quick ratio is not satisfactory.

In 2018 Assets Turnover Ratio is 5.14. With respect to 2018, it is increased to 5.18 in 2019.In 2020; it is decreased to 4.72 with respect to 2019. In 2021, again it is decreased to 3.56 with respect to 2020. It trends increasing ration in 2022 to 3.59.

Overall, Company has great Future opportunities.

BALANCE SHEET

(Rs. In crore)

Particular	March 18	March 19	March 20	March 21	March 22
SOURCES OF FUNDS:-					
Share Capital	624.08	624.08	647.77	647.77	647.77
Reserves Total	4018.63	4907.40	10487.75	11657.51	13276.34
TOTAL SHAREHOLDER'S FUND	4642.71	5594.48	11135.52	12305.28	13924.11
LIABILITIES:-					
Secured Loans	439.25	448.70	37.73	0.0	0.0
Unsecured Loans	0.0	246.45	242.42	295.53	415.94
Total Debt	439.25	695.15	280.15	295.53	415.94
Other Liabilities	0.78	0.78	0.47	0.44	0.41
TOTAL LIABILITIES	5082.74	6290.41	11416.14	12601.25	14340.46
APPLICATION OF FUNDS:-					
Gross Block	3634.54	4807.81	6644.38	7996.43	10514.11
Less: Accumulated Deprecation	378.36	573.58	908.97	1275.59	1685.38
Net Block	3256.18	4234.23	5735.41	6720.84	8828.73
Captain Work In Progress	147.05	376.55	361.94	1006.21	1073.14
Investments	181.21	212.0	287.30	402.30	530.31
Current Assets, Loans & Advances:-					
Inventories	1147.04	1576.22	1909.43	2167.33	2586.89
Sundry Debtors	33.36	75.52	48.53	72.10	230.31
Cash & Bank	556.46	213.55	92.24	1431.99	284.31
Loans & Advances	157.84	163.76	242.07	289.47	249.08
Total Current Assets	1894.70	2029.27	2292.27	3960.89	3351.14
Less: Current Liabilities & Provision					
Current Liabilities	443.47	603.70	605.02	858.38	853.92
Provision	39.96	39.39	14.77	134.86	144.74
Total Current Liabilities	483.43	643.09	619.79	993.24	998.66
Net Current Assets	1411.27	1385.96	1672.48	2967.65	2357.48

Deferred Tax Assets	10.54	3047	7.38	13.75	17.82
Deferred Tax Liabilities	56.84	67.54	55.58	65.65	82.66
Net Deferred Tax	-46.30	-64.07	-48.20	-51.90	-64.84
Other Assets	133.33	145.74	3407.21	1556.15	1618.64
Total Assets	5028.74	6290.41	11416.14	12601.25	14340.46
Contingent Liabilities	20.17	54.36	56.11	11.32	28.44

PROFIT & LOSS ACCOUNT

(Rs. In crore)

Particular	March 18	March 19	March 20	March 21	March 22
Income:-					
Sales Turnover	16480.78	21862.68	27047.19	26024.43	33213.28
Excise Duty	1471.89	1946.43	2372.18	2237.23	2860.78
Net Sales	15008.89	19916.25	24675.01	23787.20	30352.50
Other Income	72.64	51.41	63.33	208.90	140.87
Stock Adjustments	213.88	429.18	333.21	257.90	419.56
Total Income	15295.41	20396.84	25071.55	24254.0	30912.93
Expenditure:-					
Raw Material	12862.76	17409.12	21349.14	20614.23	26472.23
Power & Fuel Cost	120.13	150.02	183.57	168.03	196.43
Employee Cost	276.56	335.03	424.74	495.13	548.23
Other Manufacturing Expenses	364.38	472.45	613.76	690.12	698.37
Selling & Administration Expenses	93.90	123.99	117.72	103.84	134.81
Miscellaneous Expenses	167.71	212.46	197.16	232.02	220.47
Total Expenses	13885.44	18703.25	22886.09	22303.37	28270.54
Operating Profit	1409.97	1693.59	2185.46	1950.63	2642.39
Interest	59.41	47.51	62.76	34.48	39.60
Gross Profit	1350.56	1646.44	2122.70	1916.15	2602.79
Depreciation	154.65	198.80	339.81	371.36	421.06
Profit Before Tax	1195.91	1447.64	1782.89	1544.79	2181.73
Tax	416.68	493.52	448.87	375.78	552.62
Deferred Tax	-5.45	17.77	-15.78	3.70	12.94
Reported Net Profit	784.68	936.35	1349.89	1165.31	1616.17
Extraordinary Items	12.65	7.11	8.52	0.36	0.70

Adjusted Net Profit	770.03	929.24	1341.37	1164.95	1615.47
Adjst. below Net Profit	-0.52	-1.27	-3.76	1.44	-3.20
P&L Balance brought forward	1277.31	2099.24	3061.62	4458.86	5631.23
Appropriations	-37.77	-27.30	-51.14	-8.50	0.0
P&L Balance carried down	2099.24	3061.62	4458.86	5631.23	7244.20
Earnings Per Share-Unit Current	12.75	15.0	20.84	17.99	24.95
Earnings Per Share(Adj)-Unit Current	12.57	15.0	20.84	17.99	24.95
Book Value-Unit Current	74.39	89.64	171.91	189.96	214.95

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A
PROJECT REPORT
ON
STUDY OF CONSUMER BEHAVIOUR ON RELIANCE MART

SUBMITTED BY:

PAVAN SIRVI (201020401028) DEEPALI THAKUR (201020401024)

DEEKSHITHA (201020401012)

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF THE DEGREE OF

BACHELORS OF COMMERCE

UNDER THE GUIDANCE OF MRS. PANNAGA VUTPALA

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE & PG COLLEGE

Uppal, Hyderabad – 500039.

AFFILIATED TO OSMANIA UNIVERSITY

STUDENT(s') DECLARATION

We hereby declare that the project entitled "STUDY OF CONSUMER BEHAVIOUR ON RELIANCE MART" was submitted in partial fulfillment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Pannaga Vutpala is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

PAVAN SIRVI (201020401028)

DEEPALI THAKUR (201020401024)

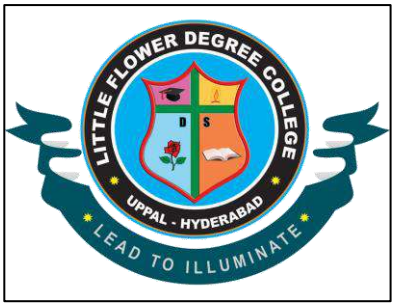
DEEKSHITHA (201020401012)

Date:

Place:

Department of Commerce

Little Flower Degree & PG College, Hyderabad



Certificate

This is to certify that the project on " STUDY OF CONSUMER BEHAVIOUR ON RELIANCE MART" being submitted by-

PAVAN SIRVI (201020401028)

DEEPALI THAKUR (201020401024)

DEEKSHITHA (201020401012)

In partial fulfilment of the requirement for the award of the Degree of Bachelors of Commerce is a bonafide record of the project work done by - Pannaga Vutpala, Department of Commerce, Little Flower Degree & PG College, Uppal, Hyderabad.

Mrs. PANNAGA VUTPALA
DEPARTMENT OF COMMERCE

Project Guide

EXTERNAL EXAMIER

ACKNOWLEDGEMENT

Through this acknowledgement I express my sincere gratitude towards all those in this project, which has been a learning experience.

This page would not be enough to extend my gratitude towards my project guide for her efforts in coordination with my work and guiding in right direction. A heartfelt regard to our Institution's Management Brother Vincent Reddy and Vice Principal Jayanthi Reddy for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledging those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all others who had been there to help me in this project.

CONTENTS

Chapter No	Name of the Concept	Page No.
1	**Introduction**	
	Abstract	
	Scope	
	Objectives	
2	**Review of Literature**	
3	**Hypothesis**	
4	**Company Profile**	
5	**Research Methodology**	
6	**Data Analysis and Interpretation**	
7	**Findings, Suggestion and Conclusion**	
8	**Bibliography**	
9	**Appendices - Sample Questionnaire**	

CHAPTER – 1

INTRODUCTION

INTRODUCTION

This project is all about RELIANCE MART, HYDERABAD's marketing approach. We will discuss the organizational structure of Reliance Mart as well as a quick overview of organized retail in India and HYDERABAD. The goal of this course was to gain practical experience working inside an organization in the field of marketing and to learn about important marketing management techniques. The language used in this report was kept simple, and the entire discussion was logical and had clear outlines. The project's main focus was on Reliance Mart's marketing approach in HYDERABAD.

The project report is divided into numerous sections, the first of which is an overview of Reliance Retail. In which there is a company profile as well as a quick introduction to Reliance Mart. The retail sector in India is the subject of the next section. This also addresses India's growing organized retail sector. The third section discusses Reliance Mart's marketing strategy. It contains information about their profit maximization approach, as well as how to keep and grow their customer base.

Now that we've gone through the CSR and done a SWOT analysis, we've arrived at the market plan mix. Finally, this project includes a conclusion and recommendations.

ABSTRACT

The purpose of this project is to develop a framework to explain and describe why the Reliance Industry is the best industry than the others in the prevailing society. The data gathered from this project is from the semi-structured interviews, questionnaires through the google forms are used to gather the information about the required data of this particular project. The purpose of this is to see how much and how many people rely on this industry and what are their opinions on their products. The purpose of us taking up this topic as our project is to see how this industry influences the people and in what way it is different from the other industries.

Being one of the biggest players in India, Reliance Limited [RIL] has a strong brand name which helps it to create an incredible image among the people. It's one of the most profitable industries in India. The largest traded industry by market capitalization and also as measured by the revenue of the industry.

Reliance is one of the strongest, powerful and reputed companies. Mukesh Ambani is the CEO [Chief Executive Officer], Chairman of this reputed industry. This industry is the combination of the companies such as: Reliance Retail, Reliance Trends, Reliance Fresh, Reliance Industrial Infrastructure Limited, Reliance Petroleum and many more.

The purpose of us taking up this topic as our project is to see how this industry influences the people and in what way it is different from the other industries.

Scope of Study

This project gave us great exposure to the customer's perception of the marketing strategies adopted by the Reliance mart. Because it includes the service offered by them. The study also identifies the attitudes and preference of the consumers. The study also focused on Media through which the product reaches the consumers this project helped us in knowing the market practically.

OBJECTIVES OF STUDY

- To study the promotional strategies of Reliance mart
- To study the challenges and future prospects of Reliance mart
- To study the different Brand offerings by Reliance mart
- To study the distribution strategies of Reliance mart

OPPORTUNITIES:

1. To survive in today's world globalization is important. Reliance mart has a wide opportunity to go more global to improve and expand its business.
2. They also have the opportunity to consider more overseas suppliers which will actually give them a cost advantage, rather than suppliers available on a local level.
3. They also have the opportunity to maximize the use of available technology to improve their functioning and to gain competitive advantage.

CHAPTER – 2

REVIEW OF LITERATURE

“Impact of shopping mall development on consumer behavior in township areas” (2014) by Lebo gang Mokgabudi. The objective of the study was to evaluate the impact of shopping mall developments on consumer behaviour in township areas. The Study also indicated that the choice of the preferred supermarket/shopping mall is not a rational decision based only on pricing but on a compromise of satisfying economic, social and psychological needs. The study entitled “Perceptions and realities of male shopping behaviour”, by CeleOtnes, Mary Ann Mc Growth (2014) In this study focus on men‟s shopping experiences in an depth manner and while shopping by men is on the rise perceptions of male shopping behaviour as well as ho men actually shop. We argue that men who shop have achieved gender role transcendence, and have found ways to satisfy an ethic of achievement in the marketplace. They describe three common types of male shopping behaviour “Grap and Go‟ „whine and white‟ fear and feminine Rupesh Kumar Tiwari and Anish Abraham (2013) in their article entitled “Understanding the consumer behaviour towards shopping malls”. Many developed and developing countries (like USA, Japan, Brazil, China etc) have already witnessed the noteworthy mall culture which has redefined “Retail”. The emergence of mall, as an important and significant destination for shopping, recreation and socialization has turned the face of the retail industry in India. This paper also investigates facilitate the mall developers and managers, marketers and operators. The study entitled (2013) “Atmospheric effects on shopping behaviour: A review of the experimental evidence”, by L.W.Turely, Ronald E.Milliman. In this study focuses on the research conducted over the years on the effects of facility based environmental cues or atmospherics on buyer behaviour. They review the pertinent literature by constructing a comprehensive TABLE of the empirical studies in this area that focuses on the various findings associated with these investigations. This summary indicates that atmospheric variables influence a wide variety of consumer evaluation and behaviours. Jaishankar Ganesh (2008) made a

study “Traditional malls Vs factory outlets comparing shopper’s typologies and implications for retail strategy”. In his study emerged as a key factor for four of the six shopper typologies examined in his study consumer demand for time saving and convenience has led to the movement toward one shop shopping formats for both factory outlets and traditional malls the accessibility and convenience of the mall from the home are considered. In this study seeks to fill this gap in our knowledge by means of an examination of shoppers at a traditional mall and a factory-outlet mall.

CHAPTER – 3

HYPOTHESIS

HYPOTHESIS

A Hypothesis is a tentative explanation or prediction about a phenomenon or relationship between variables that can be tested through empirical research. It is a statement that can be either true or false, but its validity can only be determined through scientific investigation.

Hypothesis are important in scientific research because they guide the development of experiments and studies that can either confirm or refute them. They help researchers to focus on specific aspects of a phenomenon and provide a framework of the collection and analysis of data.

There are mainly two types of Hypothesis:

- Null Hypothesis
- Alternative Hypothesis

Null Hypothesis: The Null Hypothesis is a statement that there is no significant difference between two measured phenomena or populations. It is typically denoted as “H0”. The null hypothesis assumes that any observed difference between the groups is due to chance or random variation, rather than underlying difference between the group themselves.

Alternative Hypothesis: An Alternative Hypothesis (also known as research hypothesis) is a statement that proposes that there is a significant difference between two or more variables or sets of data. It is typically used in hypothesis testing, where the null hypothesis is first assumed to be true, and there is enough evidence to reject the null hypothesis.

STATEMENTS OF HYPOTHESIS

- **Null Hypothesis:** Problems faced by the UPI users on making UPI Payments due to network issues faced with to the speed of the internet.

If the problems faced by the UPI users while making the payments is due to the speed of the internet connection then we can refer this to as the null hypothesis.

- **Alternative Hypothesis:** Problems faced by UPI users on making UPI payments due to good and better speeds of Internet Connection.

If the problems faced by the UPI users while making the UPI payments with a good internet connection and better speeds then we can refer to this as the Alternative Hypothesis

CHAPTER – 4

COMPANY PROFILE

COMPANY PROFILE

Reliance Retail is an Indian retail company and a subsidiary of Reliance Industries. Founded in 2006, it is the largest retailer in India in terms of revenue. Its retail outlets offer foods, groceries, apparel, footwear, toys, home improvement products, electronic goods, and farm implements and inputs. Apart from physical outlets, the company also sells products on its e-commerce channels. It has 280,000 employees at 16,700 store locations.

History

In September 2020, it was announced that American investment firm Silver Lake has bought 1.75% stake in Reliance Retail for ₹7,500 crore (US$940 million) valuing the business at ₹4.28 trillion (US$54 billion). On 23 September, it was announced that KKR has bought 1.28% stake for ₹5,500 crore valuing the venture at ₹4.28 trillion or $58 billion.

In October 2020, Singapore's GIC bought a 1.22% stake for $752 million, while TPG acquired a 0.41% stake for $250 million giving Reliance Retail a pre-money valuation of $58.5 billion.

In 2022, Reliance Retail launched fashion stores under Azorte brand, under which it retails footwear, fashion accessories, home and beauty products.

In March 2023, Reliance Consumer Products (RCPL), the fast-moving consumer goods arm and subsidiary of Reliance Retail Ventures (RRVL) announced the relaunch of the iconic brand, Campa Cola.

Financials

Reliance Retail had a turnover of ₹337 billion in the financial year 2016–17. Reliance Retail announced revenues of ₹450 billion for the nine months ended December 2017 for financial year 2017–18, showing over a 90% jump from the corresponding previous period. The company also reported a profit of ₹7 billion for the period.

Acquisitions and Partnerships

On 29 August 2020, Reliance Retail announced that it is acquiring the retail, wholesale, logistics and warehousing business from the Future Group for ₹24,713 crore (US$3.1 billion) adding 15 lakh square meters of retail space to the company.

On 15 November 2020, Reliance Retail announced that it had acquired a majority ownership of the furniture and decorating company Urban Ladder.

On 7 October 2021, the company announced its partnership with 7-Eleven to open its stores in India. The announcement came a day after Future Group announced the end of its partnership with 7-Eleven, citing the inability to meet the target of opening stores and payment of franchisee fees. The first 7-Eleven in India opened in Mumbai.

October 2021: - Acquired Milkbasket

On 6 January 2022, Reliance Retail invested $200 million in Dunzo for 25.8% stake.

In 2022, Campa Cola was acquired by Reliance Industries for ₹22 crores. Reliance Retail Ventures, the retail arm of the Reliance group launched three variants of the drinks (cola, orange and lemon) at some select stores.

Product and Services

Private label products

Although Reliance Retail's grocery businesses primarily markets products of third party FMCG players, they also sell inhouse brands including: Best Farms, Good Life, Enzo, Mopz, Expelz and Home One.

CHAPTER – 5

RESEARCH METHODOLOGY

Research Methodology

Research Methodology is a way to systematically solve the research problem. When we talk about research methodology, we not only talk of research methods but also consider the logic behind the method we use in the context of our research results are capable of being evaluated either by the researcher himself or by others.

The purpose of this section is to describe the methodology carried out to complete the work. The methodology plays a dominant role in any research work. The effectiveness of any research work depends upon the correctness and effectiveness of the research methodology.

This section deals with research design used, data collection, methods used and sampling methods used.

Research design

A research design specifies the methods and procedures for conducting particular research.

According to Ker linger "Research design is a plan, structure and strategy of investigation conceived so as to obtain answers to research questions and have to control variance."

Our research designs

We have chosen descriptive research design for our study because we have been provided with the project about the marketing strategies adopted by Reliance Mart.

To accomplish the predefined objectives of the research, descriptive research design is used to collect the required information from the sources. It's a fact-finding approach generalizing a cross sectional study of the present situation.

Designing the questionnaire

Structured questionnaires and observation methods have been used to conduct the research.

Sampling method

Specific sampling method was used to collect the data from the respondents because sample size is large. Customers & employees of Reliance Mart were selected for the survey.

LIMITATIONS OF THE STUDY

Although it would have been nice to conduct a perfect research study, this study is conducted under certain limitations, which were faced while doing this research. So, it is highly recommended to consider these limitations while going through the project study.

These limitations are as follows

1.LIMITATION OF DATA

The statistical data regarding the city was not available to us on secondary source of data and to generate such data on the primary source was a task, which cannot be achieved in such a short time.

2.LIMITATION OF TIME

The limitation of time was another constraint in the study as the study had to be conducted in a few days therefore many aspects have been left unexplored. Research period is not just much enough to know fully about the strategies & consumers perception

3.INHIBITIONS OF THE RESPONDENTS

The respondents did not reply to the question with precision as they were busy with their own work or they were not interested in taking part in such a research. Employees sometimes hesitate while telling their view about their marketing strategies.

4.RESEARCH HAS BEEN CONDUCTED IN A LIMITED AREA

The research has been conducted for the reliance mart(Maru Tower, Kanke Road) but not all their retail outlets have been covered therefore it has been mentioned that the research has been conducted in a limited area.

5.THE SAMPLE SIZE IS LARGE

The sample size taken of the respondents is large therefore a very rough picture of their marketing strategies has been generated therefore this limitation has to be considered in the study.

These limitations were very common and yet we came across these with a positive note and the subsequent chapters in this report shall explain the rationality behind the structural compilation.

Strengths:

1. High quality,
2. latest in-style products,
3. international shopping experience
4. value for money pricing
5. loyal following

Weakness:

1. Needs to expand faster to maintain market share
2. Size of the stores should be increased to stock more products.
3. Targets the middle-class segment. Higher class customers do not prefer the west side.

Threats:

1. If the unorganized retailers are put together, they are parallel to a large supermarket with no or little overheads, high degree of flexibility in merchandise, display, prices and turnover.
    a. Shopping Culture: Shopping culture has not developed in India as yet. Even now malls are just a place to hang around with family and friends and largely confined to Window-shopping.
    b. Cultural Variation leads to variation in merchandise in India at different geographical locations.
    c. Competition from future groups and various other retail stores which are growing rapidly.

INDIAN CONSUMERISM

The lifestyle and profile of the Indian consumer is going through a rapid transformation. The population of India is young, energetic and

full of enthusiasm. 50% of the Indian population is under the age of 25. There has been a transition from price consideration to quality and design, as the focus of the customer has changed. The upper and middle- class population of today needs a good experience even if they have to spend a little more for that. People are moving towards luxury and want to experiment with fashion and technology. There is an increasing need for better apparels, cars, mobile phones and consumer durables.

The food & grocery, clothing, consumer durables and books & music sectors are the major retail sectors. However, unorganized small outlets largely control the sector. Hence there is tremendous potential for the

organized sector in various formats, such as hypermarkets, supermarts, speciality stores and etc

RETAIL INDUSTRY IN INDIA.

India's retail sector is one of the country's economic foundations, accounting for 14 to 15% of GDP. The Indian retail market is projected to be around US$450 billion, making it one of the world's top five in

terms of economic value. With 1.2 billion inhabitants, India is one of the world's fastest expanding retail markets.

The retail industry in India is primarily made up of small stores run by their owners. Larger format convenience stores and supermarkets accounted for about 4% of the business in 2010, and they were exclusively found in major cities. Around 40 million Indians work in the retail and logistics industry in India (3.3 percent of the Indian population).

In November 2011, India's central government announced retail reforms for both multi-brand stores and single-brand stores. These market reforms allowed multi-brand merchants like Wal-Mart, Carrefour, and Tesco, as well as single-brand giants like IKEA, Nike, and Apple, to innovate and compete in the retail sector. The news triggered widespread protests, both in support and opposition to the revisions. Under pressure from the opposition, the Indian government put the retail changes on hold in December 2011 until a compromise could be reached.

India adopted single-brand store reforms in January 2012, allowing anyone from anywhere in the world to innovate in the Indian retail industry with 100 percent ownership, but with the condition that the single-brand retailer obtains 30 percent of its items from India. The Indian government continues to oppose multi-brand retail reforms. IKEA said in June 2012 that it had asked for authorization to invest $1.9 billion and open 25 retail outlets in India. According to Fitch, the 30% threshold is likely to delay, if not prevent, most single-brand majors from Europe, the United States, and Japan from opening stores and creating jobs in India.

On September 14, 2012, the Indian government announced the introduction of FDI in multi-brand retail, subject to state clearance.

Economists and markets have applauded the decision, but it has thrown India's delicate governance structure into disarray. The Indian government continues to oppose multi-brand retail reforms. IKEA said in June 2012 that it had asked for authorization to invest $1.9 billion and open 25 retail outlets in India. According to Fitch, the 30% threshold is likely to delay, if not prevent, most single-brand majors from Europe, the United States, and Japan from opening stores and creating jobs in India.

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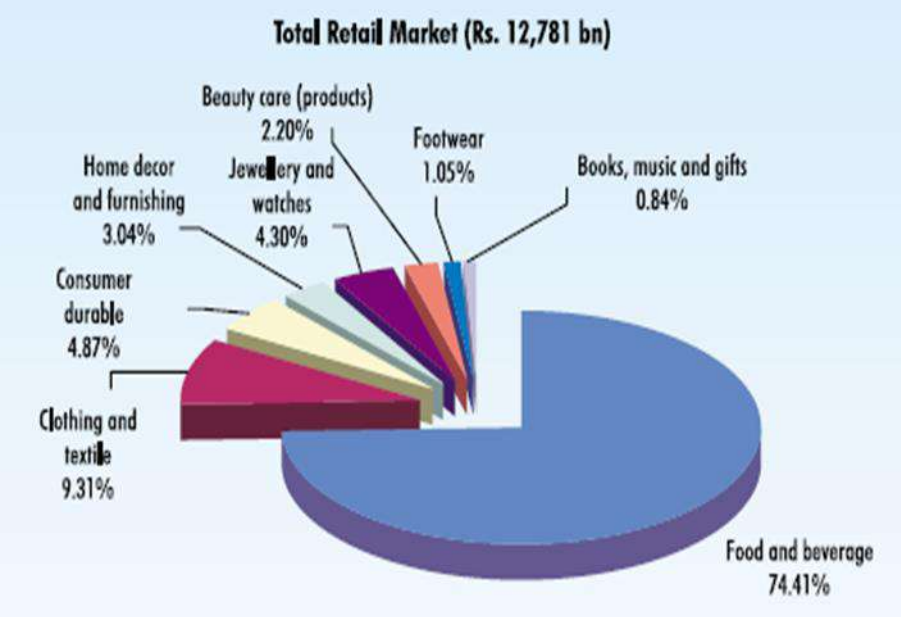


From 2006 to 2016, this graph depicts the expansion of India's retail business. When reliance first entered organized retail, there were only a few corporate-backed retail behemoths such as BATA. After reliance entered the market in 2006, other firms such as Big Bazar, Vishal Mega-Mart, and Subhiksha emerged.

The contribution of the retail industry to Indian GDP is 28% approx.

DIVISION OF RETAILERS IN INDIA

The retail sector in India can be divided into two major categories:

1. Organized (HYPERMARKETS).
2. Unorganized.

HYPERMARKETS

- Department Stores Specialty Chains
- Company Owned Company Operated

UNORGANIZED

- Kiranas: Traditional Mom and Pop Stores
- Kiosks
- Street Markets
- Exclusive /Multiple Brand Outlets

Marketing Strategies of RELIANCE MART.

RELIANCE RETAIL LTD has launched its much-awaited hypermarket format (which also happens to be India's largest hypermarket) called " Reliance Mart" at Iscon Mall, SG Highway, Ahmadabad on August 15. After the successful launch of the supermarket format "Reliance Fresh" and the consumer electronics concept mega store "Reliance Digital", the hypermarket is the third retail format launched by Reliance Retail.

Reliance Mart, which spans 165,000 square feet of retail space, will provide shoppers with a never-before-seen shopping experience. The hypermarket will offer approximately 95,000 products to suit the needs of the entire family. Shoppers will have access to a diverse range of products in every area, including fresh produce, food and grocery, home care products, clothes and accessories, non-food FMCG products, consumer durables and IT, vehicle accessories, lifestyle products, footwear, and much more.

"Organized retail has the potential to ignite socio-economic transformation on an unprecedented scale in our nation and would bring significant spin-off benefits to the Indian economy and its many elements," stated Shri. Mukesh Ambani, Chairman and Managing Director, Reliance Industries Ltd.

"The introduction of Reliance Mart is another step by Reliance Retail toward offering all of our consumers with a worldwide shopping

experience at unbeatable affordability, guaranteed quality, and a wide range of items and services." Reliance Mart is a significant step forward in our efforts to usher in a retail revolution in India." Shri Ambani went on to say.

Tailoring, shoe repair, watch repair, photoshop, gift services, and laundry services are just a few of the unique services offered by Reliance Mart to its customers. The store also has its fresh bakery, which serves "hot, off-the-oven" bread and bread goods all day, as well as local savories, an ice-cream train for the kids, a chakki, ready-made batter, loose tea, and pickles for the housewives. As part of its lifestyle area, Reliance Mart will sell fine and fashion jewelry.

Introduction to Retailing sector

India's retail sector can be divided into two categories. There are two types of retailing: casual and formal. Small retailers make up the informal retailing sector. The tax laws are extremely difficult to implement in this industry. There is a lot of tax dodging going on. Regulating labor rules in this industry is very difficult. In terms of the formal retailing sector, it is dominated by huge retailers. In this industry, strict tax and labor restrictions are enforced.

The retail business can be classified into two categories based on store formats: contemporary format retailers and traditional format retailers. Supermarkets, hypermarkets, department shops, specialty chains, and company-owned and operated retail locations are examples of modern format retailers.

Kirana's, Kiosks, Street Markets, and numerous brand outlets are examples of traditional format retailers. The retail industry can also be classified into two categories: organized and unorganized. In India, the organized retail sector accounts for around 3% of the total retail business.

Size and contribution of the retail industry in India

The Indian retail industry is worth $300 billion in terms of value. With an employment rate of roughly 8%, India's retail industry is the country's largest. It contributes about 10% of the Gross Domestic Product, which is the highest among all Indian industries. The retail industry has also contributed about 8% of the country's employment. By 2010, the organized retail sector is predicted to have tripled in size. In the same time speriodfood and grocery retail industry is predicted to grow fivefold. The necessity for lumpy investments that cannot meet up to their break-even points is a fundamental cause for the Indian retail sector's limited participation. The government policies are being revised from time to time to attract investment in this sector.

The Indian Retail Industry — The Sky is the limit

India is ranked fifth in the retail development index. It is the second-largest economy in Asia, after China. The Indian retail market is the fastest growing of all worldwide markets. This is due to the lack of entry-level restrictions. As a result, huge multinational corporations can benefit from economies of scale by joining India's green retail fields. There are numerous reasons why India's retail industry can achieve its pinnacle.

To begin with, India's organized retail industry contributes very little to the country's overall retail sector. As a result, given the rising disposable income of the next generation, there is plenty of room for new players to succeed. Second, not only have earnings increased, but customer preferences have also changed dramatically. These features have aided the entry of overseas retailers of fashion, accessories, and electrical goods, among other things. Large shopping complexes have already proliferated in major cities. The Indian retail market still has a lot of untapped potential.

Retailing In India: The Present Scenario

The present value of the Indian retail market is estimated by the India Retail Report to be around Rs. 12, 00,000 crore ($270 billion) and the annual growth rate is 5.7 percent. Retail market for food and grocery with a worth of Rs. 7, 43,900 crore is the largest of the different types of retail industries present in India. Furthermore around 15 million retail outlets help India win the crown of having the highest retail outlet density in the world. The contribution of retail sector to GDP has been manifested below:

Country	Retail Sector's share in GDP (in %)
India	**10**
USA	10
China	8
Brazil	6

As can be clearly seen, retailing in India is superior to those of its contenders. Retail sector is a sunrise industry in India and the prospect for growth is simply huge. There are many factors that have stimulated the rise of the shopping centres and multiplex-malls in a jiffy. Some of them can be listed as follows:

- **Rise in the purchasing power of Indians**- The rise in the per capita income in the last few years has been magnificent. This has led to the generation of insatiable wants of the upper and middle

class. The demand of new as well as second hand durables has risen throughout the country thus providing the incentive for taking up retailing.

- **Use of credit-** A typical Indian is most conversant with using credit cards than carrying money. These have led to a shift of the consumer base towards supermarkets and make the payments in the form of credit.

Retail sectors in neighbouring countries:

- ***China*** - The total sales from retail market in China reached US$755 billion in 2005. However organized retailing in China accounts for only 20% of it. The fragmentation of China's retail market is so high that top 100 retailers make up for only 10.5% of the total market. The registered sales of department stores grew by 25.7% and that of convenience stores grew by 36.5% in 2005.
- ***Japan*** – The total annual sales for the Japanese retail industry for 2003 amounted to JPY 133,273 billion. Japan had 1.2 million retail establishments in June 2004 and there were 42,738 specialty superstores. Between 2002 and 2004 annual sales per store increased by 3.8%. The growth was mainly driven by the grocery superstores.

Retail Distribution in India

The distribution sector bridges the gap between the producer and consumer and thus forms a crucial link. Distribution of retail in India has multiple dimensions. Its uniformity is difficult to decide and easy to argue. Distribution in any sector is usually measured by the reach of its products to people. But in case of the retail sector in India it also implies the dispersion among the organized and unorganized spheres.

Propagation of the retail sector

The expansion of the retailing in India has been magnificent especially after the advent of liberalization and the abolition of licensing. The GRDI Score as calculated by A.T. Kearney is a weighted average of market attractiveness, market saturation, country risk and time pressure. According to IMF, India has APC of more than 60% while the corresponding figure for Japan is 57% and China is 39%. Indians tend to exhaust 40% of their consumer spending on groceries. These figures are intensified by the fact that Indians have special preference for lifes tyle products.

Availability of Retail Stores

Country	Number of stores per 1,000 people
India	22
Japan	10
USA	38

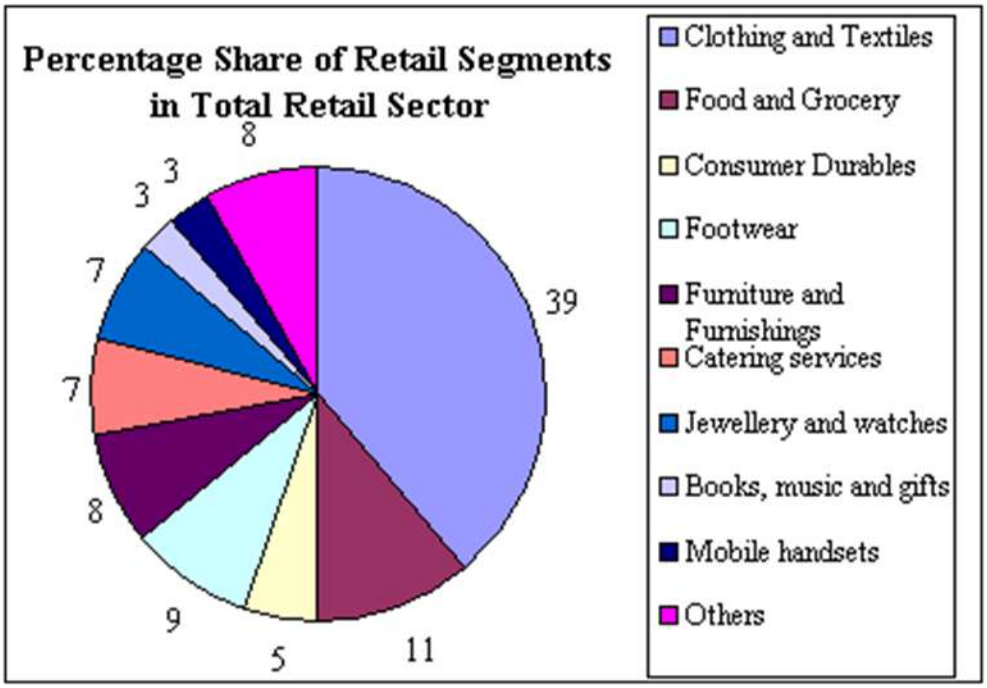
The above table reinforces our view that India has done a great job in retailing. One noteworthy point here is that Japan in spite of being one of the most densely populated countries has fared poorly than India.

The above chart clearly depicts the condition of India's organized retail. A forecast of 40% annual growth in the organized retail sector seems sound. The number of shopping malls in India has grown from 1 in 2001 to 100 in 2005. Studies have further showed that non-urban areas account for only about 15% of organized retailing So it is high time that the retail industries pay importance to diversification and reach out to non-urban markets. If they remain confined to the metropolis then they will soon hit a ceiling and will be able to grow no more.

COMPONENTS OF RETAIL SECTOR

The major components of the retail sector are:

Food and Grocery, Fast Moving Consumer Goods (FMCGs), Consumer Durables, Apparel, Footwear, Leather, Watches, Jewellery, Health and Beauty.



According, to the survey conducted by KPMG for Federation of Indian Chamber of Commerce and Industry (FICCI), among these, the food and grocery is expected to witness the fastest growth followed by clothing as the second-fastest growing segment.

The anatomy of the retail market has shown that the clothing and textiles constitutes 39 per cent of the organised retail pie, followed by food and grocery, which accounts for 11 percent of the total retail market.

MARKETING STRATEGIES

Marketing strategy is a method of focusing an organization's energies and resources on a course of action which can lead to increased sales and dominance of a targeted market niche. A marketing strategy combines product development, promotion, distribution, pricing, relationship management and other elements; identifies the firm's marketing goals, and explains how they will be achieved, ideally within a stated timeframe. It is most effective when it is an integral component defining how the organization will successfully engage customers, prospects, and competitors in the market.

TYPES OF STRATEGIES

Marketing strategies may differ depending on the unique situation of the individual business. A brief description of some common categorizing schemes presented below:

- **Strategies based on market dominance** - In this scheme, firms are classified based on their market share or dominance of an industry. There are four types of market dominance strategies:

1. Leader
2. Challenger
3. Follower
4. Nicher

- **Porter generic strategies** - Strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm’s

sustainable competitive advantage. It comprises two alternatives each with two alternative scopes:

1. Product Differentiation
2. Market Segmentation

- **Innovation strategies** - It deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types:

1. Pioneers
2. Late Followers
3. Close Followers

- **Growth strategies** - In this scheme we ask the question, “How should the firm grow?” There are a number of different ways of answering that question, but the most common gives four answers:
    1. Horizontal integration
    2. Vertical integration
    3. Diversification
    4. Intensification

Marketing Strategies of RELIANCE MART

After the successful launch of the supermarket format" Reliance Fresh" and the consumer electronics concept megastore "Reliance Digital", the hypermarket is the third retail format launched by Reliance Retail.

Spread across 1,65,000 square feet of shopping area, Reliance Mart will provide the shoppers a never-before-experienced shopping delight. The hypermarket will carry a range of over 95,000 products catering to the entire family. Shoppers will have the option to choose from a wide array of products in every category ranging from fresh produce, food & grocery, home care products, apparel and accessories, non-food FMCG products, consumer durables and IT, automotive accessories, lifestyle products, footwear and much more.

Accordingly, Shri. MukeshAmbani, Chairman and Managing Director, Reliance Industries Ltd, said: "Organized retail has the potential to trigger socio-economic transformation on an unprecedented scale in our country and will bring about enormous spin-off benefits to the Indian economy and its various constituents''. Reliance Mart, with 61 check-out counters has for the first time in India introduced the Mobile POS system for faster checkouts. This is aimed at reducing customer wait-time. The store planning, atmospherics and layout has been designed specifically to provide "a complete solution" to the customer. Reliance Mart will

remain open from 10:00 a.m. to 10:00 p.m., seven days a week. The store has over 400 highly skilled and trained customer sales representatives. Reliance Mart will continue to offer all its customers Reliance One, a common membership and loyalty program across all its formats, which follows the philosophy of 'Earn Anywhere, Spend Anywhere'. Reliance Mart will also provide easy and attractive finance options, including 0% financing for your purchases on select products. Reliance Retail plans to have a pan-India presence by opening over 30 Reliance Mart hypermarkets this year and over 500 by the end of 2010.

Services Offered

It offers some unique services to the shoppers like tailoring, shoe repair, watch repair, a photo shop, gifting services and laundry services all within the store under one roof and also it has its own bakery shop.

Reliance Mart will also provide easy and attractive finance options, including zero percent financing for the purchases on select products. Reliance Mart will continue to offer all its customers Reliance One, a common membership and loyalty programme across all its formats, which follows the philosophy of 'Earn Anywhere, Spend Anywhere'.

Sample size

The data were collected from:

- Ø 50 customers
- Ø 50 employees

Data collection:

There are two major methods of data collection:

- Ø Primary data
- Ø Secondary data

In my research study I have used both primary as well as secondary data collection methods. For primary data observation method is used, and for secondary data the sources used are books, journals, magazines and Internet.

CHAPTER – 6

DATA ANALYSIS AND INTERPRETATION

DATA COLLECTION SOURCES

PRIMARY SOURCE:-

Primary data collection is used when there is a need for collecting first hand data. In such cases, no adequate and usable data is available to the researcher.The following data have been collected by using following primary sources.

1. QUESTIONNAIRE
2. COLLECTION OF DATA DIRECTLY FROM THE EMPLOYEES
3. OBSERVATION
4. INTERVIEW
    (1) TELEPHONE INTERVIEW
    (2) GROUP INTERVIEW

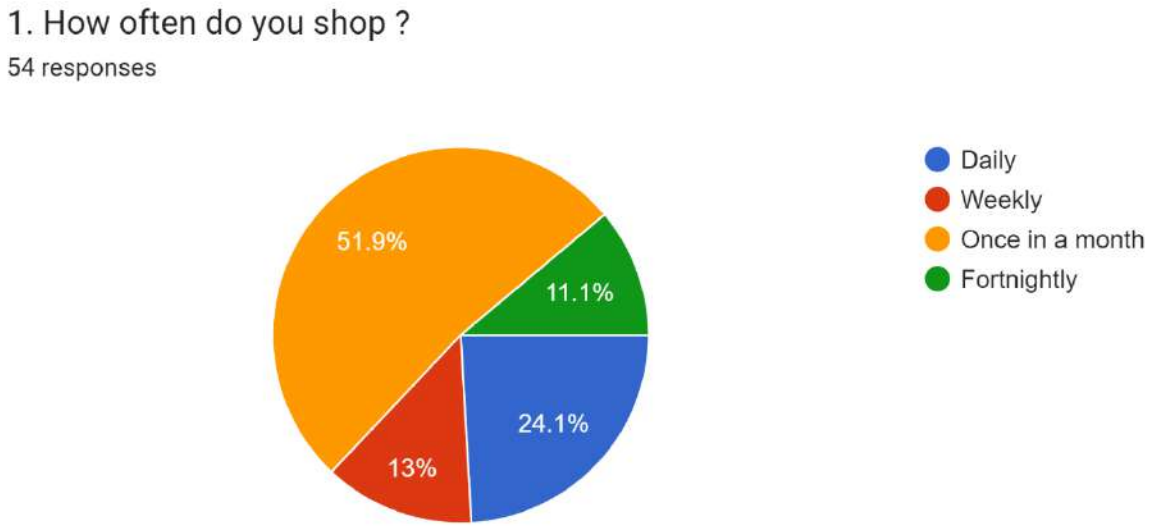
SECONDARY SOURCES: -

Secondary data collection is used where adequate and usable data is available to researchers. Primary data collection by one person may become secondary data for another. The following secondary sources have been used in collecting information about the project.

1. MAGAZINES
2. NEWSPAPERS
3. WEBSITES

SURVEY

Table 6.1.1			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Daily	13	24.1%
2	Weekly	7	13%
3	Fortnightly	28	51.9%
4	Once in a month	6	11.1%
5			
Total		54	100%

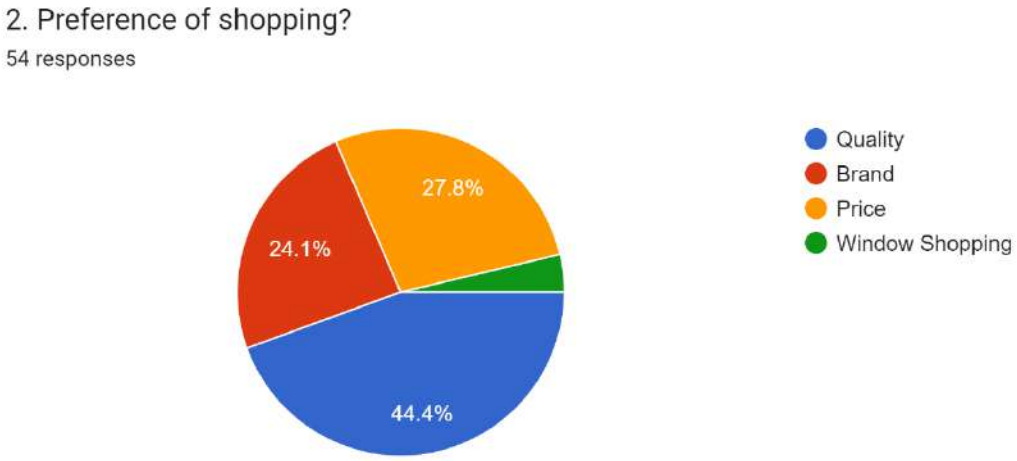


Interpretation

The above pie chart depicts that out of 54 responses from the respondents, 51.9% of the

people shop once in a month, 24.1% people weekly, 13% people daily and 11.1% shop fortnightly.

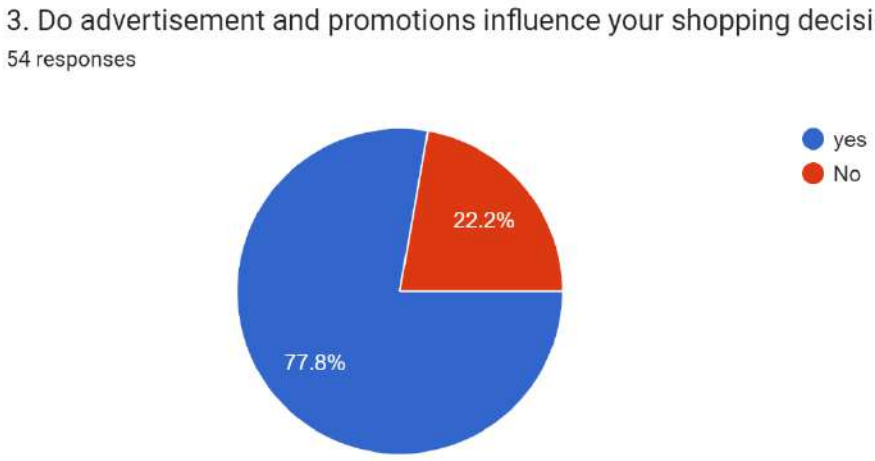
Table 6.1.2			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Quality	24	44.4%
2	Brand	13	24.1%
3	Price	15	27.8%
4	Window shopping	2	3.7%
5			
Total		54	100%



Interpretation

From the above pie chart, 44.4% people prefer to buy the products based on their quality, 27.8% based one the brand of the product, 24.1% based on the price of the product and 3.7% rely on one stop shop to purchase the products.

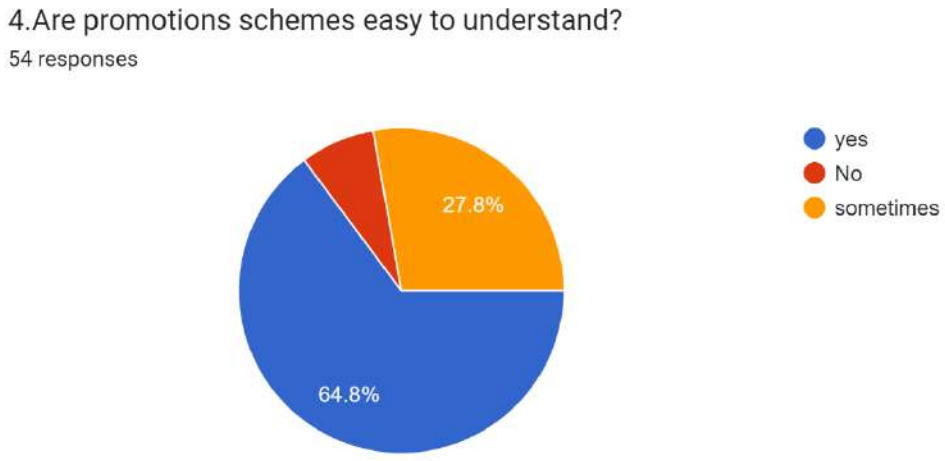
Table 6.1.3			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Yes	42	77.8%
2	No	12	22.2%
3			
4			
5			
Total		54	100%



Interpretation

Advertising, promotions play the most critical role in making people decide whether to buy the product or not. And 77.8% of the respondents say that the advertising and the promotion of the product influences them to buy the product and take the decisions according to the advertising or the promotion of that particular product. But 22.2% say that neither advertising nor promotion or both can influence them from buying the product.

Table 6.1.4			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	yes	35	64.8%
2	no	4	7.4%
3	sometimes	15	27.8%
4			
5			
Total		54	100%

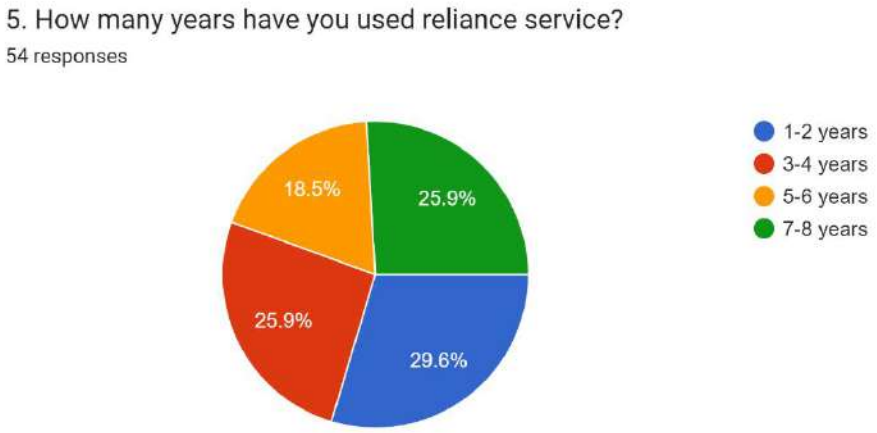


Interpretation

The above pie chart describes the responses of the respondents on the understanding of the promotion

schemes. And out of this we conclude that 64.8% of people say that promotion schemes are easy to understand sometimes, 27.8% say that they are easy to understand and 7.4% say that it is not.

Table 6.1.5			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	1-2years	16	29.6%
2	3-4years	14	25.9%
3	5-6years	10	18.5%
4	7-8years	14	25.9%
5			
Total		54	100%



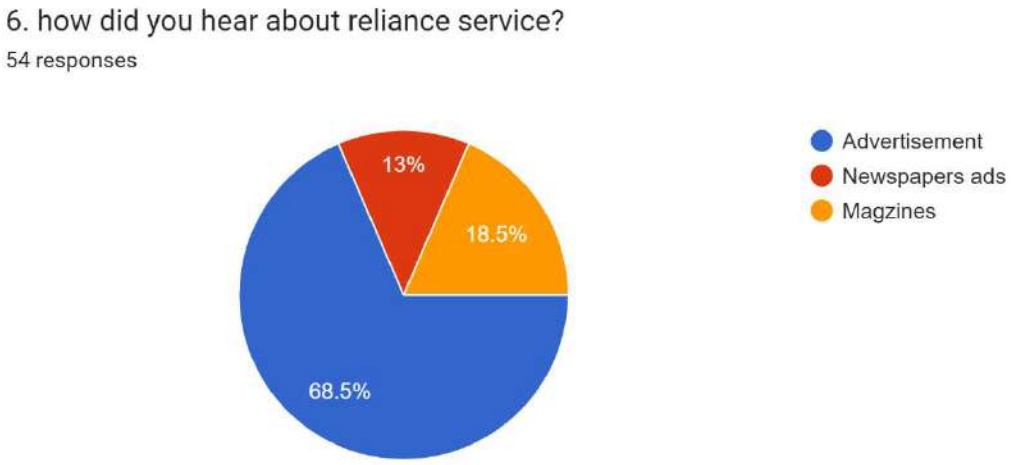
Interpretation

Among all of the respondents for the above question, 29.6% of the respondents used Reliance for about 1-2 years. 25.9% for about 3-4 years, 18.5% for 5-6 years and 25.9% have used the Reliance services for about 7+ years.

Reliance is one of the top industries. RIL is a fortune 500 company and the largest private sector corporation

And the above pie chart depicts the same.

Table 6.1.6			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Advertisments	37	68.5%
2	Newspaper ads	7	13%
3	Magzines	10	18.5%
4			
5			
Total		54	100%



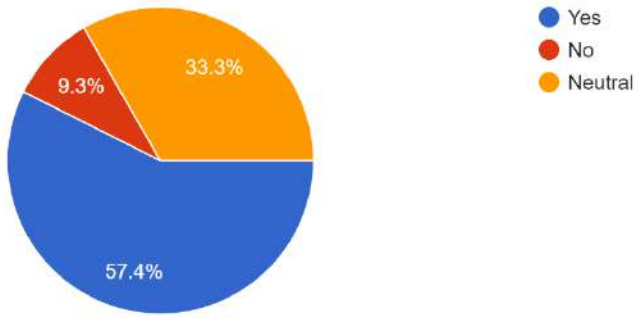
Interpretation

The prices of the products differ from one another even though it is the same product from one place to the other i.e.., maybe from one store to another store or any. And about 68.5% of the respondents say that there is no difference found for them in the price of the product and believe that they are neutral. 18.5% say that the Reliance price is lower than the market price and 13% say that they don't believe that the product of Reliance is lower than the market price.

Table 6.1.7			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	yes	21	57.4%
2	no	5	9.3%
3	neutral	18	33.3%
4			
5			
Total		54	100%

7. Is the reliance price lower than market price?

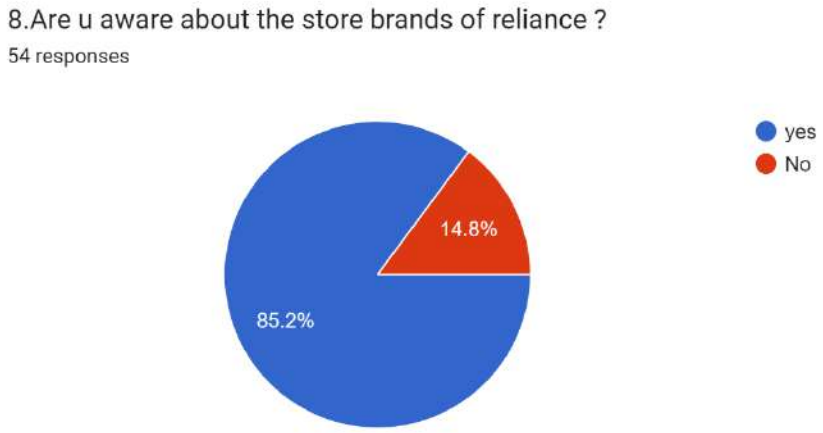
54 responses



Interpretation

There are different store brands of the Reliance Industry that are the different companies under Industry. And the pie chart above depicts that out of 100% of the respondents 57.4% of the respondents are aware of the different store brands under this.33.3% of them are unaware of the fact about the store brands of the Reliance.

Table 6.1.8			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	yes	46	85.2%
2	no	8	14.8%
3			
4			
5			
Total		54	100%



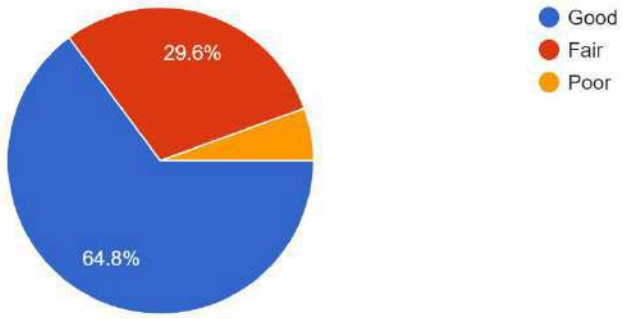
Interpretation

About 54% of the respondents are most likely to recommend Reliance to their friends. 85.2% feel that Reliance acts fair in providing their services to its customers. And about 14.8% say they wouldn't recommend the Reliance services to their friends.

Table 6.1.9			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	good	35	64.8%
2	fair	16	29.6%
3	poor	3	5.6%
4			
5			
Total		54	100%

9.How likely are u to recommend reliance to your friends?

54 responses



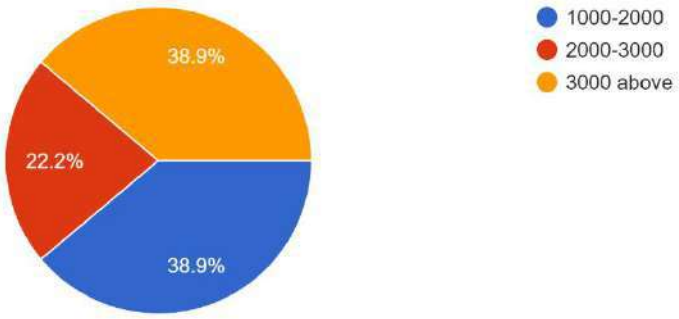
Interpretation

Among all of the respondents, 54% of them have spent on the products of Reliance. 64,8% have spent, 29.6% and 5.6% of them have spent around and above of the amount on the products of the Reliance.

Table 6.1.10			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	1000-2000	21	38.9%
2	2000-3000	12	22.2%
3	3000 above	21	38.9%
4			
5			
Total		54	100%

10. What is your expenditure reliance?

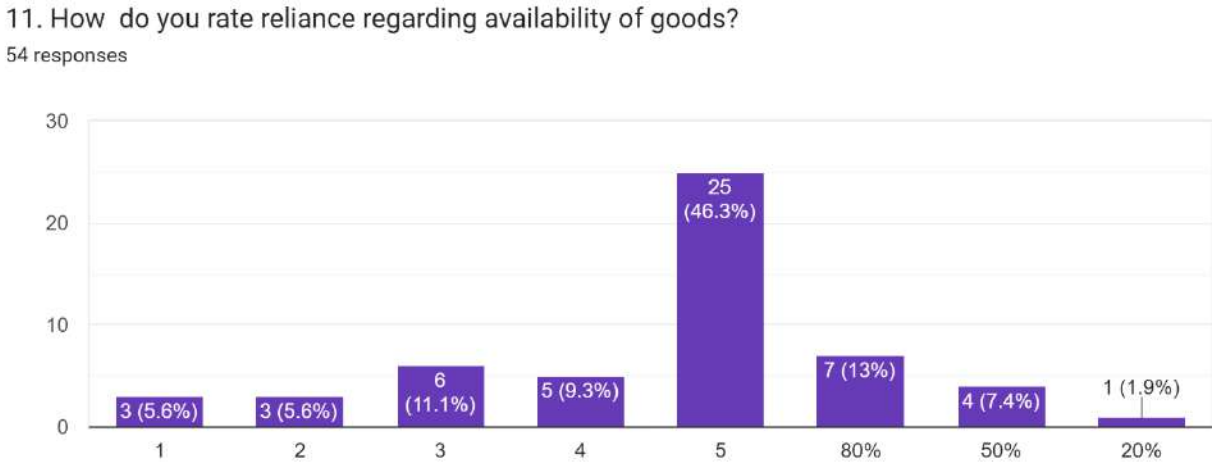
54 responses



Interpretation

About 54 of the respondents with the services or the products of Reliance of the respondents say that they are satisfied at the second level out of 1-5 levels of the satisfaction scale rate. 38.9% is 3000 above. are likely at the third level. 38.9% at the fourth level and 22.2% of the respondents are highly satisfied with the products or the services of Reliance.

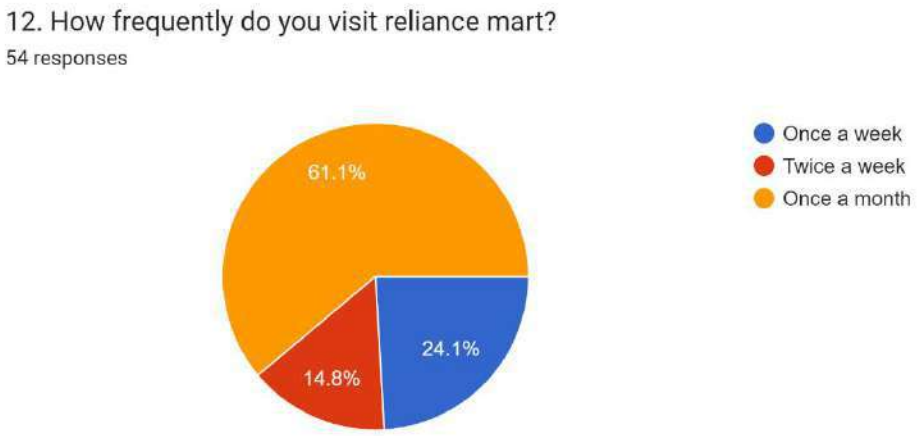
Table 6.1.11			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	1	3	5.6%
2	2	3	5.6%
3	3	6	11.1%
4	4	5	46.3%
5	5	25	11.5%
Total		54	100%



Interpretation

Above the graph it represents the avalabilty of the goods of 54 responses in which no of percentages shows 46.3% of the 5 reponses has the main out of the 54 also the 11.5 % of 25 responses of the reliance custumer where from 1 to 5 are of less percent shows in it all the rates are below 50% of the goods for the custumer.

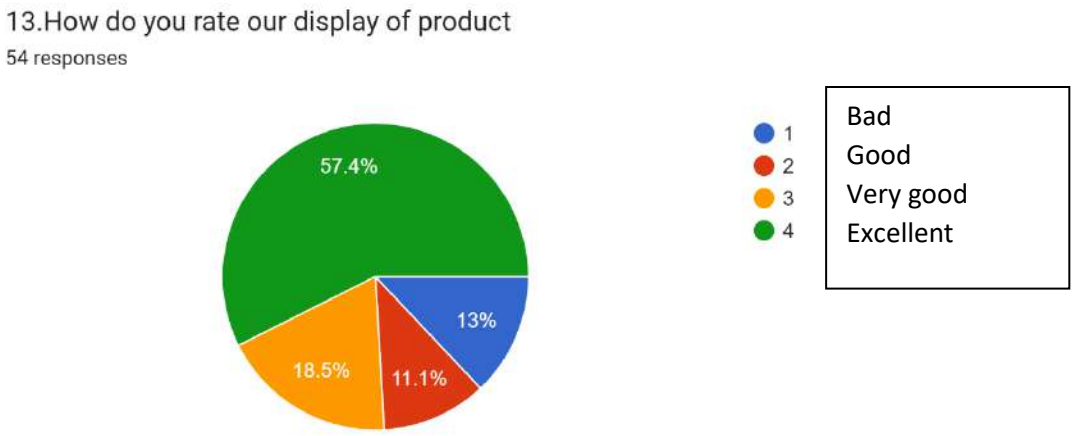
Table 6.1.12			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Once a week	33	24.1%
2	Twice a week	8	14.8%
3	Once a month	13	61.1%
4			
5			
Total		54	100%



interpretation

About 14.8% of the respondents are not satisfied with the services or the products of Reliance. 24.1% of the respondents say that they are satisfied at the second level out of 1-5 levels of the satisfaction scale rate. 61.1% are once a month at the third level. 24.1% once a week and 26.4% of the respondents are twice a week with the products or the services of Reliance.

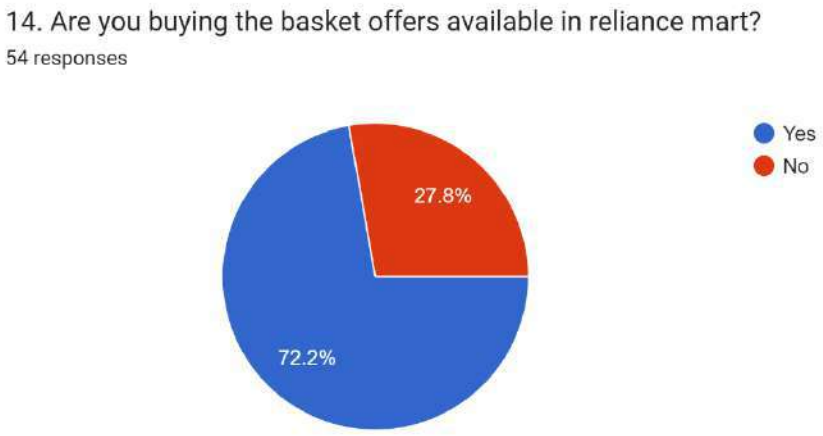
Table 6.1.13			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	1	7	13%
2	2	6	11.1%
3	3	10	18.5%
4	4	31	57.4%
5			
Total		54	100%



Interpretation

Above the pie chart it represents that there is very less in bad situation is 13 % and the good is 11.1% where the very good is 18.5% because the responses is high in the excellent is 57.4% in the rate of display of the goods.

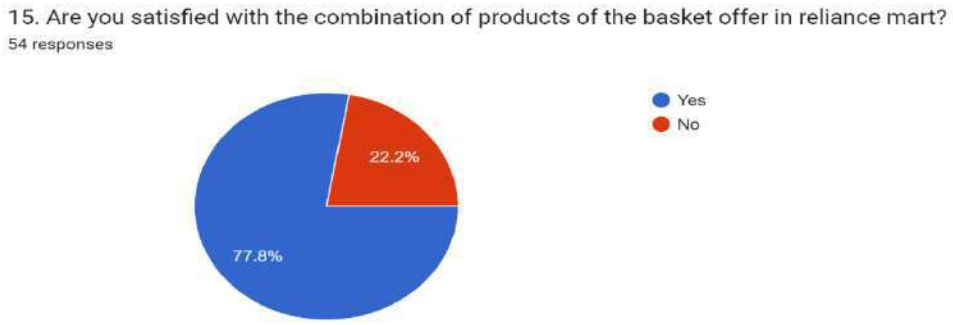
Table 6.1.14			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Yes	39	72.2%
2	no	15	27.8%
3			
4			
5			
Total		54	100%



Interpretation

In the above pie chart represents buying the baskets offers available in the reliance market where the major of the customer has voted for yes in72.2% and no is 27.8% which is less for the reliance mart of 100% .

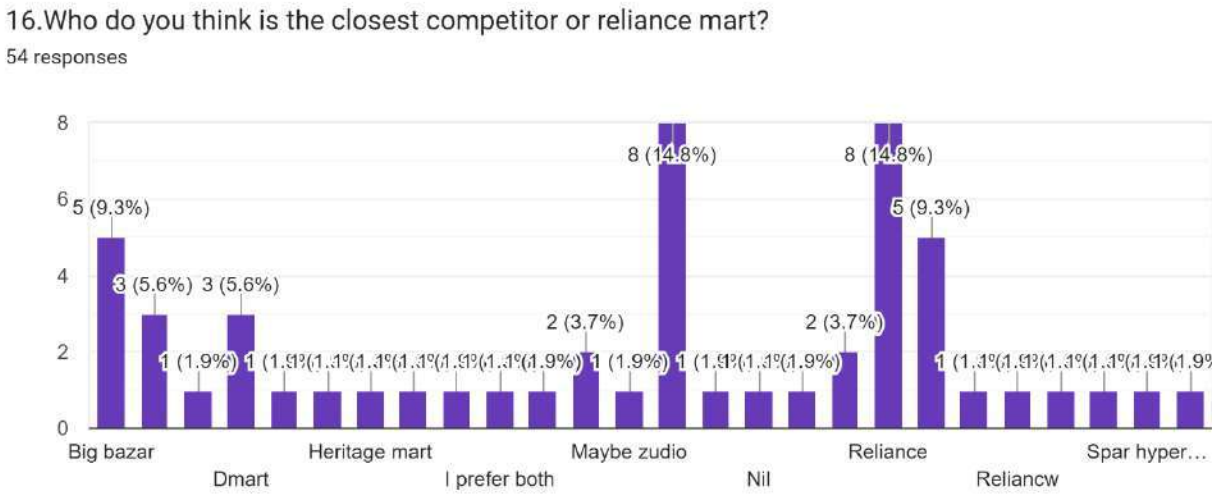
Table 6.1.15			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	yes	42	77.8%
2	no	12	22.2%
3			
4			
5			
Total		54	100%



Interpretation

In the above pie chart the satisfaction with the combination of products of basket offer in reliance mart is shown. The piechart shows 77.8% customers are satisfied with the combination of produts and 22.2% customers are unsatisfied with the combination of products.

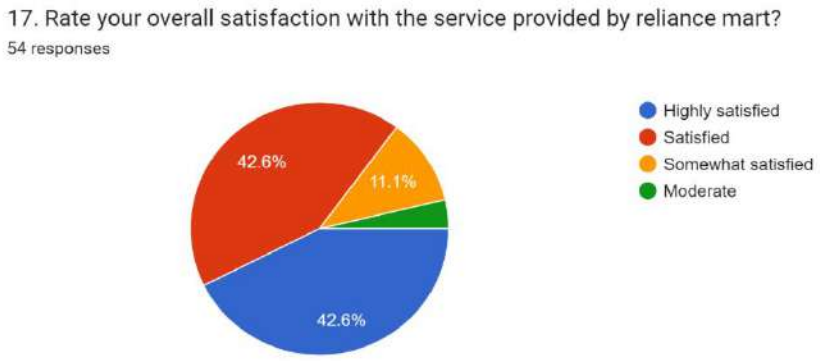
Table 6.1.16			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	1	11	25.6%
2	2	8	7.8%
3	3	15	12.4%
4	4	18	24.4%
5	5	2	17.8%
Total		54	100%



Interpretation

The above graph shows that the closest competitor of reliance mart is zudio and reliance itself both of them have the closest competition with 14.8% . And remaining marts like heritage mart and spar hyper don’t give that big competition to reliance mart.

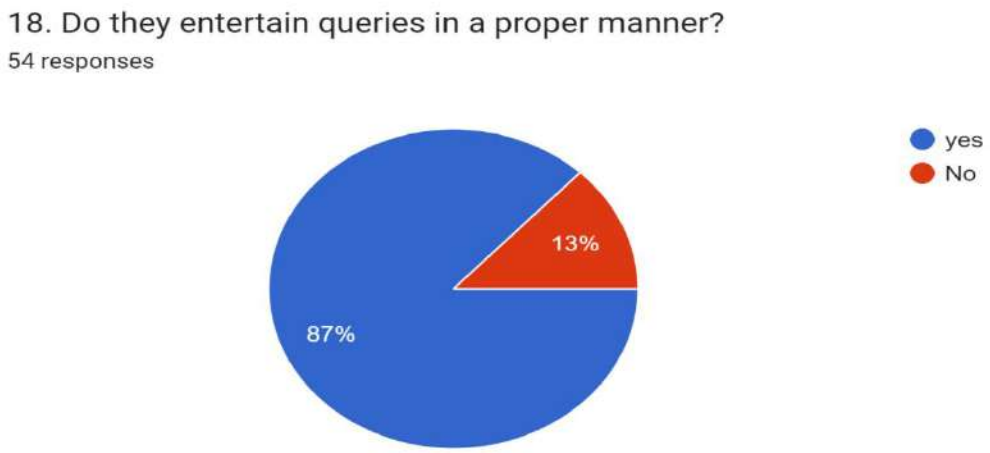
Table 6.1.17			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Highly satisfied	23	42.6%
2	satisfied	6	42.6%
3	Somewhat satisfied	6	11.1%
4	moderate	2	3.7%
5			
Total		54	100%



Interpretation

The pie chart represents the overall satisfaction with the service provided by reliance mart. 42.6% of the customers are highly satisfied and the same percentages goes with satisfied customers. whereas 11.1% of the customers are somewhat satisfied and the rest are moderate.

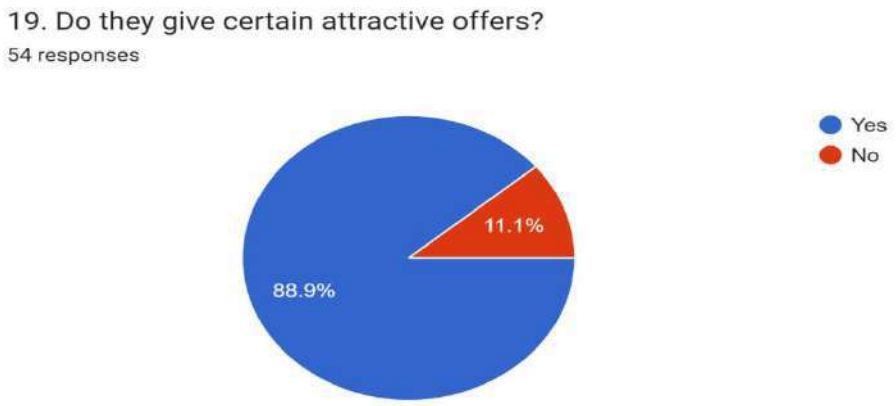
Table			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	yes	47	87%
2	no	7	13%
3			
4			
5			
Total		54	100%



Interpretation

The above pie chart represents whether reliance mart entertains queries in a proper manner. Here in the above pie chart 87% customers responded that they entertain queries in a proper manner and rest 13% don't agree with it.

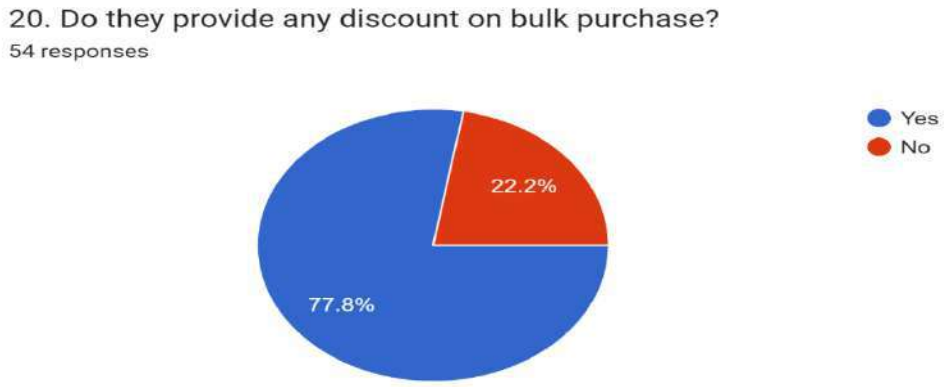
Table 6.1.19			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Yes	48	88.9%
2	no	6	11.1%
3			
4			
5			
Total		54	100%



Interpretation

The pie chart represents the attractive offers provided by reliance mart. 88.9% customers say that reliance mart provides attractive offers and 11.1% customers say that they don’t provide attractive offers.

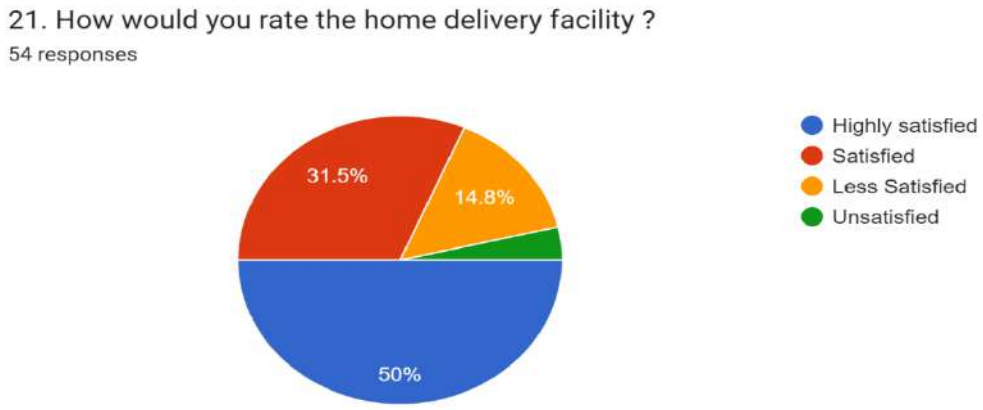
Table 6.1.20			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Yes	42	77.8%
2	no	12	22.7%
3			
4			
5			
Total		54	100%



Interpretation

In the above pie chart the discount provided by reliance mart on bulk purchase is represented. 77.8% customers agree that reliance mart provides discount on bulk purchase and 22.2% customers don't agree with it.

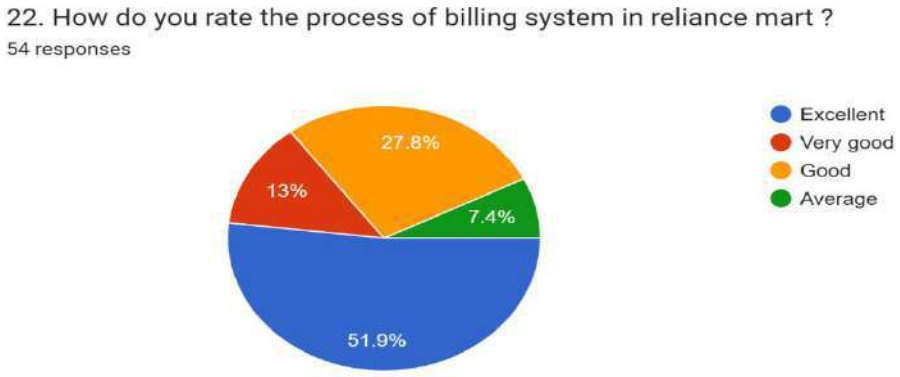
Table 6.1.21			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Highly satisfied	27	50%
2	satisfied	17	31.5%
3	Less satisfied	8	14.8%
4	unsatisfied	2	3.7%
5			
Total		54	100%



Interpretation

The above pie chat represents the rating of home delivery facility provided by reliance mart. 50% of the customers are highly satisfied, 31.5% of the customers are satisfied, 14.8% of the customers are less satisfied and 3.7% of the customers are unsatisfied with the home delivery facility of reliance mart.

Table 6.1.22			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	excellent	28	51.9%
2	Very good	7	13%
3	good	15	27.8%
4	average	4	7.4%
5			
Total		54	100%

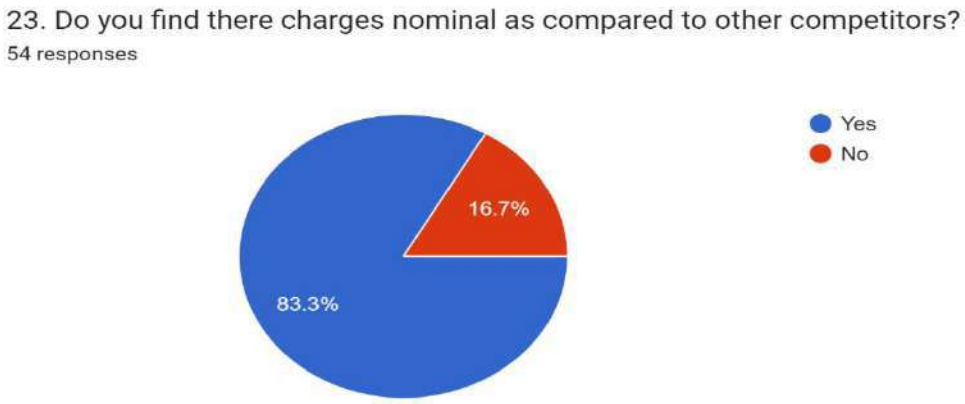


Interpretation

In the above pie chart represents the rating of billing system in reliance mart. 51.9% of the customers say that the billing system in reliance mart is excellent , 13% customers say that the billing system is very good and 7.4% customers say that the billing system in reliance mart is average.

Table 6.1.23			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Yes	45	83.3%
2	no	9	16.7%
3			
4			
5			
Total		54	100%
s			

Fig .23

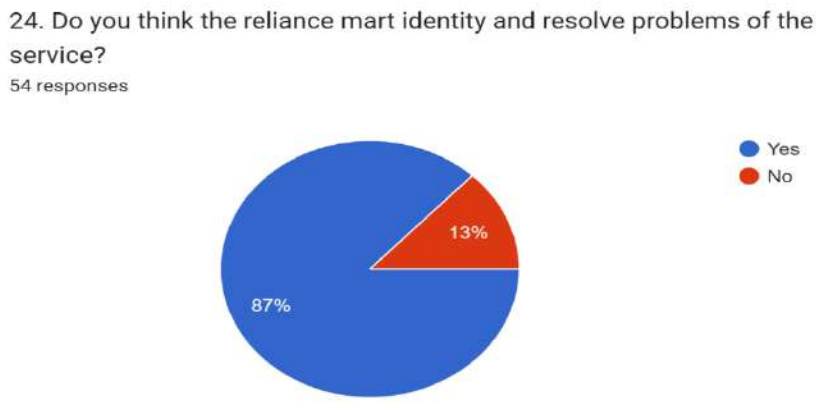


Interpretation

The above pie chat represents whether reliance mart charges are nominal as compared to other comprtitors or not . 83.3% customers agree that the charges are nominal as compared to other competitors and 16.7% don’t agree with it.

Table 6.1.24			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	Yes	47	87%
2	no	7	13%
3			
4			
5			
Total		54	100%

Fig.24

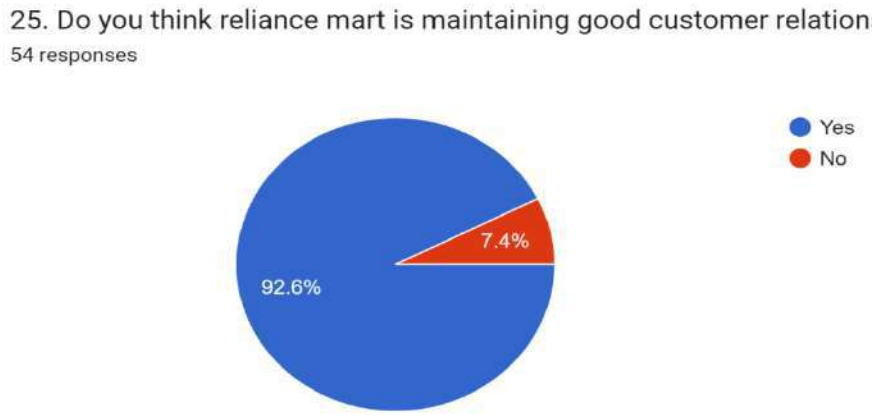


Interpretation

The above pie chart represents whether reliance mart identifies and resolve problems that are associated with product and service. 87% customers think that reliance mart identifies and resolves problems and 13% don’t agree that reliance mart identifies and resolve problems.

Table 6.1.25			
S. NO	ANSWER	NO. OF RESPONSES	PERCENTAGE (%)
1	yes	50	92.6%
2	no	4	7.4%
3			
4			
5			
Total		54	100%

Fig.25



Interpretation

The above pie chart the customer relations through reliance services is represented. 92.6% customers say that reliance mart is maintaining good customer relations through its services and 7.4% don't agree that reliance mart is maintaining good customer relations through its services.

CHAPTER – 7

Findings, Suggestions and Conclusion

FINDINGS

A. The choice of a store location has a profound effect on the entire business life of a retail operation. A bad choice may all but guarantee failure, a good choice, and success.

B. Choosing a retail location is, at best, a risky undertaking. Considering the consequences of choosing a location that proves to be unsuitable, it pays to get as much assistance as possible. According to a survey more than 60% of the customers prefer to shop in a retail store which is easily accessible to them.

C. Advertising plays a very important role in achieving growth for any retail company. This is evident from the fact that Advertising by Retail Industry registered a rise of 14 percent during January - May 2009 over January - May 2008.

D. Variety offered by any retail store is very much important to attract all types of customers in the stores. A large variety of products caters to each segment of customers.

E. Shopping experience within a store also has a great impact on selecting a product from a particular retail store. Overall ambience includes infrastructure facilities provided by the store such as air conditioners, lighting etc.

Company’s image, the product and services company sells and consumer behavior. The Importance of Pricing their Products' will give them an insight into developing appropriate costing methods and the impact of getting it wrong in today's competitive creative market. This topic should be of interest to anyone who is unsure if they are getting it right. Remember the difference between:

1) Over or under-pricing their work can mean a very short future for any business. Approximately 60% of customers think that Price is the most important factor while they go shopping in a retail store.
2) Quality in everyday life and business, engineering and manufacturing has a pragmatic interpretation as the non-inferiority, superiority or usefulness of something. This is the most common interpretation of the term.
3) More than 70% of customers place variety as an important factor to shop in a particular retail store.
4) The brand's name bears an important role while shopping for any type of goods. So, building a brand for a retail store is important as 80% of customers still prefer to buy branded clothes in the retail store instead of local or unbranded clothes.

SUGGESTIONS

1. Include more trained sales people to help customers in the store while shopping.
2. Improve the quality of the products, especially clothes.
3. Play good songs or soothing music in the store rather than cheap filmy songs.
4. Customer care service can be introduced
5. More branded products can be displayed in the store as people still prefer branded clothes than offered by local vendors.
6. Should provide more festival schemes and at proper time.
7. Should use psychological pricing-more discounts by increasing the price
8. Proper display of cutlery items
9. Clothes should be in sync with fashion.
10. Proper packaging and provide contrast labelling in displays of product

CONCLUSION

Given the developments and prospects, the Indian retail sector is in its nascent stage of evolution. While there are obstacles, there are clear opportunities in modern retailing in India. There are many lessons that India can take from other countries, which have moved along the path of retail evolution. The retail sector has proved to be of immense significance from a macro-economic point of view. The sector's capability to give strong growth momentum by creating multiplier effects on other sectors is not in dispute. It is now necessary to cautiously expand and develop the sector, as the government, at present, has done by permitting partial FDI in the sector. Given the scope, the retail sector is certainly expected to fetch the long-term economic benefits for the country.

The convenience and personalized service offered by the unorganized sector holds its future in good stead for the future. Organized retail of late has seen a tremendous boom and is attracting more people to the malls.

What is to be seen is how organized retail can duplicate the same level of personalized customer service levels offered by the unorganized sector to have a higher conversion ratio.

The target audience for both the organized and unorganized retail formats remains relatively the same. When shopping in malls, people value the experience related to the trip the most and return most frequently for the same. Gaining and maintaining consumer preference is a battle that is never really won. Continued and consistent branding initiatives that reinforce the consumer's purchase decision will, over time, land the product in consumer preference sets. Attaining and sustaining preference is an important step on the road to gaining brand loyalty.

CHAPTER – 8

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www.sciencedirect.com

CHAPTER – 9

APPENDICES

INDEX FOR ANALYSIS TABLES

S. No.	Table no.	Fig. no.	Table Name
1	6.1.1	1	1. How often do you shop ?
2	6.1.2	2	2. Preference of shopping?
3	6.1.3	3	3. Do advertisement and promotions influence your shopping decision ?
4	6.1.4	4	4.Are promotions schemes easy to understand?
5	6.1.5	5	5. How many years have you used reliance service?
6	6.1.6	6	6. how did you hear about reliance service?
7	6.1.7	7	7. Is the reliance price lower than market price?
8	6.1.8	8	8.Are u aware about the store brands of reliance ?
9	6.1.9	9	9.How likely are u to recommend reliance to your friends?
10	6.1.10	10	10. What is your expenditure reliance?
11	6.1.11	11	11. How do you rate reliance regarding availability of goods?
12	6.1.12	12	12. How frequently do you visit reliance mart?
13	6.1.13	13	13.How do you rate our display of product
14	6.1.14	14	14. Are you buying the basket offers available in reliance mart?
15	6.1.15	15	15. Are you satisfied with the combination of products of the basket offer in reliance mart?
16	6.1.16	16	16.Who do you think is the closest competitor or reliance mart?
17	6.1.17	17	17. Rate your overall satisfaction with the service provided by reliance mart?
18	6.1.18	18	18. Do they entertain queries in a proper manner?
19	6.1.19	19	19. Do they give certain attractive offers?
20	6.1.20	20	20. Do they provide any discount on bulk purchase?
21	6.1.21	21	21. How would you rate the home delivery facility ?
22	6.1.22	22	22. How do you rate the process of billing system in reliance mart ?
23	6.1.23	23	23. Do you find there charges nominal as compared to other competitors?
24	6.1.24	24	24. Do you think the reliance mart identity and resolve problems of the associated with product and service?
25	6.1.25s	25	25. Do you think reliance mart is maintaining good customer relations through its services?

SAMPLE QUESTIONNAIRE

Questionnaire on Reliance Mart

1. *Greetings to everyone!!*

we are students of Little Flower Degree College and PG college which is affiliated to Osmania University.

This is a Questionnaire as a part of the Research Project.
Our Research topic is the Impact of Reliance Mart on Indian Uses.

In this Questionnaire you will be asked to answer short questions which will be useful for us in our research project.

We request you to fill this form and you are free enough to step back if you feel is not suitable for you to answer the same.

We assure you that you identity and details will be kept confidential and shall not be published anywhere and will be used only for analysis purpose.

We hope you give your best in answering.

From Research : Pavan , Deekshitha , Deepali, Mousami.

•

For Further details :
pavansirvi763@gmail.com
8074974757

* Indicates required question

1. *Mark only one oval.*

   ◯ Option 1

2. Name *

3. 1. How often do you shop ? *

Mark only one oval.

- ◯ Daily
- ◯ Weekly
- ◯ Once in a month

4. Gender *

Mark only one oval.

- ◯ Male
- ◯ Female

5. 2. Preference of shopping? *

Mark only one oval.

- ◯ Quality
- ◯ Brand
- ◯ Price
- ◯ Window Shopping

6. 3. Do advertisement and promotions influence your shopping decision ? *

Mark only one oval.

- ◯ yes
- ◯ No

7. 4.Are promotions schemes easy to understand? *

Mark only one oval.

- yes
- No
- sometimes

8. 5. How many years have you used reliance service? *

Mark only one oval.

- 1-2 years
- 3-4 years
- 5-6 years
- 7-8 years

9. 6. how did you hear about reliance service? *

Mark only one oval.

- Advertisement
- Newspapers ads
- Magzines

10. 7. Is the reliance price lower than market price? *

Mark only one oval.

- Yes
- No
- Neutral

11. 8.Are u aware about the store brands of reliance ? *

Mark only one oval.

- yes
- No

12. 9.How likely are u to recommend reliance to your friends? *

Mark only one oval.

- Good
- Fair
- Poor

13. 10. What is your expenditure reliance? *

Mark only one oval.

- 1000-2000
- 2000-3000
- 3000 above

14. 11. How do you rate reliance regarding availability of goods? *

Mark only one oval.

Poor

1

2

3

4

5

Best

15. 12. How frequently do you visit reliance mart? *

Mark only one oval.

- Once a week
- Twice a week
- Once a month

16. 13.How do you rate our display of product *

Mark only one oval.

- 1
- 2
- 3
- 4

17. 14. Are you buying the basket offers available in reliance mart? *

Mark only one oval.

- ◯ Yes
- ◯ No

18. 15. Are you satisfied with the combination of products of the basket offer in reliance mart? *

Mark only one oval.

- ◯ Yes
- ◯ No

19. 16.Who do you think is the closest competitor or reliance mart? *

_____

20. 17. Rate your overall satisfaction with the service provided by reliance mart? *

Mark only one oval.

- ◯ Highly satisfied
- ◯ Satisfied
- ◯ Somewhat satisfied
- ◯ Moderate

21. 18. Do they entertain queries in a proper manner? *

Mark only one oval.

- ◯ yes
- ◯ No

22. 19. Do they give certain attractive offers? *

Mark only one oval.

- ◯ Yes
- ◯ No

23. 20. Do they provide any discount on bulk purchase? *

Mark only one oval.

- ◯ Yes
- ◯ No

24. 21. How would you rate the home delivery facility ? *

Mark only one oval.

- ◯ Highly satisfied
- ◯ Satisfied
- ◯ Less Satisfied
- ◯ Unsatisfied

25. 22. How do you rate the process of billing system in reliance mart ? *

Mark only one oval.

- ◯ Excellent
- ◯ Very good
- ◯ Good
- ◯ Average

26. 23. Do you find there charges nominal as compared to other competitors? *

Mark only one oval.

- ◯ Yes
- ◯ No

27. 24. Do you think the reliance mart identity and resolve problems of the associated with product and service? *

Mark only one oval.

- ◯ Yes
- ◯ No

28. 25. Do you think reliance mart is maintaining good customer relations through its services? *

Mark only one oval.

- ◯ Yes
- ◯ No

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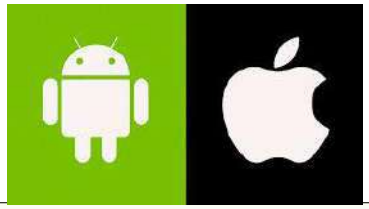
Google Forms

A COMPARITIVES STUDY BETWEEN IOS AND ANDROID MOBILE SOFTWARE'S



Android And IOS

Submitted By

Sai shiva – 201020401011 **sharath - 201020401009**

Madhwa - 201020401010 **Tharun - 201020401018**

VS

Android Apple

Submitted by Partial Fulfilment of the Requirement for The award of Degree of Bachelors Of Commerce

Under the Guidance of MRS. Pannaga Vutpala

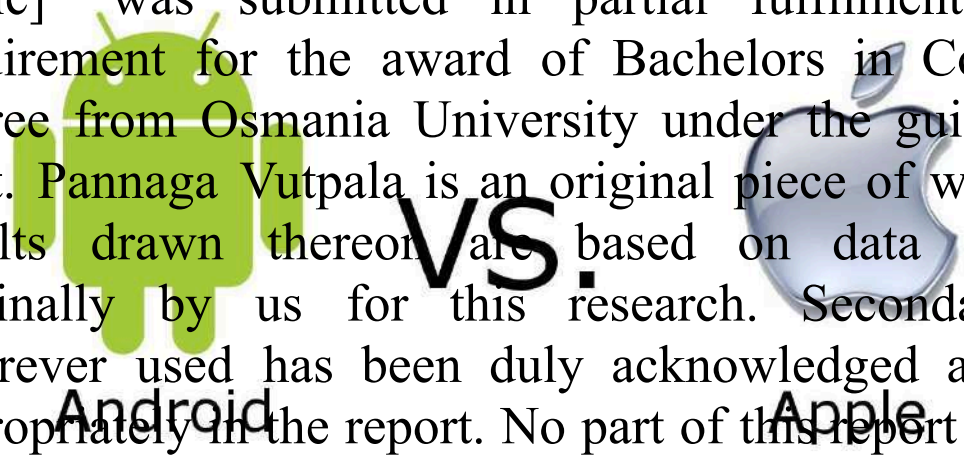
Department Of Commerce

Little Flower Degree Collage, UppalHyderabad,500039

Affiliated To Osmania University

STUDENT(s') DECLARATION

We hereby declare that the project entitled "[Your Project Topic]" was submitted in partial fulfllment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Pannaga Vutpala is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.



P. Tharun – 201020401018

T.sai shiva – 201020401011

M.Sharath – 201020401009

P.Madhwa – 201020401010

Date :

Place:

Department of Commerce

Little Flower Degree College, Hyderabad

Certificate

This is to certify that the project on "**A COMPARITIVES STUDY BETWEEN IOS AND ANDROID MOBILE'S SOFTWARE**" being submitted by-

P.Tharun – 201020401018
T.Sai shiva – 201020401011
M.Sharath – 2010204010 09
P.Madhwa – 201020401010

In partial fulfilment of the requirement for the award of the degree of bachelors of commerce is a bonofide record of the project work done by - Pannaga Vutpala, department of commerce, Little Flower Degree College, Uppal, Hyderabad.

External Examiner **Project Guide**

MRS. Pannaga Vutpala

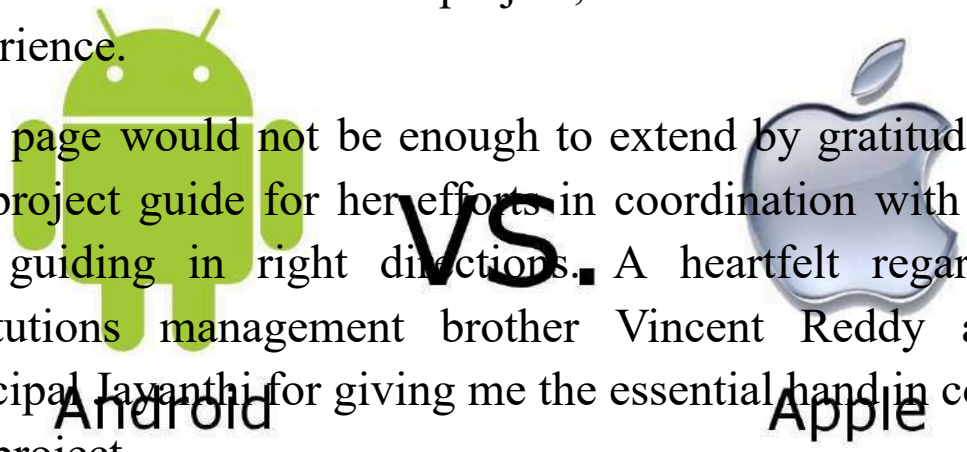
Department Of Commerce.

ACKNOWLEDGEMENT

Through this acknowledgement I express my sincere gratitude towards all those in this project, which has been a learning experience.

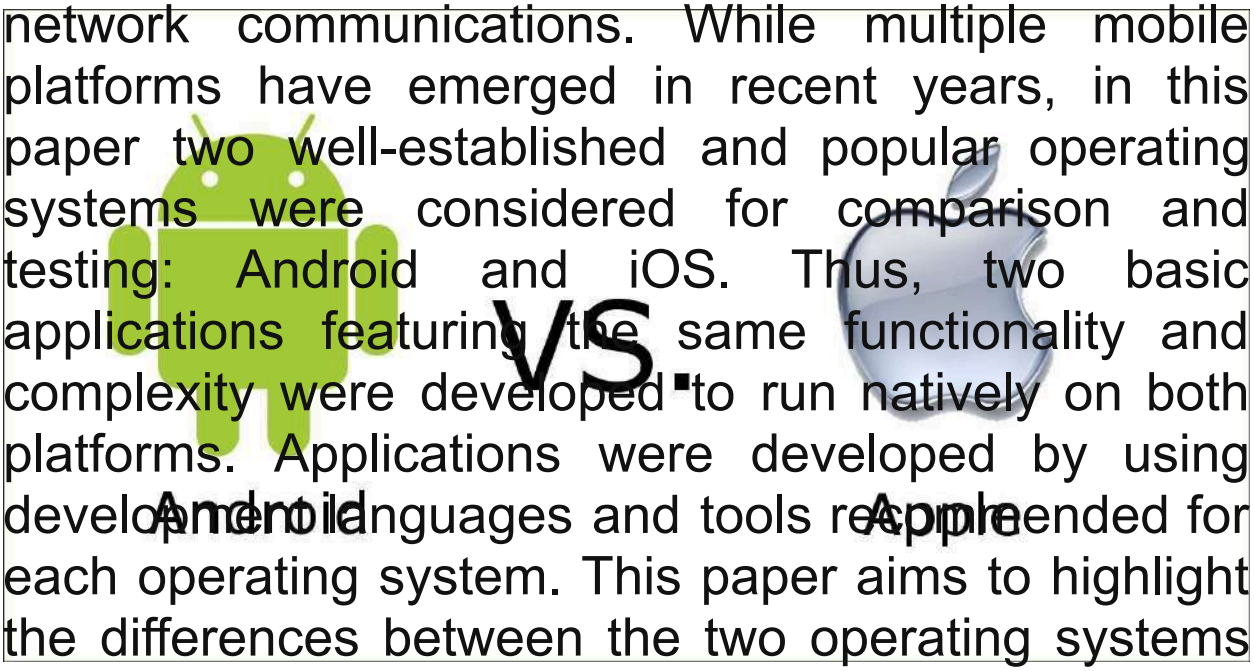
This page would not be enough to extend by gratitude towards my project guide for her efforts in coordination with my work and guiding in right directions. A heartfelt regard to our institutions management brother Vincent Reddy and Vice Principal Jayanthi for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledgement those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all other who had been there to help this project.



ABSTRACT

Nowadays, mobile applications implement complex functionalities that use device's core features extensively. This paper realizes a performance analysis of the most important core features used frequently in mobile application development: asynchronous multi-threaded code execution, drawing views/elements on the screen and basic network communications. While multiple mobile platforms have emerged in recent years, in this paper two well-established and popular operating systems were considered for comparison and testing: Android and iOS. Thus, two basic applications featuring the same functionality and complexity were developed to run natively on both platforms. Applications were developed by using development languages and tools recommended for each operating system. This paper aims to highlight the differences between the two operating systems by analyzing core feature performance metrics for both functionally identical mobile applications developed for each platform. Results obtained could be further used for guiding the optimization of application's development process for each considered operating system.



INDEX

UNIT 1: INTRODUCTION

1.1 Presentation of Each System
1.2 Android
1.3 IOS
1.4 1.4 development history

UNIT 2 : REVIEW OF LITERATURE

UNIT 3 : RESEARCH METHODOLOGY

UNIT 4 : Comparison

4.1: Development environments

4.2 : porting difficulty

4.3 : virtualization

4.4 : reliability

4.5 : security

4.6 strong and week points

UNIT 5 : PRESENTATION OF MOBILE APPLICATION

5.1 : Andriod Applications Development

5.2: IOS Applications Development

5.3 : performance tests

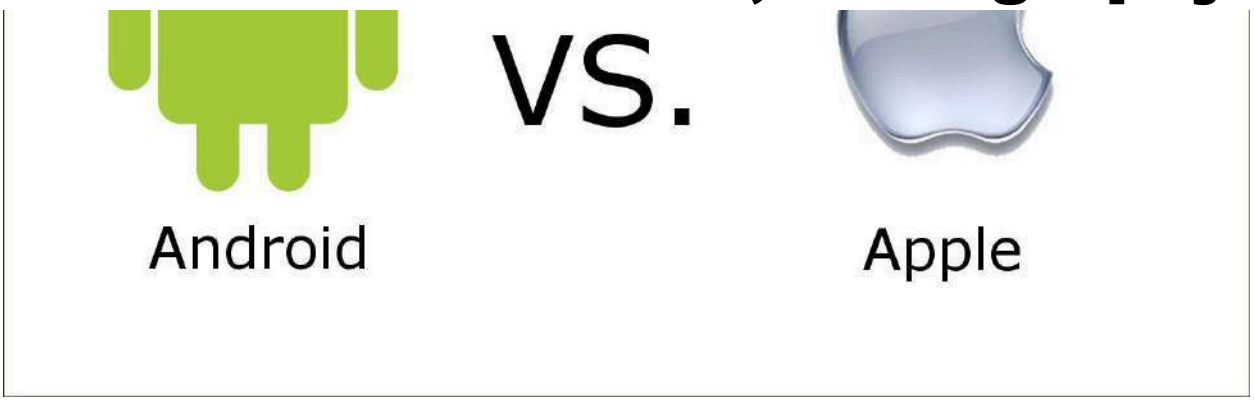
UNIT 6 : Difference between IOS / android

UNIT 7 : Android vs IOS

UNIT 8 : Conclusion

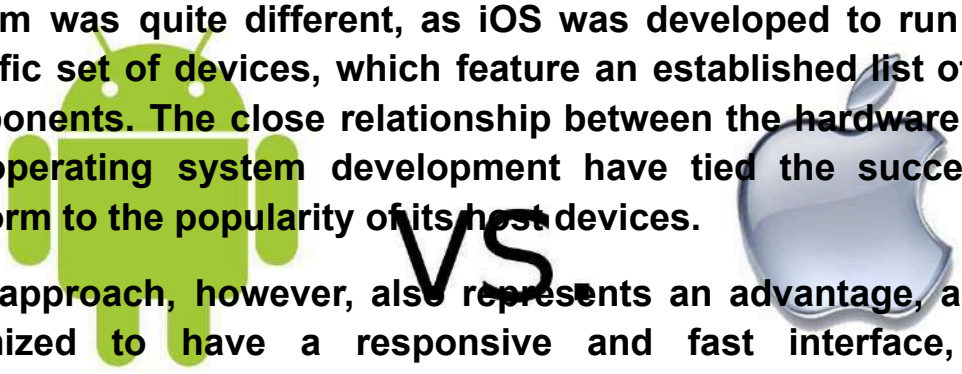
Unit 9 : appendices & Questionnaire

UNIT 10 : References, Bibliography



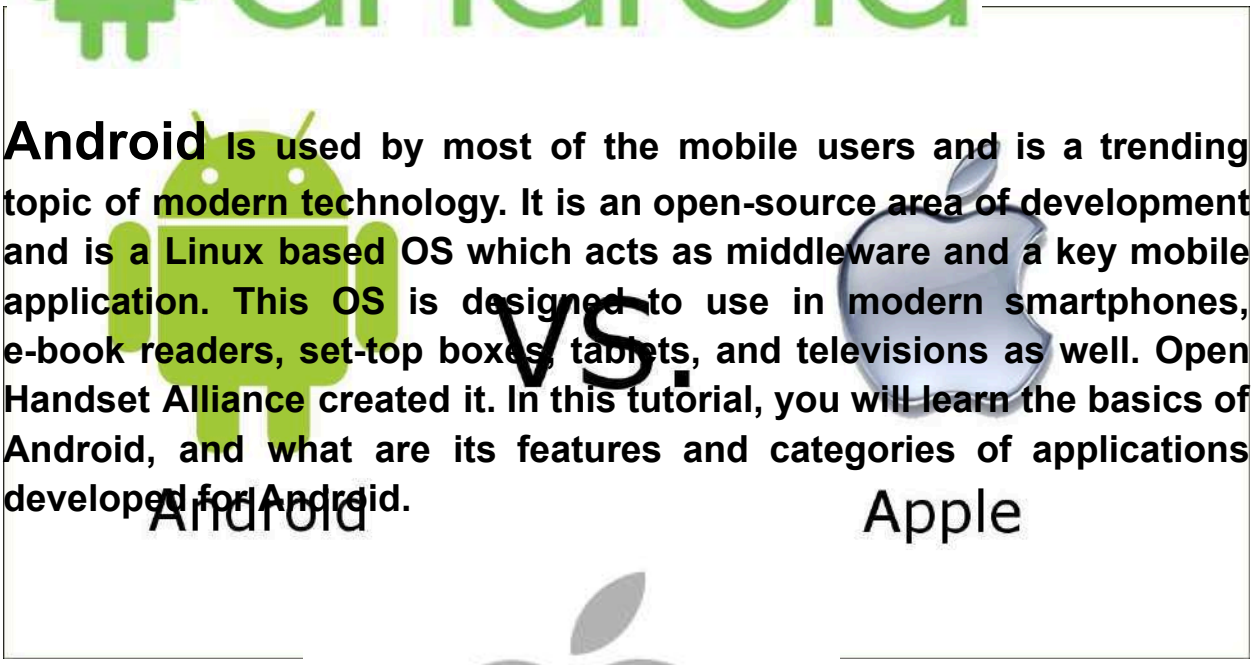
INTRODUCTION

The rapid development of the mobile devices industry has culminated with the rise of modern operating systems, specifically optimized to use the advantages and limits of the hardware environment in order to interface with the user. While many mobile operating systems have been developed in the recent years, in today's market, the most widely adopted are Android developed by Google and iOS developed by Apple. Being open-source software, Android has been extended and used by some of the major mobile device manufactures, being advantageous from the development cost perspective and offering a great level of customization. Apple's approach to a mobile operating system was quite different, as iOS was developed to run on a very specific set of devices, which feature an established list of hardware components. The close relationship between the hardware setup and the operating system development have tied the success of iOS platform to the popularity of its host devices.



This approach, however, also represents an advantage, as iOS was optimized to have a responsive and fast interface, designed specifically around its hardware limitations. The comparative study developed in this paper will concentrate on the analysis of three important core system features that are used extensively in every modern mobile application: asynchronous multi-threaded code execution, drawing views/elements on-screen and basic network communications. A specific architecture together with several tests was developed to measure the time needed for the operating system to perform tasks that involved each feature. The observed performance differences for individual tasks are expected to be relatively small, with only a few milliseconds separating one device from another. These discrepancies will, however, become noticeable in real-world applications, where core features are combined and used recurrently to introduce new functionalities. The performance measurements were applied on a basic application developed to run on Android and iOS.

During the development phase, the recommended development languages and tools were used: for the Android operating system, the Android Studio environment was used to develop the application and the main programming language chosen was Java the application authoring tool XCode was used for the iOS implementation alongside the Objective C language. Finally, an exhaustive analysis of obtained results was made and several guidelines



Android is used by most of the mobile users and is a trending topic of modern technology. It is an open-source area of development and is a Linux based OS which acts as middleware and a key mobile application. This OS is designed to use in modern smartphones, e-book readers, set-top boxes, tablets, and televisions as well. Open Handset Alliance created it. In this tutorial, you will learn the basics of Android, and what are its features and categories of applications developed for Android.

iOS is recognized as the second-most mobile device operating platform all over the globe. It features an intuitive, user-centered design, and the app developers use it to develop apps launched

through the iOS app store. Additionally, as recorded in June 2021. The study is to know about the conflict between the users of android and iOS are quite amusing and interesting and to know about the competitive behavior between both Android and iOS.

The study will not only help to understand the smartphone users but also to analyze the interest, perception and also preference of the smartphone users Every users of smartphones have their own perspective, interest and expectations on a smartphone. And this study shows the preferences of my respondents towards Android and IOS devices

Presentation of Each System

Android

Development History

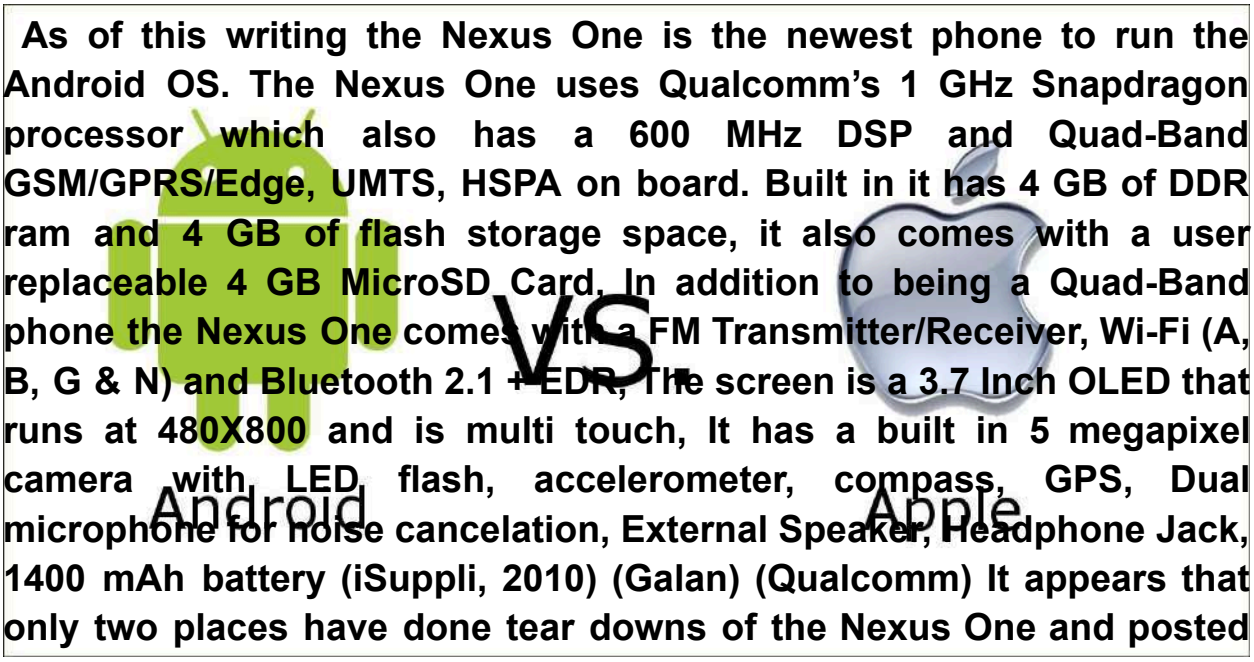
In June of 2003 Andy Rubin founded Android Inc. (Elgin, 2005) His goal "was to design a mobile hand-set platform open to any and all software designers." (Markoff, 2007) In July of 2005 Google purchased Android Inc. for an undisclosed sum of money. (Olsen, 2005) At Google Andy Rubin was named Director of Mobile Platforms" (Markoff, 2007)

On November 5, 2007 the Open Handset Appliance is announced, along with the open source "Android platform" a "software stack" designed to "significantly lower the cost of developing and distributing mobile devices and services." (Open Handset Alliance, 2007) This Alliance is clearly headed by Google

On October 21, 2008 Google and the Open Handset Alliance release the source code to the complete Android platform under the Apache license. According to Google Android Product Manager Erick Tseng this was designed to coincide with the October 22, 2008 release of the first "Google phone". The G1 released by T-Mobile. (Boulton, 2008)

Since the October 21st release of the Android platform (OS) there have been three major updates bringing us to version 2.1 in January of this year. (Android Developers, 2010a) Those three major updates have added a wide variety of features including: On-screen keyboard, Video recording, Stereo Bluetooth (Android Developers, April), VPN, Accessibility (Android Developers, 2009), Exchange Support, HTML5 Support (Android Developers, 2010b), etc. Google also believes there are at least 18 phones worldwide made by 8 or 9 manufactures that are using the Android OS. (Richtel, 2009)

Hardware

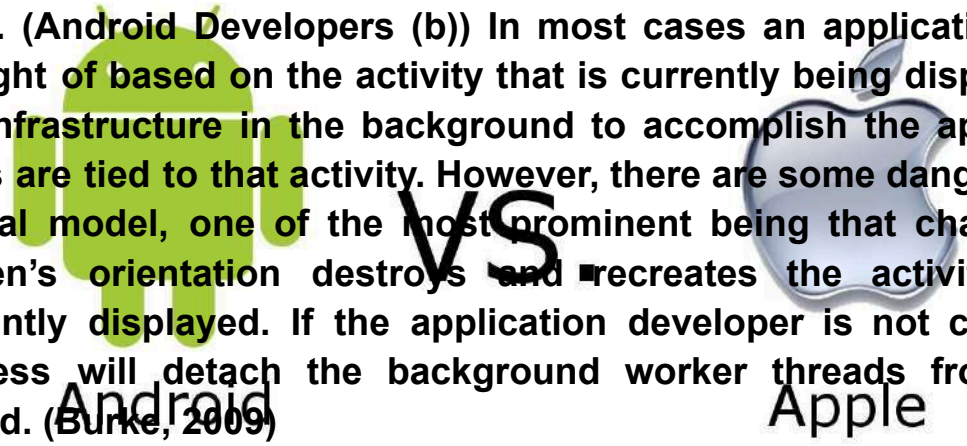


As of this writing the Nexus One is the newest phone to run the Android OS. The Nexus One uses Qualcomm's 1 GHz Snapdragon processor which also has a 600 MHz DSP and Quad-Band GSM/GPRS/Edge, UMTS, HSPA on board. Built in it has 4 GB of DDR ram and 4 GB of flash storage space, it also comes with a user replaceable 4 GB MicroSD Card. In addition to being a Quad-Band phone the Nexus One comes with a FM Transmitter/Receiver, Wi-Fi (A, B, G & N) and Bluetooth 2.1 + EDR. The screen is a 3.7 Inch OLED that runs at 480X800 and is multi touch, It has a built in 5 megapixel camera with LED flash, accelerometer, compass, GPS, Dual microphone for noise cancelation, External Speaker, Headphone Jack, 1400 mAh battery (iSuppli, 2010) (Galan) (Qualcomm) It appears that only two places have done tear downs of the Nexus One and posted them freely online. Neither of those tear downs contained any information about the bus speed of the snapdragon processor. I suspect that this is due to the snapdragon being a monolithic processor that has not yet released those specs

Thread Management, Interrupts, Interprocess communication, System Calls

The Android OS has a rather sophisticated threading system that puts a lot of responsibility on the developer to build a thread safe application. By default applications including the UI are single

threaded. This means that all “long running” tasks within an application must split off a backgroundthread. (Andriod Developers (a)) However, it’s somewhat more complicated than that. The Android OS thinks of applications as being made up of combinations of four building blocks. Those building blocks are Activities, or all of the UI elements of the application, Services, which are threads that perform all of the background work needed for the application to perform its job, Broadcast receivers, which are essentially listeners that allow an application to respond to system or application events, and Content providers, which are data sets that the application has made available to other applications. One of the central reasons for this split is that Android OS encourages applications to reuse components that are provided by other applications, thus reducing the need for duplicated code. (Android Developers (b)) In most cases an application will be thought of based on the activity that is currently being displayed and the infrastructure in the background to accomplish the applications tasks are tied to that activity. However, there are some dangers to that mental model, one of the most prominent being that changing the screen’s orientation destroys and recreates the activity that is currently displayed. If the application developer is not careful this process will detach the background worker threads from the UI thread. (Burke, 2009)

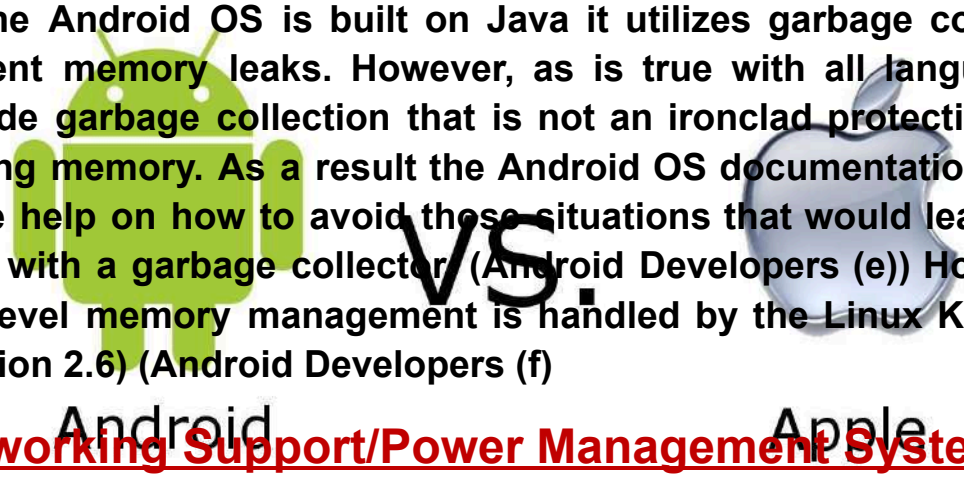


The Android OS makes extensive use of events to handle the interrupts, interprocess communication and system calls needed to make a cutting edge application. A detailed description of how it all works can be found at (Android Developers (c)). However, a brief overview is as follows. An application fires onCreate, onStart and onResume when it initially begins. Than if at any point another window covers any part of the application onPause is fired. It is highly recommended that applications save their state when onPause is fired as they may not get another chance before being killed. After if onPause is fired if the entire application is no longer visible onStop may be called followed by onDestroy as the application is totally closed. However, onStop and onDestroy may not be called if system

resources run low. The OS may simple kill the application. This same basic concept of creating events and firing them at appropriate times is the method used by the Android OS to pass data between threads in a single application. If it is necessary to pass information between applications a Content Provider is required. (Android Developers (d)) System calls are a bit more complex. Some of them are done through the same interfaces that are provided to applications. Others are done by querying classes that are built-in, for instance the android.location.Location class which provides access to the current GPS coordinates.

Memory Management

As the Android OS is built on Java it utilizes garbage collection to prevent memory leaks. However, as is true with all languages that include garbage collection that is not an ironclad protection against leaking memory. As a result the Android OS documentation provides some help on how to avoid those situations that would leak memory even with a garbage collector (Android Developers (e)) However, the low level memory management is handled by the Linux Kernel itself (version 2.6) (Android Developers (f)



Networking Support/Power Management System

As with memory management the low level details are handled by the Linux Kernel. (Android Developers (f)) Of the currently released Android phones there is WiFi A/B/G/N and Bluetooth as the primary networking functionality. As for power management, while the core Linux functionality is used, Travis Wooley Page 3 of 12 there have been some optimizations made to increase battery life. In particular the OS will attempt to reduce power consumption at every opportunity, but it also provides some APIs to the developer that allows them to override this behavior if absolutely needed. (Android Developers, 2010c

Software Development Kits (SDK)

The SDK for the Android OS is made readily available on the Android Developers website, as well as extensive documentation on how to install and use it. A plugin is also provided for the popular IDE Eclipse. (Android Developers, 2010d) Putting applications into the Android Market requires setting up an account paying Google $25, and uploading your application. Further steps may be needed if you wish to sell your application.

IPhone

Development History

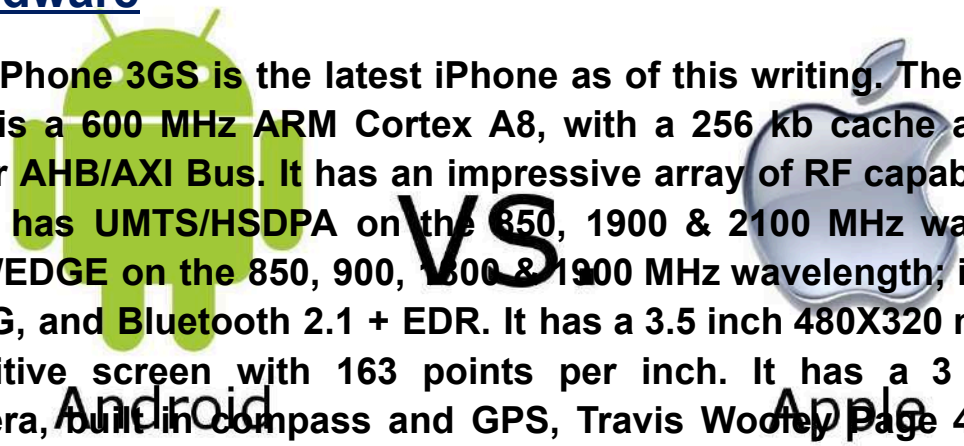
Apple's famed secrecy makes any attempt to get a development history quite difficult, and ensures that it will be incomplete. However, what is known is that in February of 2005 Steve Jobs started the top secret negations with Cingular (now AT&T) that eventually lead to AT&T having the US exclusive contract for the iPhone. In early 2006 Apple started the process of revising OSX to become the iPhone OS. With the understanding that they would have to reduce the OSX size to a few hundred megabytes from the several gigabytes it currently was.

Over the next year and a half Apple spent millions setting up testing environments, building the hardware and the software that would make the iPhone. Apple was so obsessed with secrecy that they did not allow the hardware and the software teams to interact. On January of 2007 Steve Jobs announced the iPhone at Macworld. (Vogelstein, 2009) On May 17, 2007 Apple received FCC approval to sell the iPhone. (AppleInsider Staff, 2007) On June 29, 2007 the iPhone went on sale in the US. (Block, 2007)

When the iPhone was released only Web applications were supported, with a directory of over 200 web applications available, (Gonsalves, 2007) on October 17, 2007 bowing to public pressure Steve Jobs announced that Apple was planning on releasing an SDK that would allow for native applications on the iPhone. (Kim, 2007) On March 6 of 2008 Apple released the SDK.

(Apple, 2008) Since its initial release there have been some major milestones in the iPhone OS. Version 2.0 of the software allowed for apps created with the SDK, an app store, and exchange support. (Keizer, 2009) Version 3.0 added copy and paste, phone wide search, stereo Bluetooth, shake to shuffle, voice memo, etc .(moren , 2009)

Hardware



The iPhone 3GS is the latest iPhone as of this writing. The processor in it is a 600 MHz ARM Cortex A8, with a 256 kb cache and a Multi Layer AHB/AXI Bus. It has an impressive array of RF capabilities built in. It has UMTS/HSDPA on the 850, 1900 & 2100 MHz wavelengths, GSM/EDGE on the 850, 900, 1800 & 1900 MHz wavelength; it has Wi-Fi B & G, and Bluetooth 2.1 + EDR. It has a 3.5 inch 480X320 multi touch sensitive screen with 163 points per inch. It has a 3 Megapixel camera, built in compass and GPS, Travis Woolley Page 4 of 12 256 MB of RAM, either 16 or 32 GB of internal storage (no external storage) (RapidRepair) It also has a 1219 mAH battery, built in Microphone, speaker, earpiece and headphone jack. (Dr.Wreck, 2009S, etc. (Moren, 2009)

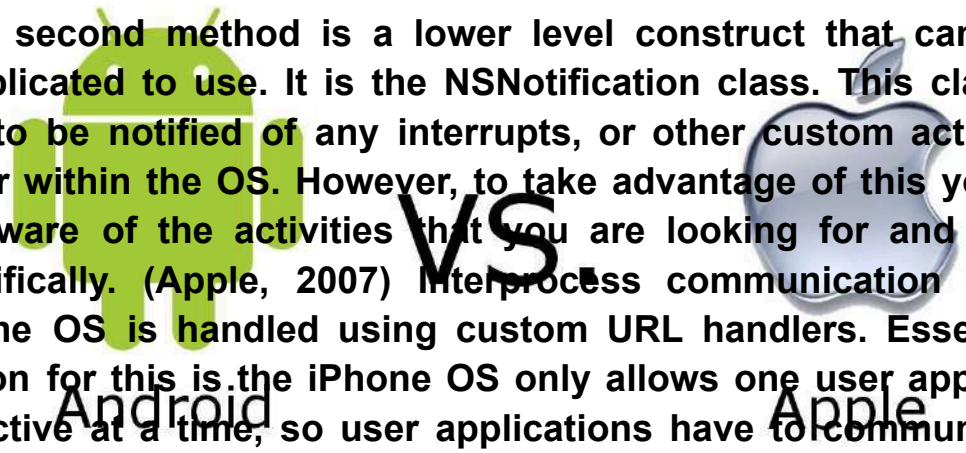
Thread Management, Interrupts, Interprocess communication, System Calls

The iPhone OS has all of the thread management technologies that are now considered standard. You can spawn threads and synchronize them using all the usual technologies like Mutexes, Read-write locks, Distributed locks, etc. (Apple, 2009b) (Apple, 2009a) However Apple strongly discourages using threads in this manner. They feel that the direct programming of threads is too hard and can

be made far more efficient by allowing the OS to handle the thread management.

The recommend using operation queues. These are queues that you assign tasks to and the OS handles the necessary thread work to make it happen. This allows the OS to more efficiently handle the thread load and processing of tasks. (Apple, 2009c) The iPhone OS allows for two different methods of handling interrupts. First there is the UIApplicationDelegate protocol which allows an application to be notified of a variety of activities and take appropriate action. Some of the actions that can be responded to are finished loading, low memory warning, orientation changed, about to be deactivated, etc. (Apple, 2009d)

The second method is a lower level construct that can be more complicated to use. It is the NSNotification class. This class allows you to be notified of any interrupts, or other custom activities that occur within the OS. However, to take advantage of this you need to be aware of the activities that you are looking for and trap them specifically. (Apple, 2007) Interprocess communication within the iPhone OS is handled using custom URL handlers. Essentially the reason for this is the iPhone OS only allows one user application to be active at a time, so user applications have to communicate with each other using custom URLs and then specifically look for them via the UIApplicationDelegate protocol. (Grigsby, 2009)



The iPhone OS bans System calls. In some instances they allow controlled system calls via the libSystem library but for the most part system calls are simply not allowed. (Gerbarg, 2009)

Memory Management

The iPhone OS has no built in garbage collection. The closest thing they have to memory management is auto releasing objects. So in short the application developer is required to manage their own memory. (Kosmaczewski, 2009)

Networking Support

class entitled Reachability that allows an application to determine if a networking resource is available and if so on what type of connection. (Apple, 2008) However, Bluetooth is handled entirely separately from Wi-Fi. Bluetooth is handled through the Game Kit Framework. This framework creates an easy interface to find other Bluetooth devices and to share data with them. (Apple, 2009e)

Power Management System

The iPhone OS makes extensive efforts to optimize the power consumption. It will dynamically clock down the CPU, disable Wi-Fi, and baseband radios, deactivate the GPS functionality, etc. In an effort to help developers Apple also provides extensive recommendations to their developers. (Apple, 2010a

Software Development Kits (SDK)

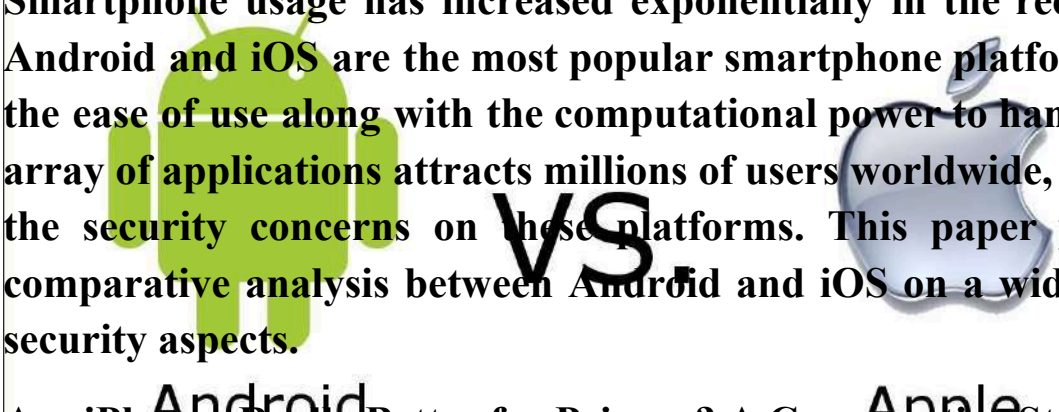
Apple provides the only official and supported SDK for the iPhone OS. This SDK requires Mac OS X 10.5.7 or later and an Intel processor. In short to develop for the iPhone you must have an Intel based Mac. However, the SDK that is provided contains and IDE, iPhone simulator, samples, compliers, code analyzers, "and more" (Apple, 2010b

REVIEW OF LITERATURE

Comparative analysis of Android and iOS from security viewpoint

ShiviGarg NiyatiBaliyan May 2021,

Smartphone usage has increased exponentially in the recent years. Android and iOS are the most popular smartphone platforms, while the ease of use along with the computational power to handle a wide array of applications attracts millions of users worldwide, also raises the security concerns on these platforms. This paper presents a comparative analysis between Android and iOS on a wide range of security aspects.



Are iPhones Really Better for Privacy? A Comparative Study of iOS and Android Apps 19 Dec 2021 Konrad Kollnig,

Anastasia Shuba, Reuben Binns, Max Van Kleek, and Nigel Shadbolt

While many studies have looked at privacy properties of the Android and Google Play app ecosystem, comparatively much less is known about iOS and the Apple App Store, the most widely used ecosystem in the US. At the same time, there is increasing

competition around privacy between these smartphone operating system providers. In this paper, we present a study of 24k Android

and iOS apps from 2020 along several dimensions relating to user privacy.

- **Jasmeet, P. Singh**
- **Published 2014**
- **Computer Science**

Android operating system have the biggest share among all the Smartphone operating systems like Symbian OS (mostly run in Nokia mobile phones) and Windows mobile. Android has very few restrictions for the developers for developing an Android application. Text to Speech Synthesis systems for various languages is already available on the platforms such as personal computer. But porting these systems on a resource limited devices like mobile phones is not an easy task because of their limited storage and processing power. In this paper we have reviewed android architecture, comparison of Android OS with other OS, and text to speech synthesis system in Android for various languages.

Application of Henry Garrett Ranking Method to Determine Dominant Factors Influencing Smartphone Purchase Decisions of Customers
Article

In this paper, we attempted to examine the dominating factors influencing a customer's purchase decision while buying a smartphone. New digital channels are replacing the greater traditional ones. Mobile devices represent the latest improvement in electronic service distribution. Smartphones with many new features and from many new brands are enter...
Application of Henry Garrett Ranking Method to Determine Dominant Factors Influencing Smartphone Purchase Decisions of Customers

The Potential of Indonesia in the Utilization of Mobile Learning in Vocational High School

This study aimed to reveal and know the potential use of mobile learning on the competency test of computer and network engineering vocational schools. The method used in this research was survey method. The Data was collected from August 2017 until December 2017. The research sites were in three vocational schools, SMK Negeri 8 Jeneponto, South Su... Cite

Smart smartphone development: iOS versus android

- **Mark H. Goadrich, Michael P. Rogers**
- **Education**
  SIGCSE
- **2011**

  In a remarkably short timeframe, developing apps for smartphones has gone from an arcane curiosity to an essential skill set. Employers are scrambling to find developers capable of transforming their ideas into apps. Educators interested in filling that void are likewise trying to keep up, and face difficult decisions in designing a meaningful course. There are a plethora of development platforms, but two stand out because of their popularity and divergent approaches - Apple's iOS, and Google's Android. In this paper, we will compare the two, and address the question: which should faculty teach?

An initial comparative study of Arabic speech synthesis engines in iOS and Android

- **Nora B. Al-Saud, Hend Suliman Al-Khalifa**
- **Computer Science**

IIWAS '12

- **2012**

  TLDR

  An initial comparison of two different speech engines used in current mobile phones (Android and iOS) based on a set of criteria shows that the Arabic speech engine used in iOS produced more natural and understandable voice compared to Android, even though Android speech engine was better in many criteria compared to iOS engine.

  Text-To-Speech synthesizer (TTS) is a computer-based program which allows text to be pronounced using a humanoid voice. Basically, judgment of TTS programs quality is measured by two criteria: similarity to human voice (i.e. naturalness), and ability to be understood (i.e. intelligibility). There are many useful usages of TTS programs in our daily routines; among them is the facilitation of accessing text over mobile phones by visually impaired people. In order to check the correctness and naturalness of TTS programs used in mobile phones, this paper provides an initial comparison of two different speech engines used in current mobile phones (Android and iOS) based on a set of criteria. Our results show that the Arabic speech engine used in iOS produced more natural and understandable voice compared to Android, even though Android speech engine was better in many criteria compared to iOS engine.

Comparative analysis of Android and iOS

- ShiviGarg NiyatiBaliyan May 2021,

Smartphone usage has increased exponentially in the recent years. Android and iOS are the most popular smartphone platforms, while the ease of use along with the computational power to handle a wide array of applications attracts millions of users worldwide, also raises the security concerns on these

platforms. This paper presents a comparative analysis between Android and iOS on a wide range of security aspects.

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While many studies have looked at privacy properties of the Android and Google Play app ecosystem, comparatively much less is known about iOS and the Apple App Store, the most widely used ecosystem in the US. At the same time, there is increasing

competition around privacy between these smartphone operating system providers. In this paper, we present a study of 24k Android and iOS apps from 2020 along several dimensions relating to user privacy.

RESEARCH METHODOLOGY

This chapter describes the methods applied for the study in detail. Research methodology is the precise process or strategies used to identify, pick, technique, and examine statistics about a topic. In a studies paper, the methodology section allows the reader to critically evaluate a take a look acts overall validity and reliability. The methodology of the study includes

- **Area of the study**
- **Data collection**
- **Sample technique**
- **Sample size**
- **Statistical tools**

DATA COLLECTION:

- **Data was collected using both primary and secondary data collection methods**

. PRIMARY DATA:

• **In this research the primary data that is been used in questionnaire. Structure questionnaire is being framed to collect the data from the respondent**

. SECONDARY DATA:

• **This may be used to collect the necessary data and records by different website, magazines, annual report, journal, reference book and newspapers.**

SAMPLE TECHNIQUE:

Convenience random sampling technique has been adopted to select sample respondents for the study.

SAMPLE SIZE:

50 respondents constituted.

STATISTICAL TOOLS USED IN THE STUDY:

• **Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.**

• **Percentage Analysis PERCENTAGE ANALYSIS**

• **A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 150 and it is divided by the same size**

. • FORMULA: No. of respondents * 100 = Simple percentage Sample size

OBJECTIVES OF THE STUDY

-The objective of this study is to understand the relation between android and IOS.

-To identify which operating system is preferred by the majority of my samples

-To assess the satisfaction of customers while using android or IOS.

SCOPE OF THE STUDY:

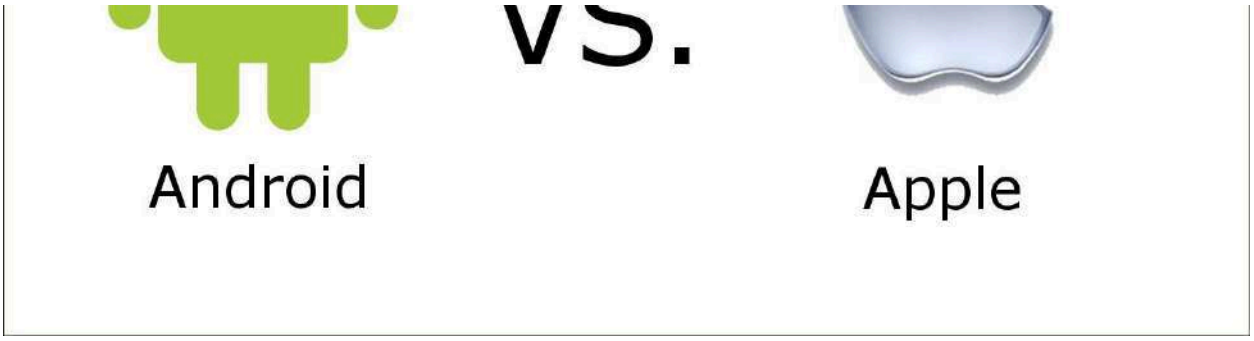
This study aims on understanding the basic customer preference between android and IOS. This study can be viewed as a quantitative and qualitative one as we get to know the views and opinions of each of the sample that we review.

LIMITATIONS OF THE STUDY:

• The sample size is very small and its only limited to 120 respondents

• They are of study is confined only to a confined number of geographical locations.

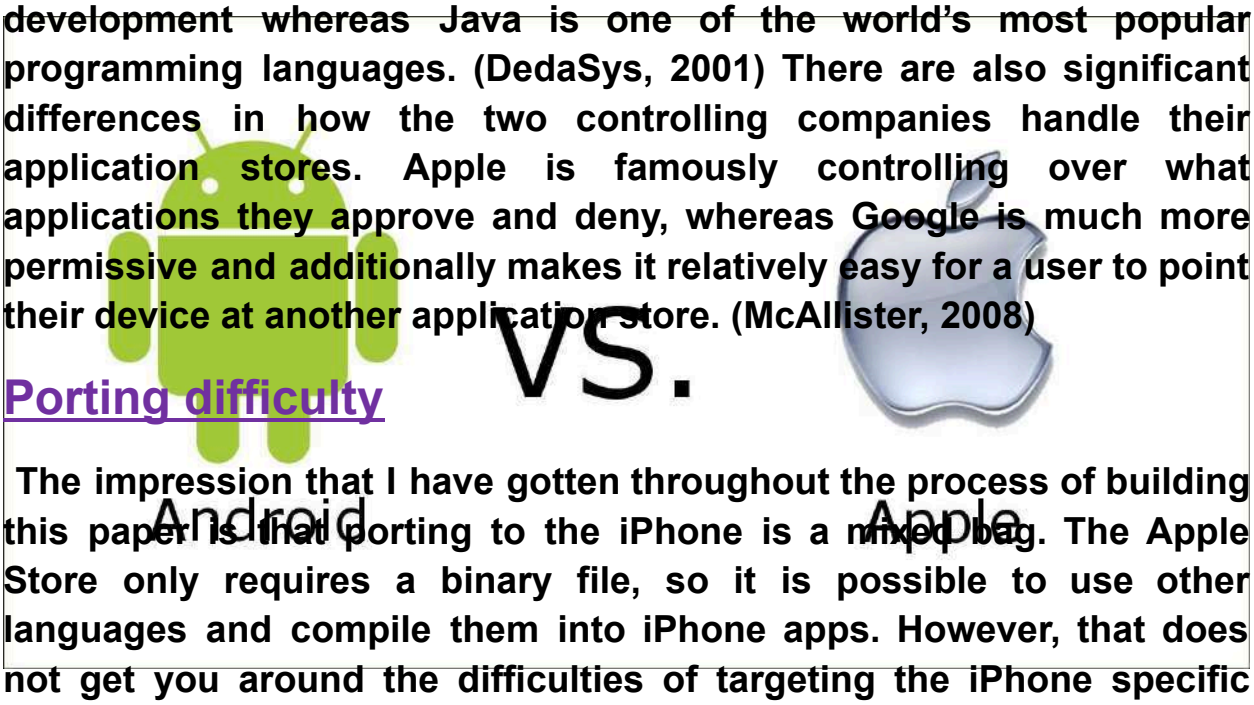
• There was constrain in forming a questionnaire as the responses that is to be collected needs to be precise.



Comparison

Development Environments

Both development environments provide an IDE and a simulator as well as some debugging tools. IPhone development can only officially be done on a fairly recent Mac in Objective C. Compare this with Android development, which is done in the Eclipse IDE which works on all of the major operating systems, using the Java programming language. Objective C is for all practical purposes only used for Mac development whereas Java is one of the world's most popular programming languages. (DedaSys, 2001) There are also significant differences in how the two controlling companies handle their application stores. Apple is famously controlling over what applications they approve and deny, whereas Google is much more permissive and additionally makes it relatively easy for a user to point their device at another application store. (McAllister, 2008)



Porting difficulty

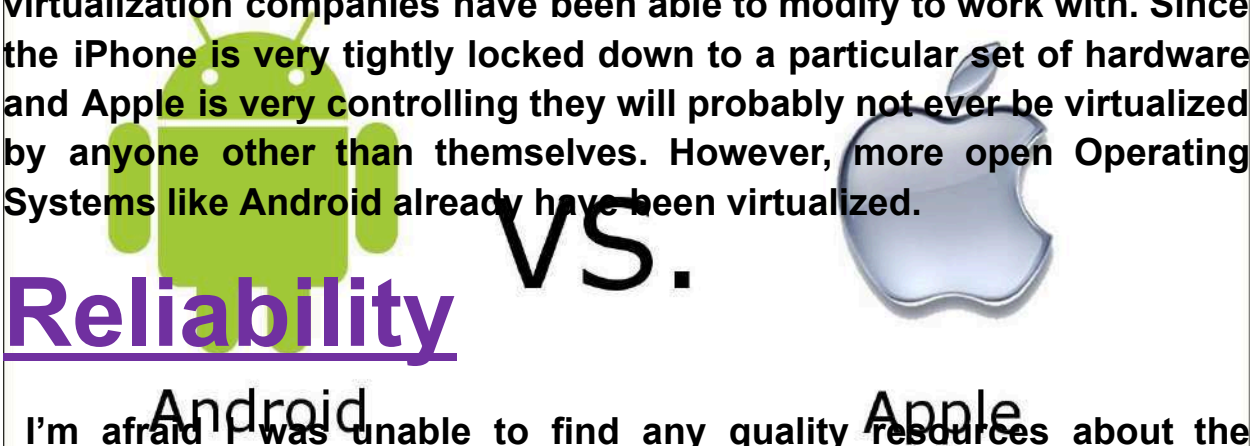
The impression that I have gotten throughout the process of building this paper is that porting to the iPhone is a mixed bag. The Apple Store only requires a binary file, so it is possible to use other languages and compile them into iPhone apps. However, that does not get you around the difficulties of targeting the iPhone specific resources and limitations. On the other hand if you wish to port the application into Object C, you are essentially porting your application to standard C and then making it compatible with the additions that Apple has made and the iPhone specific functionality.

Porting applications to the Android is pretty easy if your application started out in Java. You just have to make the adjustments required to handle Android specific functionality. However, if your application was initially written in a different language the challenge could be much greater, especially if your application was initially written in C or

C++. Games are frequently written in C or C++ for performance reasons, and the Java backend for Android is often labeled as to slow for serious game development.

Virtualization

As far as I can tell there is no virtualization technology available for the iPhone OS. Since Apple has been very clear that they will not approve any applications that run interpreted code (Mike, 2008), and has not yet released their own virtualization solution this is not a surprise. The Android OS is one of the many virtualized Operating Systems that is supported VMware's Mobile Virtualization Platform (VMware). In short this is a case of what Operating Systems the big virtualization companies have been able to modify to work with. Since the iPhone is very tightly locked down to a particular set of hardware and Apple is very controlling they will probably not ever be virtualized by anyone other than themselves. However, more open Operating Systems like Android already have been virtualized.



Reliability

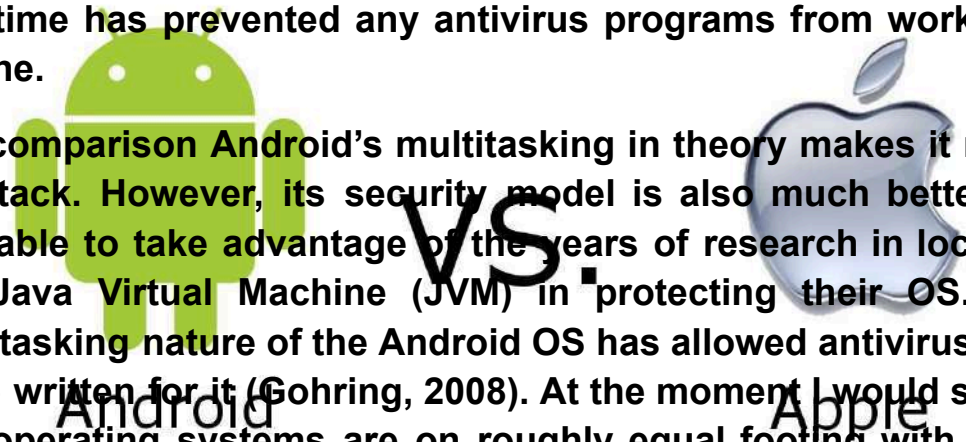
I'm afraid I was unable to find any quality resources about the reliability of the iPhone OS vs. the Android OS. It seems that people are much more interested in the reliability of the hardware and the supporting network infrastructure than they are in the Operating System itself. Having, said that I can say that in my experience the iPhone OS is reasonably stable, however it does require rebooting once every few weeks. I would guess that this is at least in part due to memory leaks that accumulate over time. However, in this case the lack of multitasking serves it very well.

The Android OS is by its multitasking nature more susceptible to processes conflicting with each other and causing system instability. Judging by the experience of my colleague who has used both the original Android phone and the brand new Nexus One this is true. He

had to reboot every couple of days with his first phone. On his newer Nexus One he only has to reboot every few weeks, putting it on par with my iPhone experience

Security

It is surprisingly difficult to compare the security of the iPhone OS to that of the Android OS. The iPhone only allows one user application to run at a time which in theory allows it to be much more secure. In practice however there have been a number of recent exploits for it (Kumparak, 2010) (Brian, 2010)and the code that protects application data from being stolen has been criticized for being very lax (Messmer, 2010). Additionally, the restriction to one user application at a time has prevented any antivirus programs from working on the iPhone.



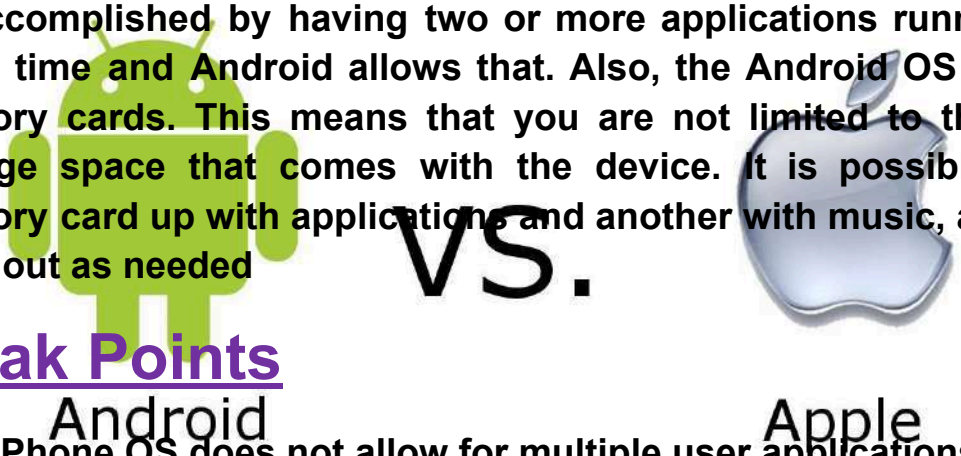
By comparison Android's multitasking in theory makes it more open to attack. However, its security model is also much better. Android was able to take advantage of the years of research in locking down the Java Virtual Machine (JVM) in protecting their OS. Also the multitasking nature of the Android OS has allowed antivirus programs to be written for it (Gohring, 2008). At the moment I would say that the two operating systems are on roughly equal footing with regards to security. However, iPhone is more popular and is thus more targeted

Strong Points

The iPhone OS clearly put a very large emphasis on the user experience, and this is one area where Apple has always excelled. The emphasis on the user makes the iPhone a joy to use. Also the iPhone OS is extremely popular right now. This means that the majority of mobile applications are currently being created for the iPhone OS. This has created an environment where nearly everything that allows you to do nearly everything you would want to on a mobile device through an iPhone application. Also, the iPhone has all of its

storage space in a single space. This means that applications and the operating system all use the same partition. On most other “phone” operating systems there is a tiny primary partition and everything else is expected to be installed on memory cards, but most applications are written under the assumption that they will be run on the internal memory only. Not having to perform that juggling process is extremely valuable.

The Android OS has put a premium on being customizable. Thus there are virtually no limits with what you can do with an Android device. If the hardware can handle what you wish to do you can probably write an Android application to do it. The ability to run tasks in the background is a huge plus. There are many things that can only be accomplished by having two or more applications running at the same time and Android allows that. Also, the Android OS allows for memory cards. This means that you are not limited to the internal storage space that comes with the device. It is possible to fill a memory card up with applications and another with music, and switch them out as needed



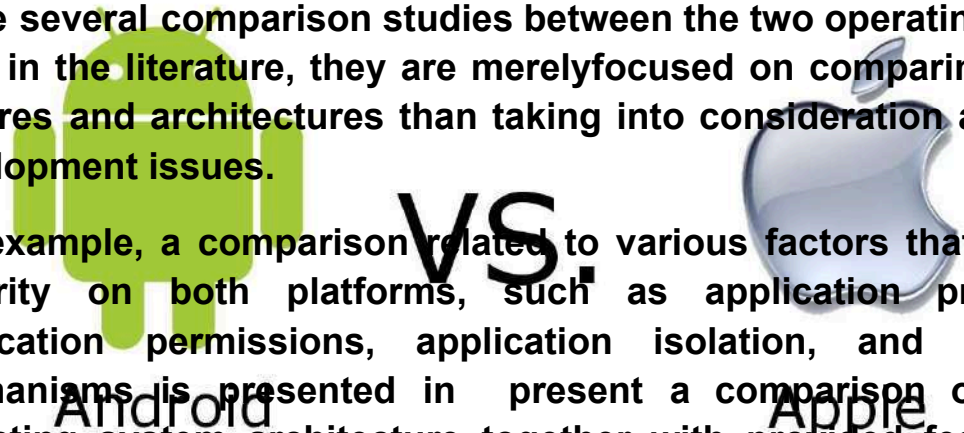
Weak Points

The iPhone OS does not allow for multiple user applications to be run at the same time. This removes a number of very useful functionalities from the platform. Developing for the iPhone is also limited to just the Mac platform. This makes the entry cost to develop iPhone applications very high for anyone who does not already own the necessary hardware. Also, developing for the iPhone requires learning a language that is not valuable outside of the Apple community. In short developing for the iPhone requires learning a large number of Apple specific items.

The Android OS is already having problems with the fact that applications are not always portable across devices, with

a number of developers complaining about how hard cross device compatibility is (Gruman, 2010). Also, Android has run into the problem of having to juggle a tiny amount of internal memory. This is most notable on the brand new Nexus One which has only 192 MB of that is available to install applications on, and most applications can only be installed on the internal memory (Latif, 2010). It is also worth noting that the user interface of the Android OS is not nearly as nice and polished as the iPhone OS. If feels much rougher and is not nearly intuitive. This is one area where Apple has just done a much better job

Related work



While several comparison studies between the two operating systems exist in the literature, they are merelyfocused on comparing existing features and architectures than taking into consideration application development issues.

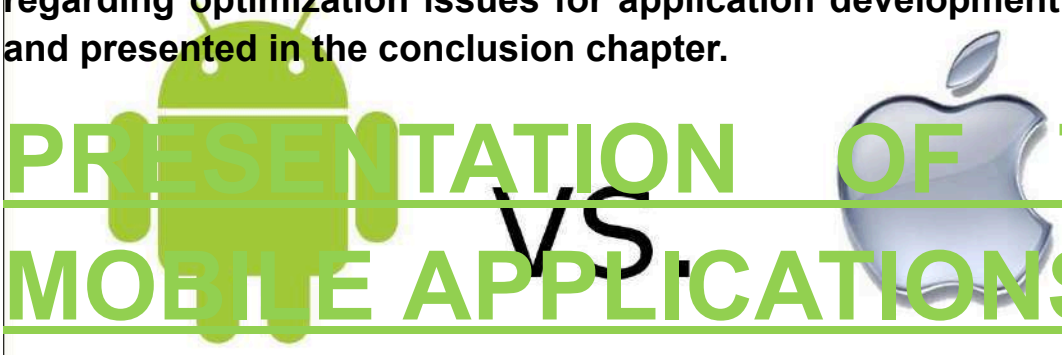
For example, a comparison related to various factors that influence security on both platforms, such as application provenance, application permissions, application isolation, and encryption mechanisms is presented in present a comparison of the two operating system architecture together with provided features and frameworks for application development; several tools for cross-mobile application development are proposed in also, a comparison based on availability and capabilities of different set of UIs is described in .

Moreover, several papers in the literature realize comparisons based on detailed analysis of market share of smart phones having different mobile operating systems but also on advertisement and overall impact on the consumers .

With the general complexity of both operating systems expanding on each new version iteration, more features become available for application developers. In this context, analyzing from the

performance point of view of the most important core features used in mobile application development for both operating systems could be very helpful for further application development processes. Consequently, the paper approaches a very important aspect, by guiding the optimization process to potential slow or inefficient parts of the application specifically on each device.

The paper is structured as follows: next chapter presents the two mobile applications developed for each operating system together with the web platform used by both applications for receiving HTTP requests and sending JSON responses. Chapter IV describes the developed testing architecture and the performance tests carried on. Based on the results of the comparisons, several conclusions regarding optimization issues for application development are drawn and presented in the conclusion chapter.



PRESENTATION OF THE MOBILE APPLICATIONS

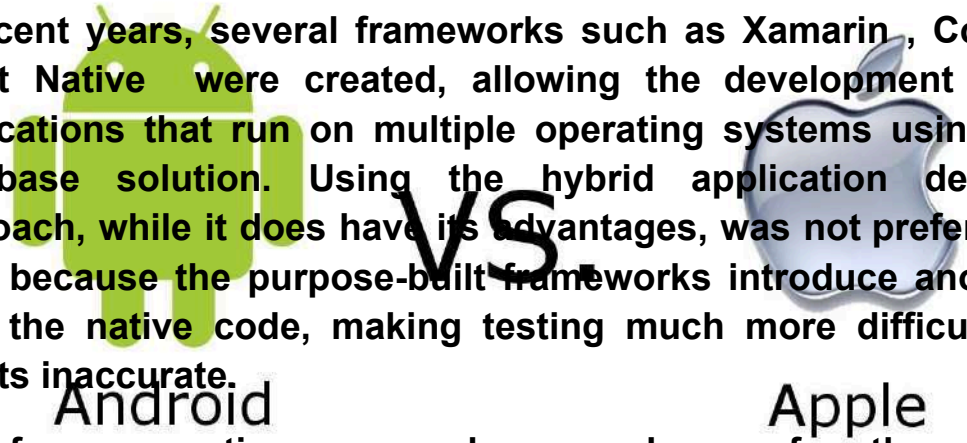
A native mobile application was developed for each operating system (Android and iOS) in order to study the performance and development differences. Both mobile applications feature the same functionality and scene structure, with differences only being visible at the user interface level, where some elements diverge in order to respect the design guidelines recommended by each operating system manufacturer

The mobile applications are complemented by a web platform built on top of the Laravel framework. The platform receives signed data requests through the HTTP protocol and it then sends back responses containing JSON -encoded structured data that is extracted and compiled from a MySQL database.

From a functionality standpoint, each application allows the user to view promoted commercial locations and related events or picture galleries for a specific geographical area. The web platform provides the data, which is displayed within the mobile applications, allowing registered users to perform CRUD operation over the datasets representing the locations, events and galleries.

The mobile applications were designed to use a hierarchical navigation system that guides the user to the desired content. Using this approach, different category and entry lists were created for each data type alongside shortcut paths that allow the user to reach the content in an efficient manner. The general structure of the scenes is described in Fig. 1

In recent years, several frameworks such as Xamarin , Cordova or React Native were created, allowing the development of mobile applications that run on multiple operating systems using a single codebase solution. Using the hybrid application development approach, while it does have its advantages, was not preferred in this case because the purpose-built frameworks introduce another layer over the native code, making testing much more difficult and the results inaccurate.



Therefore, a native approach was chosen for the application development process on each platform, using the tools recommended by each operating system manufacturer. This allowed each codebase to exploit the advantages of its operating system separately, emphasizing the major differences in implementation and optimization between the platforms

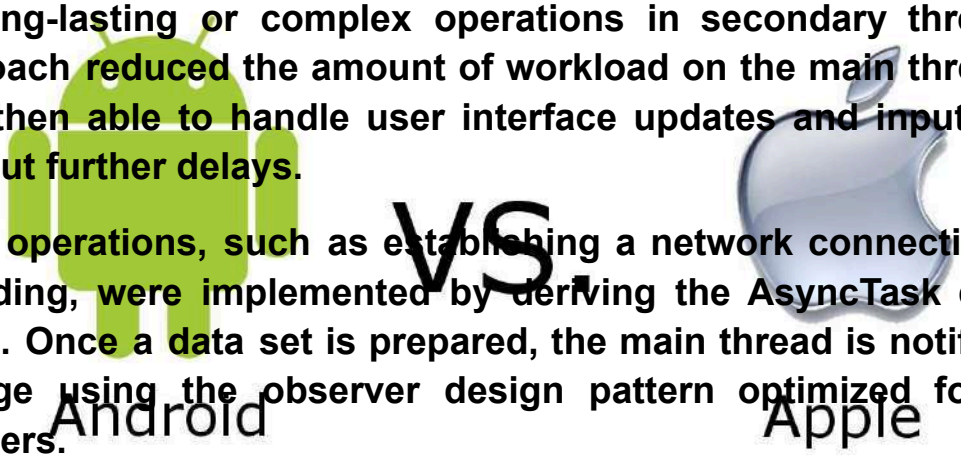
Both applications followed similar MVC (Model-ViewController) architectural pattern , having clear delimitations between classes and code sections that handle the application behavior, the user inputs and the information representation form. Model classes were created to describe and handle the structured data displayed using the user interface.

Android Application Development

For the Android operating system, the choice for the development language was straightforward as only the Java language is supported natively. The visual structure for each scene was built using the default method of declaring UI elements in separate XML files.

For the Android operating system, the choice for the development language was straightforward as only the Java language is supported natively. The visual structure for each scene was built using the default method of declaring UI elements in separate XML files.

The responsiveness of the user interface was facilitated by isolating all long-lasting or complex operations in secondary threads. This approach reduced the amount of workload on the main thread, which was then able to handle user interface updates and input detection without further delays.



Slow operations, such as establishing a network connection or data decoding, were implemented by deriving the AsyncTask class form Java . Once a data set is prepared, the main thread is notified of this change using the observer design pattern optimized for multiple listeners.

Activities were created for each section context, leaving all subsequent scenes to be handled by using Fragments. For scenes that involved grids and lists, the application took advantage of the reusable item view approach, minimizing the amount of memory used to store complex arrays of data.

B. iOS Application Development

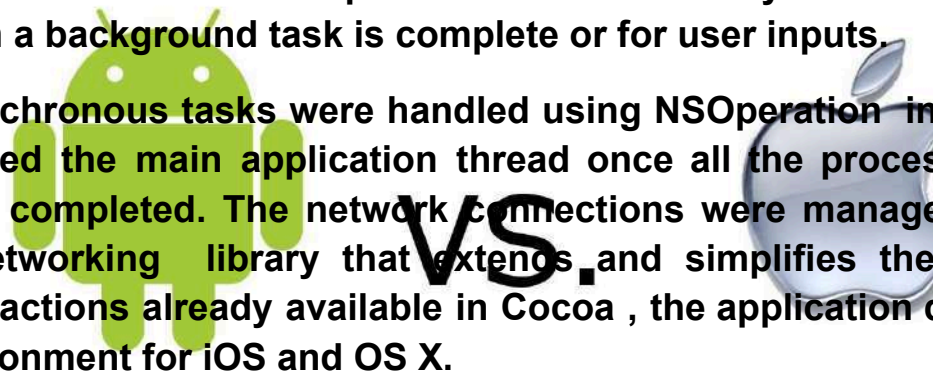
The iOS application authoring tool XCode offers two native options regarding the main development language: Objective C and Swift. Currently, Swift is being promoted for the development of new application that run in the Apple ecosystem. But, for this

implementation process, Objective C was chosen as it is much more mature language with clearly outlined best practices, coding styles and an existing suite of well tested and stable third-party libraries.

Unlike the approach used by Android Studio, the visual structure of the whole application can be managed in a single file using the Storyboard environment. Each individual scene was constructed using static View Controllers for standalone pages and Collection View Controllers to list structured data .

The navigation paths between the main scenes (segues) were described using the graphical user interface and references were created inside the header files for each view controller, allowing for scene transitions to be performed automatically for events triggered when a background task is complete or for user inputs.

Asynchronous tasks were handled using NSOperation instances that notified the main application thread once all the processing stages were completed. The network connections were managed using the AFNetworking library that extends and simplifies the networking abstractions already available in Cocoa , the application development environment for iOS and OS X.



IV. PERFORMANCE TESTS

After developing the mobile applications, the differences between iOS and Android were highlighted by analyzing the specific performance metrics and signature. Since both applications were created using the native tools and development languages, they take advantage of optimizations offered by each operating system.

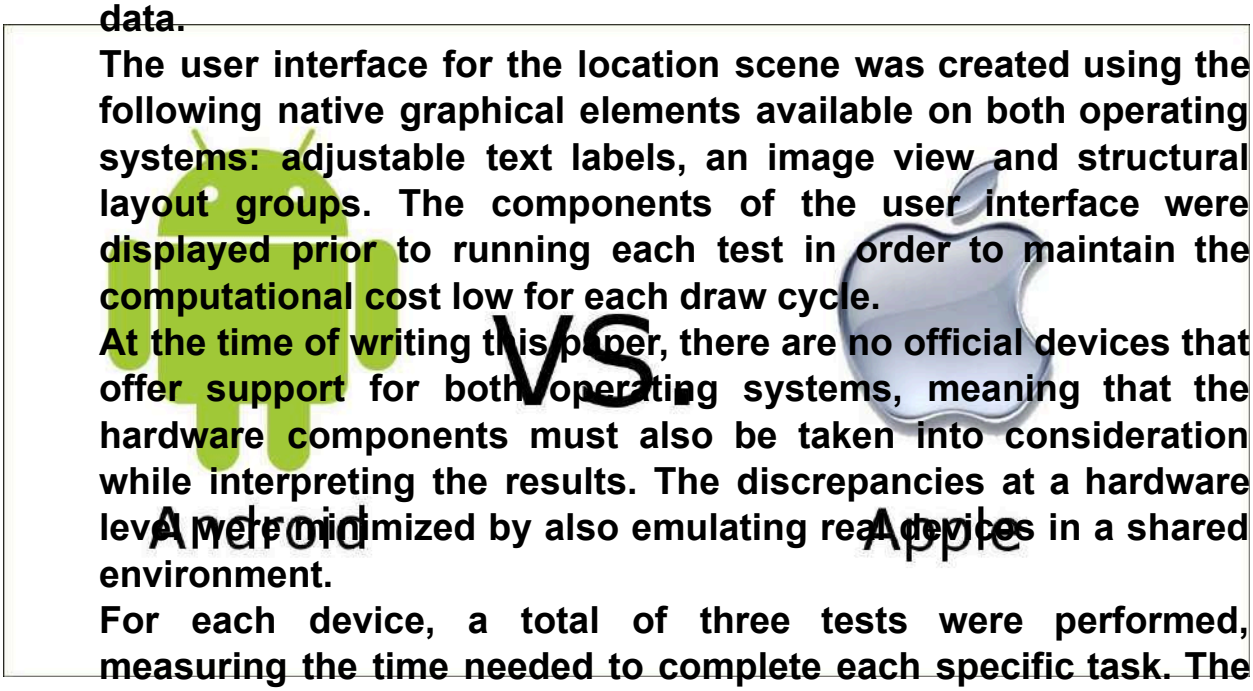
A. Testing Architecture

From a development standpoint, each application uses the advantages of multi-threading, an approach which improves the responsiveness of the user interface. Standalone longlasting tasks such as network downloads, data decoding and image

conversions were executed in separate threads, leaving the operating system to decide which hardware cores to use in order to perform each operation.

Within the applications, the most computational intensive section was used to highlight the differences between the operating systems. As such, a predefined location scene was loaded on each tested device. The data received from the server represents a JSON-encoded string containing the location information; the full data size is 1 MB total, including HTTP headers. The amount of time required to complete each test is expected to be directly proportional to the size of the source data.

The user interface for the location scene was created using the following native graphical elements available on both operating systems: adjustable text labels, an image view and structural layout groups. The components of the user interface were displayed prior to running each test in order to maintain the computational cost low for each draw cycle.



At the time of writing this paper, there are no official devices that offer support for both operating systems, meaning that the hardware components must also be taken into consideration while interpreting the results. The discrepancies at a hardware level were minimized by also emulating real devices in a shared environment.

For each device, a total of three tests were performed, measuring the time needed to complete each specific task. The tests were performed on the following physical devices running the latest versions of their respective operating system: Samsung Galaxy S8+ (using Android 7.0) and Apple iPhone 7 Plus (using iOS 10.0). Well-established and leading benchmarking tools, such as GeekBench [24], position both devices very close to each other from a performance perspective.

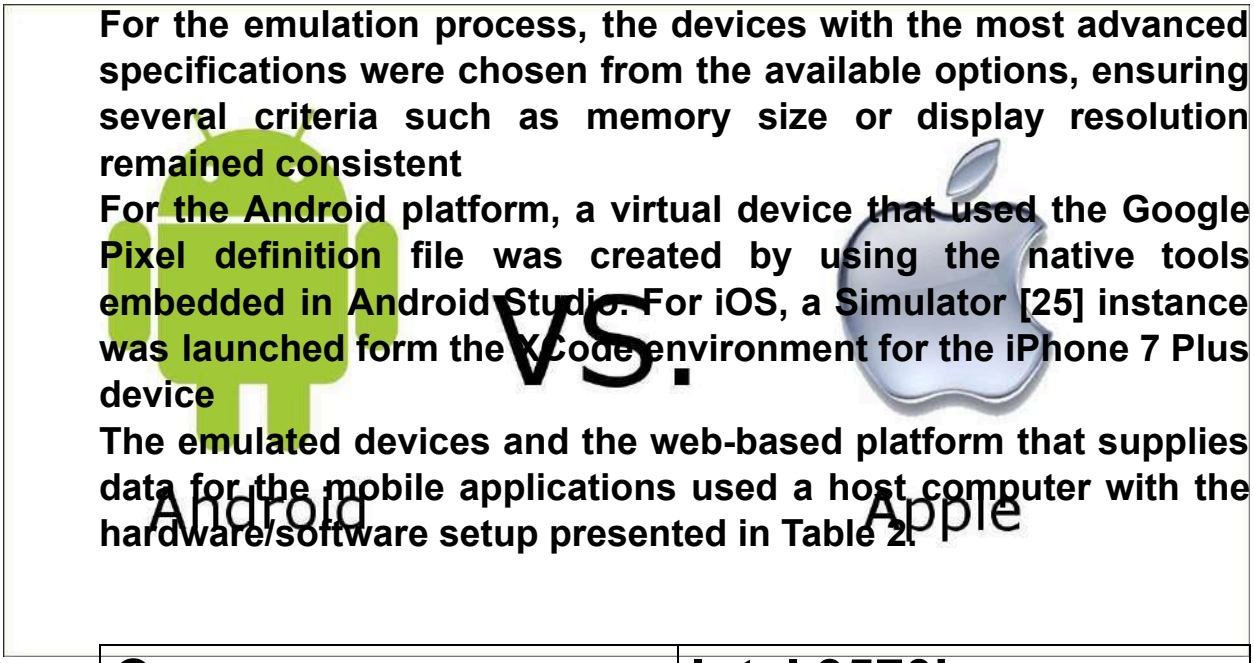
The iOS device is roughly 72.5% faster in single-core operations however it loses its edge in multi-core tasks where it is 8.6% slower than the Android counterpart. Table 1 presents the most relevant hardware differences between the two devices.

Device	Samsung S8+	Apple iphone
CPU (cores)	8	4
CPU(CLOCK)	4*2.035	4*2.34GHZ
RAM Memory	3GB	4GB
GPU	Mail-g71	POWERVR Series 7xt plus

In an effort to reduce the hardware differences to a minimum, the performance tests were also executed on emulated devices. For the emulation process, the devices with the most advanced specifications were chosen from the available options, ensuring several criteria such as memory size or display resolution remained consistent

For the Android platform, a virtual device that used the Google Pixel definition file was created by using the native tools embedded in Android Studio. For iOS, a Simulator [25] instance was launched form the XCode environment for the iPhone 7 Plus device

The emulated devices and the web-based platform that supplies data for the mobile applications used a host computer with the hardware/software setup presented in Table 2.



Cpu	Intel 3570k
CPU(cores)	4
Cpu(clock)	4*4.4GHz
Ram memory	16gb
Gpu	AMD radeon 280x

Network link state	**1000 mbps, full duplex**
Storage type	**Ssd**

Network related delays and issues were minimized by constructing a local network where only the server and the tested device were able to interact. The mobile devices were connected to the local network using 802.11n standard over the 5GHZ band (Wi-Fi). For the emulated devices, a bridged connection over the host computer adapter was used in order to connect to the local network. The testing architecture components are described in Fig. 2.

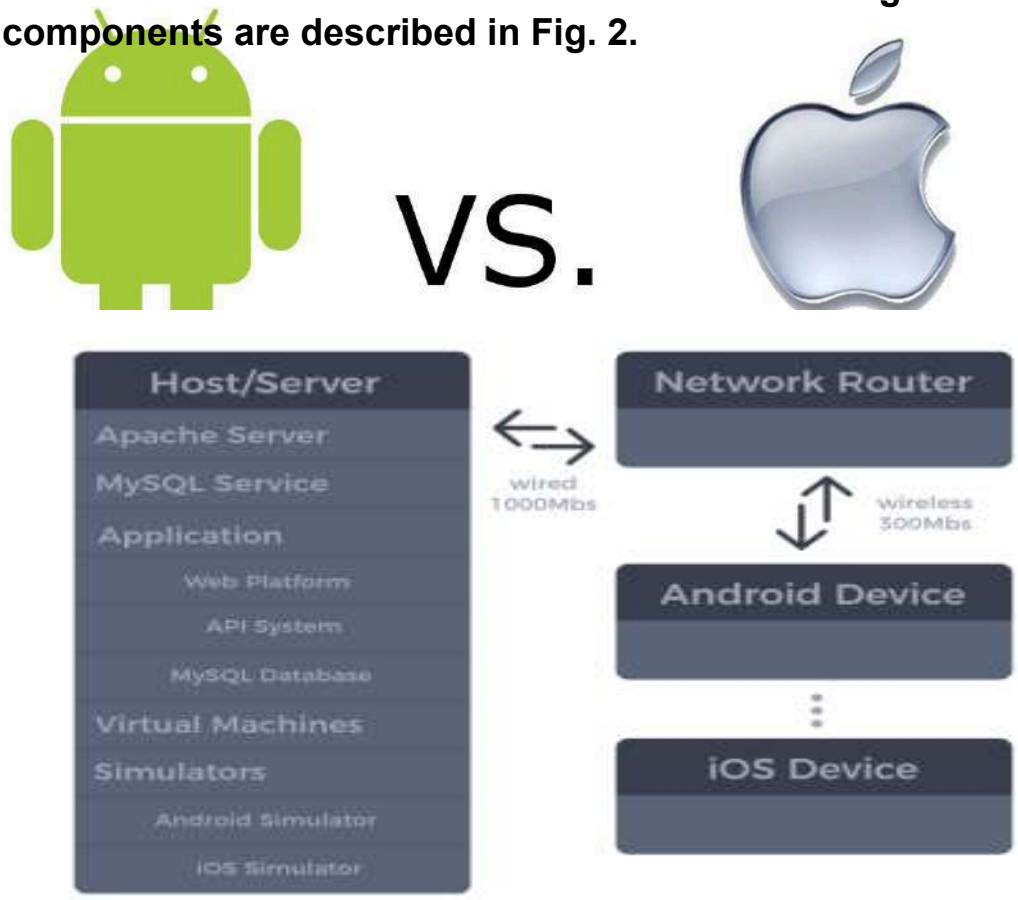


Fig. 2. The testing architecture.

B. Testing Results

Before running each test, the mobile devices were restarted and all non-essential background processes and applications were closed.

The time needed to perform an operation was determined by analyzing the timestamp values echoed in the development platform console. This approach allows accurate measurements down to 1ms as it relies on the mechanisms used by the operating systems. Each test was performed several times (p=10) in order to obtain the average values.

The first test measures the time needed to establish a connection with the server and to retrieve the location information. The data payload is small in order to prevent any network related delays.

The values obtained by running the first performance test can be visualized in Table 3 and Fig. 3.

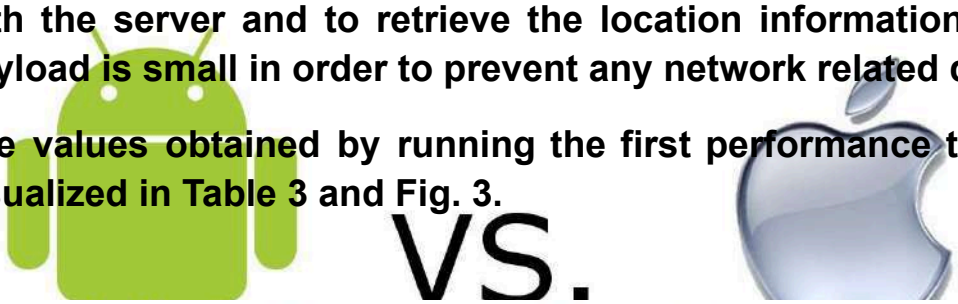


TABLE III. NETWORK PERFOMANCE RESULTS

Device	Transfer Time (ms)		
	MIN	MAX	AVG
Physical devices			
Samsung Galaxy S8+	165	183	171.5
Apple iPhone 7 Plus	187	382	272.5
Emulated Devices			
Google Pixel XL	173	252	206.5
Apple iPhone 7 Plus	347	517	401.5

By analyzing the average values for each device, it can be observed that the Android platform is faster by a small margin in terms of data download times. One aspect that must be emphasized is that on iOS, establishing the initial connection to the server took longer than expected on each device, only with subsequent network calls being more consistent. The implications of using emulated devices become clear as substantial performance differences (slower by more than 30ms) are measured, even in such cases, where the host computer has more computational power than the original device

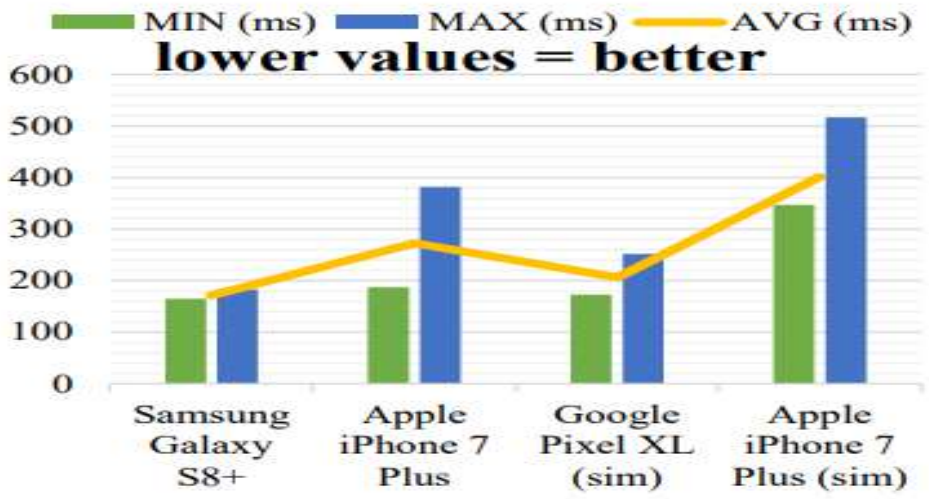


Fig. 3. Network performance results chart.

Once the data is downloaded and available, a second test is executed, measuring the time needed to transform the raw JSON data into string values that are processed afterwards into model instances. The test results are highlighted in Table 4 and Fig. 4

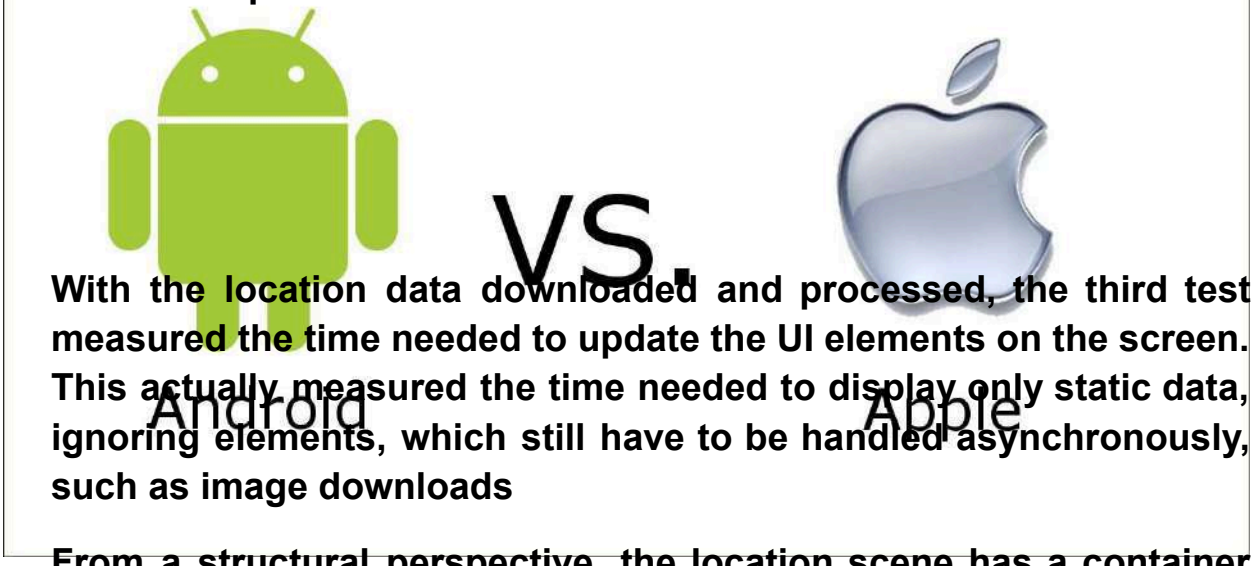
The JSON parsing task is launched in a new thread in order to minimize any interference with the main thread that controls the user interface.

Several conclusions can be drawn from the second test results. Since both operating systems allow for tasks of other applications to persist in the background, the performance of the current task is

directly controlled by the available core count and the efficiency of the operating system's task scheduler. The multi-threaded approach taken during the development phase has improved the performance on devices that are advantaged by a high number of physical cores.

For both real and emulated devices, the iOS platform had faster average execution times and lower limits. In a simulated environment, Android needed twice the amount of time to process the same amount of data.

The developed application processes structured data in small bursts meaning that higher core clocks do not necessarily improve the overall performance.



With the location data downloaded and processed, the third test measured the time needed to update the UI elements on the screen. This actually measured the time needed to display only static data, ignoring elements, which still have to be handled asynchronously, such as image downloads

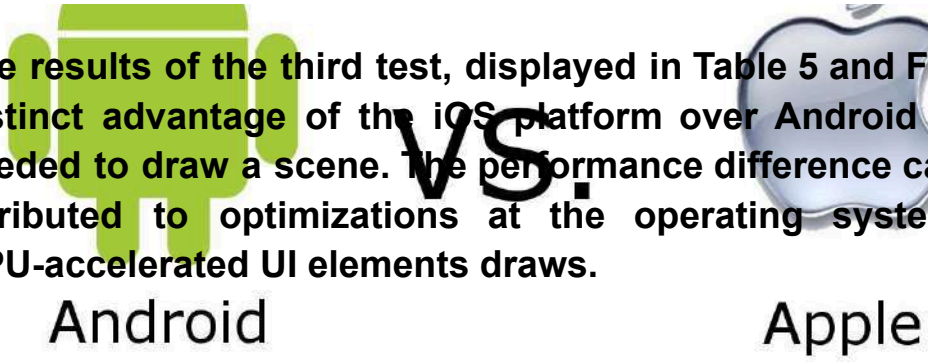
From a structural perspective, the location scene has a container element, a RelativeLayout on Android and a ViewController on iOS. Inside the container, there is a scroll view that enables all the child elements to be visible on the screen. The relevant data is displayed using a set of labels and a single ImageView [7]. For the purpose of this test, we did not take into account the time needed for the image to be displayed, since this would require additional network

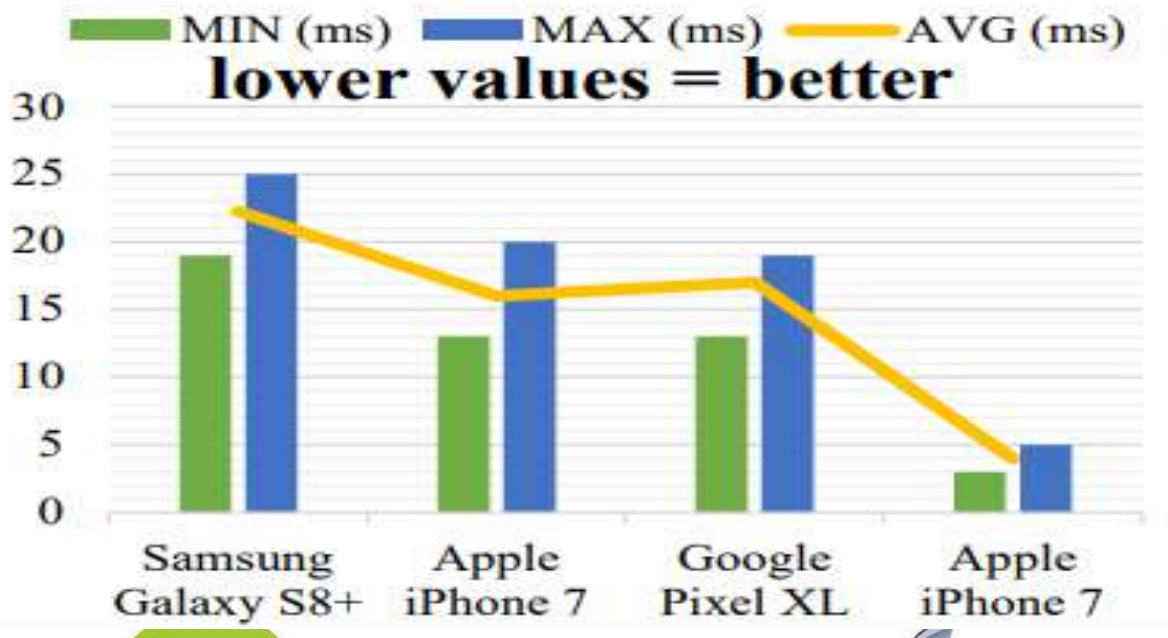
transfers.

TABLE V. DRAW PERFORMANCE RESULTS

Device	Draw Time (ms)		
	MIN	MAX	AVG
Physical devices			
Samsung Galaxy S8+	19	25	22.5
Apple iPhone 7 Plus	13	20	16
Emulated Devices			
Google Pixel XL	13	19	17
Apple iPhone 7 Plus	3	5	4

The results of the third test, displayed in Table 5 and Fig. 5, show a distinct advantage of the iOS platform over Android for the time needed to draw a scene. The performance difference can mainly be attributed to optimizations at the operating system level for GPU-accelerated UI elements draws.





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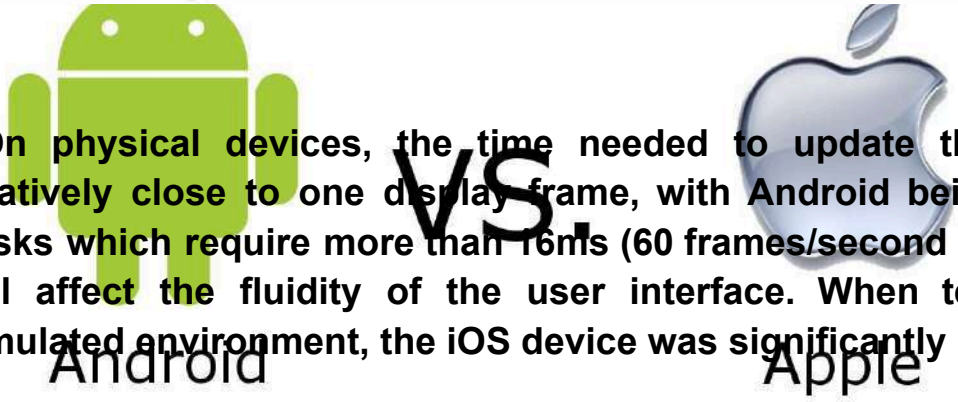


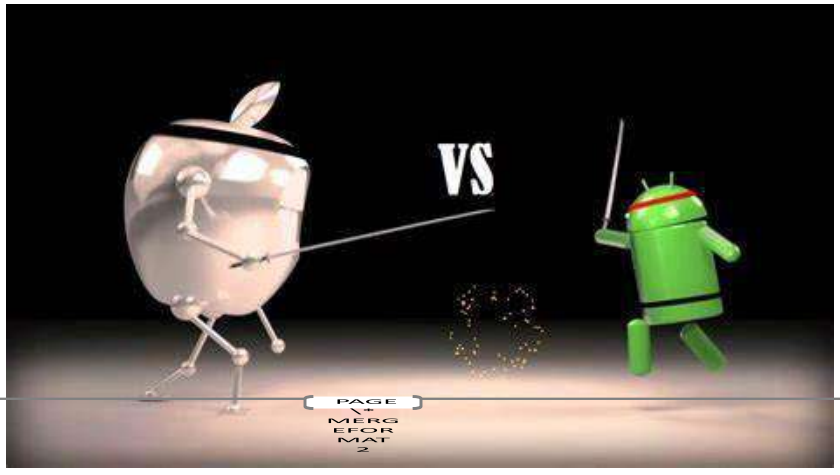
On physical devices, the time needed to update the UI was relatively close to one display frame, with Android being slower. Tasks which require more than 16ms (60 frames/second = 16.67ms) will affect the fluidity of the user interface. When tested in a simulated environment, the iOS device was significantly

Difference between Android and Ios

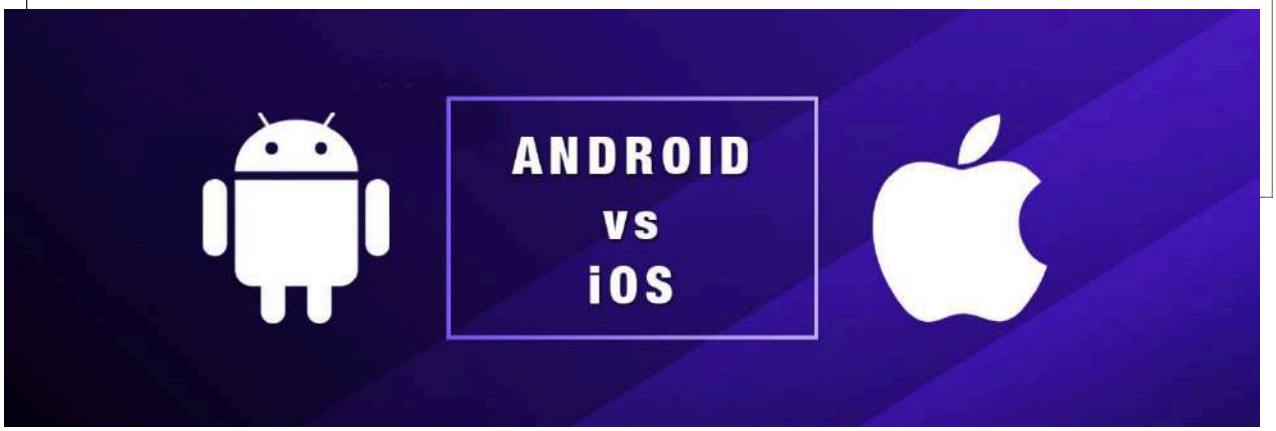
	Android	iOS
		components.
File transfer	Easier than iOS. Using USB port and Android File Transfer desktop app. Photos can be transferred via USB without apps.	More difficult. Media files can be transferred using iTunes (Windows and macOS pre-Catalina) desktop app (via Finder in newer version of macOS). Photos can be transferred out via USB without apps.

	Android	iOS
Alternative app stores and side loading	Several alternative app stores other than the official Google Play Store. (e.g. Aptoide, Galaxy Apps)	Apple blocks 3rd party app stores. The phone needs to be jailbroken if you want to download apps from other stores.
Battery life and management	Many but not all Android phone manufacturers equip their devices with large batteries with a longer life.	Apple batteries are generally not as big as the largest Android batteries. However, Apple is able to squeeze decent battery life via hardware/software optimizations.
Open source	Kernel (Based on Linux), UI, and some standard apps	The iOS kernel is not open source but is based on the open-source Darwin OS.
File manager	Yes. (Stock Android File Manager included on devices running Android 7.1.1)	Files app, limited and less useful (iOS 12).
Photos & Videos backup	Apps available for automatic backup of photos and videos. Google Photos allows unlimited	Up to 5 GB of photos and videos can be automatically back up with iCloud, more paid iCloud storage
Available language(s)	100+ languages	40 languages
Video chat	Google Meet and other 3rd party apps	FaceTime (Apple devices only) and other 3rd party apps

	Android	iOS
Video chat	Google Meet and other 3rd party apps	FaceTime (Apple devices only) and other 3rd party apps
Virtual assistant	Google Assistant	Siri
Available on	Many phones and tablets. Major manufacturers such as Samsung, Oppo, OnePlus, Vivo, Honor and Xiaomi. Android One devices are pure Android. Pixel line of devices is made by Google, using a almost pure version of Android	iPod Touch, iPhone, iPad, Apple TV (2nd and 3rd generation)
Calls and messaging	Google Messages. 3rd party apps like Facebook Messenger, WhatsApp, Google Duo, Discord and Skype all work on Android and iOS both.	iMessage, FaceTime (with other Apple devices only). 3rd party apps like Google Hangouts, Facebook Messenger, WhatsApp, Google Duo, Discord and Skype all work on Android and iOS both.
App store , Affordability and interface	Google Play Store – 2,500,000+ apps. Other app stores like Amazon and Aptoide also distribute Android apps. (".APKs"). Apps containing virus occasionally to rare, but existing.	Apple App Store – 1,800,000+ apps. Apps containing virus very rare or nonexistent.



	Android	iOS
Security	Monthly security updates. Android software patches are available soonest to Pixel device users. Manufacturers tend to lag behind in pushing out these updates. So at any given time a vast majority of Android devices are running outdated OS software.	Occasional security updates. Security threats rare, because iOS is locked and downloading apps out of the App Store is complicated.
Rooting, bootloaders, and jailbreaking	Access and complete control over your device is available and you can unlock the bootloader.	Complete control over your device is not available.
Cloud services	Native integration with Google Drive storage. 15GB free, $2/mo for 100GB, 1TB for $10. Apps available for Amazon Photos, OneDrive and Dropbox.	Native integration with iCloud. 5GB free, 50GB for $1/mo, 200GB for $3/mo, 1TB for $10/mo. Apps available for Google Drive and Google Photos, Amazon Photos, OneDrive and Dropbox.
Interface	Touch Screen	Touch Screen



Biometric Authentication	Fingerprint and/or Face Authentication. Availability depends on manufacturer's hardware.	Fingerprint or Face Authentication. Touch ID available on iPhone (5s and later) and iPad (Air 2 and later) but not on iPhone X or later. Face ID available on iPhone X and later, replacing Touch ID

OS family	Linux	OS X, UNIX
Headphone Jack	Some current Android smartphones and many don't.	None on iPhone 7 and later, lighting to 3.5mm no longer comes with phone after iPhone XS

Android vs iOS: Mobile Operating System market share statistics you must know

When it comes to mobile operating systems, Android and iOS are the two key players that cover almost all of the market. While Android has a far wider reach, iOS is the one that garners the reputation of the most popular one.

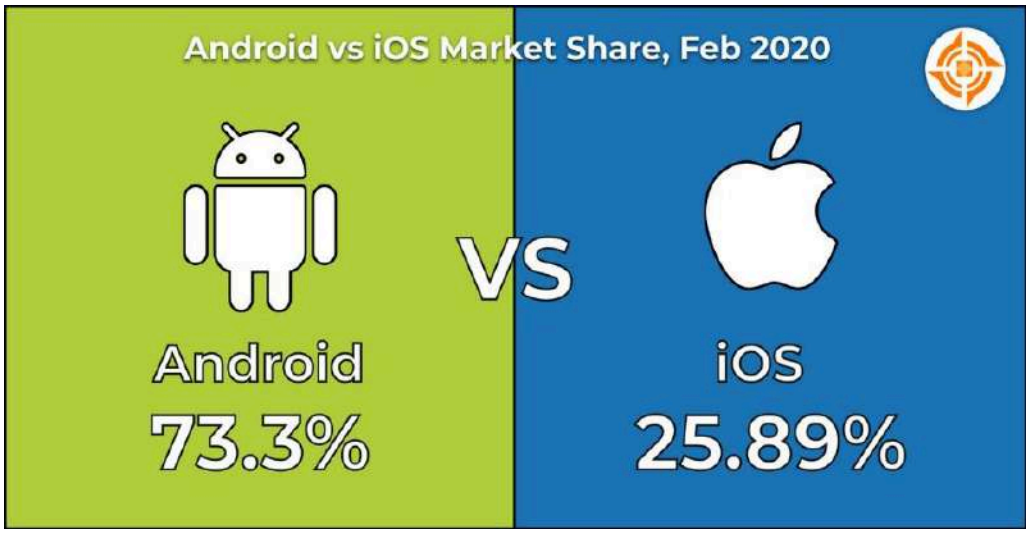
Today we are here to compare the market share of the two giants and learn some statistics and facts about the two. So, let's get started without much ado and learn where the two mobile operating systems stand against each other.

Android vs iOS market share: An overview

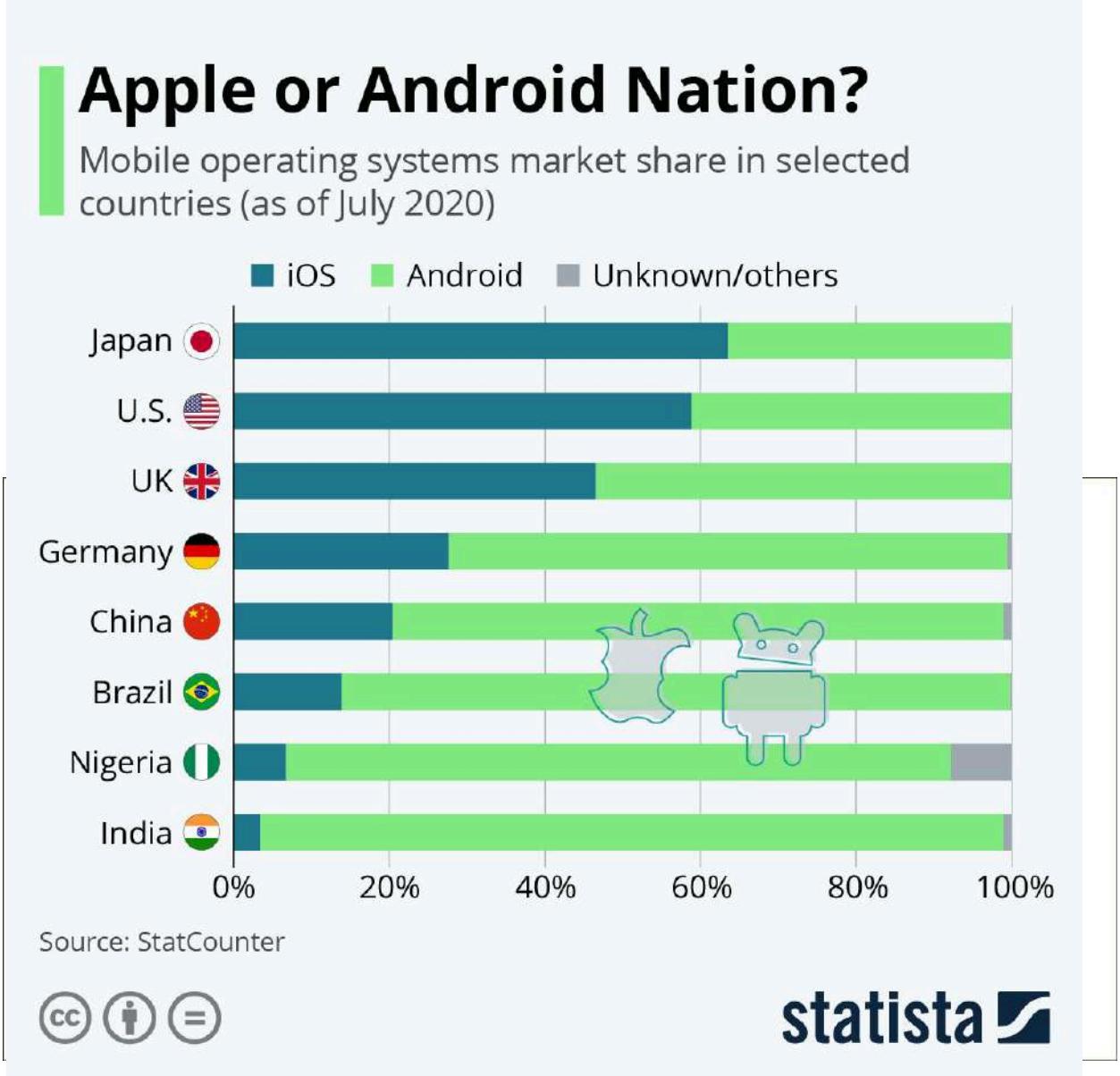
Operating Systems are the lifeline of any device. However, the proliferation of smartphones has made mobile operating systems more popular than desktop operating systems over the years. Google owned Android and Apple owned iOS are the two most popular mobile operating systems that are ruling the world.

Android emerges as the global leader here for many reasons. Android comes with more device options, more affordable and flexible infrastructure, and the assurance of Google. These are some of the factors that make it the most popular in almost every country across the world.

However, iOS eats up quite a big share of the industry in more niche markets and first-world countries due to its esoteric appeal. It remains within the reach & feasibility of fewer people due to lesser and expensive options in terms of devices, apps, etc.



Therefore, when we look at the global stats, we find that Android alone covers almost three-fourth of the market, whereas iOS covers almost the rest of it. The two operating systems together rule the market with more than <u>6 billion</u> users spread across the world.

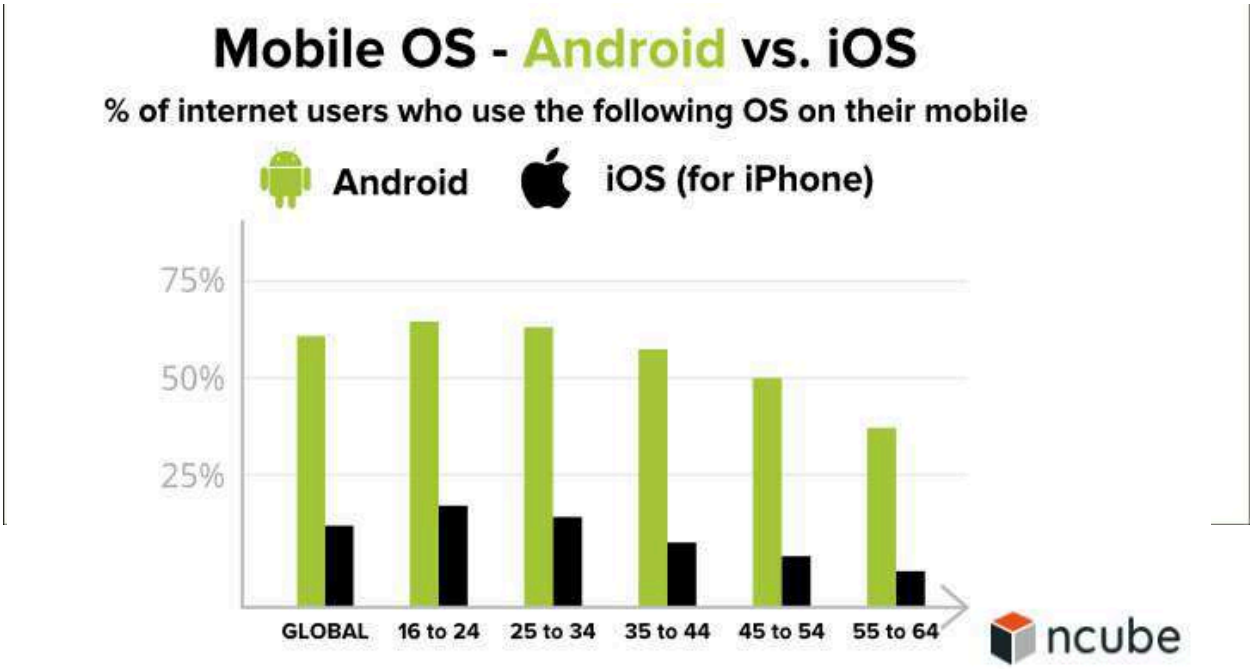


Android vs iPhone software: iOS continues to borrow from Android

How any new Android phone looks and feels is largely determined by the custom interface it uses. Almost every Android has one, because it's the way manufacturers make sure their phones don't seem exactly like those of their competitors.

Some of these interfaces add significant new features too, but all are based on a core version of Android. In 2021 most new phones are likely to use Android 11.
This 2020 update to the system isn't going to change your life. But it did tweak some parts under the surface. For example, in some phones you'll see a panel of smart home controls when you long-press the power button.

Apple's recent changes are more dramatic. iOS 14 brought widgets to iPhones. These have been in Androids since day one, in 2008. It also adds an App Library section at the end of your home screens, which arranges all your apps into folders. Again, we might compare this to the dedicated app page that has always been present in the majority of Android phones.



New versions of iOS are just as likely to have annoying bugs as fresh Android updates. Both are great, neither is perfect. Google has improved how it deals with app permissions in the last few years. You're now asked for permission as and when an app requests, for example, your location, rather than just making you allow access at the point of install.

CONCLUSIONS

A set of two basic applications featuring the same functionality and complexity was developed to run natively on Android and iOS platform. The tests that were performed and presented in this paper analyze several important core features by creating, for each feature, a particular scenario in the implemented applications and architecture. Tests have not outlined any operating system to be more efficient than the other, at least not from an overall application developer perspective, each platform being more efficient and excelling for different tasks.

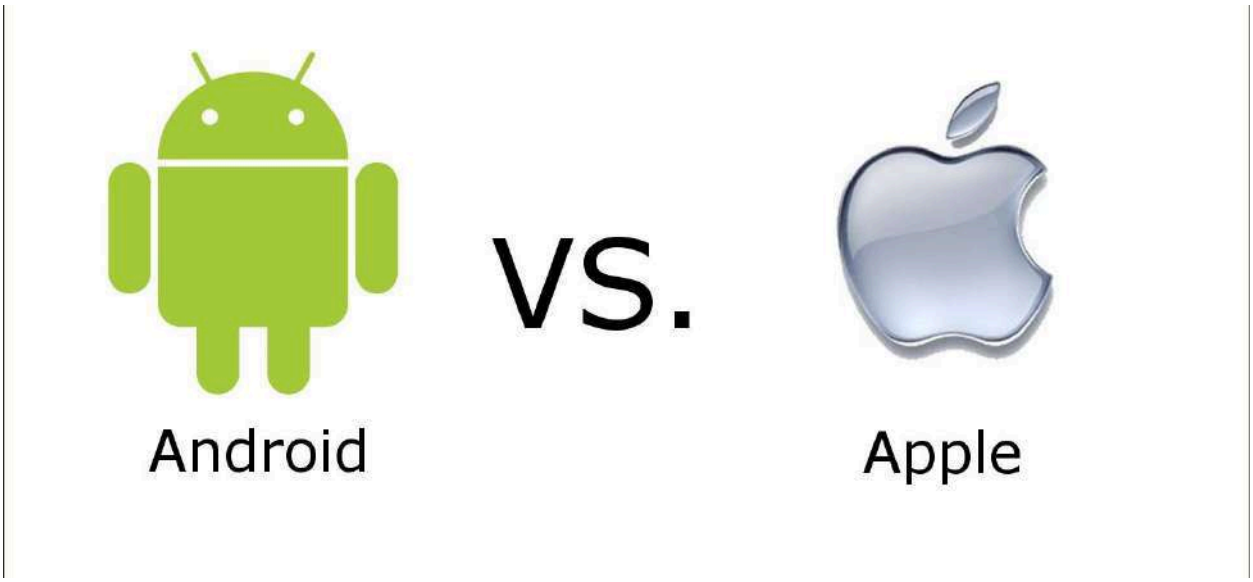
For network related tasks, Android had a clear edge over iOS, however the time difference was spent mostly on establishing the connection to the server, while the relevant data was retrieved in a similar time frame on both operating systems

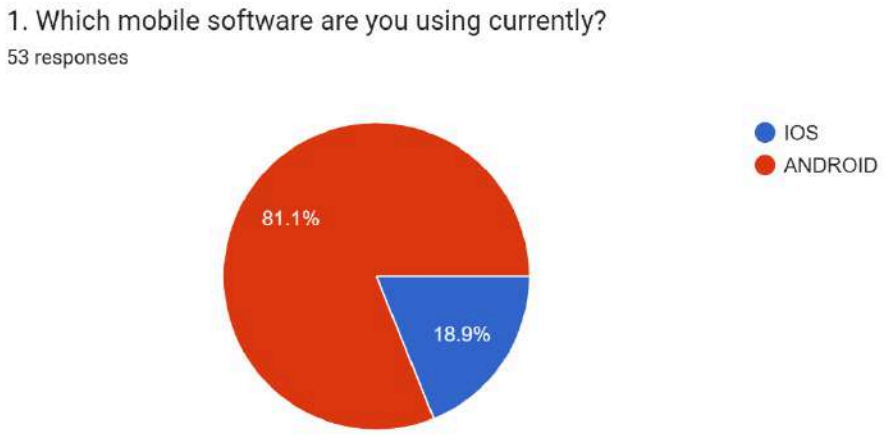
The JSON parsing and decoding test was intended to display the efficiency of the task scheduling part of the operating system and the processing speed of big strings. The results of this test also reflected the hardware differences between real devices, however, in the end, both platforms performed similarly, with iOS being ahead by only a few milliseconds.

On the draw performance test, iOS was clearly faster than Android with views and UI elements being drawn on the screen within the time frame limit to not cause user interface fluidity issues. The emulation process also proved to be much more efficient with iOS devices

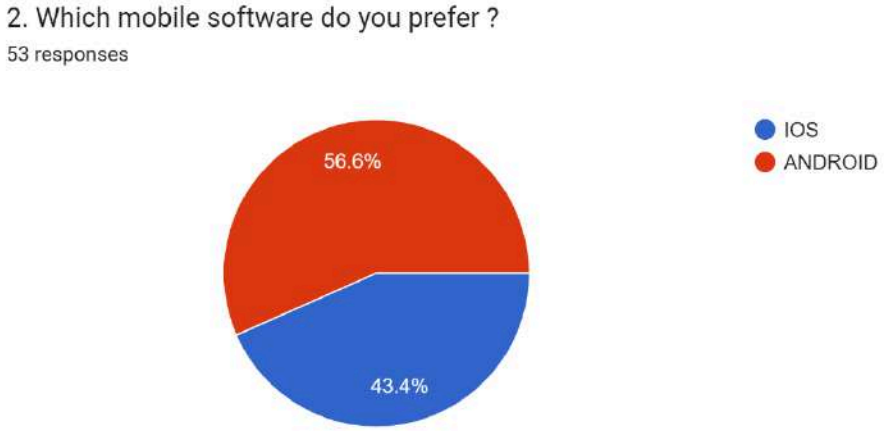
The design constraints of each application might create a situation that would benefit more from the device hardware and the software advantages or limits of one platform over the other. For example, according to the performed tests, an application that relies heavily on views being drawn on the screen as soon as possible will perform better on iOS, while other application that use a lot of network communications will behave better on Android

Consequently, the developed performance tests and their results can be used to anticipate where the slow or inefficient parts of the application will be on each device. Developers can then author applications that will behave and perform similarly on both operating systems, either by optimizing their source code or by designing functionality around these limits.

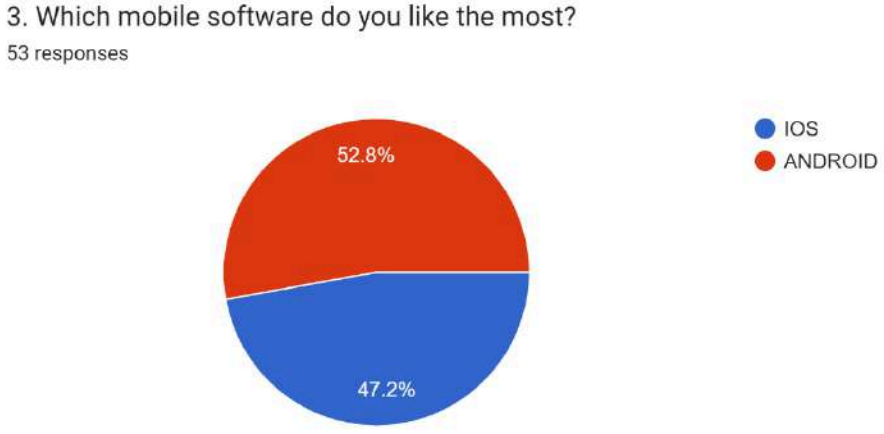




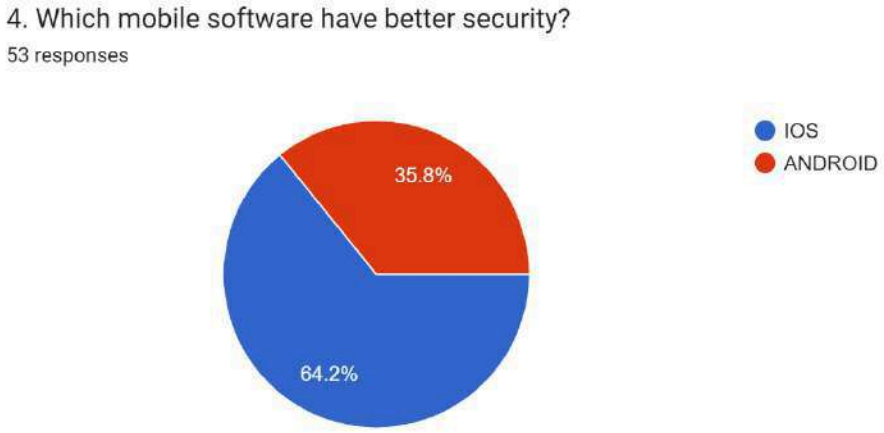
From the above pie chart there are more android users as compared to Ios users because android software is easy to use and budget friendly. 2.8 billion people are using android software and Ios is in second position as compared to android.



From the above pie chart 56.6% people are preferring android because it is simplest way to use and it costs low price as compared to Ios. In India mostly people prefers android software and they have more customer services.



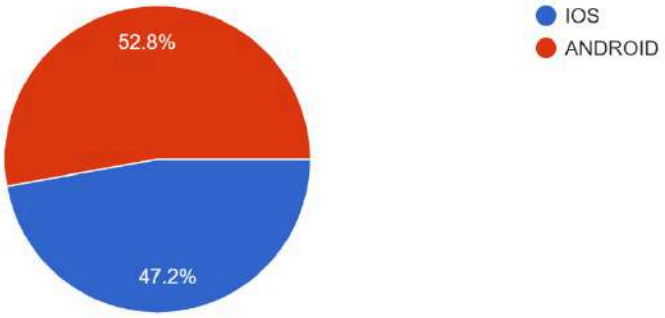
As per customer reviews people are showing more interest towards android system, because the main reason is Ios system is too expensive and it is not worthy as per customers point of view.



From the above pie chart IOS has the better security because android phones are generally considered less secure than iphones but both are more susceptible to hackers so slightly Ios is more secured than android.

5. Which mobile software have better gaming experience?

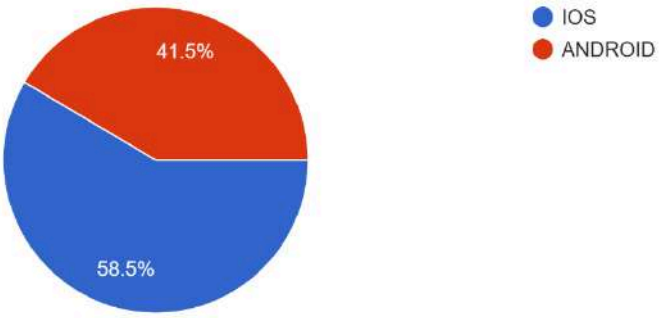
53 responses



From the above pie chart android is having better gaming experience because of their snapdragon 888 processors and better liquid cooling systems.

6. Which mobile software have better camera quality?

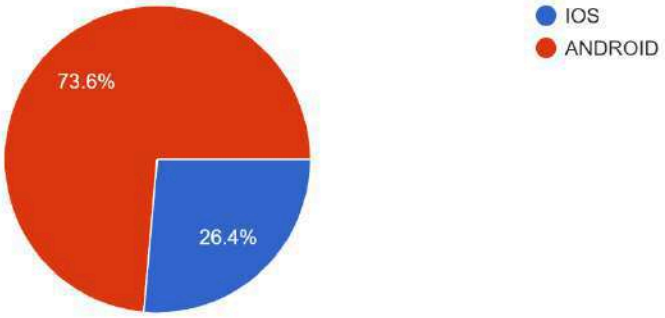
53 responses



As from customers review Ios system has better camera quality compared to android camera, even though Andriod mobile is using sony sensors and mega pixels Ios mobiles captures with clarity and adds better contrast to the pictures

7. Which mobile software has better battery backup?

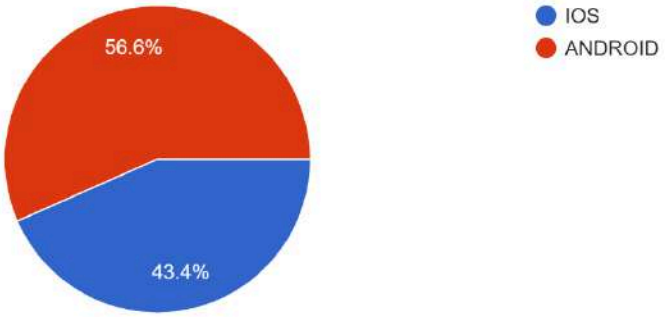
53 responses



Android mobiles has more battery backup than ios mobiles because they uses more Mah battery like 5000 Mah as ios mobiles contains 2500 Mah battery.

8. Which mobile software has a long life?

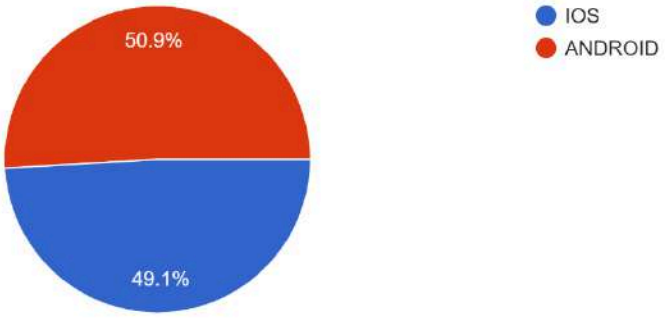
53 responses



As per users review android system has more long life.

9. Which mobile software has a better processing?

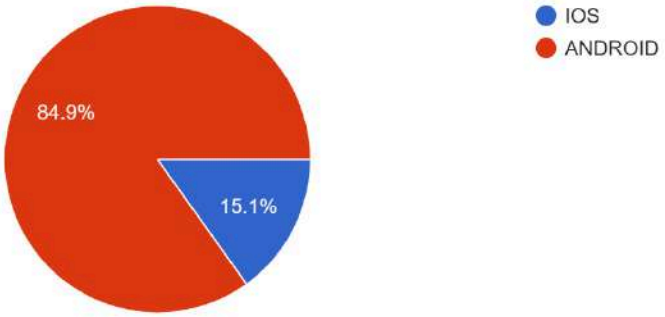
53 responses



As per customers review android is having better processing so they are showing interest on android mobiles.

10. Which mobile software is budget friendly?

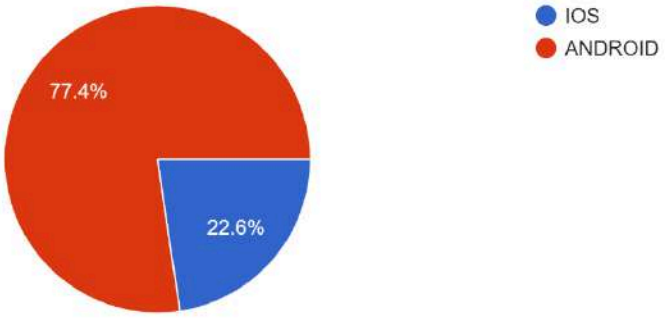
53 responses



From the above pie chart android mobiles are more cheaper as compared to Ios, normal people can also afford android mobiles.

11. Which mobile software is available widely?

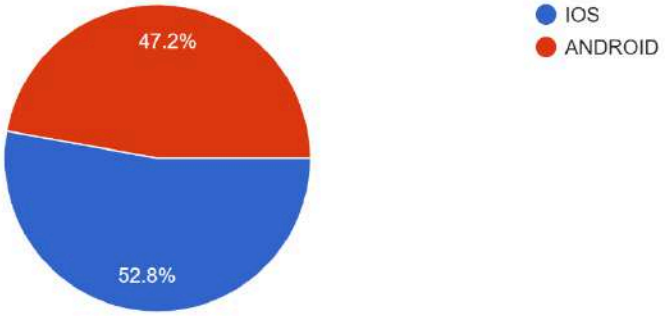
53 responses



According to customers point of view android mobile software has been used widely as compared to IOS.

12. Which mobile software has better display?

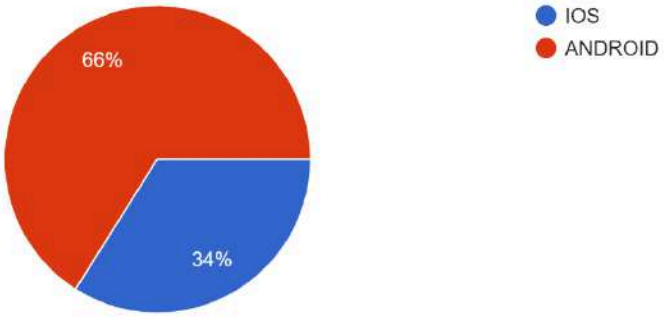
53 responses



According to customer opinion IOS has higher resolution's sensors than android phones .

13. Which mobile software has a better customer service?

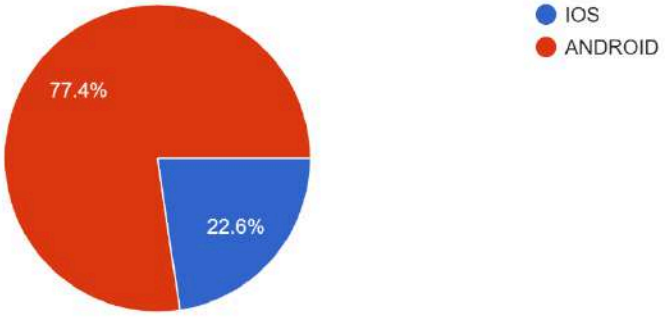
53 responses



Android system has better customer services as compared to IOS system. Android has many service centre's than IOS service centre's .

14. Which mobile software has greater sales ?

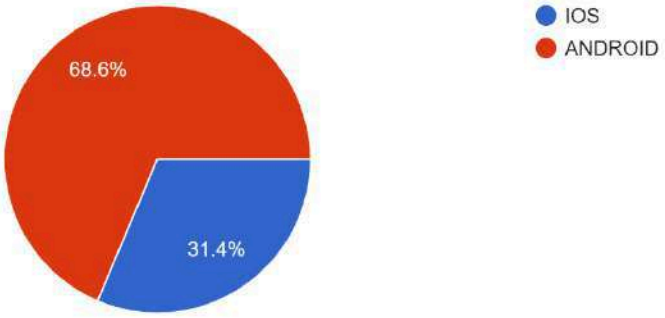
53 responses



Android mobiles has higher sales than IOS because of cost efficiency and normal people cant afford IOS mobiles because IOS mobile parts are too expensive and the IOS mobiles are expensive

15. Which mobile software has widely exported ?

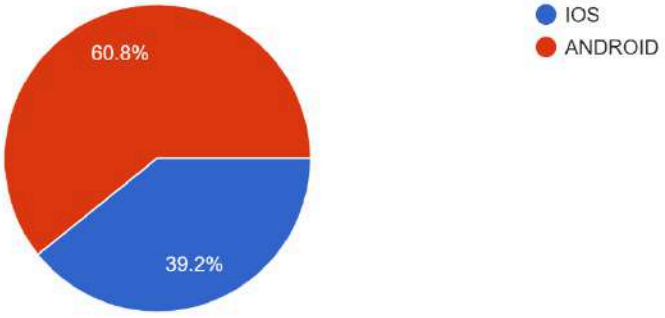
51 responses



Android mobiles software has been exported widely but IOS mobiles will also be exported but not as android mobiles.

16. Which mobile software has widely imported ?

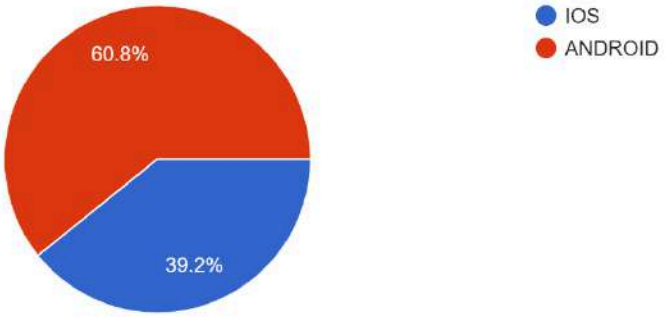
51 responses



From the users point of view android mobiles have been imported as compared to IOS software mostly people are using android because of cost difference.

17. Which mobile software work under typical weather conditions ?

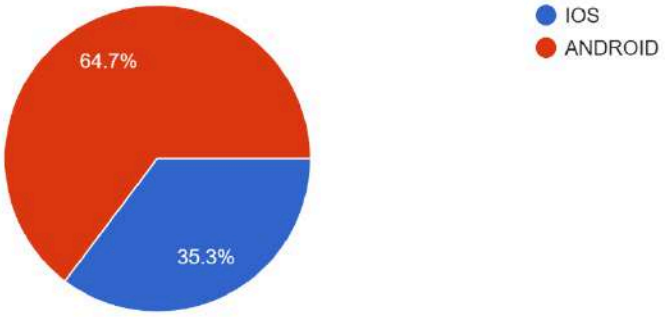
51 responses



Android mobiles work efficiently in any weather conditions but IOS cant work under any weather conditions.

18. Which mobile software has wide variety of devices (IOS phone ,ipad ,mac book/android vivo,oppo,samsung)

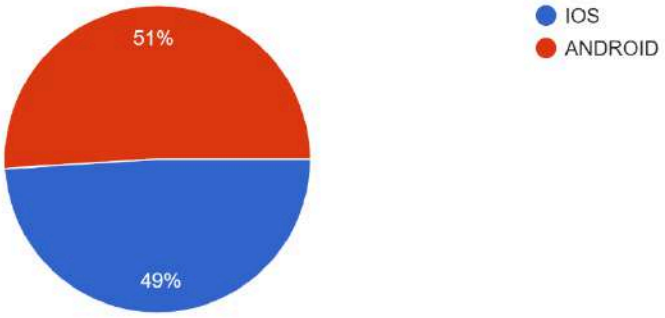
51 responses



Android system has different models and series like from base models to flagship mobiles these mobile varieties have been depended on price but in IOS there will be less models.

19. Which mobile software has greater market share?

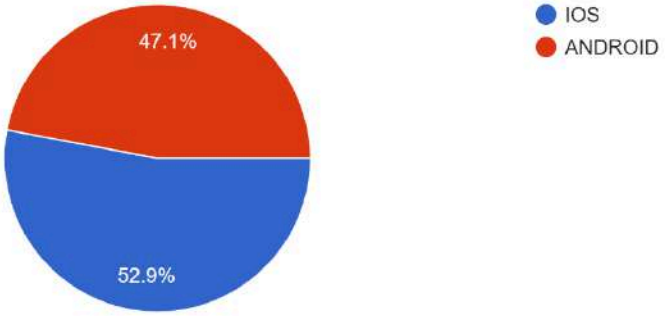
51 responses



Both Android and IOS mobiles are having equal market share in now- a- days users are preferring more updated versions of mobiles.

20. Which mobile software has advanced features?

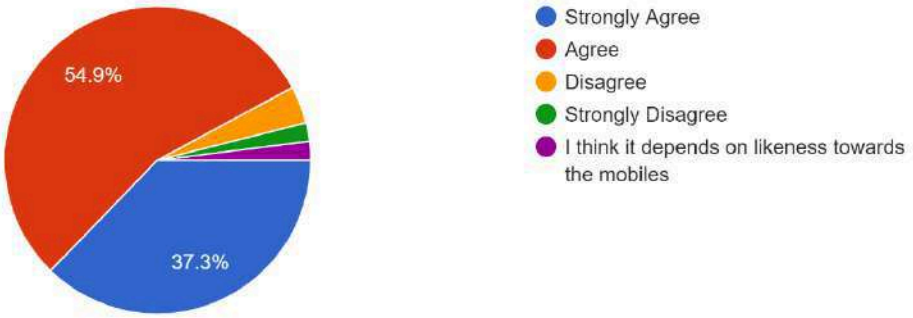
51 responses



Both Android and IOS are having advanced and updated features and there is no difference between both of the softwares.

21. Do u think that customers were happy about the services of Iphones?

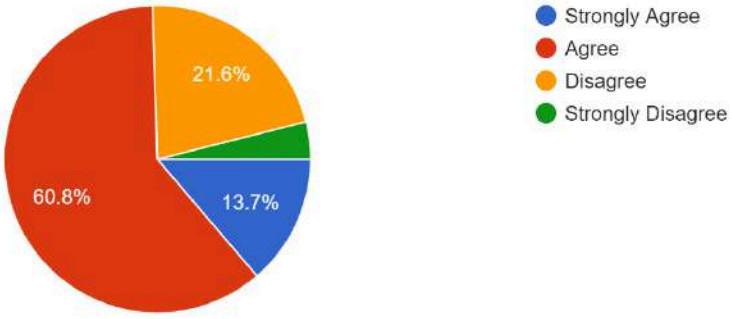
51 responses



Most of the customers are happy with the IOS customers services and their services are accurate.

22. Do u think purchasing Iphones is worthy?

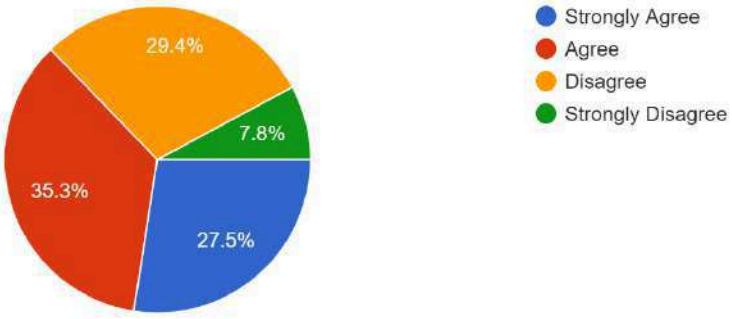
51 responses



Purchasing of Iphones is worthy in users point of view because of better camera quality and better gaming experience and the display resolution will be good.

23.Do u think internet advertisement of android and Iphone attracts you to buy it even if it is not unnecessary?

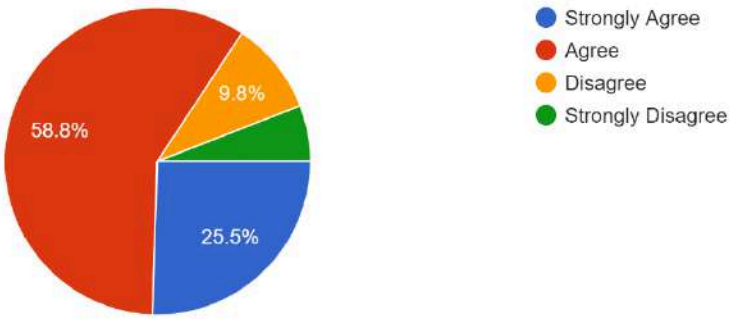
51 responses



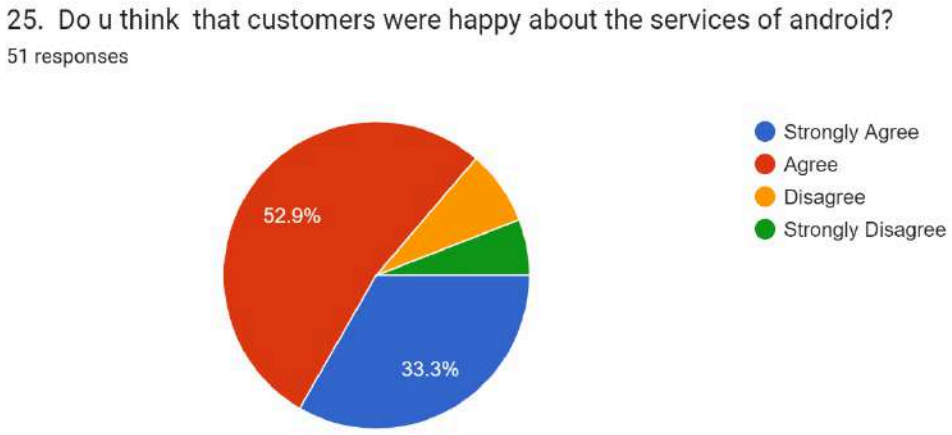
Yes because they advertise the different mobiles with good elevations to attract the customers.

24.Are you satisfied with android and iphones product quality?

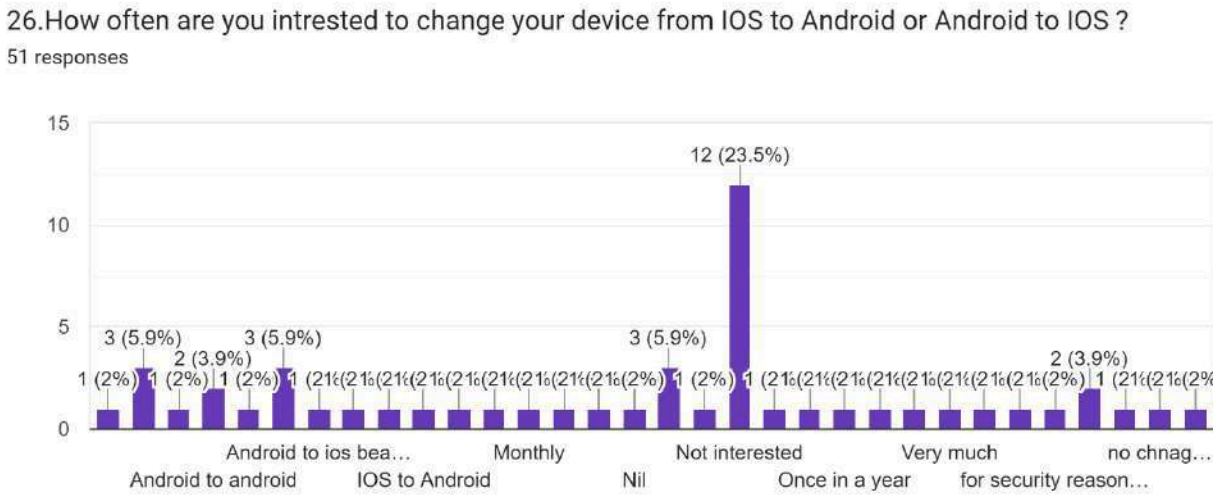
51 responses



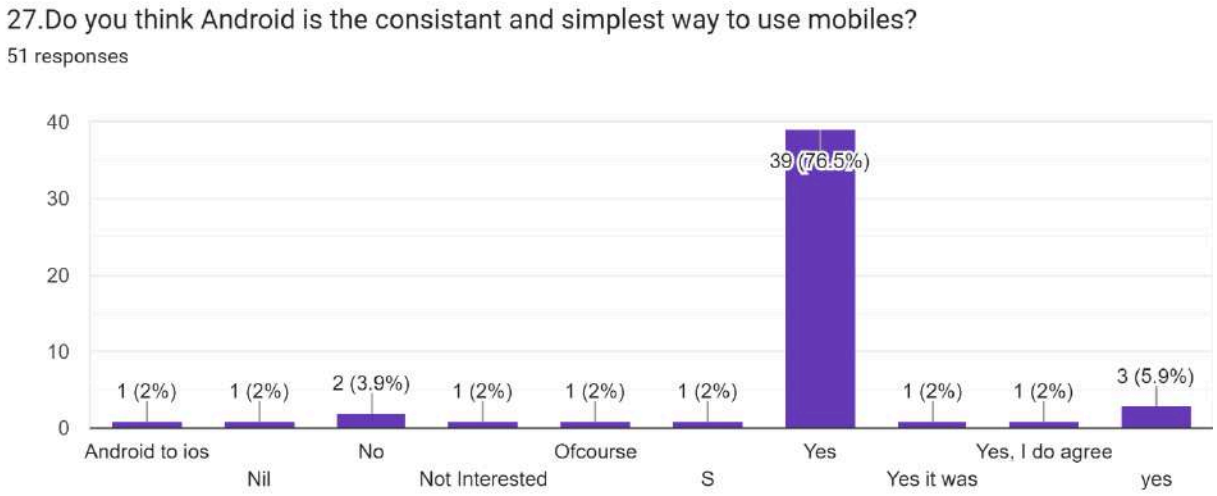
Yes IOS and Android users are satisfied with product quality.



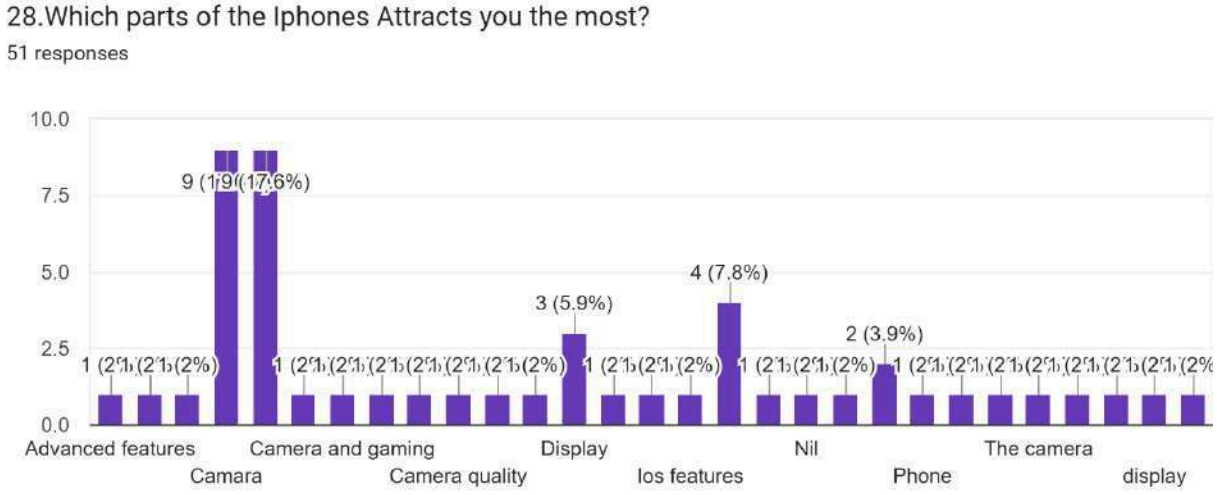
Yes Ofcourse Android users were satisfied because of better service centres which are located in so many places overall India.



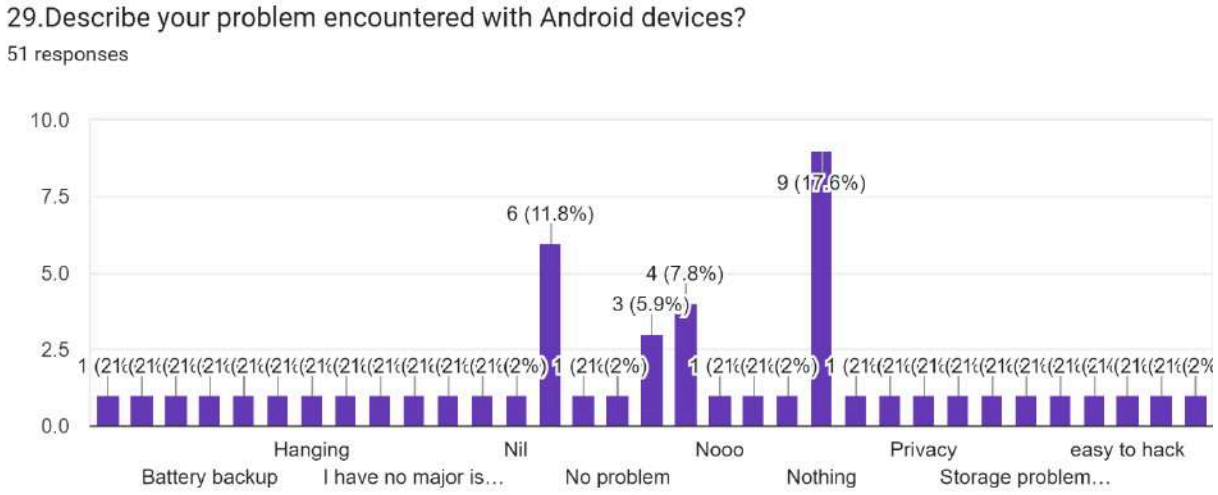
So by the above graph we can know that people aren't interested to change there devices.



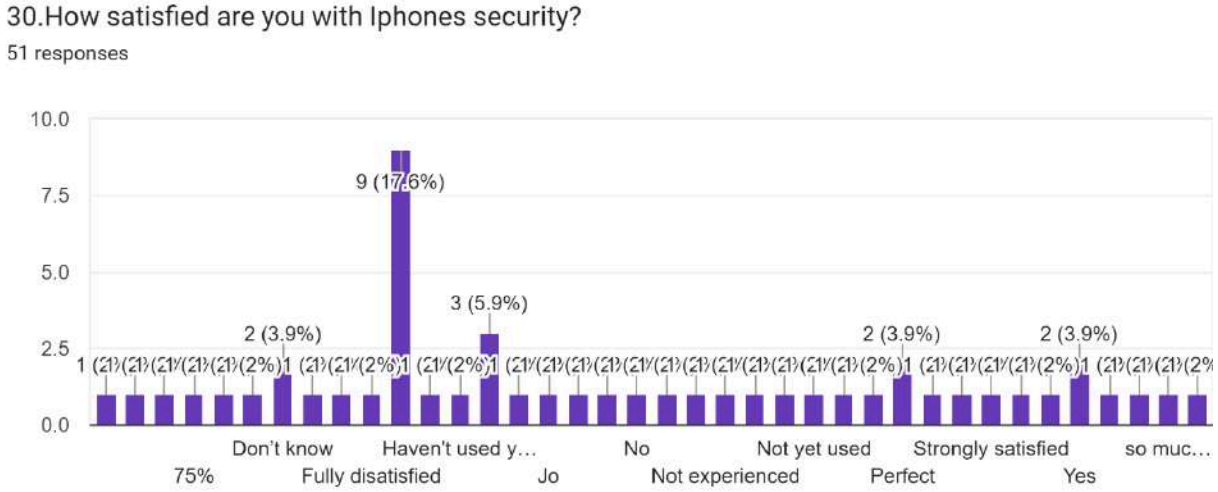
By the above graph we can understand that android is the consistant and simplest way to use mobiles.



By the above graph we can see that most of the people were attracted to the iphones camera.



So by the above graph we can see that most of the people aren't facing any problem but few of them having issues such as hanging etc.



So by the above graph we can see that most of the people haven't used yet the iphone features.

Questions

1. Which mobile software are you using currently?
*

- [ ] IOS
- [ ] ANDROID

2. Which mobile software do you prefer ?
*

- [ ] IOS
- [ ] ANDROID

3. Which mobile software do you like the most?
*

- [ ] IOS
- [ ] ANDROID

4. Which mobile software have better security?
*

- [ ] IOS
- [ ] ANDROID

5. Which mobile software have better gaming experience?
*

- [ ] IOS

ANDROID

6. Which mobile software have better camera quality?
*

IOS

ANDROID

7. Which mobile software has better battery backup?
*

IOS

ANDROID

8. Which mobile software has a long life?
*

IOS

ANDROID

9. Which mobile software has a better processing?
*

IOS

ANDROID

10. Which mobile software is budget friendly?
*

IOS

ANDROID

11. Which mobile software is available widely?
12. Which mobile software has better display?
*

IOS

ANDROID

13. Which mobile software has a better customer service?

*

IOS

ANDROID

14. Which mobile software has greater sales ?

*

IOS

ANDROID

15. Which mobile software has widely exported ?

*

IOS

ANDROID

16. Which mobile software has widely imported ?

*

IOS

ANDROID

17. Which mobile software work under typical weather conditions ?

*

IOS

ANDROID

18. Which mobile software has wide variety of devices (IOS phone ,ipad ,mac book/android vivo,oppo,samsung)

*

IOS

ANDROID

19. Which mobile software has greater market share?

*

IOS

ANDROID

20. Which mobile software has advanced features?
*

IOS

ANDROID

21. Do u think that customers were happy about the services of Iphones?
*

Strongly A

Agree

Disagree

Strongly D

Other...

22. Do u think purchasing Iphones is worthy?
*

Strongly A

Agree

Disagree

Strongly D

Other...

23.Do u think internet advertisement of android and Iphone attracts you to buy it even if it is not unnecessary?
*

Strongly A

Agree

Disagree

Strongly D

Other...

24.Are you satisfied with android and iphones product quality?
*

Strongly A
Agree
Disagree
Strongly D
Other...

25. Do u think that customers were happy about the services of android?
*

Strongly A
Agree
Disagree
Strongly D
Other...

26.How often are you intrested to change your device from IOS to Android or Android to IOS ?
*

27.Do you think Android is the consistant and simplest way to use mobiles?
*

28.Which parts of the Iphones Attracts you the most?
*

29.Describe your problem encountered with Android devices?
*

30.How satisfied are you with Iphones security?

REFERENCE:

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- **A COMPARATIVE STUDY BETWEEN IOS VS ANDROID USERS AT COIMBATORE CITY**
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A
PROJECT REPORT
ON
PROBLEMS FACED BY UPI USERS ON USING UPI PAYMENTS

SUBMITTED BY:

K. SHIVAM PATEL (201020401014)

G. RUFUS KUMAR (201020401008)

Y. SAMKHYA (201020401022)

CH. REKHA (201020401013)

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF THE DEGREE OF

BACHELORS OF COMMERCE

UNDER THE GUIDANCE OF MRS. PANNAGA VUTPALA

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE & PG COLLEGE
Uppal, Hyderabad – 500039.
AFFILIATED TO OSMANIA UNIVERSITY

STUDENT(s') DECLARATION

We hereby declare that the project entitled “PROBLEMS FACED BY UPI USERS ON USING UPI PAYMENTS" was submitted in partial fulfilment of the requirement for the award of Bachelors in Commerce degree from Osmania University under the guidance of Lect. Pannaga Vutpala is an original piece of work. The results drawn thereon are based on data collected originally by us for this research. Secondary data wherever used has been duly acknowledged and cited appropriately in the report. No part of this report has been submitted for evaluation elsewhere for the award of any degree.

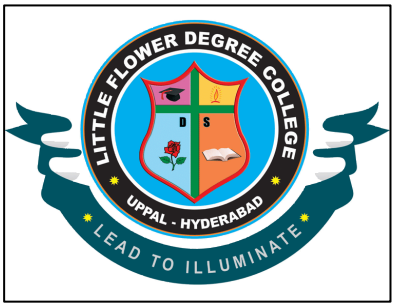
K. Shivam Patel – 201020401014
Y. Samkhya – 201020401022
G. Rufus Kumar – 201020401008
CH. Rekha – 201020401013

Date:

Place:

Department of Commerce

Little Flower Degree & PG College, Hyderabad



Certificate

This is to certify that the project on "PROBLEMS FACED BY UPI USERS ON USING UPI PAYMENTS" being submitted by-

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In partial fulfilment of the requirement for the award of the Degree of Bachelors of Commerce is a bonafide record of the project work done by - Pannaga Vutpala, Department of Commerce, Little Flower Degree & PG College, Uppal, Hyderabad.

Project Guide

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It would be injustice to proceed without acknowledging those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all others who had been there to help me in this project.

ABSTRACT

Digitization and go cashless scheme has been extensively pushed by the Indian government to regularize and smoothen the cash transaction after demonetization. Unified Payments Interface (UPI) is one of the fastest growing digital payment systems through which a user can both send and receive money through a Virtual Payment Address (VPA). Uniqueness of UPI over other digital payment methods like 24x7 and 365 days availability, Easy and convenient to use and secure gateway attracts the customers. The most significant advantage in the UPI payment is that we can send payment at one time or request money to another. It deposits the amount in your account within fraction of seconds or send the amount to another account. The UPI interface supports payment seamlessly using the good internet connection through intermediary applications such as Google Pay (Gpay), PhonePe, Paytm UPI, BHIM UPI, Bharath Pe, Airtel UPI, Amazon Pay. The UPI payments are available round the clock. These are the medium apps which facilitate the UPI Payments. During the Epidemic year 2020-2021, the digital transactions using UPI had amazing development, and numerous nations have expressed interest in learning from India's experience in order to duplicate the concept. Moving on with the Problems faced by users while making UPI payments, we are focused to deal with wide range of problems. The data that we would collect would be Primary data where we take in the opinions of the UPI users. We use Questionnaire as our medium of collection of data from the users. The eligibility criteria would be that the person must be holding a bank account in any eligible bank supporting the UPI payments. The concerned person must be a daily user of the UPI app making transactions on a regular basis. The response that the UPI users will be used as Primary data in our research process for the analysis.

We are also using the secondary data where we take sources and information from the internet. We use various internet sources as a part of our data collection process. The Secondary data is used for reference purpose only. The main data that we use is the primary data which we collect in the form of Questionnaire. We further analyse the data that we fetch using the Questionnaire and give our insertions about the problems being faced by the UPI users.

CONTENTS

Chapter No	Name of the Concept	Page No.
I.	Introduction	8-10
	History of the Study	11
	Objectives of the Study	12
	Scope of the Study	13
	Hypothesis	14-15
II.	Review of Literature	16-19
III.	Company Profile	20-25
IV.	Research Methodology	26-28
V.	Data Analysis and Interpretation	29-58
VI.	Findings, Suggestions and Conclusion	59-62
VII.	Bibliography	63-64
VIII.	Appendices - Sample Questionnaire	65-78

CHAPTER – l

INTRODUCTION

INTRODUCTION

Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the "Peer to Peer" collect request which can be scheduled and paid as per requirement and convenience.

In this new generation of smartphone technology, one of the most useful innovation technologies was the introduction of digital payment systems. With the help of UPI, India moved a step ahead towards a cashless economy and a revolution made in the Indian Banking System.

As Internet usage has increased rapidly since 2013, digital payment has additionally come into subsistence. The payment system firstly shifted from the traditional payment methods into Electronic Payment through Debit and Credit cards, Electronic Payment options through Internet Banking and then further peregrinate to Mobile Payment method through M –Payment technologies. The volume of total mobile internet users in India and its penetration in 2013 was 18% (219.92 million) from the total population which was significantly growing, and in 2017 it was 33%(424.22 million) and then 57%(768.99 million) in 2020. When we looked into the total number of UPI transactions, drastic change in numbers from FY2016–17 to FY2017–18, i.e. 18 million to 915 million with a growth of 4984% and then 5392 million (with an increase of 489%) in FY2018–19. 132% (12519 million) growth in UPI users in 2019–20 and 78%(22331 million) increase in 2020–21.

India’s banking system is now facing major structural reforms along with enhanced usage of Information and Communication Technology (ICT). It has transformed the banking system to a large measure from paper-mode to virtual mode and it facilitated speedy and secure fund transfer between bank accounts. Moreover, ICT enabled a variety of electronic payment mechanisms, commonly called digital payment services; within which UPI (Unified Payments Interface) has gained popularity. It is an e-payment system that allows users to perform a variety of financial transactions using a smartphone. Using a Virtual Payment Address (VPA), one can send or receive money on the UPI platform without revealing bank account details. However, to execute UPI payment transactions, users must have a bank account and should get registered on the UPI app. In the case of business entities, a current account is required, just like a Point of Sale (PoS) computer. SBI Pay, Union Bank UPI App, Phonepe, G-Pay, BHIM Axis pay, WhatsApp Pay are a few examples of UPI Apps. Presently all the banks and fintech players are operating Unified Payment Interface service through their respective mobile applications.

History of the Study

UPI, developed by NPCI, has become one of the most popular payment systems in India. It allows users to transfer money between bank accounts instantly, 24x7, without the need for entering bank details every time. Users can link multiple bank accounts to a single mobile application and initiate transactions using a Virtual Payment Address (VPA), which is a unique identifier that eliminates the need to enter sensitive information such as bank account numbers and IFSC codes.

Unified Payment Interface (UPI) was developed by the National Payments Corporation of India (NPCI) which was established by the Reserve Bank of India (RBI) and Indian Banks Association (IBA). It enables real time, person to merchant transactions, inter-bank peer to peer transactions. It was introduced on 11th April, 2016. There are more than 100 million active users of UPI platform.

UPI is a mobile application-based payment system that enables customers to transfer money between bank accounts instantly, 24x7, without the need for entering bank details every time. Users can link multiple bank accounts to a single mobile application and initiate transactions using a Virtual Payment Address (VPA), which is a unique identifier that eliminates the need to enter sensitive information such as bank account numbers and IFSC codes.

The development of UPI was a major step towards achieving the goal of a cashless society and digital financial inclusion in India. The system has gained immense popularity in a short span of time and has witnessed a significant increase in the number of transactions. In April 2021, UPI recorded over 2.7 billion transactions worth over INR 4.9 trillion (approximately USD 65 billion)

OBJECTIVES OF THE STUDY

The main study is to identify the Problems faced by UPI users on using UPI payments. UPI payments are the means of Digital Payments which facilitate payments from one bank to another bank using the medium of UPI apps such as Google Pay, PhonePe, PAYTM UPI, etc.

The Objective of the study are as follows:

- To understand the UPI System.
- To assess the consumer perception towards UPI.
- To find out the problems encountered by users while using UPI.
- To study the security measures taken to solve problems faced.

SCOPE OF THE STUDY

The main aim of the Study is to find out the problems faced by the UPI user while making payments. The Study has been done solely to know how the users are facing problems and to give our insertions as to how we can make it right by giving various suggestions and so on.

The study aims :

- To identify the various UPI payment apps used by users.
- To identify the various purposes for which UPI payments are used.
- To understand the problems faced by UPI users while making UPI payments.
- To study the security and privacy concerns influencing the users.
- To analyse the satisfaction level of the users.

HYPOTHESIS

A Hypothesis is a tentative explanation or prediction about a phenomenon or relationship between variables that can be tested through empirical research. It is a statement that can be either true or false, but its validity can only be determined through scientific investigation.

Hypothesis are important in scientific research because they guide the development of experiments and studies that can either confirm or refute them. They help researchers to focus on specific aspects of a phenomenon and provide a framework of the collection and analysis of data.

There are mainly two types of Hypothesis :

- Null Hypothesis
- Alternative Hypothesis

Null Hypothesis: The Null Hypothesis is a statement that there is no significant difference between two measured phenomena or populations. It is typically denoted as “H0”. The null hypothesis assumes that any observed difference between the groups is due to chance or random variation, rather than underlying difference between the group themselves.

Alternative Hypothesis: An Alternative Hypothesis (also known as research hypothesis) is a statement that proposes that there is a significant difference between two or more variables or sets of data. It is typically used in hypothesis testing, where the null hypothesis is first assumed to be true, and there is enough evidence to reject the null hypothesis.

STATEMENTS OF HYPOTHESIS

- **Null Hypothesis:** Problems faced by the UPI users on making UPI Payments due to network issues faced with to the speed of the internet.

If the problems faced by the UPI users while making the payments is due to the speed of the internet connection then we can refer this to as the null hypothesis.

- **Alternative Hypothesis:** Problems faced by UPI users on making UPI payments due to good and better speeds of Internet Connection.

If the problems faced by the UPI users while making the UPI payments with a good internet connection and better speeds then we can refer to this as the Alternative Hypothesis

CHAPTER – ll

REVIEW OF LITERATURE

REVIEW OF LITERATURE

- **(R. Joshi & Kumar, 2020)** investigated the **Impact of digital India on the Indian economy** in order to assess the challenges associated with digital India. The study discovered that digitalization has resulted in increased innovation, ease of operation, economic growth, and new job prospects. It has aided in the establishment of systemic transparency and the free flow of funds across the economy.

- **(M. C. Joshi, 2017)** examined the **Impact of demonetization on digital payments**, as well as the differences in growth in various digital payment modes prior to, during, and after demonetization. They used a descriptive research approach to achieve the above goals, and the study required data of retail digital payment data in NPCI was acquired from the Reserve Bank of India's website. They discovered in their research that the true impact of demonetization on digital payments was also realized after the move. Demonetization made it mandatory to utilize digital payments as an alternative to cash, and digital payments have continued to rise since then.

- **(Agarwal et al., 2018)** examine how the **unavailability of cash affects a consumer's spending behaviour** and choice of spending mechanism in a cash-based economy. They also use a difference-in-difference framework to estimate the magnitude and persistence of the use of digital payment channels post the announcement. They noted that the debit card data reveals an increase in usage post demonetization among existing users, where transaction volume rose by almost 28 percent, and also that the

transaction volume of new adopters rose by almost 400 percent. They also analysed the impact of demonetization from the supply side on payment modes like traditional (debit card) and non-traditional (E-Wallet) as well as from the demand side by collecting data from two retailers (one an e-grocery and the other a physical marketplace).

- **(Singh, Shamsher, Rana, 2017)** analysed **customer perception and the impact of demographic factors on the adoption of a digital mode of payment.** For the study, they collected primary data from 150 respondents from different parts of Delhi. They found that demographic factors, except education, do not have much impact on the adoption of digital payments. ANOVA computation supported this finding as there was no significant difference perceived by the respondents on the basis of gender, age, profession, and annual income. It indicates that adoption of digital payment is influenced by the education level of the customer. If a person has studied beyond matriculation, he or she will be inclined to use the digital payment mode. It was also found that in areas where the education level is high, such as Delhi NCR and other metropolitan areas, the possibility of acceptance of digital payment is much higher. The increased use of smartphones and internet penetration in such areas aided in the adoption of digital payment.

- **(Adarsh et al., 2018)** found in the study of **"Transformation towards E-wallet payments Systems pertaining to Indian Youth"** that there are approximately 80.5 million users of digital wallets in India and the major group who uses the digital wallet services is the youth. The objective of the researcher is to analyse the impact of digital payments after demonetization on the daily expenses of students, for which they have conducted a survey by asking various questions to a sample size of 160 respondents. They found that approximately two-thirds of youth use mobile recharges and ticket bookings from online modes as it's less time-consuming and more convenient to make transactions. They also noted that various cash backs, freebies, loyalty points, or redemptions attract them to make digital payments and avail the best offers out of them.

CHAPTER – lll

COMPANY PROFILE

UPI:

Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the "Peer to Peer" collect request which can be scheduled and paid as per requirement and convenience.

NPCI conducted a pilot launch with 21 member banks. The pilot launch was on 11th April 2016 by Dr. Raghuram G. Rajan, Governor, RBI at Mumbai. Banks have started to upload their UPI enabled Apps on Google Play store from 25th August, 2016 onwards.

Uniqueness of UPI:

- Single mobile application for accessing different bank accounts.
- Virtual address of the customer for Pull & Push provides for incremental security with the customer not required to enter the details such as Card no, Account number; IFSC etc.
- Best answer to Cash on Delivery hassle, running to an ATM or rendering exact amount.
- Utility Bill Payments, Over the Counter Payments, QR Code (Scan and Pay) based payments.

Google Pay:

Google Pay enables sending and receiving money, but unlike other digital wallets, the payments can be received directly into the bank accounts. So the entire concern of receiving money in wallets and then transferring into the bank account has been eliminated.

Google Pay is more customised and hugely eases the entire process of money transfer and payments market in India. The primary function of the app is to allow simple money transfer transactions, it also allows the users to make payments in stores that accept UPI-based transactions.

Uniqueness of Google Pay

- The transactions are instant
- Because the money is transferred from bank accounts, all transactions whether small or big can be done through the app
- Scratch cards are another attraction as Google Pay provides lucrative cashbacks and offers on varying transactions. These cashbacks are directly credited to a linked bank account
- The app also provides multiple payment options which means the users can transact through their mobile numbers or even Virtual Payment Address (VPAs)

PhonePe:

PhonePe is an Indian Digital payments and financial services company based out of Bangalore, India. It was founded in 2015, by Sameer Nigam, Rahul Chari and Burin Engineer. The PhonePe app, based on Unified Payments Interface, went live in August 2016. PhonePe offers a wide range of services of the common people as well as for businesses enhancing their payment experiences.

They also have additional features which help people handle their finances by helping them in investing, paying for services, etc. PhonePe was acquired by Flipkart in 2016 and is India's one of the fastest growing fintech companies.

Uniqueness of PhonePe

- Autopay of Bills : The PhonePe application allows the users with a facility of autopayment of the bills.

- Effective Customer Service : The Customer service of PhonePe is very great as they promise to resolve the payment issues within no time.

- Merchant Payments : PhonePe allows the users to make merchant payments through the app.

- Easy Interface: The PhonePe app displays an easy interface which helps to make payments easily.

BHIM:

Bharat Interface for Money (BHIM) is a payment app that lets you make simple, easy and quick transactions using Unified Payments Interface (UPI). You can make direct bank payments to anyone on UPI using their UPI ID or scanning their QR with the BHIM app. You can also request money through the app from a UPI ID.

Pioneered and developed by National Payments Corporation of India (NPCI), BHIM has been conceived and launched by the Hon'ble Prime Minister of India, Narendra Modi on 30th December 2016 to bring in Financial Inclusion to the nation and a digitally empowered society.

Uniqueness of BHIM :

- Money can be sent via IFSC and MMID code to people who don't have a UPI based bank account.

- BHIM is based upon the UPI platform developed by NPCI and it is designed as a supportive app for UPI.

- BHIM app can be used to send and receive money to other non-UPI based bank account.

PAYTM UPI:

Paytm has been a market driver in attaining merchants' confidence in online transactions. This is quite evident as Paytm has become synonymous with online transactions for small businesses such as local groceries, clothing, hardware shops, and more. The payment is secured on the triple layer, giving enhanced protection while making an online transaction. The platform saw an increase of 15 per cent in UPI users in 2022 alone.

Uniqueness of PAYTM UPI:

- Superfast UPI payments
- QR code payments readily available at the merchant's shop
- Get offers, cashback, and reward points on the transaction made
- Advanced triple layer of security
- Paytm UPI Lite makes a quick transaction that never fails, even in peak hours

CHAPTER – lV

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve a research problem.

RESEARCH MEANIND AND DEFINITION

Research is an art of scientific investigation. The advanced learner's dictionaries of current English lay are down the meaning of research as, "a careful investigation (or) inquiry especially through search for new facts in any branch of knowledge". Redmen and Mary define research as a "systematic effort to gain knowledge

NATURE OF THE STUDY

A Research Design is purely and simply the framework or plan for a study that guides the collection and analysis of data. Generally, a research design is a blue print of the research that is to be followed in completing the study. It is descriptive research type are those, which are concerned with describing the characteristics of a particular individual or of a group, where we cannot control the variables

SAMPLING DESIGN

Population-103
Sampling Unit- UPI Users

SOURCES OF DATA

There are two types of data.
1. Primary data
2. Secondary data

PRIMARY DATA

- Primary data is personally developed data and it gives latest information and offers much greater accuracy and reliability.
- There are various sources for obtaining primary data i.e., Questionnaire survey.
- The study is dependent on primary data to a maximum extent, which is collected by the way of structures personal interview with customers.

SECONDARY DATA

Secondary data is the published data. It is already available for using and it saves time. The main source of secondary data is published in market surveys, government publications, advertising research report. The study has also depended on secondary data to little extent, which is collected through internal source.

DATA COLLECTION METHODS

Questionnaire was used to conduct the survey among 103 users which includes open ended and close ended questions.
For this survey personal interview method was used for collecting primary data.

DATA ANALYSIS

Data will be analyzed with the help of tables and pie charts.

CHAPTER – V

DATA ANALYSIS AND INTERPRETATION

1. Gender:

Table 5.1.1 : Gender			
S.NO	Gender	No of Responses	Percentage (%)
1	Male	47	54.4%
2	Female	56	45.6%
Total		103	100%
Source : Primary Data			

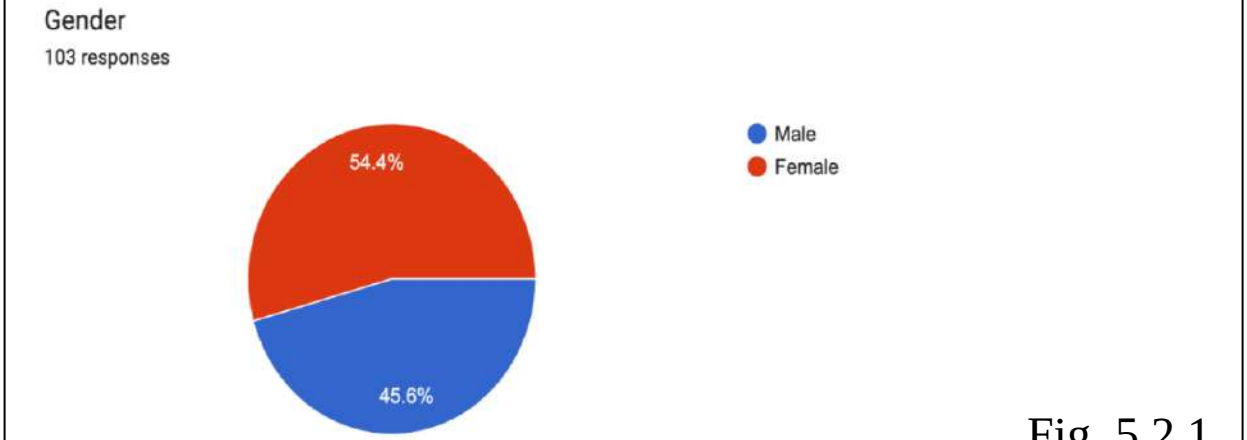

Fig. 5.2.1

Interpretation:

From the above pie chart, 45.6% of the respondents are male whereas 54.4% of the respondents are female.

2. Age Group:

Table 5.1.2 : Age Group			
S.NO	Age Group	No of Responses	Percentage (%)
1	18-25	85	82.50%
2	26-35	10	9.70%
3	36-45	3	2.90%
4	46 & Above	5	4.90%
Total		103	100.00%
Source : Primary Data			

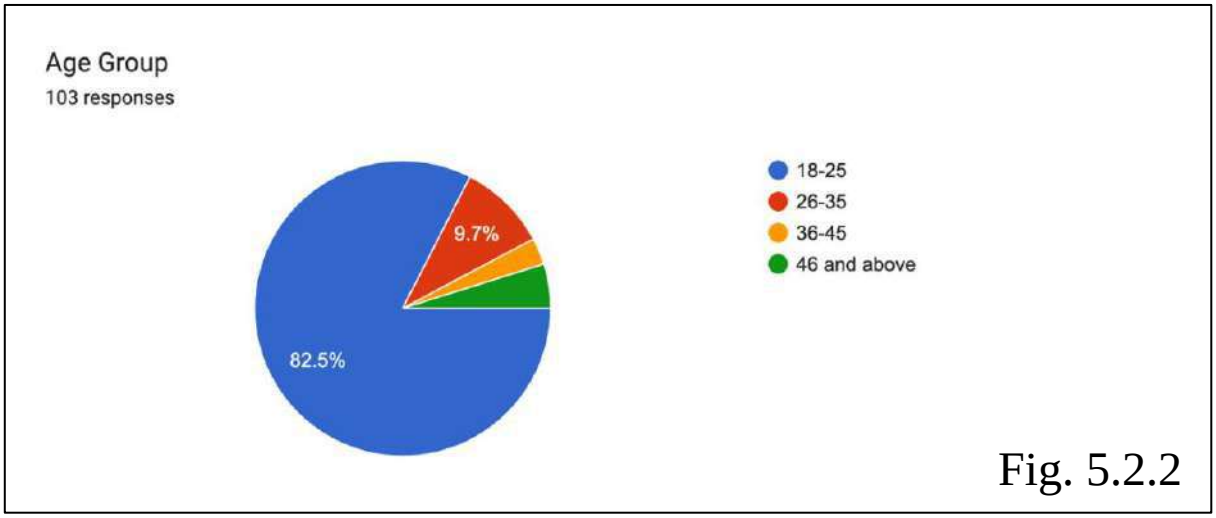

Fig. 5.2.2

Interpretation:

From the above pie chart, 82.5% of the respondents are between the age group 18-25, 9.7% are between the age group 26-35, 2.9% are between the age group 36-45 and rest 4.9% belong to the age group 46 and above. So, majority of the respondents are between the age group 18-25.

3. Majority of your Transactions are:

Table 5.1.3 : Majority of your Transactions are			
S.NO	Majority	No of Responses	Percentage (%)
1	Online	89	86.40%
2	Offline	14	13.60%
Total		103	100.00%
Source : Primary Data			

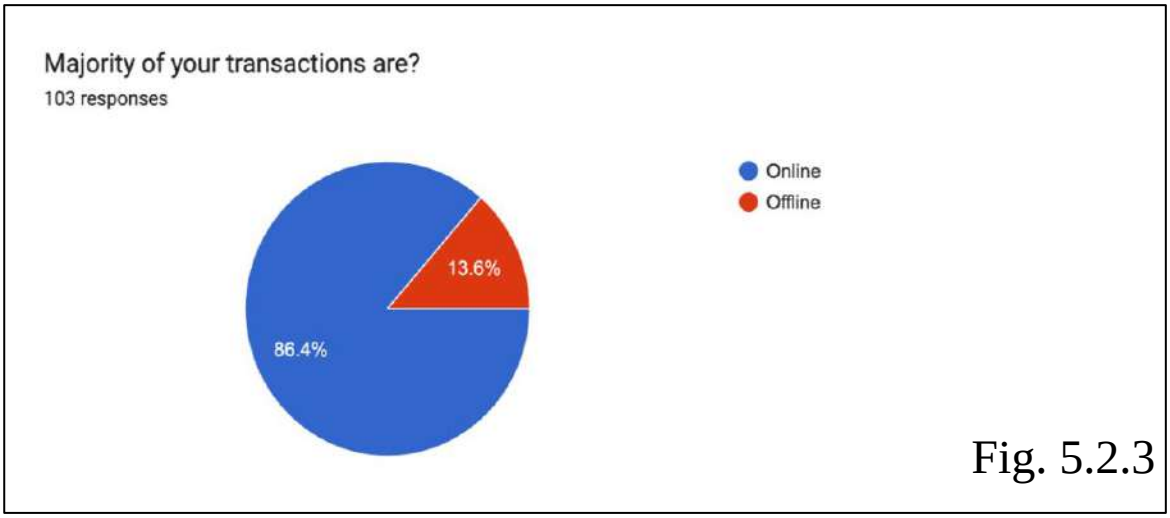

Fig. 5.2.3

Interpretation:

From the above pie chart, 86.4% of the respondents prefer online transactions and the rest 13.6% prefer offline transactions. Thus, with the advancements in digital payment technology, majority of the respondents prefer online transactions over offline transactions.

4. Are you a UPI user?

Table 5.1.4 : Are you a UPI user?			
S.NO	Are you a UPI User	No of Responses	Percentage (%)
1	Yes	92	89.30%
2	No	11	10.70%
Total		103	100.00%
Source : Primary Data			

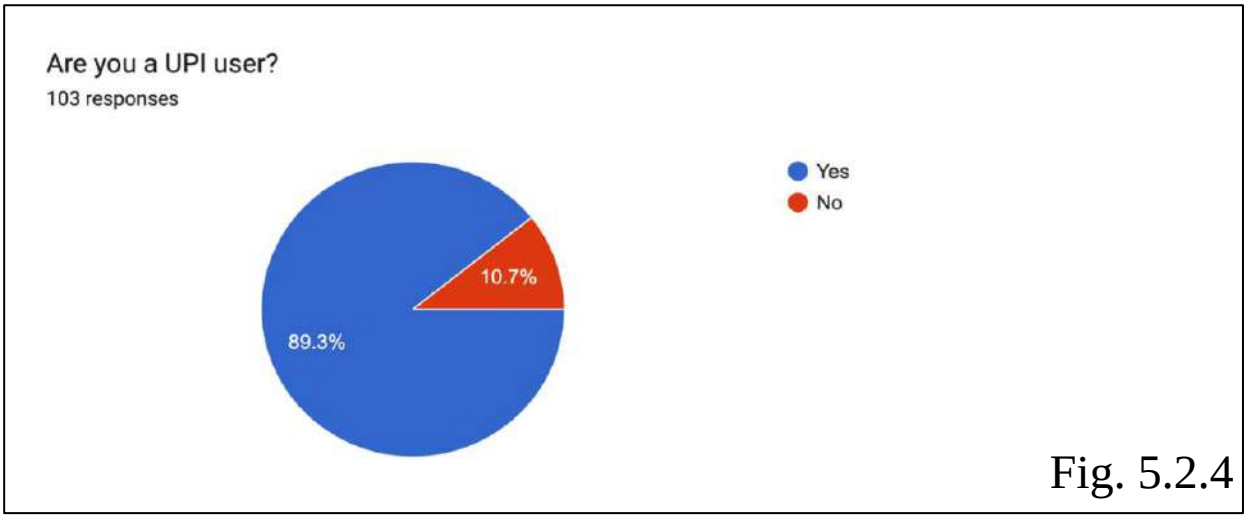

Fig. 5.2.4

Interpretation:

From the above pie chart, 89.3% of the respondents use UPI while the rest 10.7% of the respondents are not using UPI.

5. How did you get to know about UPI?

Table 5.1.5 : How did you get to know about UPI?			
S.NO	Know about UPI	No of Responses	Percentage (%)
1	Advertisements	52	50.50%
2	Social Media	27	26.20%
3	Friends & Family	24	23.30%
Total		103	100.00%
Source : Primary Data			

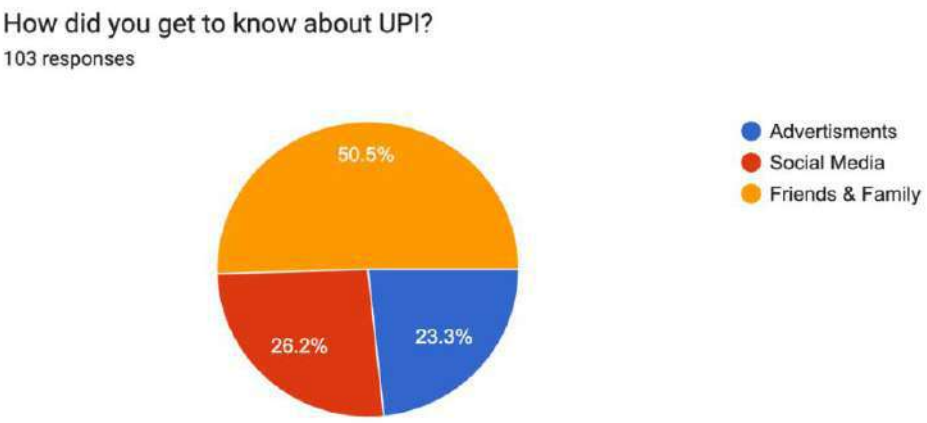

Fig. 5.2.5

Interpretation:

From the above pie chart, 23.3% of the respondents came to know about UPI through advertisements, 26.2% came to know about UPI through social media and the rest 50.5% came to know through friends and family.

6. Which app do you use for UPI payments?

Table 5.1.6 : Which app do you use for UPI payments?			
S.NO	Which App	No of Responses	Percentage (%)
1	Bank UPI	58	56.30%
2	Third Party Apps	45	43.70%
Total		103	100.00%
Source : Primary Data			

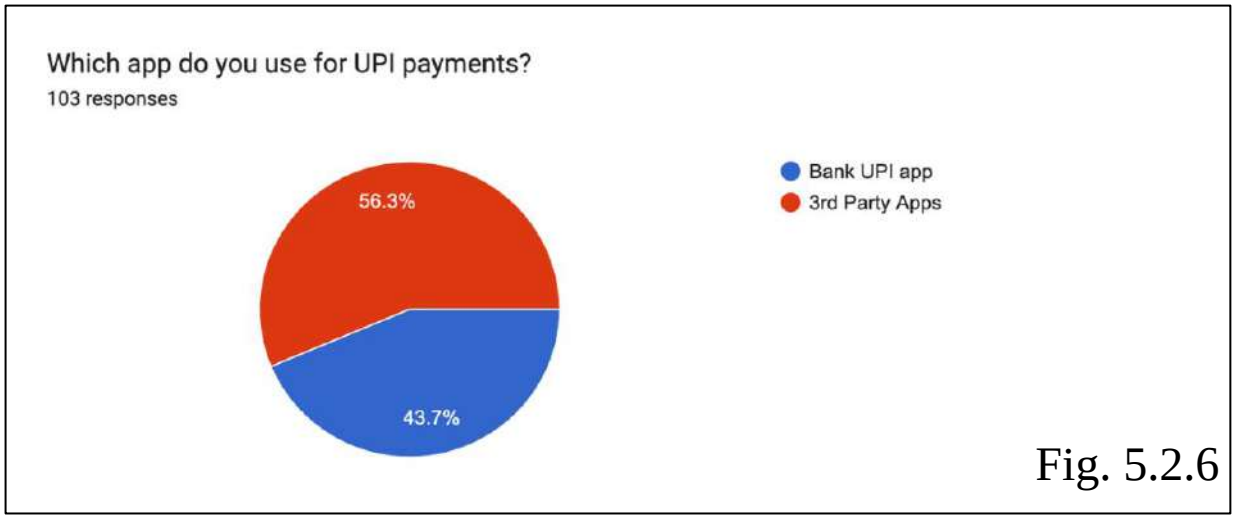

Fig. 5.2.6

Interpretation:

From the above pie chart, 43.7% of the respondents use Bank UPI App and the rest 56.3% use 3rd Party Apps. It is evident that majority of the respondents use 3rd Party Apps for UPI Payments. The reason for the use of 3rd Party apps could be the cashback offers and gift coupons offered by the 3rd party app providers.

7 .What is your Preferred 3rd Party UPI app ?

Table 5.1.7 : What is your Preferred 3rd Party UPI app?			
S.NO	Preferred App	No of Responses	Percentage (%)
1	PhonePe	47	45.10%
2	Google Pay	42	40.20%
3	PAYTM UPI	10	9%
4	BHIM	3	8.30%
Total		102	100.00%
Source : Primary Data			

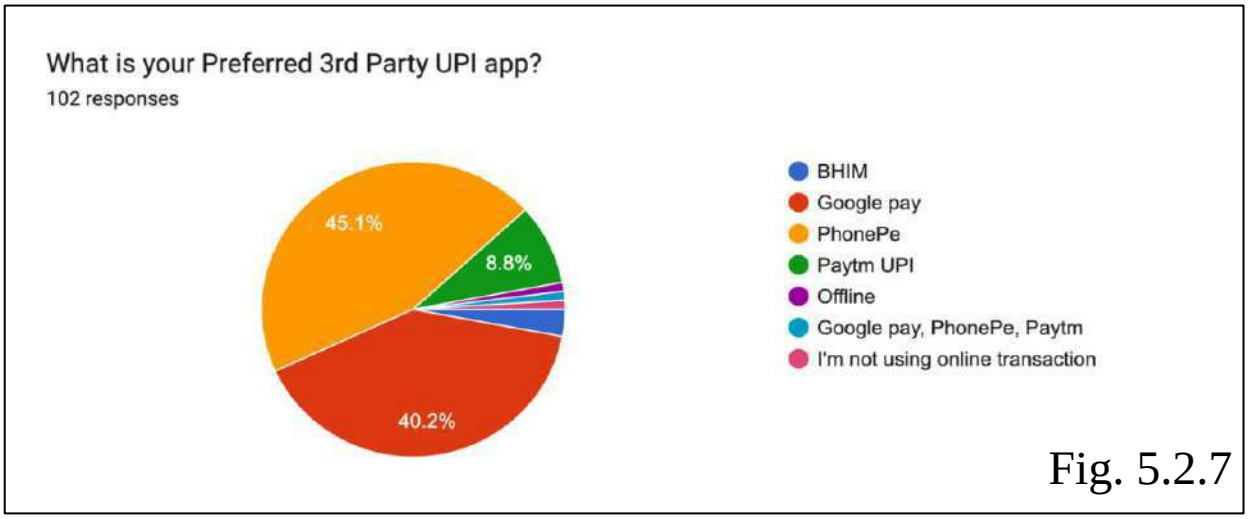

Fig. 5.2.7

Interpretation:

From the above pie chart, PhonePe is the most preferred 3rd party UPI App being used by 45.1% of the respondents followed by Google Pay and Paytm being used by 40.2% and 8.8% of the respondents respectively. 2.9% of the respondents use BHIM, 1 respondent prefers all the three 3rd party apps namely Google Pay, PhonePe, Paytm whereas 2% of the respondents don't prefer any UPI app that is they prefer offline transactions.

8. Employment Status:

Table 5.1.8 : Employment Status			
S.NO	Status	No of Responses	Percentage (%)
1	Student	83	80.60%
2	Employed	19	18.40%
3	Business	1	1%
Total		103	100.00%
Source : Primary Data			

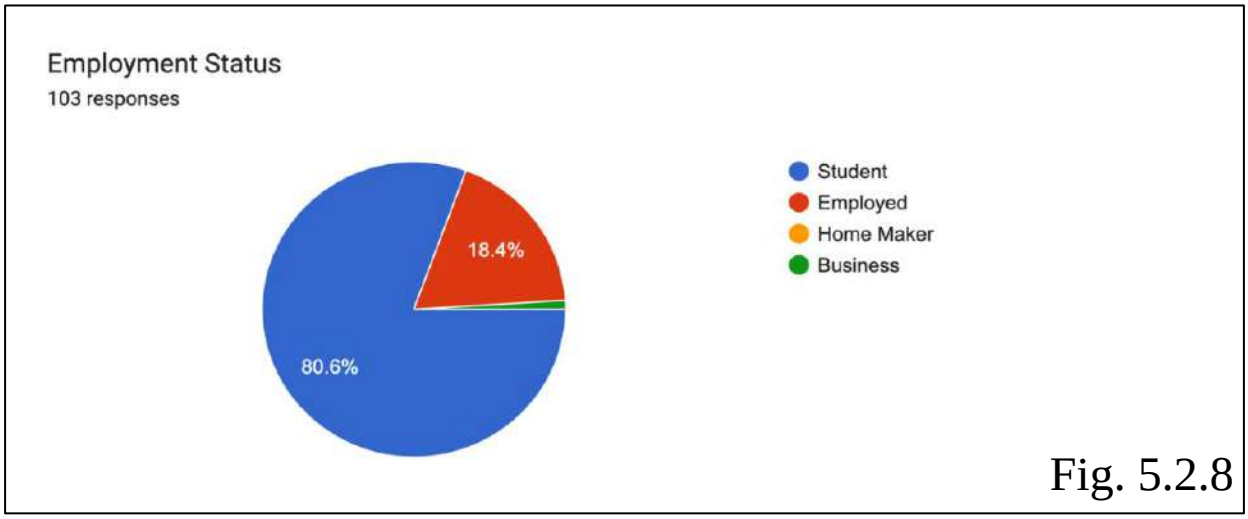

Fig. 5.2.8

Interpretation:

From the above pie chart, majority of the respondents that is 80.6% are students, 18.4% are employed and the rest 1% are doing business.

9. How long have you been using UPI apps?

Table 5.1.9 : How long have you been using UPI apps?			
S.NO	How long	No of Responses	Percentage (%)
1	Nil	4	7.30%
2	1 Year and above	21	41.70%
3	1-2 Years	35	34.00%
4	2 Years and above	43	20%
Total		103	100.00%
Source : Primary Data			

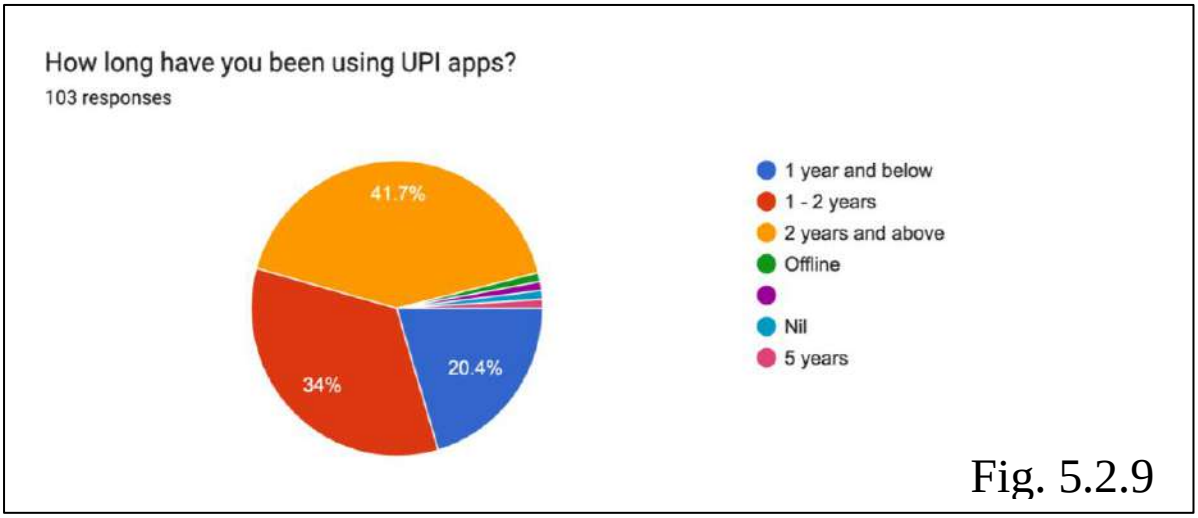

Fig. 5.2.9

Interpretation:

From the above pie chart, 41.7% of the respondents are using UPI apps since 2 years and above, 34% are using since 1-2 years, 20.4% have started using since 1 year or below and the rest 3% are not using UPI apps.

10. Which payment method do you use frequently during Offline Purchases?

Table 5.1.10 : Which payment Method do you use frequently during offline purchases?			
S.NO	Payment Method	No of Responses	Percentage (%)
1	UPI Payments	58	56.90%
2	Cash	32	31.40%
3	Credit & Debit Cards	12	11.70%
Total		102	100.00%
Source : Primary Data			

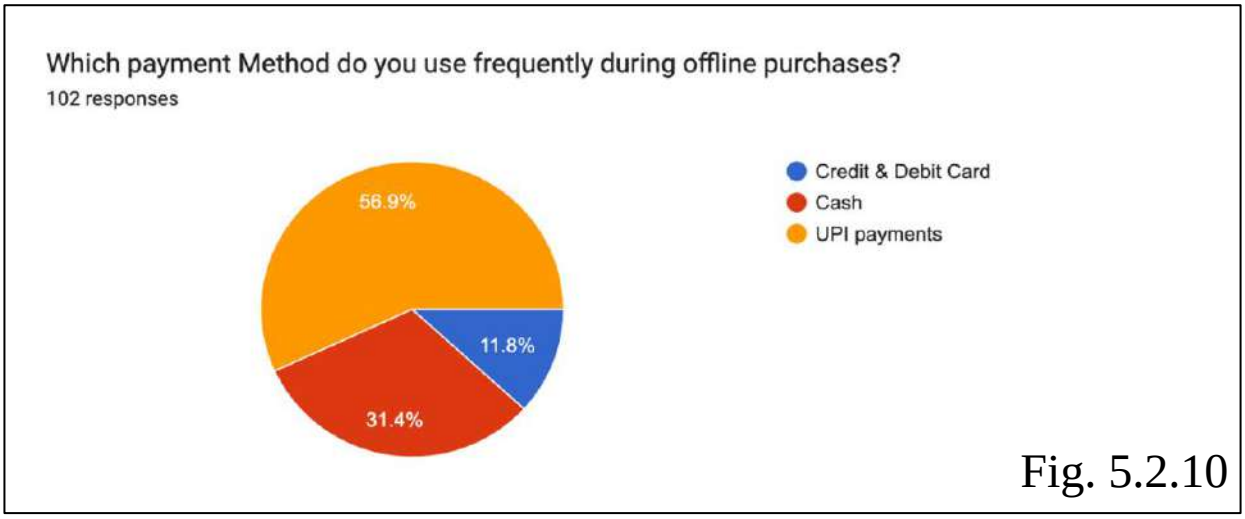

Fig. 5.2.10

Interpretation:

From the above pie chart, 56.9% of the respondents use UPI for offline purchases and 31.4% use cash whereas 11.8% of the respondents prefer to use debit or credit card for offline purchases.

11. How Often do you use UPI?

Table 5.1.11 : How Often do you use UPI ?			
S.NO	Often do you use UPI ?	No of Responses	Percentage (%)
1	Daily	57	55.30%
2	Weekly	25	24.30%
3	Monthly	2	1.90%
4	Occasionally	19	18.40%
Total		103	100.00%
Source : Primary Data			

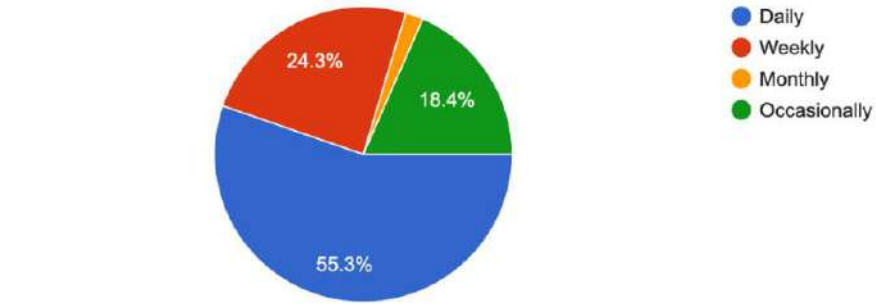

Fig. 5.2.11

Interpretation:

From the above pie chart, considering the ease and convenience of digital payments, 55.3% of the respondents use UPI as their daily application for various financial transactions, 24.3% use UPI weekly whereas 18.4% use UPI occasionally.

12. Why do you prefer using UPI?

Table 5.1.12 : Why do you prefer using UPI?			
S.NO	prefer using UPI?	No of Responses	Percentage (%)
1	Easy to use	50	48.50%
2	Less time consuming	7	6.80%
3	Cashback offers	3	3.00%
4	All of the above	43	41.70%
Total		103	100.00%
Source : Primary Data			

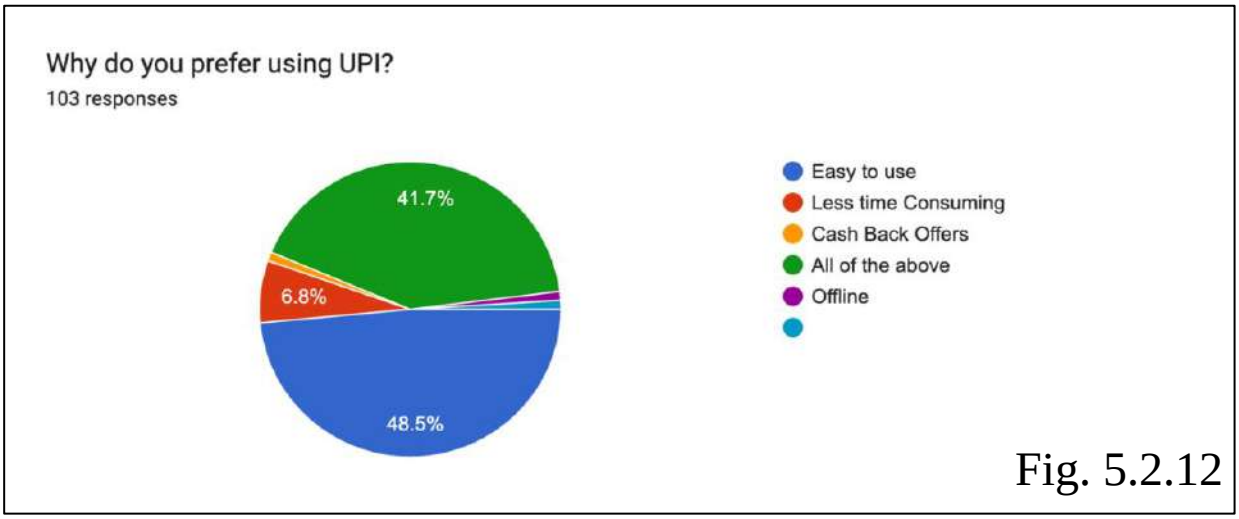

Fig. 5.2.12

Interpretation:

From the above pie chart, majority of the respondents prefer using UPI as it is easy to use. Other advantages of UPI that attract the users towards using it are the cashback offers provided and less time-consuming capability. However, the respondents are attracted not just due to one reason but multiple features provided by UPI apps

13. For what purpose do you use UPI?

Table 5.1.13 : For what purpose do you use UPI?			
S.NO	Purpose	No of Responses	Percentage (%)
1	Bill Payments and Recharge	23	22.30%
2	Merchant Payments	7	6.80%
3	Peer to Peer Transactions	4	3.90%
4	All of the above	69	67.00%
Total		103	100.00%
Source : Primary Data			

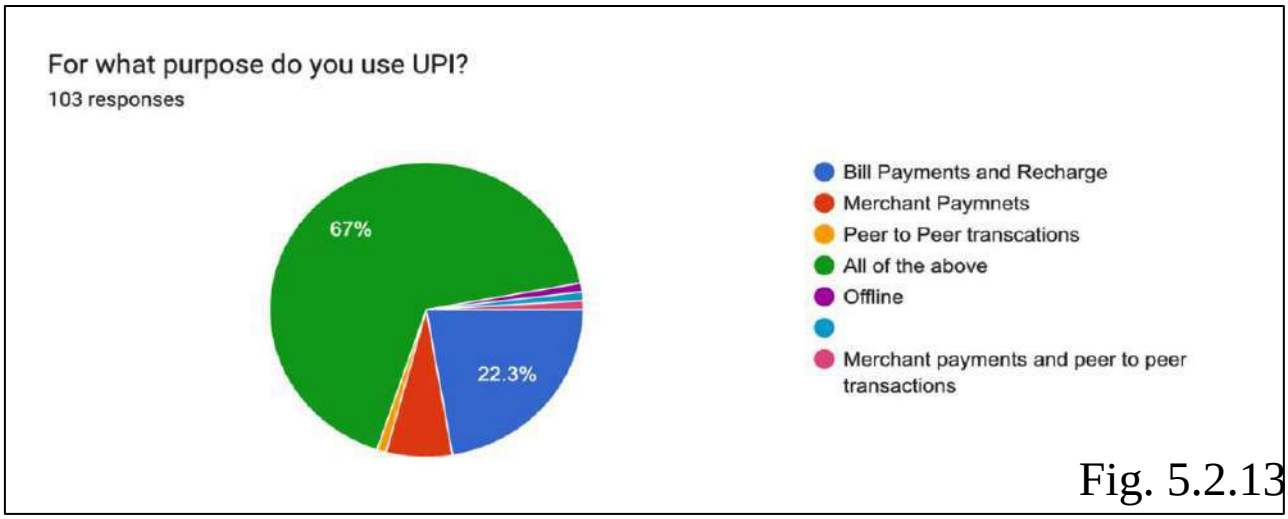

Fig. 5.2.13

Interpretation:

From the above pie chart, majority of the respondents use UPI for various reasons – Bill payments and Recharge, Merchant Payments and Peer to Peer transactions. However, 22.3% of the respondents use UPI mainly for Bill Payments and Recharge and 6.8% use mainly for Merchant payments.

14. What feature of the UPI do you use the most?

Table 5.1.14 : What feature of the UPI do you use the most?			
S.NO	Feature	No of Responses	Percentage (%)
1	Send Money	15	14.60%
2	Request Money	2	1.70%
3	Scan and Pay	34	33.00%
4	Balance Enquiry	1	1.00%
5	All of the above	51	49.50%
Total		103	100.00%
Source : Primary Data			

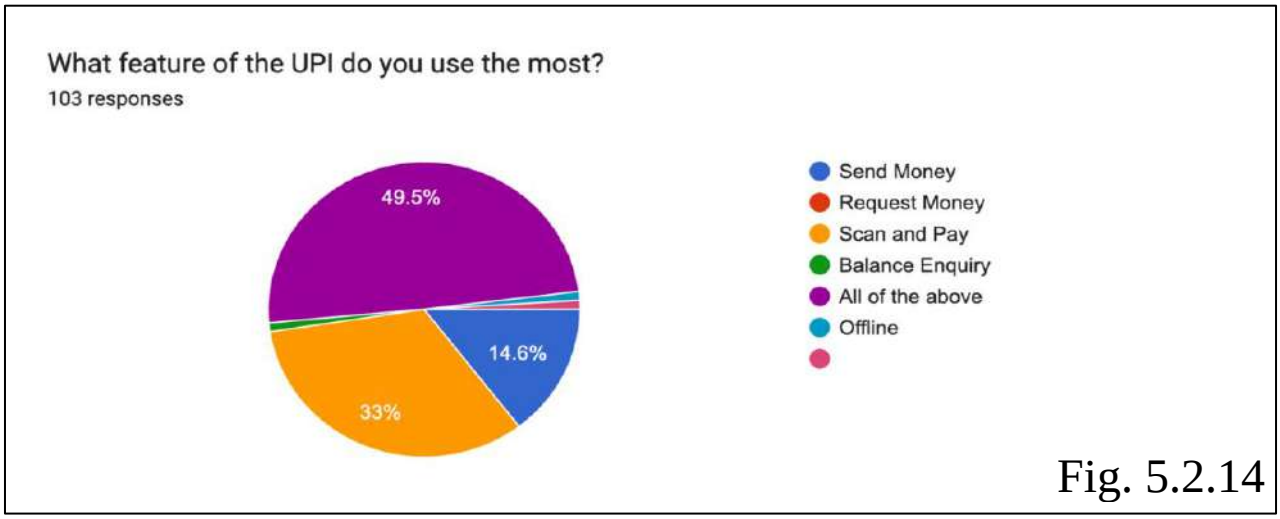

Fig. 5.2.14

Interpretation:

From the above pie chart, majority of the respondents that is 49.5% use all the features provided by UPI whereas, 14.6% use the Send Money feature most, 33% use Scan and Pay most, 1% use Balance Enquiry the most and the rest 2% use other features.

15. Do you face problems while using UPI?

Table 5.1.15 : Do you face problems while using UPI?			
S.NO	Problems	No of Responses	Percentage (%)
1	Yes	31	30.10%
2	No	35	34.00%
3	Maybe	37	35.90%
Total		103	100.00%
Source : Primary Data			

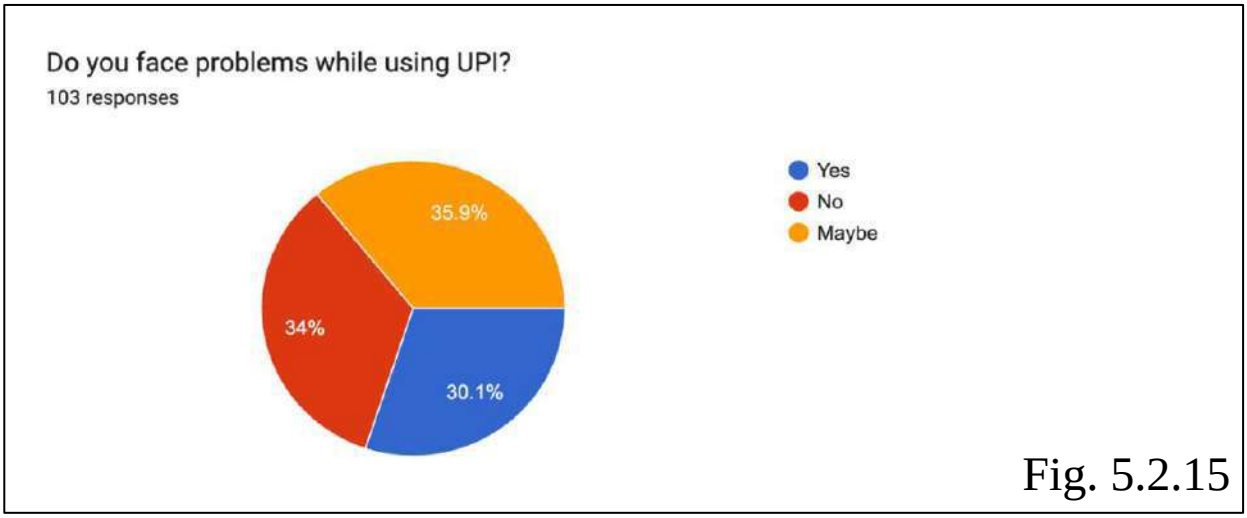

Fig. 5.2.15

Interpretation:

From the above pie chart, 30.1% of the respondents face problems while using UPI whereas 34% do not face any problem and the rest 35.9% are confused whether they face problem or not. The confusion could be due to network or server related issues faced rarely by the respondents.

16. How frequently have your transactions failed while using UPI?

Table 5.1.16 : How frequently have your transactions failed while using UPI?			
S.NO	Failed	No of Responses	Percentage (%)
1	Very Often	11	10.70%
2	Often	4	3.90%
3	Sometimes	51	49.50%
4	Rarely	32	31.10%
5	Never	5	4.90%
Total		103	100.00%
Source : Primary Data			

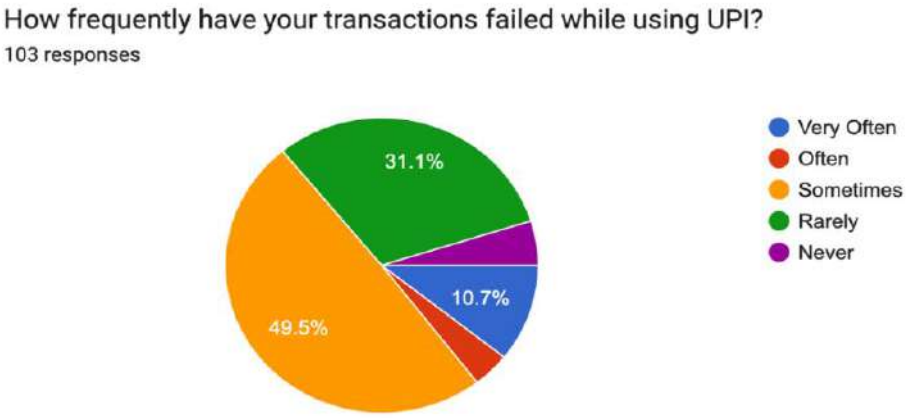

Fig. 5.2.16

Interpretation:

From the above pie chart, 49.5% of the respondents' transactions have failed sometimes, 10.7% of the respondents' transactions have failed very often, 3.9% often whereas the transactions of 31.1% of the respondents' have rarely failed and that of 4.9% of the respondents' have never failed

17. How frequently have you faced server related issues?

Table 5.1.17 : How frequently have you faced server related issues?			
S.NO	Failed	No of Responses	Percentage (%)
1	Very Often	13	12.60%
2	Often	19	18.40%
3	Sometimes	40	38.80%
4	Rarely	25	24.30%
5	Never	6	5.90%
Total		103	100.00%
Source : Primary Data			

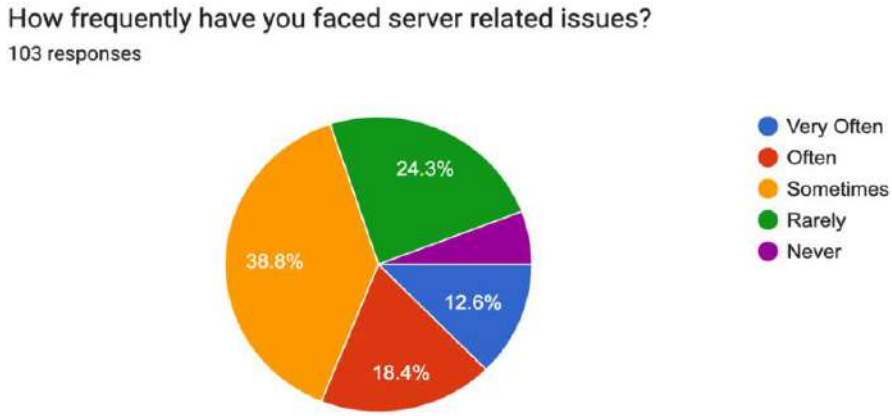

Fig. 5.2.17

Interpretation:

From the above pie chart, 12.6% of the respondents have faced server related issues very often, 18.4% often, 38.8% sometimes, 24.3% rarely and the rest 5.8% of the respondents have never faced server related issues.

18. What type of Internet Connection do you use while making UPI Payments?

Table 5.1.18 : What type of Internet Connection do you use while making UPI payments?			
S.NO	Connection Type	No of Responses	Percentage (%)
1	3G	1	1.00%
2	4G	69	67.00%
3	5G	22	21.40%
4	WIFI	11	10.70%
Total		103	100.00%
Source : Primary Data			

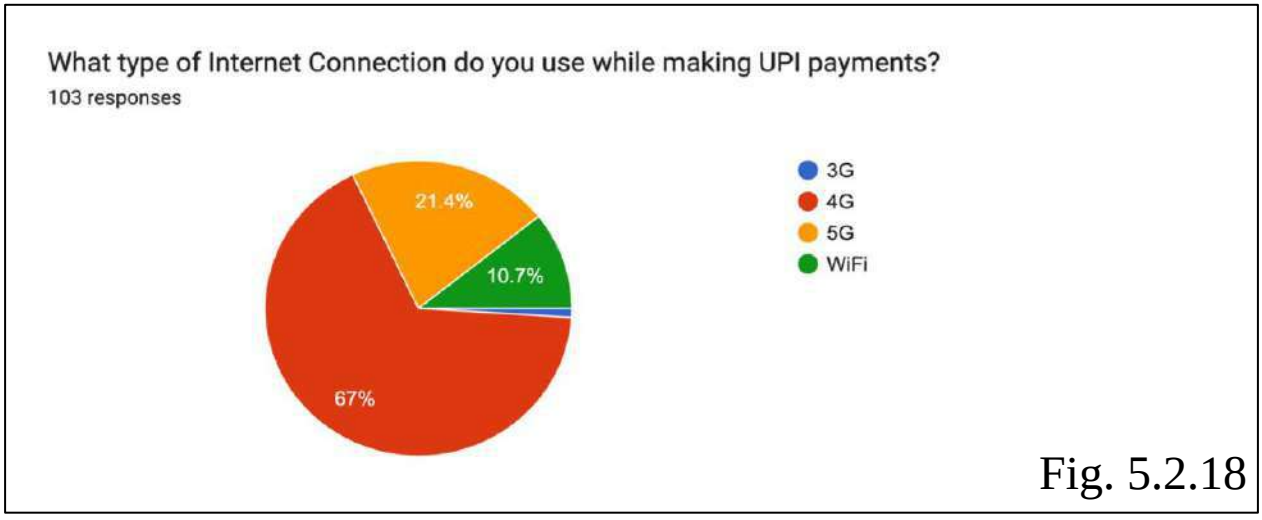

Fig. 5.2.18

Interpretation:

From the above pie chart, the type of internet connection used by majority of the respondents that is 67% is 4G, 21.4% use 5G, 10.7% use WiFi whereas 1% use 3G.

19. Which type of UPI Payment mode did you use the most?

Table 5.1.19 : Which type of UPI Payment mode did you use the most?			
S.NO	Payment Mode	No of Responses	Percentage (%)
1	QR code Scan	71	69.00%
2	Mobile Number	26	25.20%
3	Bank Transfers	6	5.80%
Total		103	100.00%
Source : Primary Data			

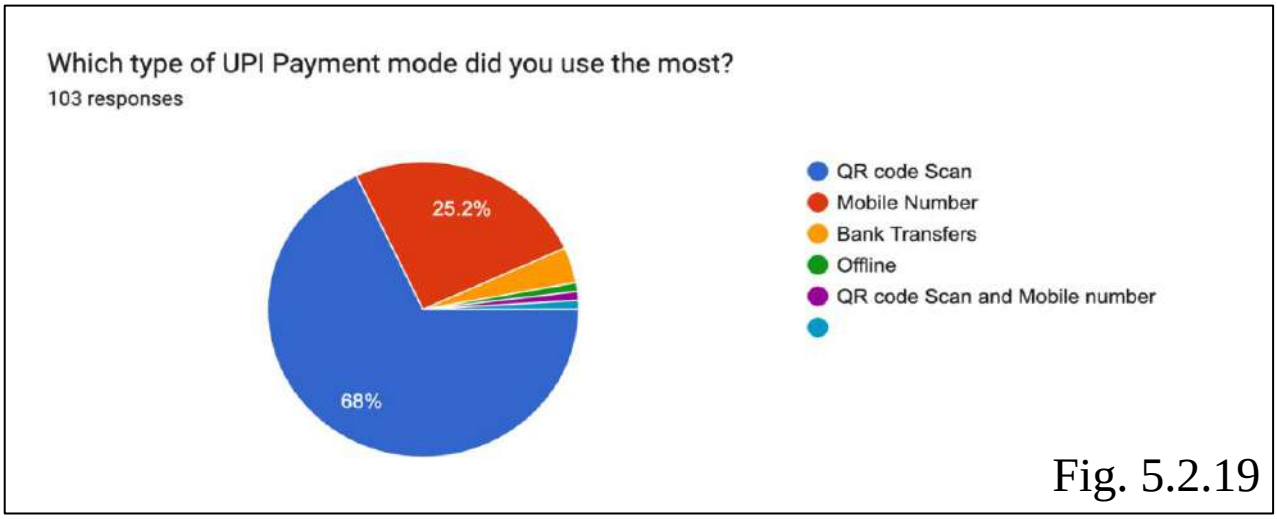

Fig. 5.2.19

Interpretation:

From the above pie chart, it is observed that QR Code Scan feature is popular and most used by majority of the respondents followed by mobile number which refers to Send Money and Request Money feature.

20. Do you think UPI apps involve danger of losing money?

Table 5.1.20 : Do you think UPI apps involve danger of losing money?			
S.NO	Think	No of Responses	Percentage (%)
1	Yes	17	16.50%
2	No	40	38.80%
3	Maybe	46	44.70%
Total		103	100.00%
Source : Primary Data			

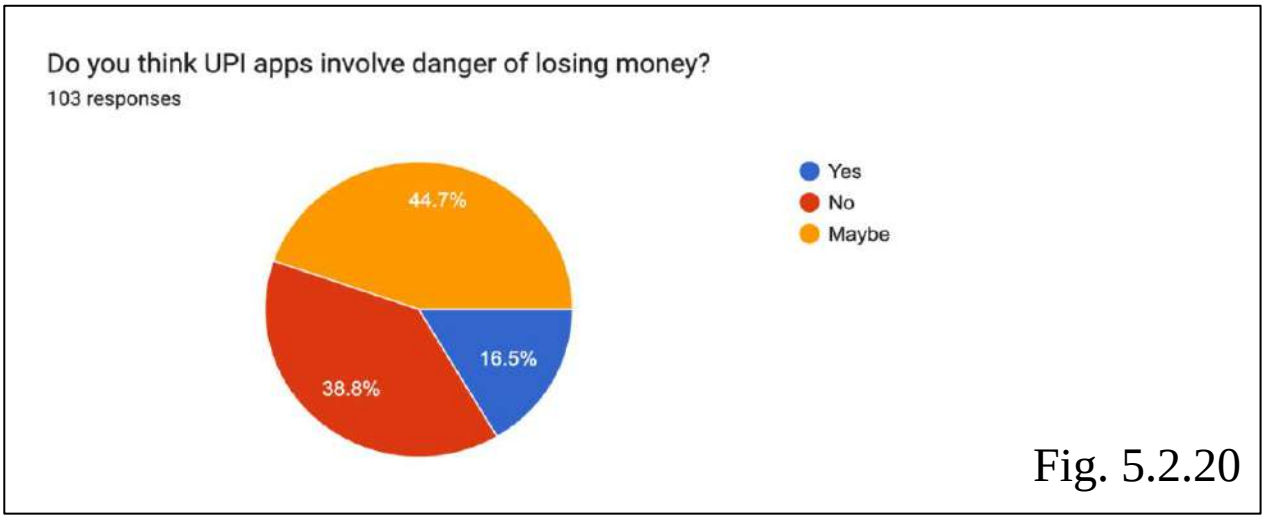

Fig. 5.2.20

Interpretation:

From the above pie chart, 16.5% of the respondents think that UPI apps involve danger of losing money, 38.8% think there is no danger involved whereas 44.7% are neutral on this topic.

21. Have you faced problems to add, change or remove bank account in UPI app?

Table 5.1.21 : Have you faced problem to add, change or remove bank account in UPI app?			
S.NO	Faced Problem	No of Responses	Percentage (%)
1	Yes	14	13.60%
2	No	77	74.80%
3	Maybe	12	11.70%
Total		103	100.00%
Source : Primary Data			

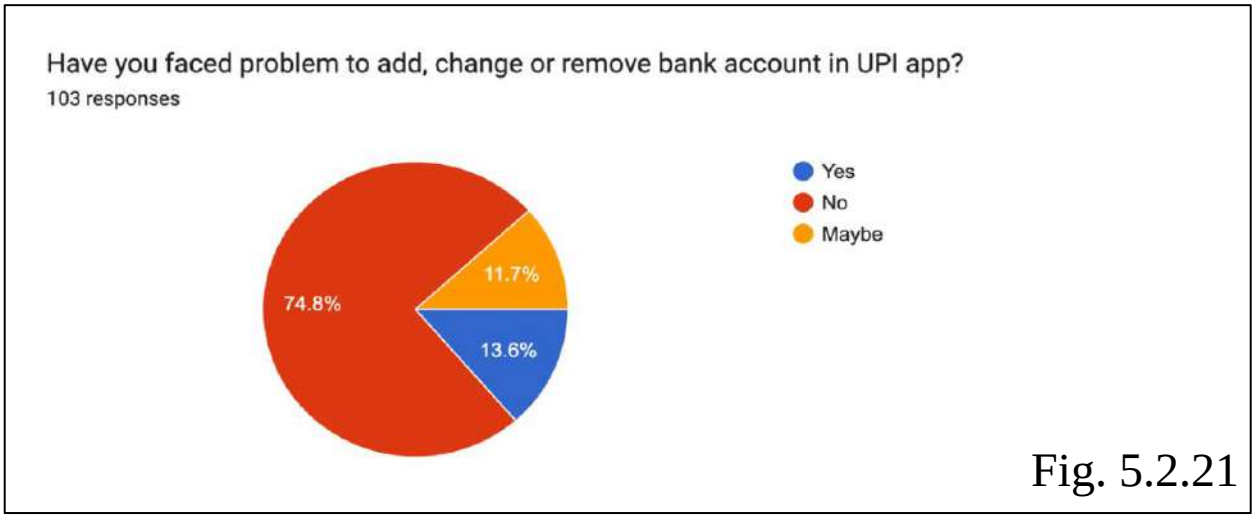

Fig. 5.2.21

Interpretation:

From the above pie chart, 74.8% of the respondents which accounts to majority have never faced problem to add, change or remove bank account in UPI App, whereas 13.6% of the respondents have faced problem and 11.7% are neutral on this topic.

22. Do you trust the security provided by UPI apps?

Table 5.1.22 : Do you trust the security provided by UPI apps?			
S.NO	Do you trust	No of Responses	Percentage (%)
1	Yes	72	69.90%
2	No	5	4.90%
3	Maybe	26	25.20%
Total		103	100.00%
Source : Primary Data			

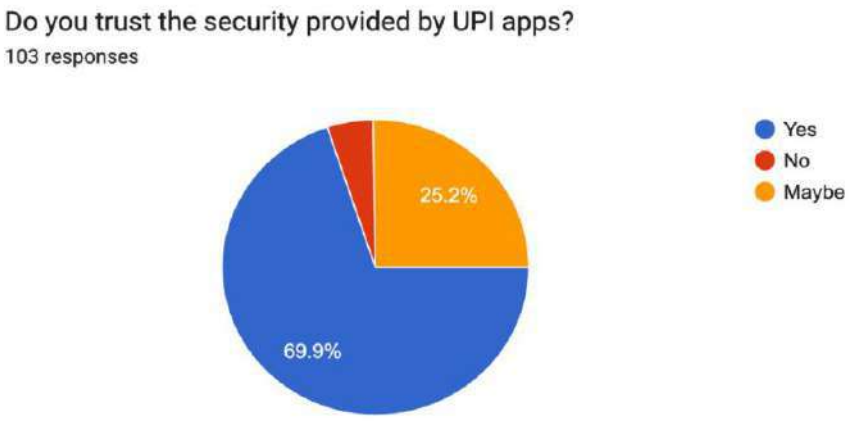

Fig. 5.2.22

Interpretation:

From the above pie chart, 69.9% of the respondents trust the security provided by UPI apps which accounts to majority of the respondents and 4.9% do not trust the security whereas 25.2% are neutral that is they are confused whether to rely on the security or not

23. Do you find it easy to keep a track of your transactions in UPI?

Table 5.1.23 : Do you find it easy to keep a track of your transactions in UPI?			
S.NO	Find it easy	No of Responses	Percentage (%)
1	Yes	93	90.30%
2	No	3	2.90%
3	Maybe	7	6.80%
Total		103	100.00%
Source : Primary Data			

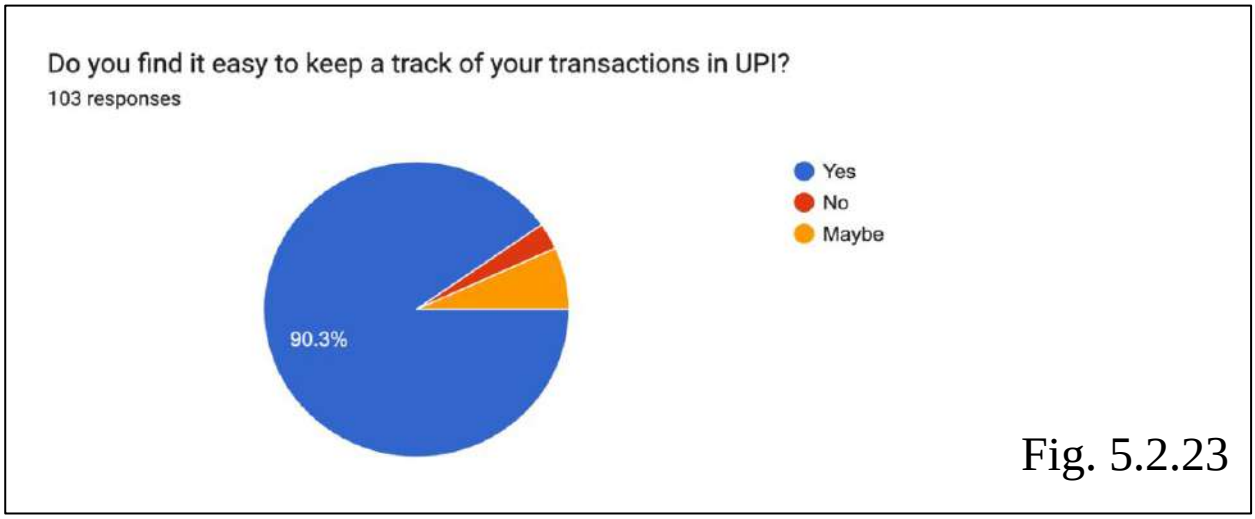

Fig. 5.2.23

Interpretation:

From the above pie chart, 90.3% of the respondents find it easy to keep a track of their transactions in UPI, 2.9% do not find it easy and the rest 6.8% are neutral on this topic.

24. Could you describe the other problems that you face while using UPI apps?

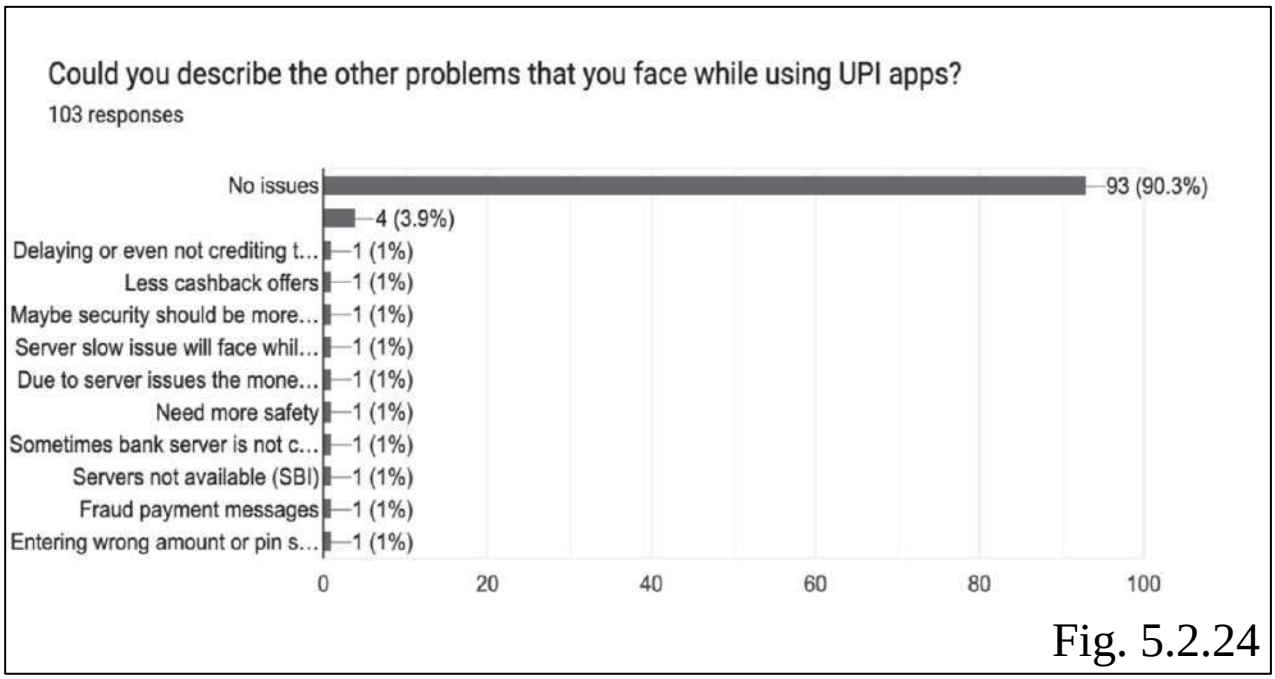

Fig. 5.2.24

Interpretation:

The problems faced by the respondents are with the bank server connectivity with instances where money gets deducted but takes time to reflect on user accounts, causing delays. The respondents also face safety and security as a problem while making UPI payments which includes receiving unauthorised payment links via SMS that appear very similar to the original URL of the merchant which could be an attempt to skim money from the users account via UPI App or infect the users mobile with a virus or malware designed to steal the financial information stored on the device.

25. Are you satisfied with the usage of UPI?

Table 5.1.25 : Are you satisfied with the usage of UPI?			
S.NO	Satisfaction	No of Responses	Percentage (%)
1	Highly Satisfied	29	28.20%
2	Satisfied	71	68.90%
3	No Satisfaction	3	2.90%
4	Unsatisfied	0	0.00%
5	Highly Unsatisfied	0	0.00%
Total		103	100.00%
Source : Primary Data			

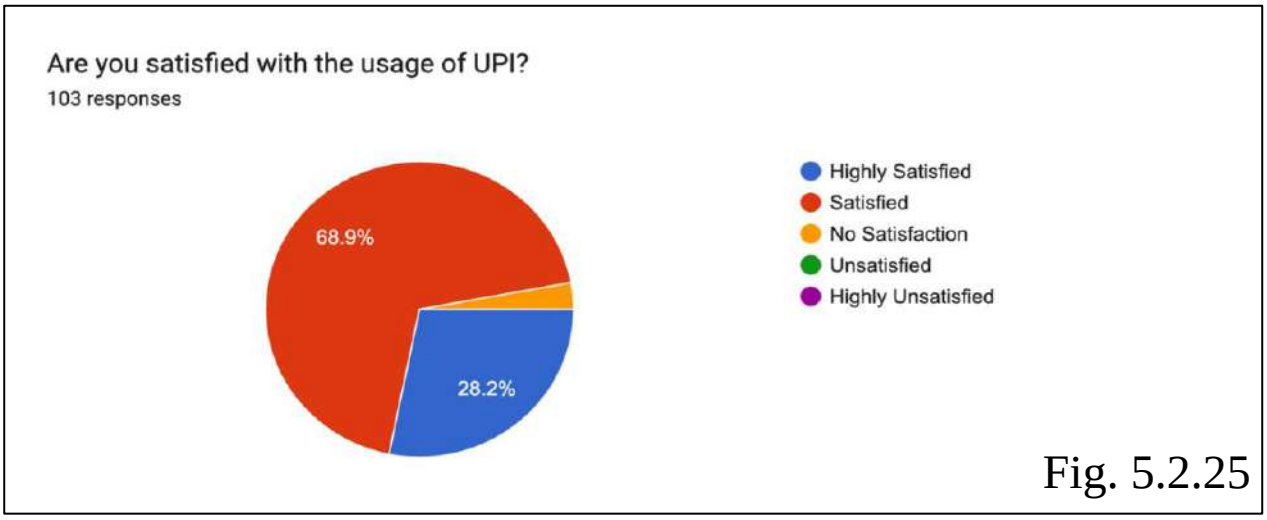

Fig. 5.2.25

Interpretation:

From the above pie chart, majority of the respondents are satisfied with the usage of UPI – 28.2% are highly satisfied whereas 68.9% are satisfied. However, 2.9% of the respondents have no satisfaction with the usage of UPI.

26. Would you recommend UPI to others?

Table 5.1.26 : Would you recommend UPI to others?			
S.NO	Would you Recommend	No of Responses	Percentage (%)
1	Yes	89	86.40%
2	No	2	1.90%
3	Maybe	12	11.70%
Total		103	100.00%
Source : Primary Data			

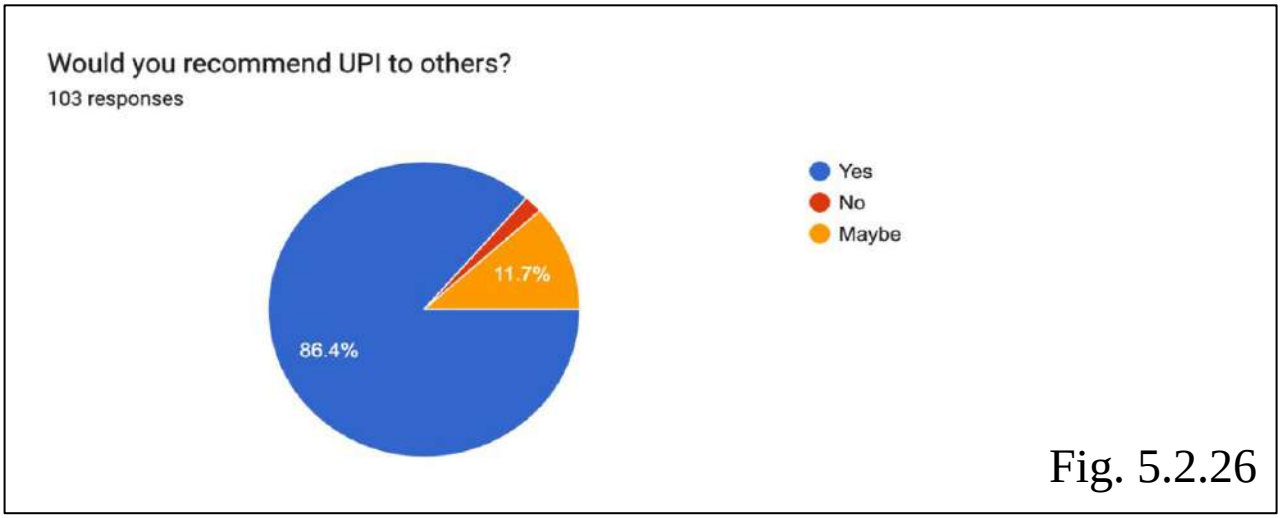

Fig. 5.2.26

Interpretation:

From the above pie chart, 86.4% of the respondents are interested to recommend UPI to others, 11.7% may or may not recommend and the rest 1.9% are not interested to recommend.

27. Will you continue to use UPI in future too

Table 5.1.27 : Will you continue to use UPI in future too?			
S.NO	Will you Continue	No of Responses	Percentage (%)
1	Yes	89	86.40%
2	No	1	1.00%
3	Maybe	13	12.60%
Total		103	100.00%
Source : Primary Data			

I

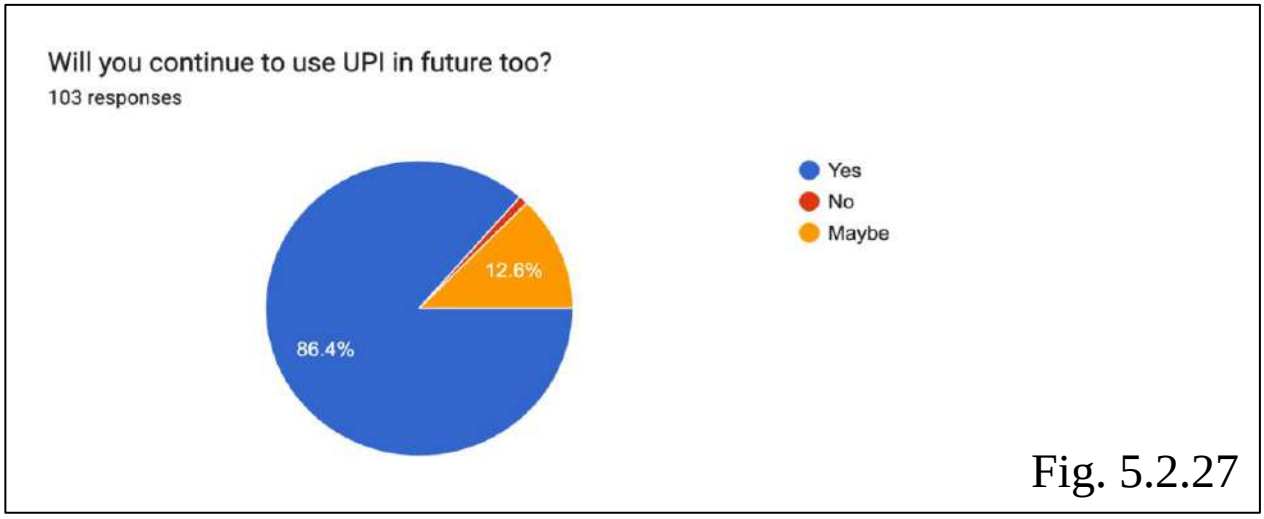

Fig. 5.2.27

interpretation:

From the above pie chart, 86.4% of the respondents would continue to use UPI in future, 12.6% are not sure whether they would be using UPI in future or not, whereas 1 respondent is not willing to use UPI in future. This may be due to various reasons like server issues, security issues and other reasons.

28. Do you have any suggestions regarding UPI apps?

Table 5.1.28 : Do you have any suggestions regarding UPI apps?			
S.NO	Suggestions	No of Responses	Percentage (%)
1	No Suggestions	94	91.30%
2	Other Suggestions	9	8.70%
Total		103	100.00%
Source : Primary Data			

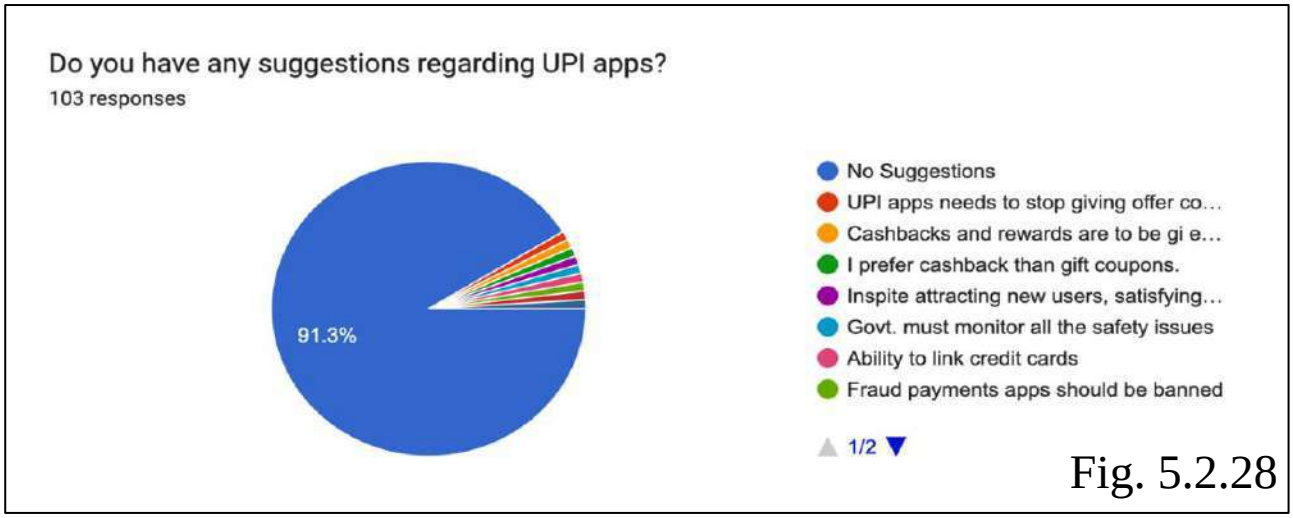

Fig. 5.2.28

Interpretation:

From the above pie chart, 91.3% of the respondents are satisfied with the usage of UPI and the services being provided. However, 8.7% of the respondents have come up with suggestions which can be summarized as below

UPI needs to cater to the needs of the current users, grievances raised by users should be acknowledged attentively and dealt in a timely manner. The security provided to the users should be monitored by the Government in order to avoid fraudulent transactions. In addition, users are expecting better rewards on using UPI and prefer cashbacks over gift coupons.

29. How would you rate your overall experience using UPI Payment Systems?

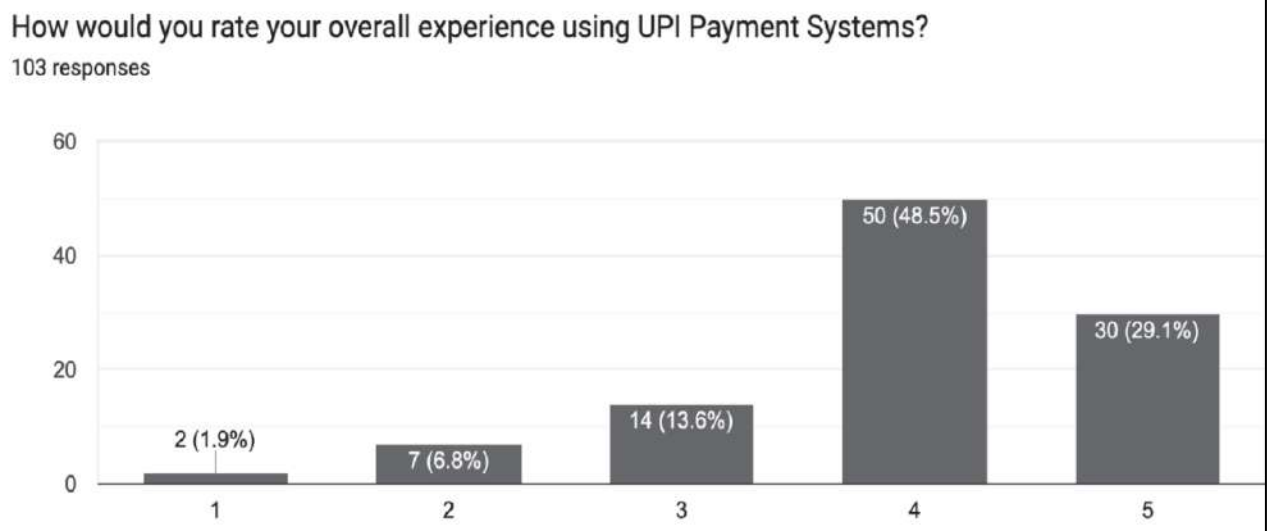

Fig. 5.2.29

Interpretation:

The above bar chart denotes that 77.6% of the respondents are satisfied with the overall experience of using UPI Payment Systems, 8.7% of the respondents are not satisfied whereas 13.6% of the respondents are neutral – neither satisfied nor dissatisfied. However, majority of the respondents show satisfaction using UPI Payment Systems.

CHAPTER – Vl

Findings, Suggestions and Conclusion

FINDINGS

The findings of the research are as follows:

- Majority of the respondents prefer online transactions over offline transactions considering the ease and convenience.
- UPI Payments is the most preferred mode of payment during offline purchases and is used by majority of the respondents daily and weekly.
- PhonePe (45.1%) followed by Google Pay (40.2%) are the most preferred UPI applications by the respondents.
- Respondents prefer UPI for the various features provided such as Send and Receive Money, Scan and Pay, Balance Enquiry.
- UPI Apps are used for various transactions like Bill Payments and Recharge, Merchant Payments and Peer to Peer transactions.
- The major problem faced by UPI users is the bank server connectivity issue which leads to delayed payments or failed transactions.
- Safety and security are another important concern of users which also includes receiving fraudulent messages. It is therefore suggested that Government monitors the security issues.
- Majority (74.8%) of the respondents have not faced problem to add, change or remove bank account.
- Respondents look forward to more cashback offers and prefer cashbacks over gift coupons.
- Majority of the respondents are satisfied with the usage of UPI Payment Systems and are willing to use UPI in future too. They are also likely to recommend UPI to others.

SUGGESTIONS

- The Bank servers need to be updated on a regular basis
- The Bank servers should be monitored 24x7.
- The Customer Care support teams should be readily available at all time to cater to the grievances of the UPI users.
- The Government of India or the RBI should monitor the security policies so that the users feel more secure while making UPI payments.
- Facilities such as UPI lite should be introduced by all the UPI Platforms to facilitate payments to the users with low internet speeds and users in rural areas.
- Digital literacy and educating individuals on the UPI payment methodology is key in preventing users from falling prey to many frauds.
- Users need to maintain proper privacy, in order to avoid frauds, they should never share their OTP and PIN number with anyone.
- Users need to alert their bank immediately if they find something unusual to raise a dispute and block the card linked with the UPI.
- To resolve consumer grievances, banks must build an effective grievance redressal system.
- Instead of using Google to look for customer care numbers, users should use the official website. Scammers frequently post illegitimate phone numbers on websites that appear to be authentic or authorized but are not.
- Users also have to check internet connection before proceeding with payments in order to avoid failed transactions.
- In order to build a strong user base UPI needs to build trust among people by being transparent.

CONCLUSION

This Project Report on “Problems faced by UPI users on making UPI payments” has given us the information or data regarding how the users are facing problem with the UPI payments that they make.

We conclude our Project by saying that UPI Payments by far have changed the World of Digital Payments. They have brought a drastic change in the payment system.

With a push by the government for the adoption of digital payments, most Indians are now not only accustomed to online payment methods but also prefer it. Beginning with the demonetization, followed by the pandemic, UPI has emerged as the preferred mode of digital payment by offering free, fast, secure and seamless experience to the users.

In this study, we made an attempt to understand the problems faced by UPI users. Server related issue being the most dominant issue faced by many users, yet users are satisfied with the usage of UPI and are likely to continue to use UPI in future too.

As the government is enhancing digitization efforts, UPI will continue to play a very important role. UPI can be a great enabler for financial inclusion in India and allow a huge set of population to be a part of digital economy.

CHAPTER – Vll

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CHAPTER – Vlll

APPENDICES

INDEX FOR ANALYSIS TABLES

S.NO	TABLE NO.	TABLE NAME
1	5.1.1	GENDER
2	5.1.2	AGE GROUP
3	5.1.3	MAJORITY OF YOUR TRANSACTIONS ARE
4	5.1.4	ARE YOU A UPI USER?
5	5.1.5	HOW DID YOU GET TO KNOW ABOUT UPI?
6	5.1.6	WHICH APP DO YOU USE FOR UPI PAYMENTS?
7	5.1.7	WHAT IS YOUR PREFERRED 3RD PARTY UPI APP?
8	5.1.8	EMPLOYMENT STATUS
9	5.1.9	HOW LONG HAVE YOU BEEN USING UPI APPS?
10	5.1.10	WHICH PAYMENT METHOD DO YOU USE FREQUENTLY DURING OFFLINE PURCHASES?
11	5.1.11	HOW OFTEN DO YOU USE UPI ?
12	5.1.12	WHY DO YOU PREFER USING UPI?
13	5.1.13	FOR WHAT PURPOSE DO YOU USE UPI?
14	5.1.14	WHAT FEATURE OF THE UPI DO YOU USE THE MOST?
15	5.1.15	DO YOU FACE PROBLEMS WHILE USING UPI?

16	5.1.16	HOW FREQUENTLY HAVE YOUR TRANSACTIONS FAILED WHILE USING UPI?
17	5.1.17	HOW FREQUENTLY HAVE YOU FACED SERVER RELATED ISSUES?
18	5.1.18	WHAT TYPE OF INTERNET CONNECTION DO YOU USE WHILE MAKING UPI PAYMENTS?
19	5.1.19	WHICH TYPE OF UPI PAYMENT MODE DID YOU USE THE MOST?
20	5.1.20	DO YOU THINK UPI APPS INVOLVE DANGER OF LOSING MONEY?
21	5.1.21	HAVE YOU FACED PROBLEM TO ADD, CHANGE OR REMOVE BANK ACCOUNT IN UPI APP?
22	5.1.22	DO YOU TRUST THE SECURITY PROVIDED BY UPI APPS?
23	5.1.23	DO YOU FIND IT EASY TO KEEP A TRACK OF YOUR TRANSACTIONS IN UPI?
24	5.1.24	COULD YOU DESCRIBE THE OTHER PROBLEMS THAT YOU FACE WHILE USING UPI APPS?
25	5.1.25	ARE YOU SATISFIED WITH THE USAGE OF UPI?
26	5.1.26	WOULD YOU RECOMMEND UPI TO OTHERS?
27	5.1.27	WILL YOU CONTINUE TO USE UPI IN FUTURE TOO?
28	5.1.28	DO YOU HAVE ANY SUGGESTIONS REGARDING UPI APPS?
29	5.1.29	HOW WOULD YOU RATE YOUR OVERALL EXPERIENCE USING UPI PAYMENT SYSTEMS?

SAMPLE QUESTIONNAIRE

Questionnaire on UPI Payments

Warm Greetings!

We are students of **Little Flower Degree & PG College** which is affiliated to Osmania University. This is a Questionnaire as a part of the Research Project.

Our Research topic is to find out **the Problems faced by the UPI users on making UPI Payments.**

In this Questionnaire you will be asked to answer short questions which will be useful for us in our research project.

We request you to fill this form and you are free enough to step back if you feel is not suitable for you to answer the same!

We assure you that you identity and details will be kept confidential and shall not be published anywhere and will be used only for analysis purpose.

We hope you give your best in answering!

From Researchers : Rekha, Shivam, Samkhya, Rufus

For further details :

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shivamkalavadia04@gmail.com
Chopparirekha@gmail.com
samkhyay@gmail.com

* Indicates required question

1. **Email ID** *

2. **Gender** *

Mark only one oval.

- ◯ Male
- ◯ Female

3. **Age Group** *

Mark only one oval.

- ◯ 18-25
- ◯ 26-35
- ◯ 36-45
- ◯ 46 and above

4. **Majority of your transactions are?** *

Mark only one oval.

- ◯ Online
- ◯ Offline

5. **Are you a UPI user?** *

Mark only one oval.

- ◯ Yes
- ◯ No

Skip to question 6

Questionnaire on UPI Payments - Page 2

6. **How did you get to know about UPI?** *

Mark only one oval.

- ◯ Advertisments
- ◯ Social Media
- ◯ Friends & Family
- ◯ Other: _____

7. **Which app do you use for UPI payments?** *

Mark only one oval.

- ◯ Bank UPI app
- ◯ 3rd Party Apps

8. **What is your Preferred 3rd Party UPI app?** *

Mark only one oval.

- ◯ BHIM
- ◯ Google pay
- ◯ PhonePe
- ◯ Paytm UPI
- ◯ Other: _____

9. **Employment Status** *

Mark only one oval.

- ◯ Student
- ◯ Employed
- ◯ Home Maker
- ◯ Other: _____

10. **How long have you been using UPI apps?** *

Mark only one oval.

- ◯ 1 year and below
- ◯ 1 - 2 years
- ◯ 2 years and above
- ◯ Other: _____

Questionnaire on UPI Payments - Page 3

11. **Which payment Method do you use frequently during offline purchases?** *

Mark only one oval.

- ◯ Credit & Debit Card
- ◯ Cash
- ◯ UPI payments

12. **How Often do you use UPI ?** *

Mark only one oval.

- ◯ Daily
- ◯ Weekly
- ◯ Monthly
- ◯ Occasionally

13. **Why do you prefer using UPI?** *

Mark only one oval.

- ◯ Easy to use
- ◯ Less time Consuming
- ◯ Cash Back Offers
- ◯ All of the above
- ◯ Other: _____

14. **For what purpose do you use UPI?** *

Mark only one oval.

- ◯ Bill Payments and Recharge
- ◯ Merchant Paymnets
- ◯ Peer to Peer transcations
- ◯ All of the above
- ◯ Other: _____

15. **What feature of the UPI do you use the most?** *

Mark only one oval.

- ◯ Send Money
- ◯ Request Money
- ◯ Scan and Pay
- ◯ Balance Enquiry
- ◯ All of the above
- ◯ Other: _____

Questionnaire on UPI Payments - Page 4

16. **Do you face problems while using UPI?** *

Mark only one oval.

- Yes
- No
- Maybe

17. **How frequently have your transactions failed while using UPI?** *

Mark only one oval.

- Very Often
- Often
- Sometimes
- Rarely
- Never

18. **How frequently have you faced server related issues?** *

Mark only one oval.

- Very Often
- Often
- Sometimes
- Rarely
- Never

19. **What type of Internet Connection do you use while making UPI payments?** *

Mark only one oval.

- ◯ 3G
- ◯ 4G
- ◯ 5G
- ◯ WiFi

20. **Which type of UPI Payment mode did you use the most?** *

Mark only one oval.

- ◯ QR code Scan
- ◯ Mobile Number
- ◯ Bank Transfers
- ◯ Other: _____

Questionnaire on UPI Payments - Page 5

21. **Do you think UPI apps involve danger of losing money?** *

Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

22. **Have you faced problem to add, change or remove bank account in UPI app?** *

Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

23. **Do you trust the security provided by UPI apps?** *

Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

24. **Do you find it easy to keep a track of your transactions in UPI?** *

Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

25. **Could you describe the other problems that you face while using UPI apps?** *

Check all that apply.

- ☐ No issues
- ☐ Other: _____

Questionnaire on UPI Payments - Page 6

26. **Are you satisfied with the usage of UPI?** *

Mark only one oval.

- ◯ Highly Satisfied
- ◯ Satisfied
- ◯ No Satisfaction
- ◯ Unsatisfied
- ◯ Highly Unsatisfied

27. **Would you recommend UPI to others?** *

Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

28. **Will you continue to use UPI in future too?** *

Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

29. **Do you have any suggestions regarding UPI apps?** *

Mark only one oval.

- ◯ No Suggestions
- ◯ Other: _____

30. **How would you rate your overall experience using UPI Payment Systems?** *

Mark only one oval.

	Unsatisfied
1	
2	
3	
4	
5	
	Very Satisfied

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Google Forms

Physicochemical parameter analysis of water quality in Rampally lake

Group Project report/dissertation submitted to Osmania University

BY:

1) **Mohammed Aman**

2) **Paidala Chanakya**

3) **K. Sachin**

4) **B. Prachod**

Students of B.Sc. (BZC) VIth semester

Little Flower Degree and PG College, Uppal

(Affiliated to Osmania University)

April 2023

CERTIFICATE

This is to certify that the Group Project/ Dissertation entitled has been carried out under my supervision by Mohammed Aman, Paidala Chanakya, K. Sachin, and B. Prachod

(All pursuing B.Sc. degree in BZC course) for their 6th semester project. To the best of my knowledge this work has not been submitted to this or any other university for the award of any degree/diploma

DATE: 20.05.2023

20/5/23

K. Gomati

(Project Supervisor and HoD)

Counter signed by Principal

Little Flower Degree College
Uppal, Hyderabad-500 039.
College Code: 2010

DECLARATION

We declare that the scientific contents/data of this project / dissertation are based on our original work and to the best of our knowledge have not been submitted to this or any other university for the award of the B.Sc. Degree/ Diploma.

Md. Aman _____ Mb. Aman (201020445008)

Chanakya _____ Paidala Chanakya (201020445006)

_____ K. Sachin (201020445004)

B. Prachod _____ B. Prachod (201020445002)

Date: 20-05-2023

Place: Hyderabad.

20/5/2023

20/5/2023

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First and above all, we praise **God**, the almighty for providing us this opportunity and granting us the capability to proceed sucessfully ,we would also like to express our gratitude to our **parents** for their constant encouragement and also for supporting us emotionally and financially.

Chanakya

Aman

Sachin

prachod

CHAPTER-1

INTRODUCTION

1.1 Lake water

Earth's surface has limited sources of freshwater and it contributes only 2.5% to the total water on Earth (Hu et al 2018). Pond or lake ecosystems help in groundwater recharging, support livestock, prevention of soil erosion, water purification, and most importantly in carbon sequestration (Sarma and Saikia 2010, Kumar and Padhy 2015, Nag et al 2019). A lake is an inland water body of still water formed naturally or by artificial means. Compared to a flowing river, a pond or lake is more prone to pollution due to stagnant water bodies. Monitoring of the physicochemical water quality parameters plays a pivotal role in assessing the water environment, ecosystem, hydrochemistry, and ecology, and restoring water quality (Whitehead et al., 2018; Sarkar et al., 2016; Islam et al., 2019). There are various sources of contamination in these ponds. The lakes are polluted mainly due to discharged wastewater from sewage outlets, residential areas, solid waste, automobile oil waste, and agricultural pesticides. Climate change and anthropogenic activities are leading to major alterations in the hydrological cycle, water quality degradation has become a crucial worldwide issue for the sustainable development of human beings. Water resources are under severe threat from pollution generated by human interventions and inappropriate agricultural drainage from rivers (Jin et al., 2020a, 2020b). The results suggested that the water quality of these freshwater bodies is rapidly declining.

1.2 Study area description

Rampally lake is situated near Nagaram municipality which falls under Keesara mandal of Medchal Malkajgiri district in Telangana, India. It is one of the lakes of eastern Hyderabad however now occupied by algae and weeds.

Table 1: Description of Rampally Pond water

S.No	Location	Rampally
1	Latitude	17.4672° N
2	Longitude	78.6419° E
3	Surface area	10.37 sq km
4	Water temperature	25° - 30° C
5	Annual mean precipitation	767 mm
6	Annual mean evaporation	150 - 250 cm
7	Wind	7 km/h
8	Humidity	86%

Table_1

1.3 Physico-chemical Parameters

Parameters of pond water evaluated in this analysis include

Bicarbonates

- Carbonates
- Chlorides
- Dissolved oxygen
- Biological oxygen demand (BOD)
- Chemical oxygen demand (COD)
- Total dissolved solids (TDS)
- Total suspended solids (TSS)
- pH
- Nitrates
- Phosphates

Bicarbonate

It is a salt of carbonic acid containing the anion HCO_3. Bicarbonates are highly alkaline and are used to neutralize the acid in water and decrease carbon dioxide. If less content of bicarbonate is present in water then it causes mucous production by fishes. Excess bicarbonate content in pond water can cause damage to outer surfaces, gills, eyes and skin as the toxicity of ammonia is 10 times more severe at ph 8 and more than it. It is a weak base.

Biological oxygen demand BOD

During the decomposition of organic matter through oxidation,the amount of dissolved oxygen consumed by microorganisms is called biological oxygen demand. BOD plays a key role in indicating the organic pollutants present in pond water,as it reflects the amount of oxygen required to degrade the organic matter. Excess or high level of biological demand in water leads to unpleasant odors in the pond water due to the production of sulfur compounds while the decomposition of organic matter. Oxygen depletion also occurs as micro organisms consume organic matter and other pollutants by utilizing oxygen.Inadequate amount of biological oxygen demand indicates the lack of organic matter in the water and leads to reduced biological activity and also causes nutrient imbalance.

Carbonates

It is an ester of carbonic acid containing the group CO_3^{2-} .It is moderately a strong base that increases microbial activity in pond soil and increases the availability of phosphorus to phytoplankton. Excess content of carbonate in pond water causes hardness of the water. Less content of carbonates causes undesirable species of zooplanktons, phytoplanktons, mosses and algae may begin to invade near-shore areas of pond water.

Chlorides

It is a compound of chlorine bound to an alkyl group. Chlorides are beneficial to fish in maintaining their osmotic balance and increase the electrical conductivity of water High content of chloride in pond water causes cells to lose water and nutrients and leads to death of amphibians and fishes.It also damages the sensitive skin of salamander and tadpoles Beneficial organisms can thrive in Low level of chloride content in pond water.

COD

The amount of oxygen that is required to break down the organic substance through oxidation is called chemical oxygen demand. When the High level of cod will reduce dissolved oxygen levels which lead to anaerobic conditions of pond water. COD is often used as a measurement of pollutants in water, wastewater, and aqueous hazardous wastes. The amount of dissolved oxygen required by aerobic organisms to break down organic substances present in Pond water. It determines the amount of organic matter present in soils, sewages, sediment, garbage and sludge.

Dissolved oxygen

It is the amount of oxygen available for living aquatic organisms in pond water.Dissolved oxygen is essential for the survival of aquatic organisms.Low level of dissolved oxygen can lead to death of algae and fishe. High levels of dissolved oxygen causes gas bubbles in aquatic species.It rapidly increases corrosion in industrial pipes. Warm water holds less dissolved oxygen in water whereas cold water holds more dissolved oxygen in water.The amount of dissolved salts, atmospheric pressure and water temperature can influence the levels of dissolved oxygen in pond water.

TDS

It measures organic and inorganic substances present in liquid in molecular and ionized forms in the pond water. TDS concentrations can be reported in parts per million. Excess TDS reading indicates a high Corrosive compound level present in pond water.Low TDS reading indicates that the pond water is devoid of many minerals and have a flat taste with high-quality water.

Total Suspended Solids

It is the measure of the amount of solid particles that are trapped by filter and suspended by water is called total suspended solids. It is an important parameter used for determining the water quality and can also indicate the run off pollution from agriculture areas and construction sites. High levels of total suspended solids(TSS) can have a negative effect on aquatic organisms of pond water by decreasing the content of dissolved oxygen and increasing the temperature of water.

pH

pH is a measure of the acidity or alkalinity of a solution. It is used to determine the amount of hydrogen ions (H^+) in the solution. pH is measured by using a pH testing strip (or) can be measured by a pH meter device. High pH level causes the growth of blue-green algae, which can form large blooms on the surface of pond water that deplete oxygen level in the water leading to the death of fish present in pond water. Pond water becomes chemically imbalanced and water appears cloudy or murky, reducing the visibility for aquatic organisms in pond water and making it difficult for aquatic organisms to find food in the water. Low pH level can irritate the sensitive skin of the catfish, tadpole etc. low pH makes it more difficult to control algae and reduce the effectiveness of treatment of pond water.

Nitrate

It is a salt of nitrate acid which contains the anion NO^-_3. They are also defined as the compound which contains nitrogen and oxygen atoms. Nitrates are obtained in pond water by the breakdown of organic matter of leaves and dead animals. High levels of nitrate can also lead to the rise in harmful bacteria such as *E.coli* and also excess nitrate can leads to growth of aquatic pond plant which depletes oxygen present in pond water and leads to death of organisms such as fishes,frogs etc. low level of nitrate lead to stunted growth of aquatic plants and reduced fish growth. Due to low levels of nitrate, poor water quality disrupts the nitrate cycle.

Phosphate

It is defined as an eater of phosphoric acid containing Po^{3-}_4 anion, which are found in many natural sources like rocks,soil and water. In aquatic environments phosphate is often present in the form of dissolved phosphate. The role of phosphate includes DNA synthesis, respiration and photosynthesis for aquatic organisms. Excess amount of phosphate in pond water also leads to losing of visibility of pond water due to pollution by murky green overcast. It also leads rapidly to growth of algae blooms and aquatic plants which uptake the dissolved oxygen present in water. Inadequate (or) low level of phosphate in pond water affects the productivity of certain aquatic organisms such as fishes..The aquatic organisms also become susceptible to diseases if the phosphate content in pond water is low.

Materials and methods

The water sample was collected from a pond in Rampally village near ECIL, Hyderabad. Sample was collected at the beginning of summer in the month of April. Three samples were collected from three different locations of the same ponds simultaneously and labeled as 1, 2, 3 . The average annual rainfall in rampally pond is 45.5 cm and the temperature recorded is 34°c. All parameters determined using standard methods are as follows.

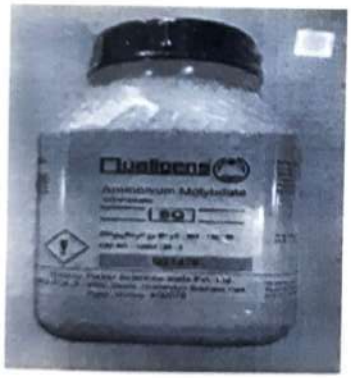
S.NO	Water Quality Parameters Measured	Methods Applied
1)	PH	PH meter
2)	Water temperature	Thermometer
3)	Chlorides	Titrimetric
4)	Total Dissolved Solids	TDS Meter
5)	Dissolved Oxygen [DO]	Winkler's Method
6)	Chemical Oxygen Demand [COD]	Titrimetric
7)	Bicarbonates	Titrimetric
8)	Carbonates	Titrimetric
9)	Biological Oxygen Demand [BOD]	Five Days Incubation
10)	Total Suspended Solids [TSS]	Hot air oven

Table_2

Chemicals

1.Ammonium Ferrous Sulfate

Ammonium ferrous sulfate is a reducing agent which consists of blue-green crystal and its molecular formula is (NH_4) 2Fe(so_4). It has weak affinity towards magnetic fields and it is also commonly known as Mohr's salt. Ammonium ferrous sulfate is a double salt which consists of ferrous sulfate and ammonium sulfate. It is used for pigment preparation and as a fertilizer by farmers for maintenance of crop growth.



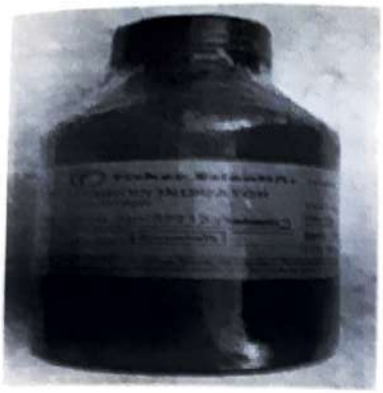
2. Ammonium Molybdate It is a white crystalline inorganic compound and the solubility of this compound increases with temperature. Its chemical formula is NH_4 2Moo4.in analytical chemistry it is used as an detection and determination of phosphates,areshates and silicates. Ammonium molybdate is a good corrosion inhibitor and it is used as an fertilizer to ensure healthy plant growth and improved crop yield. It is also most widely used as a catalyst for oxidation of alcohol,desulfurization of gasses.

3. Biological oxygen demand (BOD) incubation

BOD incubation is a laboratory equipment which is used to maintain a proper suitable temperature And humidity controlled environment for the incubation of the samples. The temperature of BOD incubator ranges from 5c to 50c and the level of humidity can be adjusted between 40 to 90%.the BOD incubator is used to determine the rate at which the oxygen is consumed by microorganisms to check (or) determine the quality (or) quality of microorganisms present in the sample,the BOD incubator used in environment,pharmaceutical and food industries.

4. Colorimetric

A device which is used to determine particles wavelengths of light absorbed by specific solutions. Colorimeters utilize a stable and standardized light source such as a light emitting diode (LED). A cuvette is required which holds the liquid sample and to minimize the scattering of light. Colorimeters are used in water testing,food quality control,clinical research etc.

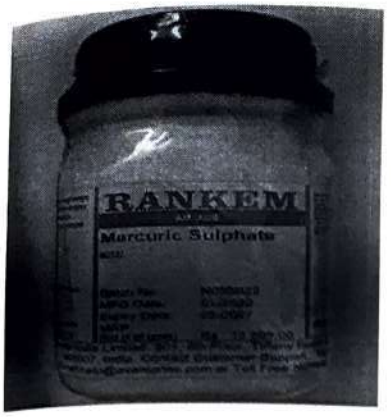


5. Ferroin Indicator

In redox titration it is used as an indicator which determines iron content in the solution. It is also used as an oxidizing as well as reducing agent. Metals such as copper and nickel are also determined by the ferroin indicator. It is available in red-orange and reduced forms.

6. Hot air oven

It is a laboratory equipment that uses dry heat to sterilize and dry some materials. The temperature of a hot air oven ranges from 50 to 300c. It is made up of stainless steel and consists of a double-walled insulation,which prevents heat loss and maintains constant temperature. Hot air oven is used to sterilize laboratory equipment such as pipette,beaker,conical flask,test tube and some metal equipment by denaturing the proteins and disrupting the DNA of microorganisms. Hot air oven is mostly time and energy efficient.

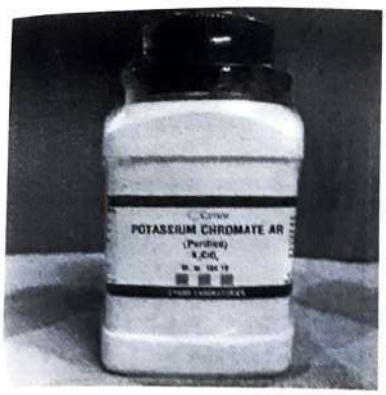


7.Mercuric Sulfate

Mercuric sulfate is a white crystalline solid which is highly toxic.mercuric sulfate chemical formula is $HgSO_4$ and molecular weight of 296.65g/mol.it is mostly soluble in dilute acids. In analytical chemistry it is used to determine the chloride ions present in solution.in the presence of heat it acts as a good oxidizing agent and a good source of electroplating. Mercure sulfate should be handled carefully as it may get absorbed through the skin and inhalation can damage the central nervous system,lungs.

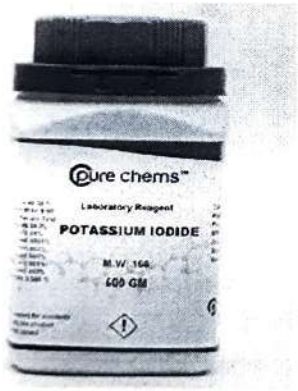
8. pH meter

ph meter is an electronic device used to determine hydrogen ions such as acidity and alkalinity of a given solution. The ph scale of p[h meter and ph strips ranges from 0-14 in which the Ph7 will be neutral,values greater than 7 will be alkaline or basic in nature and where as the value less that 7 will be acidity in nature.accuracy and precision can be ensured by calibrating the ph meter using know buffer solution such as ph4 and ph9. Ph meters can be used in different fields such as moultering of water quality, chemical synthesis,food and beverage production and for biological research such as study of cell structure and enzymes.



9. Potassium Chromate

It is an inorganic compound with yellow crystal which acts as a strong oxidizing agent. It;s molecular formula is K_2CrO_4.it is a hazardous chemical to environment and causes rashes,burns,severe pain when it reacts with wounds when it is handled inappropriately in the laboratories.it is used for preparation of lyes,pigments,protecting metals from corrosion.



10. Potassium Iodide

Potassium iodide is a white crystalline salt with molecular formula KI.this compound is used as a dietary supplement and as a medicine for treating of hyperthyroidism which is a thyroid disorder.this chemical compound gives protection against radiation.it food industry it is used to prevent iodine deficiency.

11.potassium nitrate

It is white crystal in nature with chemical formula KNO_3.the molar mass of potassium nitrate is 101.1g/mol.it is a non-combustible chemical compound used in protechnics.it is a good while heated and produced vibrant color in fireworks display.it inhibits the growth of bacteria and used as a food preservative.medicinally it is used in diuretic.

12. Silver Nitrate

It is a cauterizing agent which is highly soluble in water and consists of white crystalline solids.it is mainly used as a staining agent. Its chemical formula is $AgNo_3$ by absorbing light the color of white crystal changes to grayish-black in color.

13.silver sulfate

Silver sulfate crystals are white in color with molar mass of 311.79g/mol and its chemical formula is Ag_2SO_4.it is used to detect bromide ions,iodide ions,chloride ions etc. it is used as a precursor (or) an catalyst and oxidizing agent in organic chemistry. It is less toxic when compared to mericure sulfate.

14. Sodium Thiosulfate

Sodium thiosulfate is a white crystalline solid that is soluble in water. Its melting point is 48-3c and has a molecular weight of 158-11 g/mol. The chemical structure consists of removing unexposed silver halide from photographic films. And in the medical industry it is used as an antidote for cyanide poisoning. In the textile industry it is used as a bleach. During water treatment it removes chlorine from water

15. Thermometer

A thermometer is a device used to measure temperature and its gradient. It generally consists of temperature-sensing elements such as liquid filled bulb or a thermometer and display which shows the temperature. The different types of thermometer include mercury in a glass thermometer,digital thermometer,thermocouple thermometer and infrared thermometer. Thermometers have a wide range of applications in different fields such as in pharmaceutical industries, food safety,research laboratories,weather monitoring and in aerospace.

16. Titrimetric analysis

It is a type of chemical analysis used to determine the concentration of substances in a given solution. There are several types of titrations in which some of them include acid base titration, redox titration,complexometric titration and precipitation titration. Titration are used in different fields which includes determining the purity of substances,quality control in food industry,preparation of medicines in pharmaceutical industry and for determining the concentration of metals,oxidizing agents,reducing agents,acids and bases.chloride

- Chloride ions present in pond water is determined by using mohr method,which is also known as silver nitrate titration
- Bicarbonate present in the pond water are determined by using acid-base titration
- Carbonates which are present in the pond water sample is also determined by using acid-base titration

- Chemical oxygen demand present in pond water is determined by using a titration method called as dichromate method

17. Totally dissolved solid (TDS) meter

It is a device which is used to determine the amount of dissolved solids present in the given sample or solution. This TDS meter usually works by measuring the electrical conductivity of water or a given solution. Thus TDS meter is used to ensure proper nutrient levels, water treatment,hydroponic system and benchtop TDS meter at 2 various types of meter. The accuracy and precision meter of TDS measurement can be affected by salinity of the water in most cases.

Methods

BICARBONATES

Procedure :

1. 50 ml of water sample is taken in a conical flask and 0.2 ml of methyl orange indicator is added to it.
2. After the addition of an indicator , the water sample turns to yellow .
3. The color changes to a muddy brick color confirms the presence of Bicarbonates .

4. The amount of acid run down from the burette is noted. The bicarbonate contents of the water sample is calculated as follows.

Bicarbonates in ppm = difference in burette reading X 61.018

BOD

Procedure :

1. 10 ml of water sample from the bottle is added into a conical flask
2. Then 1 ml of freshly prepared starch solution is added which gave blue colouration to the solution
3. Now titrated against the N/80 Na_2SO_4 solution taken in the burette until the blue color disappears completely and solution becomes colorless this indicates the end point.
4. Then the oxygen content sample is calculated by the formula

The oxygen content in the sample in ppm or cc/tt burette =burette reading difference X 4.25

CARBONATES

Procedure :

1. 50 ml of sample taken in a conical flask and 0.5 ml of phenolphthalein indicator is added.2.
2. 2 – 3 drops of phenolphthalein indicator was added. If the water color turns pink, it indicates that CO2 is absent, but if it is colorless, it means that CO2 is present.
3. Then the sample is titrated against N/20 H2SO4 taken in the burette.
4. H2SO4 is allowed to run down into the flask from the burette till the pink color appears.
5. The initial and final readings of acid run down is noted and carbonates present in the water sample is calculated as follows.

Carbonates in ppm = difference in burette reading X 30.25

d. Then titrated it against the N/80 Na_2SO_4 solution taken in the burette until the blue color disappears completely and the solution becomes colorless which indicates the end point .
e. The oxygen content sample is calculated by the formula.

The oxygen content in the sample in ppm or cc/tt burette =burette reading difference X 4.25

Nitrates

Procedure

1. Prepared a series of calibration standards by transferring 0, 5,10, 15 and 20 ml aliquot of standard 100 ml/L nitrates solution to 100 ml volumetric flasks, adding 2 ml of 0.5% sodium salicylate , 2 ml of H_2SO_4 and 14 ml of 40% each flask.
2. Took 20 ml of water sample in 100 ml volumetric flask and 2 ml of sodium salicylate and 2 ml of sulphuric acid was added.
3. Then 14 ml of NaOH is added then made up to mark with deionized water and mixed well.
4. The solution is then allowed to settle for about 10 minutes.
5. Repeated for other water samples.
6. Now the absorbance of each sample is noted to determine the amount of nitrates.

Phosphates

Procedure

1. Prepared a series of calibration standards by transferring 0, 5,10, 15 and 20 ml aliquot of standard 100 ml/L phosphates solution to 100 ml volumetric flasks, adding 14 ml of 0.1M Ammonium molybdate reagent to each flask and 4 ml of 1 M ascorbic acid in each flask.
2. Took 20 ml of sample in 100 ml volumetric flask.
3. Now added 14 ml of Ammonium molybdate in the flask
4. Then 4 ml of 1M ascorbic acid is added then made up to mark with deionised water,mixed well and allowed to settle for about 10 minutes.
5. Repeated for other water samples.
6. Then absorbance of each sample is noted to determine the amount of phosphates

Total dissolved solids

Procedure:

1. Take a beaker , fill it with the given water sample.
2. Shake the water sample and insert the TDS meter into the water sample and note down the readings.

TOTAL SUSPENDED SOLIDS

Procedure:

1. To measure total suspended solids, a 100 ml empty beaker is weighed using a weighing machine and denoted it as W1 .
2. Then a 100 ml sample is taken in the beaker , weighed and noted.
3. Placed it in the hot air oven and after evaporation noted the weight as W2.

Result and Discussion

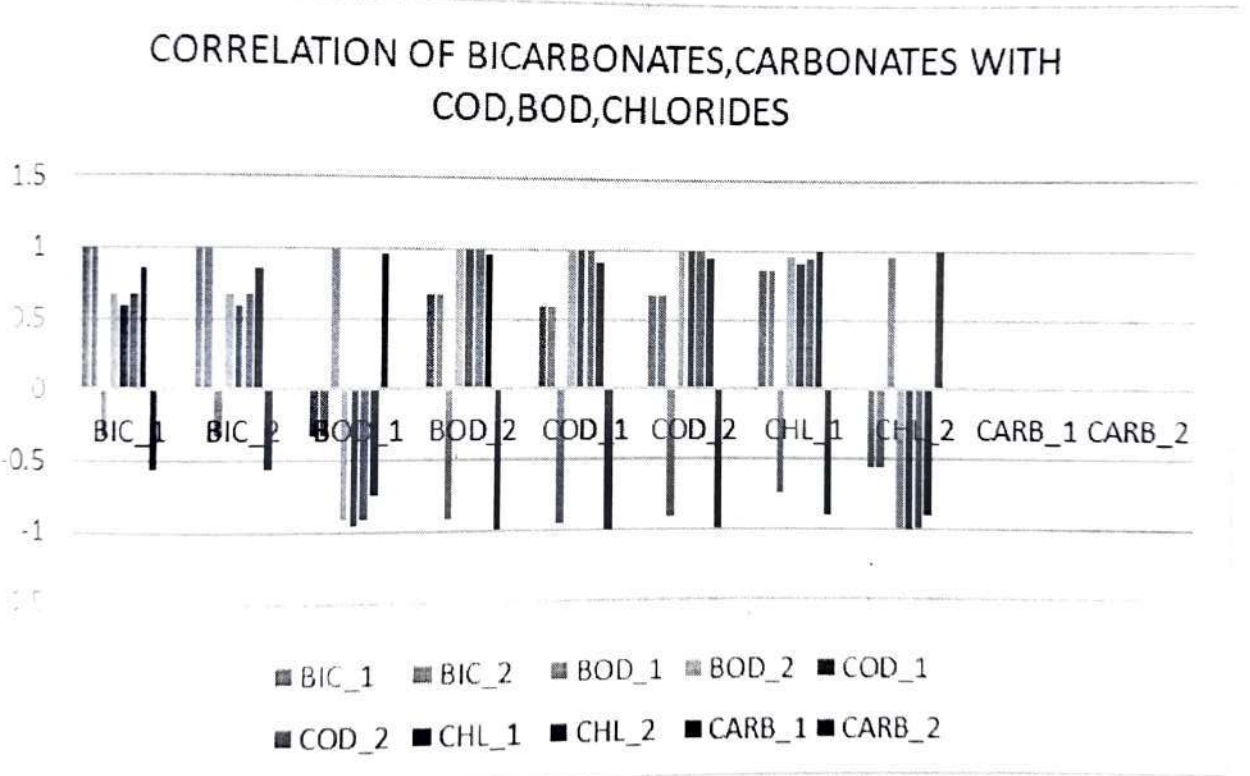
Rampally	location1	location2	location3	Mean
BIC_1	654.926	565.433	715.944	645.4343
BIC-2	351.87	394.523	504.415	416.936
BOD_1	0.23	0.34	0.315	0.295
BOD_2	0.283	0.15	0.23	0.221
CARB_1	0	0	0	0
CARB_2	0	0	0	0
COD_1	23.33	16.66	20	19.99667
COD_2	50	33.33	43.33	42.22
CHL_1	0.1417	0.1216	0.1394	0.134233
CHL_2	0.059	0.1269	0.095	0.093633
DO_1	0.032	0.069	0.08	0.060333
DO_2	0.09	0.074	0.112	0.092
NO-3 _1	50	30	20	33.33333
NO-3_2	20	10	30	20
PO43-_1	90	79	82	83.66667
PO43-_2	70	85	75	76.66667
PH_1	6.67	6.66	6.09	6.473333
PH_2	7.39	7.14	7.25	7.26
TEMP_1	956	956	964	100.3333
TEMP_2	115	115	125	99.99
TDS_1	956	956	964	956
TDS_2	115	115	125	115
TSS_1	0.07	0.08	0.135	0.07
TSS_2	0.115	0.135	0.147	0.135

Table_3

Correlation tables

	BIC_1	BIC_2	BOD_1	BOD_2	COD_1	COD_2	CHL_1	CHL_2	CARB_1	CARB_2
BIC_1	1	1	-0.3215	0.680958	0.591777	0.679602	0.868053	-0.56262	0	0
BIC_2	1	1	-0.3215	0.680958	0.591777	0.679602	0.868053	-0.56262	0	0
BOD_1	-0.3215	-0.3215	1	-0.91237	-0.95356	-0.91313	-0.74919	0.963707	0	0
BOD_2	0.680958	0.680958	-0.91237	1	0.993302	0.999998	0.954685	-0.98854	0	0
COD_1	0.591777	0.591777	-0.95356	0.993302	1	0.993514	0.9139	-0.99936	0	0
COD_2	0.679602	0.679602	-0.91313	0.999998	0.993514	1	0.954132	-0.98882	0	0
CHL_1	0.868053	0.868053	-0.74919	0.954685	0.9139	0.954132	1	-0.89882	0	0
CHL_2	-0.56262	-0.56262	0.963707	-0.98854	-0.99936	-0.98882	-0.89882	1	0	0
CARB_1	0	0	0	0	0	0	0	0	0	0
CARB_2	0	0	0	0	0	0	0	0	0	0

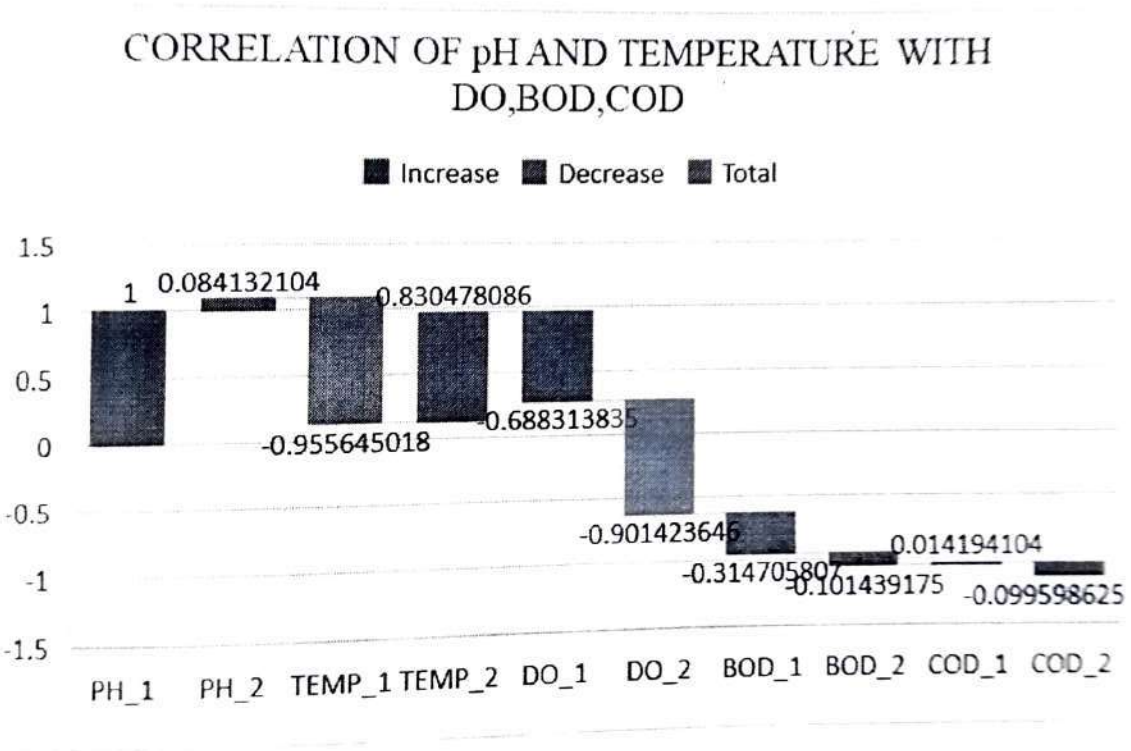
Table_4



graph_1

index	PH_1	PH_2	TEMP_1	TEMP_2	DO_1	DO_2	BOD_1	BOD_2	COD_1	COD_2
PH_1	1	0.08413	-0.95565	0.83048	-0.68831	-0.90142	-0.31471	-0.10144	0.01419	-0.0996
PH_2	0.08413	1	-0.37388	0.62495	-0.78075	0.35556	-0.9723	0.98278	0.99755	0.98312
TEMP_1	-0.95565	-0.37388	1	-0.95771	0.87143	0.73393	0.5803	-0.19606	-0.30806	-0.19788
TEMP_2	0.83048	0.62495	-0.95771	1	-0.97572	-0.50744	-0.7901	0.46993	0.56878	0.47157
DO_1	-0.68831	-0.78075	0.87143	-0.97572	1	0.3064	0.90517	-0.65185	-0.73511	-0.65325
DO_2	-0.90142	0.35556	0.73393	-0.50744	0.3064	1	-0.12726	0.52214	0.4201	0.52057
BOD_1	-0.31471	-0.9723	0.5803	-0.7901	0.90517	-0.12726	1	-0.91237	-0.95356	-0.91313
BOD_2	-0.10144	0.98278	-0.19606	0.46993	-0.65185	0.52214	-0.91237	1	0.9933	1
COD_1	0.01419	0.99755	-0.30806	0.56878	-0.73511	0.4201	-0.95356	0.9933	1	0.99351
COD_2	-0.0996	0.98312	-0.19788	0.47157	-0.65325	0.52057	-0.91313	1	0.99351	1

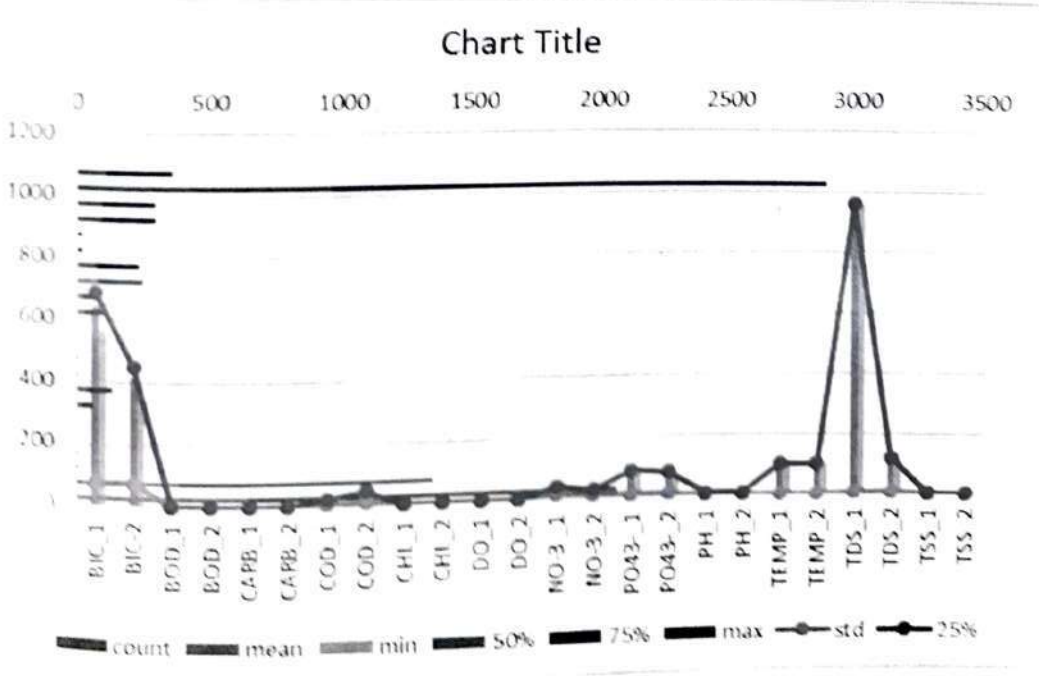
Table_5



graph_2

index	count	mean	std	min	25%	50%	75%	max
BIC_1	3	645.434	75.7031	565.433	610.18	654.926	685.435	715.944
BIC-2	3	416.936	78.7036	351.87	373.197	394.523	449.469	504.415
BOD_1	3	0.295	0.05766	0.23	0.2725	0.315	0.3275	0.34
BOD_2	3	0.221	0.06696	0.15	0.19	0.23	0.2565	0.283
CARB_1	3	0	0	0	0	0	0	0
CARB_2	3	0	0	0	0	0	0	0
COD_1	3	19.9967	3.335	16.66	18.33	20	21.665	23.33
COD_2	3	42.22	8.39025	33.33	38.33	43.33	46.665	50
CHL_1	3	0.13423	0.011	0.1216	0.1305	0.1394	0.14055	0.1417
CHL_2	3	0.09363	0.03397	0.059	0.077	0.095	0.11095	0.1269
DO_1	3	0.06033	0.02515	0.032	0.0505	0.069	0.0745	0.08
DO_2	3	0.092	0.01908	0.074	0.082	0.09	0.101	0.112
NO-3_1	3	33.3333	15.2753	20	25	30	40	50
NO-3_2	3	20	10	10	15	20	25	30
PO43-_1	3	83.6667	5.68624	79	80.5	82	86	90
PO43-_2	3	76.6667	7.63763	70	72.5	75	80	85
PH_1	3	6.47333	0.33201	6.09	6.375	6.66	6.665	6.67
PH_2	3	7.26	0.1253	7.14	7.195	7.25	7.32	7.39
TEMP_1	3	100.333	0.97125	99.5	99.8	100.1	100.75	101.4
TEMP_2	3	99.9	1.05357	98.9	99.35	99.8	100.4	101
TDS_1	3	958.667	4.6188	956	956	956	960	964
TDS_2	3	118.333	5.7735	115	115	115	120	125
TSS_1	3	0.075	0.005	0.07	0.0725	0.075	0.0775	0.08
TSS_2	3	0.14567	0.01007	0.135	0.141	0.147	0.151	0.155

Table_6



Temperature:

The average water temperature was found to be between 99°C and 101°C. water temperature was found suitable for fish growth and temperature was found suitable for fish growth due to sanding water and the relatively small size of those water bodies. According to (welch 1952)13

pH:

pH was measured by pH meter, pH value of pond water varies between 6.4 to 7.4 during summer season respectively indicating well permissible limits this pH range is considered to be congenial for aquatic production owing to greater availability of mast the nutrient elements and also due to increased biological activities under this pH range, (Boyd, 1978)14

Total dissolved solids:

The range of TDS of analyzed water samples was 956 ppm. TDS increase the nutrient status of the water body which results in eutrophication of aquatic bodies. (Singh and mathur.2005)16

Total suspended solids:

Total suspended solids range was found to be 115 ppm and 0.07 ppm

Total alkalinity:

Total alkalinity is the buffering capacity of water, it is constituted principally by carbonate and bicarbonates of calcium, magnesium, potassium and sodium and other bases .the alkalinity ranged from 645 mg/l to 416 mg/l alkalinity was inversely related to the water level. The reported high alkalinity during the rainy season followed by step fall in the monsoon. In a related view (Mishra et al. (2008)17 reported high and low alkalinity in season.

Chloride:

The chloride ranged from 0.13 mg/l to 0.09 mg/l in summer season chloride of all samples was below the permissible limit. The optimum concentration of chloride ions in freshwater aquaculture are lacking.1-100 ppm concentrations are usually consider to be favorable (Chattopadhyay 1998)19

Nitrate:

The nitrate concentration of the water samples range from 20 mg/l to 33 mg/l. the maximum nitrate content was found in the lake in the present investigation maximum concentrations of nitrate was recorded during summer

Phosphates

The phosphate concentration of the water samples range from 83 mg/l to 76 mg/l. The maximum phosphate content was found in the lake in the present investigation; maximum concentrations of nitrate were recorded during summer.

Dissolved oxygen:

The amount of oxygen available in water for aquatic organisms to utilize. The range of oxygen in samples was 0.093 ppm and 0.060 ppm which is relatively low for species to thrive.

Biological oxygen demand:

The amount of oxygen absorbed by microorganisms present in water is biological oxygen demand. BOD was found to be 0.29 ppm and 0.22 ppm in the lake. The oxygen demand by the planktons is high with respect to DO.

Chemical oxygen demand:

COD of the samples were 19.9 mg/l to 42 mg/l in due course.

Conclusion

The pH of the lake, chlorides and carbonates are in permissible range, however due the presence of high concentration of nitrates, phosphates, total dissolved solids in lake the amount of DO is less leading to eutrophication changing the color to dark green this indicates that the lake is polluted. Since the samples were collected during summer the temperature was slightly high.

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VER DEGREE & PG COLLEGE UPPAL

A Project Report on

PHYSICOCHEMICAL PARAMETRES ANALYSIS OF WATER QUALITY IN BIBINAGAR LAKE

COURSE – Bachelor of Science (BZC - 3)

Academic Year: 2022-2023

SUBMITTED BY

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- (201020445009)
- (201020445003)

UNDER THE GUIDANCE OF

— DR. GOMATHI. K —

MSc, PhD

HOD Department of Zoology

LITTLE FLOWER DEGREE & PG COLLEGE UPPAL

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CERTIFICATE

This is to certify that the Group Project/ Dissertation entitled "PHSICOCHEMICAL PARAMETERS OF WATER QUALITY OF BIBINAGAR LAKE – WATER ANALYSIS." has been carried out under my supervision by DARAHASA.K, SANIA.K, SHALINI.B (all pursuing B.Sc degree in BZC course) for their 6th semester project. To the best of my knowledge this work has not been submitted to this or any other university for the award of any degree/diploma

20/5/23

DATE: 20.05.23

Dr. **MRS. K. GOMATHI**

PROJECT SUPERVISOR AND HOD

PRINCIPAL
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Uppal, Hyderabad-500 039.
College Code: 2010

A

Project report

On

‘Micro analysis on consumer behaviour’

Submitted by

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Prince Joy Victor

Bhoomika

Gaius Augustine

Vaishnavi

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Bachelors of Commerce(Computer Applications)

Under the guidance of

Ms.Amina Khatoon

Department of commerce

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Uppal,Hyderabad-500039

Affiliated to Osmania University

Project Report

On

MICRO ANALYSIS ON CONSUMER BEHAVIOUR

@

TS Dairy Farm

INDEX

S.NO.	CONTENT	PAGE NO.
1	Introduction of the study	4
2	Consumer behaviour	5-6
3	Factors that influence Consumer behaviour	7-8
4	History	9
5	Company profile	10
6	Analysis	11
7	Conclusions	12
8	Bibliography	13
	Questionnaire	14-19

INTRODUCTION OF THE STUDY

TSDDCF seeks to usher in an era of rural property in Telangana State through organized commercial dairying based on the principals of cooperatives. To transform itself in to an instrument and vehicle for development of village based dairy sector integrating the milk producers at the village level with the consumer in the urban markets and metropolitan markets. TSDDCF should facilitate seem less linkage of the milk producer with the milk consumer. The milk producers should own and manage the systems and institutions of procurement, processing and marketing. A dairy farmer owning two or three animals should be in a position to find his livelihood through dairying alone. Dairying to develop as an independent economic activity capable of sustaining the livelihood of the farmers on its own. TSDDCF to become an inherent regulator of prices of milk & milk products in market, providing remunerative prices to the farmers.

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Engel, Blackwell, and Mansard define consumer behaviour as "…the actions and decision processes of people who purchase goods and services for personal consumption."

Customer behaviour concerned about:

- Purchases activities: the acquisition of goods and services; how consumers obtain products and services, and all the activities paving the way to a buy decision, including data search, assessing goods and services, and payments techniques including the purchase insight use
- consumption activities: concerns the who, where, when, and how of utilization and the use insight, including the emblematic affiliations and how merchandise are disseminated inside families or consumption units
- discard activities: concerns the way that consumers discard products and packaging; may likewise incorporate exchanging activities, for example, eBay and recycled markets

Consumer reactions might be:

- profound (or emotional) reactions: allude to emotions like sentiments or mood sets,
- mental (or cognitive) reactions: allude to the consumer's perspectives, their
- behavioural(or conative) reactions: allude to the buyer's recognizable reactions comparable to the buy and Consumer behaviour entails "all activities associated with the

purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. The term consumer can refer to individual consumers as well as organisational consumers, and more specifically, "an end user, and not necessarily a purchaser, in the distribution chain of a good or service. Consumer behaviour is concerned with:

- purchase activities: the purchase of goods or services; how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services, and payment methods including the purchase experience

use or consumption activities: concerns the who, where, when, and how of consumption and the usage experience, including the symbolic associations and the way that goods are distributed within families or consumption units

- disposal activities: concerns the way that consumers dispose of products and packaging; may also include reselling activities such as eBay and second-hand markets.

.

Factors that influence Consumer Behaviour

Consumer behavior is influenced by many different factors. A marketer should try to understand the factors that influence consumer behavior. Here are 5 major factors that influence consumer behavior.

1. Psychological Factors

Human psychology is a major determinant of consumer behavior. These factors are difficult to measure but are powerful enough to influence a buying decision.

2. Social Factors

Humans are social beings and they live around many people who influence their buying behavior. Humans try to imitate other humans and also wish to be socially accepted in the society. Hence their buying behavior is influenced by other people around them. These factors are considered as social factors.

3. Cultural factors

A group of people is associated with a set of values and ideologies that belong to a particular community. When a person comes from a particular community, his/her behavior is highly influenced by the culture relating to that particular community.

4. Personal Factors

Factors that are personal to the consumers influence their buying behavior. These personal factors differ from person to person, thereby producing different perceptions and consumer behavior.

5. Economic Factors

The consumer buying habits and decisions greatly depend on the economic situation of a country or a market. When a nation is prosperous, the economy is strong, which leads to the greater money supply in the market and higher purchasing power for consumers. When consumers experience a positive economic environment, they are more confident to spend on buying products.
Whereas, a weak economy reflects a struggling market that is impacted by unemployment and lower purchasing power.

HISTORY

1960-1972- Integrated Milk Project - IMP Started dairying in the organized sector; Emerged as dependable major subsidiary occupation to Agriculture 1972-1974-Dairy Development Department Emerged as single agency under Organized Sector Expanded dairying in the State;
Developed dairy infrastructure 1974-1981-A.P Dairy Development Corporation Ltd. Under Indian Companies Act 1956 APDDC Ltd became functional from 2-4-1974 with authorized share capital of Rs. 5 Cr. & asset value of Rs. 7.17 Cr.
Built strong marketing network under popular VIJAYA brand (next to Amul) 1981- A.P Dairy Dev. Coop. Federation Ltd.
Under APCS Act 1964 Implemented 3-tier cooperative structure. 5 th-May-2016-
The Telangana State Dairy Development Cooperative Federation Ltd is registered.

.

COMPANY PROFILE

Name of the business **:TS Dairy Farm**
Started by :**TS dairy development cooperative federation.ltd**
Products :

- **Milk**
- **Curd**
- **Ghee**
- **Butter**
- **Paneer**

Branches :**10 milk chilling centres**
185 bulk milk cooling units
8 dairies
Yearly Income: **707.35 lakhs**
Net worth **:400 crore**
Expenses : **10,00,000**
Profit : **Rs.40,50,542/-**
Machinery : **Milk Boiler,Pasteurizers**
Sales :**3.20 milk sales**
0.40 product sales
Production : **3.92 lakh litres per day**

Analysis

From the questionnaire we received dairy shops and products are essential things in day to day of consumers.

- **The nearby consumers visit the shops on daily basis.**
- **A large number of the consumers are satisfied with price and quality of the products which they purchase.**
- **Great quality is the most important thing that attracts most of the people .**
- **Right around 90% of the consumers favor dairy shops to purchase dairy products than in neighborhood kirana and general stores.**

CONCLUSION

An understanding of consumer behavior is an important part of comprehending the allocation of resources by individuals. Consumption decisions are made based upon a logical process valuing utility, price, and income alternatives. Firms seek to understand this process in order to better serve consumers. Firms employ brand managers to allocate resources to effectively serve consumers on a product or service. These decisions might involve redesigning products or better targeting consumer markets with information.

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DAIRY SHOP PICTURES

vivo Y51A
Oct 27, 2022, 14:19

vivo Y51A
Oct 27, 2022, 14:35

SUPRABHATAM
ZEERA
BROOT
QUALITY WALLS
VIJ
TE
VIJAY
TELANGA
PURITY, TA
HEALT
vivo Y51A
Oct 27, 2022, 14:20

VIJAYA
VIJAYA
vivo Y51A

LITTLEFLOWER DEGREE COLLEGE
QUESTIONNAIRE

1. Are you a regular customer?
(A) Yes (B)No
2. How did you come to know about this shop?
(A)Neighbourhood shop (B)Advertisement
(C)People (D)Any other
3. How often do you visit the store?
(A) Daily (B) Weekly
(C)Alternate days (D)Twice in a week
4. Why do you prefer this shop?
(A) Good quality (B) Budget pricing
(C)Good service (D)All of the above
5. Rate this shop according to your experience?
(A) Excellent (B)Good (C) Average (D)Bad
6. Would yu recommend this shop?
(A) Yes (B)No
7. How is the service given to customers?
(A) Better (B)Not bad
(C) Worst (D)Excellent
8. Are prices here are high or less?
(A) Higher (B)Less (C)Average
9. How long been customer to this shop?
(A)a year (B)a month (C)more than a year

Signature

Name
Saina

LITTLEFLOWER DEGREE COLLEGE
QUESTIONNAIRE

1. Are you a regular customer?
(A) Yes (B)No
2. How did you come to know about this shop?
(A)Neighbourhood shop (B)Advertisement
(C)People (D)Any other
3. How often do you visit the store?
(A) Daily (B) Weekly
(C)Alternate days (D)Twice in a week
4. Why do you prefer this shop?
(A) Good quality (B) Budget pricing
(C)Good service (D)All of the above
5. Rate this shop according to your experience?
(A) Excellent (B)Good (C) Average (D)Bad
6. Would yu recommend this shop?
(A) Yes (B)No
7. How is the service given to customers?
(A) Better (B)Not bad
(C) Worst (D)Excellent
8. Are prices here are high or less?
(A) Higher (B)Less (C)Average
9. How long been customer to this shop?
(A)a year (B)a month (C)more than a year

Signature Name

Rani.K

LITTLEFLOWER DEGREE COLLEGE
QUESTIONNAIRE

1. Are you a regular customer?
(A) Yes (B)No ✓
2. How did you come to know about this shop?
(A)Neighbourhood shop (B)Advertisement
(C)People (D)Any other
3. How often do you visit the store?
(A) Daily (B) Weekly
(C)Alternate days (D)Twice in a week
4. Why do you prefer this shop?
(A) Good quality ✓ (B) Budget pricing
(C)Good service (D)All of the above
5. Rate this shop according to your experience?
(A) Excellent (B)Good (C) Average (D)Bad
6. Would yu recommend this shop?
(A) Yes ✓ (B)No
7. How is the service given to customers?
(A) Better (B)Not bad
(C) Worst (D)Excellent ✓
8. Are prices here are high or less?
(A) Higher (B)Less ✓ (C)Average
9. How long been customer to this shop?
(A)a year (B)a month (C)more than a year ✓

Signature Name

Kumar

LITTLEFLOWER DEGREE COLLEGE
QUESTIONNAIRE

1. Are you a regular customer?
(A) Yes (B)No
2. How did you come to know about this shop?
(A)Neighbourhood shop (B)Advertisement
(C)People (D)Any other
3. How often do you visit the store?
(A) Daily (B) Weekly
(C)Alternate days (D)Twice in a week
4. Why do you prefer this shop?
(A) Good quality (B) Budget pricing
(C)Good service (D)All of the above
5. Rate this shop according to your experience?
(A) Excellent (B)Good (C) Average (D)Bad
6. Would yu recommend this shop?
(A) Yes (B)No
7. How is the service given to customers?
(A) Better (B)Not bad
(C) Worst (D)Excellent
8. Are prices here are high or less?
(A) Higher (B)Less (C)Average
9. How long been customer to this shop?
(A)a year (B)a month (C)more than a year

Signature
Raju

Name
S. Raju

LITTLEFLOWER DEGREE COLLEGE
QUESTIONNAIRE

1. Are you a regular customer?
(A) Yes (B)No
2. How did you come to know about this shop?
(A)Neighbourhood shop (B)Advertisement
(C)People (D)Any other
3. How often do you visit the store?
(A) Daily (B) Weekly
(C)Alternate days (D)Twice in a week
4. Why do you prefer this shop?
(A) Good quality (B) Budget pricing
(C)Good service (D)All of the above
5. Rate this shop according to your experience?
(A) Excellent (B)Good (C) Average (D)Bad
6. Would yu recommend this shop?
(A) Yes (B)No
7. How is the service given to customers?
(A) Better (B)Not bad
(C) Worst (D)Excellent
8. Are prices here are high or less?
(A) Higher (B)Less (C)Average
9. How long been customer to this shop?
(A)a year (B)a month (C)more than a year

Signature

Name
M. Bharath Raj

LITTLEFLOWER DEGREE COLLEGE
QUESTIONNAIRE

1. Are you a regular customer?
(A) Yes✓ (B)No
2. How did you come to know about this shop?
(A)Neighbourhood shop (B)Advertisement
(C)People (D)Any other
3. How often do you visit the store?
(A) Daily (B) Weekly
(C)Alternate days (D)Twice in a week
4. Why do you prefer this shop?
(A) Good quality (B) Budget pricing
(C)Good service (D)All of the above
5. Rate this shop according to your experience?
(A) Excellent (B)Good (C) Average (D)Bad
6. Would yu recommend this shop?
(A) Yes (B)No
7. How is the service given to customers?
(A) Better (B)Not bad
(C) Worst (D)Excellent
8. Are prices here are high or less?
(A) Higher (B)Less (C)Average
9. How long been customer to this shop?
(A)a year (B)a month (C)more than a year

Signature Name

M. S M. Saundarya

LITTLE FLOWER DEGREE COLLEGE
DEPARTMENT OF COMMERCE
CIRCULAR

CR.NO.04/LFDC/COMM/2022-23 **Date: 10/10/2022**

This is to inform students of LFDC that the Department of Commerce is Assigning a Mini Project Work on- **"Analysis of Buying Behaviour of Consumers"**.Students will gather data ,analyse it and present a report about the Buying behaviour of consumers.This will be a group of 3-5. The project work will be for 15 days. After the college hours students can visit various stores and collect information with the help of questionnaires. Students have to submit the questionnaire by 14th october 2022. The hard and soft copy of the complete report should be submitted by 27th October 2022.Registrations can be done by 11th October 2022 after classes at staff room 3rd floor. Registered students should gather for orientation in Room no.D-33, 3rd Floor after the classes on 12th october 2022 for understanding project work proceedings and preparation of project report. For further information contact Ms.Amena khatoon, Department of Commerce, rd Floor Staff room ,LFDC.

Pranitha

Ms.Pranitha
HOD, Department of Commerce

To be read in the classes:
III B.Com CA A
III B.Com CA B
III B.Com Gen
IIB.Com CA A
IIB.Com CA B
IIB.Com Gen & Hons
IB.Com CA A
IB.Com CA B
IB.Com Gen & Hons

Dept. of Commerce
Little Flower Degree Colle
Uppal, Hyderabad-500 039.
College Code: 2010

Pranitha

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A

PROJECT REPORT

ON

Analyzing the consumer behaviour and a brief history of the store

Reliance Smart

Submitted by

G.ANITHA (201020405049)

A.DIVYASRI (201020405002)

P.ROOPA (201020405040)

Submitted in partial fulfilment of the requirement for the award of degree of

B.com Computer Applications

UNDER THE GUIDANCE OF

MS. AMEENA MAM [Dept of Commerce]

LITTLE FLOWER DEGREE COLLEGE & PG

UPPAL, HYDERABAD- 500039

AFFILIATED TO Osmania University

PROJECT REPORT

ON

Analysing the consumer behaviour and a brief history of the store @ Reliance Smart

Index page

S.No	CONTENTS	PG NO .
CHAPTER 1	INTRODUCTION	6-13
CHAPTER 2	Research Methods	14-19
CHAPTER 3	Data Analysis	20-24
CHAPTER 4	Limitations of Study	25-26
CHAPTER 5	Conclusions	27-28
CHAPTER 6	Suggestions	29-30
CHAPTER 7	Bibliography	31-32
CHAPTER 8	Annexure	33-34

DECLARATION

We, Divya And Group, here by declare that this project is titled "to understand the customer satisfaction at Reliance Smart" and also it is a small analysis on the store, submitted by us is exclusively prepared for the fulfillment Bachelor Of Commerce Degree in Little Flower Degree College, Uppal.

We also declare that this report has not been submitted to any other institution or published anywhere before.

We take the full responsibility for the authenticity and truthfulness of the report.

ACKNOWLEDGEMENT

We express our sincere gratitude towards all those people who have helped us in the preparation of this project, which has been a learning experience

We appreciate the co-operation by the management and staff of "Reliance Smart Point" .
Last but not the least we would like to thank the almighty parents and almighty God who gave us the immense power to complete this project

DATE : 22.10.2022

PLACE : UPPAL,HYD.

INTRODUCTION

CHAPTER 1

INTRODUCTION

a) Company Profile

Organized Retail

Organized retail is nothing but a retail place all the items are segregated and brought under one roof, unlike the unorganized retail where there are different things are sold in different shops. It also aims to bring maximum of different brands making the same the same type of product together. Here is a picture that gives the view of how a organized Retails Appear to be.

FOOD RETAIL CHAIN AT RELAINCE SMART

Process

1. Collection in rates

|

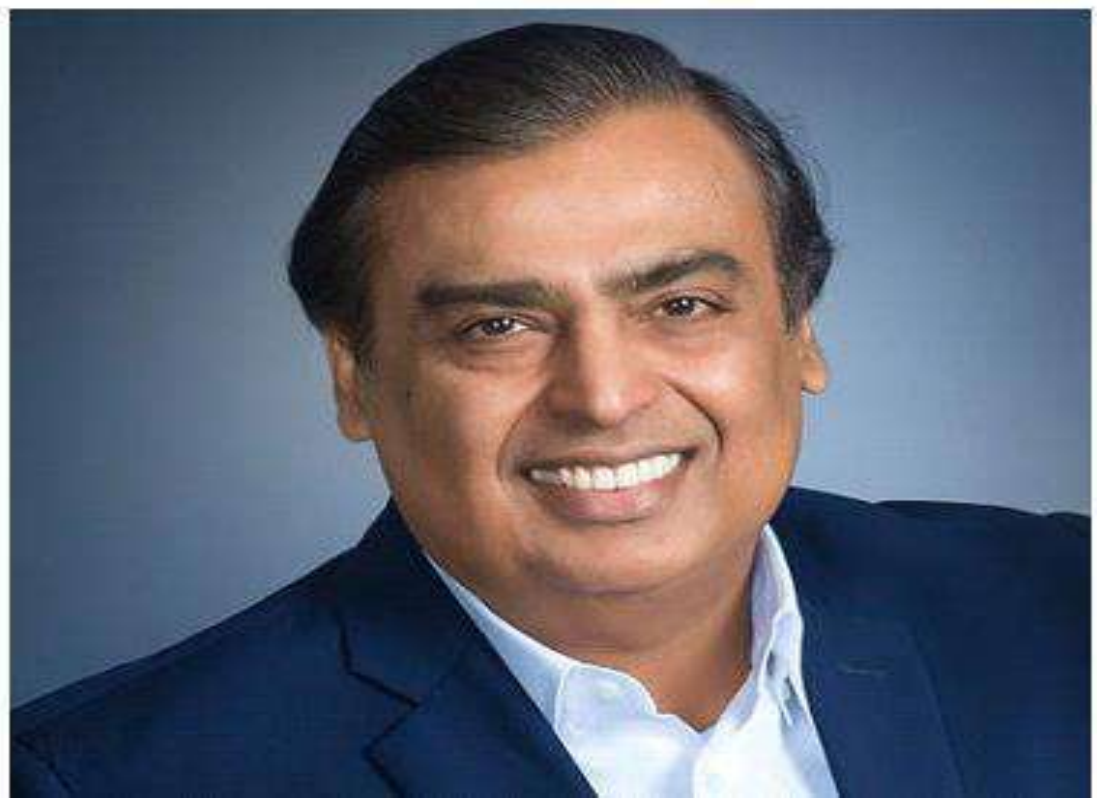
2. Transportation

|

3. Outlet

Founder and Chairman ,

Reliance Industries Limited.



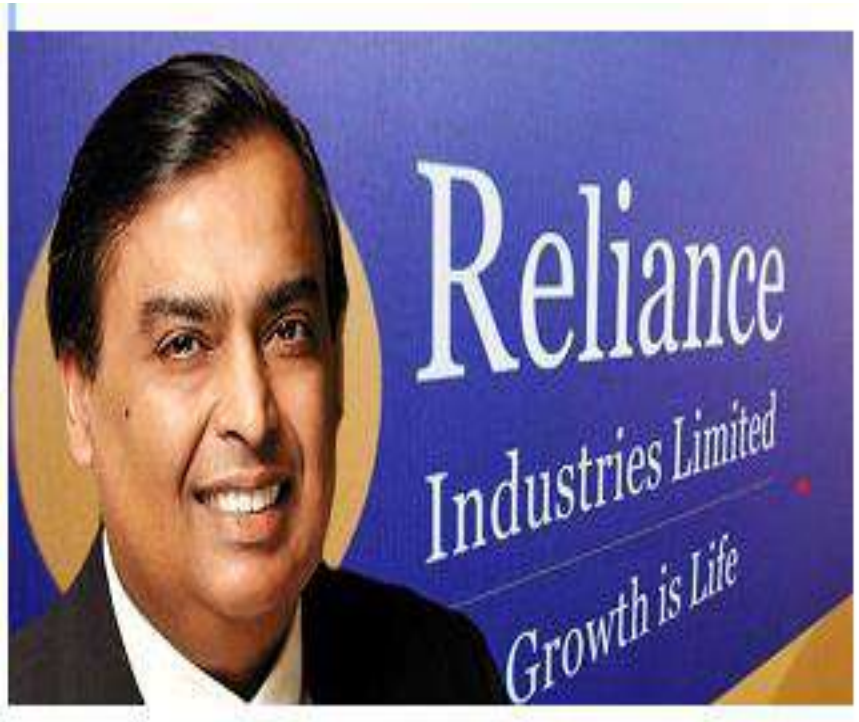
Our “Reliance Retail” vision
“To be the most admired and successful organized retail company in India that enhances the quality of life of every Indian”

MUKESH D.AMBANI
Chairman & Managing Director
Says :
“Our dreams have to be bigger.
Our ambitions higher.
Our commitment deeper.
And our efforts greater.
This is my dream for Reliance & for India”.

"between the past and present the future, there is one common factor. Relationship & trust. This is the foundation of our growth”

The Spirit Of Reliance

- "We Bet On People"
- "Growth has no limit at reliance, I keep revising my vision. Only when you dream it, you can do it"
- "Give the youth a proper environment. Motivate them. Extend them the support they need. Each one of them has infinite source of energy. They will deliver".
- "Meeting deadline is not enough but beating deadlines is the expectations".



Full name

Reliance Smart Point.

About the Company

Smart point is a neighbourhood small format store of relaince retail with an objective of "bade dukan ki badi bachat ab pados mein" (big saving of big supermarkets, now near you) for customers.

our smart point stores serve as ther last mile delivery hub for all the digital orders,while al;so providingeasy accessibility for the customers as they walk-in to the store and stop for their daily needs and services.

each smart point has an integral delivery point feature that delivewrs e-commerce orders to the homes in the neighbourhood,as well as new commerce orders placed by the kirana stores in thwe catchment.

COMPANY DECSRIPTION

Establishment: 2006

Manager:mr.Rakesh

Main branch: mumbai

Timings: 7.00a.m to 9.00p.m

Monthly turnovers: 60 to 70 lacs.

Mostly purchased products : fruits and vegetables.

shifting basis : 9hrs per day for each employee

warehouse / godown: confidential

Relationship with employees and that of manager:

We really have a Great bond and even friendly with all the employees.

Discounts : Available 365 days

Leaves taken : one leave per week

(any day except sunday).

RelianceOne

Across India, Reliance Retail serves over 2.5 million customers every week. Its loyalty programme, "Reliance One", has the patronage of more than 6.75 million

customers. RLL has employee strength of above 5001. 1. On Every Spend of Rs. 100, Customer Gets 1 Point

Eg: On Spending Rs. 30, Customer Gets 0.30 Points

Eg: On Spending Rs. 450, Customer Gets 4.5 Points

Eg: On Spending Rs. 700, Customer Gest 7 Points

2. Every 1 Point is equal to 0.70 Paise

Benefits of Reliance One Card to Customers:

1. Customer gets updates about latest offers on their mobile. 2. Customer can pay through Reliance One card if required balance is available.

Benefits of Reliance One Card to Reliance: 1. Helps to track loyal customer.

2. Make Customer Know about latest offers through SMS and increase footfall.

3. If Customer forgets his/her valuable thing eg: Cards. It could be returned to him/her by finding trasaction no. then card no. and then his/her personal data which was provided at the time of getting Reliance One card.

Core Purpose of Reliance

1. Growth is Life "Bettering the lives of Indians everyday"

2. "We believe in people and area customer led business"

3. Aapki Khushi Hamari Khushi "We put our brand at the heart of everything we do.

RESEARCH METHODS

CHAPTER 2

RESEARCH METHODS

This chapter describes the research methodology which is applied during this Whole project work.

a). Sources of Data

I). Primary Data- Primary Data are those Data that are collected basically for the project use and are first handed. To collect primary data the procedure used is mentioned below:

1. **Personal Interview**
2. **Questionnaire**

II). Secondary Data- Secondary Data are not first handed data. Sources of secondary data are as follows:

1. **Internet**
2. **Journals & Magazines**
3. **Newspapers**

Methods of collecting the data

Primary data :

1. Personal Interview- We approached towards customers and also the dept manager , asked certain questions that were relevant to the research objective.

With the dept manager

We consulted the dept manager and came to know all the history about their compasny Smart Point. Which includes the Establishment date, monthly turnovers,working hours,monthly packages and so on.

2. Questionnaire-

Questionnaire is a set of questions related with the objective of Research. It was provide to individual Customers and were asked fill it as per their preference and perception.

Secondary data :

1. Internet- In orders to collect more data we were required to visit different site/ websites on internet.

2. Journals & Magazines- Articles coming in different Journals & Magazines were also referred in order to gather more relevant data to make the project more effective.

3. Newspapers- The business newspaper was even referred.

Thus this is about collecting of data approaching through two different types.

3.Instruments used :

a) Pie charts -

In order to make the project clear & easy for readers to understand the Data Analyses graphically Instrument used is Pie Charts.

A pie chart (or a circle graph) is a circular chart divided into sectors, illustrating proportion. In a pie chart, the arc length of each sector (and consequently its central angle and area), is proportional to the quantity it represents. When angles are measured with 1 turn as unit then a number of percent is identified with the same number of centiturns. Together, the sectors create a full disk. It is named for its resemblance to a pie which has been sliced. The size of the sectors is calculated by converting between percentage and degrees or by the use of a percentage protractor. The earliest known pie chart is generally credited to William Playfair's Statistical Breviary of 1801.The pie chart is the most widely used statistical chart in the business world and the mass media.

b) **Statistical tools & techniques of Analyses**

In Order to analyze the data collected from the survey and calculate it so as to finally arrive on a conclusion the tools used is MS-Excel.

Ms-Excel

A sample example shows :

TOTAL SALES BY CATEGORY

Microsoft Excel is a spreadsheet application developed by Microsoft for Microsoft Windows and Mac OS X. It features calculation, graphing tools, pivot tables, and a macro programming language called Visual Basic for Applications. It has been a very widely applied spreadsheet for these platforms, especially since version 5 in 1993, and it has replaced Lotus 1-2-3 as the industry standard for spreadsheets. Excel forms part of Microsoft Office.

DATA ANALYSES

CHAPTER 3

Observation

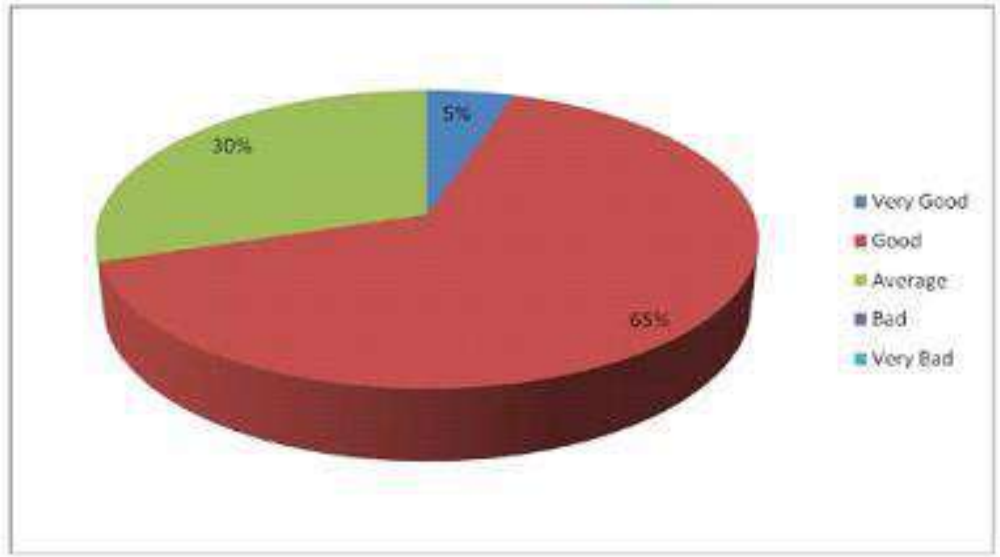
Here we have observed the color and the quality of vegetables and fruits..

Also we have analysed the value of the price of vegetables and other groceries.

Data anaylses

Q4. How is Value for the price of Vegetables?

Response	No. Of Customers	Percentage
Very Good	5	5
Good	65	65
Average	30	30
Bad	0	-
Very Bad	0	-
Total	100	100

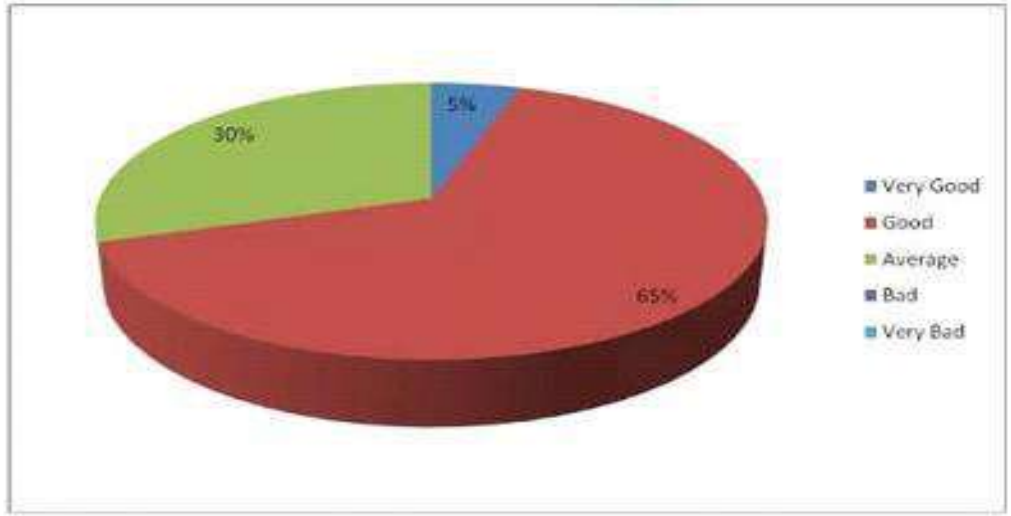


Interpretation:

According to the graph it is found that 75% of the customers considers the color and also the quality to be genuine and original,whereas 20%responded it to be average, whereas only 5% of customer says the colors are very good.

Q4. How is Value for the price of Vegetables?

Response	No. Of Customers	Percentage
Very Good	5	5
Good	65	65
Average	30	30
Bad	0	-
Very Bad	0	-
Total	100	100



Interpretation:

According to response and graph on value for price 5% customers said it to be very good,whereas 30%customer said it to be average but 65% of customers said it to be good.

Interaction process :

For finding out the right percentages , we have Interacted with the customers and then made a Pie Chart showing the exact percentages as per the customers Reviews.

The process made at the store :

LIMITATIONS OF THE STUDY

CHAPTER 4

LIMITATIONS OF THE STUDY

Although we have tried our best to do our survey error free but still there were certain limitations of the study . This imnpacted our studies as well as limitationas that impacts efficiency of Reliance Smart Point. Thus they are as follows.

1) The customers at the store were not co-operating well. All of them were in a hurry to do their duties. this shows that the customers patience levels in this generation.

2) Thus we could not interact with more customers beyond our sample size , and was unable to gather more information regarding the project, customer's preferences,and their view towards Reliance Smart.

3) The day when we went to gather the info was a week day ,and it was afternoon time. So the customers were very less and we had to wait until the customers came.

CONCLUSIONS

CHAPTER 5

Final Conclusion

This project has been a great learning experience for us. We have been assigned to work on the project titled as "to understand and analyse the customer satisfaction at Reliance Smart".

The reliance group was founed by Dhirubhai h amabani (1932-2002) The Relaince Smart Point is a part of subsidary reliance retail Limited Headed by Mukwsh Ambani , RRL is the second largest retailer in India. The ompanies outlets also provies vegetables, fruits , and flowers . Retail serves over 2.5 million every week.

In order to complete our project and understand customer satisfaction with respect to vegetables,questions were asked by the visting cutomers and staff at the store and data was analyzed.

This activity was very good as everyone was very positive and cooperative in responding. customers felt happy as thier views were being considered and thuis even told about their expectation from relaince smart.

Finally the project gave us a lot of practical exposure related to marketing and consumer behaviour. With this practical exposure we will definitely be much more confident in our coming career.

SUGGESTIONS/RECOMMENDATIONS

CHAPTER 6

SUGGESTIONS/RECOMMENDATIONS

Through the conclusions we found out that there are certain suggestions whch might be given to Relaince Smart in order to improve the performance to serve the customer in a better way.

1)The billing process can be done in a more faster way

2) Maintenance can be more neat and clean

3) Relaince Smart should look after the increasing of excahine policy so that the customers do not face problem.

4)It should be seen that the entire shelves of vegetables are clean and there is no spoil or rotten one.

5)Staff of Relaince Smart should interact with customers and know their views regarding what is good and bad about the store and how that they improve their performance.

BIBLIOGRAPHY

CHAPTER 7

BIBLIOGRAPHY

Sites visited:

1.www.google.com

2.www.wikipedia.org

3.www.yahoo.co.in

4.www.youtube.com

5.www.relianceretail.com

Books referred:

Journals and Magazines.

ANNEXURE

CHAPTER 8

ANNEXURE

A)QUESTIONNARIE

1) How often do you visit the store ?

a) Daily b)Weekly c)Monthly d)Occassionaly

2) Who influences your purchases at reliance smart point

a) Friends b)Self c)Family d)Spouse e)others specify _ _ _

3) Are you satisfied with the brands offered here ?

a) Satisfied

b) Dissatisfied

c) Neutral

4) Have you anytime felt like the prozes of the store high compared to the other stores ?

a) YES

b) NO

5) Are they providing any doscounts for the products?

a) frequently

b) rarley

c) ocassionally

d) No discounts

6) How about the quality of fruits and vegetables? are they clean and hygenic?

a) yes

b) no

7) What are type of products do you purchase more?

_ _ _ _ _ _

9) What rating do you provide for the services offered hear to the customers?

a)1/5

b)2/5

c)3/5

d)4/5

10) Anything you feel that need to be improved here ?

THANK YOU !

A PROJECT REPORT ON

"ANALYSIS OF BUYING BEHAVIOUR OF CONSUMERS AT KFC"

Submitted By

E. Mahesh Kumar -201020405098 Tousif- 201020405075

Pramod -201020405069 Satyam-201020405080

Venu Madhav Reddy -201020405076

submitted by partial fulfilment of the requirement for

The award of degree of

Bachelor of Commerce

Under the guidance of Mrs.Kakireddy Pranitha

Department of commerce

LITTLE FLOWER DEGREE COLLEGE, Uppal,hyderabad,500039

Affiliated to osmania university

STUDENT(s') DECLARATION

I undersign, hereby declare that the project titled "ANALYSIS OF BUYING BEHAVIOUR OF CONSUMERS AT KFC" submitted in partial fulfilment for the award of Bachelor of Commerce (Computer applications) work done by us under the guidance of KAmena Khatoon Department of Commerce, Little Flower Degree & PG College, Uppal, Hyderabad. This report has not previously formal the basis for the award of any degree, diploma or similar title by any university.

E. Mahesh Kumar -201020405098

Tousif- 201020405075

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Satyam-201020405080

Venu Madhav Reddy -201020405076

Date:

Place:

Department of commerce

Little Flower Degree College,Hyderabad

Certificate

This is to certify that the project report entitled "**Analysis of buying behaviour of consumers at KFC"** being submitted by-

E. Mahesh Kumar -201020405098 Tousif- 201020405075

Pramod -201020405069 Satyam-201020405080

Venu Madhav Reddy -201020405076

In partial fulfilment of the requirement for the award of the degree of Bachelors of Commerce is a bonafide record of the project work done by KakireddyPranitha,department of commerce,Little Flower Degree College,Uppal,Hyderabad.

External Examiner

Project Guide

(MRS. Amena Khatoon)

M..com

ACKNOWLEDGEMENT

Through this acknowledgement I express my sincere gratitude towards all those people who helped me in this project, which has been a learning experience.

This page would not be enough to extend by gratitude towards my project guide for her efforts in coordination with my work and guiding in right direction. A heartfelt regard to our institution management Brother Vincent Reddy and Vice-Principal Jayanthi for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledging those vital support I received from my beloved classmates and friends without whom I would have been half done. I also use this page to offer my sincere love to my parents and all others who had been there to help this project

ABSTRACT

The purpose of this study is to examine consumer satisfaction towards Kentucky Fried Chicken Corporation(KFC).We will present what are the factors influencing consumer satisfaction.KFC is known as one of the most American fast food chain around the world.The findings indicate that the services and products of KFC give a big impact on consumer satisfaction and thus the most consumers are satisfied with current services and KFC products.

research in the common man's language refers to a search for knowledge. one can also define research as a scientific and systematic search for pertinent information on a specific topic, infact research is an art of scientific investigation. research is done to gain familiarity with a phenomenon event product service or to determine the frequency with which something occurs, with which is associated with something else or to test a hypothesis of casual relationship between variables. in short customer perception research is the objective and formal process of systematically obtaining, analysing and interpreting the data for actionable decision making in customer perception towards (kfc in my study) the basic objective of this study is to analyse the customer perception towards kfc in hyderabad, andhra pradesh. research was carried out for hyderabad customers who were main targets for this study. customers were asked about their perception towards kfc .

Keywords- consumer satisfaction,fast food,KFC.

INDEX

Chapter No	Particulars	Page No
1	Introduction Need of the study Objectives Scope Merits & Demerits	1-16
2	Review of Literature	17-20
3	Hypothesis	21-22
4	Company Profile History Mission Vision Objectives	23-28

5	Research Methodology Research design Research sample Research Tools & Techniques Sources of Data (Primary, Secondary)	29-31
6	Data Analysis and Interpretation Graphical Representation Tabulation of data Interpretation of data	32-63
7	Findings and Conclusions Findings Conclusions Scope for Further research	64-68
8	Bibliography & References	69-72
9	Appendix Questionnaire	73-79

CHAPTER-1
INTRODUCTION

INTRODUCTION

Marketing is the moving and exciting activity in everybody's activities. the sellers, distributors, advertising agencies, consultants, transporters, financers, store agencies and every one as a counter are part of the marketing system. Any exchange process be it consumer, goods, intermediary goods, services of ideas, comes under the preview of marketing. It is very often regarded that the development of markets and marketing is synonymous with the economic

development of accounts. Marketing is an action discipline. In the ever-growing corporate world, marketing is being regarded as a crucial element for the success of an Enterprise. The marketing discipline is undergoing fresh re-appraisal in the light of the vast global, technological, economic and social challenges Facing today's companies and countries. Marketing at its best is about value creation and raising the world's living standards. today's winning companies are those who succeed most in satisfying, indeed delighting their target customers. As quoted by p.p.drucker "Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view. business success is not determined by the producer but by the customer". philip kotler has therefore defined Marketing as "It is a social and ManagerIal process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of values with others' '. Many Indian companies espouse a satisfied customer philosophy and describe marketing as customer-satisfaction engineering. Since the economy in this country has changed from a primary condition of scarcity to gradual and steady stage of affluence, largely giving consumers the opportunity to choose among many varied alternatives, satisfaction has become a major concern of business.

INTRODUCTION TO CONSUMER BEHAVIOUR:

One thing that we have in common is that we all are consumers. In fact everybody in this world is a consumer. Everyday of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes, and adopt different behaviour patterns while making purchase decisions.

The term consumer behaviour refers to the behaviour that consumers displaying searching for purchasing using evaluation and disposing in searching for purchasing using evaluating and disposing of products and services that they exact will satisfy on how individuals make decisions to send their available resources (time, money and effort) on consumption related items. It includes the study of "what they buy", "why they buy", "when they buy it", "where they buy it", "how often they buy it" and "how often they use It. definitions: consumer Behaviour (or buyer behaviour) is broadly defined by various scholars & researchers as:

1.It's the behaviour dIsplayed by the consumers during the acquisition, consumption and disposition of products, services, time and ideas by decision making units.

2.It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.

3.The behaviour that the consumers display in searching for, purchasing,using, evaluating and disposing of products and services that they expect will satisfy their needs

4.The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services soas to satisfy their needs and desires.

5.The activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions.

6.The American Marketing Association (AMA) defines consumer behaviour as "the dynamic interaction of cognition, behaviour & environmental events by which human beings conduct the exchange aspect of their lives. Consumer behaviour is helpful in understanding the purchase Behaviour and preferences of different consumers. As

consumers, we differ in terms of education, occupation, income, Family setup, religion, nationality and social status. Because of these different background factors, we have different needs and we only buy those products and services, which we think will satisfy our need.

NEEDS OF THE STUDY

Consumer behaviour plays a major role for the growth of the company in the modern market scenario. The basic idea of this study is to find the consumer behaviour towards Jasmine pet mart . The needs have to be recognized and necessary steps have to be taken to make the changes. India is growing rapidly and changes are dynamic. People are changing,the preference and the demand is changing. The market also has to change accordingly. The purpose of consumer behaviour is not only for retaining the customers but also attracting new customers and increasing the sales also creating and maintenance of brand awareness. In this competitive market the level of consumer satisfaction decides the success of any product and any company. The night consumers have to be targeted and the right strategy should be implemented at the right time. This will give the desired results.

OBJECTIVES

1.To understand the buying behaviour of consumers of KFC

2.To critically evaluate the customer satisfaction level at KFC.

3.To find out the factors which influence the consumption of product at KFC.

SCOPE OF THE STUDY

● The main scope of study is to analyse buying behaviour of the consumers.

● This research covered the urban areas of Bokaro Steel City.

● The number of respondents chosen was less due to time constraints.

● To take major steps against the competitors of KFC.

SIGNIFICANCE

KFC popularized chicken in the fast food industry diversifying the market.KFC began with Colonial Harland Sanders.It takes years to build up the brand recognition.Harland became a prominent figure of America.

ADVANTAGES

1.KFC secret recipe the secret recipe was the initial home replacement strategy

2.Name recognition and reputation :the KFC logo was only one which significantly enhance the brand image

3. Conflicting cultures of KFC and pepsi

4. Turnover in top management

5.Good taste and quick delivery and good service

DISADVANTAGES

1.The oil does have dangerous trans fatty acids

2. More preservatives

3.Negative publicity

4.Unhealthy manner

5.Lack of strong marketing efforts

CHAPTER -2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Rajul Bhardwaj (2011) has studied on "Perception about the Attributes of Selected Fast Food Retailers and their Impact on Consumer Satisfaction and Sales". The study relies upon an extensive data set of consumer satisfaction and sales information from approximately 180 consumers. The study advances the measurement of behavioral links between consumer satisfaction and performance in the food retail sector with firm-specific data. The study shows how

firms can employ such results to develop appropriate consumer satisfaction policies.

Mohamed, Rozita Naina, Daud and Norzaidi Mohd (2012), have studied on "The impact of religious sensitivity on brand trust, equity and values of fast food industry in malaysia". The paper focuses on the fast food industry and concentrates only on the impact of religious sensitivity on brand trust, equity and values. The results provide insights to the fast food sector and other organizations of similar structure regarding how they could manage marketing strategies for improved business performance. G. Ronald Gilbert, Cleopatra Veloutsou, Mark M.H. Goode, Luiz Moutinho, (2004) have studied on "Measuring customer satisfaction in the fast food industry: a cross-national approach".This study provides a cross-cultural comparison of service satisfaction of fast food establishments in four English-speaking countries. It is based on data collected from customers of five globally-franchised fast-food chains, using a previously developed service satisfaction instrument. The study reveals two empirically derived, cross-cultural fast-food customer satisfaction dimensions: satisfaction with the personal service and satisfaction with the service setting.Activities people involved in when selecting, purchasing, and using products so as to satisfy needs and desires. Consumer behaviour involves the psychological process that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decision (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information,make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing products).

SOURCES OF INFLUENCE OF THE CONSUMER:

The consumer faces numerous influences. Often, we take cultural influences for granted, but they are significant. An American will usually not bargain with a store owner. This, however, is common practice in much of the world. Physical factors also influence our behaviour. We are more likely to buy a soft drink when we are thirsty. For example, food manufacturers have found that it is more

effective to advertise their products on radio in the late afternoon when people are getting hungry. A person's self image wIll also tend to influence. what he/she will buy. an upwardly mobile manager may buy a flashy car to project an image of success. Social factors also influence what the consumers buy-often, consumers seek to imitate others whom they admire, and may buy the same brands, the social environment can include both the mainstream culture (e.g., Americans are more likely to have corn flakes/ham and eggs for brake past than to have rice, which is preferred in many asian countries) and a subculture (e.g., rap music often appeals to a segment within the population that seeks to distinguish itself from the mainstream population).Thus sneaker manufacturers are eager to have their products worn by admired athletes. Finally, consumer behaviour is influenced by learning– you try a hamburger and learn that it satisfies your hunger and tastes good, and the next time you are hungry, you may consider another hamburger.

Problem recognition – you realise that something is not as it should be. Perhaps,for example, your car is getting more difficult to start and is not accelerating well. Information search- what are some alternative ways of solving the problem? You might buy a new car, buy a used car, take your car in for repair,ride the bus, ride a taxi, or ride a skateboard to work. A customer can obtain information from several sources: Personal sources: family, friends, neighbours etc. Commercial sources: advertising, sales forces retailers, dealers,Packaging, point-of sale displays. Public sources: news papers, radio, television, consumer organisations,special magazines Experimental sources: handling, examining, using the product Internal and external search for information to make a decision Internal search: Scan memory. External search:shopping,personalsources,publicmedia,AdvertisementsEvaluation of alternatives: A skateboard is inexpensive, but may be ill-suited for long distances and for rainy days. purchase stage and sometimes a

post purchase stage in reality ,people may go back and forth between the stages.

CHAPTER-3
HYPOTHESIS

HYPOTHESIS

A hypothesis states your predictions about what your research will find. It is a tentative answer to your research question that has not yet been tested. For some research projects, you might have to write several hypotheses that address different aspects of your research

question. A hypothesis is not just a guess – it should be based on existing theories and knowledge. It also has to be testable, which means you can support or refute it through scientific research methods (suchas experiments observation.

VARIABLES IN HYPOTHESIS :

Independent Variable: An independent variable is something the researcher changes or controls.

Dependent Variable: A dependent variable is something the researcher observes and measures.

TYPES OF HYPOTHESIS:

Null hypothesis: A null hypothesis is a type of statistical hypothesis that proposes that no statistical significance exists in a set of given observations. Hypothesis testing is used to assess the credibility of a hypothesis by using sample data.

Alternative hypothesis: The alternative hypothesis is a statement used in statistical inference experiment.It is contradicctory to the null hypothesis and denoted by Ha or H1. We can also say that it is simply an alternative to the null.In hypothesis testing, an alternative theory is a statement which a research is testing.

STATEMENT OF HYPOTHESIS:

Ho: satisfaction of consumers at KFC with reference to taste , quality and quantity.

CHAPTER -4
COMPANY PROFILE

COMPANY PROFILE

KFC (Kentucky Fried Chicken) is an American fast food restaurant chain headquartered in Louisville, Kentucky, that specializes in fried chicken. It is the world's second largest restaurant chain (as measured by sales) after McDonald's, with 22,621 locations globally in 150 countries

as of December 2019.[4] The chain is a subsidiary of Yum! Brands, a restaurant company that also owns the Pizza Hut and Taco Bell chains.[5]

KFC was founded by Colonel Harland Sanders (1890–1980), an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression. Sanders identified the potential of

the restaurant franchising concept and the first "Kentucky Fried Chicken" franchise opened in Utah in 1952. KFC popularized chicken in the fast-food industry, diversifying the market by challenging the established dominance of the hamburger. By branding himself as "Colonel Sanders", Harland became a prominent figure of American cultural history and his image remains widely used in KFC advertising to this day. However, the company's rapid expansion overwhelmed the aging Sanders and he sold it to a group of investors led by John Y. Brown Jr. and Jack C. Massey in 1964.

COMPANY DETAIL'S

Type	-	Subsidiary
Industry	-	Restaurants
Genre	-	Fast food restaurant
Founded	-	Sanders court & cafe:
		March 20,1930,93 year ago
		North corbin, kentucky,U.S
		First franchise:
		September 24,1952,70 years ago
		Salt Lake City,Utah,U.S
Founder	-	Harland Sanders
		Pete Harman
Headquarters	-	1441 Gardiner lane
		Louisville, kentucky,U.S

		Dallas Texas, U.S (global)
Number of Location	-	24,104 (2020)
Key people	-	Sabir sami (CEO) Dyke shipp (president) Monica Rothgery (COO) Catherine Tan (CMO)
Products	-	Fried chicken Chicken sandwiches Wraps French fries Soft drinks Milkshakes Salads Desserts Break fast
Revenue	-	US$27.9 billion (2020)
Parent	-	Yum Brands
Website	-	WWW.KFC.COM

HISTORY

KFC (also commonly referred to by its historical name **Kentucky Fried Chicken**) was founded by Colonel Harland Sanders, an

entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression. Sanders identified the potential of restaurant franchising, and the first "Kentucky Fried Chicken" franchise opened in Salt Lake City, Utah, in 1952. KFC popularized chicken in the fast-food industry, diversifying the market by challenging the established dominance of the hamburger. Branding himself "Colonel Sanders", the founder became a prominent figure of American cultural history, and his image remains widely used in KFC advertising. The company's rapid expansion made it too large for Sanders to manage, so in 1964 he sold the company to a group of investors led by John Y. Brown, Jr. and Jack C. Massey.KFC was one of the first fast-food chains to expand internationally, opening outlets in Britain, Mexico, and Jamaica by the mid-1960s. Throughout the 1970s and 80s, KFC experienced mixed success domestically, as it went through a series of changes in corporate ownership with little or no experience in the restaurant business. In the early 1970s, KFC was sold to the spirits distributor Heublein, which was taken over by the R. J. Reynolds food and tobacco conglomerate, which later sold the chain to PepsiCo. The chain continued to expand overseas, and in 1987 KFC became the first Western restaurant chain to open in China.

In 1997, PepsiCo spun off its restaurants division as Tricon Global Restaurants, which changed its name to Yum! Brands in 2002. Yum! has proven to be a more focused owner than Pepsi, and although KFC's number of outlets has declined in the US, the company has continued to grow in Asia, South America, and Africa. The chain has expanded to 18,875 outlets across 118 countries and territories, with 4,563 outlets in China alone, KFC's largest market.

Kfc ‘s original product is pressure fried chicken pieces, seasoned with sanders’s recipe of 11 herbs and spices. The constituents of fried chicken are served in a cardboard “bucket”, which has become of feature of the chain since it was first introduced by franchisee pete Harman in 1957. Since the early 1990, KFC has expanded its menu to offer other chicken products such as chicken fillet sandwiches and wraps, as well as side dishes such as French fries and coleslaw, desserts and soft drinks: the latter often supplied by Pepsico. KFC is known for its slogan” It’s finger lickin’Good!” ,”Nobody does

chicken like kFC and “so good”. Branches of kfc The list of countries with KFC franchises As of 2021, there are more than 25,000 kFC outlests in 145 countries and territories in the world. The first KFC franchise opened in the united states in 1952, and in Canada a year later. The first overseas franchise was established in the United Kingdom in 1965. Large number of Caribbean and developed Western markets entered by the early 1970s. This was followed by expansion throughout the Middle easy and developed Asian markets from the mid-1970s and into the 1980s. China was entered in 1987. Expansions were made into most of Europe and South America in the early 1990s. The most recent area of expansion is Arica, where the company is targeting the continent’s growing middle class The major market for KFC include China (6078 store)I, the United States (4062 store), Japan (1131 store) south Africa (914 stores), the United Kingdom (909 store), Russia (772 stores), Malaysia (718 stores), Thailand (717 Stores), Australia (653 stores), and Canada (639 Stores). The global operations are overseen by Yum international, which is headquartered in Louisville, Kentucky. Yum! Typically grant a master franchise to local operator, or take a stake in a joint benture between such a company and itself . In 11 countries, yum! International managers KFC directly, including china, Russia and India. Worldwide, major franchise holders range from large local conglomerates such as jardine Matheson and Doosan group, to companies specifically established to run restaurants franchises, such as Amrest. In Japan, Malaysia and Indonesia, the major franchise holders are publicly listed companies. On the other hand, in smaller markets such as some Caribbean island, the franchises may be single individual

MISSION

To have a passion for finger lickin' good food and serve it with pride.

The company's vision is to strengthen equality, sustain communities, and play a part in stopping hunger.

VISION

To provide food in a quick, pleasant setting that caters to cost-conscious, health-conscious people," says the KFC vision statement.

OBJECTIVES

To increase its percentage share of the fast-food market.
To improve profit margins year-on-year to fund the growth of the company.
To return profit on investments to owners and franchisees

CHAPTER -5

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology refers to the systematic approach used to conduct scientific research. It involves the set of procedures, techniques, and tools that researchers use to collect and analyze data in a rigorous and objective manner. Research methodology helps researchers to ensure that their study is reliable, valid, ageneralizable. It provides a framework for designing and conducting research, and for interpreting and reporting the results. Research methodology encompasses a range of activities, including defining the research question, developing hypotheses, selecting the research design, collecting and analyzing data, and drawing conclusions. It may involve qualitative or quantitative approaches, or a combination of both.Descriptive research design is used in this research.This research method is chosen because it is a fact finding methodology helps to gather data by the use of questionnaire and personal interview.

RESEARCH DESIGN:

Research design is a blueprint of a scientific study. It includes research methodologies, tools, and techniques to conduct the research. It helps to identify and address the problem that may rise during the process of research and analysis.

RESEARCH SAMPLE:

A sample is a smaller set of data that a researcher chooses or selects from a larger population using a pre-defined selection method. These elements are known as sample points, sampling units, or observations. Creating a sample is an efficient method of conducting research.

RESEARCH TOOLS AND TECHNIQES:

Tools and techniques in research are the statistical methods of collection, analysis, interpretation, presentation, and organization of

data. Statistics provides numerous tools and techniques to analyze the data and interpret the results of the analysis.

SOURCES OF DATA

Primary Data : Data collection is done through observation and questionnaires. In the context of a questionnaire, a primary source would be the original data that is collected directly from the participants, while a secondary source would be data that is obtained from other sources, such as published research studies, government reports, or other secondary sources.

Examples of primary sources for a questionnaire could include:

1) Responses from survey or questionnaire participants
2) Interviews or focus group transcripts
3) Observational data or field notes

Secondary Data: Data collection is done through books internet projects ETC time frame. On the other hand, a secondary source for a questionnaire is data that is obtained from other sources, such as published research studies, government reports, or other secondary sources. Secondary sources can provide valuable context and background information for a study, and can help to identify trends and patterns that may not be apparent from primary sources alone. However, secondary sources are often less reliable than primary sources, as they are subject to biases and errors hat may have been introduced by the original researchers.

Examples of secondary sources for a questionnaire could include:

1)Literature reviews or meta-analyses that summarize findings from multiple studies.

2)Secondary data sources, such as publicly available databases or reports from government agencies.

3)Articles or books that summarize or synthesize findings from previous studies.

CHAPTER-6

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

It describes the given chart,and table,data,graphs,cues etc.
It should be brief and comprehensive (include complete information) at the same time.it should state facts that are provided by the chart. It is necessary to make use of simple and accurate language. It should mention figures and quantities appropriately.
It is appropriate to use the same tense throughout the analytical paragraph. No personal observation or response should be provided.

GRAPH: A diagram (such as a series of one or more points, lines, line segments, curves, or areas) that represents the variation of a variable in comparison with that of one or more other variables.

DATA TABLE : Table is a data structure which plays a significant role in information retrieval

INTERPRETATION

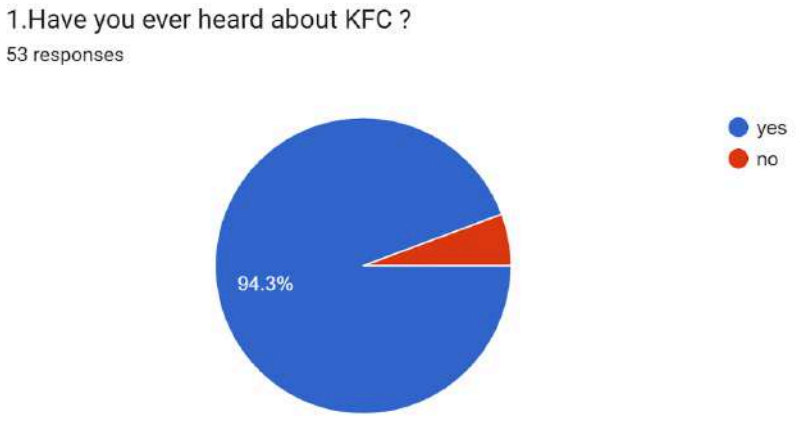
Interpretation can be done in two ways. They are tabulation form and graphical way. Tabulation is a systematic and logical representation of numeric data in rows and columns to facility comparison and statistical analysis. Graphical method is useful to portray the result of formal statistical tests of trends.

1.Have you ever heard about KFC ?

TABLE NO-6.1.1

Yes	No	no response	total responses
50	3	3	56

PIE CHART NO-6.2.1



INTERPRETATION

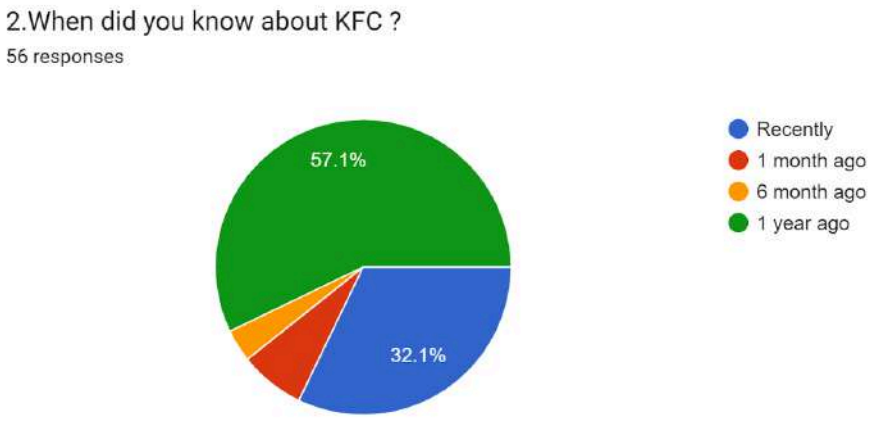
1. 94.3% people have respondent ' yes'
2. 5.7% people have respondent 'no'

2.When did you know about KFC ?

TABLE NO-6.1.2

Recently	1 month ago	6 month ago	1 year ago	Total responses
18	4	2	32	56

PIE CHART NO-6.2.2



INTERPRETATION

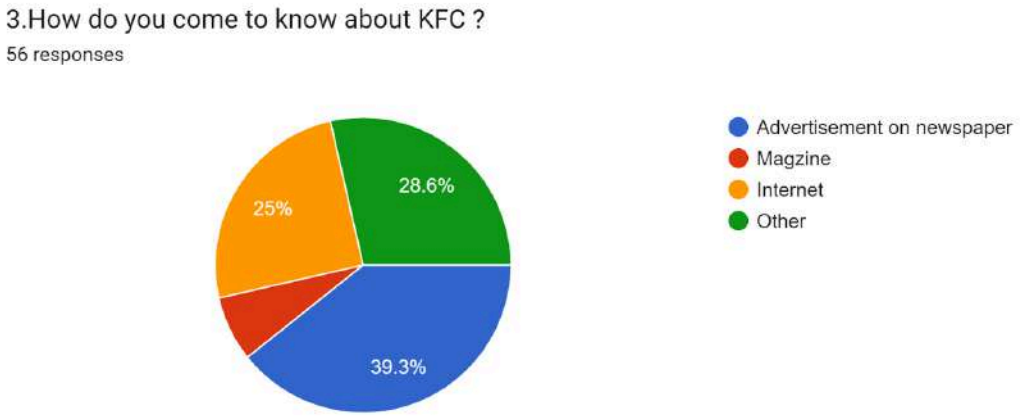
1. 32.1% people have respondent ‘Recently’
2. 7.1% people have respondent ‘1 month ago’
3. 3.6% people have respondent ‘6 month ago’
4. 57.1% people have respondent ‘1 year ago’

3. How do you come to know about KFC?

TABLE NO-6.1.3

Adds on newspaper	Magazine	Internet	Other	Total responses
22	4	14	16	56

PIE CHART NO-6.2.3



INTERPRETATION

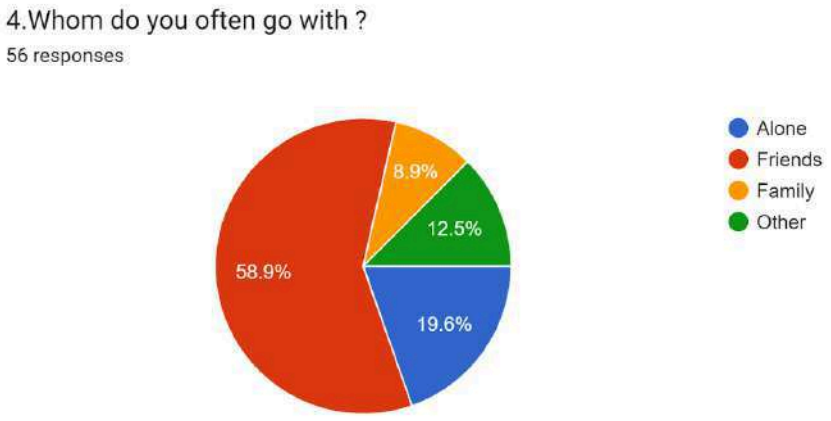
1. 39.3% people have respondent ‘Advertisement on newspaper’
2. 7.1% people have respondent ‘Magazine’
3. 25% people have respondent ‘Internet’
4. 28.6% people have respondent ‘Other’

4.Whom do you often go with ?

TABLE NO-6.1.4

Alone	Friends	Family	Other	Total responses
11	33	5	7	56

PIE CHART NO-6.2.4



INTERPRETATION

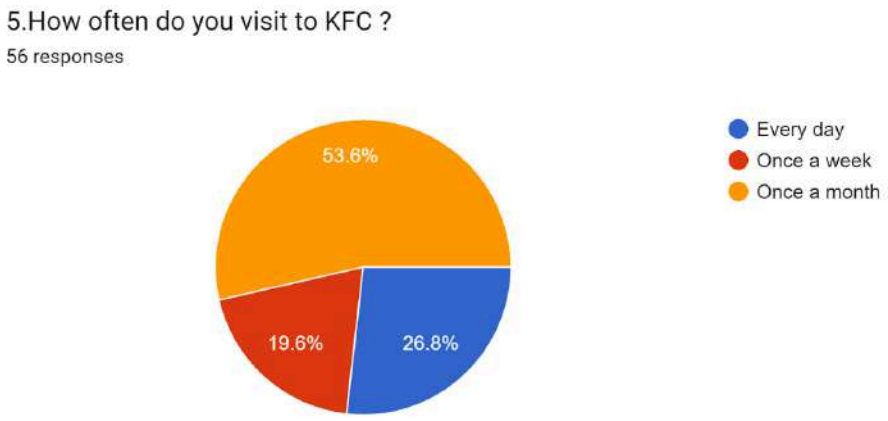
1. 19.6% people have respondent ‘Alone’
2. 58.9% people have respondent ‘Friends’
3. 8.9% people have respondent ‘Family’
4. 12.5% people have respondent ‘Other’

5. How often do you visit to KFC ?

TABLE NO-6.1.5

Every day	Once a week	Once a month	Total responses
15	11	30	56

PIE CHART NO-6.2.5



INTERPRETATION

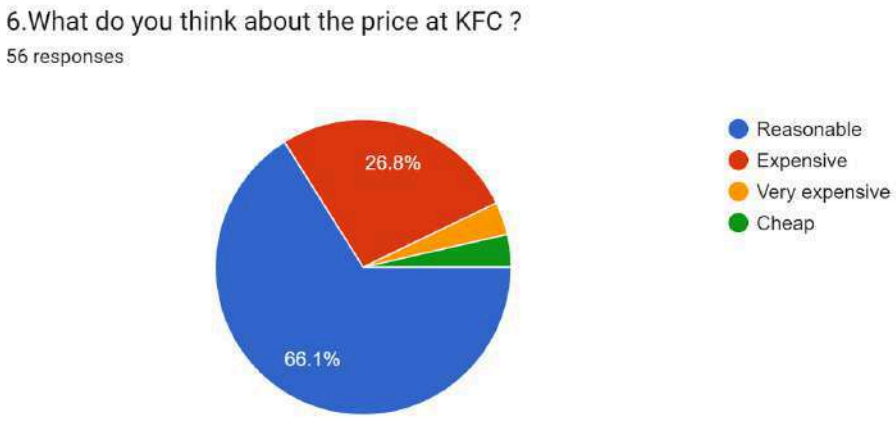
1. 26.8% people have respondent ‘Every day’
2. 19.6% people have respondent ‘Once a week’
3. 53.6% people have respondent ‘Once a week’

6. What do you think about the price at KFC ?

TABLE NO-6.1.6

Reasonable	Expensive	Very expensive	Cheap	Total responses
37	15	2	2	56

PIE CHART NO-6.2.6



INTERPRETATION

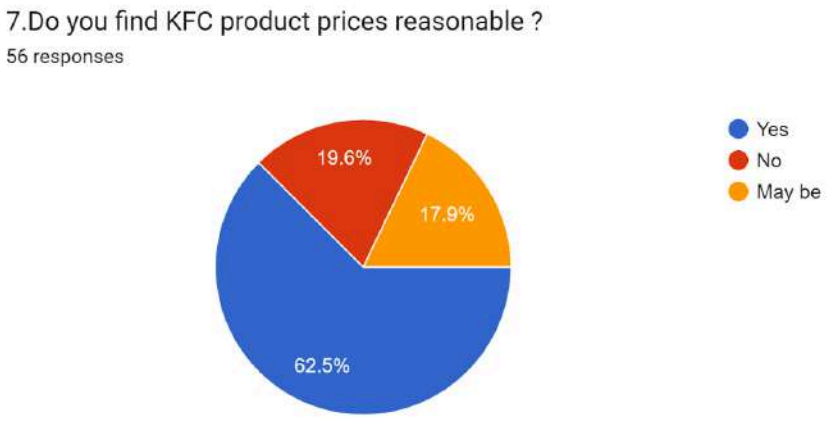
1. 66.1% people have respondent ‘Reasonable’
2. 26.8% people have respondent ‘Expensive’
3. 3.6% people have respondent ‘Very expensive’
4. 3.6% people have respondent ‘ Cheap’

7. Do you find KFC product price reasonable ?

TABLE NO-6.1.7

Yes	No	May be	Total responses
35	11	10	56

PIE CHART NO-6.2.7



INTERPRETATION

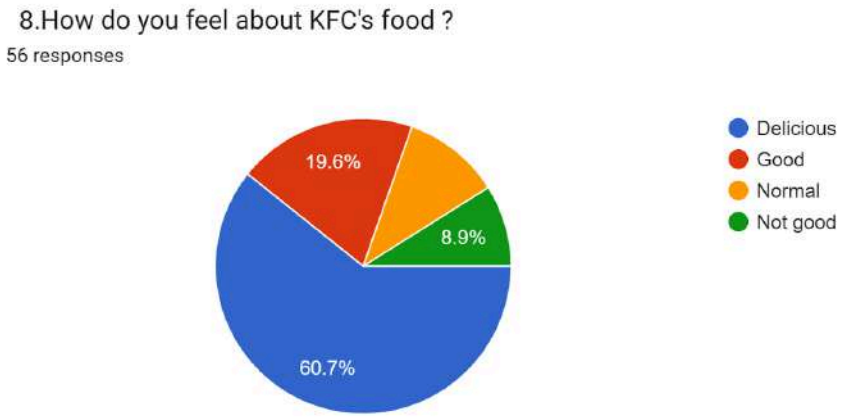
1. **62.5% people have respondent 'Yes'**
2. **19.6% people have respondent 'No'**
3. **17.9% people have respondent 'May be'**

8. How do you feel about KFC's food ?

TABLE NO-6.1.8

Delicious	Good	Normal	Not good	Total responses
34	11	6	5	56

PIE CHART NO-6.2.8



INTERPRETATION

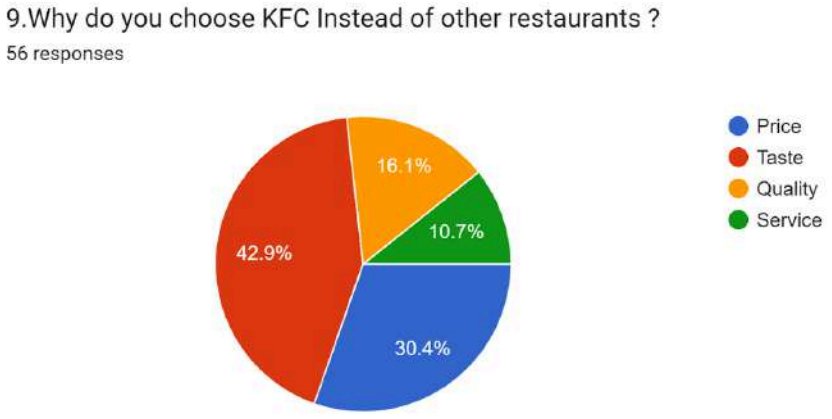
1. 60.7% people have respondent 'Delicious'
2. 19.6% people have respondent 'Good'
3. 10.7% people have respondent 'Normal'
4. 8.9% people have respondent 'Not good'

9. Wh do you choose KFC Instead of other restaurants ?

TABLE NO-6.1.9

Price	Taste	Quality	Service	Total responses
17	24	9	6	56

PIE CHART NO-6.2.9



INTERPRETATION

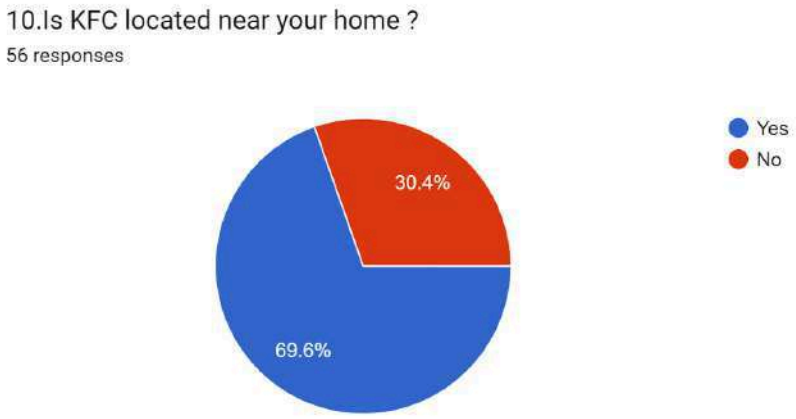
1. **30.4% people have respondent 'Price'**
2. **42.9% people have respondent 'Taste'**
3. **16.1% people have respondent 'Quality'**
4. **10.7% people have respondent 'Service'**

10. Is KFC located near your home ?

TABLE NO-6.1.10

Yes	No	Total responses
39	17	56

PIE CHART NO-6.2.10



INTERPRETATION

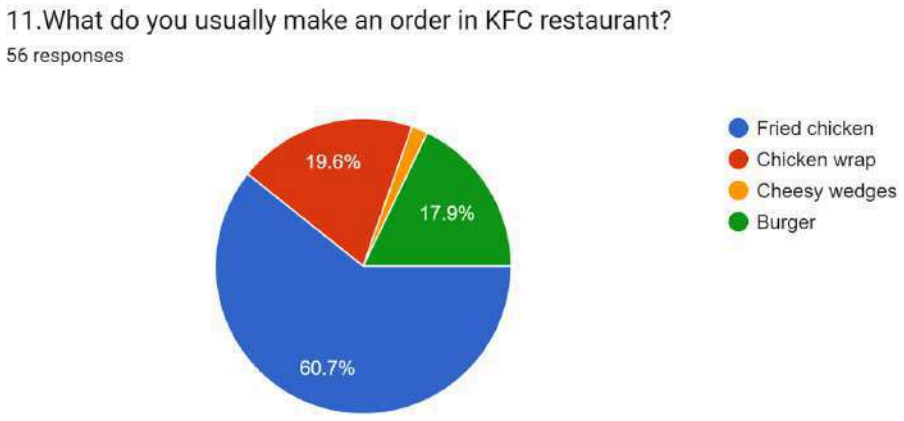
1. **69.6% people have respondent 'Yes'**
2. **30.2% people have respondent 'No'**

11. What do you usually make an order in KFC restaurants ?

TABLE NO-6.1.11

Fried chicken	Chicken wrap	Cheesy wedges	Burger	Total responses
34	11	1	10	56

PIE CHART NO-6.2.11



INTERPRETATION

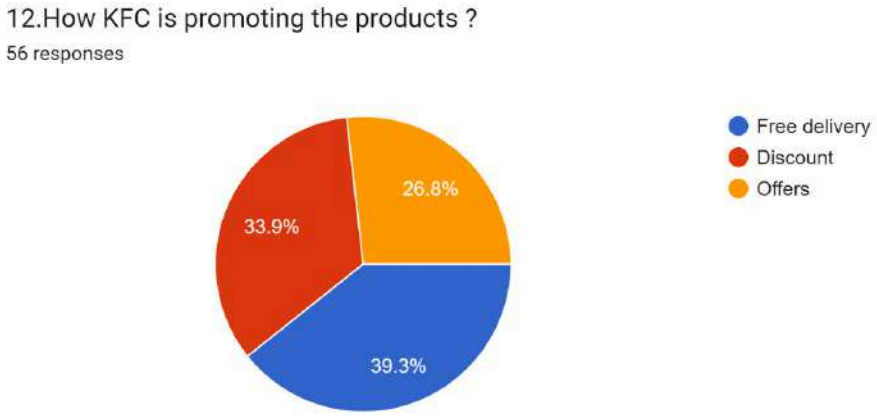
1. **60.7% people have respondent 'Fried chicken'**
2. **19.6% people have respondent 'Chicken wrap'**
3. **1.8% people have respondent 'Cheesy wedges'**
4. **17.9% people have respondent 'Burger'**

12. How KFC is promoting the products ?

TABLE NO-6.1.12

Free delivery	Discount	Offers	Total responses
22	19	15	56

PIE CHART NO-6.2.12



INTERPRETATION

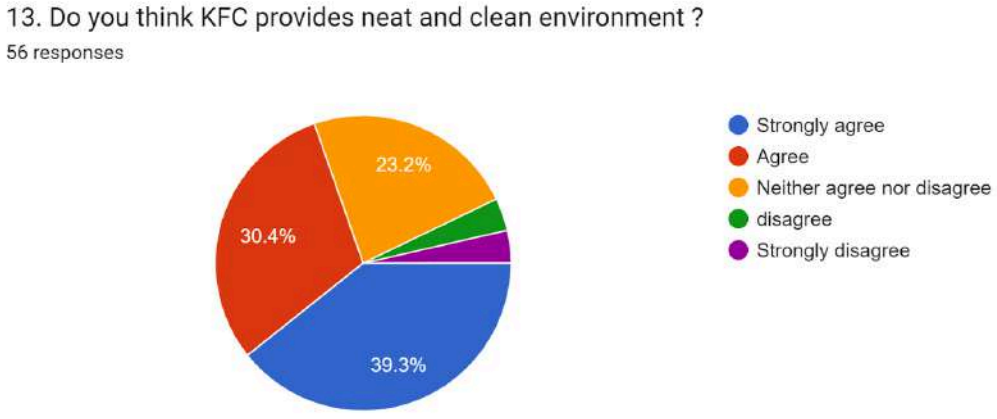
1. **39.3% people have respondent 'Free delivery'**
2. **33.9% people have respondent 'Discount'**
3. **26.8% people have respondent 'Offers'**

13. Do you think KFC provides neat and clean environment ?

TABLE NO-6.1.13

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total responses
22	17	13	2	2	56

PIE CHART NO-6.2.13



INTERPRETATION

1. **39.3% people have respondent 'Strongly agree'**
2. **30.4% people have respondent 'Agree'**
3. **23.2% people have respondent 'Neither agree nor disagree'**
4. **3.6% people have respondent 'Disagree'**

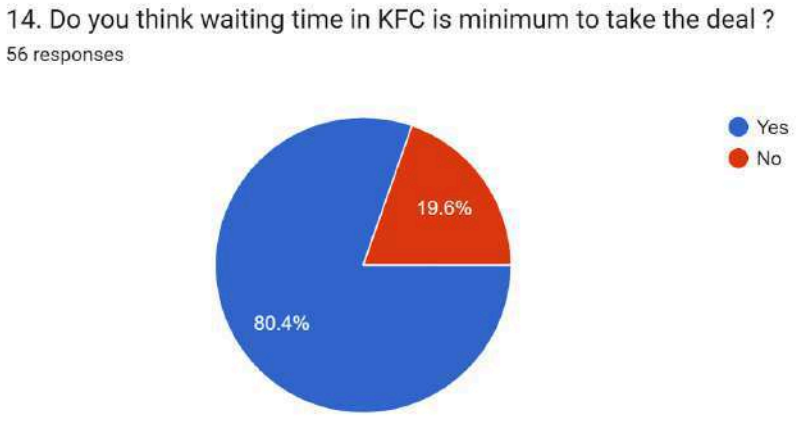
5. **3.6% people have respondent ‘Strongly disagree’**

14. Do you thik waiting time in KFC is minimum to take the deal ?

TABLE NO-6.1.14

Yes	No	Total responses
45	11	56

PIE CHART NO-6.2.14



INTERPRETATION

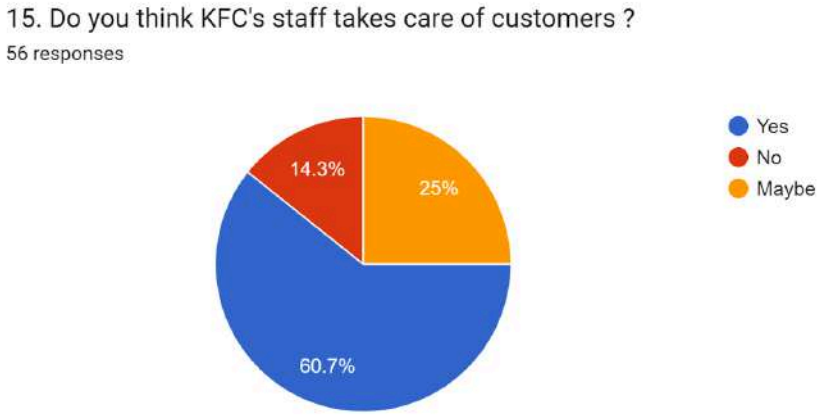
1. **80.4% people have respondent ‘ Yes’**
2. **19.6% people have respondent ‘No’**

15. Do you think KFC’s staff take care of customers ?

TABLE NO-6.1.15

Yes	No	Maybe	Total responses
34	14	8	56

PIE CHART NO-6.2.15



INTERPRETATION

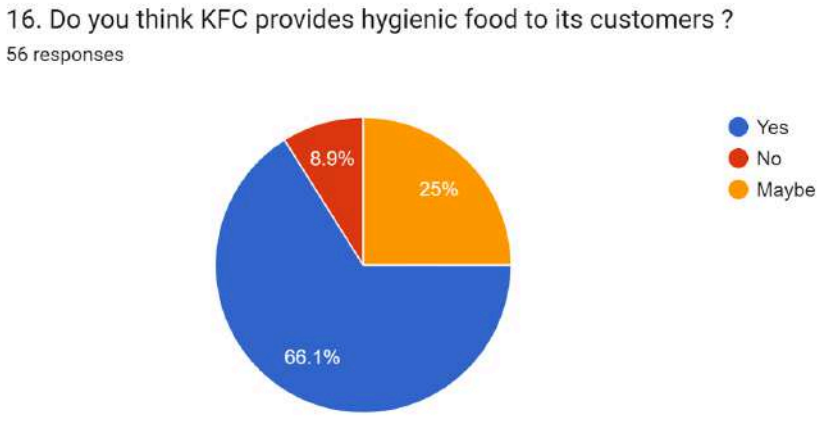
1. 60.7% people have respondent ‘Yes’
2. 14.3% people have respondent ‘No’
3. 25% people have respondent’Maybe’

16. Do you think KFC provides hygienic food to its customers ?

TABLE NO-6.1.16

Yes	No	Maybe	Total responses
37	5	14	56

PIE CHART NO-6.2.16



INTERPRETATION

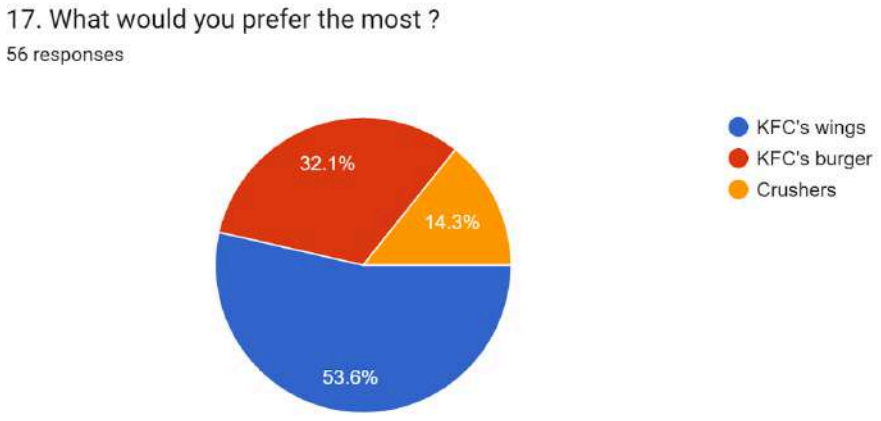
1. **66.1% people have respondent 'Yes'**
2. **8.9% people have respondent 'No'**
3. **25% people have respondent 'Maybe'**

17. What would you prefer the most ?

TABLE NO-6.1.17

KFC's wings	KFC's burger	Crushers	Total responses
30	18	8	56

PIE CHART NO-6.2.17



INTERPRETATION

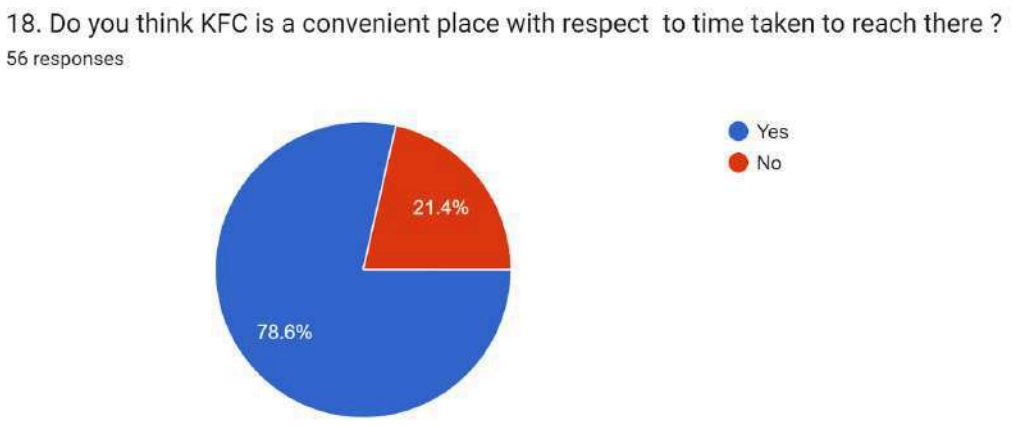
1. **53.6% people have respondent 'KFC's wings'**
2. **32.1% people have respondent 'KFC's burger'**
3. **14.3% people have respondent 'Crushers'**

18. Do you think KFC is a convenient place with respect to time taken to reach there ?

TABLE NO-6.1.18

Yes	No	Total respondent
44	12	56

PIE CHART NO-6.2.18



INTERPRETATION

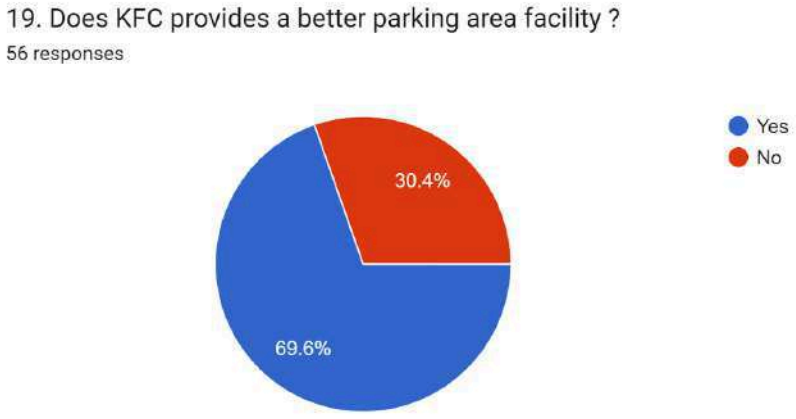
1. **78.6% people have respondent 'Yes'**
2. **21.4% people have respondent 'No'**

19. Does KFC provides a better parking area facility ?

TABLE NO-6.1.19

Yes	No	Total respondent
39	17	56

PIE CHART NO-6.2.19



INTERPRETATION

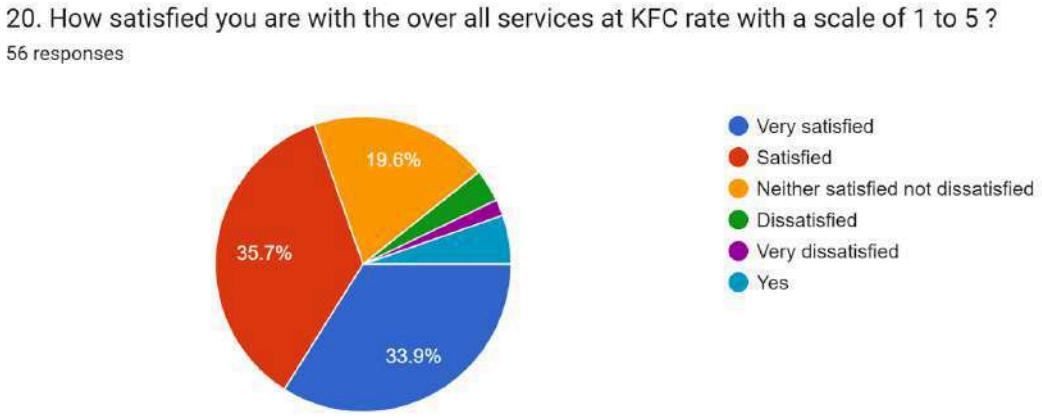
1. **69.6% people have respondent 'Yes'**
2. **30.4% people have respondent 'No'**

20. How satisfied ou are with the over all services at KFC rate with a scale of 1 to 5 ?

TABLE NO-6.1.20

Very satisfied	Satisfied	Neither satisfied nor dissatisfie	Dissatisfied	Very dissatisfied	Yes	Total responses
19	20	11	2	1	3	56

PIE CHART NO-6.2.20



INTERPRETATION

1. **33.9% People have respondent ' Very satisfied'**
2. **35.7% people have respondent ' Satisfied'**
3. **19.6% people have respondent 'Neither satisfied nor dissatisfied'**

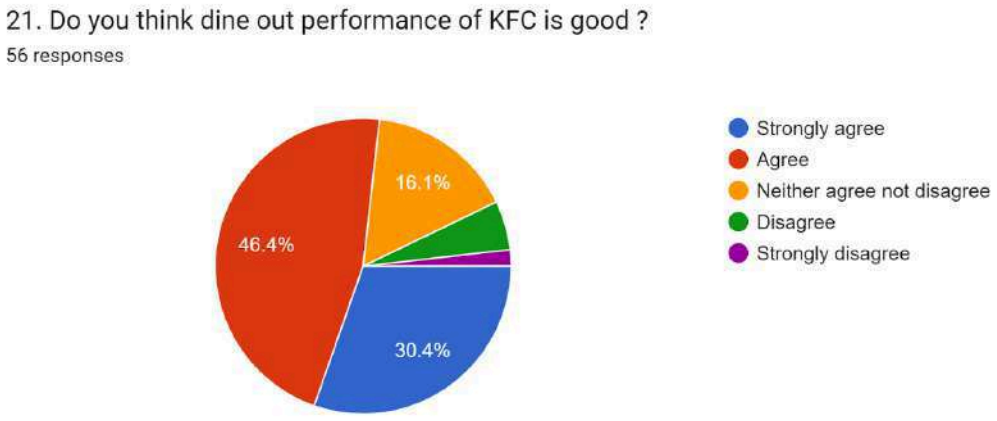
4. **3.6% people have respondent ‘Dissatisfied’**
5. **1.8% people have respondent ‘Very dissatisfied’**
6. **5.4% people have respondent ‘ yes’**

21. Do you think dine out performance of KFC is good ?

TABLE NO-6.1.21

Strongly agree	Agree	neither agree nor disagree	Disagree	Strongly disagree	Total response
17	26	9	3	1	56

PIE CHART NO-6.2.21



INTERPRETATION

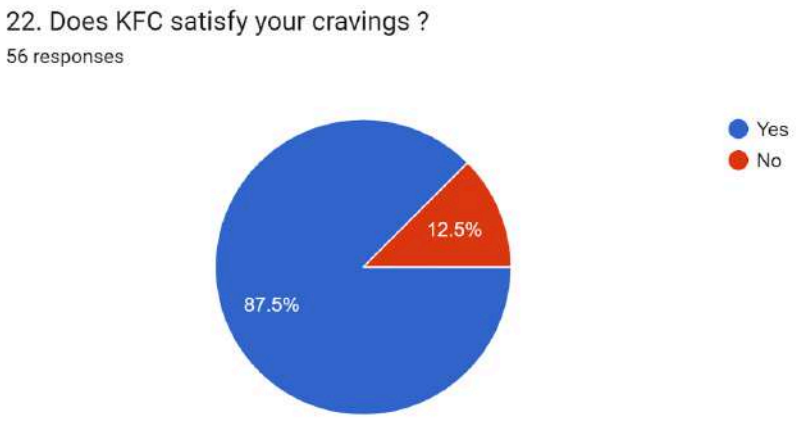
1. **30.4% people have respondent ‘Strongly agree’**
2. **46.4% people have respondent ‘Agree’**
3. **16.1% people have respondent ‘Neither agree nor disagree’**
4. **5.4% people have respondent ‘ Disagree’**
5. **1.8% people have respondent ‘Strongly disagree’**

22. Does KFC satisfy your cravings ?

TABLE NO-6.1.22

Yes	No	Total responses
49	7	56

PIE CHART NO-6.2.22



INTERPRETATION

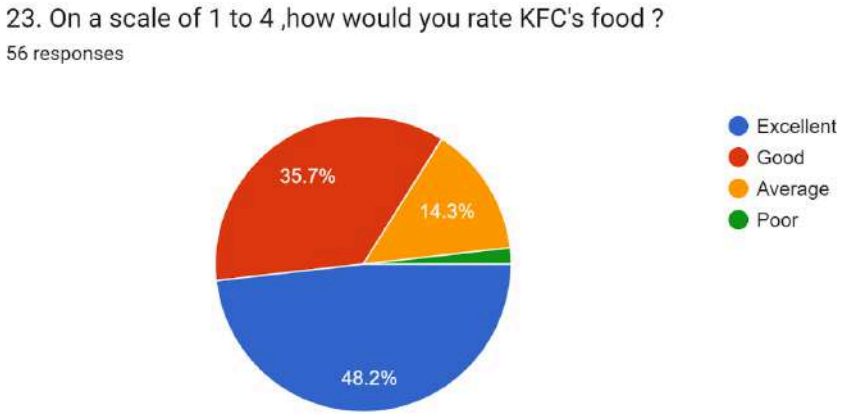
1. **87.5% people have respondent' Yes'**
2. **12.5% people have respondent 'No'**

23. on a scale of 1 to 4,how would you rate KFC's food ?

TABLE NO-6.1.23

Excellent	Good	Average	Poor	Total response
27	20	8	1	56

PIE CHART NO-6.2.23



INTERPRETATION

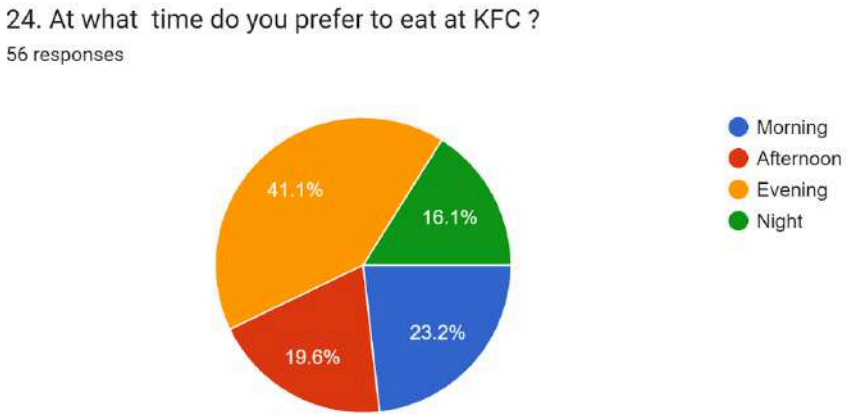
1. **48.2% people have respondent 'Excellent'**
2. **35.7% people have respondent 'Good'**
3. **14.3% people have respondent 'Average'**
4. **1.8% people have respondent 'Poor'**

24. At what time do you prefer to eat at KFC ?

TABLE NO-6.1.24

Morning	Afternoon	Evening	Night	Total responses
13	11	23	9	56

PIE CHART NO-6.2.24



INTERPRETATION

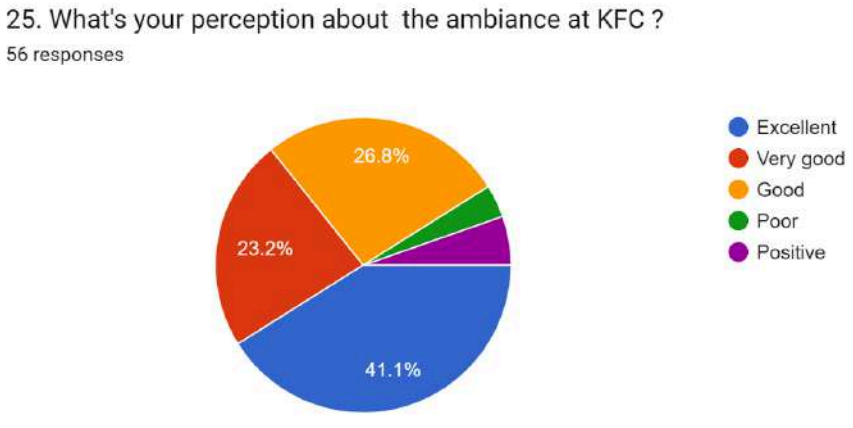
1. **23.2% people have respondent 'Morning'**
2. **19.6% people have respondent 'Afternoon'**
3. **41.1% people have respondent 'Evening'**
4. **16.1% people have respondent 'Night'**

25. What's your perception about the ambiance at KFC ?

TABLE NO-6.1.25

Excellent	Very good	Good	Poor	positive	Total responses
23	13	15	2	3	56

PIE CHART NO-6.2.25



INTERPRETATION

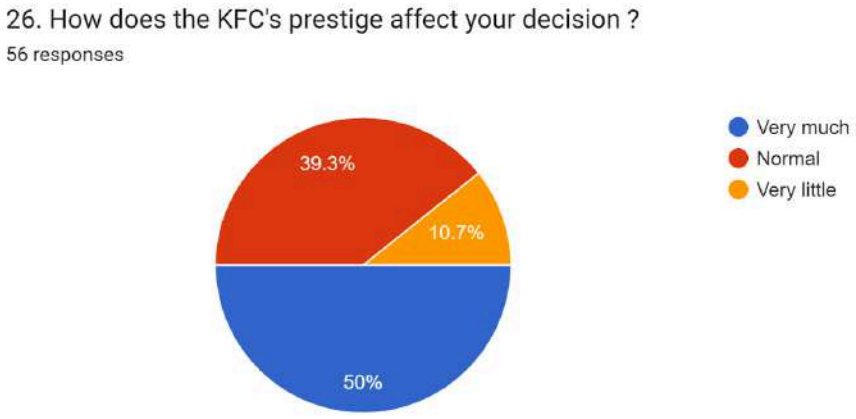
1. **41.1% people have respondent 'Excellent'**
2. **23.2% people have respondent 'Very good'**
3. **26.8% people have respondent 'Good'**
4. **3.6% people have respondent 'Poor'**
5. **5.4% people have respondent 'positive'**

26. How does the KFC's prestige affect your decision ?

TABLE NO-6.1.26

Very much	Normal	Very little	Total responses
28	22	6	56

PIE CHART NO-6.2.26



INTERPRETATION

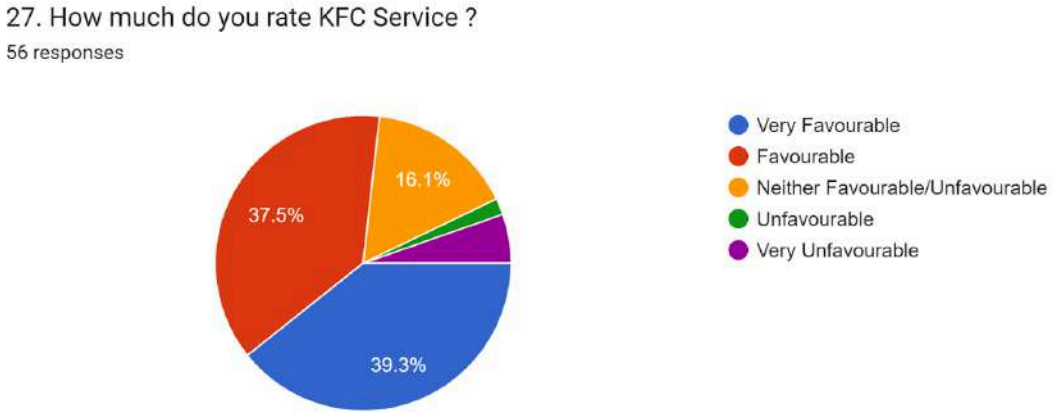
1. **50% people have respondent 'Very much'**
2. **39.3% people have respondent 'Normal'**
3. **10.7% people have respondent 'Very little'**

27. How much do you rate KFC service ?

TABLE NO-6.1.27

Very favourable	Favourable	Neither favorable/unfavourable	Unfavourable	Very unfavourable	Total responses
22	21	9	1	3	56

PIE CHART NO-6.2.27



INTERPRETATION

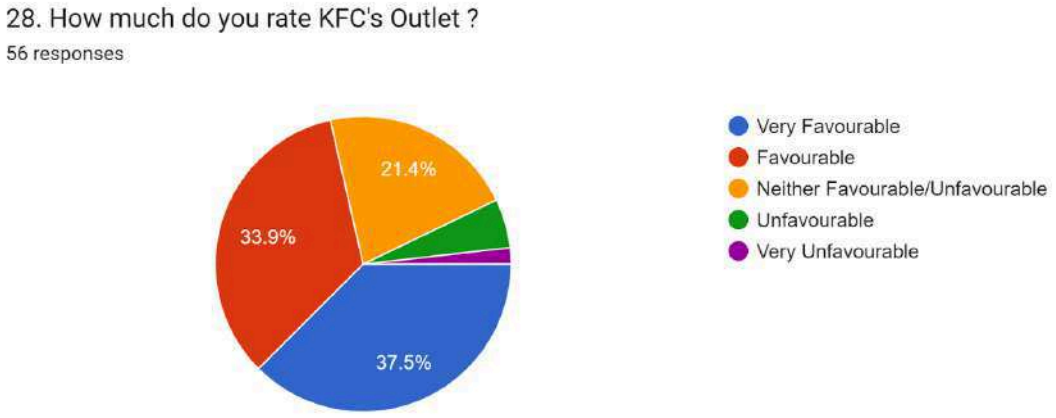
1. **39.3% people have respondent 'Very favourable'**
2. **37.5% people have respondent 'Favourable'**
3. **16.1% people have respondent 'Neither favourable'**
4. **1.8% people have respondent 'Unfavourable'**
5. **5.4% people have respondent 'Very unfavourable'**

28. How much do you rate KFC's outlet ?

TABLE NO-6.1.28

Very favourable	Favourable	Neither favourable /unfavourable	Unfavourable	Very unfavourable	Total responses
21	19	12	3	1	56

PIE CHART NO-6.2.28



INTERPRETATION

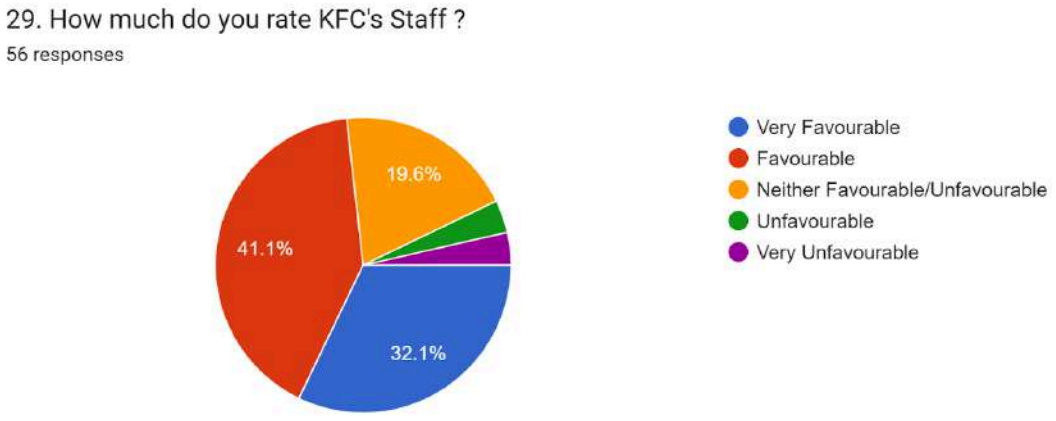
1. **37.5 % people have respondent ' Very favourable'**
2. **33.9% people have respondent 'favourable'**
3. **21.4% people have respondent 'Neither favourable/unfavourable'**
4. **5.4% people have respondent 'Unfavourable'**
5. **1.8% people have respondent 'Very unfavourable'**

29. How much do you rate KFC's staff ?

TABLE NO-6.1.29

Very favourable	Favourable	Neither favourable /unfavourable	Unfavourable	Very unfavourable	Total responses
18	23	11	2	2	56

PIE CHART NO-6.2.29



INTERPRETATION

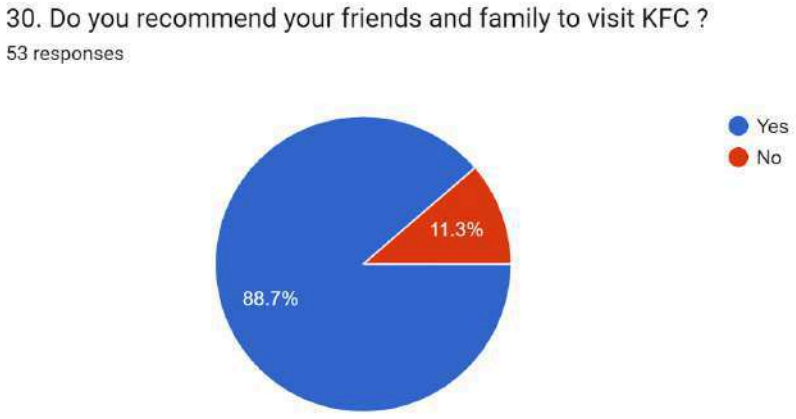
1. **32.1% people have respondent 'Very favourable'**
2. **41.1% people have respondent 'Favourable'**
3. **19.6% people have respondent 'Neither favourable/unfavourable'**
4. **3.6% people have respondent 'Unfavourable'**
5. **3.6% people have respondent 'Very unfavourable'**

30. Do you recommend your friends and family to visite KFC ?

TABLE NO-6.1.30

Yes	No	Total responses
47	6	56

PIE CHART NO-6.2.30



INTERPRETATION

1. **88.7% people have respondent 'Yes'**
2. **11.3% people have respondent 'No'**

CHAPTER-7
FINDINGS AND CUNCLUSINS

FINDINGS AND CONCLUSION

The following are the findings that appeared while analysis the study.

- Most (94.3%) people have respondent to heard about KFC.
- Maximum (57.1%) people have respondent to know 1 year ago about KFC.
- (39.3%) people have respondent to come to know in the news paper about KFC.
- Maximum (58.9%) peole respondent to go to KFC with the friends.
- Maximum (53.6%) people is going to KFC once a month.
- Most (62.5%) people respondent to find KFC price reasonable.
- (60.7%) people have respondent to feel about KFC's food good.
- Maximum (42.9%) people have respondent to choose KFC Instead of other restaurants because of taste.
- (39.3%) people have respondent KFC is promoting the product with free delivery.
- (39.3%) people respondent KFC provides neat and clean environment compared to the other restaurant.
- Most (69.6%) people respondent KFC provides a better parking area facility.

- Most (41.1%) of the people wanted to prefer to eat KFC food in the evening.
- (88.7%) people have respondent to recommend your friends and family to visite KFC.

CONCLUSIONS

Today restaurants have a very high growth potential in market. Post liberalization, the industry has been growing at a rapid pace in terms of its assets under management. High rated restaurants are now a central feature of customer marketing, they are important in building long-term relationships with customers, irrespective of the type of food the restaurant serves. Choosing a restaurant builds consumer confidence, loyalty and allows for brand stretching. It requires a consistent and long-term strategy. If a restaurant wants to establish a strong presence then it must have better creditability system, better supply of products and services, best financial transactions and high margin growth. KFC is best fast food restaurant in the world and they are growing rapidly because they have good strategy planning in competing business world. They introduce different menu so they can attract the customer and launching new fast food product as a part of their strategy planning and also they are using g technology for their growth so KFC is looking forward for their business.

SUGGESTIONS

1. In order to increase sales and attract customers' management has to introduce various schemes so that consumers are well aware of the product.
2. Restaurant should try to pay attention on after and before sale services.
3. Company should take feedback from customers to analyze the quantity of products and to judge the satisfaction level of consumers.
4. Company must advertise and promote its products to increase the awareness and remind the customer about the products and services.
5. Customers should be contacted at a regular interval through phone calls or text messages and asking them if they are having any issues with the products sold, so that the customer is 100% satisfied with the quality of service.
6. Since people tend to forget the advertising of a particular product/service a reminder message should be enforced in a proper media which would reach a large number of potential customers.
7. Dignity of service has to be improvised by the restaurant employees.

RECOMMENDATIONS

- KFC provides low fat menu.
- KFC should give a place for birthday parties.
- KFC management to take care of quality of service and make sure you have proper equipment to serve the orders.
- Some products of KFC like twister,family feast, hotshorts,wings are good not excellent .KFC should increase the best value of taste for all these products.
- You should stop coming up with “new products” if you don’t have the capacity and resources to offer those.
- KFC should further uphold its quality standards, deliver superior customer service and create values.

CHAPTER-8
BIBLIOGRAPHY

BIBLIOGRAPHY

Bibliography is a list of books and the other source material that you have used preparing research paragraph

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Review of literature is done by Rajul Bhardwaj (2011) has studied on "Perception about the attributes of Selected Fast Food Retailers and their Impact on consumer satisfaction and Sales". The study relies upon an extensive data set of consumer satisfaction and sales information from approximately 180 consumers. The study advances the measurement of behavioral links between consumer satisfaction and performance in the food retail sector with firm-specific data.

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CHAPTER-9
APPENDIX
QUESTIONNAIRE

APPENDIX

S.NO	PARTICULAR	TABLE NO	PIE CHART NO
1	Have you ever heard about KFC.	6.1.1	6.2.1
2	When did you know about KFC.	6.1.2	6.2.2
3	How do you come to know about KFC.	6.1.3	6.2.3
4	4.Whom do you often go with .	6.1.4	6.2.4
5	How often do you visit to KFC.	6.1.5	6.2.5
6	What do you think about the price at KFC.	6.1.6	6.2.6
7	Do you find KFC product prices reasonable .	6.1.7	6.2.7
8	How do you feel about KFC's food.	6.1.8	6.2.8
9	Why do you choose KFC Instead of other restaurants.	6.1.9	6.2.9
10	Is KFC located near your home.	6.1.10	6.2.10
11	What do you usually make an order in KFC restaurant.	6.1.11	6.2.11
12	How KFC ispromoting the products.	6.1.12	6.2.12

13	Do you think KFC provides neat and clean environment.	6.1.13	6.2.13
14	Do you think waiting time in KFC is minimum to take the Deal.	6.1.14	6.2.14
15	Do you think KFC's staff takes care of customers.	6.1.15	6.2.15
16	Do you think KFC provides hygienic food to its customers.	6.1.16	6.2.16
17	What would you prefer the most.	6.1.17	6.2.17
18	Do you think KFC is a convenient place with respect to time taken to reach there .	6.1.18	6.2.18
19	Does KFC provides a better parking area facility .	6.1.19	6.2.19
20	How satisfied you are with the over all services at KFC rate with a scale of 1 to 5 .	6.1.20	6.2.20
21	Do you think dine out performance of KFC is good.	6.1.21	6.2.21
22	Does KFC satisfy your cravings.	6.1.22	6.2.22
23	On a scale of 1 to 4 ,how would you rate KFC's food.	6.1.23	6.2.23
24	At what time do you prefer to eat at KFC.	6.1.24	6.2.24
25	What's your perception about the ambiance at KFC.	6.1.25	6.2.25
26	How does the KFC's prestige affect your decision.	6.1.26	6.2.26

27	How much do you rate KFC Service	6.1.27	6.2.27
28	How much do you rate KFC's Outlet.	6.1.28	6.2.28
29	How much do you rate KFC's Staff.	6.1.29	6.2.29
30	Do you recommend your friends and family to visit KFC.	6.1.30	6.2.30

QUESTIONNAIRE

1.Have you ever heard about KFC ?

(a) Yes (b) no

2.When did you know about KFC ?

(a) Recently (b) 1 month ago (c) 6 month ago

(d) 1 year ago

3.How do you come to know about KFC ?

(a) Advertisement on newspape (b) Magzine

(c) Internet (d) Other

4.Whom do you often go with ?

(a) Alone (b) Friends (c) Family (d) Other

5.How often do you visit to KFC ?

(a) Every day (b) Once a week (c) Once a month

6.What do you think about the price at KFC ?

(a) Reasonable (b) Expensive (c) Very expensive

(d) Cheap

7.Do you find KFC product prices reasonable ?

(a) Yes (c) No (c) May be

8.How do you feel about KFC's food ?

(a) Delicious (b) Good (c) Normal (d) Not good

9.Why do you choose KFC Instead of other restaurants ?

(a)Price (b) Taste (c) Quality (d)Service

10.Is KFC located near your home ?

(a)Yes (b)No

11.What do you usually make an order in KFC restaurant?

(a)Fried chicken (b) Chicken wrap (c) Cheesy wedges

(d)Burger

12.How KFC is promoting the products ?

(a)Free delivery (b) Discount (c)Offers

13. Do you think KFC provides neat and clean environment ?

(a)Strongly agree (b) Agree (c)Neither agree nor disagree

(d)disagree (e)Strongly disagree

14. Do you think waiting time in KFC is minimum to take the

deal ?

(a)Yes (b) No

15. Do you think KFC's staff takes care of customers ?

(a)Yes (b) No (c) Maybe

16. Do you think KFC provides hygienic food to its customers ?

(a)Yes (b) No (c) Maybe

17. What would you prefer the most ?

(a)KFC's wings (b) KFC's burger (c) Crushers

18. Do you think KFC is a convenient place with respect to time taken to reach there ?

(a)Yes (b)No

19. Does KFC provides a better parking area facility ?

(a)Yes (b) No

20. How satisfied you are with the over all services at KFC rate with a scale of 1 to 5 ?

(a)Very satisfied (b) Satisfied (c) Neither

(d)satisfied not dissatisfied (e) Dissatisfied (f) Very dissatisfied

21. Do you think dine out performance of KFC is good ?

(a)Strongly agree (b) Agree (c) Neither agree not disagree

(d) Disagree (e) Strongly disagree

22. Does KFC satisfy your cravings ?

(a)Yes (b) No

23. On a scale of 1 to 4 ,how would you rate KFC's food ?

(a)Excellent (b) Good (c) Average

(d) Poor

24. At what time do you prefer to eat at KFC ?

(a)Morning (b) Afternoon (c)Evening

(d)Night

25. What's your perception about the ambiance at KFC ?

(a)Excellent (b) Very good (c) Good

(d)Poor (e) Positive

26. How does the KFC's prestige affect your decision ?

(a)Very much (b) Normal (c) Very little

27. How much do you rate KFC Service ?

(a) Very Favourable (b) Favourable

(c) Neithee Favourable/Unfavourable (d) Unfavourable

(e)Very Unfavourable

28. How much do you rate KFC's Outlet ?

(a)Very Favourable (b) Favourable

(c) Neither Favourable/Unfavourable (d) Unfavourable

(e)Very Unfavourable

29. How much do you rate KFC's Staff ?

(a)Very Favourable (b) Favourable

(c) Neither Favourable/Unfavourable (d) Unfavourable

(e)Very Unfavourable

30. Do you recommend your friends and family to visit KFC ?

(a)Yes (b) No

CONSUMER MINDSET AND BEHAVIOUR

People needs

Team kurukshethra

Uppal
Hyderabad, 500039

7673960152
littleflowercollege@gmail.com

Logo Name

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DECLARATION

I HEARBY DECLARE THAT EVERYTHING THAT HAS BEEN MENTIONED BELOW IS TRUE TO MY KNOWLEDGE AND HAVEN'T TRIED TO DUPLICATE ANY DOCUMENTS GIVEN BELOW.

G BHARGAVA

Arabic *
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INDEX

S.NO	TOPIC	PAGE.NO
1	ABOUT THE PROJECT	4-5
2	INTRODUCTION	6-7
3	HISTORY	8-10
4	SURVEY [QUESTIONNAIRE]	11-28

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5	AUTHENTICITY AND ACCURACY	
6	CONCLUSION	

ABOUT THE PROJECT

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CONSUMER MINDSET AND BEHAVIOUR

The wants and needs of a consumer are shown in this project. The reaction of various consumers according to their perspective are shown in this project. The changes in the factors of a commodity and changes in the factors effecting the commodity and how these factors change the perspective of a consumer on the commodity are shown in the project.

TEAM:- KURUKSHETHRA

G.BHARGAVA M.MOHIT
K.DESHIK

JOEL JOSHUA B.DHANUSH GOUD

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INTRODUCTION

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D-MART

NAME:- D-MART
ADDRESS:- KUSHAIGUDA
PIN CODE:- 500062
FOUNDER:- RADHAKISHNA DHAMANI
HEADQUATERS:- MUMBAI

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HISTORY

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D-MART

Avenue Supermarts Limited, **DMart**, is an Indian retail corporation that operates a chain of hypermarkets in India. It was founded by Radhakishan Damani in 2002, with its first branch in Powai's Hiranandani Gardens. Its have 320 stores in 100 cities across 14 states in India including Maharashtra, Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan, National Capital Region, Tamil Nadu, Karnataka, Uttar Pradesh, Daman and Punjab.

DMart is promoted by Avenue Supermarts Ltd. . The company has its headquarters in Mumbai. As of 31 March 2022, DMart had a total of 10,713 permanent employees and 58,597 employees hired on contractual basis. Market Capital have $34 billion $3.2 billion revenue with $250 million profit.

After the IPO listing (as Avenue Supermarts Ltd.), it made a record opening on the market on the National Stock Exchange. After the close of the stock on 22 March 2017, its market value rose to ₹39,988 crore. This pegged it as the 65th most valuable Indian firm, ahead of Britannia Industries, Marico and Bank of Baroda.

As of 21 November 2019, the market capitalization of DMart is close to ₹114,000 crore, making it the 33rd largest company listed on the Bombay Stock Exchange.

Avenue Supermart reported its Q1FY23 update and the company has seen almost a 2x growth in revenue on a year-on-year basis. The revenue stood at Rs 9806 cr vs Rs 5031 cr last year.

In 2022, Avenue Supermarts Ltd, which owns and operates retail chain D-Mart, has reported a 35.75 per cent rise in standalone revenue from operations to Rs 10,384.66 crore for the second quarter of the current fiscal.

OBJECTIVES:-

- TO EARN PROFITS
- TO RAISE THE LIVING STANDARDS
- TO GAIN THE POPULARITY

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- TO BECOME THE WEALTHIEST PERSON

RADHAKISHAN DHAMANI

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Radhakishan Shivkishan Damani was raised in a Maheshwari Marwari family in single room apartment in Mumbai. He studied commerce at the University of Mumbai but dropped out after one year. After the death of his father who worked on Dalal Street, Damani left his ball bearing business and became a stock market broker and investor.[9][10][11] He made profits by short-selling stocks that were inflated by illegal means by Harshad Mehta in the 1990s. Damani was reportedly the largest individual shareholder of HDFC Bank after it went public in 1995. In the year 1992, after the Harshad Mehta Scam came to limelight, he saw a major rise in his income due to the short-selling profits during the time. In 1999, he operated a franchise of Apna Bazaar, a cooperative department store, in Nerul, but was "unconvinced" by its business model. He quit stock market in 2000 to start his own hypermarket chain, DMart, setting up the

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first store in Powai in 2002. The chain had 25 stores in 2010, post-which the company grew rapidly and went public in 2017.

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SURVEY QUESTIONNAIRE

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Adobe Scan 16 Oct 2022 (2).pdf

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AUTHENTICITY AND ACCURACY

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CONCLUSION

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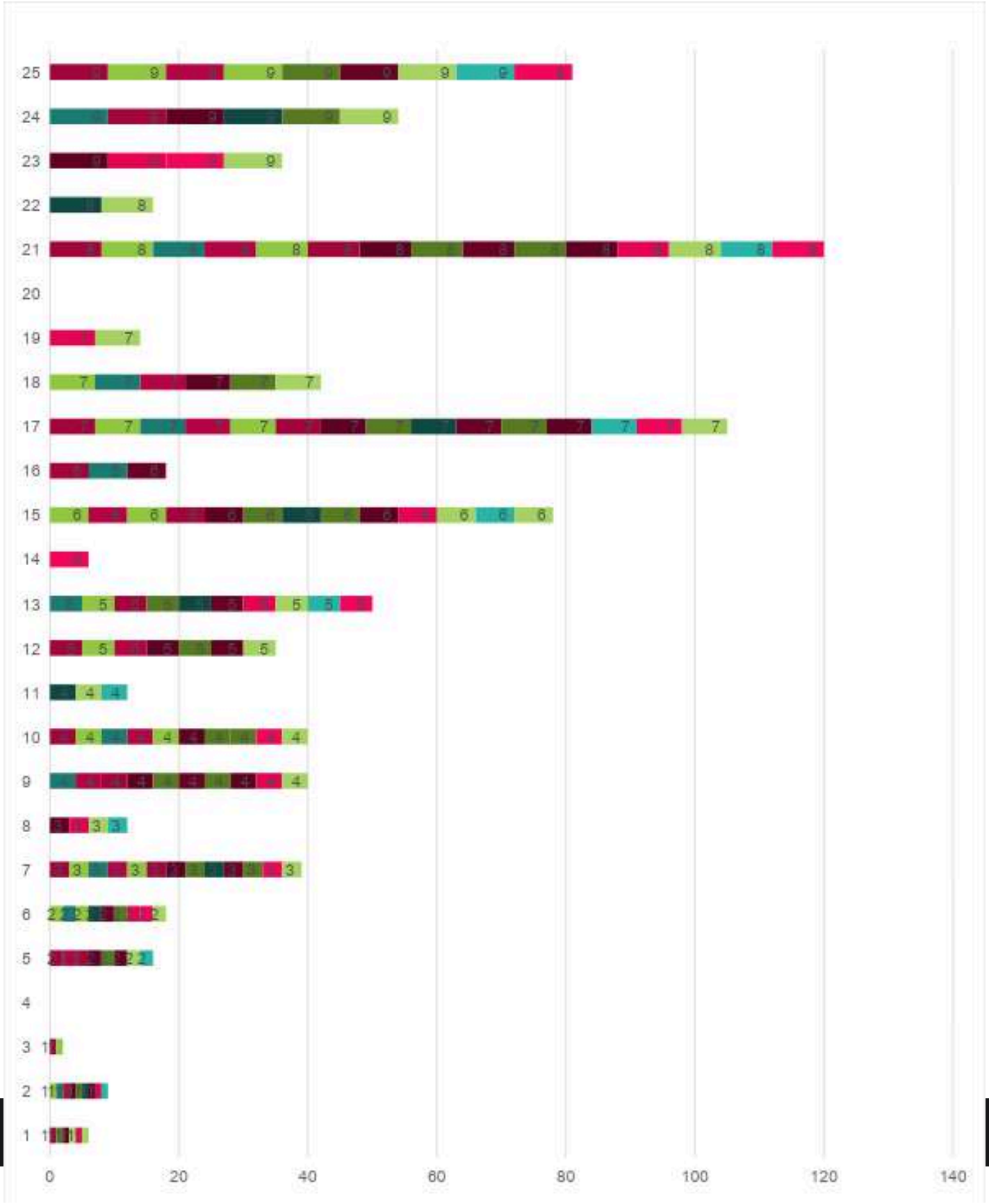

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From the above graph we can analyze that there are few people who like to visit the store at a certain point of time in a week and few people for once in a month and in the same way the perferences of various customers are different from each other in the point of view of commodities. The perspectives of each and every customer is different from each other. Though the likes and dislikes of few of the customers differ, a lot of customers have same feeling about the store. At the end, I would like to conclude that each and every customer has his/her own mindset and perspective towards various commodities and stores and in counter to that even the stores have their own tactics and stratigies to attract the customers.

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Thank you

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A

PROJECT REPORT

On

"Micro analysis on consumer behaviour"

Anil super Market

Submitted By

MOUNIKA SENGHANI
SRISHTI SURYAWANSHI
DISHA CHOUDARY
MALLIKA

BACHELORS OF COMMERCE HONORS

UNDER THE GUIDANCE OF MS. AMINA KHATOON

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE COLLEGE

UPPAL , HYDERABAD - 500039

AFFILIATED TO OSMANIA UNIVERSITY

PROJECT REPORT
ON
MICRO ANALYSIS ON CONSUMER BEHAVIOUR

ANIL SUPER MARKET

CONSUMER BEHAVIOUR

➔ Consumer behaviour is the study of how individual customers or group select buy use and dispose idea goods and services to satisfy their needs and wants.

➔ It refers to the action of consumers in the market place and the underlying motives for those actions.

➔ As a customer we would engage in a purchase transaction with a supplier of goods for our own or family`s consumption.

➔ As a consumer,we are the end user of the product.

➔ When we are a part of a group combining our influences we are known as decision making unit

Factors that Influence Consumer Behaviour

External influences

1. **Culture**
2. **Socio economic level**
3. **Reference group**
4. **Household**

Internal influences

- **Personal needs**
- **Experience**
- **Perception**
- **Personality**

Questionnares

LITTLE FLOWER DEGREE COLLEGE

QUESTIONNAIRE

1) Are you a regular customer?
   A) Yes B) No
2) How did you come to know about this shop?
   A) People B) Pamphlets C) Online D) Newspaper
3) What attracts you the most about this shop?
   A) The name B) The management
4) On what basis do you visit Anil super Market?
   A) Regularly B) Weekly C) Monthly
5) Which item you prefer the most?
   A) Kirana B) branded
6) What do you like about Anil Super Market?
   The goods are well placed
7) Are you satisfied with the product you purchased?
   A) Yes B) No
8) Are you satisfied with the price of product you purchased?
   A) Yes B) No
9) Would you prefer Reliance and Dmart over Anil super market?
   A) Yes B) No
10) How much would you rate this shop?
   A) 1/5
   B) 2/5
   C) 3/5
   D) 4/5
   E) 5/5

NAME:- LAKSHMI JANAKIRAMAN
SIGNATURE:- Janakiraman

Thank you!!

LITTLE FLOWER DEGREE COLLEGE

QUESTIONNAIRE

1) **Are you a regular customer?**

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4) On what basis do you visit Anil super Market?

   A) Regularly B) Weekly C) Monthly

5) Which item you prefer the most?

   A) Kirana B) branded

6) What do you like about Anil Super Market?

   Management

---

7) Are you satisfied with the product you purchased?

   A) Yes B) No

8) Are you satisfied with the price of product you purchased?

   A) Yes B) No

9) Would you prefer Reliance and Dmart over Anil super market?

   A) Yes B) No

10) How much would you rate this shop?

   A) 1/5
   B) 2/5
   C) 3/5
   D) 4/5
   E) 5/5

NAME:- ANIL

SIGNATURE:-

Thank you!!

LITTLE FLOWER DEGREE COLLEGE

QUESTIONNAIRE

1) **Are you a regular customer?**

   A) Yes B) No

2) How did you come to know about this shop?

   A) People B) Pamphlets C) Online D) Newspaper

3) What attracts you the most about this shop?

   A) The name B) The management

4) On what basis do you visit Anil super Market?

   A) Regularly B) Weekly C) Monthly

5) Which item you prefer the most?

   A) Kirana B) branded

6) What do you like about Anil Super Market?

   Neatness

7) Are you satisfied with the product you purchased?

   A) Yes B) No

8) Are you satisfied with the price of product you purchased?

   A) Yes B) No

9) Would you prefer Reliance and Dmart over Anil super market?

   A) Yes B) No

10) How much would you rate this shop?

   A) 1/5
   B) 2/5
   C) 3/5
   D) 4/5
   E) 5/5

NAME: Bharat

SIGNATURE:- Bharat

Thank you!!

LITTLE FLOWER DEGREE COLLEGE

QUESTIONNAIRE

1) **Are you a regular customer?**

   A) Yes B) No

2) How did you come to know about this shop?

   A) People B) Pamphlets C) Online D) Newspaper

3) What attracts you the most about this shop?

   A) The name B) The management

4) On what basis do you visit Anil super Market?

   A) Regularly B) Weekly C) Monthly

5) Which item you prefer the most?

   A) Kirana B) branded

6) What do you like about Anil Super Market?

All Items will be available on-time.

---

7) Are you satisfied with the product you purchased?

   A) Yes B) No

8) Are you satisfied with the price of product you purchased?

   A) Yes B) No

9) Would you prefer Reliance and Dmart over Anil super market?

   A) Yes B) No

10) How much would you rate this shop?

   A) 1/5
   B) 2/5
   C) 3/5
   D) 4/5
   E) 5/5

NAME:- D. Bhagya Lakshmi

SIGNATURE:- BL

Thank you!!

LITTLE FLOWER DEGREE COLLEGE

QUESTIONNAIRE

1) **Are you a regular customer?**
   A) Yes B) No
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5) Which item you prefer the most?
   A) Kirana B) branded
6) What do you like about Anil Super Market?

Management

---

7) Are you satisfied with the product you purchased?
   A) Yes B) No
8) Are you satisfied with the price of product you purchased?
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9) Would you prefer Reliance and Dmart over Anil super market?
   A) Yes B) No
10) How much would you rate this shop?
   A) 1/5
   B) 2/5
   C) 3/5
   D) 4/5
   E) 5/5

NAME:- Anil Gaudhan

SIGNATURE:- Anil

Thank you!!

LITTLE FLOWER DEGREE COLLEGE

QUESTIONNAIRE

1) **Are you a regular customer?**

   A) Yes B) No

2) How did you come to know about this shop?

   A) People B) Pamphlets C) Online D) Newspaper

3) What attracts you the most about this shop?

   A) The name B) The management

4) On what basis do you visit Anil super Market?

   A) Regularly B) Weekly C) Monthly

5) Which item you prefer the most?

   A) Kirana B) branded

6) What do you like about Anil Super Market?

   Very good

7) Are you satisfied with the product you purchased?

   A) Yes B) No

8) Are you satisfied with the price of product you purchased?

   A) Yes B) No

9) Would you prefer Reliance and Dmart over Anil super market?

   A) Yes B) No

10) How much would you rate this shop?

   A) 1/5
   B) 2/5
   C) 3/5
   D) 4/5
   E) 5/5

NAME:- B. VENKATESH

SIGNATURE:- B. Venky

Thank you!!

LITTLE FLOWER DEGREE COLLEGE

QUESTIONNAIRE

1) **Are you a regular customer?**

   A) Yes B) No

2) How did you come to know about this shop?

   A) People B) Pamphlets C) Online D) Newspaper

3) What attracts you the most about this shop?

   A) The name B) The management

4) On what basis do you visit Anil super Market?

   A) Regularly B) Weekly C) Monthly

5) Which item you prefer the most?

   A) Kirana B) branded

6) What do you like about Anil Super Market?

Management Service

7) Are you satisfied with the product you purchased?

   A) Yes B) No

8) Are you satisfied with the price of product you purchased?

   A) Yes B) No

9) Would you prefer Reliance and Dmart over Anil super market?

   A) Yes B) No

10) How much would you rate this shop?

   A) 1/5
   B) 2/5
   C) 3/5
   D) 4/5
   E) 5/5

NAME:- Vikas Shetwar

SIGNATURE:-

Thank you!!

LITTLE FLOWER DEGREE COLLEGE

QUESTIONNAIRE

1) **Are you a regular customer?**

   A) Yes B) No

2) How did you come to know about this shop?

   A) People B) Pamphlets C) Online D) Newspaper

3) What attracts you the most about this shop?

   A) The name B) The management

4) On what basis do you visit Anil super Market?

   A) Regularly B) Weekly C) Monthly

5) Which item you prefer the most?

   A) Kirana B) branded

6) What do you like about Anil Super Market?

   Quality of goods

7) Are you satisfied with the product you purchased?

   A) Yes B) No

8) Are you satisfied with the price of product you purchased?

   A) Yes B) No

9) Would you prefer Reliance and Dmart over Anil super market?

   A) Yes B) No

10) How much would you rate this shop?

   A) 1/5
   B) 2/5
   C) 3/5
   D) 4/5
   E) 5/5

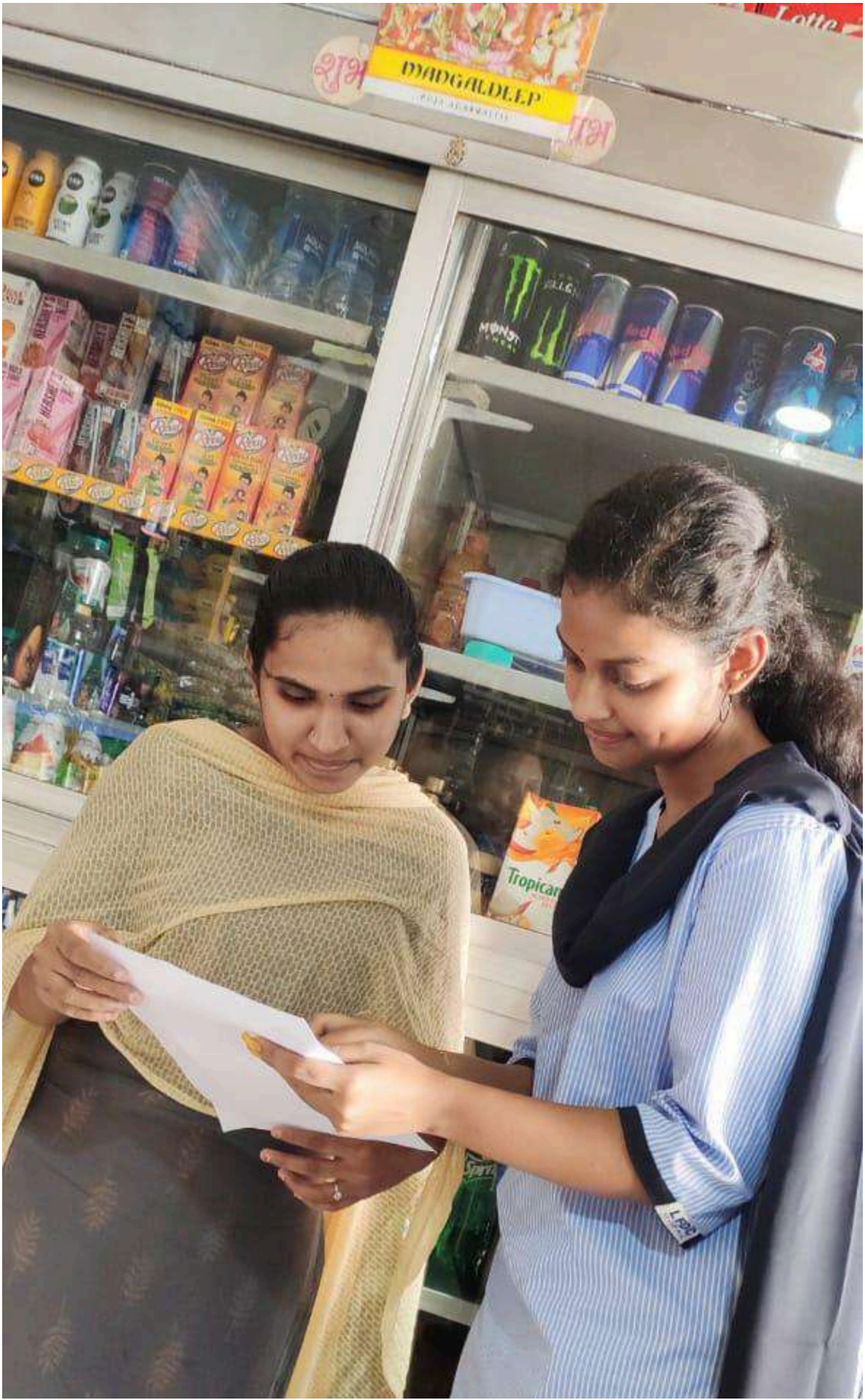
NAME:- P.RAMESH

SIGNATURE:- P. Ramesh

Thank you!!

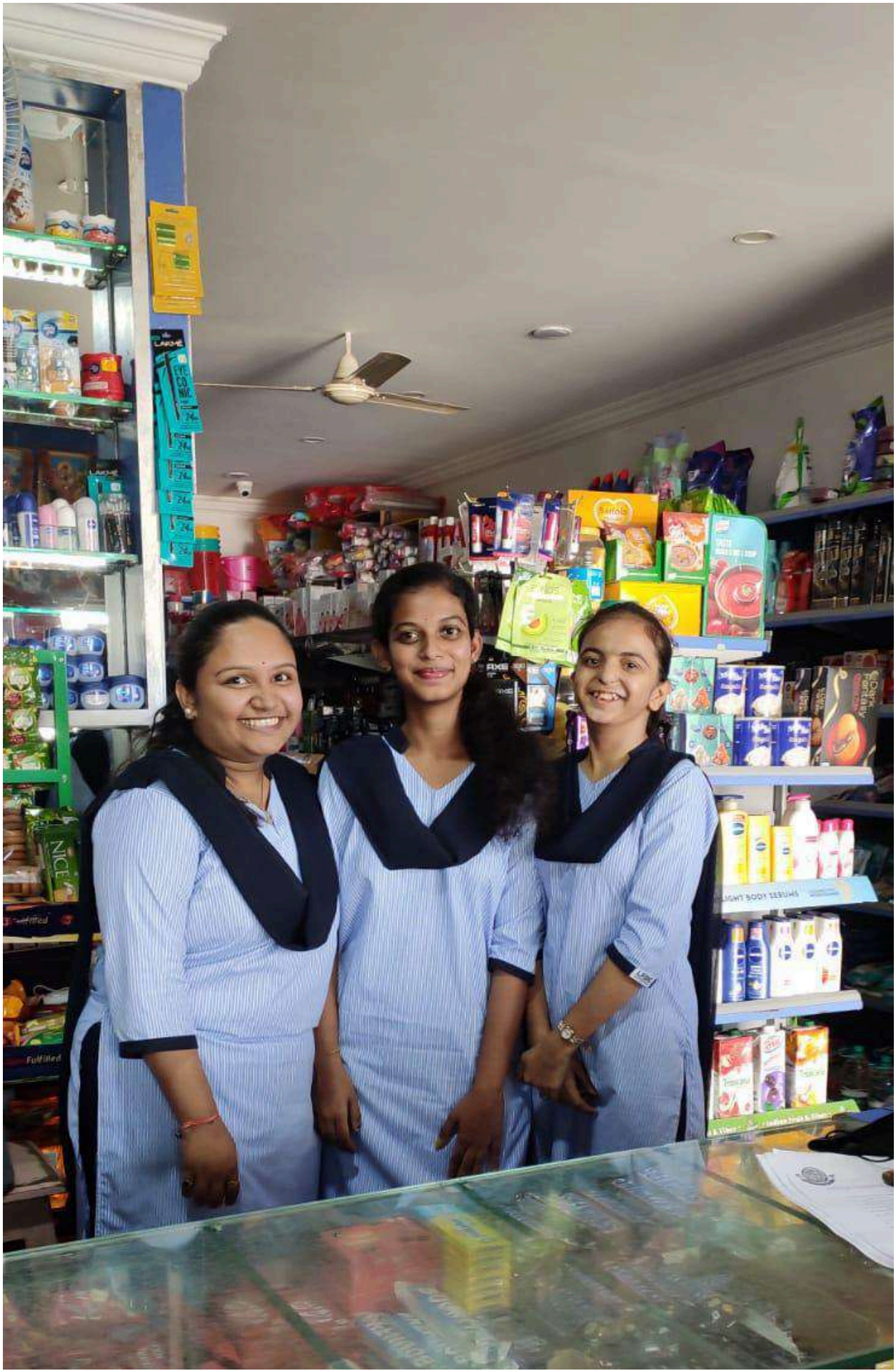
Tide
Dark Fantasy
DY SERUMS
VALUE

paytm
For help,
scan QR Code


MADGALDEEP
Lotte
MONST
Tropicana

CHOCOS
CORN FLAKES

Great start to your day with
Anil Super Market
ANIL SUPER MARKET


NICE
Fulfilled

CHOCOS
Kellogg's
CORN FLAKES
SNICKERS

Kellogg's
CORN FLAKES
CHOCOS
MUESLI
FRUIT MAGIC
Dairy Milk

Analysis

From the questionnaire we received there are regular customers to the shop and we came to know from people nearby.

Good management attracts most of the people.

Most of the people are satisfied with the price of the product which they purchase and consume.

Half of the people prefer RELIANCE & D MART over kirana stores.

Conclusion:

1. By doing this project we came to know about many things like purchasing power,customer satisfaction,preference and taste.
2. By doing this project we understood the consumer behaviour analysis in a broader perspective.

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A PROJECT REPORT
ON
ANALYSIS OF BUYING BEHAVIOUR OF CONSUMERS
AT
JASMINE PET MART

Project report submitted in partial fulfilment of the requirement
for the award of the degree of

BACHELORS OF COMMERCE

Submitted By: B. SUDESHNA GOUD (201020405012)
S. SUSHMA (201020405007)
A. HARI SRIYA (201020405010)
CHANDRASHEKAR (201020405001)

Under the guidance of

AMENA KHATOON

Little Flower Degree College

A PROJECT REPORT
ON
ANALYSIS OF BUYING BEHAVIOUR OF CONSUMERS
AT
JASMINE PET MART

Submitted By : B. SUDESHNA GOUD (201020405012)
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CHANDRASHEKAR (201020405001)

Under the guidance of

AMENA KHATOON

Little Flower Degree College, Uppal

(Department of commerce)

2022-2023

DECLARATION

I Undersigned hereby declare that the project on “ANALYSIS OF BUYING BEHAVIOUR OF CONSUMER” submitted in partial fulfillments for the award of Bachelor of Commerce of Osmania University is a bonafide record of work done by me under the guidance Amena khatoon department of commerce,Little Flower Degree College,Uppal,Hyderabad. This Report has not previously formal the basis for the award of any degree, diploma or similar title by any University.

DATE: 27/10/2022

B. SUDESHNA GOUD
S. SUSHMA
A. HARI SRIYA
CHANDRASHEKAR

DEPARTMENT OF COMMERCE

LITTLE FLOWER DEGREE COLLEGE

UPPAL, HYDERBAD

CERTIFICATE

This is to certify that the project on ANALYSIS OF BUYING BEHAVIOUR OF CONSUMERS AT JASMINE PET MART Submitted By: B. SUDESHNA GOUD (201020405012)

S. SUSHMA (201020405007)
A. HARI SRIYA (201020405010)
CHANDRASHEKAR (201020405001)

In partial fulfilment of the requirement for the award of the degree of **Bachelor of Commerce Administration** is a bona-fide record of the project work done by team , **Department of commerce**,Little Flower Degree College,Uppal,Hyderabad.

GUIDE AND HOD
AMENA KHATOON
Department of commerce.

ACKNOWLEDGEMENT

Through this acknowledgement I express my sincere gratitude towards all those people who helped me in this project, which has been a learning experience.

This page would not be enough to extend my gratitude towards my project guide for her efforts in coordination with my work and guiding me in right direction. A heartfelt regard to our institution management principal Rev. brother Vincent Reddy and vice principal Mrs. Jayanthi mam for giving me the essential hand in concluding this project.

It would be injustice to proceed without acknowledging those vital support I received from my beloved classmates and friends without whomI would have been half done.

I also use this page to offer my sincere love to my parents and all others who had been there to help this project.

B. SUDESHNA GOUD
S. SUSHMA
A. HARI SRIYA
CHANDRASHEKAR
BCOM

ABSTRACT

Research in the common man's language refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic, infact research is an art of scientific investigation.

Research is done to gain familiarity with a phenomenon event product service or to determine the frequency with which something occurs, with which is associated with something else orto test a hypothesis of casual relationship between variables.

In short customer perception research is the objective and formal process of systematically obtaining, analysing and interpreting the data for actionable decision making in customer perception towards an organisation (JASMINE PET MART in my study)

The basic objective of this study is to analyse the customer perception towards JASMINE PET MART in Hyderabad, Andhra Pradesh.Research was carried out for Hyderabad customers who were main targets for this study. Customers were asked about their perception towards JASMINE PET MART.

TABLE OF CONTENTS

CHAPTERS	TOPIC	PAGENO
CHAPTER 1	• INTRODUCTION • NEED & IMPORTANCE • OBJECTIVES • SCOPE AND PERIOD OF STUDY • LIMITATIONS	8 to 14.
CHAPTER 2	REVIEW OF LITERATURE	15 to 23
CHAPTER 3	COMPANY PROFILE	24 to 31
CHAPTER 4	QUESTIONNAIRE	32 to 40
CHAPTER 5	BIBLIOGRAPHY	41 & 42
CHAPTER 6	CONCLUSION	43 to 46

CHAPTER 1

- INTRODUCTION
- NEED & IMPORTANCE
- OBJECTIVES
- SCOPE AND PERIOD OF STUDY
- LIMITATIONS

INTRODUCTION:

Marketing is the moving and exciting activity in everybody's activities. The sellers, distributors, advertising agencies, consultants, transporters, financers, store agencies and every one as a counter are part of the marketing system. Any exchange process be it consumer, goods, intermediary goods, services of ideas, comes under the preview of marketing. It is very often regarded that the development of markets and marketing is synonymous with the economic development of accounts.

Marketing is an action discipline. In the ever-growing corporate world, marketing is being regarded as a crucial element for the success of an Enterprise.The marketing discipline is undergoing fresh re-appraisal in the light of the vast global, technological, economic and social challenges facing today's companies and countries. Marketing at its best is about value creation and raising the world's living standards. Today's winning companies are those who succeed most in satisfying, indeed delighting their target customers.

As quoted by P.P.Drucker "Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view. Business success is not determined by the producer but by the customer".

Philip Kotler has therefore defined marketing as "it is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of values with others' '. Many Indian companies espouse a satisfied customer philosophy and describe marketing as customer-satisfaction engineering. Since the economy in this country has changed from a primary condition of scarcity to gradual and steady stage of affluence, largely giving consumers the opportunity to choose among many varied alternatives, satisfaction has become a major concern of business.

INTRODUCTION TO CONSUMER BEHAVIOUR:

One thing that we have in common is that we all are consumers. In fact everybody in this world is a consumer. Everyday of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes, and adopt different behaviour patterns while making purchase decisions.

The term consumer behaviour refers to the behaviour that consumers displaying searching for purchasing using evaluation and disposing in searching for purchasing using evaluating and disposing of products and services that they exact will satisfy on how individuals make decisions to send their available resources (time, money and effort) on consumption related items. It includes the study of “What they buy”, ”Why they buy”, “When they buy it”, “Where they buy it”, “how often they buy it” and “how often they use it.

DEFINITIONS:

Consumer Behaviour (or Buyer Behaviour) is broadly defined by various scholars & researchers as:

1.It’s the behaviour displayed by the consumers during the acquisition, consumption and disposition of products, services, time and ideas by decision making units.

2.It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.

3.The behaviour that the consumers display in searching for, purchasing,using, evaluating and disposing of products and services that they expect will satisfy their needs

4.The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services soas to satisfy their needs and desires.

5.The activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions.

6.The American Marketing Association (AMA) defines consumer behaviour
as “The dynamic interaction of cognition, behaviour & environmental events by which human beings conduct the exchange aspect of their lives.

Consumer behaviour is helpful in understanding the purchase Behaviour and preferences of different consumers. As consumers, we differ in terms of education, occupation, income, Family setup, religion, nationality and social status. Because of these different background factors, we have different needs and we only buy those products and services, which we think will satisfy our needs.

A MODEL OF CONSUMER BEHAVIOUR:

A consumer's decision to purchase a particular product or service is the result of complex interplay of a number of variables. The starting point of the decision process is provided by the company's marketing stimuli in the shape of product, promotion, price and distribution strategy. Consumers often purchase new products that are associated with a favourable brand name.

The term consumer behaviour refers to the behaviour that consumer displays searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy these needs. The study of consumer behaviour in the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. It includes the study of “what they buy”, “why they buy”, “when they buy”, “where they buy”,“how often they buy” and “how they use”.

MODEL OF CONSUMER BEHAVIOUR

Marketing stimuli	Other stimuli
Product Price Place Promotion	Economic Technology Political Cultural

Consumer characteristics	Consumer decision process
Cultural Social Personal Psychological	Problem recognition Information Search Evaluation Decision Post purchase behaviour

Consumer Decisions	
Product Choice Brand Choice Dealer Choice	Purchasing Timing Amount

NEED FOR THE STUDY:

Consumer behaviour plays a major role for the growth of the company in the modern market scenario. The basic idea of this study is to find the consumer behaviour towards Jasmine pet mart . The needs have to be recognized and necessary steps have to be taken to make the changes.

India is growing rapidly and changes are dynamic. People are changing,the preference and the demand is changing. The market also has to change accordingly.

The purpose of consumer behaviour is not only for retaining the customers but also attracting new customers and increasing the sales also creating and maintenance of brand awareness.

In this competitive market the level of consumer satisfaction decides the success of any product and any company. The night consumers have to be targeted and the right strategy should be implemented at the right time. This will give the desired results.

OBJECTIVES OF THE STUDY:

The main objective is to determine the current consumer behaviour levels of the customers with regards to Jasmine pet mart.

- ☐ To study and analyse consumer shopping behaviour towards Jasmine pet mart.
- ☐ To assess the behaviour level of different type of customers shopping at Jasmine pet mart.
- ☐ To identify what type of strategies are suitable for the company to reach the targeted customers.
- ☐ To find out the factors which influence the consumption of the products in Jasmine pet mart
- ☐ .To identify effective a advertising sources which are influencing customer purchasing behaviour at Jasmine pet mart.
- ☐ To find out how the consumers spent their incomes, time on the purchasing of the product.

SCOPE OF THE STUDY

- The main scope of study is to analyse buying behaviour of the consumers.
- This research covered the urban areas of Bokaro Steel City.
- The number of respondents chosen was less due to time constraints.
- To take major steps against the competitors of Jasmine pet mart.

RESEARCH METHODOLOGY:

Types of research:

Descriptive Research design is used in this research. This research method is chosen because it is a fact finding methodology. It helps to gather data by the use of questionnaires and personnel interviews.

Collection of data:

1. **Primary Data**: Data collection is done through observation & Questionnaire.
2. **Secondary Data**: Data collection is done through books, internet, projects etc

Time frame:

6 weeks Instrument : Questionnaire 25
Sample design: Convenience Sampling will be used in study.
Sample Size: The size of the sample used in this study is 100.
Sample unit: Sample unit are customers

LIMITATIONS

Followings are the limitations created by external and internal factors:

- The time period i.e 6 weeks was too short for the study.
- Reaching to the respondents was very difficult.
- Consumer behaviour varies from consumer to consumer.
- 100 respondents are not enough for the study.
- Respondents did not like to respond they tried to escape

CHAPTER 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE /CONSUMER BEHAVIOUR:

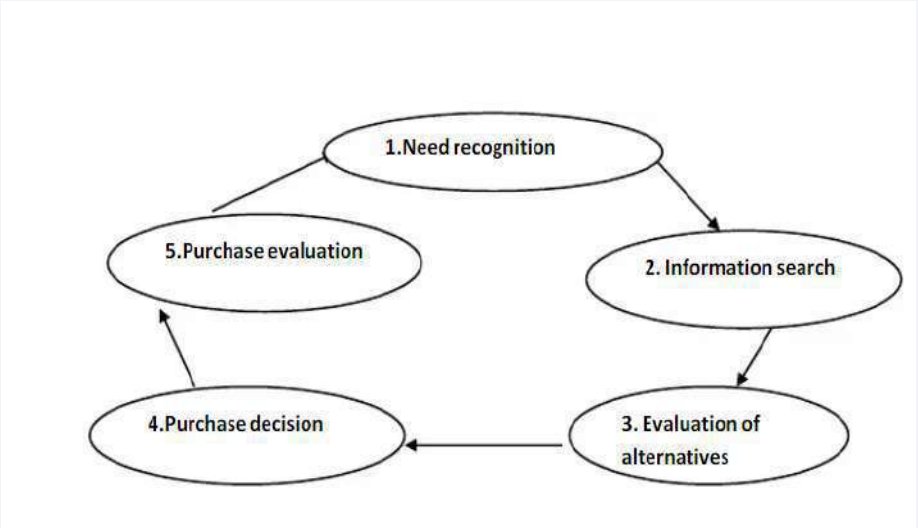
What is consumer behaviour?

Activities people involved in when selecting, purchasing, and using products so as to satisfy needs and desires. Consumer behaviour involves the psychological process that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decision (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information,make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing products).

SOURCES OF INFLUENCE OF THE CONSUMER:

The consumer faces numerous influences. Often, we take cultural influences for granted, but they are significant. An American will usually not bargain with a store owner. This, however, is common practice in much of the world. Physical factors also influence our behaviour. We are more likely to buy a soft drink when we are thirsty. For example, food manufacturers have found that it is more effective to advertise their products on radio in the late afternoon when people are getting hungry. A person's self image will also tend to influence. what he/she will buy. An upwardly mobile manager may buy a flashy car to project an image of success. Social factors also influence what the consumers buy-often, consumers seek to imitate others whom they Admire, and may buy the same brands, the social environment can include both the mainstream culture (e.g., Americans are more likely to have corn flakes/ham and eggs for brake past than to have rice, which is preferred in many Asian countries) and a subculture (e.g., rap music often Appeals to a segment within the population that seeks to distinguish itself from the mainstream population).Thus sneaker manufacturers are eager to have their products worn by admired athletes. Finally, consumer behaviour is influenced by learning– you try a hamburger and learn that it satisfies your hunger and tastes good, and the next time you are hungry, you may consider another hamburger.

DECISION-MAKING INVOLVE SEVERAL STEPS



Problem recognition – you realise that something is not as it should be. Perhaps,for example, your car is getting more difficult to start and is not accelerating well. Information search- what are some alternative ways of solving the problem? You might buy a new car, buy a used car, take your car in for repair,ride the bus, ride a taxi, or ride a skateboard to work.

A customer can obtain information from several sources:

Personal sources: family, friends, neighbours etc.

Commercial sources: advertising, sales forces retailers, dealers,Packaging, point-of sale displays.

Public sources: news papers, radio, television, consumer organisations,special magazines

Experimental sources: handling, examining, using the product Internal and external search for information to make a decision

Internal search: Scan memory.
External search: shopping, personal sources, public media

AdvertisementsEvaluation of alternatives: A skateboard is inexpensive, but may be ill-suited for long distances and for rainy days.

Purchase stage, and sometimes a post-purchase stage (e.g., you return a product to the store because you did not find it satisfactory), in reality, people may go back and forth between the stages. For example, a person may resume alternative identification during while evaluating already known alternatives

The decision maker(s) have the power to determine issues such as:

Whether to buy?

Which product to buy?

Which brand to buy?

Where to buy it? And

When to buy?

Note, however, that the role of the decision maker is separate from that of the purchaser. From the point of view of the marketer, this introduces some problems for the purchaser. can be targeted by point-of-purchase (POP)marketing, an effort that cannot be aimed at the decision maker. Also note that the distinction between the purchaser and decision maker is somewhat blurred. The decision maker may have to make a substitution if the desired brand is not instock, the purchaser may disregard institutions (by error or deliberately).

BUYER BEHAVIOUR-CULTURAL FACTORS

Cultural factors have a significant impact on customer behaviour. Culturalis the most basic cause of a person's wants and behaviour. Growing up, children learn basic values, perception and wants from the family and other important groups. Marketing is always trying to spot "cultural shifts" which might point to new products that might be wanted by customers or to increased demand. For Example, the cultural shift towards greater concern about health and fitness has created opportunities (and now industries) servicing customers who wish to buy:

Low calorie foods
Health club memberships
Exercise equipment
tActivity or health- related holidays etc.

Similarly the increased desire for "leisure time" has resulted in increased
demand for convenience product and service such as microwave ovens, ready meals and direct marketing service businesses such as telephone banking and insurance.

Each culture contains "sub-cultures" – groups of people with shared values. Subcultures can include nationalities, religions, racial groups, or groups of people sharing the same geographical location. Sometimes a sub-culture will create a substantial and distinctive market segment of its own.

BUYER BEHAVIOUR– SOCIAL FACTORS:

Introduction:

A customer's buying behaviour is also influenced by social factor, such as the group to which the customer belongs and social status. In a group,several individuals may interact to influence the purchase decision. The typical roles in such a group decision can be summarised as follows:

Initiator: the people who first suggest or think of the idea of buying a particular product or service.

Influence: a person whose view or advice influences the buying decision.

Decider: the individual with the power and/or financial authority to make the ultimate choice regarding which product to buy.

Buyer:The person who concludes the transaction.

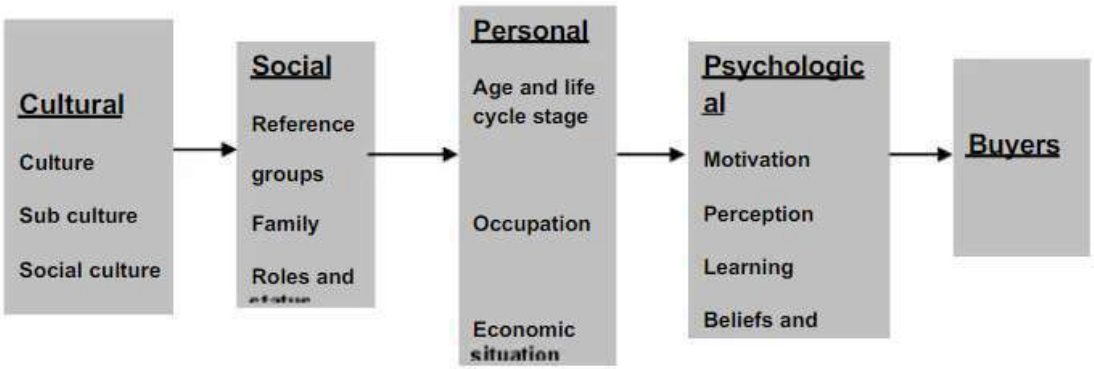
User: The person (persons) who actually uses the product or service.

INDIVIDUAL FACTORS THAT SHAPE BUYER BEHAVIOUR PROCESS

HIGH INVOLVEMENT Extensive problem-solving (EPS)

LOW INVOLVEMENT Limited problem solving (LPS)
Reutilized response behaviour (RRB)

The various purchase influence factors are as follows:



CULTURAL FACTORS

Cultural factors exert a broad and deep influence on consumer behaviour. The marketer needs to understand the role played by the buyer's culture, subculture, and social class.

Culture

The set of basic values, perceptions, wants, and behaviours learned by a member of society from family and other important institutions.

Subculture

A group of people with shared value systems based on common life experiences and situations.

Social classes

Relatively permanent and ordered divisions in society whose members share similar values, interests, and behaviours.

SOCIAL FACTORS

A consumer's behaviour also is influenced by social factors, such as theconsumer's small groups, family, and social roles and status.

Groups

Two or more people who interact or accomplish individual or mutual goals.

Family

A family is a domestic group of people, or a number of domestic groups linked through descent (demonstrated or stipulated) from blood relation,marriage or adoption.

Roles and status

A person belongs to many groups- family, clubs, organisations. The
a person's position in each group can be defined in terms of both role and status.

PERSONAL FACTORS

A buyer's decisions also are influenced by personal characteristics such as the buyer's age and life cycle stage,occupation,economic situation , lifestyle.

Personality and self concept

A person's distinguishing psychological characteristics that lead to
relatively consisting and lasting responses to his or her own environment.

PSYCHOLOGICAL FACTORS

A person's buying choices are further influenced
by four major psychological factors: motivation, perception, learning, and attitudes.

Motivation

A need that is sufficiently pressing to direct the person to seek satisfaction of the need.

Perception

The process by which people select, organise, and interpret information to form a meaningful picture of the world.

Learning

Changes in an individual's behaviour arise from experience.

Beliefs and attitudes

A descriptive thought that a person holds about something is his/her
belief. A person's consistently favourable or in favourable evaluation,feeling,and tendencies toward an object or idea is attitude.

The common tools used to conduct data analysis range from simple cross tabulations and segmentation analysis to more sophisticated statistical method
such as multivariate and logistic regression discriminant analysis and cluster analysis. In the last few years, optimization tools and machine learning algorithms such as neural networks and genetic algorithms have also been used to perform advanced data analysis.

The study of consumers helps firms and organisations improve their marketing strategies by understanding issues such as

- ➔ The psychology of how consumers think, feel, rason, and select between different alternatives (e.g., brands, products);

- ➔ The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);

- ➔ The behaviour of consumers while shopping or making other marketing decisions:

Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome:

How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer;and How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by

understanding that a number of different messages compete for our potential customers' attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that consumers will sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By
understanding the consumer, we will be able to make a more informed decision as to which strategy to employ.

- Behaviour occurs either for the individual, or in the context of a group(e.g.friends influence what kinds of clothes a person wears) or organisation (people on the job make decisions as to which products the firm should use).

- Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.gMotor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.

- Consumer behaviour involves services and ideas as well as tangible products.

- The impact of consumer behaviour on society is also of relevance.

CHAPTER 3

COMPANY PROFILE

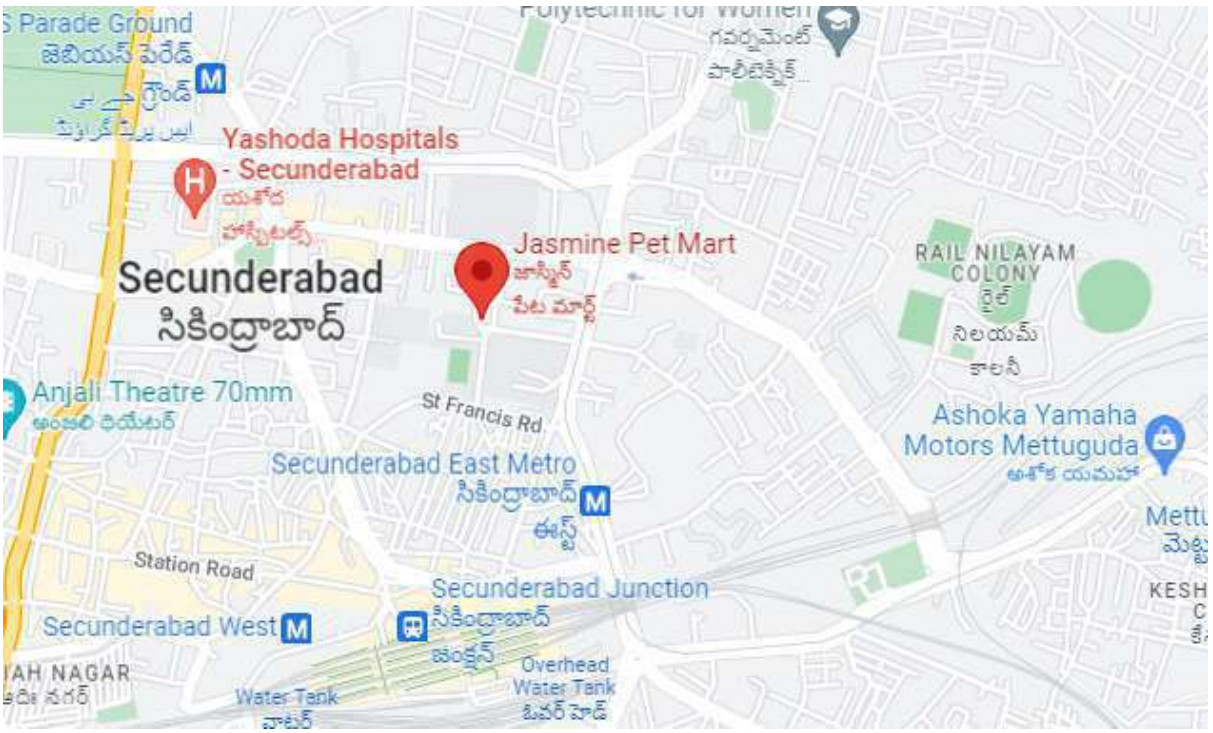
JASMINE PET MART

Jasmine Pet Mart in Secunderabad, Secunderabad, Hyderabad

Jasmine Pet Mart in Secunderabad, Hyderabad is one of the leading businesses in the Pet Accessory Dealers. Also known for Pet Shops, Pet Shops For Dog, Kennel Dealers, Dog Food Retailers, Pet Food Dealers, Poultry Feed Dealers, Dog Food Retailers-Pedigree, Cat Food Retailers and much more. Find Address, Contact Number, Reviews & Ratings, Photos, Maps of Jasmine Pet Mart, Secunderabad, Hyderabad.

Location and Overview:

Established in the year 2019, Jasmine Pet Mart in Secunderabad, Hyderabad is a top player in the category Pet Accessory Dealers in Secunderabad, Hyderabad. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Secunderabad, Hyderabad.
(LOCATION LINK)



Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company.

In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Secunderabad, Hyderabad, this establishment occupies a prominent location in Secunderabad. It is an effortless task in commuting to this establishment as there are various modes of transport readily available.

It is at Old Lancer Lane, Beside D Mart, which makes it easy for first-time visitors in locating this establishment. It is known to provide top service in the following categories: Pet Shops, Pet Shops For Dog, Kennel Dealers, Dog Food Retailers, Pet Food Dealers, Poultry Feed Dealers, Dog Food Retailers-Pedigree, Cat Food Retailers.

Products and Services offered:

Jasmine Pet Mart in Secunderabad has a wide range of products and / or services to cater to the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have. Pay for the product or service with ease by using any of the available modes of payment, such as Cash, Debit Cards, Credit Card, Paytm, UPI, BHIM, Airtel Money. This establishment is

CHAPTER -4

QUESTIONNAIRE

JASMINE PET MART

Sir/Madam,
We are students of lfdc,uppal. We request you to kindly spare a few minutes of your time.

PERSONAL DETAILS: NAME:
GENDER:
AGE:
PET BREAD:

QUESTIONNAIRE:

1.How often do you visit the store?
Daily (b) weekly © monthly (d)yearly .

2. Are you satisfied with the brands offered here?
Pedigree (b) Royal canin

3. Have you ever felt like the price is high compared to other shops?
Yes (b) no

4. What type of products do you purchase?
Food (b) soap (c)shampoo (d) belt

5. Which product do you prefer more?
Pedigree { chicken, vegetables}
Royal canin {chicken, vegetables}

6. Do you find all the products when you visit the store?
Yes (b) no

7. Do you get enough quality food when you visit the store?
Yes (b) should visit second time

8. Are they providing any discounts for the products?
Frequently (b) Occasionally (C)no discount

9. What rating do you provide for the services offered ?
4/10
5/10
10/10

10. Anything you feel like saying about the shop?
—----------

THANK YOU FOR YOUR VALUABLE FEEDBACK

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CHAPTER -5

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CHAPTER 6
CONCLUSION

Conclusion:

- Consumer Behaviour is the study of how consumers select and buy goods, services, ideas to satisfy their needs.
- The consumer behaviour influences the consumers' buying behaviour; hence, it is important to understand consumer behaviour in greater detail.
- The factors affecting consumer behaviour are broadly classified into three categories; Personal, Cultural and Social.
- The cultural factors are the most influential determinant of consumers behaviour. This includes the values and beliefs that individuals of society adopt as a part of society. A child grown in India will have different preferences as compared to a child brought up in any other country.
- The personal factors influencing consumer behaviour includes Age, Life-cycle stage, Occupation, Personality and self-concept and Lifestyle and values.
- The social factors influencing consumer behaviour includes Reference groups, Cliques, Family, Roles and Status.
- The psychological factors influencing consumer behaviour includes the processes of Motivation and Perception.

We have observed that each consumer possesses a unique behaviour. We also deciphered that these behaviours can be influenced. You as a marketer may study these patterns and behaviours and strategize your advertising campaigns to attract more traffic.

*Quick Fact

In 2020, According to a McKinsey's Consumer Sentiment Study, more consumers are expected to make portions of their purchase online even post-COVID.

We noted that the consumers are willing to buy fishes and dogs in Jasmine pet Mart . They have different types of homely fish tanks and fishes which are really beautiful and friendly .The consumer can buy all the necessary things like food, tank, plants , oxygen, decoration material. They also have various dogs in the store and food for dogs and various products like neck belts, bodybelt, different kinds of chains etc.. Foods like: pedigree, Royalkanin, meatbones , calcium bones,calcium biscuits, meat and chicken jerks, chicken curry pouches etc…. . This store is not only for dogs it is also preferable for cats and different pets.

How to develop a customer insight strategy:

If we want to really understand our customers, we need to develop a customer insight strategy. This involves using a combination of qualitative and quantitative methods to collect data about our customers. Qualitative methods include things like focus groups and surveys. An example of a quantitative method would be the analysis of customer behaviour data . Once we have collected this information, we need to analyse it to look for trends and patterns. we can then use this information to improve our marketing strategy. This includes anything from developing new marketing campaigns to improving the customer journey.

It's important to consider digitisation and the consumer journey as we develop our customer insight strategy — staying up to date with new technology will ensure that you stay relevant and visible to our target audience over time.

When we develop a customer insight strategy, there are a few things that we need to do:

Collect data about our customers. Use qualitative and quantitative methods like focus groups, surveys and customer behaviour data. Analyse the data to look for trends and patterns. This will help us understand what our customers want and need from our business. Use the information to improve your marketing strategy. we should make sure we are meeting the needs of our customers. we see that there are similarities and differences between consumers and e-consumers, which are important to address in our online and offline strategy.

Regularly review our strategy: As your business grows and changes, so too will your target market. Make sure to regularly review our customer insight strategy to ensure that it is still relevant and effective.
By following these steps, we can develop a customer insight strategy that will help us to understand the customers and make sure that we are meeting their needs.

Final thoughts:

Understanding our customers is essential if we want to be successful in business. There are a number of methods which we can understand how customers make decisions about products and services. By using these methods, we can make sure that they are providing our customers with the right information and support at each stage of their consumer journey. This will help us to improve our marketing strategy and make sure that we are meeting the needs of our customers, which will in turn improve your bottom line.

THANKYOU

A STUDY ON DECISION MAKING AMONG ADULTS

Project work submitted to Osmania University In partial fulfilment

For the Degree of BA

2020-2023

GAMPA MADHAV

201020541012

UNDER THE GUIDANCE OF

MR. GANESH

DEPARTMENT OF PSYCHOLOGY

LITTLE FLOWER DEGREE AND PG COLLEGE

UPPAL, HYDERABAD

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A STUDY ON

SELF - ESTEEM AMONG MALES AND FEMALES

BY

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PALANGI SAMSON KUMAR
HALL TICKET NO: 201020541005

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A STUDY ON

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BY

D. SRINIVAS

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UNDER THE GUIDANCE OF

MR. GANESH

BACHELOR OF ARTS

THE ACADEMIC YEAR

2020 - 2023

DEPARTMENT OF PSYCHOLOGY

LITTLE FLOWER DEGREE AND PG COLLEGE UPPAL,

HYDERABAD, MEDCHAL DISTRICT

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A STUDY ON LEADERSHIP STYLES AMONG UNDERGRADUATES

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THE ACADEMIC YEAR

2020 - 2023

DEPARTMENT OF PSYCHOLOGY

LITTLE FLOWER DEGREE AND PG COLLEGE

UPPAL, HYDERABAD, MEDCHAL DISTRICT'

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A STUDY ON
GENDER DIFFERENCES IN ALTRUISM AMONG YOUNG ADULTS

Project work submitted to Osmania University

In partial fulfilment for the Degree of B.A

2020 - 2023

BY

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A STUDY ON

LEVELS OF ALTRUISM AMONG MILLENNIALS AND ZOOMERS

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2020-2023

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A STUDY OF LONELINESS AMONG WORKING PROFESSIONALS & STUDENTS

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A STUDY OF GLOSSOPHOBIA TENDENCIES AMONG YOUNG ADULTS

Project work submitted to Osmania University

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SOCIAL PHOBIA INVENTORY AMONG UNDERGRADUATES

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A STUDY ON

SPONTANEITY IN DECISION MAKING AMONG SELF-EMPLOYED AND EMPLOYED INDIVIDUALS

BY

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A STUDY ON

AGGRESSION AMONG ARTS AND SCIENCE

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A STUDY ON LEADERSHIP PREFERNCE SCALE

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A STUDY ON SUICIDE IDEATION AMONG YOUNG ADULTS

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A PROJECT REPORT ON

"IMPACT OF FINANCIAL CRISIS IN INDIA(LIC) AND GLOBAL ECONOMY "

SUBMITTED BY:**KANDADI BHAVANA**
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BACHELOR OF BUSINESS ADMINISTRATION
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UNDER THE GUIDANCE OF MRS.MADHURI
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A PROJECT REPORT ON

" A STUDY ON FINANCIAL DERIVATIVES "

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A Project Report on

"PERFORMANCE APPRAISAL SYSTEM"

AT

BHARAT SANCHAR NIGAM LIMITED

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A Project Report on

"EMPLOYEE RETENTION STRATEGIES"

AT

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A PROJECT REPORT ON

MERGER AND ACQUISITIONS OF

BANK OF BARODA

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A PROJECT REPORT ON

"FINANCIAL INCLUSION IN INDIA WITH REFERENCE TO STATE BANK OF INDIA"

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A PROJECT REPORT ON

" A STUDY ON HEALTH INSURANCE PLANS AT HDFC ERGO"

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A PROJECT REPORT ON

STRESS MANAGEMENT

AT

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A PROJECT REPORT

ON

" EMPLOYEE RELATIONS "

At

EDLOGIX SOFTWARE Solutions Pvt. LTD.

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A PROJECT REPORT ON

ANALYTICAL STUDY OF FOREIGN DIRECT INVESMENT IN INDIA

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A PROJECT REPORT ON A STUDY ON MAHINDRA MUTUAL FUNDS AND SIP

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A PROJECT REPORT ON

"The Effect of Global Financial Crisis on Securities Market in India"

at

ANGEL BROKING

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A PROJECT REPORT ON

"STUDY ON SBI PENSION PLANS"

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A PROJECT REPORT ON

"FACTORS INFLUENCING MOBILE BANKING IN STATE BANK OF INDIA "

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A Project Report on

"PRODUCT REVIEW SYSTEM"

ON

COCACOLA

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(2022-2023)

A PROJECT REPORT ON
" RECRUITMENT AND SELECTION PROCESS "
AT
HDFC BANK

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A PROJECT REPORT ON

"DERIVATIVES TRADING IN INDIAN CAPITAL MARKET"

AT

KARVY STOCK BROKING

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A PROJECT REPORT ON BRAND IMAGE AIRTEL

AT

BHARTI AIRTEL LIMITED HYDERABAD

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A PROJECT REPORT ON

CREDIT RATING

ON

ICICI BANK

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(2022-2023)

A PROJECT REPORT ON

"IMPACT OF ARTIFICIAL INTELLIGENCE IN BANKS"

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A Project Report on

"A STUDY ON STOCK SELECTION THROUGH TECHNICAL ANALYSIS" AT ZERODHA

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A PROJECT REPORT ON A STUDY ON REVERSE MORTGAGE SCHEME SBI

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A PROJECT REPORT ON

"A STUDY ON MORTGAGE LOANS "

AT

SBI BANK

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A PROJECT REPORT ON A STUDY ON INSIDER TRADING AT HINDUSTAN UNILEVER LIMITED

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"FINANCIAL ANALYSIS"

AT

HDFC LIFE INSURANCE COMPANY LIMITED

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(2022-2023)

A PROJECT REPORT ON

STUDY ON RETAIL LOANS

AT

UNION BANK OF INDIA

SUBMITTED BY

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A PROJECT REPORT ON

HOME LOANS

AT

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A PROJECT REPORT ON "A STUDY ON INVESTMENT PATTERN AND PREFERENCES OF RETAIL INVESTORS"

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A PROJECT REPORT ON

"DETAILED STUDY ON MUTUAL FUNDS"

AT

HDFC BANK

SUBMITTED BY

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A PROJECT REPORT ON A COMPARATIVE ANALYSIS OF NPA BETWEEN HDFC AND SBI

SUBMITTED BY

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A PROJECT REPORT ON

A STUDY ON CONSUMER PERCEPTION ON D-MART

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A PROJECT REPORT ON

STUDY OF INSURANCE CLAIM SETTLEMENT PROCESS

AT

LIFE INSURANCE CORPORATION OF INDIA

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A Project Report on

"TRAINING AND DEVELOPMENT"

AT

BEST WAY COMPANY

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A PROJECT REPORT ON ASSET MANAGEMENT COMPANY

AT

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A PROJECT REPORT ON

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A

PROJECT REPORT

ON

" ROLE OF WOMEN IN TOP MANAGEMENT POSITION & IT'S IMPACT ON LEADERSHIP"

At

ACCENTURE

Submitted by

MADANU ARCHANA

HT. No-201020684037

Project Submitted in partial fulfilment of the requirement for the award of degree

BACHELORS OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,

HYDERABAD.

Under the Guidance of Mrs. MADHURI

Department of Management

LITTLE FLOWER DEGREE& PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL , HYDERABAD

A PROJECT REPORT ON

FINANCIAL STATEMENT ANALYSIS OF

TVS MOTORS INDIA LTD

SUBMITTED BY

GOPI BHARATH

H.T. No: 201020684038

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY

HYDERABAD

UNDER THE GUIDANCE OF

Ms. G. MADHURI

Department of Management

LITTLE FLOWER DEGREE COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL, HYDERABAD

(2022-2023)

A PROJECT REPORT ON PERFORMANCE APPRAISAL
AT
HERITAGE FOODS
SUBMITTED BY

B. THARUN KUMAR
H.T.NO: 201020684039

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR

THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,
HYDERABAD.

UNDER THE GUIDANCE OF

Mrs. G. MADHURI

Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL, HYDERABAD

(2022-2023)

A PROJECT REPORT ON

"JOB SATISFACTION IN INFOSYS"

SUBMITTED BY

KEDAM LOKUTHAM NIVAS

H.T.NO: 201020684040

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,
HYDERABAD.

UNDER THE GUIDANCE OF
Mrs. G. MADHURI

Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE
(AFFILIATED TO OSMANIA UNIVERSITY)
UPPAL, HYDERABAD
(2022-2023)

PROJECT REPORT ON

"A STUDY ON OVERDRAFT FACILITY IN KARUR VYSYA BANK"

SUBMITTED BY:

DEEKSHITA VARANASI

(H.T.NO.201020684041)

SUBMITTED IN PARITAL FULFILMENT OF THE REQUIRMENT FOR THE AWARD

BACHELORS OF BUSINESSS ADMINISTRATION

(2020-2023)

UNDER THE GUIDANCE

Mrs. Madhuri

(MBA)

DEPARTMENT OF MANAGEMENT

A PROJECT REPORT ON

"A STUDY ON ANALYSIS OF FINANCIAL STATEMENTS"

OF

"PROCTER & GAMBLE (P&G)"

SUBMITTED BY

ADAPA VENKAT PAVAN

H.T.NO: 2010-20-684-042

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

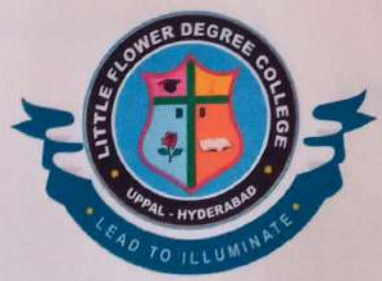
OSMANIA UNIVERSITY,

HYDERABAD.

UNDER THE GUIDANCE OF

Ms. G. MADHURI

DEPARTMENT OF MANAGEMENT



LITTLE FLOWER DEGREE & PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL, HYDERABAD.

(2022-2023)

A PROJECT REPORT ON

INVESTING IN IPO'S

SUBMITTED BY

KOMALA JATIN

H.T.NO: 201020684043

PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,
HYDERABAD.
UNDER THE GUIDANCE OF
Mrs. G. MADHURI

Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE
(AFFILIATED TO OSMANIA UNIVERSITY)
UPPAL, HYDERABAD

(2022-2023)

A project report on

"Impact of GST on Travel and Tourism sector MakeMyTrip.com"

Submitted in partial fulfilment for the requirement of the award.

BACHERLOR OF BUSINESS ADMINISTRATION (BBA)

Submitted by

MOGILI SREELEKHA

201020684045

Department of Business Management Little Flower Degree College (Affiliated to Osmania University)

Under the esteemed guidance of Mrs. Madhuri(MBA)

Year

2022-2023

A

PROJECT REPORT

ON

" CUSTOMER RELATIOSHIP MANAGEMENT"

At

BANK OF BARODA

Submitted by

SOWMYA GAJAM

HT. No-201020684046

Project Submitted in partial fulfilment of the requirement for the award of degree.

BACHELORS OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,
HYDERABAD.

Under the Guidance of Mrs. MADHURI

Department of Management

LITTLE FLOWER DEGREE& PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

Uppal, Hyderabad

A PROJECT REPORT ON RECRUITMENT PROCESS DURING COVID

AT

TATA CONSULTANCY COMPANY

SUBMITTED BY

PALLI PRASANNA REDDY

H.T.NO: 201020684047

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,
HYDERABAD.

UNDER THE GUIDANCE OF
Mrs. G. MADHURI

Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE
(AFFILIATED TO OSMANIA UNIVERSITY)
UPPAL, HYDERABAD

(2022-2023)

A PROJECT STUDY ON

SHARE PRICE MOVEMENTS

(ICICI BANK)

SUBMITTED BY

BHAKTI PATEL

H.T.NO: 201020684048

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQURIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY

HYDERABAD

UNDER THE GUIDANCE OF

Ms. G. MADHURI

DEPARTMENT OF MANAGEMENT

LITTLE FLOWER DEGREE & PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL, HYDERABAD- 500039

(2022-2023)

A PROJECT REPORT ON INVESTORS PERSPECTIVE ON UTI MUTUAL FUND

SUBMITTED BY

B.VIBHAKAR

H.T.NO: 201020684049

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,

HYDERABAD.

UNDER THE GUIDANCE OF

Mrs. G. MADHURI

Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL, HYDERABAD

(2022-2023)

A PROJECT REPORT ON

"COMPARATIVE ANALYSIS OF LIC AND HDFC LIFE INSURANCE"

SUBMITTED BY

SHIVAM KUMAR

[H.T.NO: 201020684051]

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,

HYDERABAD.

UNDER THE GUIDANCE OF

Mrs. G. MADHURI

DEPARTMENT OF MANAGEMENT

LITTLE FLOWER DEGREE & PG COLLEGE

UPPAL, HYDERABAD - 500039

(AFFILIATED TO OSMANIA UNIVERSITY)

A PROJECT REPORT ON

"THE COMPARITIVE STUDY ON THE CUSTOMER SATISFACTION OF E-COMMERCE GIANTS"

(AMAZON AND FLIPKART)

SUBMITTED BY

SWAPNA RAJPUROHIT

H.T.NO 201020684052

Submitted In partial fulfillment of the requirement for the award of degree

BACHELORS OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,

HYDERABAD

UNDER THE GUIDANCE OF

Ms.G.MADHURI

Department of management

LITTLE FLOWER DEGREE & PG COLLEGE

AFFILIATED TO OSMANIA UNIVERSITY

UPPAL,HYDERABAD

(2022-2023)

A PROJECT REPORT ON

"The Pricing strategies of ATHER"

at

ATHER COMPANY

SUBMITTED BY

CHILUVOJU BADHRINATH CHARY

(H.T.NO: 201020684053)

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY, HYDERABAD.

Under the Guidance OF Mrs. G. MADHURI

Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL, HYDERABAD - 500039 (2022-2023)

A PROJECT REPORT ON
A STUDY ON CONSUMER PERCEPTION ON DIGITAL PAYMENTS AT PAYTM

SUBMITTED BY

G. VAMSHI

H.T.NO: 201020684054

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,
HYDERABAD.

UNDER THE GUIDANCE OF
Mrs. G. MADHURI
Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE
(AFFILIATED TO OSMANIA UNIVERSITY)
UPPAL, HYDERABAD

(2022-2023)

A PROJECT REPORT ON

"FINANCIAL INVESTMENT AVENUE ANALYSIS IN REGARD TO GOLD AT "MUTHOOT FINANCE"

Submitted By

JULIANA SEQUEIRA

(H.T.NO.201020684055)

Submitted in partial fulfilment of the requirement for the award of degree of

BACHELORS OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY

Under the Guidance of Mrs.G.Madhuri

Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY) UPPAL, HYDERABAD.

(2022-2023)

A PROJECT REPORT ON A STUDY ON FUTURE OF MUTUAL FUNDS AT HDFC BANK

SUBMITTED BY

R. Srivalli

H.T.NO: 201020684056

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,
HYDERABAD.

UNDER THE GUIDANCE OF
Mrs. G. MADHURI

Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE
(AFFILIATED TO OSMANIA UNIVERSITY)
UPPAL, HYDERABAD

(2022-2023)

AA PROJECT REPORT ON

A STUDY ON VENTURE CAPITAL IN STARTUPS

(SWIGGY)

SUBMITTED BY

SUNKARA KAVYA

H.T. No: 201020684057

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,

HYDERABAD.

UNDER THE GUIDANCE OF

Ms. G. MADHURI

Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL, HYDERABAD

(2022-2023)

A PROJECT REPORT ON FINANCIAL PERFORMANCE OF TELANGANA GRAMEENA BANK

AT

Telangana Grameena Bank

SUBMITTED BY

MOHAMMED AMAAN QURESHI

H.T.NO: 201020684058

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY,
HYDERABAD.

UNDER THE GUIDANCE OF
Mrs. G. MADHURI
Department of Management

LITTLE FLOWER DEGREE & PG COLLEGE
(AFFILIATED TO OSMANIA UNIVERSITY)
UPPAL, HYDERABAD

(2022-2023)

A PROJECT STUDY ON

A STUDY ON FINANCIAL RATIO ANALYSIS

(HERTITAGE FOODS)

SUBMITTED BY

REMELLA VIJAYA LAKSHMI SWETHA

H.T.NO: 201020684059

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQURIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY

HYDERABAD

UNDER THE GUIDANCE OF

Ms. G. MADHURI

DEPARTMENT OF MANAGEMENT

LITTLE FLOWER DEGREE & PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL, HYDERABAD- 500039

(2022-2023)

A PROJECT REPORT ON

A STUDY ON THE DIGNITY OF LABOR

(INFOSYS)

SUBMITTED BY

CHILAKA SURYA SPANDHANA

H.T. NO: 201020684060

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

BACHELOR OF BUSINESS ADMINISTRATION

OSMANIA UNIVERSITY

HYDERABAD

UNDER THE GUIDANCE OF

Ms. G. MADHURI

DEPARTMENT OF MANAGEMENT

LITTLE FLOWER DEGREE & PG COLLEGE

(AFFILIATED TO OSMANIA UNIVERSITY)

UPPAL, HYDERABAD- 500039 (2022-2023)

INHIBITORY ACTION OF MALTOSE ON LACTOSE HYDROLYSIS – A KINETIC STUDY

Group Project report/dissertation submitted to the Osmania University, Hyderabad in partial fulfillment for the award of

B.Sc Degree

BY:

1) Aakaash Dev Manwaal (201020441005)

2) Garlapati Mukund Srivasthav (201020441003)

3) Gouppa Mahesh (201020441007)

4) Senapati Sriram (201020441006)

5) Abhinav Taduru (201020441001)

Students of B.Sc (MPC) VI[th] Semester

Little Flower Degree and PG College, Uppal

(Affiliated to Osmania University)

April 2023

EVALUATION OF FLUORIDE ION CONCENTRATION IN THE GROUNDWATER OF THE UPPAL MANDAL

Group Project report/dissertation submitted to the Osmania University Hyderabad in partial fulfillment for the award of B.Sc Degree .

BY:

1) Kukutlapally Sai Niharika (201020487011)

2) Nangunuri Nikitha (201020487012)

3) Swetha Kummarakuntla (201020441002)

4) Haripriya Yeleswarapu (201020441004)

Students of B.Sc (BTMIC & MPC) VI[th] semester

Little Flower [illegible] PG College, Uppal

([illegible] University)

Ap[illegible]

M. RAMA DEVI, M.Sc
HoD
Department of Chemistry

Little Flower Degree & PG college,Uppal
(Affiliated to Osmania University)
Hyderabad-500039,Telangana State
Website- www.lfdc.edu.in
Phone Number-7673960152

CERTIFICATE

This is to certify that the Group Project/ Dissertation entitled **"Evaluation of Fluoride ion concentration in the Groundwater of the Uppal Mandal "** has been carried out under my supervision by **Kukutlapally Sai Niharika , Nangunuri Nikitha , Haripriya Yeleswarapu , Swetha Kummarakuntla ,** (all pursuing B.Sc degree) for their 6th semester project. To the best of my knowledge this work has not been submitted to this or any other university for the award of any degree/diploma

DATE: 20/5/2023

Mrs. M Rama Devi

(Project Supervisor and HoD)

Counter signed by Principal

PRINCIPAL
Little Flower Degree College
Uppal, Hyderabad-500 039.
College Code: 2010

20/5/2023

LITTLE FLOWER DEGREE COLLEGE
COLLEGE CODE 2010
UPPAL, HYD-39.

DECLARATION

We declare that the Scientific contents/data of this project / dissertation are based on our original work and to the best of our knowledge have not been submitted to this or any other university for the award of the B.Sc Degree/ Diploma.

Kukutlapally Sai Niharika (201020487011)

Nangunuri Nikitha (201020487012)

Swetha Kummarakuntla (20102441002)

Haripriya Yeleswarapu (20102441004)

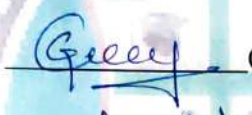
Date : 20/5/2023

place :

DECLARATION

We declare that the Scientific contents/data of this project / dissertation are based on our original work and to the best of our knowledge have not been submitted to this or any other university for the award of the B.Sc Degree/ Diploma.

Aakaash Dev Manwaal (201020441005)


Garlapati Mukund Srivasthav (201020441003)

Choppa Mahesh (201020441007)

Senapati Sriram (201020441006)

Abhinav Taduru (201020441001)

Date :

place :

VITILIGO AND ITS TREATMENT

WITH PEPTIDES

Group Project report/dissertation submitted to the Osmania University, Hyderabad in partial fulfillment for the award of B.Sc. Degree

BY: Students of B.Sc. (BtMC) VIth semester

1. **Aditi Singh (201020487008)**
2. **Swati Kumari (201020487007)**
3. **Sharun Ramachandran (201020487004)**
4. **D. S. V. Abhishek (201020487010)**
5. **Chilumuri Shawn Heli (201020487015)**

LITTLE FLOWER DEGREE AND PG COLLEGE, UPPAL

(AFFILIATED TO OSMANIA UNIVERSITY)

APRIL 2023

DECLARATION

We hereby declare that the work described in the project entitled "Vitiligo and its treatment with peptides" which is being submitted by us in partial fulfillment for the award of the B.Sc. Degree/ Diploma. It is the result of research carried out under supervision of Dr. Jalagari Usha Rani, HOD, Department of Microbiology, Little flower degree and P.G. College, Uppal, Hyderabad, Telangana. The work is original and has not been previously submitted for the award of any degree/ Diploma of this or any other university.

Students of B.Sc. (BtMC) VIth semester

1. Aditi Singh
2. Swati Kumari
3. Sharun Ramachandran
4. D.S. V. Abhishek
5. Chilumuri Shawn Heli

DATE: 20 - 5 - 2023.

PLACE: HYDERABAD

DR. JALAGARI USHA RANI Little Flower Degree & PG college, Uppal

M.Sc., M.Phil. Ph.D. (Affiliated to Osmania University)

HOD, Department of microbiology Hyderabad-500039, Telangana State

Website-www.lfdc.edu.in

Phone Number-7673960152

CERTIFICATE

This is to certify that the project entitled "Vitiligo and its treatment with small peptides" that is being submitted by Aditi Singh, Swati Kumari, Sharun Ramachandran, D. S.V. Abhishek, Chilumuri Shawn Heli (all pursuing B.Sc. degree in BtMC course) for their 6th semester project in partial fulfillment for the award of degree/ diploma at Little Flower Degree and P.G. College, Uppal is a record of bonafide work carried out by them under my guidance and supervision. The research embodied in this project has not been submitted to any other institute or university for the award of any degree/ diploma.

DATE: 20/5/2023

UshaRani

(Project supervisor and HoD)

20/5/2023

Dr. Jalagari
H.O.D.
Dept. of Microbiology
Little Flower Degree College
Uppal, Hyderabad-500 039
College Code: 2010

LITTLE FLOWER DEGREE COLLEGE CODE 2010 UPPAL, HYD-39

Countersigned by Principal
Little Flower Degree College
Uppal, Hyderabad-500 039.
College Code: 2010

Kusuma 20/5/23
[External]

PSORIASIS AND ITS TREATMENT

Group Project report/dissertation

Submitted to the Osmania University ,

Hyderabad in partial fulfillment for the

award of B.Sc Degree

BY:

1) P.Y. Tejaswi (201020487029)
2) Pasunoori Bhavani (201020487014)
3) Dandu Charitha (201020487021)
4) Badditi Anusha (201020487009)
5) Mekala Evangelina (201020487019

Students of B.Sc (BTMC) VI semester

Little Flower Degree and PG College, Uppal

(Affiliated to Osmania University)

April 2023

CERTIFICATE

This is to certify that the Group Project/ Dissertation entitled **"Psoriasis and it's treatment – using peptides"** has been carried out under my supervision by **P.Y. Tejaswi , Pasunoori Bhavani , Dandu Charitha , Badditi Anusha , Mekala Evangelina** (all pursuing B.sc degree in BTMC course) for their 6th semester project. To the best of my knowledge this work has not been submitted to this or any other university for the award of any degree/diploma.

DATE: 20/5/23

MRS. Dr. JALAGARI USHA RANI

20/5/2023

(Project Supervisor and HoD)

H.O.D
Dept. of Microbiology
Little Flower Degree College
Uppal, Hyderabad-500 039.
College Code: 2010

Kusuma
20/5/23
[External]

COUNTER SIGN BY PRINCIPAL

PRINCIPAL
Little Flower Degree College
Uppal, Hyderabad-500 039.
College Code: 2010

LITTLE FLOWER DEGREE COLLEGE * UPPAL, HYD-39. * COLLEGE CODE 2010

DECLARATION

We declare that the Scientific contents/data of this project / dissertation are based on our original work and to the best of our knowledge have not been submitted to this or any other university for the award of the B.Sc Degree/ Diploma.

Tejaswi. P.Y. Tejaswi (201020487029)

P.Bhavani Pasunoori Bhavani (201020487014)

D.Charitha. Dandu Charitha (201020487021)

B.Anusha Badditi Anusha (201020487009)

M.Evangelin Mekala Evangelina (201020487019)

Date: 20/5/2023.

Place : Hyderabad.

Evaluating the efficiency of Bio Enzymes in treating dish wash water sample contaminated with high concentration of chemicals

Group Project report/dissertation submitted to the Osmania University, Hyderabad in partial fulfilment for the award of B.Sc. Degree.

BY:

1) CHINTALAPUDI LEELA PRIYA (201020487001)

2) SAI LAXMI UVTHUPALA (201020487025)

3) ABHIRAMI UDAYAN (201020487002)

4)NAREDLA CHAITANYA PRASAD (201020487028)

5) MD YAHEEYA KHAN (201020487013)

Students of B.Sc. (BTMIC) VIth semester

Little Flower Degree and PG College, Uppal

(Affiliated to Osmania University) APRIL 2023

CERTIFICATE

This is to certify that the Group Project/ Dissertation entitled "**Evaluating the efficiency of Bio Enzymes in treating dish wash water sample contaminated with high concentration of chemicals** study has been carried out under my supervision by **CHINTALAPUDI LEELA PRIYA,UVTHUPALA SAI LAXMI, ABIRAMI UDAYAN, NAREDLA CHAITANYA, MD YAHEEYA KHAN** (all pursuing B.Sc. degree in BTMIC course) for their 6th semester project. To the best of my knowledge this work has not been submitted to this or any other university for the award of any degree/diploma

LITTLE FLOWER DEGREE COLLEGE CODE 2010

DATE: 20/05/23

MRS.**Dr. JALAGARI USHA RANI**

J. Usha 20/5/23

(Project Supervisor and HoD)

H.O.D.
Dept. of Microbiology
Little Flower Degree College
Uppal, Hyderabad-500 039.
College Code: 2010

Kusuma 20/5/23

(External Examiner)

PRINCIPAL
Little Flower Degree College
Uppal, Hyderabad-500 039.
College Code: 2010

Counter-signed by principle

DECLARATION

We hereby declare that the work described in the project entitled "Evaluating the efficiency of Bio Enzyme in treating Dish Wash Water Sample Contaminated with high concentration of chemicals" which is being submitted by us in partial fulfillment for the award of the B.Sc. Degree/ Diploma. It is the result of research carried out under supervision of Dr. Jalagari Usha Rani, HOD, Department of Microbiology, Little flower degree and P.G. College, Uppal, Hyderabad, Telangana. The work is original and has not been previously submitted for the award of any degree/ Diploma of this or any other university.

Students of B.Sc. (BtMC) VIth semester

1. CHINTALAPUDI LEELA PRIYA (201020487001)
2. SAI LAXMI UVTHUPALA (201020487026)
3. ABHIRAMI UDAYAN (201020487002)
4. NAREDLA CHAITANYA PRASAD (201020487028)
5. MD. YAHEEYA KHAN (201020487013)

DATE: 20/05/23

PLACE: Hyderabad

GENERATING BIO-ENZYMES FROM CITRUS FRUIT PEEL TO CLEAN UP POLLUTED WATER BODIES.

Group Project report/dissertation submitted to the Osmania University, Hyderabad in partial fulfillment for the award of B.Sc Degree.

BY:

1) SATTINENI NAVYA REDDY (201020487027)

2) GATLA IGNATIUS TREZA (201020487005)

3) DYAVARISHETTY YASHASHWINI (201020487024)

4) YANALA VISHNUVARDHAN REDDY (201020487023)

5) CHILLA HARSHA VARDHAN REDDY (201020487006)

Students of B.Sc (BtMC) VIth semester

Little Flower Degree & PG College, Uppal.

(Affiliated to Osmania University)

April 2023.

DECLARATION

We declare that the Scientific contents/data of this project/dissertation are based on original work and to the best of our knowledge have not been submitted to this or any other university for the award of the B.Sc Degree/ Diploma.

S. Navya Sattineni Navya Reddy (201020487027)

Gatla IT Reddy Gatla Ignatius Treza (201020487005)

Dyashashy Dyavarishetty Yashashwini (201020487024)

Y. Vishnu Yanala VishnuVardhan Reddy (201020487023)

Harsha Chilla Harsha Vardhan Reddy (201020441001)

Date : 18-05-2023

Place: HYDERABAD

DR. JALAGARI USHA RANI.
HoD
Department of Microbiology

Little Flower Degree & PG College, Uppal
(Affiliated with Osmania University)
Hyderabad-500039, Telangana State
Website- www.lfdc.edu.in
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CERTIFICATE

This is to certify that the Group Project/ Dissertation entitled **"Generating Bio-enzymes From Citrus Fruit Peel to Clean Up Polluted Water Bodies"** has been carried out under my supervision by **Sattineni Navya Reddy, Gatla Ignatius Treza, Dyavarishetty Yashashwini, Yanala Vishnu Vardhan Reddy, Chilla Harsha Vardhan Reddy** (all pursuing B . Sc degree in BtMC course) for their 6th-semester project. To the best of my knowledge, this work has not been submitted to this or any other university for the award of any degree/diploma

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Characterisation of Yellow, Pink, Orange Pigments.

Group Project report/dissertation submitted to the Osmania University, Hyderabad in partial fulfilment for the award of B.Sc Degree .

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April 2023

DECLARATION

We declare that the Scientific contents/data of this project / dissertation are based on our original work and to the best of our knowledge have not been submitted to this or any other university for the award of the B.Sc Degree/ Diploma.

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TO STUDY THE EFFECT OF DEPRESSION, ANXIETY AND STRESS ON ACADEMIC PERFORMANCE AMONG ADOLESCENTS

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CERTIFICATE

This is to certify that the project entitled — TO STUDY THE EFFECT OF DEPRESSION, ANXIETY AND STRESS ON ACADEMIC PERFORMANCE AMONG ADOLESCENTS is a thesis work done by VEMULA SRIMAHARSHI, roll no. 201021318001, submitted to the Department of Psychology, Little Flower Degree and PG College, Osmania University, Hyderabad in the partial fulfilment of the requirements for the award of the Masters of Arts in Psychology during the academic year 2022 – 2023. This is an original work carried out under the guidance of D. SWETHA

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DECLARATION

I hereby declare that I submit the thesis entitled "TO STUDY THE EFFECT OF DEPRESSION, ANXIETY AND STRESS ON ACADEMIC PERFORMANCE AMONG ADOLESCENTS", as an original research work done by VEMULA SRIMAHARSHI and submitted to Department of Psychology, Little Flower Degree and PG College, Osmania University, for the award of the degree of Master of Arts in Psychology. I also declare that this thesis or any part of it has not been submitted to any other University for award of any degree or diploma.

Place: Hyderabad

Date:

ACKNOWLEDGEMENT

I would like to express my deep gratitude to everyone that supported and helped me during the process of completion of this experiment making it a wonderful learning experience. I would like to thank my parents and my brother for their love and care for educating me for the future.

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ABSTRACT

The aims of the study to provide insights into the psychological factors that influence academic performance during a critical developmental stage. The research was conducted on adolescents from the age of 16-18 years with sample size of 240. Data were collected using standardized self-report measures for depression, anxiety and stress as well as academic performance records. The findings of the study implicate that depression, anxiety, and stress levels were negatively correlated with academic performance. Arts and science students were compared, revealing no significant difference in stress and depression levels but arts students reported higher levels of anxiety compared to their science counterparts. The study did not find a statistically significant difference in academic performance between boys and girls. This study underscores the significance of addressing mental health issues, particularly depression and stress, to enhance the academic success and overall well-being of adolescent students in intermediate education.

TABLE OF CONTENT

CHAPTER	CONTENT	PAGE No.
1	Introduction	7-11
2	Review of Literature	12-15
3	Method	15-18
4	Results	19-21
5	Discussion	22-23
6	Conclusion	24-25
7	Refferences	26
8	Appendix	27-29

INTRODUCTION

Adolescence is a critical stage of development characterized by numerous physical, emotional, and social changes. During this period, students face various challenges, including academic pressures, peer relationships, and self-identity formation. These challenges can contribute to the development of mental health issues such as depression, anxiety, and stress, which can significantly impact their academic performance.

Depression, anxiety, and stress are common mental health problems experienced by adolescents worldwide. They are often interrelated, with one condition exacerbating the others. Academic performance refers to a student's ability to achieve their educational goals, including grades, test scores, and overall academic success.

DEPRESSION

Depression is a common mental health disorder that can affect individuals of all ages, including adolescents. It is essential to understand the different types of depression that can occur among adolescent students to provide appropriate support and interventions.

Depression in adolescents can be caused by a combination of genetic, environmental, and psychological factors. Common risk factors include a family history of depression, personal trauma or loss, chronic illness, academic or social stressors, and a lack of supportive relationships. Here are some types of depression commonly observed in adolescents:

Major Depressive Disorder (MDD): Major Depressive Disorder, also known as clinical depression, is characterized by persistent feelings of sadness, hopelessness, and a loss of interest or pleasure in activities. Adolescents with MDD may experience changes in appetite, sleep disturbances, fatigue, difficulty concentrating, and thoughts of self-harm or suicide. MDD significantly impacts daily functioning and academic performance.

Persistent Depressive Disorder (PDD): Formerly known as dysthymia, Persistent Depressive Disorder is a chronic form of depression lasting for at least two years. Adolescents with PDD

may exhibit symptoms similar to MDD, but they are generally less severe. However, the persistent nature of PDD can still impair academic performance and overall well-being.

Seasonal Affective Disorder (SAD): SAD is a type of depression that follows a seasonal pattern, usually occurring during the fall and winter months. Reduced exposure to sunlight during these seasons can lead to symptoms such as low mood, decreased energy, increased sleep, and changes in appetite. SAD can impact academic performance due to the associated decline in motivation and energy levels.

Adjustment Disorder with Depressed Mood: This type of depression occurs in response to a significant life stressor or event, such as a family disruption, academic difficulties, or loss. Adolescents with adjustment disorder may experience symptoms of depression, such as sadness, irritability, and difficulty concentrating. The resulting emotional distress can affect academic performance and adjustment in school.

Bipolar Disorder: Bipolar Disorder involves alternating periods of depression and mania (elevated mood and energy). During depressive episodes, adolescents may experience similar symptoms as those with MDD. Bipolar Disorder can significantly disrupt academic performance due to the fluctuations between depressive and manic states.

ANXIETY

Anxiety is a normal and natural response to stress or perceived threats. It serves as a protective mechanism, preparing the body to react in dangerous or challenging situations. However, when anxiety becomes excessive, uncontrollable, and interferes with daily life, it may be indicative of an anxiety disorder.

Anxiety disorders are a group of mental health conditions characterized by persistent and excessive worry, fear, or apprehension. They can cause significant distress and impairment in various areas of life, including work, school, relationships, and overall well-being. Adolescence is a period of significant physical, emotional, and social changes, making adolescents particularly vulnerable to developing anxiety disorders. Here are some common types of anxiety disorders that can affect adolescent students:

Generalized Anxiety Disorder (GAD): GAD involves excessive worry and fear about a wide range of everyday issues. Adolescents with GAD often experience chronic anxiety, anticipating disaster even when there is no apparent reason for concern. They may struggle with perfectionism, seeking constant reassurance, and have difficulty concentrating.

Social Anxiety Disorder (Social Phobia): Social anxiety disorder is characterized by an intense fear of social situations and being negatively judged by others. Adolescents with social anxiety may avoid social interactions, public speaking, or participating in class activities for fear of embarrassment or humiliation. They may also have physical symptoms such as sweating, trembling, or a rapid heartbeat in social situations.

Panic Disorder: Panic disorder involves recurrent panic attacks, which are sudden episodes of intense fear or discomfort that reach their peak within minutes. Panic attacks can be accompanied by symptoms such as a racing heart, shortness of breath, chest pain, dizziness, and a sense of impending doom. The fear of experiencing another panic attack can lead to avoidance behaviours and anxiety about future attacks.

Specific Phobias: Specific phobias are intense and irrational fears of particular objects or situations. Common phobias among adolescents may include fear of heights, animals, needles, or flying. When exposed to the feared object or situation, adolescents may experience extreme anxiety or panic.

Separation Anxiety Disorder: Although typically associated with younger children, separation anxiety disorder can also affect adolescents. It involves excessive anxiety when separated from attachment figures or familiar environments. Adolescents with separation anxiety disorder may worry excessively about the well-being of their loved ones and have difficulty attending school or participating in activities away from home.

STRESS

Stress is a natural response that occurs when individuals face challenges, demands, or pressure. It is the body's way of preparing for a perceived threat or dealing with a difficult situation.

When faced with stress, the body releases hormones like cortisol and adrenaline, which activate the "fight-or-flight" response.

Stress can be triggered by various factors, including work-related pressures, academic demands, financial difficulties, relationship issues, major life changes, or even internal factors like self-imposed expectations and worries. It can manifest emotionally, mentally, and physically, affecting different aspects of a person's well-being.

While some level of stress is normal and can even be motivating, chronic or excessive stress can have negative effects on overall health. It can lead to physical symptoms like headaches, muscle tension, fatigue, sleep problems, and digestive issues. It can also impact mental health, causing anxiety, irritability, difficulty concentrating, and feelings of overwhelm or burnout.

Adolescent students often face various stressors as they navigate the challenges of school, social relationships, and personal development. Here are some common sources of stress for adolescent students:

1. **Academic Stress:** Academic performance and the pressure to excel in school can be a significant source of stress for students. They may experience stress related to exams, grades, homework, projects, and the fear of failure.
2. **Peer Pressure:** Adolescence is a time when social relationships become increasingly important. Students may experience stress due to the desire to fit in, peer pressure to engage in risky behaviours, or the fear of social rejection.
3. **Future Planning:** Adolescents may feel stressed about making decisions regarding their future, such as choosing a college or career path. The uncertainty and pressure to make the "right" choices can be overwhelming.
4. **Parental Expectations:** Expectations from parents or guardians can contribute to stress among adolescent students. The desire to meet parental expectations academically, socially, or in other areas of life can create pressure.
5. **Time Management:** Balancing schoolwork, extracurricular activities, part-time jobs, and personal life can be challenging for students. The pressure to manage their time effectively can lead to stress and feelings of being overwhelmed.

6. **Body Image and Self-Esteem:** Adolescence is a period when body image and self-esteem can be significant concerns. The pressure to conform to societal beauty standards and comparisons with peers can lead to stress and emotional distress.
7. **Bullying and Social Conflict:** Instances of bullying, social exclusion, or conflicts with peers can cause significant stress among adolescent students. The fear of being targeted or experiencing social difficulties can have a detrimental impact on their well-being.
8. **Family Issues:** Family problems, such as parental divorce, financial instability, or conflicts at home, can create stress for adolescents. These issues can impact their overall emotional state and ability to focus on their studies.

It is crucial to acknowledge and address the stress experienced by adolescent students, as prolonged or excessive stress can lead to adverse effects on their mental and physical health, academic performance, and overall well-being. Providing support, teaching stress management techniques, and creating a supportive environment can help them cope with stress effectively.

REVIEW OF LITERATURE

Vitasari, Wahab et al. (2010) conducted a study to determine the relationship between study anxiety and academic performance among engineering students. Forth is purpose 205 students (109 female, 96 male) from 4 engineering faculties at University in Malaysia Pahang were involved and this study revealed negative significant correlation between study anxiety and academic performance.

Ergene (2011) identified the relationship among test anxiety, study habits, achievement, motivation and academic performance among 510 tenth grade high school students in Turkish and found that test anxiety and study habits were positively related with academic success but showed no association with achievement motivation.

Loren J. Albeg & Sara M. Castro-Olivo (2014) This study evaluated the relationship between acculturative stress, symptoms of internalizing mental health problems, and academic performance in a sample of 94 Latino middle school students. Students reported on symptoms indicative of depression and anxiety related problems and acculturative stress. Teachers reported on students' academic behaviour and performance. Acculturative stress and symptoms of internalizing mental health problems were found to have a significant inverse association with students' academic performance. Implications for the development of culturally responsive interventions that address mental health problems and acculturative stress are discussed.

Int. J. Modern Soc. Sci., 2016, 5(2) : 102-116 Opting higher education in itself is a big challenge mostly in developing and underdeveloped countries. Students' entering in higher education system of these countries comes across various issues like academic anxiety, academic depression, academic stress, socio-economic hardships, anxious about uncertainty of future outcomes due to the lack of employment opportunities, lack of life management skills, law and order problems in a particular society so on and so forth. What measures are available in our country (India) for those students who suffer from severe academic anxiety has attracted the researcher to approach this problem. The basic aim of the study was to know various factors which lead higher education students towards severe academic anxiety. What preventive measures are available non-clinically and clinically to deal with severe academic anxiety

problem? The researcher has reviewed the related literature of academic anxiety to find out the factors which lead students towards severe academic anxiety. Exploratory type of research design was used for qualitative analysis. Results show that personal, familial, institutional, social & political factors were identified as potential threat to provoke severe academic anxiety among students. Various preventive measures are available both non-clinically and clinically for students who suffer from severe academic anxiety. The need of the hour is to create awareness among students, so they can take help of professional at the right time.

Mohammad Amin Wani et al., (2016) – Conducted a study on Stress Anxiety and Depression Among Science and Arts Students. They took sample of 260 students divided in two groups (Boys and Girls) each group has 130 students. Further these two groups are equally subdivided into two more faculty wise (Science and Arts) groups with 65 students in each group. Levels of stress, anxiety and depression was measured by Depression Anxiety Stress Scale (DASS) constructed by Lovibond & Lovibond (1995).

Ghatol, S. D. (2017). An attempt was made in this paper to review the literature on academic stress among the secondary school students and present the causes and symptoms of stress as well as coping mechanism for stress. The review of literature indicates that the reasons for stress during adolescence are because of disturbed family dynamics, peer pressure, inability to cope with studies, drug abuse, lack of competence. The involvement of adolescents in getting instant gratification of needs has led to lot of stress in them and in their relationships with family and peers. The students coming from joint families have slightly higher mean of academic anxiety score than their counterparts coming from nuclear families but this difference is not significant statistically. IQ and demographic factors are not key factor in academic stress among high school students. In order to overcome deviant behaviours, the parents play a constructive role in channelizing energies of the adolescents. Proper care should to be taken in helping to take the right decisions which may affect their future. Anxiety reduction and time management in conjunction with leisure activities may be an effective strategy for reducing academic stress in college students. Students should have the aspiration/expectation about their study, not beyond their capacities and abilities, Students need also proper counselling while selecting their courses at intermediate level. The parents should also consider the child's interest and aptitude and not impose on selecting the courses. The family environment should be congenial and the learning process should be made pleasurable and parents should avoid making it as a stressful event for adolescents. Author concludes that supportive and stimulating

atmosphere is very necessary for the student to progress in their academic life and for reaching their aim or goal.

Dar, R. A. & Lone, B. A. (2022). The present study aims to investigate the impact of depression, anxiety and stress on academic achievements of students at the higher secondary level. Using random sampling technique 200 students, from the higher secondary level in different systems of education, the Depression, anxiety and stress scale (DASS) was used and their marks of class 9th were taken as academic achievement. The data collected is subjected to statistical analysis, mean, Standard deviation, t-test. The results indicate that there exists significant difference in academic achievement of high and low higher secondary students. High academic achievers found to be less academically anxious, depressed, stressed and had better academic achievement than low achievers. The findings of the present study may assist stakeholders in the education in developing a better understanding of the psychological effects of academic achievement of higher secondary students. The results of this study also provide insights for faculty members and institutions for better academic performance of the students.

Garg, M. & Kumari, R. (2022) The purpose of this research was to assess background characteristics of the students of secondary school and its relation to academic performance. A representative sample of 120 students of grade nine to twelve from senior secondary schools with boys and girls in ratio of 1:1 was randomly selected from two senior secondary schools of Kanpur Nagar. The background characteristics data was collected through self-prepared questionnaire and academic achievement of adolescents was assessed from the latest grade sheet collected from the school. The collected information was analysed through frequency, percentage, chi square. The study revealed that academic achievement of boys was better than girls. Chi square value indicates there was significant association between background characteristics like gender, age, family income according to level of academic achievement while non-significant association was found between mother's education and father's education according to level of academic achievement.

Research gap:

Limited Focus on Intermediate Students: Much of the existing research on the relationship between mental health and academic performance has focused on college or university students. There is a gap in the literature when it comes to understanding how depression, anxiety, and stress specifically affect adolescents in the intermediate stage of their education.

Gender Differences: There is a growing recognition that gender can play a role in the experience and expression of mental health issues. Exploring potential gender differences in how depression, anxiety, and stress affect academic performance in this specific group could be enlightening.

Rationale of the study:

Adolescence is a critical period of development characterized by physical, emotional, and psychological changes. It's a time when students are transitioning from childhood to adulthood and experiencing heightened academic pressures. Understanding how mental health issues impact this particular age group is crucial for their overall well-being and future success.

Academic performance during intermediate education plays a pivotal role in shaping a student's future educational and career prospects. Recognizing the factors that hinder or enhance academic success is essential for educational institutions and policymakers to develop targeted interventions and support systems.

Method

Statement of the problem:

To study the effect of depression, anxiety and stress on academic performance among adolescents.

Aim of the study

This study aims to provide insights into the psychological factors that influence academic performance during a critical developmental stage.

Objectives:

1. To assess the levels of stress, anxiety, and depression experienced by intermediate students.
2. To examine the impact of stress, anxiety and depression on the educational achievement of intermediate students.
3. To explore potential moderating or mediating variables that may influence the relationship between psychological distress and academic performance.

Hypothesis:

1. Boys have high level of stress, anxiety and depression than Girls.
2. Arts students have low level of stress, anxiety and depression than Science students.
3. Stress, anxiety and depression will have negative impact on their academic performance.
4. There is a significant difference of gender on academic performance.

Variables:

- **Independent variables:**
    1. Depression
    2. Anxiety

3. Stress

- **Dependent variable:**
    1. Academic performance

Participants:

A sample of 240 is meant to be collected which will have 120 boys and 120 girls' responses. Further these two groups are equally subdivided into two more faculty wise (Bi.P.C. and C.E.C.) groups with 60 students in each group.

Inclusion criteria:

Age Range: Include adolescent students typically aged between 12 to 18 years, which corresponds to the intermediate stage of education.

Educational Level: Include students currently enrolled in intermediate education programs, such as Bi.P.C. and C.E.C.

Exclusion criteria:

Not Enrolled in Intermediate Education: Exclude students who are not currently enrolled in intermediate education programs, such as Bi.P.C. and C.E.C.

Material required:

- **Tools:**
    1. Depression anxiety stress scale for youth (DASS-Y)
    2. Academic performance scale (APS)

Description of the tools:

Depression Anxiety Stress Scale for Youth (DASS-Y)

DASS-Y is a 21-item scale and there are 3 dimensions which are Depression, Anxiety and Stress.

This scale is revised version of DASS and DASS-Y is only measuring the youth.

Each item has four responses such as NOT TRUE, A LITTLE TRUE, FAIRLY TRUE, VERY TRUE.

The Depression Anxiety Stress Scale for Youth was developed by Marianna Szabo1 and Peter F. Lovibond.

The DASS-Y was developed to measures to find out how you have been feeling in the past week.

Academic Performance Scale (APS)

Academic performance scale consists of 8-items.

Each item using the 5-point scale (SA-Strongly Agree; A-Agree; N-Neutral; D-Disagree; SD-Strongly Disagree) to answer each question.

The Academic Performance Scale is developed by Carson Birchmeier et al.

Procedure:

All the two scales were given to the participants directly through forms were there is informed consent form. After taking the details of the participant like name, age, gender, qualification, the participant is guided to the next section where there is first scale Academic Performance Scale along with following instructions “Please answer each question using the 5-point scale to answer each question so that it accurately reflects what you do or have done as a student”.

After the completion of first scale the participant is guided to next scale that is Depression Anxiety Stress Scale for Youth along with the following instructions “We would like to find out how you have been feeling in the past week. There are some sentences below. Please circle the number which best shows how TRUE each sentence was of you during the past week.

The common instructions given to the participant in the beginning is that there is no time limit but try to complete it as soon as possible. There are no right or wrong answers. Do not leave any of the statement. If you have any doubts, please feel free to ask me.

Results

Table No.1 "Comparison of Stress, Anxiety, and Depression Levels Between Boys and Girls"

S.No.	Variables	Boys		Girls		T-Ratio	P-Value
		Mean	S.Deviation	Mean	S.Deviation		
1	Depression	6.09	5.32	6.13	5.83	-0.06	0.95
2	Anxiety	4.98	4.43	5.52	5.14	-0.86	0.39
3	Stress	8.66	4.72	9.68	5.36	-1.57	0.02

Based on these results, there is no significant evidence to support your hypothesis that boys have higher levels of depression, anxiety, or the unspecified variable compared to girls. The p-values for all tests are above the 0.05 significance threshold, indicating that the observed differences are likely due to chance and not meaningful.

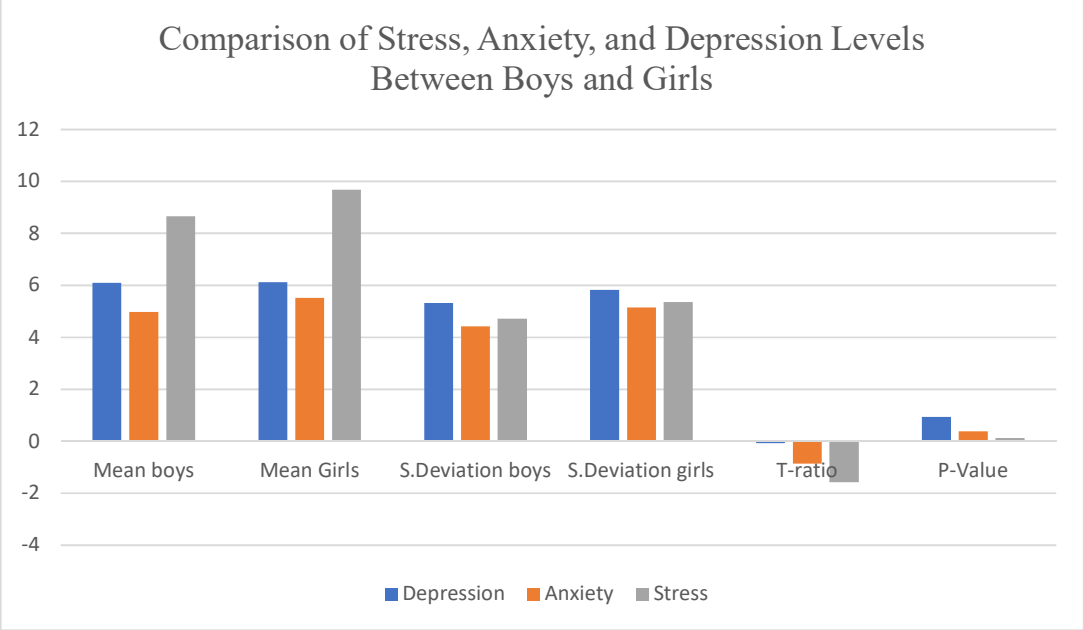


Table No.2 Comparison of Stress, Anxiety, and Depression Levels Between Arts and Science Students.

S.No.	Variables	Arts Students		Science Student		T-Ratio	P-Value
		Mean	S.Deviation	Mean	S.Deviation		
1	Depression	5.2667	4.8067	5.2333	4.8049	0.0537	0.9572
2	Anxiety	6.9333	5.643	5.2917	5.3896	2.3046	0.0221
3	Stress	9.45	4.7665	8.8917	5.3574	0.8529	0.3946

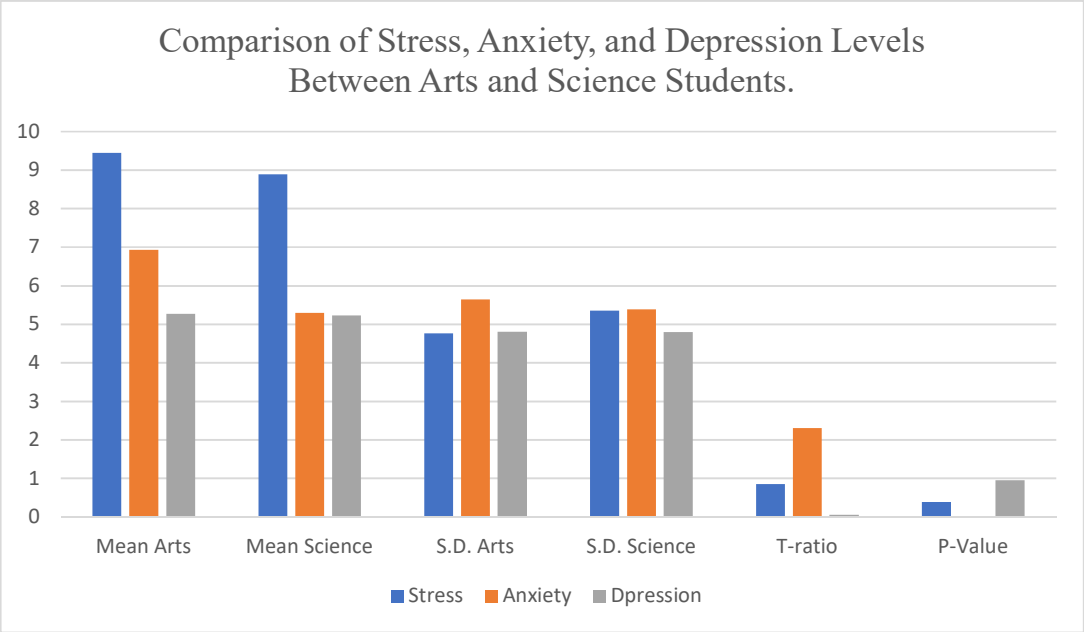


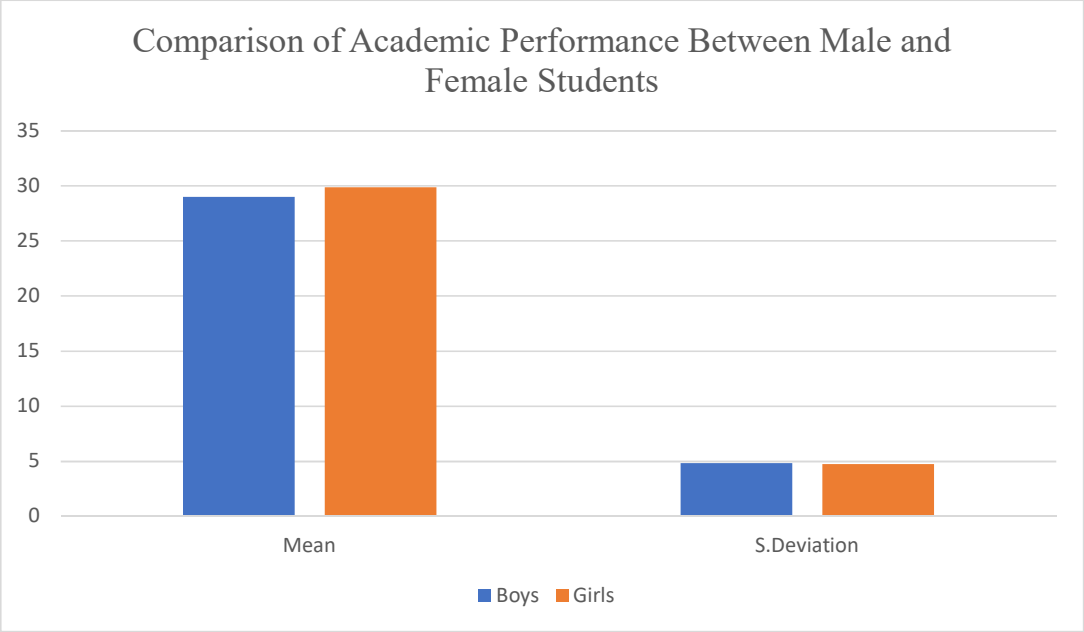
Table No.3 "Correlation Analysis Between Psychological Factors and Academic Performance"

S.No.	Variables	Correlation	T-ratio	P-Value
1	Depression	-0.2454	-3.9049	0.00299
2	Anxiety	-0.145	-2.2612	0.31833
3	Stress	-0.1996	-3.1424	7.3663

Table No.4 "Comparison of Academic Performance Between Male and Female Students"

S.No.	Gender	Mean	S.Deviation	Sample Size
1	Boys	29	4.82	120
2	Girls	29.9	4.74	120

Based on the results of the independent samples t-test, we conclude that there is no statistically significant difference in academic performance between boys and girls in the sample studied ($t(238) = -1.41879$, $p = 0.157269$).



Discussions

Hypothesis-I

H1: Boys have high level of stress, anxiety and depression than Girls.

From the table-I

Depression: The t-test comparing depression levels between boys and girls resulted in a very small t-statistic (-0.06) and a p-value of 0.95. The p-value is much higher than the typical significance level of 0.05, indicating no significant difference in depression levels between boys and girls.

Anxiety: Similarly, the t-test for anxiety levels showed a small t-statistic (-0.86) and a p-value of 0.39, suggesting no significant difference in anxiety levels between boys and girls.

Stress: The t-test for stress levels showed a t-statistic of -1.57 and a p-value of 0.12. While the p-value is slightly lower than the typical significance level of 0.05, it is still not low enough to conclude a significant difference.

Hypothesis-II

H2: Arts students have low level of stress, anxiety and depression than Science students.

From the table-II

Stress Level: The t-test for stress levels did not show a statistically significant difference between Arts and Science students ($p = 0.3946$). Therefore, we cannot conclude that one group experiences significantly higher stress than the other.

Depression Level: The t-test for depression levels also did not indicate a statistically significant difference between Arts and Science students ($p = 0.9572$). Therefore, there is no conclusive evidence to suggest that one group experiences significantly higher depression than the other.

Anxiety Level: The t-test for anxiety levels revealed a statistically significant difference between Arts and Science students ($p = 0.0221$). Arts students, on average, reported higher anxiety levels than Science students.

Hypothesis-III

H3: Stress, anxiety and depression will have negative impact on their academic performance.

From the table-III

Depression: The results of the analysis revealed a statistically significant negative correlation between depression and academic performance ($r = -0.2454$, $p = 0.00299$). This indicates that as depression levels increase, academic performance tends to decrease. The negative correlation suggests that students experiencing higher levels of depression may encounter challenges in their academic pursuits.

Anxiety: In contrast to depression, our analysis did not find a statistically significant relationship between anxiety and academic performance ($r = -0.1450$, $p = 0.31833$). Although there was a negative correlation, the p-value exceeded the conventional significance level of 0.05, suggesting that the relationship between anxiety and academic performance may not be substantial in this sample.

Stress: The analysis demonstrated a highly significant negative correlation between stress and academic performance ($r = -0.1996$, $p < 0.001$). This suggests that as stress levels increase, academic performance tends to decline. High-stress levels may impair cognitive functioning, concentration, and the ability to manage academic responsibilities effectively.

Hypothesis-IV

H4: There is a significant difference of gender on academic performance.

Form the table-IV

For boys, the mean academic performance score was 29.01 with a standard deviation of 4.82.

For girls, the mean academic performance score was 29.88 with a standard deviation of 4.74.

The t-ratio (t-value) calculated was approximately -1.41879, and the associated p-value was approximately 0.157269.

The t-ratio represents the difference in means between boys and girls relative to the variability within the groups. A negative t-ratio suggests that, on average, boys' academic performance scores were slightly lower than girls' scores, but this difference was not statistically significant.

Conclusion

From the hypothesis-I

Depression Levels: The t-test comparing depression levels between boys and girls did not show a significant difference. The p-value of 0.95 suggests that there is no statistical evidence to support the hypothesis that boys have higher levels of depression than girls.

Anxiety Levels: Similarly, the t-test for anxiety levels also did not reveal a significant difference between boys and girls. The p-value of 0.39 indicates that there is no statistical evidence to support the hypothesis that boys have higher levels of anxiety than girls.

Stress Levels: The t-test for the stress levels also did not find a significant difference between boys and girls, with a p-value of 0.12.

From the hypothesis-II

There is no significant difference in stress levels between Arts and Science students.

Arts students, on average, report higher anxiety levels compared to Science students.

There is no significant difference in depression levels between Arts and Science students.

From the hypothesis-III

Depression and Academic Performance: Our analysis revealed a significant negative correlation between depression and academic performance, supporting the hypothesis that depression has a detrimental effect on academic success.

Anxiety and Academic Performance: The negative correlation was observed, the p-value exceeded the conventional significance level, suggesting that anxiety may not significantly affect academic outcomes in this sample.

Stress and Academic Performance: Our study found a highly significant negative correlation between stress and academic performance, supporting the hypothesis that increased stress levels are associated with decreased academic achievement.

From the hypothesis-IV

Based on the results of the independent samples t-test, we conclude that there is no statistically significant difference in academic performance between boys and girls in the sample studied ($t(238) = -1.41879$, $p = 0.157269$).

Implication of the study

The study's findings have important implications for educational institutions and policymakers. Efforts to support students' mental health, particularly by addressing depression and stress, may lead to improved academic performance. Identifying and implementing interventions for students experiencing depression and stress is crucial. Reducing the stigma associated with seeking mental health support is also essential.

Limitations

If participants voluntarily chose to participate in your study, they may differ from those who opted not to participate. This self-selection bias could affect the representativeness of your sample.

The effectiveness and appropriateness of the measurement tools used for assessing mental health and academic performance may have limitations. Different tools may yield different results.

Future Research

Future research directions could include longitudinal studies to explore the long-term effects of depression, anxiety, and stress on academic performance. Additionally, investigating the effectiveness of specific interventions aimed at mitigating these mental health challenges among intermediate students would be valuable.

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Appendix

DEMOGRAPHIC INFORMATION SHEET

Instructions: For the following items, please select **ONE** response that is most descriptive of you or fill in the blank as appropriate. While we request you to give information to the starred items below, you hold have the right to disclosure/non-disclosure of any information below.

1. Full Name*:

2. Gender*: Female Male Others

3. Age* (in years as on 1st Jun 2023) _____

4. With which racial or ethnic category do you identify?

Indian Asian Others-Specify_____

5. With what denomination or faith tradition do you most closely identify?

_____

6. Which course are you pursuing/have you completed*?

Intermediate 1st Year

Intermediate 2nd Year

7. What is the faculty of your study*?

C.E.C.

Bi.P.C.

8. To which Income group do you or your family belong to?

Low Income Middle Income High Income

9. What is your previous educational Percentage/CGPA?

SSC/CBSC

INTERMEDIATE

10. Any additional information…

Academic Performance Scale

Name: _____ **Date:** _____

Instructions: Please answer each question using the 5-point scale to answer each question so that it accurately reflects what you do or have done as a student. Be as honest as possible because the information can be utilized to discover areas of strength.

Scale:

SA - STRONGLY AGREE; **A** – AGREE; **N** – NEUTRAL; **D** – DISAGREE;

SD - STRONGLY DISAGREE

S.No.	Questions	SA	A	N	D	SD	OFFCIE USE Score
1	I made myself ready in all my subjects.						
2	I pay attention and listen during every discussion.						
3	I want to get good grades in every subject.						
4	I actively participate in every discussion.						
5	I start papers and projects as soon as they are assigned.						
6	I enjoy homework and activities because they help me improve my skills in every subject.						
7	I exert more effort when I do difficult assignments.						
8	Solving problems is a useful hobby for me.						
					TOTAL		

DASS-Y

We would like to find out how you have been feeling in THE PAST WEEK. There are some sentences below. Please circle the number which best shows how TRUE each sentence was of you during the past week. There are no right or wrong answers.

If the statement was NOT TRUE of you (in the past week), circle 0.
If the statement was A LITTLE TRUE of you, circle 1.
If the statement was FAIRLY TRUE of you, circle 2.
If the statement was VERY TRUE of you, circle 3.

		NOT TRUE	A LITTLE TRUE	FAIRLY TRUE	VERY TRUE	For office use D	A	S
1	I got upset about little things	0	1	2	3			
2	I felt dizzy, like I was about to faint	0	1	2	3			
3	I did not enjoy anything	0	1	2	3			
4	I had trouble breathing (e.g. fast breathing), even though I wasn't exercising and I was not sick.	0	1	2	3			
5	I hated my life	0	1	2	3			
6	I found myself over-reacting to situations	0	1	2	3			
7	My hands felt shaky	0	1	2	3			
8	I was stressing about lots of things	0	1	2	3			
9	I felt terrified	0	1	2	3			
10	There was nothing nice I could look forward to	0	1	2	3			
11	I was easily irritated	0	1	2	3			
12	I found it difficult to relax	0	1	2	3			
13	I could not stop feeling sad	0	1	2	3			
14	I got annoyed when people interrupted me	0	1	2	3			
15	I felt like I was about to panic	0	1	2	3			
16	I hated myself	0	1	2	3			
17	I felt like I was no good	0	1	2	3			
18	I was easily annoyed	0	1	2	3			
19	I could feel my heart beating really fast, even though I hadn't done any hard exercise	0	1	2	3			
20	I felt scared for no good reason	0	1	2	3			
21	I felt that life was terrible	0	1	2	3			
	TOTAL							

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Department of Electronics

Academic Year: 2022-23

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This is to certify that **G.Likhitha sree** of **B.Sc MECs-II** bearing roll no:**201021474006** has submitted project on **SMART DUSTBIN** using Arduino UNO

Project coordinator

HOD sign

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This is to certify that **N.Pravachana** of **B.Sc MECs-II** bearing roll no:**201021474018** has submitted project on **SMART DUSTBIN** using Arduino UNO

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This is to certify that **P.Vishnu priya** of **B.Sc MECs-II** bearing roll no:**201021474009** has submitted project on **SMART DUSTBIN** using Arduino UNO

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This is to certify that **K.HARIKA** of **B.SC MECS-II** bearing rollno:**201021474007** has submitted project on **PASSWORD DOOR LOCK** using Arduino UNO

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Nagadeep

Project coordinator

Nagadeep

HOD sign

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his is to certify that **T.ARENDHAR** of
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s submitted project on **BLIND STICK** using
rduino UNO

Nagaraju

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Nagaraju

oject coordinator

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Nagaraju

Project coordinator

Nagaraju

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This is to certify that **M.PAVAN** of **B.Sc MECs- II** bearing Roll No:**201021474021** has submitted project on **BLIND STICK** using Arduino UNO

Nagaloo

Project coordinator

Nagaloo.

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Nagadeep

Project coordinator

Nagadeep

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This is to certify that **I.VENKATESH** of **B.Sc MECs-II** bearing Roll No:**201021474020** has submitted project on **BLIND STICK** using Arduino UNO

Project coordinator

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Project coordinator

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CERTIFICATE

This is to certify that Rohit Isaac Kumar
BSC.MECS 2
has submitted project on heartbeat sensor using Arduino UNO

Negative.
Project coordinator

Negative.
HOD sign

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This is to certify that L.Pramod Reddy
BSC.MECS 2
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Nagadevi
Project coordinator

Nagadevi
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Nagarjuna

Project coordinator

Nagarjuna

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Department of Electronics

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This is to certify that **K.GANESH** *of* **B.Sc MECs-II** *bearing roll no*:**201021474003** *has submitted project on* ***LP GAS SENSOR*** *using Arduino UNO*

Project coordinator

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Academic Year: 2022-23

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This is to certify that **M.VIVEK KUMAR** *of* **B.Sc MECs-II** *bearing roll no:***201021474012** *has submitted project on* ***LP GAS SENSOR*** *using Arduino UNO*

Project coordinator

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Academic Year: 2022-23

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This is to certify that **K.ASHWANTH REDDY** *of* **B.Sc MECs-II** *bearing roll no:***201021474013** *has submitted project on* ***LP GAS SENSOR*** *using Arduino UNO*

Project coordinator

HOD sign

INHIBITORY ACTION OF MALTOSE ON LACTOSE HYDROLYSIS – A KINETIC STUDY

Group Project report/dissertation submitted to the Osmania University, Hyderabad in partial fulfillment for the award of

B.Sc Degree

BY:

1) Aakaash Dev Manwaal (201020441005)

2) Garlapati Mukund Srivasthav (201020441003)

3) Gouppa Mahesh (201020441007)

4) Senapati Sriram (201020441006)

5) Abhinav Taduru (201020441001)

Students of B.Sc (MPC) VI[th] Semester

Little Flower Degree and PG College, Uppal

(Affiliated to Osmania University)

April 2023

EVALUATION OF FLUORIDE ION CONCENTRATION IN THE GROUNDWATER OF THE UPPAL MANDAL

Group Project report/dissertation submitted to the Osmania University Hyderabad in partial fulfillment for the award of B.Sc Degree .

BY:

1) Kukutlapally Sai Niharika (201020487011)

2) Nangunuri Nikitha (201020487012)

3) Swetha Kummarakuntla (201020441002)

4) Haripriya Yeleswarapu (201020441004)

Students of B.Sc (BTMIC & MPC) VI[th] semester

Little Flower [illegible] PG College, Uppal

([illegible] University)

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CERTIFICATE

This is to certify that the Group Project/ Dissertation entitled **"Evaluation of Fluoride ion concentration in the Groundwater of the Uppal Mandal "** has been carried out under my supervision by **Kukutlapally Sai Niharika , Nangunuri Nikitha , Haripriya Yeleswarapu , Swetha Kummarakuntla ,** (all pursuing B.Sc degree) for their 6th semester project. To the best of my knowledge this work has not been submitted to this or any other university for the award of any degree/diploma

DATE: 20/5/2023

Mrs. M Rama Devi

(Project Supervisor and HoD)

Counter signed by Principal

PRINCIPAL
Little Flower Degree College
Uppal, Hyderabad-500 039.
College Code: 2010

20/5/2023

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COLLEGE CODE 2010
UPPAL, HYD-39.

DECLARATION

We declare that the Scientific contents/data of this project / dissertation are based on our original work and to the best of our knowledge have not been submitted to this or any other university for the award of the B.Sc Degree/ Diploma.

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Nangunuri Nikitha (201020487012)

Swetha Kummarakuntla (20102441002)

Haripriya Yeleswarapu (20102441004)

Date : 20/5/2023

place :

DECLARATION

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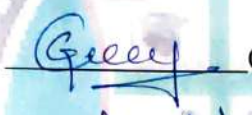
Aakaash Dev Manwaal (201020441005)


Garlapati Mukund Srivasthav (201020441003)

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Abhinav Taduru (201020441001)

Date :

place :

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To the department of **Computer science**, for the fulfillment of the requirement for the award of degree in **Bachelor's of science, Little flower degree & PG College, Uppal** is a record of conduct work carried out by the under the guidance and supervision in **2022-2030.**

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This is to certify that the project on **BLOOD BANK MANAGEMENT SYSTEM** using HTML,CSS ,PHP,SQL and being submitted by

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K.Naresh (201020468034)
Ch.Venkat (201020468014)

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A.Manish reddy (201020468004)
J.Rishith(201020468005)
Sravan (201020468030)
Akash (201020468018)

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This is to certify that the project on **B-Navigator App Demo** using React.Js, PHP and MySQL being submitted by B. Avanthika (201020467010) AND B. Rushikesh (201020468026)

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This is to certify that the project on ONLINE EXAMINATION SYSTEM – PHP submitted by our team in fulfilment of the requirement for the award of the Degree of Bachelor of Computer Science is a bono-fide record of the project done by SK. Riyana, Kurian Thomas, K. Praneeth, Little Flower Degree College, Uppal, Hyderabad.

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22/5/23

20/5/23

GUIDE AND HOD

S.V. VIJAY KUMAR

Department of Computer Science

DEPARTMENT OF COMPUTER SCIENCE

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This is to certify that the project on COLLEGE LIBRARY MANAGMENT SYSTEM – PHP submitted by our team in fulfillment of the requirement for the award of theDegree of Bachelor of Computer Science is a bonafide record of the project done by Kamal Kumar Upadhyay, CH.Ganesh,T.Abhinav , Little Flower Degree College,Uppal, Hyderabad.

22/5/23

External Examiner

20/5/23

Internal Examiner

[VIJAY REDDY]

20/5/23

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[A. BHAVANI]

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This is to certify that the project on **ENROLLMENT FOR NCC CADETS** using PHP and MYSQL being submitted by

G.JAYANTH (201020468032)

in partial fulfillment of the requirement for the award of the degree of Bachelor of Science is a bonafied record of the project work done by Department of Science,Little Flower Degree & PG College,Uppal,Hyderabad.

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This is to certify that the project on MSK GOLD AND SILVER using HTML,CSS,JAVA SCRIPT,PHP and MYSQL being submitted by

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AKEPOGU SURYA VARUN TEJA (201020468021)
HASINI NUNAVATH (201020468022)

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A.BHAVANI

22/5/23
GUIDE
S. VIJAY REDDY
COMPUTER SCIENCE DEPARTMENT

A PROJECT REPORT ON
ENROLLMENT FOR NCC CADETS

USING PHP AND MYSQL

LITTLE FLOWER DEGREE & PG COLLEGE, UPPAL

DEPARTMENT OF COMPUTER SCIENCE

2022-2023

SUBMITTED BY

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UNDER THE GUIDANCE OF

MR.VIJAY REDDY .

DEPARTMENT OF COMPUTER SCIENCE

SUBMITTED TO:

A.Bhavani

Head,Computer Science Department

DEPARTMENT OF COMPUTER SCIENCE

LITTLE FLOWER DEGREE & PG COLLEGE
UPPAL,HYDERABAD

CERTIFICATE

This is to certify that the project on **ENROLLMENT FOR NCC CADETS** using PHP and MYSQL being submitted by

G.JAYANTH (201020468032)

in partial fulfillment of the requirement for the award of the degree of Bachelor of Science is a bonafied record of the project work done by Department of Science,Little Flower Degree & PG College,Uppal,Hyderabad.

GUIDE
MR.VIJAY REDDY
DEPARTMENT OF COMPUTER SCIENCE

22/5/23

EXTERNAL
EXAMINER

Bhavani 20/5/23

HOD
(A.Bhavani)
Dept of Computer Science

DECLARATION

I undersign, hereby declare that the project "**ENROLLMENT FOR NCC CADETS** "using PHP and MYSQL submitted in partial fulfilment for the award of Bachelor of Computer Science of Osmania University is a bonafide record of work done by me under the guidance of VIJAY Department of Computer Science, Little Flower Degree & PG College, Uppal, Hyderabad. This Project has not previously formalised the basis for the award of any degree, diploma or similar title by any University.

DATE : 19/05/2023

G.JAYANTH
(201020468032)

ACKNOWLEDGEMENT

Through this acknowledgement we express our sincere gratitude towards all those people who helped us in this project, which has been a learning experience.

This page would not be enough to extend our gratitude towards our project guide Mr. Vijay for his efforts in coordination with our work and guiding in the right direction. A heartfelt regard to our institution management principal Rev. Brother Vincent Reddy and vice Principal Mrs. Jayanthi Ma'am for giving us the essential hand in concluding this project.

It would be injustice to proceed without acknowledging the vital support I received from my beloved classmates and friends. I also use this page to offer my sincere love to my parents and all others who had been there to help this project.

ABSTRACT

The enrollment for ncc cadets project is a web-based application designed to streamline the enrollment process for educational institutions. The system is built using PHP, HTML, CSS, and MySQL technologies to provide a user-friendly interface for both cadets and administrators.

The system enables prospective cadets to enroll and submit their enrollment forms online, including necessary documents such as reports and certificates. The system also allows administrators to view and manage applications and reports, including the ability to approve or reject applications, track application status, and communicate with cadets.

The project aims to reduce the manual workload of the enrollment process, enhance accuracy, and increase efficiency while providing a secure and accessible online platform for cadet

INTRODUCTION

This project is an enrollment for NCC cadets that manages certain reports and enrollment. This system stores the list of the cadets along with the relevant information. The system has many features such as enrollment, parades, admin and many more.

The system was developed using

FRONT END: HTML, CSS, JavaScript

1. HTML: HTML is used to create web document. Eg: Notepad
2. CSS: (Cascading Style Sheets) Create attractive Layout
3. JavaScript: it is a programming language commonly use with web browsers

BACK END: PHP, MySQL

1. PHP: Hypertext Preprocessor (PHP) is a technology that allows software developers to create dynamically generated web pages, in HTML, XML, or other document types, as per client request. PHP is open source software.
2. MySQL: MySql is a database, widely used for accessing querying, updating, and managing data in databases.

ADMIN MODULE:

Login page: Admin's login through username and password.

Dash board: Admin can view all the details

Enrollment list: Admin can view a list of enrollment and have right to delete the details.

USER MODULE:

Welcome page: It contains navbars for enrollment, parades, admin and about NCC

Link of our website:

Local host/navbar.php

HTML and CSS Code of our website:

HTML CODE FOR DIVIDING FRAMES

```
<!DOCTYPE html>
<html>

  <head>
    <title>mainfile</title>
  </head>
<body >

  <frameset rows = "10%,10%,60%,20%">
    <frame name = "top" src = "collagename.html" />
    <frame name = "navbar" src = "navbar.html" />
<frame name = "main" src = "marqee.html" />
<frame name = "foot" src = "about.html" />
  </frameset>
  </body>
</html>
```

HTML AND PHP CODE FOR NAVBARS

```
<?php
?>
<!DOCTYPE html>
```

```
<html>
  <head>
    <title>Page Title</title>
  </head>
  <body>
  <style>
   body{
background:linear-gradient(20deg,violet,black);
height:100vh;
}
   nav {
 background-color: #333;
 overflow: hidden;

}

nav ul {
 margin:0;
 padding: 0;
 list-style: none;

}
.abt,.ad,.hm,.en,.pr{
width:275px;
}
nav li {
 float: left;
}

nav a {
 display: block;
 color: white;
```

```
  text-align: center
 ;
 max-width:1050px;

  padding: 20px;
  border-left:5px solid #fff;
  text-decoration: none;
  margin-left:0px;
  text-align:center;
 justify-content:space-evenly;

 }
 nav a:hover {
  background-color: #fff;
  color: black;
 }

 .hero-images{
  height: 50vh;
 }


 .scroller-img{
  height: 350px;
  margin-inline: 10px;
 }

 .scroller{
  display: flex;

 }
```

```
.logo-container{
 display: flex;
 justify-content: center;
}
.logo{
 margin: 10px auto;
 height: 250px;
}
</style>
<body>
 <marquee loop scrollamount="16"          behavior=""
direction="left">
 <div class="hero-images">
  <div class="scroller">
   <img class="scroller-img" src="annual-pic.jpg" alt="image">
   <img class="scroller-img" src="marching-pic.jpg" alt="image">
   <img class="scroller-img" src="meeting-pic.jpg" alt="image">
   <img class="scroller-img" src="IMG-20230427-WA0083.jpg"
alt="image">
   <img class="scroller-img" src="IMG-20230427-WA0080.jpg"
alt="image">
   <img class="scroller-img" src="IMG-20230427-WA0078.jpg"
alt="image">
  </div>
 </div>
</marquee>
 <nav>
 <ul>
  <li class="ad"><a href="admin.php"
target="_main">ADMIN</a></li>
  <li class="hm"><a href="home.html"
target="_main">HOME</a></li>
```

```
  <li class="en"><a href="enroll.php"
target="_main">ENROLL</a></li>
  <li class="pr"><a href="prds.php"
target="_main">PARADES</a></li>
  <li ><a href="about.html"  target="_main"
class="abt">ABOUT</a></li>
 </ul>
</nav>
<div class="logo-container">
 <img src="NCC-logo.jpg" class="logo" alt="logo">
</div>


 </body>
 </html>
```

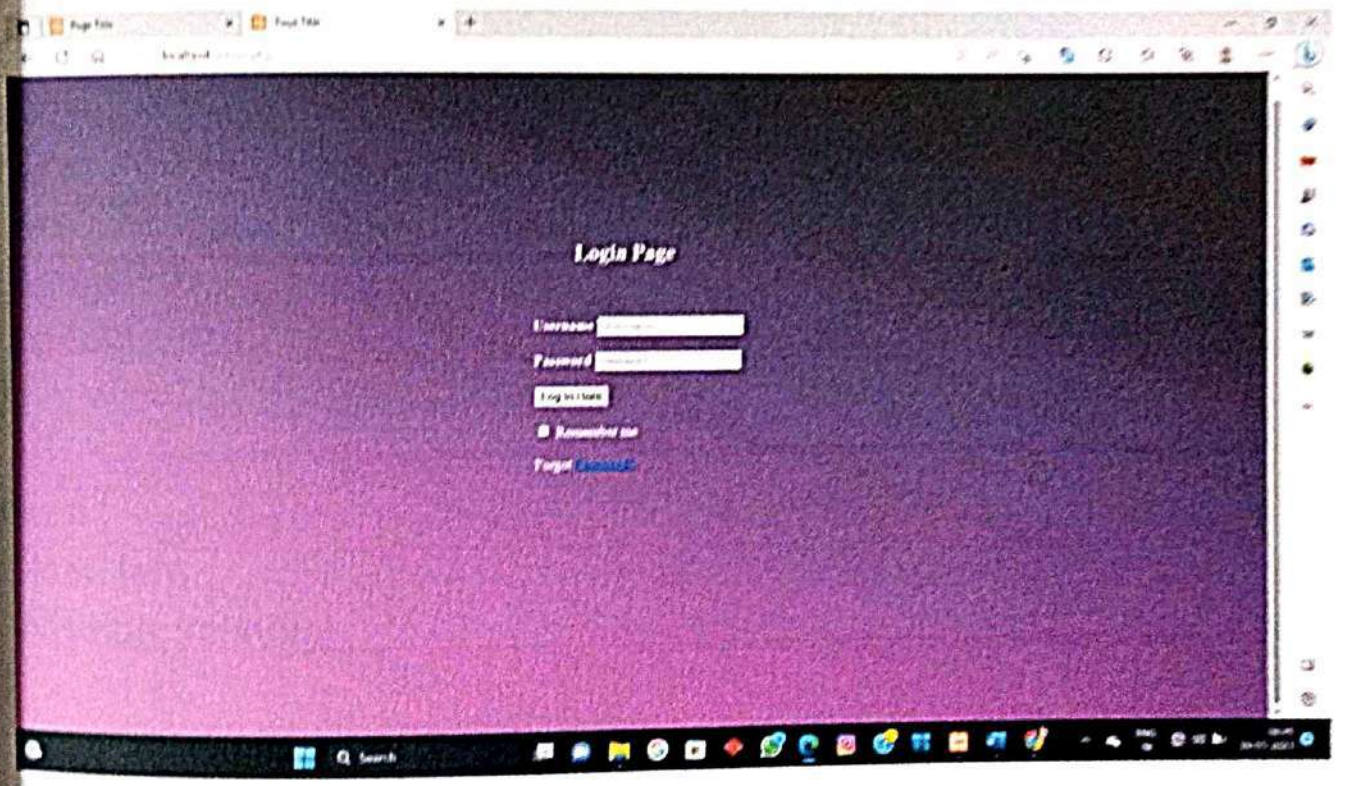
HTML AND PHP CODE FOR ADMIN NAVBAR

```
<?php
?>
<!DOCTYPE html>
<html>
  <head>
    <title>Page Title</title>
  </head>
  <style>

    body{
background:linear-gradient(20deg,violet,black);
height:100vh;
color:#fff;
justify-content:center;
```

```
align-items:center;
display:flex;

}
.nm{
position:absolute;
top:25%;
left:45%;
}

  </style>
  <body>
<h2 class="nm">Login Page</h2><br>
  <div class="login">
  <form id="login" method="get" action="Admin.php">
    <label><b>Username
    </b>
    </label>
    <input type="text" name="Uname" id="Uname"
placeholder="Username">
    <br><br>
    <label><b>Password
    </b>
    </label>
    <input type="Password" name="Pass" id="Pass"
placeholder="Password">
    <br><br>
    <input type="button" name="log" id="log" value="Log In Here">
    <br><br>
    <input type="checkbox" id="check">
    <span>Remember me</span>
    <br><br>
```

```
    Forgot <a href="#">Password?</a>
  </form>
</div>
</body>
</html>
```

OUTPUT FOR ADMIN NAVBAR



HTML AND PHP CODE FOR ENROLL NAVBAR

```
<!DOCTYPE html>

<html lang="en" dir="ltr">
  <head>
    <meta charset="UTF-8">
```

```
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">
  <!--<title> Registration or Sign Up form in HTML CSS | CodingLab
</title>-->
  <link rel="stylesheet" href="style.css">
  </head>
<body>
<style>
*{
transition:0.5s ease-in-out;}
nav ul {
 list-style: none;
 margin: 0;
 padding: 0;
}

nav li {
 float: left;
 position: relative;
}

nav li a {
 display: block;
 padding: 10px;
 text-decoration: none;
 color: #000;
}

nav li ul {
 display: none;
 position: absolute;
 top: 100%;
```

```
left: 0;
padding: 0;
}

nav li:hover ul {
display: block;
}

nav li ul li {
float: none;
}

nav li ul li a {
padding: 5px;
background-color: #f2f2f2;
color: #000;
}


</style>
<nav>
    <ul>
     <li><a href="cadet.php">CADET</a></li>
    </ul>
</nav>
 </body>
</html>

<?php
define('DB_HOST','127.0.0.1');
define('DB_USER','root');
define('DB_PASS','');
```

```
define('DB_NAME','jayanth');
try
{
$dbh = new PDO("mysql:host=".DB_HOST.";
dbname=".DB_NAME,DB_USER, DB_PASS,
array(PDO::MYSQL_ATTR_INIT_COMMAND =>"SET NAMES 'utf8'"));
}
catch (PDOException $e)
{
exit("Error: " . $e->getMessage());
}

?>
<?php
if(isset($_POST['b1']))
 {


        $name=$_POST['t1'];
        $email=$_POST['t2'];
        $password=$_POST['t3'];
        $c_password=$_POST['t4'];
  $wing=$_POST['t5'];
        $sql1="insert into
 enroll(name,email,password,c_password,wing)
        values(:a1,:a2,:a3,:a4,:a5);";
        $query1 = $dbh -> prepare($sql1);
        $query1-> bindParam(':a1', $name, PDO::PARAM_STR);
        $query1-> bindParam(':a2', $email, PDO::PARAM_STR);
        $query1-> bindParam(':a3', $password, PDO::PARAM_STR);
        $query1-> bindParam(':a4', $c_password, PDO::PARAM_STR);
  $query1-> bindParam(':a5', $wing, PDO::PARAM_STR);
```

```
        $query1->execute();

    }
?>

<!DOCTYPE html>

<html lang="en" dir="ltr">
  <head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-
scale=1.0">
    <!--<title> Registration or Sign Up form in HTML CSS | CodingLab
</title>-->
    <link rel="stylesheet" href="style.css">
  </head>
<body>
<style>


@import
url('https://fonts.googleapis.com/css?family=Poppins:400,500,600,70
0&display=swap');
*{
  margin: 0;
  padding: 0;
  box-sizing: border-box;
  font-family: 'Poppins', sans-serif;
}
body{
  min-height: 100vh;
  display: flex;
```

```
  align-items: center;
  justify-content: center;
  background: #4070f4;
}
.wrapper{
  position: relative;
  max-width: 430px;
  width: 100%;
  background: #fff;
  padding: 34px;
  border-radius: 6px;
  box-shadow: 0 5px 10px rgba(0,0,0,0.2);
}
.wrapper h2{
  position: relative;
  font-size: 22px;
  font-weight: 600;
  color: #333;
}
.wrapper h2::before{
  content: '';
  position: absolute;
  left: 0;
  bottom: 0;
  height: 3px;
  width: 28px;
  border-radius: 12px;
  background: #4070f4;
}
.wrapper form{
  margin-top: 30px;
}
```

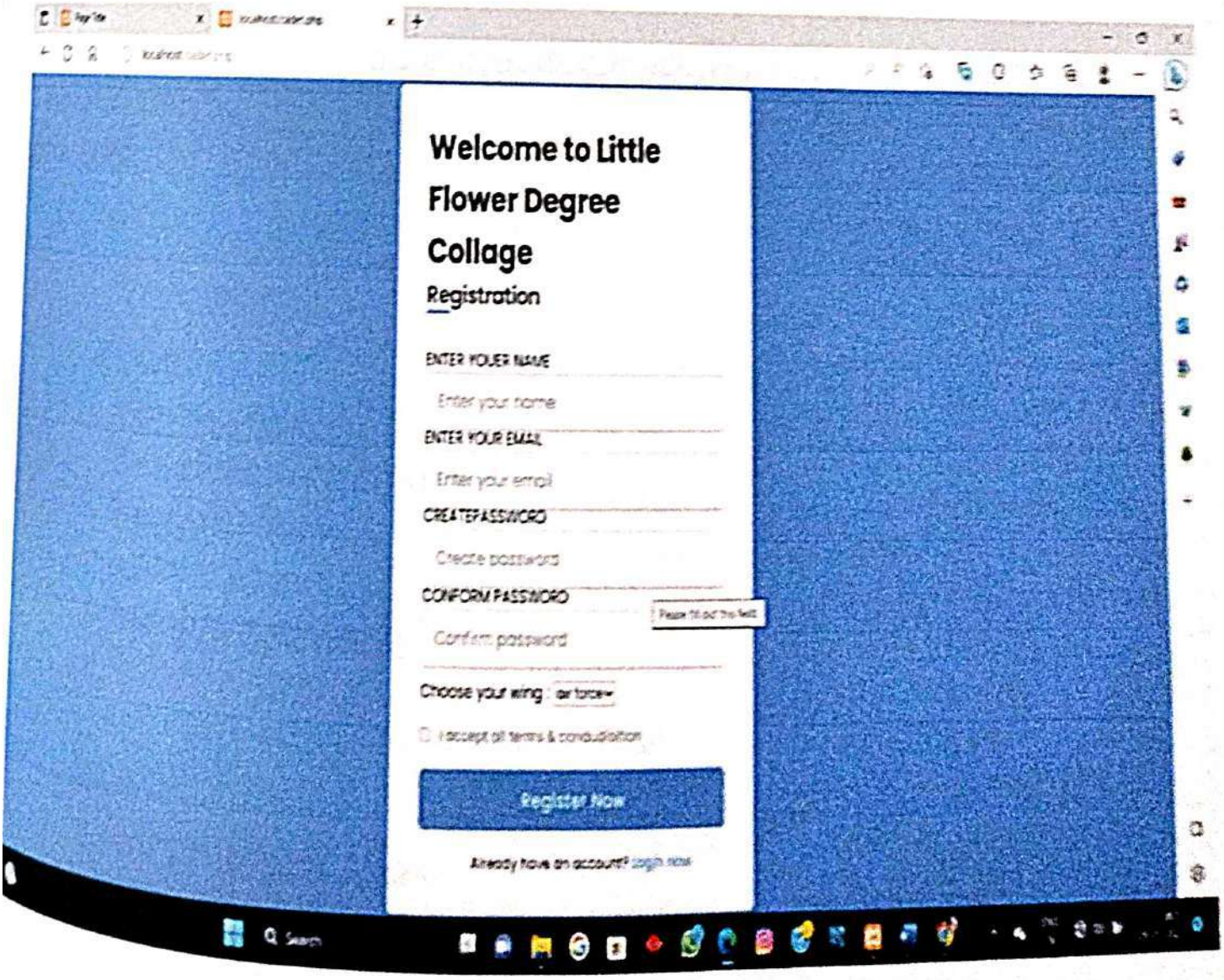
```
.wrapper form .input-box{
  height: 52px;
  margin: 18px 0;
}
form .input-box input{
  height: 100%;
  width: 100%;
  outline: none;
  padding: 0 15px;
  font-size: 17px;
  font-weight: 400;
  color: #333;
  border: 1.5px solid #C7BEBE;
  border-bottom-width: 2.5px;
  border-radius: 6px;
  transition: all 0.3s ease;
}
.input-box input:focus,
.input-box input:valid{
  border-color: #4070f4;
}
form .policy{
  display: flex;
  align-items: center;
}
form h3{
  color: #707070;
  font-size: 14px;
  font-weight: 500;
  margin-left: 10px;
}
.input-box.button input{
```

```
  color: #fff;
  letter-spacing: 1px;
  border: none;
  background: #4070f4;
  cursor: pointer;
}
.input-box.button input:hover{
  background: #0e4bf1;
}
form .text h3{
  color: #333;
  width: 100%;
  text-align: center;
}
form .text h3 a{
  color: #4070f4;
  text-decoration: none;
}
form .text h3 a:hover{
  text-decoration: underline;
}

select{
  margin-block: 16px;
}

</style>
  <div class="wrapper">
<h1>Welcome to Little Flower Degree Collage</h1>
    <h2>Registration</h2>
    <form action="#" method="post">
      <div class="input-box">
```

```
ENTER YOUER NAME
    <input type="text" placeholder="Enter your name" required
name="t1">
   </div>
   <div class="input-box">
ENTER YOUR EMAIL
    <input type="text" placeholder="Enter your email" required
name="t2">
   </div>
   <div class="input-box">
CREATEPASSWORD
    <input type="password" placeholder="Create password" required
name="t3">
   </div>
   <div class="input-box">
CONFORM PASSWORD
    <input type="password" placeholder="Confirm password"
required name="t4">
   </div>
   <div>
    <label for="wing">Choose your wing :</label>

<select  id="wing" name="t5">
 <option value="air force">air force</option>
 <option value="navy">navy</option>
 <option value="army">army</option>
</select>
   </div>
   <div class="policy">
    <input type="checkbox">
    <h3>I accept all terms & condudioition</h3>
   </div><div class="input-box button">
```

```
    <input type="Submit" value="Register Now" name="b1">
   </div>
   <div class="text">
    <h3>Already have an account? <a href="loginpage.php">Login
now</a></h3>
   </div>
  </form>
 </div>
</body>
</html>
```

OUTPUT FOR ENROLL NAVBAR



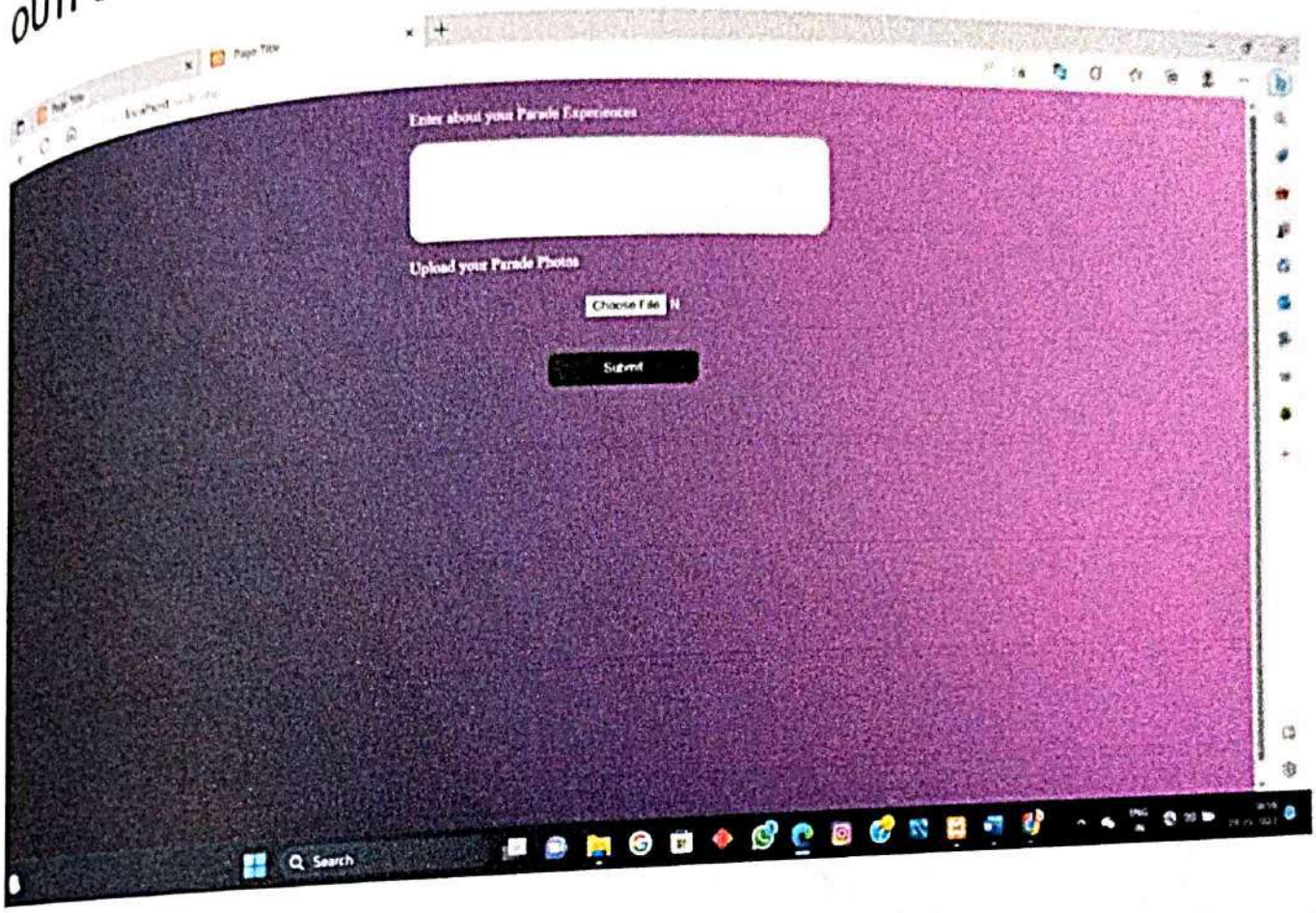
HTML AND PHP CODE FOR PARADES NAVBAR

```
<?php
?>
<!DOCTYPE html>
<html>
  <head>
    <title>Page Title</title>
    <style>

body{
  background: linear-gradient(60deg,black,violet);
  height:100vh;
color:#fff;
}


      .input{
        display: flex;
        flex-direction: column;
        height: 300px;
        width: 30vw;
        margin: 0px auto;

      }
      label{
        margin-block: 16px;
      }
```

```
textarea{
  width: 30vw;
  height: 200px;
  border-radius: 16px;

}

input{
  margin-top: 1em;
}

#Upload{
  margin:0px auto;
  text-decoration: none;
  width: 80px;
  height: 32px;

  border-radius: 8px;
  color:white;

}

button{
  margin-top: 32px;
  width: 160px;
  height: 64px;
  background-color: black;
  color: white;
  border-radius: 8px;
  margin: 0px auto;
  margin-top: 32px;
```

```
    }

    .upload-btn{

color: white;
border-radius: 8px;
padding: 10px 20px;
border: none;
cursor: pointer;
text-decoration: none;

    }
  </style>
</head>
<body>
  <form method="POST">
  <div class="input">
    <label for="Experience-box"> Enter about your Parade
Experiences </label>
    <textarea type="" id="Experience-box" ></textarea>

    <label for="Upload">Upload your Parade Photos</label>
    <input type="file"  id="Upload" class="upload-btn">
    <button>Submit</button>
 </form>
 </div>
```

OUTPUT FOR PARADES NAVBAR



HTML CODE FOR ABOUT NAVBAR

```
<!DOCTYPE html>

<html>

  <head>


    <title>Page Title</title>
```

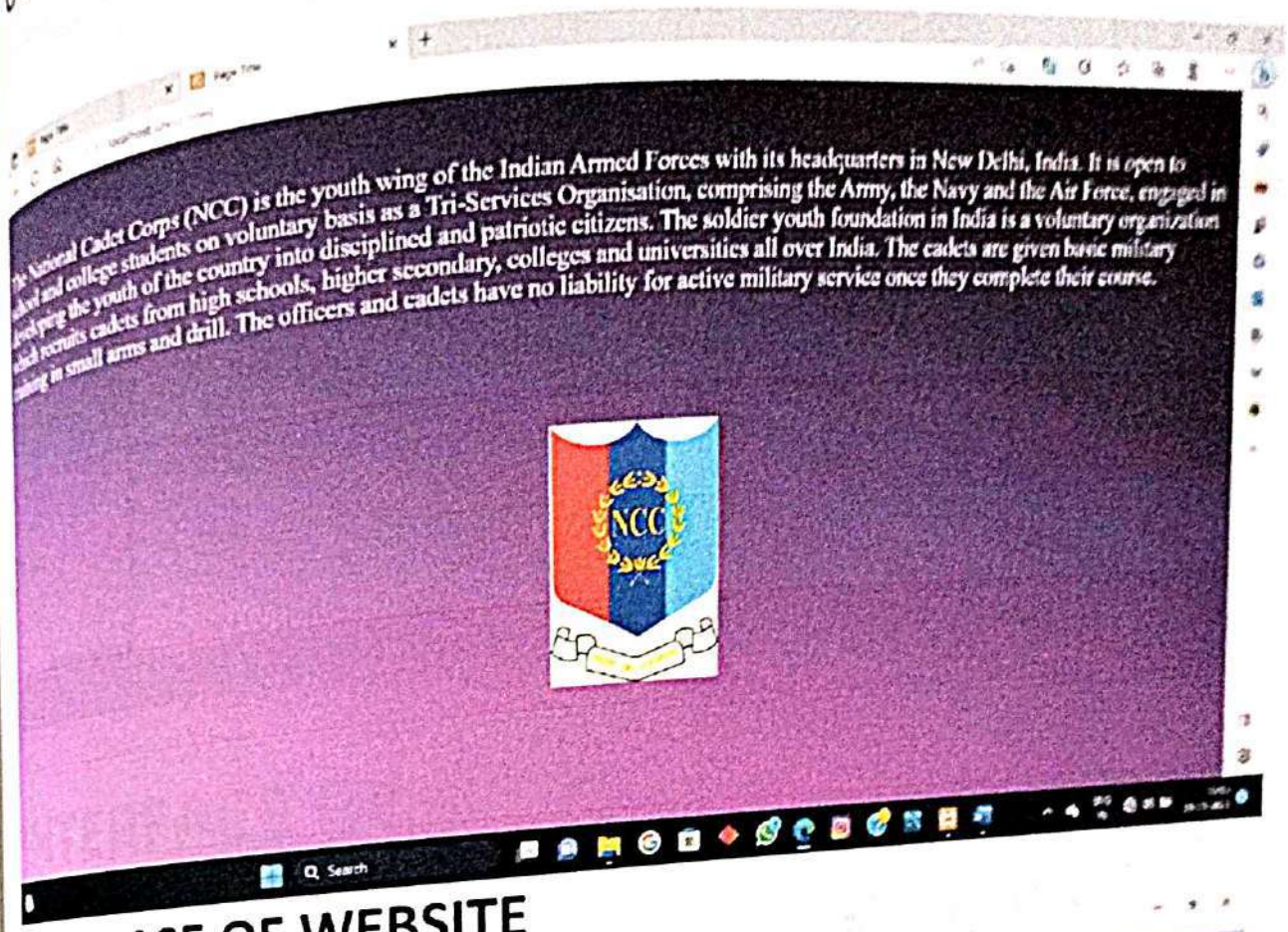
```
    <style>
body{
background:linear-gradient(20deg,violet,black);
height:100vh;
overflow:hidden;
color:#fff;}

      img{
        width:180px;
       position:absolute;
top:45%;
left:45%;

      }
  .mtr{
position:absolute;
top:5%;
font-size:26px;
}
```

```
</style>


</head>

<body>

<img src="NCC-logo.jpg" alt="logo" >

<p class="mtr">
```

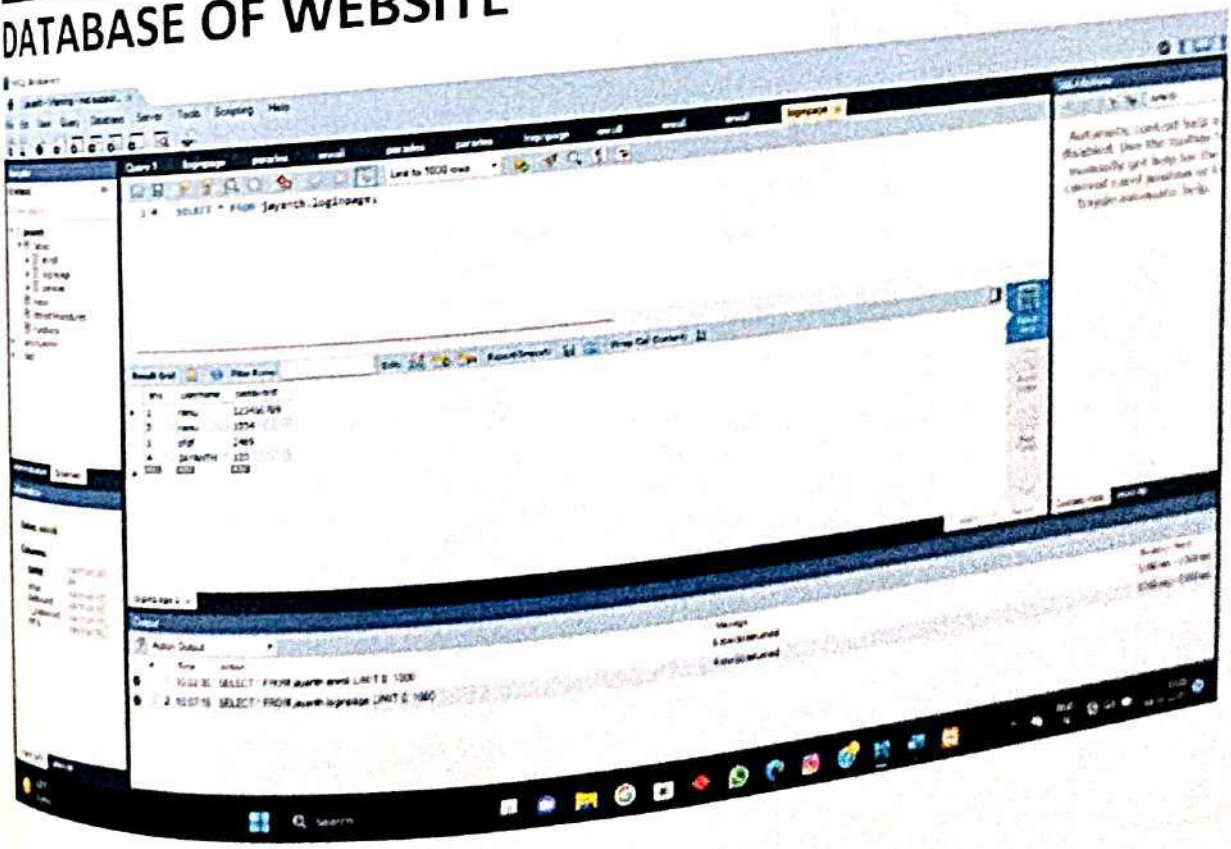
The National Cadet Corps (NCC) is the youth wing of the Indian Armed Forces with its headquarters in New Delhi, India. It is open to school and college students on voluntary basis as a Tri-Services Organisation, comprising the Army, the Navy and the Air Force, engaged in developing the youth of the country into disciplined and patriotic citizens. The soldier youth foundation in India is a voluntary organization which recruits cadets from high schools, higher secondary, colleges and universities all over India. The cadets are given basic military training in small arms and drill. The officers and cadets have no liability for active military service once they complete their course.

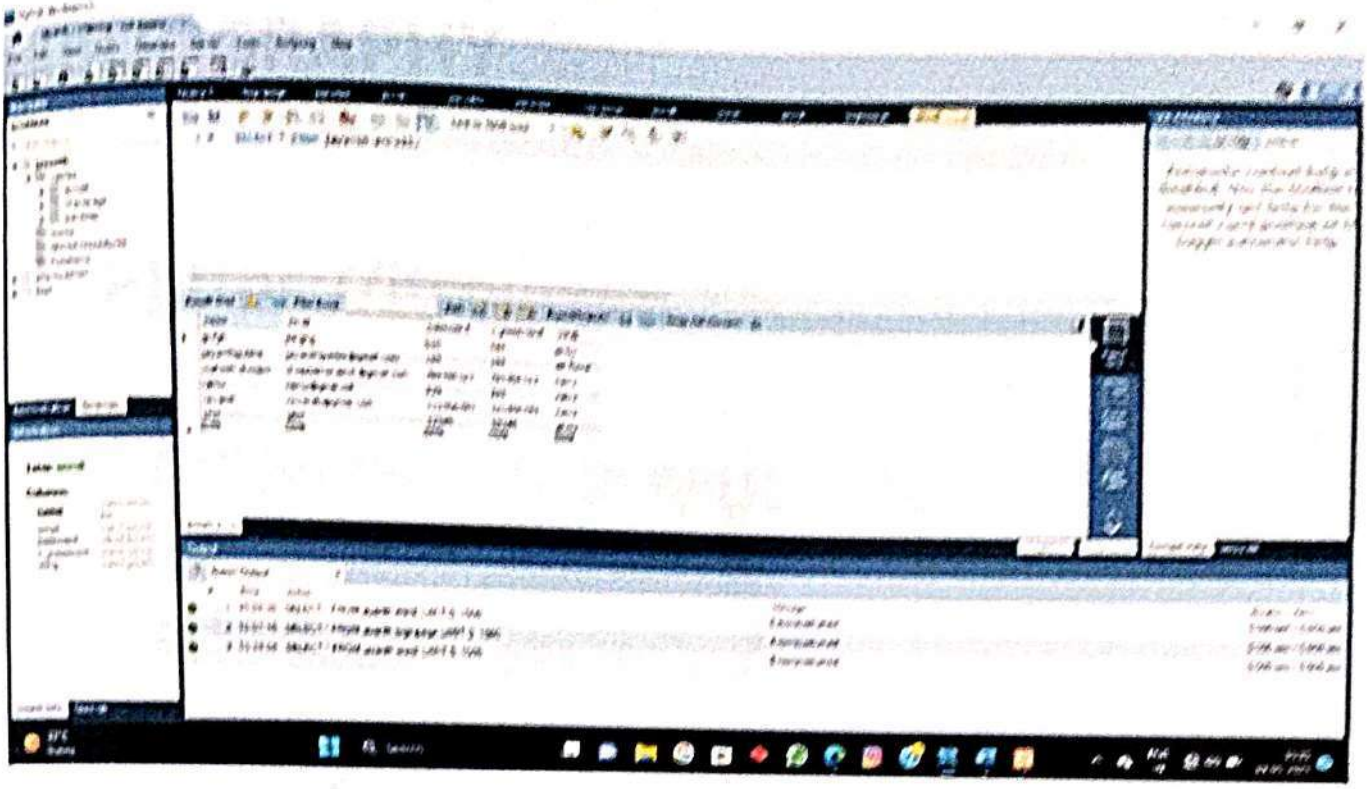
```
</p>

</body>

</html>
```

OUTPUT FOR ABOUT NAVBAR

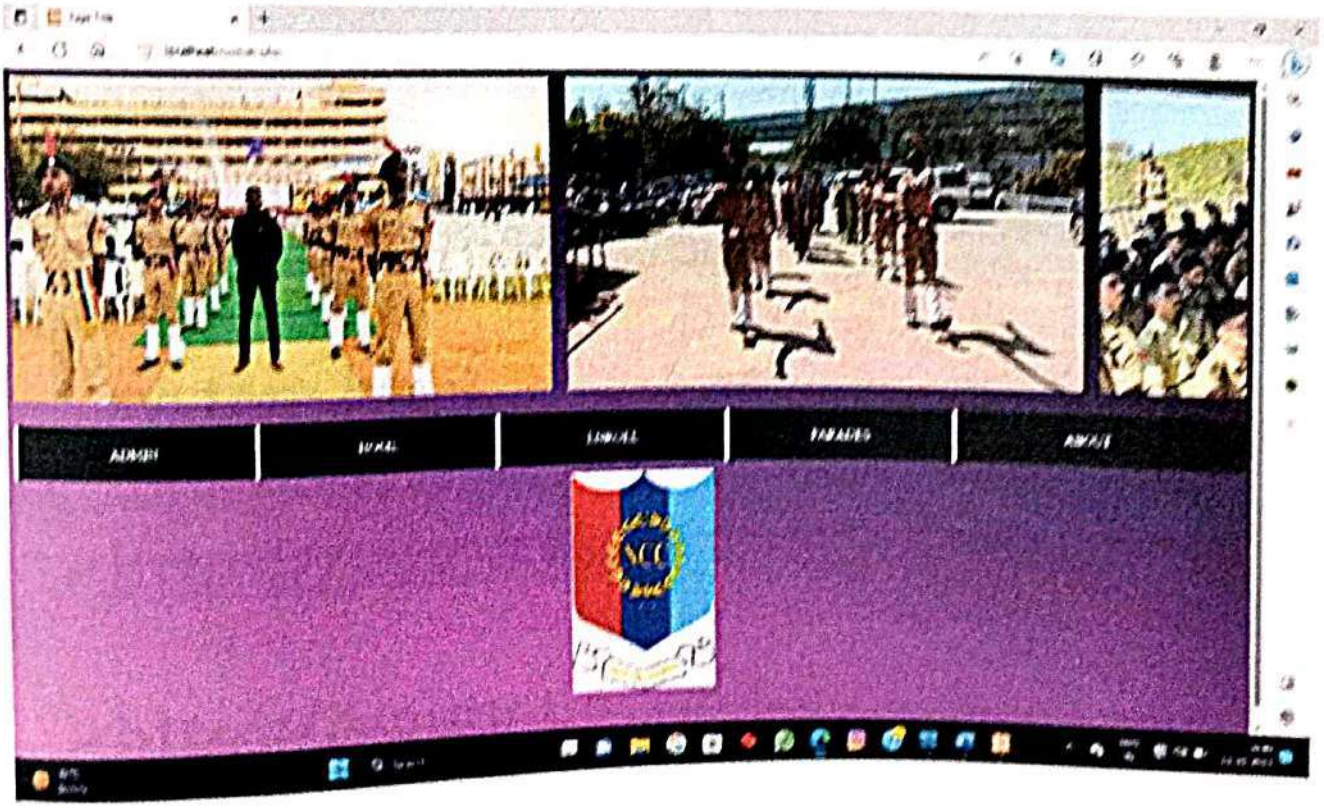


DATABASE OF WEBSITE





INTERFACE OF WEBSITE



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- https://www.sourcecodester.com/php/14874/online-student-admission-system.html
- https://youtu.be/xN-N3AwtPc8
- https://youtu.be/S4zTwcMyNk4

CONCLUSION

The project entitled as an **ENROLLMENT OF NCC CADETS** was completed successfully. ENROLLMENT OF NCC CADETS using PHP, HTML, CSS, and MySQL is a feasible and effective way to streamline the ENROLLMENT process for educational institutions. The system allows for a paperless and efficient method of collecting and managing cadets enrollment data, and provides an easy-to-use interface for both cadets and admin.

The use of PHP and MySQL allows for the development of dynamic web pages and the management of large amounts of data, while HTML and CSS provide a user-friendly and aesthetically pleasing interface. The system can also be easily customized and updated to meet the specific needs of the educational institution.

Overall, enrollment of ncc cadets provides a more efficient and effective way to manage the enrollment process process, while also improving the cadet experience.

THANK YOU

LITTLE FLOWER DEGREE COLLEGE
(Affiliated to Osmania University)
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REPORT ON

PROJECT WORK

COLLABORATION WITH: INSIDE FACTZ TRAINING INSTITUTE
DATE: 12th to 30th May, 2023
VENUE: P01, STATS LAB
LFDC, UPPAL

The department of statistics conducted a Project work in collaboration with Inside Factz Training Institute challenge from 12th May to 30th May for post-graduate students. Total 20 students of MSc (Statistics)-II have participated actively in this event.

The aim of undertaking a project in machine learning within higher studies is to:

- Apply Theoretical Knowledge: Apply theoretical concepts learned in coursework to real-world problems or datasets, thereby gaining practical experience.
- Explore Advanced Techniques: Experiment with advanced machine learning algorithms, methodologies, and tools to deepen understanding and proficiency in the field.
- Problem Solving: Address specific challenges or tasks using machine learning models, aiming to find efficient and accurate solutions.
- Contribute to Research: Contribute new insights, approaches, or findings to the existing knowledge base in machine learning through innovative projects.
- Prepare for Practical Application: Develop skills essential for future applications in industries such as healthcare, finance, technology, etc., where machine learning is extensively used.

Objectives:

Specific objectives might include:

- Problem Definition: Clearly define a problem statement or task that can be addressed using machine learning techniques.
- Data Collection and Preparation: Gather relevant datasets and preprocess them to make them suitable for training machine learning models.
- Model Selection: Choose appropriate machine learning algorithms or techniques suitable for the given problem, considering factors like data type, size, and complexity.

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- Model Development: Implement, train, and fine-tune machine learning models to achieve optimal performance.
- Evaluation and Analysis: Evaluate model performance using relevant metrics, compare different approaches, and analyze results critically.
- Documentation and Presentation: Document the project methodology, results, and conclusions effectively. Present findings through reports, presentations, or demonstrations.

In a session where speakers explain concepts like Random Forest, Decision Trees, and Support Vector Machines (SVM) implementation using Python with real-time datasets, the approach usually involves a step-by-step breakdown:

1. Introduction to Concepts:

The speakers begin by introducing the theoretical aspects of each algorithm:

- Decision Trees: Explain the concept of decision-making based on tree-like structures, breaking down data using attributes to make decisions.
- Random Forest: Describe how an ensemble of decision trees is used for classification or regression by aggregating multiple decision trees.
- Support Vector Machines (SVM): Explain the concept of SVM in separating data points by finding the optimal hyper plane, especially useful in classification tasks.

2. Python Implementation:

The speakers proceed to demonstrate how to implement these algorithms using Python:

- Library Introduction: Introduce relevant Python libraries (like scikit-learn) used for machine learning.
- Data Loading: Show how to load a real-time dataset, explaining its structure and features.
- Data Pre-processing: Illustrate the steps for data cleaning, normalization, or feature engineering to prepare it for model training.
- Model Building: Code the implementation of Decision Trees, Random Forest, and SVM using scikit-learn, demonstrating the process of initializing, training, and evaluating these models.

PRINCIPAL
Little Flower Degree College
Uppal, Medchal Dist-500039.
College Code : 2010

2-18-25, Opp. Survey of India,
Uppal, R.R. Dist (Medchal Malkajgiri Dist. (New))
Hyderabad - 500 039
Mobile : 7673960152
E-mail : littleflowercollege@gmail.com
Website : www.lfdc.edu.in

3. Model Evaluation and Interpretation:

- Performance Metrics: Discuss various evaluation metrics (accuracy, precision, recall, etc.) and how to interpret them for each model.
- Visualization: Showcase visualization techniques (like decision tree plots, feature importance in Random Forest) to aid in understanding model behavior.

4. Real-Time Data Application:

- Live Coding: Demonstrate the application of these models on the loaded real-time dataset.
- Interpretation of Results: Interpret the model predictions or classifications on the dataset, explaining how these algorithms make decisions.

5. Q&A and Application Discussions:

- Engagement: Encourage student interaction, inviting questions and clarifications throughout the session.
- Application Scenarios: Discuss practical applications and scenarios where each algorithm can be effectively used.

6. Project or Exercise Recommendations:

- Hands-on Practice: Suggest exercises or projects where students can implement these concepts on their own, using different datasets or tweaking parameters for deeper understanding.

The session's objective is to bridge the gap between theory and practice by providing a hands-on demonstration, enabling students to grasp the implementation of these powerful machine learning algorithms using Python with real-world datasets

Outcomes:

The potential outcomes of such a project could be:

- Hands-On Experience: Gain practical experience in handling real-world datasets and applying machine learning algorithms to solve problems.
- Skill Enhancement: Improve proficiency in programming languages (such as Python, R), machine learning libraries (like TensorFlow, scikit-learn), and data manipulation tools.
- Understanding Algorithms: Develop a deeper understanding of various machine learning algorithms, their strengths, limitations, and applications.

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- Problem-Solving Skills: Enhance problem-solving abilities and critical thinking through iterative model development and analysis.
- Research Contributions: Contribute novel approaches, findings, or insights to the field, potentially leading to publications or further research opportunities.
- Preparation for Careers: Better prepare for careers in data science, artificial intelligence, research, or related fields by showcasing practical skills and project experience.

Overall, such projects serve as a bridge between theoretical knowledge and practical application, equipping students with the skills and experience necessary for a career in machine learning and data science.

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(A Catholic Minority Institution Run By Brothers of St. Gabriel Educational Society)

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Hyderabad - 500 039

Mobile : 7673960152
E-mail : littleflowercollege@gmail.com
Website : www.lfdc.edu.in

LITTLE FLOWER DEGREE COLLEGE

Uppal,Hyderabad

Department of Statistics

Organizes

Project Work

On

Machine Learning

In Collaboration with

Inside Factz Training Institute

Guest Faculty:

MR. RAJU

Sr. Data Scientist,
IBM, Hyderabad

DR. P.RAJINI

Assistant Professor
Bhavan's Vivekananda College of
Science, Humanities and Commerce,
Sainikpuri, Secunderabad

Date : 12 May 2023 -30 May 2023

Time : 2:00 - 4:00 pm

Coordinators

N.Dhwani, HOD
T.Manjusha, Faculty
R. Kumar, Faculty
Department of Statistics

Chief Patron

Rev.Bro.Vincent Reddy
Principal, LFDC

Patron

Ms. P.Jayanthi Reddy
Vice Principal, LFDC

Jayanthi P
PRINCIPAL
Little Flower Degree College
Uppal, Medchal Dist-500039.
College Code : 2010

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College Code : 2010

LITTLE FLOWER DEGREE COLLEEG
UPPAL,HYDERABD
DEPARTMENT OF STATISTICS
IN COLLABORATION WITH
INSIDE FACTZ TRAINING INSTITUTE
PROJECT WORK 2022-23 ATTENDANCE SHEET

Date:-12/05/2023-30/05/2023

S.NO	NAME OF THE STUDENT	PROJECT TITLE	20/05/2023	22/5/2023	23/5/2023	24/5/2023	25/5/2023
1	C.Venkata Prasad	Heart Diseases Prediction Using Machine Learning Algorithms					
2	S.Praneeth						
3	K.Harika						
4	N.sindhuja						
5	R.Prashanth	BigMart Sales Prediction Using MachineLearning Algorithms					
6	M.Pallavi Goud						
7	M.Praneetha						
8	G.Pavan Kumar						
9	G.Namratha	Charity Donor Prediction Using Machine Learning Algorithms					
10	M.Yashaswini						
11	G.Manasa Goud						
12	P.Navya						
13	B.Sai Sreeja	Electric Vehicles Price Prediction Using Machine Learning Algorithms					
14	A.Divya Jyothi						
15	P.Esther Rani						
16	B.Sravan Kumar						
17	B.Haritha	Loan Prediction Using Machine Learning Algorithms					
18	E.Sreedevi						
19	P.Swetha						
20	K.Anusha						

LITTLE FLOWER DEGREE COLLEEG
UPPAL,HYDERABD
DEPARTMENT OF STATISTICS
IN COLLABORATION WITH
INSIDE FACTZ TRAINING INSTITUTE
PROJECT WORK 2022-23 ATTENDANCE SHEET

Date:12/05/2023-30/05/2023

S.NO	NAME OF THE STUDENT	PROJECT TITLE	12/5/2023	13/5/2023	15/5/2023	16/5/2023	17/5/2023	18/5/2023	19/5/2023
1	C.Venkata Prasad	Heart Diseases Prediction Using Machine Learning Algorithms	C.Venkata	C.Venkata	C.Venkata		C.Venkata	C.Venkata	C.Venkata
2	S.Praneeth		S.Praneeth		S.Praneeth	S.Praneeth	S.Praneeth	S.Praneeth	S.Praneeth
3	K.Harika		K.Harika	K.Harika		K.Harika	K.Harika	K.Harika	K.Harika
4	N.sindhuja		N.Sindhu	N.Sindhu	N.Sindhu	N.Sindhu	N.Sindhu	N.Sindhu	N.Sindhu
5	R.Prashanth	BigMart Sales Prediction Using MachineLearning Algorithms	R.Prashanthy	R.Prashanthy	R.Prashanthy	R.Prashanthy	R.Prashanthy	R.Prashanthy	R.Prashanthy
6	M.Pallavi Goud		Pallavi	Pallavi	Pallavi	Pallavi	Pallavi	Pallavi	Pallavi
7	M.Praneetha		Praneetha	Praneetha		Praneetha	Praneetha	Praneetha	Praneetha
8	G.Pavan Kumar		Pavan	Pavan	Pavan	Pavan		Pavan	Pavan
9	G.Namratha	Charity Donor Prediction Using Machine Learning Algorithms	Namratha		Namratha	Namratha	Namratha	Namratha	Namratha
10	M.Yashaswini		Yashaswini	Yashaswini	Yashaswini	Yashaswini	Yashaswini		Yashaswini
11	G.Manasa Goud		G.Manasa		G.Manasa	G.Manasa	G.Manasa	G.Manasa	G.Manasa
12	P.Navya		P.Navya	P.Navya		P.Navya	P.Navya	P.Navya	P.Navya
13	B.Sai Sreeja	Electric Vehicles Price Prediction Using Machine Learning Algorithms	Saisreeja	Saisreeja	Saisreeja		Saisreeja	Saisreeja	Saisreeja
14	A.Divya Jyothi		Divyajyothi	Divyajyothi	Divyajyothi	Divyajyothi	Divyajyothi	Divyajyothi	
15	P.Esther Rani		Esthervani	Esthervani	estherRani	esther	esther		esther
16	B.Sravan Kumar		Sravankumar	Sravankumar	Sravankumar	Sravankumar		Sravankumar	Sravankumar
17	B.Haritha	Loan Prediction Using Machine Learning Algorithms	Haritha	Haritha	Haritha	Haritha	Haritha		Haritha
18	E.Sreedevi		Sreedevi	Sreedevi	Sreedevi		Sreedevi	Sreedevi	Sreedevi
19	P.Swetha		Swetha	Swetha	Swetha	Swetha		Swetha	Swetha
20	K.Anusha		Anusha	Anusha		Anusha	Anusha	Anusha	Anusha

LITTLE FLOWER DEGREE COLLEGE
UPPAL,HYDERABD
DEPARTMENT OF STATISTICS
IN COLLABORATION WITH
INSIDE FACTZ TRAINING INSTITUTE
PROJECT WORK 2022-23 ATTENDANCE SHEET

Date:12/05/2023-30/05/2023

S.NO	NAME OF THE STUDENT	PROJECT TITLE	26/5/2023	27/5/2023	27/5/2023	29/5/2023	30/5/2023
1	C.Venkata Prasad	Heart Diseases Prediction Using Machine Learning Algorithms	C.Venkat	C.Venkata	C.Venkata	C.Venkata	C.Venkata
2	S.Praneeth		S.Praneeth	S.Praneeth	S.Praneeth	S.Praneeth	S.Praneeth
3	K.Harika		K.Haritha		K.Haritha	K.Haritha	K.Haritha
4	N.sindhuja		N.Sindhuja	N.Sindhuja		N.Sindhuja	N.Sindhuja
5	R.Prashanth	BigMart Sales Prediction Using MachineLearning Algorithms	R.Prashanthy	K.Prashanthy	K.Prashanthy	K.Prashanthy	K.Prashanthy
6	M.Pallavi Goud		Pallavi	Pallavi	Pallavi	Pallavi	Pallavi
7	M.Praneetha		Praneetha	praneetha	praneetha		praneetha
8	G.Pavan Kumar		Pavan	Pavan	Pavan	pavan	pavan
9	G.Namratha	Charity Donor Prediction Using Machine Learning Algorithms	Namratha	Namratha	Namratha		Namratha
10	M.Yashaswini		Yashaswini	yashaswini		yashaswini	yashaswini
11	G.Manasa Goud		Manasa	Manasa	Manasa	Manasa	Manasa
12	P.Navya		P.Navya		P.Navya	P.Navya	P.Navya
13	B.Sai Sreeja	Electric Vehicles Price Prediction Using Machine Learning Algorithms	Saisreeja	Saisreeja		Saisreeja	Saisreeja
14	A.Divya Jyothi		Divyajyothi	Divyajyothi	Divyajyothi	Divyajyothi	
15	P.Esther Rani		esther	esther	esther	esther	
16	B.Sravan Kumar		Sravankumar	Sravankumar	Sravankumar	Sravankumar	Sravankumar
17	B.Haritha	Loan Prediction Using Machine Learning Algorithms	Haritha	Haritha	Haritha	Haritha	Haritha
18	E.Sreedevi		sreedevi	sreedevi	sreedevi		sreedevi
19	P.Swetha		Swetha	Swetha		Swetha	Swetha
20	K.Anusha		Anusha	Anusha	Anusha.		Anusha

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Date:12/05/2023-30/05/2023

S.NO	NAME OF THE STUDENT	PROJECT TITLE	26/5/2023	27/5/2023	27/5/2023	29/5/2023	30/5/2023
1	C.Venkata Prasad	Heart Diseases Prediction Using Machine Learning Algorithms	C.Venkat	C.Venkate	C.Venkate	C.Venkate	C.Venkat
2	S.Praneeth		S.Praneeth	S.Praneeth	S.Praneeth	S.Praneeth	S.Praneeth
3	K.Harika		K.Harika		K.Harika	K.Harika	K.Harika
4	N.sindhuja		N.Sindhuja	N.Sindhuja		N.Sindhuja	N.Sindhuja
5	R.Prashanth	BigMart Sales Prediction Using MachineLearning Algorithms	R.Prashanthg	K.Prashanthg	K.Prashanthg	K.Prashanthg	K.Prashanthg
6	M.Pallavi Goud		Pallavi	Pallavi	Pallavi	Pallavi	Pallavi
7	M.Praneetha		Praneetha	praneetha	praneetha		praneetha
8	G.Pavan Kumar		Pavan	Pavan	Pavan	Pavan	Pavan
9	G.Namratha	Charity Donor Prediction Using Machine Learning Algorithms	Namratha	Namratha	Namratha		Namratha
10	M.Yashaswini		Yashaswini	Yashaswini		Yashaswini	Yashaswini
11	G.Manasa Goud		Manasa	Manasa	Manasa	Manasa	Manasa
12	P.Navya		P.Navya		P.Navya	P.Navya	P.Navya
13	B.Sai Sreeja	Electric Vehicles Price Prediction Using Machine Learning Algorithms	Saisreeja	Saisreeja		Saisreeja	Saisreeja
14	A.Divya Jyothi		Divyajyothi	Divyajyothi	Divyajyothi	Divyajyothi	
15	P.Esther Rani		esther	esther	esther	esther	
16	B.Sravan Kumar		Sravankumar	Sravankumar	Sravankumar	Sravankumar	Sravankumar
17	B.Haritha	Loan Prediction Using Machine Learning Algorithms	Haritha	Haritha	Haritha	Haritha	Haritha
18	E.Sreedevi		sreedevi	sreedevi	sreedevi		sreedevi
19	P.Swetha		Swetha	Swetha		Swetha	Swetha
20	K.Anusha		Anusha	Anusha	Anusha.		Anusha

E. SREEDEVI
MSC - II

LITTLE FLOWER DEGREE COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?

A. DECISION TREE, EDA, AND DOCUMENTATION

2. From the project documentation were you sufficiently clear about?

PROPER EXPLANATION

3. How well did your supervisor help you?

TO SOME EXTENT

4. Do you think this project will help you in future?

YES

5. How would you rate your project? [3]

K. Sreedevi

1. Average 2.Good 3.Very good 4.Excellent

Anusha .K
Msc IInd year

LITTLE FLOWER DEGREE [illegible] COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?

Decision trees and documentation

2. From the project documentation were you sufficiently clear about?

Graphical representation

3. How well did your supervisor help you?

Excellent

4. Do you think this project will help you in future?

Yes

5. How would you rate your project? [4]

1. Average 2.Good 3.Very good 4.Excellent

P. Swetha
MSC (stats) - II

LITTLE FLOWER DEGREE [illegible] COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?

Python and machine learning.

2. From the project documentation were you sufficiently clear about?

The algorithms and graphical representation.

3. How well did your supervisor help you?

To some extent

4. Do you think this project will help you in future?

Yes.

5. How would you rate your project? [2]

1. Average 2.Good 3.Very good 4.Excellent

P. Swetha

M Sc (Stats) II

LITTLE FLOWER DEGREE [illegible] COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?

Machine learning and preprocessing.

2. From the project documentation were you sufficiently clear about?

Yes. classification and graphical representation of data

3. How well did your supervisor help you?

Yes

4. Do you think this project will help you in future?

It will help us ~~for~~ with upcoming projects

5. How would you rate your project? 3

1. Average 2.Good 3.Very good 4.Excellent

S. Praneeth
M.Sc. (Stats) II

LITTLE FLOWER DEGREE [illegible] COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?

A Machine learning and documentation

2. From the project documentation were you sufficiently clear about?

Yes,

3. How well did your supervisor help you?

he helps alot

4. Do you think this project will help you in future?

May be

5. How would you rate your project? ☐4

1. Average 2.Good 3.Very good 4.Excellent ✓

S Praneeth

MSc

LITTLE FLOWER DEGREE . COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?
Documentation and Analysis

2. From the project documentation were you sufficiently clear about?
the proper representation & the documentation

3. How well did your supervisor help you?
Good, definitly its explain in future

4. Do you think this project will help you in future?
absolutely, yes

5. How would you rate your project? [4]

1. Average 2.Good 3.Very good 4.Excellent ✓

LITTLE FLOWER DEGREE COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project? The proper formats of documentations & thesis. Basics of machine learning & some aspects of python.

2. From the project documentation were you sufficiently clear about?
The format and the proper representation of the thesis.

3. How well did your supervisor help you?
Good. Can do better in responsiveness.

4. Do you think this project will help you in future?
Yes. It might be helpful.

5. How would you rate your project? 3

1. Average 2.Good 3.Very good 4.Excellent

LITTLE FLOWER DEGREE & PG COLLEGE

Department of statistics

Project Work 2022-2023

Preenetha . M
MSc IInd Year

FEEDBACK FORM

1. What did you learn from this project?
Documentation and Graphical representation

2. From the project documentation were you sufficiently clear about?
Clear Alignment of the documentation

3. How well did your supervisor help you?
Excellent

4. Do you think this project will help you in future?
Yes

5. How would you rate your project? 3

1. Average 2.Good 3.Very good 4.Excellent

M pallavi goud
M sc (statistics) II

LITTLE FLOWER DEGREE ( ) COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?

Concepts of ML & Data science. About Documentation.

2. From the project documentation were you sufficiently clear about?

Very proper and clear Allignment of the thesis

3. How well did your supervisor help you?

Very good

4. Do you think this project will help you in future?

Yes

5. How would you rate your project? [3]

1. Average 2.Good 3.Very good 4.Excellent

G. PAVAN KUMAR
MSC-II

LITTLE FLOWER DEGREE [illegible] COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?

A. MACHINE LEARNING, AND DOCUMENTATION.

2. From the project documentation were you sufficiently clear about?

A Yes

3. How well did your supervisor help you?

A. Very good explanation. Clear explanation in code line by line.

4. Do you think this project will help you in future?

A May be.

5. How would you rate your project? ☑

1. Average 2.Good 3.Very good 4.Excellent

LITTLE FLOWER DEGREE COLLEGE

Department of statistics

R. PRASHANTH
M SC - II

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?

A REGRESSION, RANDOM FOREST AND DOCUMENTATION.

2. From the project documentation were you sufficiently clear about?

A IT'S CLEAR

3. How well did your supervisor help you?

A YES

4. Do you think this project will help you in future?

A YES, OF FCOURSE

5. How would you rate your project? [2]

1. Average 2.Good 3.Very good 4.Excellent

P Navya
M.Sc (statistics) II

LITTLE FLOWER DEGREE COLLEGE

Department of statistics

Project Work 2022-2023

FEEDBACK FORM

1. What did you learn from this project?

Basic concepts of ML & some of the methods like Random forest, XG Boost & about the Documentation.

2. From the project documentation were you sufficiently clear about?

format of Documentation & representation.

3. How well did your supervisor help you?

Nice

4. Do you think this project will help you in future?

Yes, may be

5. How would you rate your project? 3

1. Average 2.Good 3.Very good 4.Excellent

Gmail

lfdc statistics <statistics@lfdc.edu.in>

Request for certificate course

3 messages

lfdc statistics <statistics@lfdc.edu.in>
To: rajsyx@gmail.com

To
Mr.Raju
Sr. DataScientist
IBM, Hyderabad

Sub: Requesting as a guest faculty for certificate course-Reg

Good Evening sir

We the Department of Statistics, Little Flower Degree & PG College, Uppal, Hyderabad. We are interested to conduct a certificate course in collaboration with" Inside Factz Trainir Hrs. We would like to invite you as a guest faculty to the certificate course from 17th April 2023.We would be pleased if you accept our request.

Kindly Accept our Request

Thanks & Regards
N.Dhwani (9642159940)
HOD,Department of Statistics
Little Flower Degree College,
UPPAL , Hyderabad

Raju Kommarajula <rajsyx@gmail.com> 13 April 2023 at 12:00
To: lfdc statistics <statistics@lfdc.edu.in>

Hi madam,

It's my pleasure to get an opportunity from your college. Thanks for inviting us to take a session on Machine Learning.

Best Regards,
Raju Kommarajula
[Quoted text hidden]

---

lfdc statistics <statistics@lfdc.edu.in> 13 April 2023 at 12:05
To: Raju Kommarajula <rajsyx@gmail.com>

Good afternoon sir

Thank you for your acceptance.Please send your Boi Data.

[Quoted text hidden]

Gmail

lfdc statistics <statistics@lfdc.edu.in>

Request for certificate course

3 messages

lfdc statistics <statistics@lfdc.edu.in>
To: rajsyx@gmail.com

To
Mr.Raju
Sr. DataScientist
IBM, Hyderabad

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Kindly Accept our Request

Thanks & Regards
N.Dhwani (9642159940)
HOD,Department of Statistics
Little Flower Degree College,
UPPAL , Hyderabad

13 April 2023 at 12:00

Raju Kommarajula <rajsyx@gmail.com>
To: lfdc statistics <statistics@lfdc.edu.in>

Hi madam,

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Best Regards,
Raju Kommarajula
[Quoted text hidden]

13 April 2023 at 12:05

lfdc statistics <statistics@lfdc.edu.in>
To: Raju Kommarajula <rajsyx@gmail.com>

Good afternoon sir

Thank you for your acceptance.Please send your Boi Data.

[Quoted text hidden]

Gmail

rajsyx@gmail.com

Compose

Mail

Inbox 661

Chat

Starred

Snoozed

Spaces

Sent

Drafts 56

Meet

More

Labels

Request for certificate course

External Inbox ×

lfdc statistics <statistics@lfdc.edu.in>
to rajsyx

To
Mr.Raju
Sr. DataScientist
IBM, Hyderabad

Sub: Requesting as a guest faculty for certificate course-Reg

Good Evening sir

We the Department of Statistics, Little Flower Degree & PG College, Uppal, Hyderabad. We are interested to cor Hrs. We would like to invite you as a guest faculty to the certificate course from 17th April 2023.We would be pleased

Kindly Accept our Request

Thanks & Regards
N.Dhwani (9642159940)

HOD,Department of Statistics
Little Flower Degree College,
UPPAL, Hyderabad

Gmail

rajsyx@gmail.com

Compose

Mail

Inbox 661

Chat

Starred

Snoozed

Spaces

Sent

Drafts 56

Meet

More

Labels

Raju Kommarajula <rajsyx@gmail.com>
to me

Hi madam,

It's my pleasure to get an opportunity from your college. Thanks for inviting us to take a session on Machine Learning.

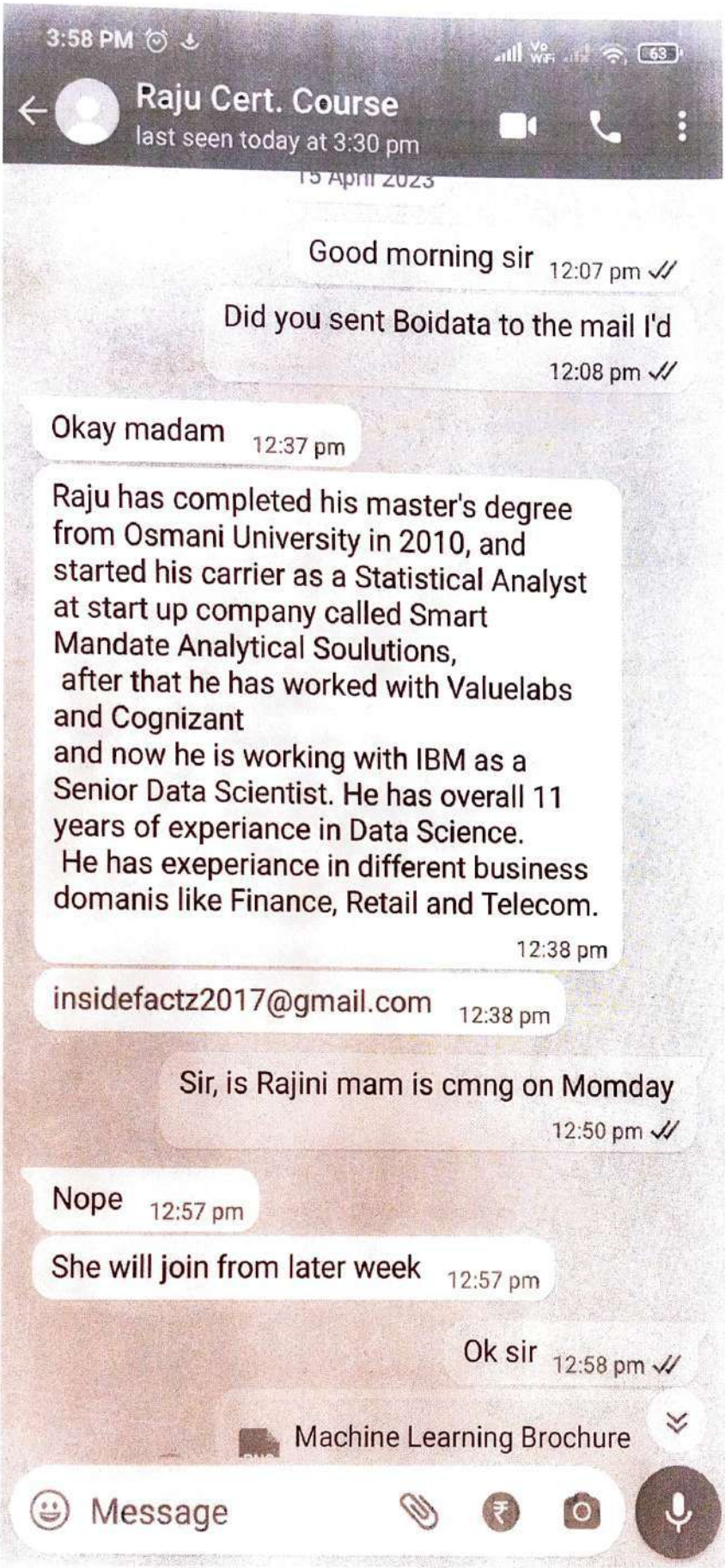
Best Regards,
Raju Kommarajula

Ifdc statistics <statistics@ifdc.edu.in>
to Raju

Good afternoon sir

Thank you for your acceptance.Please send your Boi Data.

Reply Forward


3:58 PM
Raju Cert. Course
last seen today at 3:30 pm
15 April 2023
Good morning sir 12:07 pm
Did you sent Boidata to the mail I'd 12:08 pm
Okay madam 12:37 pm
Raju has completed his master's degree from Osmani University in 2010, and started his carrier as a Statistical Analyst at start up company called Smart Mandate Analytical Soulutions,
after that he has worked with Valuelabs and Cognizant
and now he is working with IBM as a Senior Data Scientist. He has overall 11 years of experiance in Data Science.
He has exeperiance in different business domanis like Finance, Retail and Telecom. 12:38 pm
insidefactz2017@gmail.com 12:38 pm
Sir, is Rajini mam is cmng on Momday 12:50 pm
Nope 12:57 pm
She will join from later week 12:57 pm
Ok sir 12:58 pm
Machine Learning Brochure
Message

- Dr. A. Rajini received her Bachelor, Master, M.Phil and Ph.D. degree in Statistics from Osmania University, Telangana, India. She is currently working as an Assistant Professor in Bhavan's Vivekananda College of Science, Humanities and Commerce.

- She received a **BEST TEACHER AWARD** form Telangana Government on 5th Sep, 2022.

- She is a life member in Indian Society for Probability and Statistics (ISPS), Society for Development of Statistics (SDS).

- She has 2 Patents and 19 publications to her credit in reputed National and International journals.

- She also published three books, one is Business Statistics for B.Com Students, Applied Statistics for B.Sc. Students and Practicals using R and Excel for B.Sc. final year students.

- She presented papers at various National and International Conferences and received a best paper award in an International Conference and delivered Invited talks in various workshops.

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Loan Prediction using Machine Learning Algorithms

held from 12-05-2023 to 30-05-2023, organized by Department of Statistics in collaboration with Inside Factz training Institute

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This is to certify that the project on ONLINE LIBRARY MANAGEMENT SYSTEM using PHP and MYSQL being submitted by

Y.TEJA SAI RAJ(201020467001)
G.SHRAVANI (201020467009)
V.KITTU REDDY (201020467040)

in partial fulfillment of the requirement for the award of the degree of Bachelor of Science is a bonafied record of the project work done by Department of Science,Little Flower Degree & PG College,Uppal,Hyderabad.

22/5/23
External Examiner

15/5/23
HOD
(A. BHAVANI)

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A.MOUNA (201020467037)

CH.JAGADISH (201020467022)

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This is to certify that the project on **COMPLAINT MANAGEMENT SYSTEM** usingPHP and MYSQL being submitted by

E.BALA SAI KRISHNA (201020467016)

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This is to certify that the project on **"FOOD ORDER AND DELIVERY MANAGEMENT SYSTEM"** using PHP and MySQL being submitted by me in partial fulfilment of the requirement for the award of the degree of Bachelor of Science is a bonafide record of the project by Mohammed Saif of BSc MSCs–3, Little Flower Degree & PG College, Uppal, Hyderabad.

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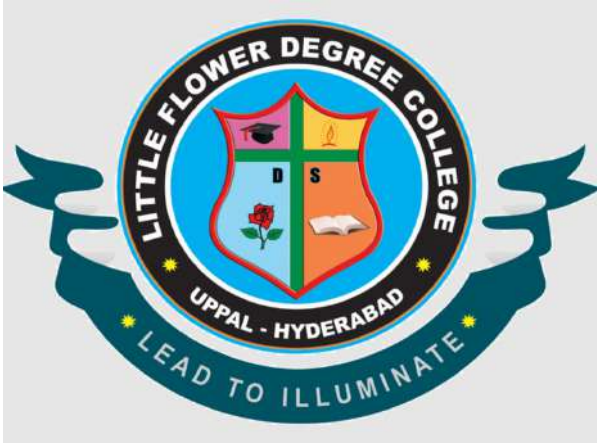
(A. BHAVANI)

PROJECT REPORT
ON

Buying Behaviour of Customers



LITTLE FLOWER DEGREE COLLEGE,
UPPAL, HYDERABAD - 500039

AFFILIATED TO OSMANIA UNIVERSITY

Project report on

Analysis on Buying Behaviour of Customers At

Decathlon

BY
G. RAJYA LAKSHMI
S. SANNIDHI
RAKSHITA DUGAR

DECLARATION

I HEREBY DECLARE THAT EVERYTHING THAT HAS BEEN MENTIONED BELOW IS TRUE TO MY KNOWLEDGE AND HAVEN'T TRIED TO DUPLICATE ANY DOCUMENTS GIVEN BELOW

G. RAJYA LAKSHMI

RAKSHITA DUGAR

SANNIDHI

INDEX

SNO	TOPIC	PAGE NO.
1	MEANING OF CONSUMER BEHAVIOUR	
2	ABOUT THE PROJECT	
3	INTRODUCTION	
4	HISTORY OF DECATHLON	
5	BRANDS ASSOCIATED	
6	CONCLUSION	
7	PICTURES	
8	SURVEY (QUESTIONNAIRE)	

Meaning of Consumer Behaviour

A consumer is a person who purchases goods and services for personal use.

Consumer behaviour is the study of individuals, groups, or organisations and all the activities associated with the purchase, use and disposal of goods and services to satisfy their needs and wants.

Consumer behaviour consists of how the consumer’s emotion, attitudes, and preferences affect buying behaviour.

The study of Consumer behaviour helps in understanding how individuals make decisions to spend their available resources like time, money, and effort while purchasing goods and services.

About the Project

The project is about analysing the buying behaviour of a consumer. This is to get an idea about the reasons as to why a consumer has chosen that particular branded store and is willing to spend his time and money in that store.

The things to do are to prepare a questionnaire and make the consumers fill it to understand their opinion on the store. This helps one to get an idea about the consumer as well as that brand. This helps in understanding the consumer's choice and preference.

The objective was to learn and analyse the customers behaviour, and to know the reason they choose that particular brand to spend their time, money, and effort to satisfy their wants and needs.

To know the information from the store's management point of view as to what they do to attract customers to buy their products and what's the difference between their stores and other stores in this line of business.

Introduction :

Decathlon S.A. is a French **sporting goods retailer**. With over 1,697 stores in 60 countries and regions (2020),it is the largest sporting goods retailer in the world.

The company manages the research, design, production, logistics and distribution of its products in house; partners with global suppliers; and markets their own brands directly to consumers in Decathlon-branded stores.

They have 1500+ stores in 49 countries currently. The company employs more than 87000 staff from 80 different nationalities. They own 20 different brands under their belt which offer products in all varieties of sports. Furthermore, it is the largest sports goods retailer in the world.

The products of Decathlon are budget friendly with good quality as well. It only sells private label brands which result in reducing the manufacturing cost and it also doesn't spend much on the advertising, but constantly tries to improve its brand products and to make various new designs and to launch them in the market to attract the customers.

Founded by Michel Leclercq in 1976, Decathlon started with a store in Lille, France.Its holding company was formerly known as Oxylane.

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, mainland China in 2003, India in 2009, Turkey and Czech Republic in 2010, Taiwan in 2012, Hong Kong in 2013, Malaysia and Singapore in 2016, South Africa, Philippines and Indonesia in 2017 in South Korea and Australia in 2018, and Canada in 2019. 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 averaging 4,000m2 in size.Decathlon Group markets its products under more than 20 brands.Its research and development facilities are located across France, where the company develops its product designs, registering up to 40 patents per year.

In January 2022, Decathlon named Ingka group's chief digital officer, Barbara Martin Coppola, as its new global chief executive officer.

HISTORY

The decathlon was started back in 1976 in the beautiful city of Lille, France by Michel Leclercq. They eventually started expanding overseas after a decade by opening their franchises in Germany, Spain, Portugal, Italy, UK, China, India and other nations.

Decathlon first established their franchise back in 2009 in Bengaluru. It was the first entity to incorporate a big-format niche retail chain in India. They soon expanded their stores in Mumbai, Hyderabad, and Chandigarh which had a great response. It took Decathlon no time to break even in India. Recently, Decathlon plans to invest a roaring 700 Crores INR to expand its business in India.

Decathlon Sports India CEO, Steve Dykes said in an interview, "India is a priority country. We dream of opening 100 stores in India in five years." Also, the company sees India as a key market to expand their business as they termed India to be their top global market in terms of stores. Generally, Decathlon stores are huge- sprawling over at least 4000 square feet. In comparison, the other sports goods shops are tiny in size. Not only has Decathlon opened career opportunities for the sports enthusiasts in the country, but it has also helped to shape a sporting ecosystem in the country.

Decathlon as an organisation emphasises product quality and they have 20 brands which cover 70 sports. The cost of the products is quite economical as well. In India, people are starved for entertainment beyond movies, restaurants, and malls. Decathlon has the potential to provide weekend entertainment alternatives as they offer to practise indoor sports in their enormous showrooms.

. Decathlon has a dedicated team for Research and Development of sporting equipment and goods. With a dedicated product development and design team, they undergo various models of tests and develop the latest innovative designs, registering up to 40 patents per year. Each brand represents a different sport or group of sports. Decathlon’s main mission is to make sport accessible to every person in the world as they believe that the sport has the power to change the globe. As a company, they anticipate to help, inspire and guide through varied sporting experiences.

BRANDS ASSOCIATED

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:

- Aptonia - Nutrition and Triathlon
- Artengo - Tennis and Squash
- B'Twin - Cycling
- Caperlan - Fishing
- Domyos - Fitness, Gym and Dance
- Forclaz - Trekking
- Fouganza - Horse Riding
- FLX - Cricket
- Geologic - Target Sports such as Archery, Darts
- Geonaute - Sports Electronics
- Inesis - Golf
- Inovik - Cross-country skiing
- Itiwit - Paddle sports
- Kalenji - Running
- Kimjaly - Yoga

CONCLUSION

The Decathlon store we visited was in kavadiguda, Sathva Necklace mall. The store was opened in March 2022. There were many customers visiting the store and the stock of the products was decent. There were a variety of products in each section.

The customer service was very good and the staff were friendly and explained all the details of a product well, which shows that the store is giving good training to its workers.

According to our conversation with a few workers, we understood that people working there were choosing to work there because they were interested in the sports equipment or wanted to work in this type of store. There were a total of 28 workers in the store including the 2 managers.

As per the information we got from the store, there are 108 stores in India, and 10 stores in hyderabad. By this we understood that it's a go to store for sports persons who want a budget friendly as well as quality products.

The brand Decathlon is famous for its variety of products and being cost effective with good quality.

LITTLE FLOWER DEGREE COLLEGE

UPPAL, HYDERABAD – 500039

AFFILIATED TO OSMANIA UNIVERSITY

Topic Assigned: Analysis of Buying Behavior of Consumers

Subject: Business Economics

Group Members: Satyavrath Tiwari (B.com Hons 1st Year)

S Shrihari (B.com Hons 1st Year)

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Pranav Sai G (B.com Hons 1st Year)

B Deekshith (B.com Hons 1st Year)

Sai Venkat (B.com Hons 1st Year)

A C K N O W L E D G E M E N T

WE WOULD LIKE TO THANK **LFDC**, FOR PROVIDING THE OPPORTUNITY TO CARRY OUT THIS MINI PROJECT.

WE TAKE THIS OPPORTUNITY TO EXPRESS OUR GRATITUDE TO OUR **BUSINESS ECONOMICS** LECTURER **MRS. AMENA KHATOON** FOR GUIDING US AND BUILDING A STRONG BASE OF KNOWLEDGE PERTAINING TO THIS PROJECT WHICH ENSURES THE SUCCESSFUL COMPLETION OF THIS PROJECT.

WE ALSO WISH TO EXPRESS GREAT THANKS TO OUR VICE PRINCIPAL **Ms. JAYANTI** MADAM WHO HELPED US TO ACCOMPLISH THIS PROJECT BY PROVIDING US ALL NECESSARY FACILITIES AND SUPPORT.

O B J E C T I V E

THE TOPIC PROVIDED TO WORK IN THIS MINI PROJECT IS '**ANALYSIS OF BUYING BEHAVIOR OF CUSTOMERS**'. FOR THIS WE SELECTED ONE OF THE STORES IN THE VICINITY OF OUR COLLEGE AND VISITED THE STORE TO ASK THE CUSTOMERS SOME BASIC QUESTIONS, WHICH WOULD SHED LIGHT ON THE PREFERENCES AND EXPERIENCES OF THE CUSTOMERS. FOR THIS WE PREPARED A QUESTIONNAIRE, WHICH THE CUSTOMERS HAVE TO ANSWER BY TICKING THE OPTION FAVOURABLE TO THEIR CHOICE.

BY THE END OF THIS MINI PROJECT AS ECONOMICS STUDENT, WE TRY TO UNDERSTAND HOW CUSTOMERS THINK AND APPROACH THEIR COMODITIES.

I N D E X

S.NO	T I T L E	P A G E . N O
1	What is Consumer Behavior?	1
2	Importance of Consumer Behavior	3
3	Affects of Internet on Consumer Behavior	4
4	MINI PROJECT	5
5	What are Plywood & Hardware stores	6
6	Growth of Plywood Stores in India	8
7	Visiting the Store	9
8	Photographs taken during the visit	10
9	Questionnaire	11
10	Data & Analysis	26
11	Conclusion and Bibliography	32

What is Consumer Behavior?

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

The study of consumer behavior formally investigates individual qualities such as demographics, personality lifestyles, and behavioral variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals), in an attempt to understand people's wants and consumption patterns.

Consumer behavior also investigates on the influences on the consumer, from social groups such as family, friends, sports, and reference groups, to society in general such as brand-influencers, opinion leaders, etc.

Research have shown that consumer behavior is difficult to predict, even for experts in the field; however, new research methods, such as ethnography, consumer neuroscience, and machine learning are shedding new light on how consumers make decisions. In addition, customer relationship management (CRM) databases have become an asset for the analysis of customer behavior.

The extensive data produced by these databases enables detailed examination of behavioral factors that contribute to customer re-purchase intentions, consumer retention, loyalty, and other behavioral intentions such as the willingness to provide positive referrals, become brand advocates, or engage in customer citizenship activities. Databases also assist in market segmentation, especially behavioral segmentation such as developing loyalty segments, which can be used to develop tightly targeted customized marketing strategies on a one-to-one basis.

Importance of Consumer Behavior

Understanding consumer behavior is important for businesses because it can help them to make better decisions about their products and services. By understanding why people purchase certain products and how they use them, businesses can adapt their offerings to better suit the needs and wants of their target market.

This further helps businesses to create more effective marketing and advertising campaigns that are better at reaching and influencing potential customers. Customer insight also helps to understand how customers interact with business. Successful organizations build their marketing strategies with consumer behavior insights as the foundation.

To ensure stable growth, a business has to meet consumer needs. This means adapting to emerging trends in the market, understanding ever-changing consumer demands and needs, experimenting with strategies that work, and continually looking for ways to engage with consumers and potential clients. To optimize consumer engagement, marketers need to understand buying behaviour, purchase decisions, and other psychological factors.

Affects of Internet on Consumer Behaviour

The impact of the internet is significant in understanding consumer behaviour. Today, with sales and marketing turning digital, the internet is a great platform for brands and companies to boost their marketing tactics and draw more consumers.

So, how does the internet affect this?

Influence: The internet is a strong influence on consumers. Social media channels study consumer patterns, buying behaviour, and psychological tendencies, and generate relevant advertisements, product pages, and information for consumers just by studying algorithms. This greatly influences consumers further affecting their consumer knowledge and buying behaviour. According to a Deloitte report, 29% or more consumers are likely to make purchase decisions based on social media.

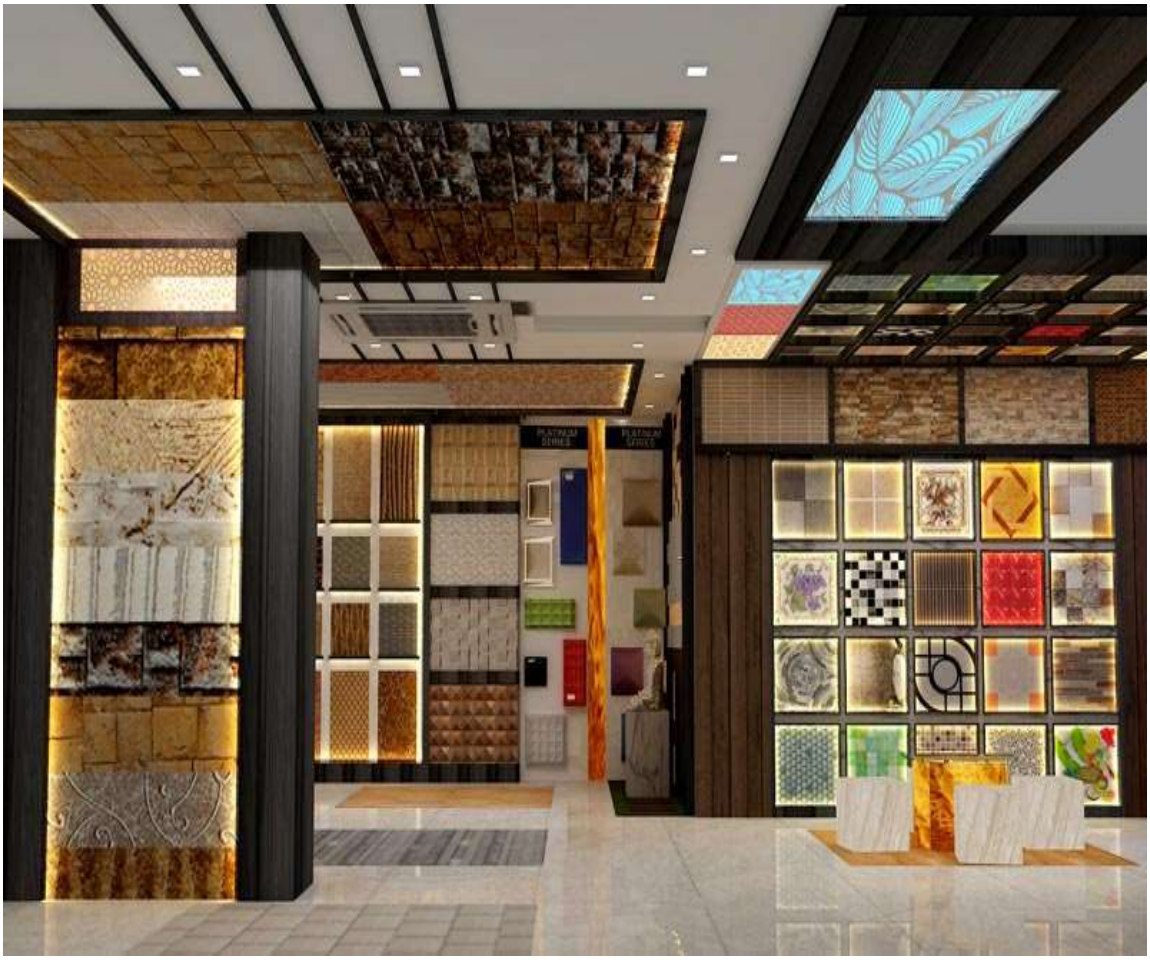
Decision making: The internet affects consumer decision-making thoroughly. Consumers are more likely to ask the opinions of others through social media channels regarding products and services. They are more likely to undertake surveys on products, and browse through different websites and pages to understand alternatives for products they may be looking to purchase.

Safety and trust: Safety and trust in digital marketing are increasing day by day. Consumers find it easier to purchase online from within the confines of their homes. The percentage of people making purchases online has drastically increased in the last few years, owing to safe and secure measures adopted by most sales and marketing agents, companies, and brands.

MINI PROJECT

What are Plywood & Hardware Stores

Earlier, hardware and plywood shops words are not much familiar. But with the changing trend of modernizing houses, companies, schools etc. started getting these terms so much in common. These stores of hardware a plywood make us available the items that are useful for our living houses and working places luxurious.



They provide all the raw material that are necessary for our luxurious home like for furniture and wardrobes are made with plywood sheets, hardware tools, glue, mica and other finishing sheets, are supplied by these shops only.

Also, for the doors and windows raw material like wooden sheets, latches, handles, glass, decorative mica and sheets, wooden bedding plates. Thus, the starting of plywood mica retail business is profitable and demanding also. Also, the future of plywood industry in India is emerging day by day due to continuous growing of modernization in the field of the hardware and plywood business industries.

Growth of Plywood Stores in India

The India plywood market is primarily driven by the increasing demand for furniture from the residential sector on account of rapid urbanization, shifting lifestyle patterns, and the increasing number of nuclear families across India. Moreover, as majority of the population prefers semi-furnished or fully furnished houses, there has been significant increase in the refurbishment and renovation of existing residential areas, which, in turn, is escalating the demand for plywood in the Indian market.

This, coupled with the inflating disposable incomes and improving living standards of the working population, are positively influencing the market growth. Besides this, several key players are introducing new designs and innovative variants of furniture to increase their consumer base. Furthermore, rapidly expanding distribution networks and reduced manufacturing costs are also creating a positive market outlook across the country.

Visiting the Store

We started from our college after the last bell and reached the store in an hour. The store we chose to visit for this mini project is a **'PLYWOOD AND HARDWARE'** store named **'CHOUDHARY PLYWOOD & HARDWARE'** which is situated in '**Nagole'** (Area nearby to the college).

The store owner was kind enough to let us into the store and interact; his modesty was an aid to our project.

We then started asking him questions relating to the store and also about the customers. There were customers who visited the store at the time to buy products for their utilization. We asked them to answer some questions to fulfil our project.

Most of them were not interested in answering our questions but then there were a few customers who were kind enough to lend their time and opinions to us. We handed out our questionnaires and asked them to tick one of the options based on the question asked.

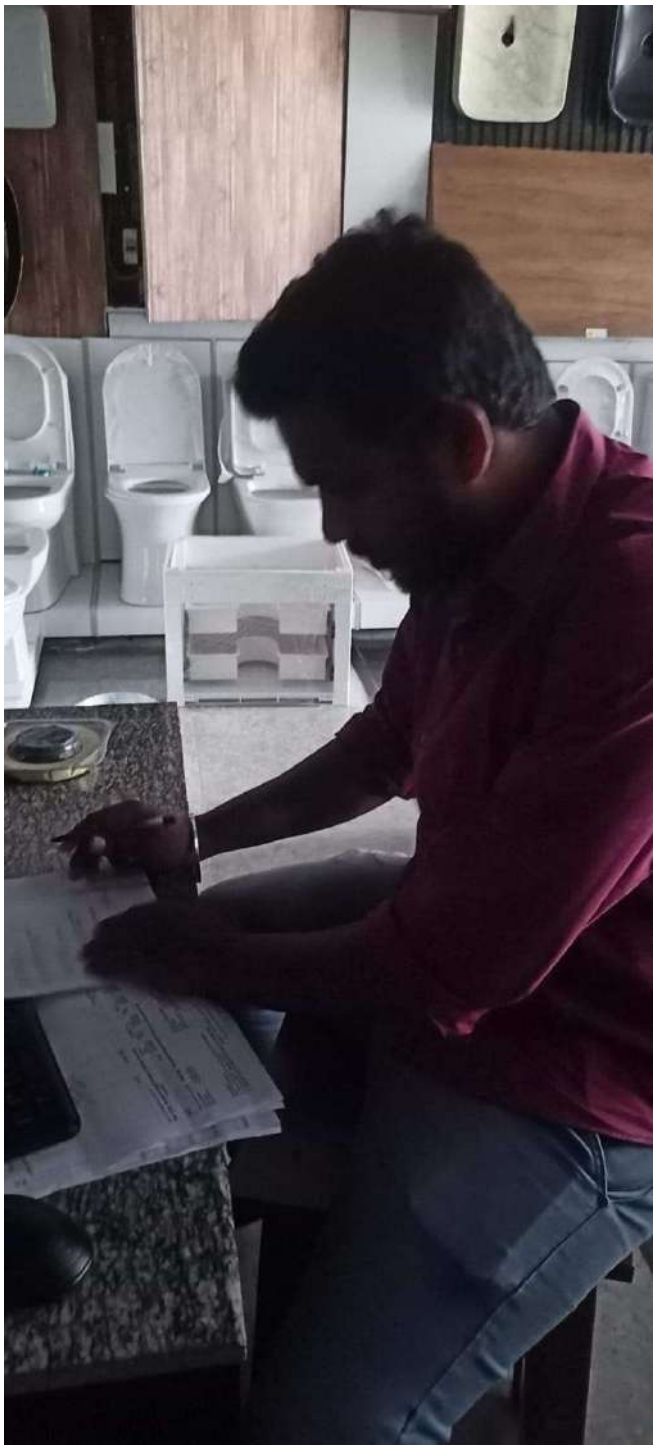
After a bout of 3 hours, we were able to achieve the quota of at least 10 customers. We managed to get the opinions & signatures of 14 customers in total.

During this process we also looked around the store, took a picture of the store and a picture with the owner himself, not to forget we also took pictures of customers who were OK with it.

Photographs taken during the visit:

-Photograph with the owner of the store

-Photograph with one of the customers



-Customer filling up the given Questionnaire

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A) Yes **B)** No **C)** Most of the times

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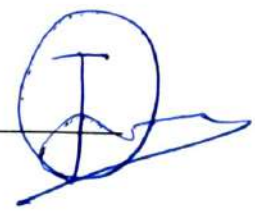

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A) At rare occasions **B)** Very much available **C)** Not Available

10.How likely would you recommend this store to your fellow people?

A) Definitely **B)** Mostly **C)** Probably **D)** No

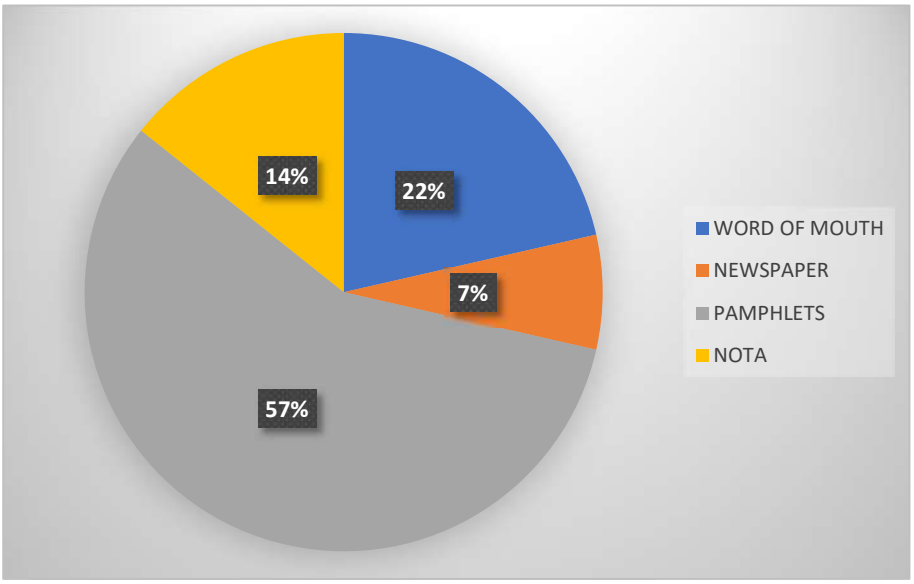
Sign:

******

DATA & ANALYSIS

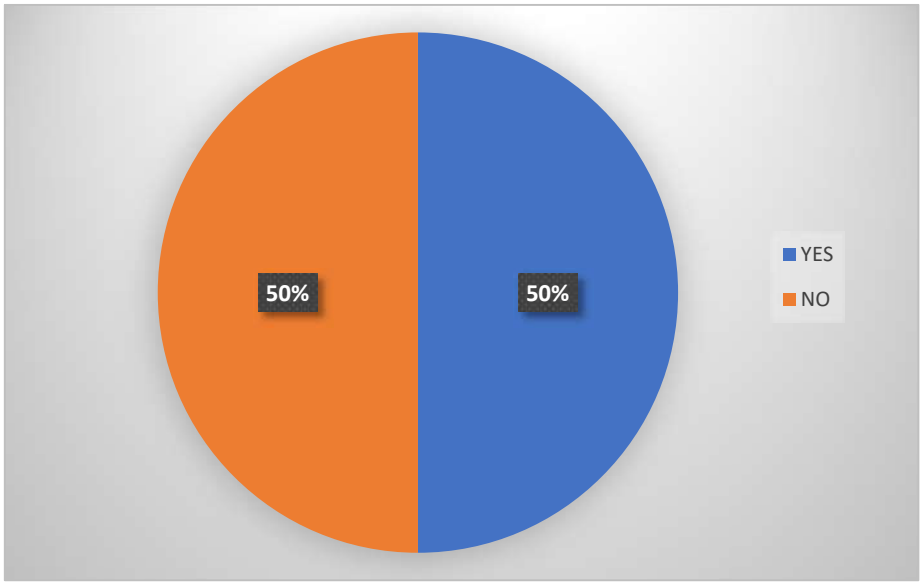
- For this project, we have collected data from 14 customers through the questionnaire we provided to them.
- The data presented further is based on the answers we received in the questionnaire.
- The data is presented in the form of pie charts with further description to ascertain the data with ease.
- The word ‘customers’ used in the data presented only refers to the 14 customers we the gave the questionnaire to.

Q1. How did you get to know about this store?



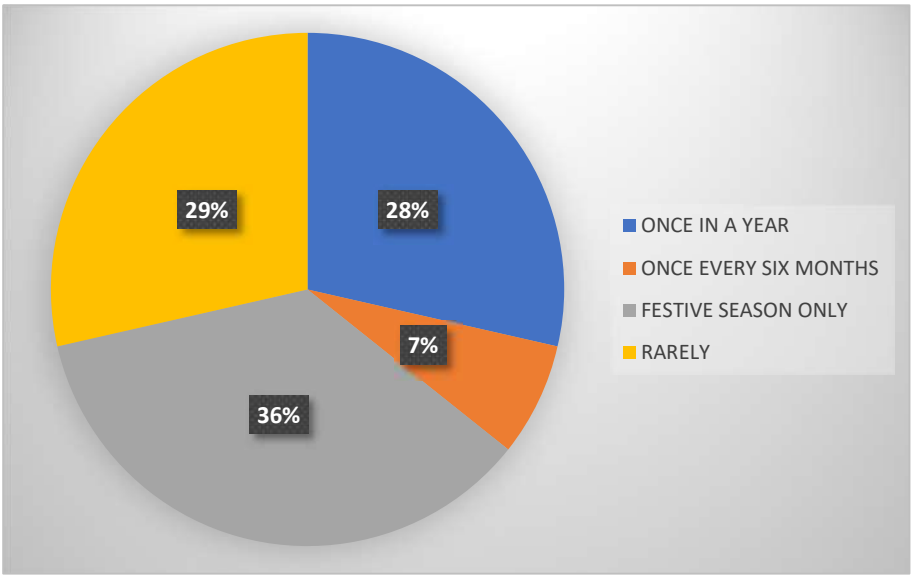
- 8 out of 14 Customers have come to know about the store through pamphlets.

Q2. Are you a regular customer here?



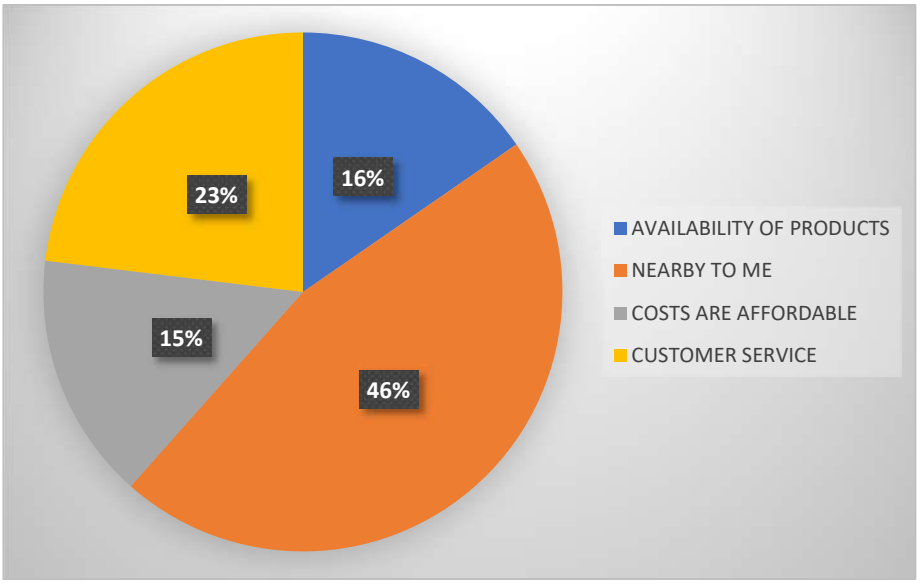
- Half of the customers were regular while the other half were not.

3. How often do you visit the store?



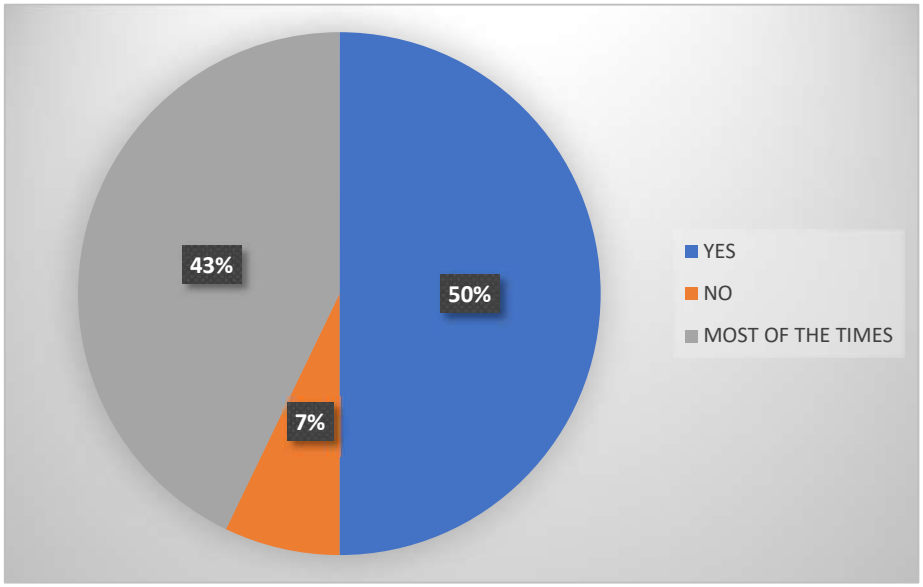
- As this is not a grocery store or supermarket to visit frequently, customers mostly visit the store during the Festive Season.

4. Why choose this particular store?



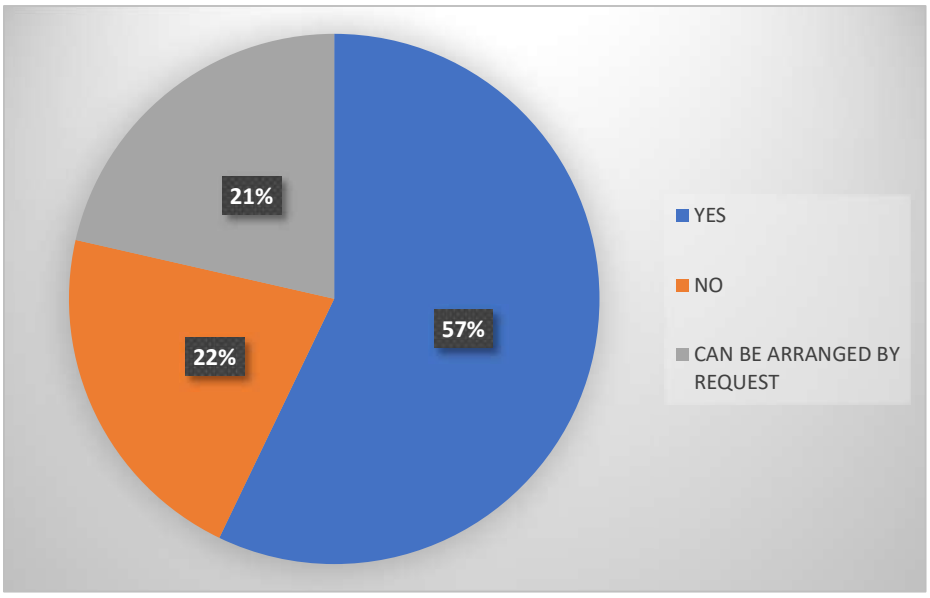
- 6 of 14 customers revisit the store as it is nearby to household, rest have their own separate reasons to visit the store again.

5. Are the Prices affordable compared to other stores?



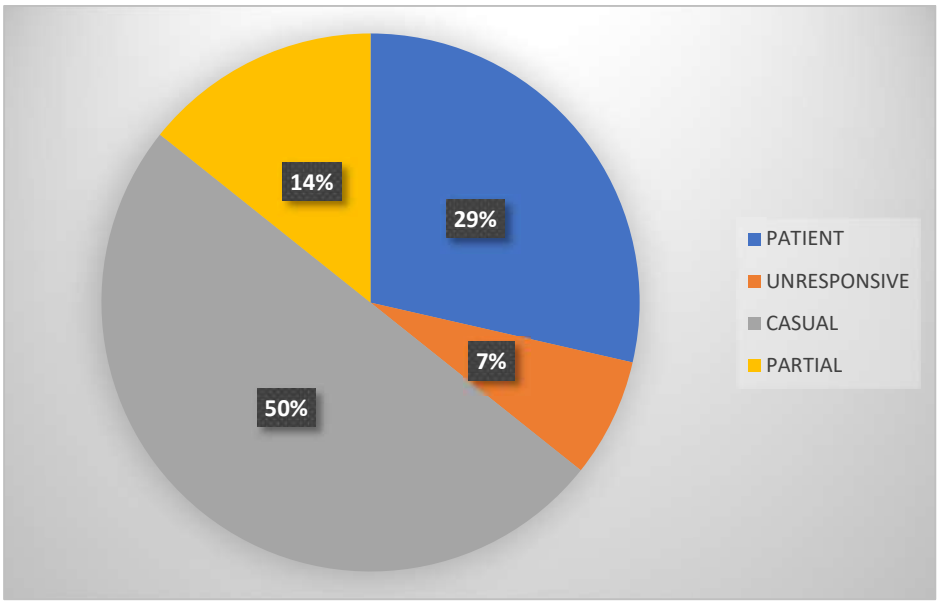
- Half of the customers feel that the prices are economic compared to the other stores, while the other half is not sure about the same.

6. Are the products catalogue up to date?



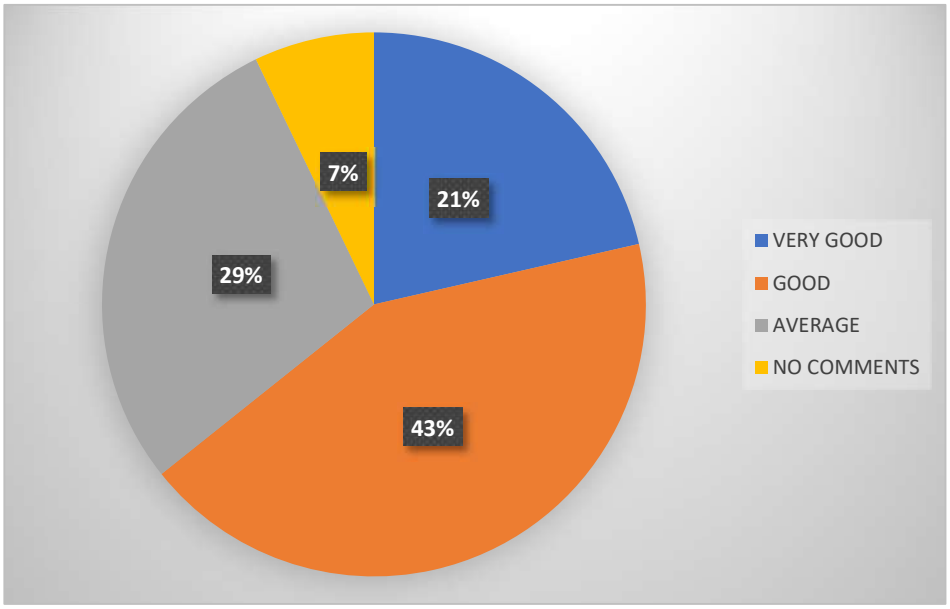
- More than half of the customers state that the product catalogue is up to date, while the other half is split into two stating it is not and can be arranged by request.

7. How is the approach of sales person during your purchase?



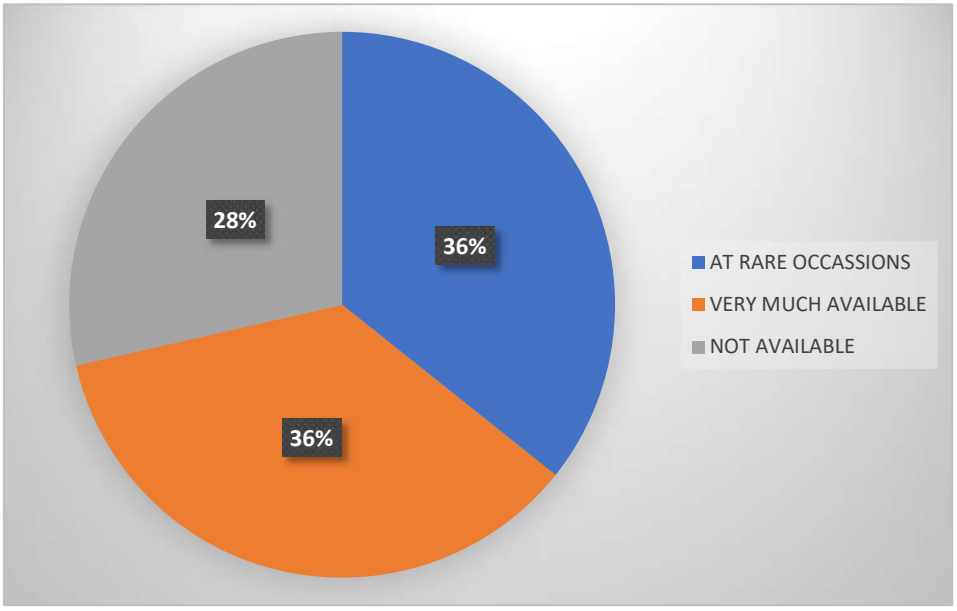
- Half of the customers state that the sales person is casual, while the rest are split between patient, partial and unresponsive.

8. How are the after sale services?



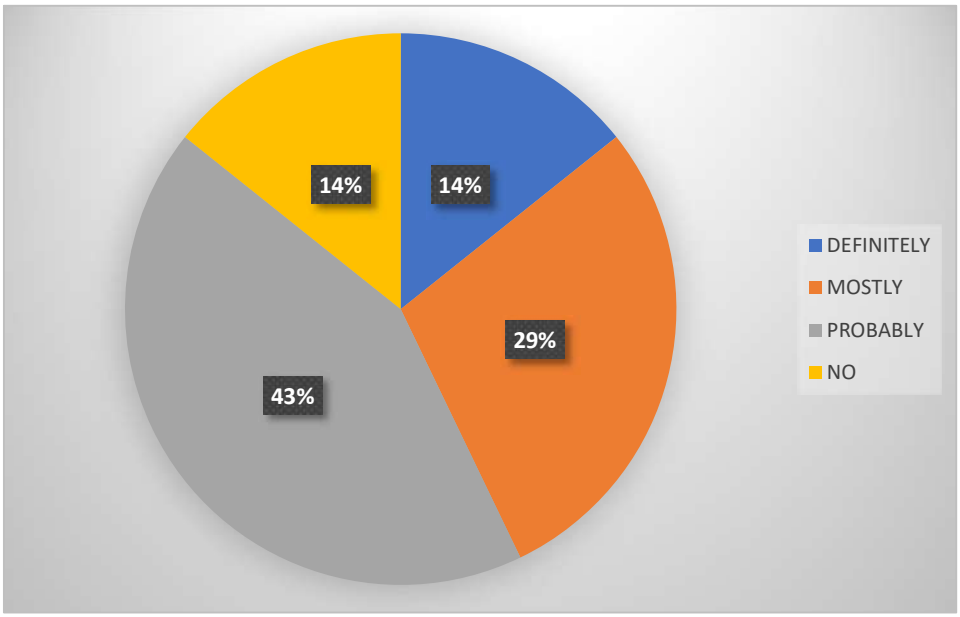
- 6 out of 14 state that the service is good while the rest state that it is average (4), very good (3) & one having no comments.

9. Are the Senior Executives approachable for complaints?



- 10 customers are split into two groups where the first half states that the senior executives are available “at rare occasions” and the second half state that they are “very much available”

10. How likely would you recommend this store to your people?



- 8 out of 14 customers are most probably interested in recommending this store to their fellow people.

CONCLUSION

Through this Mini Project we students had an insight into the consumer behavior and how the store owners try to satisfy the customers by making them meet their needs and luxuries. There is an inseparable bond between the customers and the sellers which greatly improves the behavior of the consumer. We learned how various customers think before buying and what they expect after buying said product. We come to know that most of the customers expect to avail products at their ease and cannot bear any discomfort in the process of a purchase. There are only a few sets of consumers who are ready to reach different extents to get the product or service they fancy. At the end of this work the data changed our perspectives and made us think as consumers on our own. We barely scratched the layer and there are much more vast concepts to learn and understand, and we thrive to do the same.

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