AN EMPIRICAL RESEARCH ON CUSTOMER SATISFACTION TOWARDS VARIOUS SERVICES

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A STUDY ON CONSUMER'S ATTITUDE TOWARDS MYNTRA IN DIGITAL MARKETING

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Introduction

The rise of e-commerce has transformed consumer-brand interactions, with digital marketing playing a crucial role in business strategy. Myntra, a leading Indian online fashion retailer, has effectively utilized digital marketing to capture significant market share. This study explores consumer attitudes towards Myntra's digital marketing, examining factors influencing behavior and preferences in online fashion retail.

History

Myntra was founded in 2007 by Ashutosh Lawania and Mukesh Bansal in Mumbai, India, initially focusing on footwear. The platform expanded its offerings to apparel and accessories in 2011. After being acquired by Flipkart in 2014 for approximately $300 million, Myntra has become a leading e-commerce platform for fashion in India, leveraging digital marketing strategies like social media, influencer marketing, and email marketing to engage with customers and promote products.

Industry Profile

The Indian e-commerce industry has experienced rapid growth, driven by increasing internet penetration and smartphone adoption. The fashion e-commerce segment is a key driver of this growth, with Myntra emerging as a leading online fashion retailer. Key trends shaping the industry include digital payments, social media influence, personalization, and omnichannel retailing. However, Myntra faces challenges such as intense competition, managing logistics, and customer retention in a competitive market.

Need of the Study

This study is needed to understand consumer attitudes towards Myntra's digital marketing efforts, identifying factors that influence purchasing decisions and preferences. It will provide insights into consumer behavior, helping Myntra refine its digital marketing strategies, enhance customer engagement, and maintain its market position. The study's findings will also contribute to the broader understanding of digital marketing's impact on consumer behavior in the e-commerce industry.

Scope of the Study

The scope of this study is to investigate consumer attitudes towards Myntra's digital marketing efforts, focusing on factors influencing purchasing decisions, preferences, and engagement. The study will explore Myntra's digital marketing strategies, including social media, influencer marketing, and personalization, to identify areas of strength and improvement. The findings will provide valuable insights for Myntra to enhance its digital marketing approach and better meet consumer needs.

Objective of the Study

- To know whether the price is less in Myntra compared to other websites. To evaluate the growth of Myntra.
- To analyse the consumer interest on the Myntra website.
- To determine the factors effecting Myntra.
- To find out the factors that attracts the consumers towards Myntra.
- To identify the key factors which influence consumer's buying behaviour.
- To study about consumers satisfaction level.
- To know the consumers awareness and perception about the products and services

Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analyzed?

Research Design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem research. The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub- type (eg.,descriptive-longitudinal case study), research problem. hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan.

Sample Size

Nearby 100 samples were taken for the study on consumer attitude towards Myntra in digital marketing.

Structure of Questionnaire

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

Limitations of the Study

- To accurately represent the entire consumer base, further research may be needed beyond the specific sample size or demographic used in this study.
- To apply the findings to other markets, consideration should be given to the geographic scope of the study.
- To minimize methodological limitations, future studies could explore alternative research methodologies.
- To capture changes in consumer attitudes over time, a longitudinal study design could be employed.
- To improve data quality, multiple data collection methods could be used.
- To mitigate bias, researchers could implement measures to minimize respondent and researcher biases.
- To enhance generalizability, the study's findings should be considered in the context of other e-commerce platforms and industries.

Review of Literature

- **Alka Kumawat and Tandon (2014)** made study using questionnaire with 200 Customers as a sample. The study revealed that customers are very satisfied towards Online shopping because of the delivery system is working effectively therefore Customers are doing shopping again and again.
- **Adrita Goswami et.al (2013)** Studied "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town" study concludes That online customers are satisfied. This research explicitly indicates that online Marketer should give more importance on price factor and after sale factor. In this Competition era all the online marketers should have to concentrate on the customer's Satisfaction to retain the existing customers and have to offer new scheme day by day To attract the new customers.
- **Chinting (2010)** stated that few school or educational studies have simultaneously Explored both internet marketing and organizational commitment, and of those that Have, only direct effects were examined. This study clarifies the relationship between School organization's internet marketing and teachers organizational commitment by Examining the mediating role of teachers job involvement and job satisfaction.
- **Ramirez Nicolas (2010)** state that "The Internet has changed many facets of our daily Lives: the way we relate and communicate with one another, how we interact with a Bank, read newspapers or watch television. Even the way we buy and sell. These Changes have occurred due to the constant flow of companies offering new business Models and innovative formulae, Discount coupons have always been a powerful Marketing tool. Whether inserted in printed media or posted through letter boxes, they Attracted new customers and were also offered at the time of purchase to promote Consumer loyalty by encouraging repeat purchases at outlet

- **Dubrovski (2001)** The strategies that marketers are using have not adequately Addressed the changing demands of the consumer to ensure customer satisfaction(Day &Landon, 1977). The marketing function limits the scope of marketing Strategies in operating successfully online. New electronic communication marketing Variables have exploded the alternatives available to customers Globally. These Changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a Logical measurement of success in market exchanges.

- **Ernst and Young (2000)** reported that Internet users purchased online because of Good product selection, competitive prices, and ease of use, but were concerned about Shipping costs, lack of opportunity to prior examining the products, as well as, the Confidentiality of credit card and personal information.

- **Bellman et al (1999)** examined various predictors for whether an individual will Purchase online and they concluded that demographic variables such, age and income, Have a modest impact on the decision of whether to buy online, whereas the most Important determinant of online shopping was previous behaviour, such as earlier Purchases. Therefore demographic factors are not much influenced on the purchases.

Data Analysis and Interpretation Table 1: Age

S.NO	Particulars	Percentage
1	Below-20	23.2%
2	21-30	42.4%
3	31-40	27.3%
4	Above 40	7.1%
Total		100%

Interpretation

From the above table it is clear that 23.2% of the respondent belongs to the age group below 20 Years and 42.4% belong to the age group 21-30 years and 27.3% belong to the age 31-40 and 7.1% of the respondent is above 40 years.

Table 2: Gender

S.NO	Particulars	Percentage
1	Male	53.1%
2	Female	46.9%
Total		100%

Interpretation

It is clear that the above table shows 53.1% most of the respondents belong to female and Finally 46.9% of the respondent belong to male category.

Table 3: Online Marketing in Myntra

S.NO	Particular	Percentage
1	Friends	38.8%
2	Newspaper	27.6%
3	Relations	20.4%
4	Media	13.3%
Total		100%
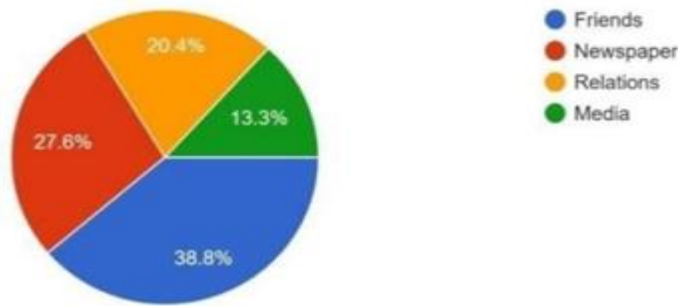
Interpretation

From the above table it is interpreted that the number of respondents were 38.8% Is Friends, 27.6% is Newspaper, 20.4% is Relations,13.3% is Media.

Table 4: Online Payment in Myntra

S.No	Particular	Percentage
1	Easy	59.2%
2	Difficult	25.5%
3	Moderate	15.3%
4	Unaware	0%
TOTAL		100%
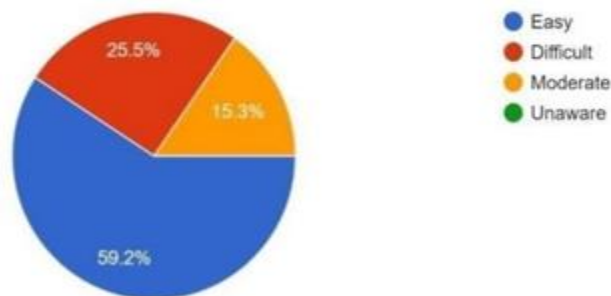
Interpretation

From the above table it is interpreted that the number of respondents were 59.2% is Easy, 25.5% is Difficult, 15.3% is Moderate.

Findings

- Consumers have a positive attitude towards Myntra's digital marketing efforts.
- Social media platforms significantly influence consumers' purchasing decisions on Myntra.
- Personalized recommendations and offers enhance consumer engagement with Myntra.
- Influencer marketing campaigns have a positive impact on consumer purchasing decisions.
- A seamless and user-friendly experience on Myntra's website and app is crucial for consumers.
- Consumers prefer to receive updates and offers from Myntra through email and social media.
- Detailed product information, including high-quality images and customer reviews, is valued by consumers.
- Discounts, promotions, and loyalty programs attract consumers to Myntra.
- Fast and reliable delivery is essential to maintaining a positive consumer attitude towards Myntra.
- Responsive and helpful customer support is critical for consumer satisfaction.

Suggestions:

- Promotional activities for online shopping can be made more effective to attract even More customers.
- Some of the customers have difficult in online payment, so the company needs to Improve online payments method.
- Company should increase Products in Home appliance and accessories products More.
- Company should provide more warranty and guarantee options to consumers Company should increase EMI options in payment.

Conclusion

In this research, the survey of consumer attitude towards Myntra in digital marketing that the Respondents were useful in adopting the digital marketing techniques. Digital marketing Techniques are fully based on the website and the advertisements provided over there. In this Study the consumers were highly accepted that purchase decisions were made based on the Website ads and its performance. It would seem an obvious growth strategy in a company by Using multimedia technology and it is evident that Myntra was adopted among the Respondents.

A STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS IN CHENNAI

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Abstract

The demand for organic food has seen significant growth in recent years due to increasing awareness of health and environmental issues. This study aims to assess customer satisfaction towards organic food products in Chennai by evaluating consumer preferences, behavior, and the factors influencing their choices. Through a structured questionnaire distributed to 130 respondents, data was collected and analyzed using descriptive statistics. Findings suggest that health benefits, product quality, and awareness play a crucial role in shaping consumer attitudes. The study also highlights challenges such as high pricing, limited availability, and trust issues that hinder wider adoption.

Keywords: Organic food, Consumer satisfaction, Health benefits, Awareness, Chennai

Introduction

The organic food market has witnessed significant transformation over the last decade, evolving from a niche sector to a mainstream preference for many health-conscious consumers. Organic food products, which are cultivated without synthetic pesticides, fertilizers, or genetically modified organisms (GMOs), are perceived to be healthier, environmentally friendly, and safer. Chennai, being a metropolitan city, has seen a steady rise in the number of consumers shifting toward organic food as part of a healthier lifestyle. Despite this growing popularity, organic food products still face challenges related to cost, accessibility, and consumer trust. This study focuses on understanding the satisfaction levels of consumers in Chennai, the reasons behind their preferences, and areas of improvement for producers and retailers in the organic food industry.

Review of Literature

- **Bala & Krishnan (2024)** Their research focused on Chennai, noting that product availability and pricing are still major barriers, but customers who prioritize health are more likely to remain satisfied despite higher costs.
- **Kumar & Ray (2022)** In their study on urban Indian markets, the authors found that health consciousness and environmental concern are primary motivators for purchasing organic food, with customer satisfaction closely linked to product availability and perceived authenticity.
- **Sharma et al. (2021)** This research highlighted that price sensitivity and trust in labeling significantly impact customer satisfaction in the organic food sector.

Consumers showed a preference for certified organic products with transparent sourcing.

- **D. Mythili, Ms. S. Priyadarshini (2020** conducted the study of focused on consumer perception towards organic products and it has been carried out with the sample size of 146 respondents who are familiar with Organic Products. The data collected were analysed using descriptive statistics. Organically produced food has greater nutritional properties that would likely result in higher levels of public health, were organic agriculture to be consumed in the same quantities in which conventionally-grown agriculture is now consumed.

- **Dr. AkankshyaPatnaik (2018)** conducted the study of the perception of general customer towards this organic concept especially for food. Organic strategy proved to be one of the best competitive strategies in this aggressive global platform. It Lavish corporate spoor which become prolific in amplifying common consumer to green consumer and lead them to a standard green & healthy lifestyle. Simply the motto of this paper is to give a hand to this green revolution to counteract the growing climate & health dilemma. High pricing for some organic product is out of reach of common man. Least variety creates dissatisfaction among the customer.

Objectives of the Study

- To study factors influencing consumer perception towards organic products in Chennai.
- To examine health concerns and quality perceptions among consumers.
- To evaluate the availability and pricing of organic products in the local market.
- To identify challenges and suggest improvements for enhancing customer satisfaction.

Statement of the Problem

Although organic food consumption is rising, many consumers still face barriers such as high prices, limited availability, and doubts about authenticity. This study seeks to understand what influences customer satisfaction and what deters consumers from regular organic food consumption in Chennai.

Scope of the Study

- The study focuses on consumer behavior and satisfaction levels in Chennai.
- It includes responses from 130 participants collected through structured surveys.
- It examines various organic product categories such as food, clothing, and personal care.

Research Methodology

Research Design: Descriptive research design was adopted to analyze consumer satisfaction and behavior.

Sampling Technique: Convenience sampling

Sample Size: 130 respondents
Data Collection Tools: Structured questionnaires distributed in-person and online

Data Sources:
- **Primary Data**: Survey responses
- **Secondary Data**: Journals, articles, websites, and reports related to organic products

Data Analysis & Interpretation
Age Group

Tables : Age group of the respondents

Age	No of respondents	Percentage
21-30	35	33.3%
31-40	34	30%
41-50	32	26.7%
Above 50	28	10%
Total	130	100%

Interpretation: The largest group of respondents is from the 21–30 age bracket (33.3%), followed closely by 31–40 (30%) and 41–50 (26.7%). Only 10% are above 50. This shows that organic food interest is highest among young and middle-aged adults.

Awareness on the Product

Tables: Awareness on organic products

Catategory	No of respondents	Percentage
Yes	49	63.3%
No	43	10%
Maybe	33	26.7%
Total	130	100%
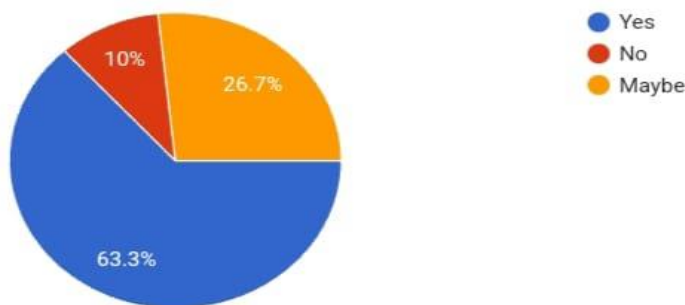
Interpretation:

63.3% of respondents are aware of organic food products.26.7% are unsure, answering "maybe."10% are not aware of organic food products.

Reason for Buying

Tables: Reason for buying

Catategory	No of respondents	Percentage
Health benefits	44	63.3%
Taste	31	20%
Environment concern	28	10%
Trend	37	6.7%
Total	130	100%
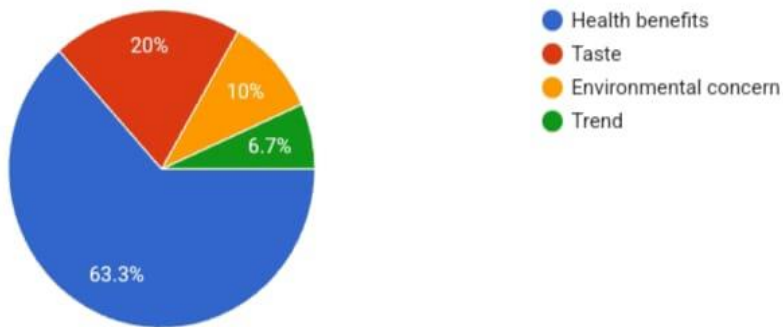
Interpretation: Health benefits drive 63.3% of consumers, making it the top reason for buying organic food, followed by taste and environmental concern. Trend has the least influence.

Organic Products are Healthier

Tables: Organic product are healthier

Catategory	No of respondents	Percentage
Strongrly agree	48	43.3%
Agree	47	40%
Likert scale	35	16.7%
Total	130	100%
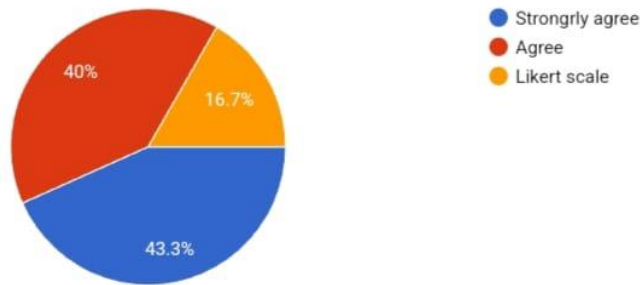
Interpretation: Is organic food healthier than conventional food?" The results are categorized using a Likert scale, with three options: Strongly agree: 43.3%Agree: 40%Likert scale (Unclear meaning in this context, likely representing neutral or undecided responses): 16.7%

Organic Food are Over Priced

Tables 3.14: Organic food are Over priced

Catategory	No of respondents	Percentage
Yes	.47	40%
No	44	30%
May be	44	30%
Total	130	100%
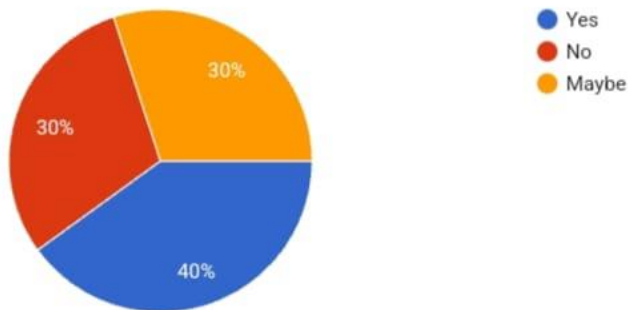
Interpretation: 40% of respondents believe organic food is overpriced.30% of respondents do not think organic food is overpriced.30% of respondents are unsure if organic food is overpriced split. The higher price of organic food is often attributed to stricter production standards, lower yields, more labor-intensive practices, certification costs, and limited scale and distribution.

Social Media Influence
Tables 3.16: Social media influence to the products

Catategory	No Of respondents	Percentage
Yes	53	60%
No	43	13.3%
May be	34	26.7%
Total	130	100%
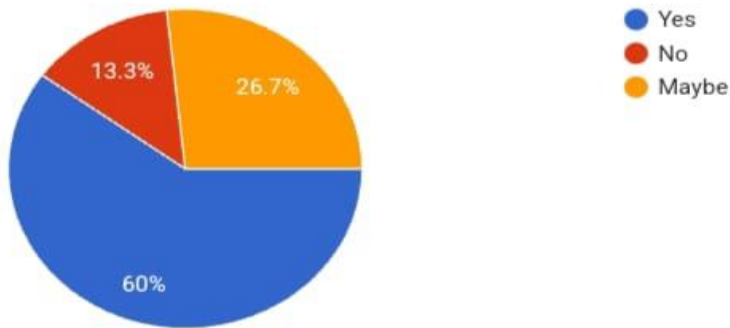
Interpretation: This indicates that a significant majority (60%) of respondents have learned about organic food through social media or influencers, while a smaller percentage (13.3%) have not, and a notable portion (26.7%) are unsure or have a mixed experience. Social media platforms have become a significant source of information, including food-related topics, for many people.

Findings
- Health consciousness is the primary driver for organic food purchases.
- Consumers find the quality and taste of organic products superior.
- High prices and limited availability are major barriers.
- Social media plays a vital role in influencing consumer choices.
- Packaging and certification affect trust levels.

Suggestions
- Promote awareness campaigns through schools, social media, and public health bodies.
- Offer subsidies or pricing support to reduce cost barriers.
- Expand retail distribution to local markets and smaller cities.
- Improve transparency in certification and labelling.
- Encourage online platforms and mobile apps for organic food sales.

Conclusion

Organic food products have gained significant attention in Chennai as consumers become increasingly aware of health and environmental concerns. Despite the positive sentiment, challenges such as cost and access continue to impact widespread adoption. Addressing these issues through targeted awareness, pricing strategies, and supply chain improvements can enhance consumer satisfaction and foster long-term growth in the organic food industry.

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IMPLEMENTATION AND EFFECT OF DIGITAL MARKETING IN A SMALL RETAIL BUSINESS

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Introduction

In today's digital era, marketing has undergone a profound transformation, driven by rapid advancements in technology and the widespread adoption of the internet. Digital marketing, encompassing a broad spectrum of platforms such as social media, email, mobile apps, and search engines, has become an essential strategy for businesses of all sizes. Particularly for small retail enterprises, digital marketing offers an affordable and highly effective means to engage with customers, build brand awareness, and compete in increasingly dynamic markets. With over 700 million internet users in India and growing, businesses have an unprecedented opportunity to tap into vast online audiences. Unlike traditional marketing methods, digital marketing allows for real-time interaction, personalized communication, and measurable results. This study focuses on the impact of digital marketing on small retail businesses, exploring its effectiveness in customer acquisition, sales growth, and brand presence. It aims to highlight the tools and strategies most commonly used, as well as the challenges faced by small businesses in implementing these technologies. By analyzing data collected from diverse respondents, the research provides valuable insights and actionable suggestions to optimize digital marketing efforts and foster sustainable growth for small retailers in a competitive environment.

Importance of the Study

This study holds significant relevance in today's rapidly evolving digital landscape, especially for small retail businesses striving to remain competitive. As digital platforms increasingly influence consumer behavior, understanding the role and impact of digital marketing has become crucial. Unlike large corporations, small businesses often operate with limited resources, making it essential to adopt cost-effective and targeted marketing strategies. This study explores how digital marketing tools—such as social media, SEO, and email campaigns—can empower small retailers to reach broader audiences, build brand loyalty, and increase sales without incurring substantial costs. Furthermore, it sheds light on customer preferences and responses to digital campaigns, offering valuable insights into their effectiveness. By analyzing the challenges and opportunities faced by small business owners, this research provides practical recommendations to enhance online presence and marketing efficiency. Ultimately, the findings serve as a guide for leveraging digital tools to drive growth in the small business sector

Objectives of the Study

1. To analyze the impact of digital marketing on the sales performance of small retail businesses.
2. To identify the most effective digital marketing tools and platforms used by small businesses
3. To understand customer perceptions and behavior influenced by digital marketing strategies.
4. To evaluate the challenges faced by small retail businesses in adopting and implementing digital marketing.

Review of Literature

Biswas, (2004) The research literature suggests that the prior knowledge of the product knowledge is positively related to their perceived ability of information provided to them and negatively related to prior product knowledge with those who have lower product knowledge.

Cavusgil, (2008) In this study, a researcher examines the impact of specific marketing communication activities (advertising and sales force) on the physician. The study is focused on Gastrointestinal drugs (GID) as one therapeutic category. The results of this study guide managers as to how to optimize the promotional mix over a product's life cycle. It also investigates the effect of various promotional efforts (direct-to-consumer advertising, journal advertising, and sales force) on sales.

Delone and Reif (2004) Have found that at present consumers are more likely to continue shopping online while they have greater know-how of online shopping. It is also found that young adults have a more positive attitude towards online buying

Research Methodology

This study adopts a mixed-methods approach, combining both quantitative and qualitative research techniques to gain comprehensive insights into the implementation and impact of digital marketing in small retail businesses.

1. Research Design:

The research employs a descriptive and analytical design. It focuses on understanding how small businesses utilize digital marketing tools and the resulting effects on customer behavior and sales performance.

2. Data Collection Methods:

- Primary Data: Collected through structured questionnaires and interviews with small business owners, managers, and customers.
- Secondary Data: Sourced from journals, articles, previous research studies, and online publications relevant to digital marketing and small businesses.

3. Sampling Technique:

A combination of random sampling (for survey participants) and purposive sampling (for in- depth interviews) was used. The study included 130 respondents, representing a diverse range of consumers and small retailers.

4. Tools for Data Analysis:

Data was analyzed using percentage analysis and statistical tools like correlation and hypothesis testing to determine the significance and strength of relationships between variables.

5. Scope and Limitations:

The study is limited to a specific geographic area and is influenced by the willingness and honesty of participants. It focuses primarily on digital marketing in the context of small retail businesses.

Data Analysis & Interpretation

Table 4.1: Table showing age-wise classification of respondent

Particulars	No. of Respondents	Percentage
Below 20 Years	17	13.08%
21-30 Years	69	53.08%
31-40 Years	30	23.08%
41-50	9	6.92%
Above 50 Years	5	3.85%
Total	130	100.00%

Source: Primary Data
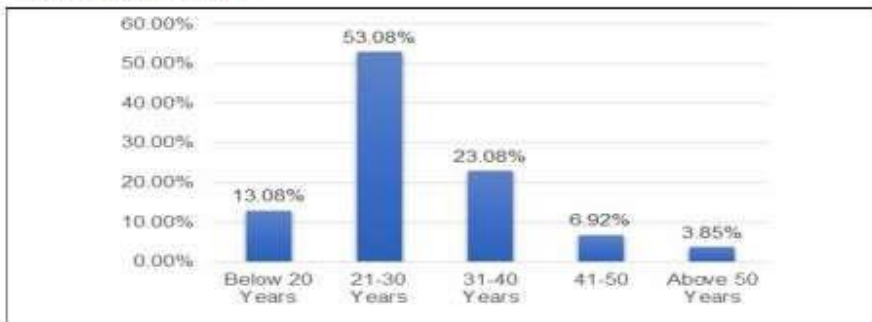
Interpretation:

From the above table, it is interpreted that 13.08% are Below 20 Years, 53.08% are 21-30 Years, 23.08% are 31-40 Years, 6.92%are 41-50 Years and 3.85% Above 50 Years respondents.

Inference:

Majority of the respondents are 21-30 Years.

Table 4.2: Table showing do you think digital marketing is beneficial to your online shopping wise classification of respondents

Particulars	No. of Respondents	Percentage
Yes	66	50.77%
No	10	7.69%
Maybe	42	32.31%
Can not answer	12	9.23%
Total	130	100.00%

Source: Primary Data
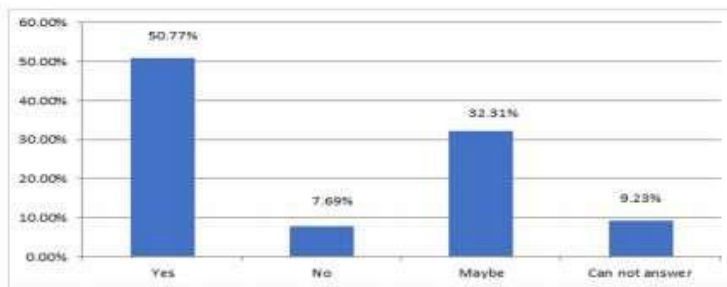
Interpretation:

From the above table, it is interpreted that 50.77% yes, 7.63% no, 32.31%, and 9.23% cannot answer respondents.

Inference:

Majority of the respondents are 50.77% yes.

Suggestions and Conclusion Suggestions:

Based on the findings of this study, several key recommendations can be made to enhance the effectiveness of digital marketing in small retail businesses. First, businesses should focus on reducing unnecessary online charges, as cost sensitivity remains a significant factor for customers. Creating personalized and targeted advertisements based on user interests can greatly improve engagement and conversion rates. Since video advertisements were found to be more appealing to users, businesses should invest in high-quality visual content to capture audience attention effectively. Additionally, as a majority of consumers express willingness to support local retailers online, small businesses should leverage digital platforms to enhance visibility and attract nearby customers. Incorporating feedback from consumers and continuously updating digital strategies will help in staying competitive and relevant in the ever-evolving market.

Conclusion:

Digital marketing has emerged as a powerful tool for small retail businesses, offering cost- effective and scalable solutions to reach a wider customer base. This study confirms that digital marketing significantly influences consumer behavior and purchasing decisions, particularly through platforms such as social media and targeted online campaigns. While many respondents acknowledged the benefits of digital marketing — such as convenience, brand awareness, and attractive promotions — challenges like budget constraints and lack of digital expertise still persist. Therefore, it is essential for small businesses to adopt a strategic and consumer-centric approach to digital marketing. By aligning digital efforts with customer preferences and market trends, small retailers can improve sales performance, strengthen brand loyalty, and achieve sustainable growth in the digital era.

A STUDY ON CUSTOMER PREFERENCE TOWARDS ZUDIO

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Introduction

Zudio is a game changer for Trent in the value fashion category having shown exponential growth both in terms of store expansion (93 stores added in FY23) and revenue contribution (40%+ of sales). Zudio is a clothing brand established under the umbrella of the trendy and fast-paced Indian retail giant, the TATA Group. The brand specializes in offering trendy and fresh designs with an affordable price tag for men, women, and kids. The brand was launched in 2016 and has since then gained massive popularity among the Indian masses. With its exclusive range of easy to-wear clothes that cater to all age groups and body types, Zudio has made a name for itself in the Indian fashion industry. The brand's focus on providing good quality products at an affordable price range has helped it to establish a loyal customer base. Today, Zudio has multiple stores across India, and it is readily available in various e- commerce platforms. Zudio is a prominent men's, women's, and children's clothing company. Tata Trent Limited is the parent company of the well-known fashion label. Zudio is present in 42 Indian cities. The brand provides enticing fashion at reasonable costs. Zudio has 24 stores in Kerala.

Importance of the Study

The study on **customer preference towards Zudio** is highly significant in today's competitive retail environment. Understanding customer preferences helps Zudio to develop better strategies to meet customer needs, improve satisfaction, and increase loyalty. As the brand targets the price-sensitive and fashion-conscious segments of the market, analyzing customer behavior provides valuable insights for business growth.

This Study is Important Because:

- It helps to identify the key factors that attract customers to Zudio, such as affordability, style, store ambience, and brand trust.
- It provides an understanding of customer expectations and the gap, if any, between customer needs and the current offerings.
- It assists the management in making informed decisions regarding product selection, marketing strategies, store expansion, and customer service improvements.

- It highlights the areas where Zudio can enhance its service quality and product variety to strengthen its market position.
- It offers valuable feedback that can be used to build stronger customer relationships, thus leading to long- term brand loyalty and sustained profitability.

Overall, this study is essential for Zudio to remain competitive in the growing fashion retail industry and to continue fulfilling the evolving preferences of its customers.

Objectives of the Study

1. To analyse the factors influencing customer preference towards Zudio.
2. To understand customer perceptions regarding the pricing, quality, and variety of Zudio products.
3. To examine customer satisfaction levels with Zudio's shopping experience and store environment.
4. To study the impact of brand trust and loyalty on purchasing decisions at Zudio.
5. To identify the challenges faced by customers while shopping at Zudio.
6. To suggest strategies for enhancing customer satisfaction and loyalty towards Zudio.

Review of Literature

Anu mesh Kariappa (2016) conducted "A Study on Customer Preference and Brand Awarness of Max Fashion ".. The purpose of this study on Max is to determine whether or not Max fashion is a well-known brand and the factors that influence consumer preference for these goods. The document will serve as a manual for merchants as they sell Max Fashion and Max items.

Aparajita Thakur, Shweta Chauhan & Mr. Lakshmaiah Botla (2020) conducted A comparative study on consumer satisfaction and effectiveness of retail marketing strategies at reliance trends and westside. This essay's goal is to investigate how retailing tactics including merchandising, shop design, sales promotion, and advertising impact.

Nielsen (2017) found that consumers in India are becoming increasingly brand conscious while shopping. The study revealed that 60% of Indian shoppers are now influenced by brand reputation and recognition, with 41% of consumers indicating that they are willing to pay a premium for branded products.

Research Methodology

The science of doing research is known as research methodology. It refers to the particular steps or methods used to locate, collect, organize, and evaluate data on a subject. The methodology portion of a research study enables the reader to assess the general validity and reliability of the study. The purpose of the study is to identify the factors that influence the preference towards Zudio and issues that its customers face. The following list includes the various components of this research methodology:

Sample: Participantsin the study's sample unit are those who make purchases from Zudio.

Sampling Design: Convenience sampling was adopted in this study, where sample units were conveniently chosen by the researcher.

Sample Size: The study's findings are based on 100 sample units' responses who purchases from Zudio in the Ernakulam area.

Source of Data: This study included both primary and secondary sources of data. With the use of a questionnaire created using a Google Form and distributed to the respondents, the primary data was gathered. To support the conclusions of the primary data, secondary data were gathered from books, published papers, and websites.

Tools of Analysis

Using mathematical tools and techniqueslike percentages, frequencies, pie diagrams, bar graphs, etc., the main data was statistically processed, categorized, tabulated, and examined.

Limitations of Study

- The study was limited to a specific area of Ernakulam city.
- Time allotted was very limited.
- As the sample size is small (100), It might affect the generalization of the findings.
- The information may contain personal bias.
- There was lack of previous studies related to this topic

Data Analysis & Interpretation

Table 3.1: Gender of Respondents

Gender	Frequency	Percentage
Female	69	69
Male	31	31
Others	0	0
Total	100	100
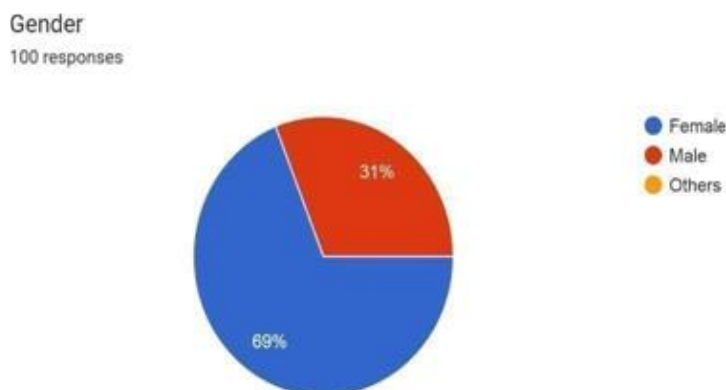
Figure 3.1

Interpretation:

From the above graph, we can see that majority of the respondents were females. They contributed upto 69% of total respondents while males were only 31% of total respondents.

Table 3.2: Zudio is always updated with latest fashion

Response	Frequency	Percentage
Strongly agree	27	27
Agree	46	46
Neutral	25	25
Disagree	2	2
Strongly disagree	0	0
Total	100	100

100 responses
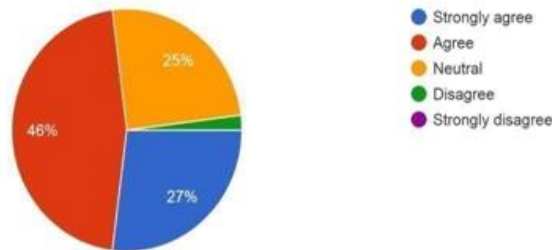
Figure 3

Interpretation

Majority of the people (73%) have agreed with the statement and 2% have disagreed to it while 25% of them neither agreed nor disagreed.

Suggestions and Conclusion Suggestions:

To further enhance customer satisfaction, Zudio should focus on strengthening its online presence by launching a user-friendly shopping platform. Proper stock management must be maintained to avoid the unavailability of popular products. Expanding the size range and offering more inclusive options would attract a broader customer base. Additionally, introducing loyalty programs, improving customer service, and creating a strong feedback system would help Zudio build stronger relationships with its customers and maintain its competitive advantage.

Conclusion

The study concludes that Zudio has successfully positioned itself as a preferred fashion brand among price-conscious and style-focused customers. Its affordable pricing, trendy collections, and positive store experience contribute significantly to customer preference. However, to sustain its growth and meet evolving customer expectations, Zudio must focus on enhancing its services and expanding its digital presence. By addressing these areas, Zudio can further strengthen its brand image and achieve long-term success in the competitive retail market

A STUDY OF CUSTOMER SATISFACTION AND PREFERENCE WITH SPECIAL REFERENCE TO RELIANCE JIO

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Introduction

Jio, a wholly owned subsidiary of Reliance Industries, is India's only 100% VoLTE 4G LTE network, covering all 22 telecom circles. Launched commercially on 5 September 2016 with Shah Rukh Khan as brand ambassador, Jio achieved record-breaking growth, crossing 100 million subscribers by February 2017. It continues expanding its 4G infrastructure to offer high-speed internet and digital services across sectors like education, healthcare, and finance. While customer satisfaction with Jio products, especially in places like Sagar district, is strong, intense competition in the telecom industry makes maintaining satisfaction crucial. Companies now focus heavily on retaining customers post-purchase, as customer loyalty and satisfaction are key to long-term success.

Major influence Factor of Customer Satisfaction

- Performance of the product in the recent past
- Word of mouth, recommendations or testimonials
- Reviews
- What competitors say about the product or service
- What its own marketers promise

Features

- Step 1: Understanding customer expectations Step
- Step 2: Promises to customers Step 3: Execution
- Step 3: Ongoing dialog with a customer
- Step 4: Customer satisfaction surveys

Consumer Preferences

The underlying foundation of demand, therefore, is a model of how consumers behave. Theindividual consumer has a set of preferences and values whose determination are outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among aplethora of other factors. The measure of these values in this model for a particular good is in termsof the real opportunity cost to the consumer who

purchases and consumes the good. If an individualpurchases a particular good, then the opportunity cost of that purchase is the forgone goods the consumer could have bought instead.

The Theory of the Consumer:

Consumer make decisions by allocating their scarce income across all possible goods in order to obtain the greatest satisfaction. Formally, we say that consumers maximize their utility subject to budget constraint. Utility is defined as the satisfaction that a consumer derives from the consumptionof a good. As noted above, utility's determinants are decided by a host of noneconomic factors. Consumer value is measured in terms of the relative utilities between goods. These reflect the consumer's preferences.

Company Profile

India, the world's second-largest mobile market after China, has seen rapid growth in its telecom industry. Reliance Jio, a game-changer since its 2016 launch, entered with innovative, low-cost 4G plans and free services under offers like the "Welcome Offer" and "Happy New Year Offer," disrupting competitors like Airtel, Vodafone, and Idea. Jio's wide range of digital apps and free SIM distribution led to a massive customer shift, though full customer satisfaction remains a challenge. Reliance Industries Limited, Jio's parent company, is a major Indian multinational headquartered in Mumbai, operating across sectors like energy, retail, telecommunications, and media. It ranks 155th on the Fortune Global 500 list (2021), is India's largest exporter, and among the top revenue-generating and tax-paying companies, despite having negative free cash flows

History of Reliance JIO:

Reliance Industries Limited (RIL) was co-founded by Dhirubhai Ambani and Champaklal Damani in the 1960s as Reliance Commercial Corporation, later becoming Reliance Industries in 1973. Starting with textiles under the brand "Vimal," it expanded into petrochemicals, oil, gas, and telecom. It held a hugely successful IPO in 1977 and made major expansions through the 1980s and 1990s, including setting up the world's largest refinery in Jamnagar. RIL entered the telecom sector, launched Reliance Gas, and expanded internationally. In the 2000s, it diversified into retail (Reliance Fresh), broadband (acquiring Infotel Broadband), and formed partnerships with BP and Sibur. Recent moves include its focus on e-commerce and the shutdown of its Nagothane plant in 2021.

Reliance JIO Products and Services Include:

Reliance JIO 4G Broadband: Reliance Jio, a subsidiary of Reliance Industries, launched its 4G broadband services across India in early 2016, following Mukesh Ambani's announcement at RIL's 41st AGM in June 2015. Offering data, voice, messaging, live TV, movies, music, and digital payments, Jio built a vast network of 250,000 km of fiber optic cables and collaborated with local cable operators for wider connectivity. It owns pan-India 2,300 MHz spectrum and 800 MHz in multiple circles, valid until 2035, and entered a

spectrum-sharing deal with Reliance Communications. Before its official launch, Jio provided free Wi-Fi in several cities and major cricket stadiums during the 2016 ICC World Cup. In May 2016, it also launched a suite of multimedia apps, accessible only with a Jio SIM.

SWOT Analysis of Reliance Jio

The SWOT analysis of **Reliance JIO** identifies the company's strengths that distinguish it from its competitors like Airtel, Vodafone, Idea, and its weaknesses, which prevent the brand from doing successfully. This analysis provides a company with an overview of where it should focus its efforts to improve. It also includes a list of changes to grow JIO's market share and brand value. It also shedslight on a potential threat to the brand's reputation.

Strengths:

Strong Lead Generation Process - Reliance JIO has arguably the best lead generation approach to date. All users were given free access to the brand's services for a period of 3-6 months. Reliance JIO now has millions of users, making it one of the most successful customer acquisition strategies in telecom history.

Weakness:

A late arrival into the industry - Reliance JIO entered the market late when established firms such as Airtel and Vodafone had already established themselves in customers' minds.

Trouble in activating the SIM - Due to its inability to contain the massive amounts of subscribers it had gained, Reliance JIO experienced several gestation issues. Delays in SIM Card activation during its launch were one example.

Opportunities:

Future Technological Advancements - Reliance JIO operates on future-oriented technology, a VoLTE 4G network that can scale to support 5G and 6G technologies, which opens up many possibilities for JIO or future bandwidth increase.

Apps and Services - Reliance JIO offers VoLTE, which offers a lot of bandwidth. As a result, they can provide customers with apps that are either free or chargeable at first, with a pay-per- use model later.

Threats:

Poor ethical conduct - To penetrate the market, Reliance JIO utilized a low-cost strategy and even offered free services to users, resulting in a poor ethical code that could harm the company in the future.

Risk of Losing Customers - When free services are removed, sales will immediately decrease, and the risk of losing customers will increase.

Need of Study:

Marketing begins with identifying customer needs and ends with satisfying them, aiming to attract new customers through superior value and retain existing ones through consistent satisfaction. As customers are central to any market, understanding their preferences is crucial. Since retaining a customer costs much less than acquiring a new one, customer satisfaction has become a top priority in today's competitive world. With this in mind, a study was conducted to assess customer satisfaction, preferences, complaints, and suggestions regarding Reliance Jio products.

Objectives of Study:
- To analyze quality and services of reliance JIO products
- To analysis awareness of reliance JIO products.
- To find out the price of reliance JIO product with other competitors.
- To analysis convenience among customer for reliance JIO products.
- To find out the effectiveness customer relation management.
- To study Brand value of reliance JIO products.C

Hypothesis of Study

H (0) - Null Hypothesis

H (1) - Alternative Hypothesis

1. H0: Price has no impact on customer preference for Reliance Jio services.
2. H1: Price significantly influences customer preference for Reliance Jio services.
3. H0: There is no significant association between customer satisfaction and loyalty towards Reliance Jio.
4. H1: Customer satisfaction is significantly associated with loyalty towards Reliance Jio.

Limitations of Study

1. People did not cooperate for survey work easily and chances of biased information by respondents are there.
2. Research work was limited to only 32 respondents whereas in reality the sample universe is too

Review of Literature

K. R. Mahalaxmi and N. Suresh Kumar (2017) in this article titled, "A study on service quality and its impact on customer's preference and satisfaction towards Reliance JIO in trichy region" focus on to the service quality and satisfaction level of Reliance JIO. This study reveals that peoples with age group up to 35 were 78 per cent users of Reliance JIO.

B. Adhinarayanan and K. Balanagagurunathan (2011) in their article entitled, "A Study on Customer Satisfaction towards Reliance Telecom in Tamil Nadu with Special Reference to Salem City" have indicated that Indian Telecom sector, like any other industrial sector in the country, has gone through many phases of growth and diversification.

C. Boobalan et al (2017) in their study on, "customer's satisfaction towards Reliance JIO sim with special reference to Dharmapuri District" made an attempt to know the satisfaction level of multi customers.

Naidu Brahmani, Vamsi. S, (2017), "Customer satisfaction towards reliance jio: an empirical study", in their research paper focused in knowing the satisfaction level of customers on the usage of jio sim and the reason behind their satisfaction and dissatisfaction. Survey method is used to collect information from the respondents. 192 respondents were selected for the study using simple random sampling.

Sorna Priya. R and Sathiya. M (2017), "Customer Satisfaction towards Reliance Jio Network" conducted a research work with the aim of analysing the satisfaction level of customers towards Jio network.50 respondents were selected using convenient sampling method. The study found that majority of the respondents (52%) are satisfied with Jio services.

S. Vishnuvarthani (2013) in her article entitled "Consumers" Awareness and Preference for Mobile Phone Services at Erode City" has pointed out that telecommunication is one of the most important growing service sectors in India. It plays an inevitable role in today's busy world. The telecommunication includes both mobile communication and fixed telephony lines. tariffs for connectivity at various levels and customized services inorder to satisfy and delight theirconsumer

Gender:

Gender	Male	Female
No of people	13	19
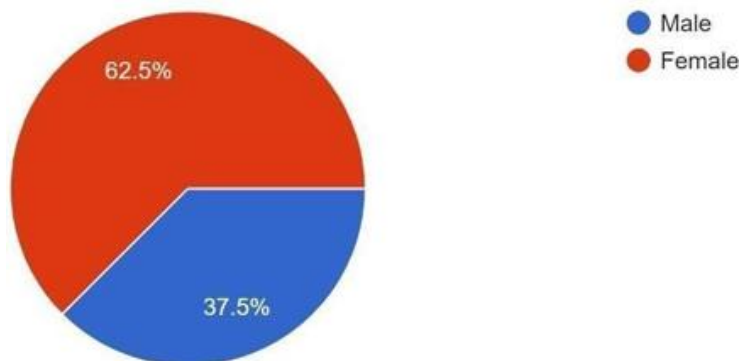
Total customer = 32
Age

AGE	15-20	20-25	25-30	30-35
No. of respondent	1	27	4	0
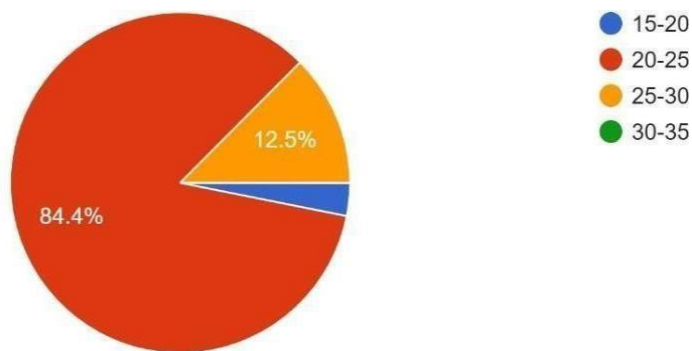
Analysis and Interpretation: In study found that 84.4% of respondents are belong to 20-25 age that mean reliance JIO products popular among young generation. 12% respondents are belonged to25-30 age category.

Findings

1. It is understood from the survey that 25% respondents are male and 25% respondents are female.
2. Majority of the respondent's age group are below 25 years to 35.04%.
3. 80% of respondents are graduates.
4. 90% of respondents are Students.
5. Majority of the respondents (29.27%) are salaried monthly income of Rs.15000 - 20000.
6. 35.90% of the respondents feel satisfaction of advertisement
7. 41.02% of the respondents are feeling satisfied
8. 44.66% of the respondents are fully aware of Reliance JIO
9. Majority of the respondents come under unlimited data service to 30.56%.

Suggestions:

- Try to improve network facilities. No network coverage on border areas and high-altitude areas so provides more tower network connections.
- Try to continue the offers provided in the initial stage of introduction
- Spread out awareness about JIO in deep routed rural areas
- Remove the problem of calling congestion and call drop.
- Customers expect low-cost Reliance phone.
- Reliance JIO's frequent update innovation technology when it's required.
- Drastically in many places. The Reliance JIO sim users are expecting high speed. So increasing network speed to great extent. It would be better.

Conclusion:

Reliance Jio's high customer satisfaction is driven by its innovative, affordable, and customer- focused strategies. To sustain its leadership, Jio must continuously improve its network, expand value-added services, and provide excellent customer support. The study

revealed that while most respondents are satisfied with Jio's services, they suggested improvements in network coverage and reducing call congestion. With its growing market presence, Jio shows strong future prospects.

Analysis of the data led to the rejection of the null hypothesis, confirming that price significantly impacts customer preference and that customer satisfaction is closely linked to loyalty toward Reliance Jio.

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON

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Introduction

The Internet has become a crucial platform for businesses and individuals to conduct commerce, offering a popular non-store format for advertising, direct marketing, sales, customer support, and public relations. Over the past decade, business-to-consumer e-commerce has grown significantly, changing consumer shopping behaviors worldwide. Companies use the Internet to reduce marketing costs, stay competitive, gather customer feedback, and conduct satisfaction surveys. Consumers, in turn, use it to compare prices, product features, and after-sales services. Branding plays a vital role in online business, helping companies build recognition, reputation, and loyalty. Originally used to mark livestock, branding has evolved into a key marketing strategy, ensuring a company's products and services stand out in a crowded market.

Company Profile

Amazon, founded by Jeff Bezos on July 5, 1994, is an American e-commerce and cloud computing giant based in Seattle, Washington. Originally launched as an online bookstore, Amazon quickly expanded its offerings to include electronics, software, apparel, food, toys, and more, while also developing products like Kindle, Fire tablets, and Echo devices. It operates separate retail websites in multiple countries and offers international shipping. Amazon is the world's largest Internet retailer by revenue and a leading provider of cloud infrastructure services. Its corporate vision is to be the Earth's most customer-centric company, offering a global reach, a customer-first approach, and the widest product selection. Its mission focuses on providing the lowest prices, the best selection, and the utmost convenience to its customers.

History

Amazon was founded as a result of Jeff Bezos's "regret minimization framework," a concept he used to avoid future regrets about not seizing opportunities during the early Internet boom. In 1994, Bezos left his role as vice president at D. E. Shaw & Co., a Wall Street investment firm, and moved to Seattle, Washington, where he began developing a business plan for what would become Amazon.com. On July 5, 1994, Bezos incorporated

the company in Washington State under the name **Cadabra, Inc.** However, he changed it to **Amazon.com, Inc.** a few months later after a lawyer misheard "Cadabra" as "cadaver." During this time, Bezos also purchased the domain **relentless.com** and briefly considered naming the company "Relentless," but friends found the name too sinister. (Fun fact: relentless.com still redirects to Amazon today.)

Payment

Online shoppers typically pay using credit cards or PayPal, but many alternative methods are also available, such as billing to mobile phones, cash on delivery (C.O.D.), cheques, debit cards, direct debit, electronic money, gift cards, postal money orders, wire transfers, invoices, and cryptocurrencies like Bitcoin. Some online stores restrict international transactions, requiring billing and shipping addresses from the same country, while others allow global gift deliveries. Payment processing can happen in real-time or later during order fulfillment.

Product Delivery

Once payment is accepted, physical goods can be delivered via shipping (postal or courier services), drop shipping (directly from manufacturer to consumer), or in-store pick-up. Digital products, like software or tickets, are delivered via downloads, codes, or email. Some services allow "will-call" or "at- the-door" pickup for event tickets.

E-Commerce Business Models

- **Online Subscriptions:** Consumers subscribe to services online, making one-time or recurring payments. Examples include magazines like *Frontline* or Amazon's subscription services.
- Online Exclusive Brand Stores: Brands create online stores to sell their products directly to consumers, such as HP, Samsung, or Peter England.
- Deals Websites: Websites that aggregate the best deals from various online retailers, like CouponDunia.
- Marketplace: **A platform where buyers and sellers interact. Models include:**
- **B2C (Business-to-Consumer)**: Retailers sell products directly to consumers (e.g., Amazon, Flipkart).
- **C2C (Consumer-to-Consumer)**: Individuals buy and sell to each other (e.g., OLX, Quikr).

Amazon has formed numerous partnerships over the years, including with Toys "R" Us (until 2006), Borders (until 2008), and Target (until 2011). It also manages websites for brands like Marks & Spencer, Mothercare, and Lacoste. Amazon powers platforms for enterprise clients and offers multichannel services, blending online shopping with in-store and phone support. In 2011, Amazon secured exclusive digital rights for DC Comics. Partnerships also include collaborations with USPS for Sunday deliveries and a test of Prime Air drone deliveries in 2016. In 2017, Amazon partnered with Nike to sell their products on its platform.

Products and Services

Amazon offers a wide range of products, including books, electronics, clothing, groceries, health items, and more. Its services include AmazonFresh, Amazon Prime, Amazon Web Services, Alexa, the Kindle ecosystem (Kindle, Fire tablets, Fire TV), Amazon Music, Video, and Studios, as well as Amazon Digital Game Store and Amazon Wireless.

Conclusion

E-commerce in India is rapidly growing, offering new opportunities despite several challenges. Key issues include poor e-infrastructure, limited internet penetration (34.8% of the population), and logistical difficulties, especially for startups. Additionally, the Indian consumer's preference for inspecting products before purchase and the focus on urban areas exclude a large portion of the rural population. To fully capitalize on e-commerce's potential, a strategy is needed to improve infrastructure and make e-commerce more inclusive across India. Despite these hurdles, the growth of e-commerce is undeniable, and it is set to continue transforming the Indian economy.

Statement of the Problem

Online shopping plays a significant role in modernization, especially among educated people. The attitudes and preferences of customers towards online shopping are influenced by various factors. This study aims to understand customer attitudes towards online shopping on Amazon.

Need for the Study

This research methodology is designed to assess customer satisfaction with online shopping on Amazon, specifically focusing on customer experiences and preferences.

Objectives of the Study

- To evaluate customer satisfaction with Amazon online shopping.
- To study the satisfaction levels of Amazon customers based on responses.
- To identify reasons customers choose to shop online

Scope of the Study

The study focuses on Amazon and its regular customers. It covers the quality of services and their impact on customer satisfaction, including factors that enhance this satisfaction. It also explores the preferred price range for online shopping.

Limitations of the Study

- The findings apply only to Amazon customers.
- Responses from the sample may be biased or inaccurate.
- Data was gathered from only 102 respondents.
- The study relies on questionnaire responses, with limitations inherent in this method.

Research Design
Descriptive Research Design
This is a descriptive study aimed at identifying the level of customer satisfaction based on survey responses. It involves gathering data to answer research questions regarding the current state of online shopping satisfaction.

Source of Data
- **Primary Data**: Collected via a questionnaire completed by 102 respondents.
- **Secondary Data**: Sourced from online journals, websites, and published articles.

Structure of Questionnaire
The questionnaire had two sections:
- Section 1: Basic demographic information of respondents.
- Section 2: Questions on customer satisfaction with online shopping.

Sampling Technique Convenience Sampling
Method
This method uses readily available data from respondents without additional selection criteria, making it an easy way to collect data.

Period of Study
The study was conducted over three months, from January 2022 to March 2022.

Analytical Tools
- **Percentage Analysis**: Used to compare data and determine relationships.
- **Bar Graphs**: Used to represent categorical data with proportional bars.

Review of Literature Dr. A.B. Santhi (2017)
"*A study on customer satisfaction towards online shopping in Tirupati town*"
The study aimed to identify factors influencing customer satisfaction with online shopping in India. It found that respondents are internet-savvy and are willing to purchase high-quality products online.

Vikash and Vinod Kumar (2017)
"*A study on customer perception towards online shopping*"
This research found that customers view online shopping positively, valuing convenience, satisfaction, and product availability. Customers prefer online shopping as it eliminates the effort of physically going to the market.

Ashish Bhatt (2014)
"*Customer attitude towards online shopping*"
This descriptive and exploratory research explored customer behavior, preferences,

and opinions on e-shopping. The study found that the mode of payment depended on the income of the respondents. **DR. M. RAFIYA MEERA AND OTHERS (2017)**

"Preference of customers towards online shopping applications"
The research focused on factors influencing users' choices of online shopping apps. It concluded that customers are satisfied with Amazon and prefer online shopping due to the wide range of goods available.

Olivia, Oliver & Macmillan (1992)
They proposed the theory of "expectation inconformity," where customer satisfaction is influenced when products exceed their expectations. The study emphasizes that product and service quality directly impact customer satisfaction.

Lee & Lin (2005)
This study identified key factors influencing customer perception of e-service quality in online shopping, including website design, reliability, responsiveness, trust, and personalization of services.

Muruganantham (2017)
This study examined customer satisfaction with online shopping and identified key issues like credit card theft and payment security. It concluded that customers seek trust, security, and a wider range of choices while shopping online.

Percentage Analysis

Table - Age of Respondents

S.No	Particulars	No. of Respondents	Percentage
1	Below 18	1	0.9%
2	18-20	27	26.4%
3	20-38	61	59%
4	38-48	11	10.7%
5	48 and above	2	1.9%
	TOTAL	**102**	**100%**

Interpretation: From the above analysis (0.9%) of respondents belongs to age of below 18, (26.4%) respondents to the age (18-20 yrs) , 59% of respondents belongs to 20-38 yrs, (10.7%) belongs to 38-48 yrs and (1.9%) of respondents belongs to 48 and above years of age

Inference: Majority (59%) respondents are age between 20-38**.**

Gender Distribution of Respondents

S.No	Particulars	No. of Respondents	Percentage
1	Male	78	76%
2	Female	24	23.5%
	Total	**102**	**100%**

This shows that the majority of respondents (76%) are male, while 23.5% are female.

Monthly Income of Respondents

S.No	Particulars	No. of Respondents	Percentage
1	Below 25,000	52	50.9%
2	25,000-50,000	39	38.2%
3	More than 50,000	11	10%
	Total	**102**	

Findings

Reveal that the majority of respondents (59%) are aged between 20-38, with a dominant male population (76%) and a significant portion (50.9%) earning below 25,000 monthly. Most respondents (42%) shop on Amazon, with 27.4% spending time on it weekly. Quality is a key factor for 31.3% of respondents when choosing Amazon, and 56% prefer cash on delivery. A large percentage (38.2%) make purchases based on family or friend recommendations, with clothing and electronics being popular categories. Respondents also appreciate Amazon's fast delivery (34.3%) and reasonable product pricing (32.3%). Overall, 56.8% would give Amazon a 5-star rating, indicating strong customer satisfaction and loyalty.

Suggestions

Amazon e-commerce sites should focus on improving key areas such as product delivery, return policies, and customer reviews to enhance credibility and attract more customers. Offering periodic promotions and a wider variety of product designs can further increase appeal. To address privacy and security concerns, implementing proper regulations and ensuring accurate product information will help build customer trust. Additionally, educating consumers on how to shop online confidently and investing in web technologies will enhance the shopping experience and encourage repeat business. Improving internet infrastructure and adopting dynamic web techniques will also make the online environment more engaging and visually appealing.

Conclusion

Online shopping, particularly on platforms like Amazon, has become increasingly popular due to the widespread use of the World Wide Web. Understanding customer satisfaction and addressing the factors that influence online shopping are essential for marketers to gain a competitive edge. The convenience of online shopping, along with its

variety, quick service, and reduced prices, has greatly impacted society. However, concerns about fraud and privacy issues remain. Fortunately, advancements in technology are helping to protect personal information from hackers. This study concludes that online shopping, especially on Amazon, offers significant advantages over traditional shopping. Customer satisfaction is driven by factors such as price, delivery speed, product variety, customer support, and recurring purchases, with the implementation of customer feedback potentially boosting both company growth and customer satisfaction.

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A CASE STUDY ON CRM PRACTICES OF DR. ETHIX PRODUCTS

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Introduction

Customer Relationship Management (CRM) is an essential strategy for building strong and lasting relationships with customers, ensuring their satisfaction, loyalty, and continued business. Dr. Ethix Products, a well-known healthcare and wellness brand, has recognized the importance of effective CRM practices in its operations. The company focuses on understanding customer needs, providing personalized services, maintaining consistent communication, and ensuring high-quality support. Through the use of technology-driven CRM tools, customer feedback mechanisms, and loyalty programs, Dr. Ethix aims to enhance customer engagement, retention, and overall satisfaction. This case study explores how the CRM practices of Dr. Ethix Products contribute to their business success and customer trust.

Importance of the Study

The study of CRM practices at Dr. Ethix Products is important to understand how effective customer relationship management can enhance customer satisfaction, loyalty, and business growth in the healthcare industry. In a competitive market, maintaining strong relationships with customers is crucial for long-term success. By analyzing the CRM strategies of Dr. Ethix, the study highlights best practices, innovative approaches, and areas for improvement. It also provides valuable insights for other businesses looking to implement or strengthen their own CRM systems. Additionally, the study sheds light on how customer feedback, personalized communication, and service quality contribute to building brand trust and driving repeat business.

Objectives of the Study
Primary Objective:

To Study the Customer Relationship Management Practices of Dr. Ethix Products and Services.

Secondary Objective

1. To ascertain client opinions regarding the complaints handling at Dr. Ethix products and services.

2. To ascertain the customers satisfaction with Dr. Ethix Products and Services as their future intent to use Dr. Ethix Products and Services.
3. To study the factors affecting the CRM practices.

Need for the Study
1. To understand the customer expectations.
2. To improve the overall customer satisfaction.
3. To improve the business relationship.
4. To understand the customer intention towards availing Dr. Ethix Products and Services in future.

Review of Literature

Vidya and Shanthi (2021) in their research investigated the performance of E-CRM of public sector banks of Chennai city, India. To meet this objective, the data was collected from 150 respondents using convenience sampling technique and was analyzed using frequency distribution, ANOVA, correlation and multiple regression analysis. The results revealed that the most influential factor that determines the performance of E-CRM in banks was information trust. The authors concluded that the banks should offer the right and up-to-date information to their customers and should provide reliable and safe services and measures to their customers. Furthermore, the authors also revealed that the banks should invest more in the E- CRM system to provide products and services that meet best to the needs and desires of the customers.

Jadhav (2018) study reveals that CRM practices in banking sector in Maharashtra State, study covers comparison of customers belonging to different banks (SBI, BOM, PNB, HDFC, and ICICI) with respect to their customer centricity scores by applying the Tukey's multiple post hoc procedures and the results are presented. Study found that customers belonging to SBI have rated the processes of their bank to be more customer centricity as compared to that of BOM.

Sujatha and Patel (2018) study focused and found that CRM in banking sector is still not used widely though it is becoming the need of the hour that the Banks should provide this vital service which is mandatory to its valuable Customers. Customer Life Time value (CLV) and Customer Delight is improved by adopting and enriching the customer relationship building approaches which the Banking Sector should work on it.

Research Methodology

Research methodology is one of the main aspects of very research. This explains how the researcher conducts this project. The word research indicates the mode or the way of accomplishing an end. The modern world is full of scientific inventions and seeks a scientific outlook to everything. Any scientific approach should have a method or outline to be followed to attain a particular goal. Through methodological, systematic procedure, we can think of accuracy and clear cut conclusion. There is no discipline without methodology. The methodology adopted in this study is discussed below in brief.

Research Design

A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose.

Sources of Data

Primary Data

Primary data is collected through Questionnaire.

Secondary Data

Websites and online journals, Published reports and Review of literature from published articles.

Sample Size

A survey is collected as a questionnaire as size containing 110 samples through Google forms.

Period of Study

The period of time taken to conduct the survey and preparation of the research paper is 3 months at Dr. Ethix product and Services.

Hypothesis

- Correlation
- One Way ANOVA

Area of the Study

Area studies are interdisciplinary fields of research and scholarship pertaining to particular geographical, national/federal, or cultural regions. The term exists primarily as a general description for what are, in the practice of scholarship, many heterogeneous fields of research, encompassing both the social sciences and the humanities. Typical area studies programs involve history, political science, sociology, cultural studies, languages, geography, literature, and related disciplines.

The study is conducted in marketing department of Dr. Ethix Products and Services has customers from all over the India.

Tools for Analysis

- Percentage analysis
- Correlation
- One way Anova

Limitations of Study

- The study is based on responses from a limited sample size of 110 participants, which may not fully represent all customers of Dr. Ethix Products.
- Data collected through Google Forms may involve respondent bias or misinterpretation of questions.
- The study is restricted to the marketing department and may not cover CRM practices across other departments.
- The time frame for data collection (3 months) was short, limiting in-depth analysis.
- Secondary data sources like websites and journals may have outdated or incomplete information.
- Regional and cultural differences among customers across India may affect CRM practices, but this study may not fully account for them.
- External factors like market changes or competitor actions during the study period were not considered.

Data Analysis & Interpretation

Table 1: Age of the Respondents

Age (in yrs)	No. of Respondents	% of Respondents
20-30	35	32%
30-40	33	30%
40-50	22	20%
Above 50	20	18%
TOTAL	110	100%

Source: Primary Data
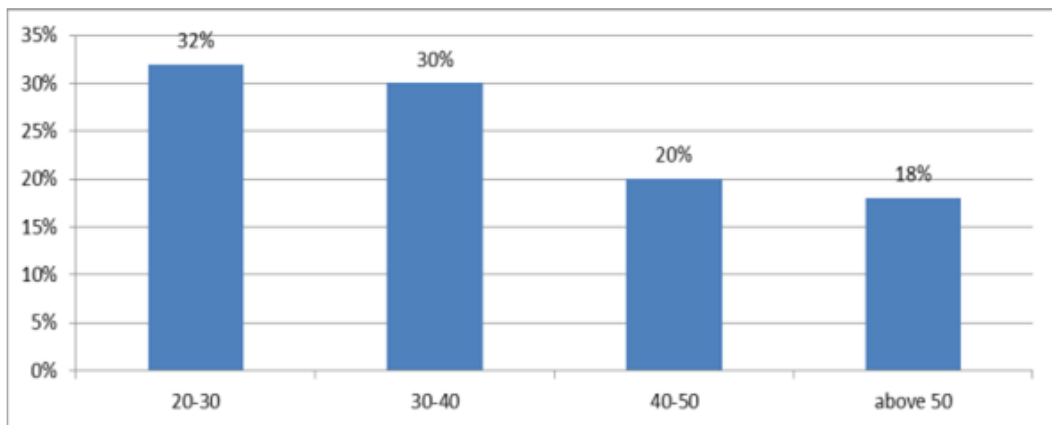
Chart.1: AGE of the Respondents

Inference

31% of the respondents are at the age group between 20 -30, 29% of the respondents are at the age group between 30-40

Therefore, most of the respondents are at the age group between 20 -30.

Table 2: Income of the Respondents

Income	No. of Respondents	% of Respondents
10,000 - 20,000	17	15%
20,000 - 30,000	37	34%
30,000 - 40,000	33	30%
40,000 - 50,000	13	12%
Above 50,000	10	09%
TOTAL	110	100%

Source: Primary Data
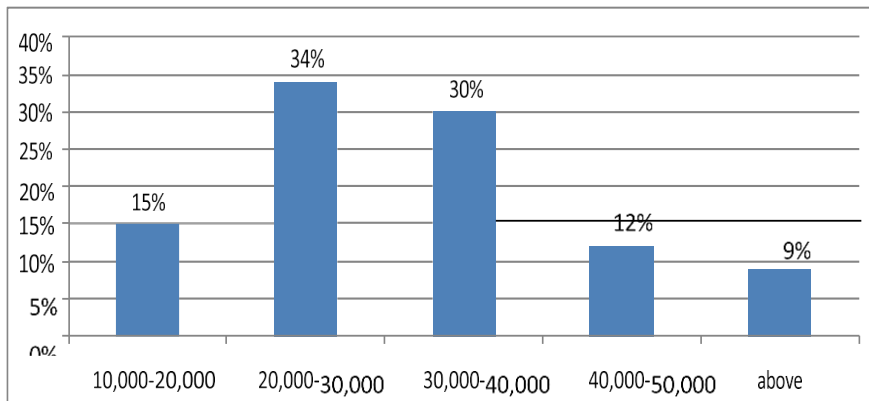
Income of the Respondents

Inference:

34% of the respondents income range between 20,000-30,000, 30% of the respondents income range between 30,000-40,000.

Therefore most of the respondents incomes range between 20,000 -30

Suggestions and Conclusion Suggestions

Based on the findings of the study, several suggestions can be made to enhance the CRM practices at Dr. Ethix Products. Firstly, the company should focus on building a more robust and personalized relationship with customers by segmenting them based on their buying behaviour, preferences, and feedback. Personalized marketing campaigns and customized services can significantly improve customer satisfaction and loyalty. Secondly, the organization should invest in advanced CRM software that can automate customer interactions, track purchase histories, and analyse customer behaviour effectively. This would help in offering timely and relevant services to customers. Thirdly, regular training and development programs should be conducted for employees, especially those in customer-facing roles, to improve their communication skills, problem-solving abilities, and product knowledge. Empowering employees to handle customer grievances effectively can result in greater customer retention. Additionally, the company should focus on gathering regular feedback from customers through surveys, reviews, and direct interactions, and should actively work on addressing any issues raised. Offering loyalty

programs, discounts, or special privileges to repeat customers can encourage long-term relationships. Furthermore, Dr. Ethix Products should enhance its online presence by engaging with customers on digital platforms, responding promptly to inquiries, and maintaining a transparent communication channel. By implementing these suggestions, Dr. Ethix Products can create a strong and sustainable customer relationship management system that benefits both the company and its customers in the long run.

Conclusion:

Customer Relationship Management (CRM) plays a vital role in the success of any business, and this study on Dr. Ethix Products highlights the importance of effective CRM practices in today's highly competitive market. From the research findings, it is evident that Dr. Ethix Products has made commendable efforts in maintaining customer relationships, ensuring customer satisfaction, and responding to customer needs. However, like any evolving organization, there is still scope for further enhancement. The study shows that adopting a more customer-centric approach, embracing new technologies, and continuously improving service quality are essential for staying ahead in the market. A strong CRM strategy not only helps in retaining existing customers but also attracts new customers through positive word-of-mouth and brand loyalty. Continuous engagement with customers, proactive problem-solving, and personalized services are key to building lasting relationships. Dr. Ethix Products, by adopting the suggested improvements, can achieve a higher level of customer trust, satisfaction, and loyalty, ultimately leading to increased business growth and competitive advantage. In conclusion, CRM is not a one-time effort but an ongoing process that requires dedication, innovation, and a genuine commitment to understanding and serving the customer better.

CUSTOMER PERCEPTION ON ELECTRIC VEHICLES (EV) IN CHENGALPATTU DISTRICT

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Introduction

Electric vehicles (EVs) use electric motors powered by batteries, fuel cells, generators, or external sources. They include not only road and rail vehicles but also electric boats, aircraft, and spacecraft. Early EVs appeared in the late 19th century but faced limited adoption due to battery limitations. Internal combustion engines dominated for 100 years, though electric transport like trains and trams remained common. Hybrid vehicles gained popularity in the late 1990s, with battery electric vehicles becoming mainstream by the 2010s. Government incentives, especially after the COVID-19 pandemic, accelerated EV adoption, with 14% of new cars sold being electric in 2022. Two- and three- wheelers lead electrification, especially in developing regions. Most EVs use lithium-ion batteries due to their efficiency, despite safety and cost challenges. Battery prices fell over the decade, although critical material costs rose recently. Electric motors, measured in kilowatts (kW), offer better torque across a wide RPM range than combustion engines. Charging efficiency varies, and EVs use various motors like induction and permanent magnet types. Large electric systems use regenerative braking, and advanced technologies like maglev trains use linear motors for near- frictionless transport, though they are complex and mainly used for high-speed point-to-point travel.

Importance of the Study

The study on customer perception of electric vehicles (EVs) in Chengalpattu is highly significant in today's evolving transportation landscape. As environmental concerns rise and governments push for greener alternatives, understanding how consumers in a growing urban area like Chengalpattu view EVs becomes crucial. This research helps identify customer awareness, acceptance levels, and concerns about EVs, such as pricing, performance, charging infrastructure, and environmental impact.

Chengalpattu, being a fast-developing region near Chennai, represents a blend of urban and semi-urban consumers whose preferences can greatly influence the future of EV adoption in Tamil Nadu. By studying their perceptions, manufacturers, policymakers, and marketers can design better products, create targeted awareness campaigns, and develop infrastructure that matches local needs. Additionally, the study will highlight the barriers faced by customers, providing valuable insights for improving government policies and

incentive programs. Ultimately, this research aims to support the sustainable growth of electric mobility in the region and contribute to environmental conservation efforts.

Objectives of the Study

1. To understand the level of awareness among customers in Chengalpattu about electric vehicles (EVs).
2. To analyze the factors influencing customer decisions to buy or not buy electric vehicles, such as cost, brand, battery life, charging facilities, and environmental impact.
3. To study customer satisfaction levels regarding the performance, maintenance, and convenience of existing EV users in Chengalpattu.
4. To identify the major concerns and barriers faced by customers towards adopting electric vehicles (e.g., lack of charging stations, high initial cost, limited driving range).
5. To examine customer perceptions of government policies, subsidies, and incentives related to EVs.
6. To provide suggestions for improving customer acceptance and increasing the adoption rate of electric vehicles in Chengalpattu.
7. To predict future trends in electric vehicle usage based on customer expectations and market conditions.

Review of Literature

Chan, 2002:

Environmental challenges force the transportation sector to move to more eco-friendly technologies. Electric Vehicles (EVs) are regarded as a green transportation solution. The main focus of the paper is on batteries as it is the key component in making electric vehicles more environment-friendly, cost-effective and drives the EVs into use in day-to-day life.

S.A. Bhatand B. Subhash, 2013:

"The Impact of Government Policies on Electric Vehicle Adoption in India". The authors examine the role of government policies in promoting the adoption of electric vehicles in India including incentives, regulations, and funding programs.

Sudhir Kumarand R.K.Kumar, 2015:

"Challenges and Opportunities for Electric Vehicles in India: A Review". The authors analyze the key challenges and opportunities for electric vehicle adoption in India, including infrastructure development, battery technology, and government policies.

Research Methodology

The research methodology defines the procedures and techniques used to identify, select, process, and analyze information for the study.

This study on **customer perception towards electric vehicles (EVs) in Chengalpattu** adopts a **descriptive research design**, aiming to collect detailed and factual information about customer awareness, preferences, and factors influencing EV adoption.

Research Type

- **Descriptive and Analytical Research**:

Descriptive research is used to describe the characteristics of the customers and their perception of EVs, while analytical research helps in interpreting and evaluating the collected data.

Data Collection Methods

- **Primary Data**:

Primary data was collected through a structured **online questionnaire** using Google Forms. The questionnaire consisted of demographic questions and preference-based five-point scale questions about EVs.

- **Secondary Data:**

Secondary data was collected from marketing journals, published research articles, reports, magazines, newspapers, and online sources related to electric vehicles and customer behavior.

Sampling Technique

- **Convenient Sampling**:

A non-probability sampling method was used where respondents were selected based on their easy availability and willingness to participate. This method was chosen due to time and resource constraints.

Sample Size

- A total of **67 responses** were collected.
- After validation, **62 valid responses** were used for final analysis.

Tools for Data Analysis

Data collected was organized in spreadsheets (Excel) and analyzed using **simple percentage analysis** and **graphical representation** to draw meaningful conclusions.

Area of Study

The study was conducted among **online customers and residents of Chengalpattu** who are aware of or interested in electric vehicles.

Period of Study

The study was conducted over a period of **four months**, from **December 2024 to April 2025**.

Limitations of Study

The study was based on responses from only **62 participants**, which may not fully represent the entire population of Chengalpattu.

Convenient Sampling Method:

Since convenient sampling was used, there may be a **selection bias** as only easily accessible and willing participants were considered.

Limited Geographical Area:

The study was restricted to **Chengalpattu district** and may not reflect the perceptions of customers from other regions.

Reliance on Online Survey:

Data was collected through an **online questionnaire**, which may have excluded individuals without internet access or those not active online.

Data Analysis & Interpretation

Table. 1: Age

S.No	Age	Number of respondents	Percentage
1	Below18	41	66.1
2	18-25	18	29
3	25-35	3	4.8
4	Above35	0	0
5	Total	62	100

Interpretation:

The majority of respondents, constituting 66.1%,are below 18years old .A significant proportion ,29%, fal l within the 18-25 age range. Asmaller portion, 4.8%, are in the 25-35 age range. There are no respondents above the age of 35 in this dataset.

Table. 2: Income bracket (p.a)

S.No	Income brocket	No of respondents	Percentage
1	0-2,50,000	19	30.6
2	2,50,000-5,00,000	31	50
3	5,00,000-7,50,000	11	17.7
4	Above7,50,000	1	1.6
5	**Total**	62	100
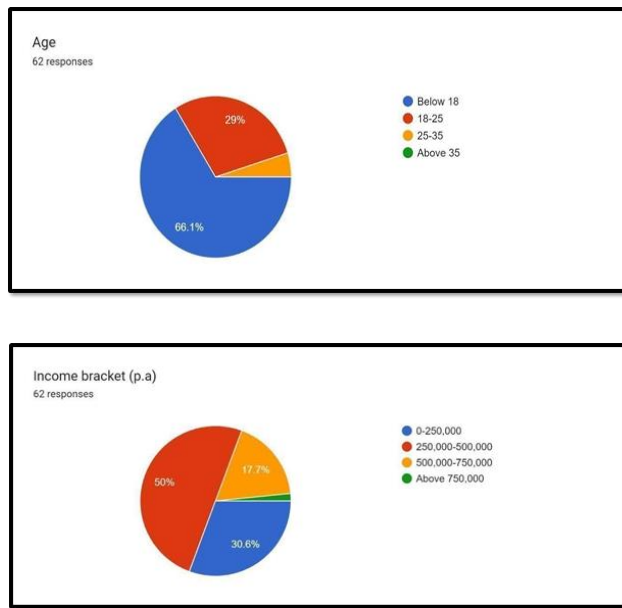
Interpretation

The majority of respondents, accounting for 50%, fall within the income bracket of 2,50,000- 5,00,000perannum, indicating a significant presence of individuals with moderate income levels.

A substantial portion, comprising 30.6%, falls within the lower income bracket of 0-2,50,000 per annum, suggesting a notable representation of individuals with lower incomes. A smaller percentage, 17.7%, falls within the income bracket of5,00,000-7,50,000 per annum, indicating a minority within the sample. Only a negligible proportion, 1.6%, falls within the highest income bracket of above 7,50,000 per annum, suggesting a very small representation of individuals with higher income levels.

Suggestions and Conclusion Suggestions

Based on the findings of the study, several steps can be taken to improve the adoption of electric vehicles (EVs) in Chengalpattu. First, awareness programs should be organized to educate customers about the long-term benefits of EVs, such as environmental protection and cost savings. Improving the charging infrastructure by establishing more fast-charging stations across key locations will enhance customer confidence. Additionally, offering financial incentives like subsidies, tax benefits, and affordable loan options can encourage more customers to shift towards EVs. Manufacturers should also focus on improving battery technology to increase the driving range and reduce charging time. Furthermore, strong after-sales services and easy availability of spare parts are essential to build trust among customers and promote a smooth transition from traditional vehicles to electric vehicles.

Conclusion

The study concludes that Zudio has successfully positioned itself as a preferred fashion brand among price-conscious and style-focused customers. Its affordable pricing, trendy collections, and positive store experience contribute significantly to customer preference. However, to sustain its growth and meet evolving customer expectations, Zudio must focus on enhancing its services and expanding its digital presence. By addressing these areas, Zudio can further strengthen its brand image and achieve long-term success in the competitive retail market

A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING

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Abstract

Social media marketing has revolutionized the way businesses connect with consumers. With billions of users worldwide, platforms like Instagram, Facebook, and X (formerly Twitter) offer unmatched reach and engagement. What makes social media especially powerful is its cost-effectiveness—businesses can achieve high returns with minimal investment.

This form of marketing doesn't just promote products; it influences how people think, feel, and make buying decisions. Consumers today spend a significant portion of their time online, and targeted social media campaigns can shape their preferences and choices.

Moreover, social media allows brands to interact with users in real time, gather feedback, and personalize messages. This direct engagement builds trust and strengthens brand loyalty. As social platforms continue to evolve, they are creating new opportunities for companies to market in smarter, more human ways.

In today's digital age, embracing social media marketing is no longer optional—it's essential for business success.

Introduction

In the digital era, the way businesses approach marketing has undergone a transformative shift. Traditional methods are no longer sufficient to capture the attention of tech-savvy consumers who spend a significant amount of their time online. Among the various digital marketing strategies, social media marketing has emerged as the most influential and cost-effective tool for reaching and engaging a broad audience.

Social media platforms like Facebook, Instagram, X (formerly Twitter), and LinkedIn have evolved beyond mere networking sites; they are now powerful channels for brand visibility, consumer interaction, and targeted advertising. With billions of users globally, social media enables businesses—regardless of size—to connect with potential customers, influence buying decisions, and build lasting relationships.

This project aims to explore the impact of social media marketing on consumer behavior, examining how it shapes decision-making processes, promotes brand loyalty, and redefines marketing strategies in a rapidly changing digital landscape.

Importance of the Study

In today's highly competitive and technology-driven market, understanding consumer behavior is critical for business success. Social media has become an integral part of everyday life, influencing how consumers interact with brands, make purchasing decisions, and share their experiences. This makes social media marketing a vital tool for

businesses aiming to enhance brand awareness, build customer loyalty, and achieve measurable results with minimal investment. Analyzing the impact of social media marketing not only helps companies refine their strategies but also enables them to better understand the evolving needs and preferences of their target audience.

Objectives of the Study

1. **To analyze** the influence of social media marketing on consumer decision-making and buying behavior.
2. **To evaluate** the effectiveness of social media platforms in increasing brand visibility and engagement.
3. **To identify** the relationship between digital marketing activities and consumer trust and loyalty.
4. **To assess** the return on investment (ROI) of social media marketing campaigns.
5. **To understand** how personalized marketing on social media enhances customer experience and conversion rates.

Review of Literature

1. Manju Ahuja et al. (2003): This study examined the browsing and buying behavior of online consumers. It concluded that social media plays a major role in influencing online shopping decisions due to peer recommendations, reviews, and product information shared across platforms.
2. Ramsunder (2011): The research found that consumer decisions are heavily influenced by online branding and peer opinions. It concluded that the internet has become a key resource for consumers to gather information and make informed purchasing choices.
3. Garima Gupta (2013): The study highlighted the impact of social media on consumer purchase intentions. It showed that peer communication and shared product information significantly influence consumer decisions, particularly when product inspection is not possible.
4. Balakrishnan (2014): This study focused on how social media influences brand image and purchase behaviour among young consumers. It found that platforms like Facebook and Twitter enhance brand visibility and directly affect consumers' buying intentions
5. Aindrila Biswas et al. (2014): The study examined how social media influences consumer selection behavior using the Technology Acceptance Model. Results showed that consumers who frequently use social media have stronger buying intentions.

Research Methodology
Research Design

The study adopts a **descriptive research design**, aimed at understanding consumer behavior and perceptions regarding social media marketing. It helps in outlining the characteristics and influence of social media strategies on customer purchasing decisions.

Sampling Design

A **probability sampling technique** was employed using **stratified random sampling**. The population was divided into strata based on characteristics such as age, occupation, and education to ensure diversity and representation.

Sample Size

The total sample size consists of **128 respondents**, selected to represent a cross-section of consumers active on social media platforms and engaged in online shopping.

Sources of Data

- **Primary Data**: Collected through a **structured questionnaire** distributed online.
- **Secondary Data**: Gathered from **journals, articles, websites, thesis papers**, and **literature reviews** related to digital and social media marketing.

Software Utilized

- **Microsoft Excel** for basic data handling
- **SPSS (Statistical Package for the Social Sciences)** for statistical testing and interpretation

This methodology provides a systematic approach to assess how social media marketing influences consumer behavior, preferences, and decision-making processes.

Data Analysis & Interpretation
Below are the analysis done during the research study

Table 4.1 Show the Respondents Age

Particulars	No. of Respondents	Percentage of Respondents
Below – 20	10	7.8%
20 -30	96	75%
30 – 40	18	14.1%
40 – Above	04	3.1%
Total	128	100%
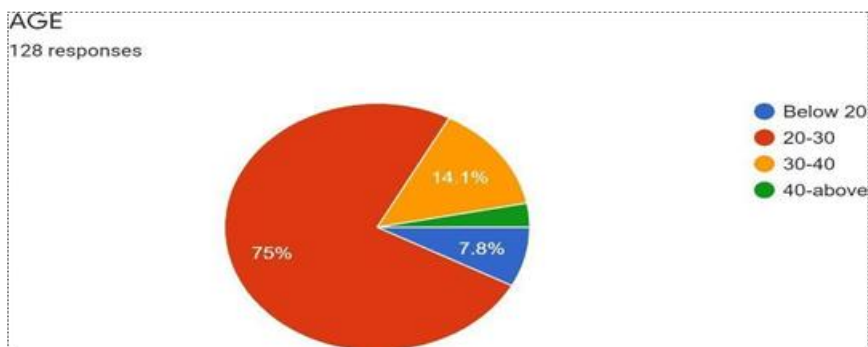
Shows the Age of Respondents

Interpretation

From the above data total Respondents are 128 from which 10 members are Below 20 means 7.8%, 96 members are between 20 -30 means 75%, 18 members are between 30 – 40 means 14.1%, and 04 members are 40 – Above means 3.1%.

Table 4.2 Showing the Respondents Change their Initial Preference after Searching Relevant Information Via Social Media Sites

Particulars	No. of Respondents	Percentage of Respondents
Always	12	9.4%
Often	23	18%
Sometimes	61	47.7%
Seldom	05	3.9%
Rarely	12	9.4%
Never	15	11.7%
Total	128	100%

Have you change your initial purchase preference after searching relevant information via Social media sites?

128 responses

- Always
- Often
- Sometimes
- Seldom
- Rarely
- Never
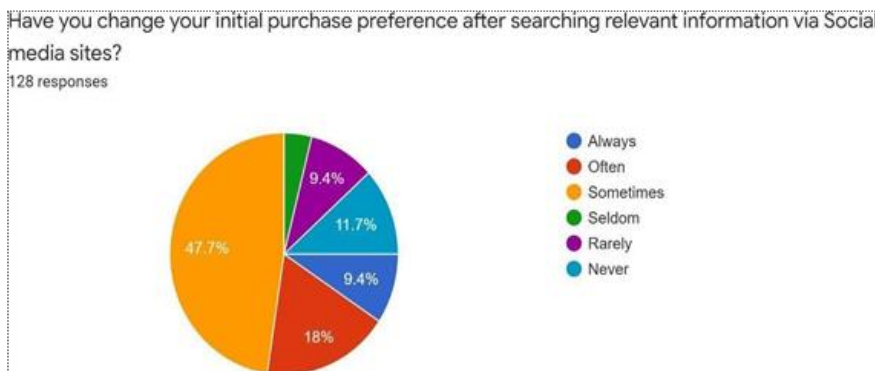
Interpretation

In the above data total number of respondents, which I collect is 128 in which 12 members always change his initial purchase preference after searching relevant information via social media sites i.e., 9.4%, 23 members often change his decision i.e., 18%, 61 members sometimes change his decision i.e., 47.7%, 5 members seldom change his decision while purchasing i.e. 3.9%, 12 members rarely change his decision while purchasing i.e., 9.4%, 15 members who never change his decision while purchasing i.e., 11.7%.

Conclusion

Social media marketing has emerged as one of the most powerful tools in influencing consumer behaviour in the modern digital age. The widespread adoption of social media platforms has created an environment where brands can directly engage with their audiences, making marketing efforts more personalized, accessible, and effective. Through targeted advertisements, influencer collaborations, and user-generated content, social

media has redefined how consumers make purchasing decisions. The ability to instantly connect with potential customers and the power of real-time feedback has amplified the influence of social media in shaping consumer opinions.

Furthermore, social media platforms enable brands to build strong communities, fostering trust and loyalty among their customers. Consumers are not just passive recipients of advertisements but active participants who can engage with brands and share their experiences. This level of interaction has led to a shift in consumer behavior, where opinions of peers, influencers, and online reviews carry significant weight in purchasing decisions. Social media's ability to create viral trends and prompt impulse buying has further solidified its role in shaping consumer preferences.

Suggestions

1. **Leverage Influencer Marketing:** Brands should collaborate with influencers who resonate with their target audience. Influencers provide authenticity and relatability, making them valuable partners in influencing consumer behaviour

2. **Focus on Personalization:** Tailor content to meet the specific needs and preferences of your target demographic. Personalized marketing on social media is more likely to capture attention and drive engagement.

3. **Maintain Transparency:** To build trust, brands must be transparent about their products, services, and marketing practices. Consumers are increasingly looking for honesty, especially when it comes to sponsored content and endorsements.

4. **Engage in Real-Time Conversations:** Actively engage with your audience in real-time. Respond to comments, participate in discussions, and create opportunities for interaction. This level of engagement fosters a deeper connection and strengthens brand loyalty.

5. **Monitor Trends and Adapt Quickly:** Social media is dynamic, and trends can change quickly. It is crucial for brands to stay updated on emerging trends and adjust their marketing strategies accordingly to stay relevant and maintain consumer interest.

A STUDY ON CONSUMER SATISFACTION AND BRAND PREFERENCE TOWARDS RELIANCE JIO

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Abstract

This research examines consumer satisfaction and brand preference towards Reliance JIO, a leading telecom service provider in India. The study explores factors such as pricing, service quality, brand perception, and customer loyalty. Through descriptive analysis, survey data from 52 respondents, and interpretation of customer experiences, the study reveals a high level of awareness and usage of JIO, especially among young consumers. Findings highlight that affordable pricing and wide network coverage are significant contributors to customer satisfaction and preference.
Keywords: Consumer Satisfaction, Brand Preference, Telecom Industry, Reliance JIO, Customer Loyalty

Introduction

Customer satisfaction is essential for any service-oriented business, particularly in the highly competitive telecommunications sector. In this context, Reliance JIO has dramatically reshaped the Indian telecom market since its launch in 2016. The company introduced affordable services and innovative data plans, disrupting the dominance of established players. This paper investigates how consumer satisfaction with Reliance JIO's services influences brand loyalty and preference.

Review of Literature

Bhave et al. (2024), examines the socio-personal attributes and job satisfaction among female mill workers working at Indira Gandhi Mahila Sahakari Soot Girani Limited, Ichalkaranji, Tal.

Hatkanangale, Dist. Kolhapur. The study found that, low educational level, social backwardness and low monthly salary income are the distinct features of female mill workers in study area. The job satisfaction of female mill workers derived from working at cooperative spinning mill is found to be highest in case of occupational & social prestige, work climate & cooperation among co-workers, job security and leave policy. Whereas the job satisfaction of female mill workers in study area is found to be least in case of staff welfare policy, promotion policy, salary, incentives and allowances.

Pawar (2023) defined job satisfaction as a measure of workers' contentedness with their job,whether they like the job or individual aspects or the facets of jobs, such as nature of work. The researcher has identified total 14 dimensions of job satisfaction which includes occupational & social prestige, work climate, workload distribution, autonomy, conflict management, salary, incentives, allowances, promotion policies, transfer policy, staff welfare policy, leave policy, job security and scope for self-improvement.

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Muthaliff, K Karpagam, G Aarthi- Journal of management,2020-After the globalisation of Indias economy in the year 1991,the telecommunication industry remained one of the most booming sectors among other mojor industries in India.In recent years dramatic and rapid changes are seen in the field of telecommunications.

V Rudramurthy, M Sendhil kumar,2019-It measures how your companys goods and services satisfy or go beyond customer expectations,customer satisfaction is defined as the number of customers or the reported experience of a company product of service,as a percentage of total customers.

P Nagesh, G Nijaguna 2019-This project work was done at Reliance jio Infocomm limited, Doddaballapura. Reliance jio Infocomm limited provides broadband services to their customers. Reliance jio Infocomm limited was formely known as Infotel..,, Broadband services

SK Mohapatrav, US Mishra-Revista ESPACIOUS 2019-The basic purpose of this paper was to examine the casuality between 4G cellular service customers lifestyle profiles and their perception on product innovation.The study was based on field survey in odisha state of India and explorary in nature.

C Mali, P Shrimali 2018- Now a days the india telecom sector is one of the huge and driving businesseson the planet interfacing distinctive parts of the nation through different modes of communication.Now the connecting services like phn,satellite and web are in lead role.

AA Deoskar 2019- The shodhganga @ INFLINBET centre provides a platform for research students to deposit their ph.D. These make it avaible to the ntire scholarly community in open access.

Review of literature Abhishek kumar singh and Malharpangrikar 2018, they conclude their study that 4G resolution is started in pune by Airtel.

JT Gowda,CP on 2018-Reliance communications have been indulged in doing a tremendous job for years now as they have focused their customers to be loyal and satisfied by their postpaid services.It is the offer they provide to their customers have bought their image to succeed and satisfy.

V.Sardana, S.Singhania…….Journal of resources in Finance 2018, This paper reviews the cortical literature on the growth of digital and information technology in the Indian banking industry.The stupendous advancements in digital technology have transformed the way banks operate.

S Laddha, A.Trivedi-Asia Pacific Journal of Research in business 2017-As per the published news in information Reliance Jio I`d in increasing its demand and having a target of 1 million subscribers in the saturated market telecom in India.Various marketing strategies adopted by Reliance to achieve the said target including free services.

S Nair 2017-sentiment analysis provides insights from social data beyond social KPLs.It is evolving as one of the useful research methods in marketing and involves the

processes of natural language and text to understand electronic world of mouth (ENON).

Review of literature….. Kalyani(2016), In this review paper,composed facts and data are very vibrant that market is achieved by `Reliance jio effect`…..Indian mobile industry is one of the fastest growing industries in the world.Currently India is the world`s second largest telecommunication market and still growing.The mobile economy of india is growing rapidly and will contribute significantly to India`s gross domestic product.

M AL-Zadjall,HAI-Jabri ,2015-Mobile banking is a technological trend that is leveraged to become very important channel for banks to complete and deliver their services to customers.Knowing how to enhance this service is going to return positively on the earnings of the bank.

Ss Sudeesh 2015-customer satisfaction is the degree of satisfaction provide by the goods or services of a company as measured by the number of repeat customers.The main objective of the study is to compare the services rendered by Airteland Vodafone.

M Ibrahim 2014-The aim of this paper is to investigate the impact of factors like consumers perception, advanced telecom services ease of use, low cost and quality towards use of telecom services in Pakistan,with the specific onjectives to develop the technology.

SD Menon 2014-consumer perception is defined as the way consumers usually view or feed about certain services and products.It is also related Introduction to customer satisfaction which is the expectation of the customer towards the products or services.

Data analysis and interpretation ……Most of the literatures reviewed were not specific to metro area Mumbai……Birudavolu.S-2011, A study of open innovation in telecommunication services. This research is an earnest endeavour made to understand what makes a consumer of mobile services choose a particular service provider in current competition scenario particularly with reference to recent launch of Reliance Jio.

Objectives of the Study

- To study customer awareness and perception towards Reliance JIO.
- To evaluate the factors contributing to customer satisfaction.
- To assess the impact of pricing and service quality on brand preference.
- To analyze customer loyalty patterns among JIO users.

Statement of the Problem

The telecom industry is dynamic and rapidly evolving. Despite JIO's rapid growth, understanding how customers perceive its services and how this perception translates into loyalty and preference is critical for sustaining its market position.

Scope of the Study

This study focuses on users of Reliance JIO in Chennai. It covers aspects such as service quality, pricing, customer care, and brand image. The primary audience consists of young consumers, particularly students and professionals.

Research Methodology

The study employs a descriptive research design with primary data collected through structured questionnaires. A total of 52 respondents were surveyed using convenience sampling. The analysis includes frequency distributions, percentages, and graphical representation of results.

Data Analysis and Interpretation

The data indicates high consumer awareness (100%) and long-term usage (75% using JIO for over a year). A significant portion (63%) of users are students, highlighting youth adoption. Pricing and network coverage emerged as the most appreciated features, while some concerns were noted regarding customer service responsiveness.

Table Showing the Age Group:

AGE	15-20	20-25	25-30	30-35
No. of respondent	1	27	4	0
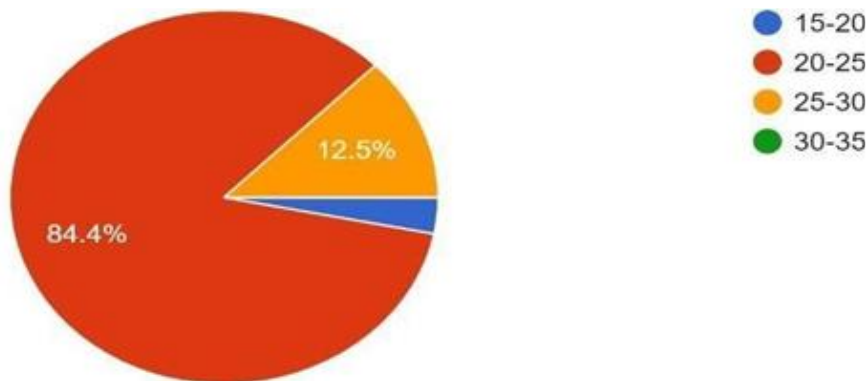
Analysis and Interpretation: In study found that 84.4% of respondents are belong to 20-25 age that mean reliance JIO products popular among young generation. 12% respondents are belonged to25-30 age category.

Table Showing how long you are using reliance JIO services?

Options	1 month	2-3 month	3-4 month	More than 1 year
No of respondents	3	2	2	25
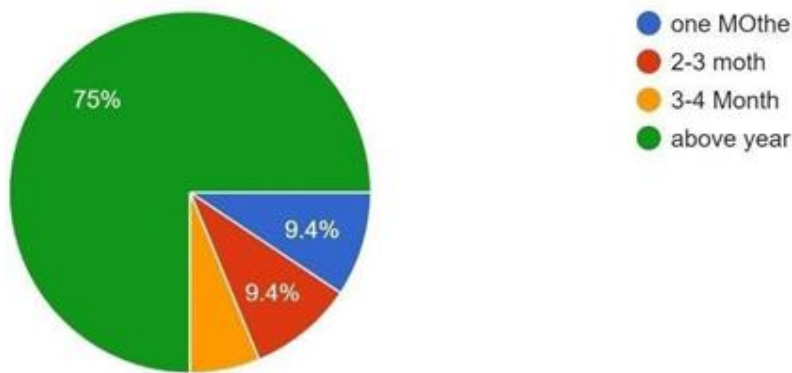
Analysis and interpretation: - From the data surveyed and collected, 32 of the population states that Reliance JIO is pretty good in its services which comprises of 20 people. And 9% population states that they have been using Reliance JIO services for one month. Where,9.4% of population states that they have been using reliance JIO for 2-3 month.7% of population states that they have been using reliance JIO for 3-4 month. And 75% of population states that they have been using reliance JIO for more than a year. Since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country. This question was asked to know about the satisfaction of customers regarding how long they were using services of Reliance JIO. And since we all know that JIO provides many services to its customers majority of people were satisfied with its services and since connectivity has a major issue people sometimes find its services are average and could be updated to something better in terms of connectivity.

Table Showing Do you think reliance JIO is worth their price?

Options	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
NO of respondent	2	5	5	16	4
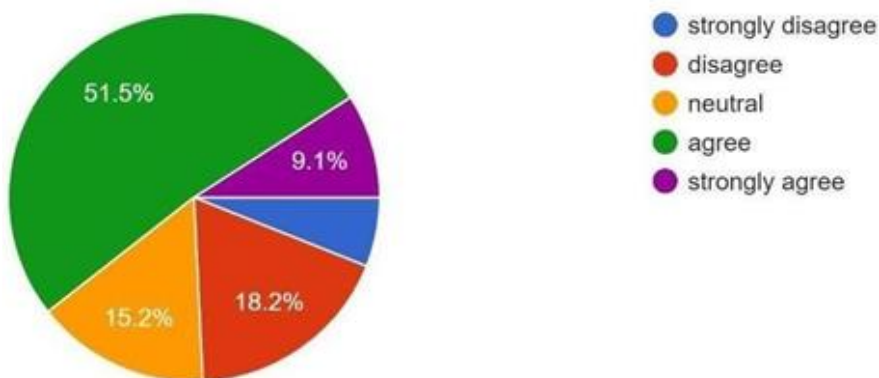
Analysis and Interpretation: - In study found that 54% of respondents agree reliance JIO worth their price that mean reliance JIO provides affordable product at reasonable cost.9% of respondents strongly agree that reliance JIO worth their price. Respondents are

neutral and disagree with reliance JIO is worth their price. Hence majority of people are satisfied with the price of JIO product.

Findings

- Majority of users are satisfied with JIO's pricing.
- Awareness levels are extremely high among young consumers.
- Network quality is appreciated, though service complaints handling needs improvement.
- Most users continue to use JIO for more than a year, indicating loyalty.
- Suggestions
- Enhance customer service responsiveness and grievance redressal.
- Introduce more student-centric data plans.
- Improve rural network coverage for greater adoption.

Conclusion

Reliance JIO has successfully captured the market by offering affordable and wide-reaching telecom services. Despite some service challenges, high satisfaction and brand loyalty levels reflect JIO's strong market presence. Continued focus on customer engagement and service innovation can help sustain this growth.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING: WITH SPECIAL REFERENCE TO LENSKART IN CHENNAI

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Abstract

This research explores customer satisfaction related to online shopping, focusing on Lenskart users in Chennai. Using descriptive analysis, chi-square tests, and regression, it was found that product quality, online service experience, and ease of purchase significantly impact customer satisfaction. A majority of respondents expressed positive satisfaction levels with Lenskart's hybrid online-offline shopping model. Results reinforce the importance of user-friendly interfaces, timely delivery, and product variety in ensuring consumer loyalty and repurchase intentions.

Keywords: Customer Satisfaction, Online Shopping, E-commerce, Lenskart, Consumer Behavior.

Introduction

Online shopping has revolutionized the way consumers purchase products, offering convenience, variety, and competitive pricing. Lenskart, India's leading eyewear retailer, has capitalized on this trend by providing an omnichannel shopping experience. This study investigates customer satisfaction levels among Lenskart's users in Chennai, with particular focus on product quality, service responsiveness, and digital engagement.

Review of Literature

- Oliver (1997) proposed that satisfaction occurs when product performance meets or exceeds expectations.
- Bhatti (2020) emphasized that navigation ease, security, and customization are key satisfaction drivers in e-commerce.
- Kim and Stoel (2004) found that trust and aesthetic website design directly influence online customer loyalty.
- Chiu et al. (2009) stated that perceived usefulness and ease of use heavily impact satisfaction in mobile commerce.

Objectives of the Study

- To measure customer satisfaction with Lenskart's online shopping services.
- To identify major factors influencing online purchase behavior at Lenskart.
- To analyze the relationship between online service quality and customer loyalty.

Statement of the Problem

Despite the rapid growth of online shopping, maintaining consistent customer satisfaction remains a challenge. Identifying service gaps at Lenskart can help improve overall consumer experience and retention.

Scope of the Study

The study is limited to Lenskart customers in Chennai and examines customer satisfaction with respect to Lenskart's online services, product quality, delivery experience, and post-sale support.

Research Methodology

- Research Design: Descriptive Research.
- Sampling Method: Convenience Sampling.
- Sample Size: 50 respondents from Chennai.
- Data Collection Tool: Structured Questionnaire.
- Analysis Tools: Percentage analysis, Chi-square test, Regression Analysis.

Data Analysis and Interpretation

Table show which Features will be important in choosing your new glasses

Features will be important in choosing your new glasses	No of Respondents N= 50	Percentage (%)
Frames	08	16
Durability	12	24
Brand	10	20
Lens Thickness	08	16
Fashion/Trends	12	24
Others	00	00
Total	**50**	**100**

Features will be important in choosing your new glasses
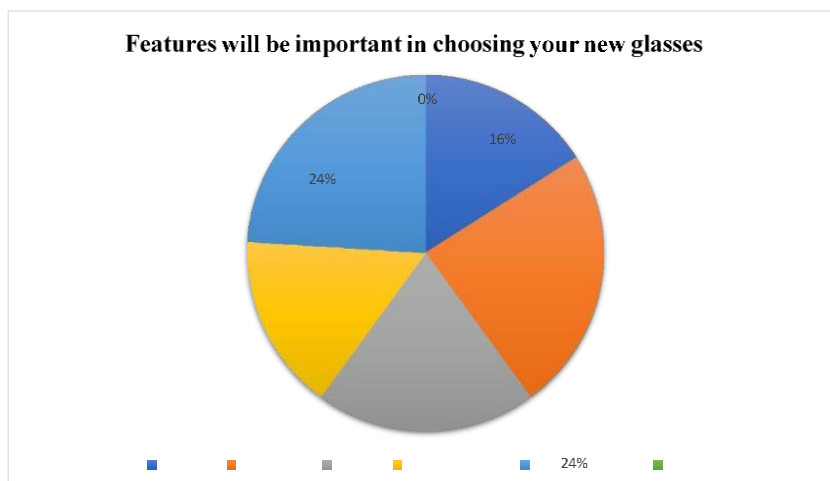
Interpretation

In Table 1 and Figure 1, 24% of the respondents agreed that they will check durability and fashion/ before purchasing new glasses from Lenskart.

Satisfaction with the features of the Lenskart

Are you satisfied with the features of the Lenskart	No of Respondents N= 50	Percentage (%)
Agree	23	46
Strongly Agree	24	48
Neutral	04	08
Disagree	00	00
Strongly Disagree	02	04
Total	50	100
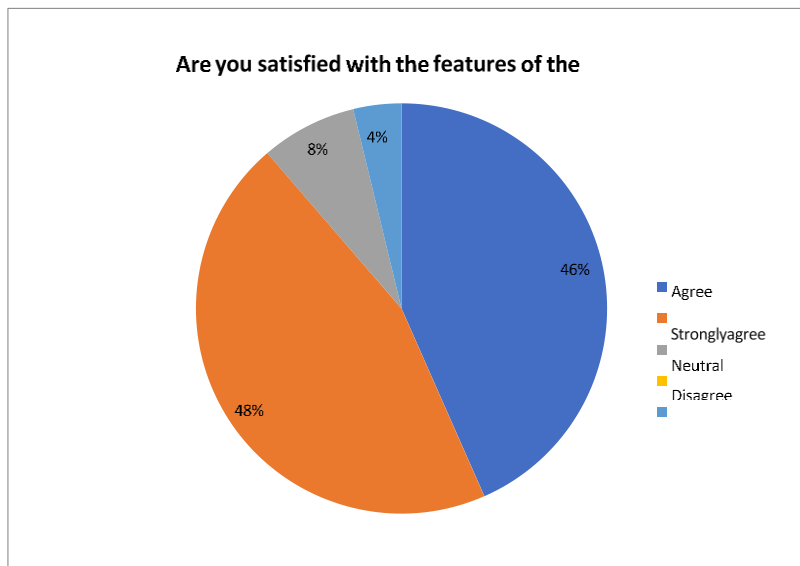
Interpretation

In Table 3 and Figure 3, 48% of the respondents strongly agree that they are satisfied with features of Lenskart.

This Table shows Frames and lenses fit as per the respondent's taste

Frames and lenses fit as per the respondent's taste:	No of Respondents N= 50	Percentage (%)
Agree	28	56
Strongly agree	14	28
Neutral	08	16
Disagree	00	00
Strongly disagree	00	00
Total	50	100

Frames and lenses fit as per the respondents

- Agree — 56%
- (orange) — 28%
- Neutral — 16%
- Disagree
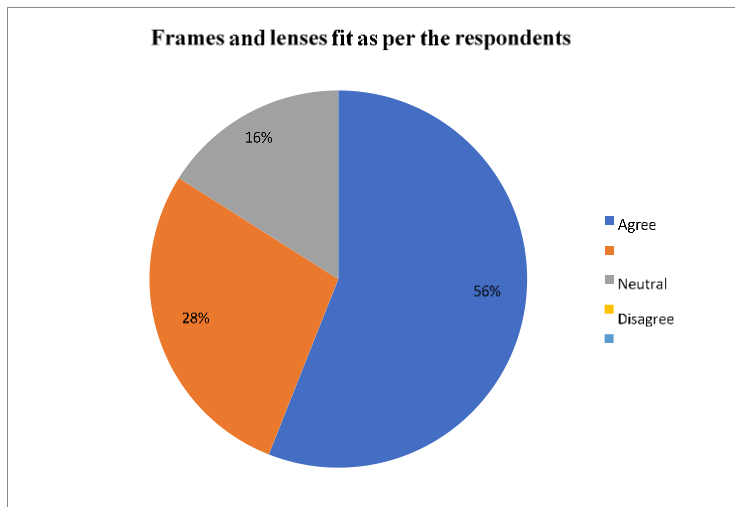
Interpretation:

In Table 4 and Figure 4, 56 % of the respondents strongly agree that taste fit as pet the lenses and frames.

Findings

- 86% of users are satisfied with Lenskart's online shopping experience.
- Quality assurance, ease of return policies, and virtual trial features contributed significantly to satisfaction.
- Delivery delays were a minor dissatisfaction point for 14% of respondents.
- Suggestions
- Enhance logistics to ensure faster delivery.
- Expand virtual reality features for eyewear trials.
- Introduce loyalty programs for repeat online customers.

Conclusion

Lenskart's hybrid model, integrating online convenience with offline trust, has successfully driven customer satisfaction in Chennai. Continuous improvement in service speed and personalized shopping experiences can further enhance customer loyalty and brand advocacy.

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AN ANALYSIS OF CUSTOMER SATISFACTION TOWARDS HERO BIKES A STUDY AT TKR MOTORS PRIVATE LIMITED, PANRUTI

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Abstract

This article explores customer satisfaction and buying behavior concerning Hero bikes at TKR Motors Pvt. Ltd., Panruti. The study aims to identify key factors influencing customer preferences, evaluate their buying experience, and provide actionable insights for enhancing satisfaction. Data was collected through a structured questionnaire from 100 respondents and analyzed using percentage, weighted average, and chi-square methods.
Keywords: *Customer Satisfaction, Buying Behaviour, Hero MotoCorp, TKR Motors, Two-Wheeler Market*

Introduction

Consumer buying behavior reflects how individuals make decisions about purchasing goods and services. In the two-wheeler sector, factors such as fuel efficiency, affordability, brand loyalty, and post-sales services play a significant role in influencing customer choices. Hero MotoCorp, a leader in the Indian market, has a strong presence through its dealership TKR Motors in Panruti. This study seeks to analyze how customers perceive Hero bikes and what motivates their purchasing decisions.

Industry and Company Overview

The Indian automotive sector, particularly the two-wheeler segment, has seen exponential growth since the 1950s. Hero MotoCorp is a dominant player with an extensive range of models like Splendor Plus, Passion

Pro, and Pleasure Plus. Established in 1984 as Hero Honda, the company has grown into the world's largest two-wheeler manufacturer. TKR Motors, a key dealership in Panruti, serves as the local face of the brand and plays a crucial role in shaping customer experience.

Saurabh Sharma (2011) analyzed consumer purchasing decision for passenger bike. This project aims to understand consumer needs and behavior the key theme of this paper is that emerged from the results included the difference in attitude and behavior of younger bike buyers and difference between volume and specialist buyer. The research suggests that order to delivery time matters to new bike buyer that consumers' expectations are high in terms of a short lead time and there is a significance difference in the purchasing behavior of younger and older buyer. The sample of the study was were mailed and direct interviewed. The targeted population was divided into mutual exclusive

and collectively exhaustive subpopulations called cluster (homogeneous & heterogeneous). The popularity of certain models and their availability clearly has an influence here, as does the effectiveness of the various new bike supply system. There is a significance difference between different brands and as well as different models of the same brand on this parameter, with certain high and models being reported to take longer time to be delivered. This factor reinforces consumer expectations and belief on the "quality takes longer issue". Younger bike buyers use information technology more and generally less patient and most likely to demand instant delivery from dealers.

Manali Khaniwale (2015) analyzed consumer buying behavior. The study of consumer behavior is very essential in the field of marketing as it helps firms to construct smarter marketing strategy by getting on insight about what affects the decision making of consumers. The purpose of the paper is to analyze the theoretical aspects of consumer buying behavior and the factors that influence also review the relationship between consumer buying behavior and the factors that influence the consumers purchasing process and purchase decision

Research Methodology

Research Design: Descriptive Sample Size: 100 respondents

Sampling Technique: Random Sampling

Tools for Analysis: Percentage Method, Weighted Average Method, Chi-Square Test Data Collection: Structured questionnaire through direct interviews

This methodology enabled the researcher to gauge customer opinions effectively and identify patterns in buying behavior.

Data Analysis and Key Findings

Respondent Towards Education Qualification

Education	No of Respondents	Percentage
SSLC/HSC	13	13
ITI/DIP	18	18
UG	26	26
PG	43	45
Total	100	100

Chart. 3.1.3
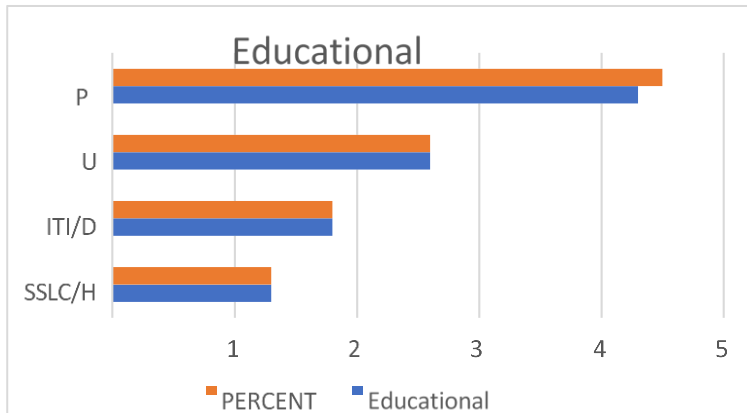
Interpretation:

From the above table it is indicated that 13% of respondents are up-to SSLC/HSC, 18% are up to ITI/DIP, 26% are up-to Under Graduate, 43% are up-to Post Graduate.

Table. 3.1.11 Usage of Bike

Usage of Bike	No. of Respondents	Percentage
Business purpose	45	45
Personal purpose	55	55
Total	100	100

Chart. 3.1.11
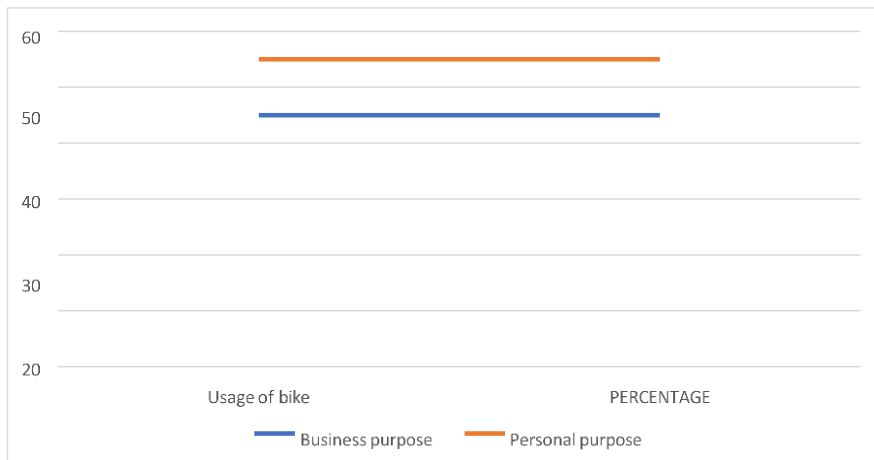
Interpretation:

The above table is infers that 55% of respondents choose bike for Personal purpose, 45% of respondents Use of bike for Business purpose.

Demographics:
- 56% Male, 44% Female
- 37% aged 21-30
- 43% postgraduates
- 44% monthly income above Rs.51,000

Buying Preferences:
- Hero Splendor Plus most popular (23%)
- 45% purchased during festival offers
- 57% took test drives
- EMI (42%) preferred payment

Influential Factors:
- Friends & colleagues top information source (40%)
- High ratings for fuel efficiency, safety, and comfort
- Decision within 2 weeks to 1 month (44%)
- Positive showroom experience (73%)

Discussion

The results indicate a high level of satisfaction with Hero bikes, primarily driven by performance, affordability, and brand reputation. However, there is room for improvement in areas like model variety and post-sales engagement. TKR Motors is perceived favorably in terms of customer service, but continuous effort is needed to retain customers and strengthen loyalty.

Suggestions
- Enhance post-sales services and periodic service reminders
- Expand promotional campaigns during non-festive periods
- Provide better test-drive experiences
- Focus on launching new models to retain brand interest
- Improve online and offline visibility through integrated marketing

Conclusion

Customer satisfaction is vital for sustaining competitive advantage in the two-wheeler market. This study confirms that Hero MotoCorp, through TKR Motors, enjoys a positive reputation in Panruti. However, adapting to evolving consumer expectations by enhancing product features and service quality is key to long-term success.

THE EFFECT OF PRICING STRATEGIES ON THE MARKETING OF AGRICULTURAL PRODUCTS IN CHENNAI

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Abstract

This study investigates the impact of pricing strategies on the marketing and sales performance of agricultural products in Chennai. In an increasingly competitive and dynamic agricultural market, pricing plays a pivotal role in influencing consumer behavior, farmer profitability, and overall market accessibility. The research explores various pricing models—such as cost-plus pricing, competitive pricing, value-based pricing, and dynamic pricing—implemented by farmers, middlemen, cooperatives, and retailers in Chennai's agricultural sector. Primary and secondary data were collected through surveys, interviews, and market reports to analyze how these pricing approaches affect product demand, market reach, and income levels across the supply chain. Findings reveal that transparent and market-responsive pricing strategies significantly enhance consumer trust, increase product turnover, and promote fair trade practices. The study concludes by recommending strategic pricing reforms, enhanced digital market access, and government support mechanisms to improve the efficiency and sustainability of agricultural marketing in Chennai.

Introduction

Agriculture remains a cornerstone of India's economy, providing livelihood to a significant portion of the population. In urban and semi-urban centers like Chennai, the marketing of agricultural products has evolved due to rapid urbanization, growing consumer demand, and the emergence of organized retail and e-commerce platforms. Among the various factors influencing the success of agricultural marketing, pricing strategies play a crucial role in determining both market access and profitability for producers and sellers. Pricing acts as a bridge between the farmer and the consumer, directly affecting purchasing decisions, market competitiveness, and the overall value chain. In Chennai, a diverse and complex agricultural market ecosystem exists, ranging from small-scale farmers and local mandis to supermarkets and digital marketplaces. This study seeks to examine how different pricing strategies—such as cost-based, market-based, and value-based pricing impact the marketing effectiveness of agricultural products in Chennai.

Review of Literature
Kotler & Keller (2016) – Marketing Management

Kotler and Keller highlight the importance of pricing as one of the key elements of the marketing mix. In agricultural markets, where demand can be highly elastic and seasonal,

pricing strategies significantly influence consumer purchase behavior and product positioning. The authors emphasize that dynamic and value-based pricing can lead to greater customer satisfaction and increased market share. However, they also note that in developing economies, pricing decisions are often constrained by limited market data and infrastructure challenges that are highly relevant to the Chennai agricultural market.

Acharya, S.S. & Agarwal, N.L. (2011) – Agricultural Marketing in India

This work provides a comprehensive overview of the Indian agricultural marketing system, including the pricing mechanisms that influence the supply chain. The authors analyze how government intervention through Minimum Support Prices (MSP), middlemen, and market inefficiencies affect farmers' ability to set competitive prices. In the context of Chennai, where farmers often rely on intermediaries, this literature supports the idea that strategic reforms in pricing can enhance producer margins and reduce post-harvest losses.

Kumar, R. & Mittal, S. (2019) – "Role of Pricing in Agricultural Marketing: A Study of South Indian Markets" (Journal of Agricultural Economics Research)

This study focuses specifically on agricultural markets in southern India, including Tamil Nadu. The researchers found that farmers often lack access to real-time market prices and rely heavily on middlemen, which leads to price manipulation and reduced profits. The paper suggests that the use of ICT (Information and Communication Technology) tools for price forecasting and market linkage can empower farmers in cities like Chennai to adopt more effective pricing strategies. Their findings support the implementation of digital pricing models and cooperative marketing systems to improve transparency and bargaining power.

Objectives of Study

1. To determine the various pricing methods adopted by farmers, wholesalers, and retailers in Chennai's agricultural markets.
2. To identify the key factors influencing pricing decisions.
3. To assess how pricing strategies impact consumer purchasing patterns and perceptions.

Statement of the Problem

In Chennai's growing urban market, agricultural products play a vital role in ensuring food security and supporting the livelihoods of thousands of farmers and traders. However, one of the most critical and challenging aspects of agricultural marketing remains the development and implementation of effective pricing strategies. On the other hand, consumers are influenced by inconsistent pricing, lack of transparency, and seasonal volatility in agricultural product availability. This imbalance between producer and consumer interests often leads to inefficiencies in the supply chain.

Scope of the Study

- Examines the **pricing strategies** used by farmers, middlemen, retailers, and wholesalers in marketing agricultural products.
- Analyzes the **impact of pricing** on sales performance, market reach, and consumer behavior.
- Help identify **pricing-related challenges** faced by stakeholders and suggests strategies for improvement.

Research Methodology

This study used a mix of both qualitative and quantitative methods to explore how pricing strategies affect agricultural marketing in Chennai. Primary data was gathered through questionnaires and interviews with farmers, retailers, wholesalers, and consumers. Secondary data came from government reports, journals, and market studies. The findings were analyzed using basic statistics and comparisons to understand pricing trends, consumer behavior, and market outcomes. This approach provided a clear picture of how pricing impacts everyone involved in the agricultural market.

Research Design

This study follows a **descriptive research design** to explore the relationship between pricing strategies and the marketing of agricultural products in Chennai. It involves collecting both **primary and secondary data** to understand market practices and stakeholder perspectives. Data is analyzed using **statistical tools** to draw meaningful insights and conclusions.

Data and Interpretation

Primary data came directly from farmers, retailers, and consumers through a structured questionnaire.

Secondary data supported and added context to the findings.These sources helped validate the primary data and gave a broader picture of pricing trends and market conditions in Tamil Nadu.

Use the Weighted Average Method

- This is useful when analysing **rating scale questions** (Price, Quality, Freshness, Location of purchase),Each option is given a **numerical weight**.

Formula:

$$\text{Weighted Average} = \frac{\sum(f \times w)}{N}$$

- **f** = Frequency of responses
- **w** = Weight assigned to each response
- **N** = Total number of respondents

Example

Statement: "What influences your purchase decision the most?"

S.NO	ATTRIBUTES	FREQUENCY (F)	WEIGHT	F X W
1.	Price	4	3	12
2.	Quality	12	5	60
3.	Freshness	7	4	28
4.	Location of purchase	1	1	1
TOTAL		**24**	**101**	

T-TEST: TWO-SAMPLE ASSUMING EQUAL VARIANCES		
PROCESS	VARIABLE 1	VARIABLE 2
MEAN	6	6
VARIANCE	22	47.333333
OBSERVATIONS	4	4
POOLED VARIANCE	34.666667	
HYPOTHESIZED MEAN DIFFERENCE	0	
DF	6	
T STAT	0	
P(T<=T) ONE-TAIL	0.5	
T CRITICAL ONE-TAIL	1.9431803	
P(T<=T) TWO-TAIL	1	
T CRITICAL TWO-TAIL	2.4469119	

Weighted Average = 101/24 ≈ 4.20

Interpreting the Results

- The p-value is the probability of observing your sample results (or more extreme results) if the null hypothesis were true.
- If the p-value is less than your significance level (typically 0.05), you reject the null hypothesis.
- If the p-value is greater than the significance level, you fail to reject the null hypothesis.

Percentage Analysis

We have asked customers several questions regarding agricultural products and as a result we have analyzed how the customers mindset & what makes them to buy agricultural products

Ex: What Influences your Purchase Decision the Most?

- Price – 16.7%
- Quality – 50%
- Freshness -29.2%
- Location of purchase – 4.2% Creating a pie chart for visual representation.

What influences your purchase decision the most?

24 responses
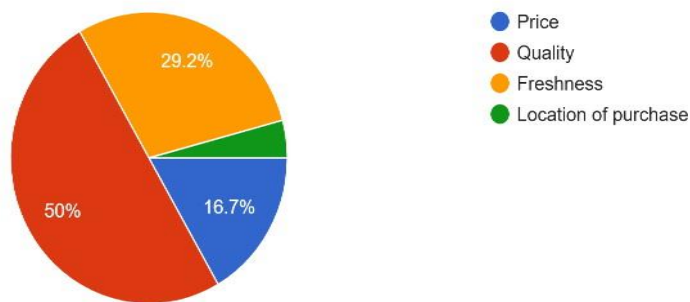
- Most consumers choose farm products based on **quality**, with 50% saying it's their top priority. **Freshness** follows at 29.2%, showing that people value recently harvested produce.
- While **price** matters to 16.7%, especially for budget buyers, many are still willing to pay more for better quality.
- Only **4.2%** care about the **location** of the seller, suggesting that buyers are ready to travel or shop online for fresher, higher-quality goods.

Findings
- Limited Access to Market Information Hurts Farmers A major challenge for farmers is the lack of timely market information. Over 70 % of the farmers surveyed said that they don't Have access to real-time price data.
- Unpredictable Pricing by Retailers Frustrates Buyers Retailers often change prices from day to day, depending on supply, demand, and local competition. This confuses and frustrates consumers, who feel unsure if they're paying fair prices.
- Middlemen Hold Too Much Power More than 65% of farmers still rely heavily on middlemen to sell their goods. These intermediaries provide quick payments and handle logistics, but they often take a large share of the profits.
- Weak Infrastructure and Underused Government Programs Although government schemes like Minimum Support Price (MSP) and e-NAM are meant to protect farmers, many aren't aware of them or find them too complicated to use.

Conclusion

This study highlights just how important pricing strategies are in shaping agricultural marketing, especially in a city like Chennai. Pricing isn't just about covering costs or beating competition-it also must be fair, transparent, and inclusive. The research clearly shows that many challenges faced by farmers, retailers, and consumers stem from a lack of structured pricing systems and the heavy influence of intermediaries. When pricing works for everyone, farmers earn what they deserve, and consumers get better value, creating a fairer amd more sustainable food system for all.

Suggestion

- Encourage ethical pricing practices through training and monitoring.
- Promote "Fair Price" labels.
- Scale up initiatives like Uzhavar Sandhai to reduce middleman reliance.
- Distribute direct from the farm to customers.
- Expand the local markets for more sales and economic friendly.

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A STUDY OF PERFORMANCE APPRAISAL IN JAIPURIA SILK MILLS PRIVATE LIMITED AT BANGALORE

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Abstract

The effectiveness of performance appraisal systems in today's organizational landscape is crucial to ensure employee motivation, accountability, and development. This study focuses on Jaipuria Silk Mills Pvt. Ltd., a renowned textile company in Bangalore, to examine how performance appraisal impacts employee perception, engagement, and growth. Using descriptive research and primary data from 70 respondents, the study evaluates the components of the appraisal process, its transparency, employee involvement, and the role it plays in training, rewards, and performance tracking. The findings indicate that while most employees acknowledge the value of appraisals, there is a need to standardize practices and improve clarity on feedback and developmental planning.

Keywords: Performance Appraisal, Employee Engagement, Textile Industry, Bangalore, Human Resource Development

Introduction

Performance appraisal plays a pivotal role in the growth and productivity of both employees and the organization. It is a systematic evaluation of individual performance based on pre-established standards. In the competitive textile sector, where workforce efficiency directly influences output quality and customer satisfaction, the implementation of a fair and consistent appraisal system becomes critical. Jaipuria Silk Mills Private Limited (JSML), a leading player in India's silk and home décor segment, relies heavily on its human capital.

The company's appraisal system combines functional (KRA-based) and behavioral assessments to promote a culture of performance, development, and transparency. This study explores how employees perceive the appraisal mechanisms at JSML, its effect on their motivation, and the challenges it presents. It also considers how appraisal outcomes influence promotions, training, and overall organizational effectiveness.

Review of Literature

- **Ainsworth et al. (2002)** emphasized that performance is an outcome or result of an individual's actions, shaped by both ability and motivation. They highlighted that performance assessment—also referred to as performance appraisal, evaluation, or measurement—is a continual process involving the review of job-related accomplishments or failures within an organization. A crucial aspect of improving

performance lies in the development and implementation of measurable indicators. These performance measures allow organizations to track and enhance the effectiveness of products, services, processes, and operations, thereby contributing to overall performance improvement.

- **Shelley (2004)** described performance appraisal as a structured process for obtaining, analyzing, and recording data about the relative worth of an employee. The primary objective is to assess current performance while identifying future potential. He viewed performance appraisal as a systematic approach to evaluating employees over a specific period and making plans for their growth and development. Shelley argued that organizations employ individuals to meet specific objectives, and regular performance evaluations are necessary to assess their value, potential, and long-term contributions. He further suggested that performance appraisal helps organizations align employee growth with strategic goals.

Objectives of the Study
- To study the effectiveness of the performance appraisal system in JSML.
- To assess employee perceptions regarding fairness, transparency, and usefulness of appraisals.
- To evaluate the impact of appraisals on employee motivation and training.
- To identify gaps and suggest improvements in the existing system.

Statement of the Problem
Despite having an established performance appraisal framework, many organizations face challenges in ensuring employee alignment, fairness, and clarity. At JSML, it was observed that while appraisals are conducted regularly, employee opinions on their effectiveness and contribution to career growth vary. This study aims to investigate whether the existing system truly motivates employees and supports organizational goals.

Scope of the Study
The study is limited to Jaipuria Silk Mills Pvt. Ltd. in Bangalore. It focuses on evaluating the performance appraisal system across departments through the lens of 70 employees. The scope includes examining both functional and behavioral components of appraisals, employee involvement, training decisions, and perceptions of fairness.

Research Methodology
Research Design
Descriptive in nature, the study uses surveys to understand existing appraisal practices and employee perceptions.

Sampling Method

Convenience sampling was used to collect data from 70 employees across various departments.

Data Collection

- **Primary Data**: Collected through a structured questionnaire featuring multiple-choice, Likert-scale, and open-ended questions.
- **Secondary Data**: Drawn from company records, reports, HR documents, academic journals, and relevant websites.

Data Analysis & Interpretation

Age of the Respondent
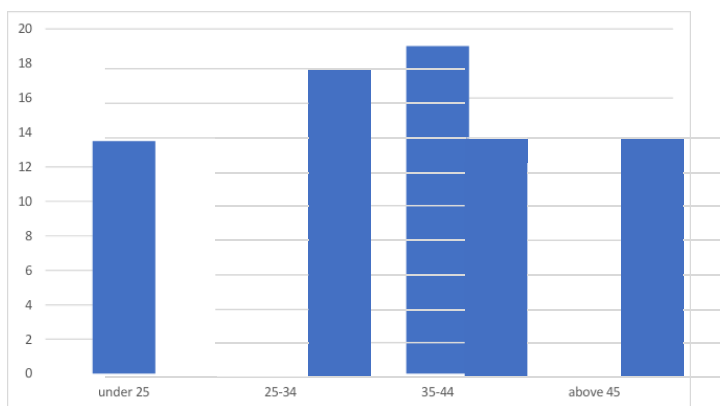
Source: Primary data

Interpretation

Most participants were aged 35–44 (32%), followed by 25–34 (30%), 45 and over (20%), and under 25 (18%).

Rating of Performance Appraisal
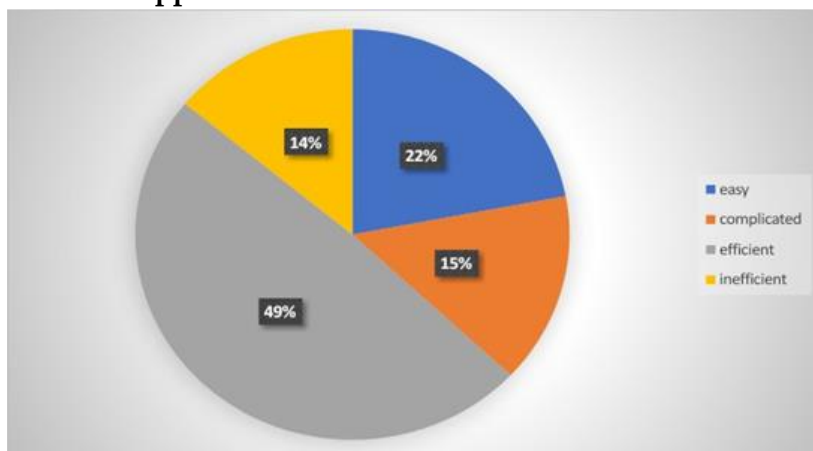
Interpretation

According to the responses of this question, 49%, or 29 respondents, rated the performance appraisal method as efficient. Thirteen, or 22%, of the respondents rated it as easy, 15% rated it as inefficient and 14% rated it as complicated. Almost half of the employees surveyed feel the system is efficient, this is a positive result for the company, but having 36% of the respondents stating that it was either inefficient or complicated could have some implications

Findings

- Employees largely understand the appraisal process and its purpose.
- Most appraisals occur annually with high participation rates.
- While many find the system effective, inconsistencies in implementation remain.
- Appraisal results are considered useful for training and career progression.

Suggestions

- Train managers to deliver unbiased and constructive feedback.
- Enhance mid-year reviews for timely feedback and adjustments.
- Implement uniform appraisal procedures across all departments.
- Introduce 360-degree feedback to capture broader input.
- Use appraisal outcomes more proactively in employee development programs.

Conclusion

Jaipuria Silk Mills Pvt. Ltd. has built a structured performance appraisal system aimed at evaluating and enhancing employee performance. The research reveals positive engagement with the process but also uncovers areas needing attention, particularly consistency, clarity, and strategic alignment. Strengthening these aspects will help the company drive higher productivity, job satisfaction, and long-term growth.

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A STUDY ON CONSUMER BEHAVIOUR AND CREDIT CARD IN CHENNAI

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Abstract

This study explores the increasing role of credit cards in personal finance, focusing on the factors that influence consumer spending habits and financial decisions. It analyzes demographic variables such as age, income, education, and location, along with behavioral factors like credit limits, interest rates, and payment habits. The research also examines the impact of external elements like promotions and digital payment systems on credit card usage. Using a mix of qualitative and quantitative methods, including surveys and data analytics, the study investigates how individuals manage their spending, debt, and the psychological drivers behind credit card adoption. The findings aim to inform financial institutions, policymakers, and marketers about enhancing financial products and promoting responsible credit use. Ultimately, the study provides valuable insights into consumer credit behavior in the digital finance landscape, shaping future credit card usage and spending practices.

Introduction

Credit cards have become an integral part of modern financial transactions, offering consumers convenience, security, and purchasing power. Their usage and spending patterns vary based on factors such as income level, lifestyle, economic conditions, and individual financial habits. Typically, consumers use credit cards for everyday expenses, including groceries, dining, travel, entertainment, and online shopping. Spending patterns often fluctuate based on seasonal trends such as increased spending during holidays and sales events like Black Friday or economic conditions, where financial uncertainty may cause a shift from discretionary to essential spending.

Additionally, credit card users are influenced by rewards programs, cashback offers, and interest-free instalment plans, which encourage higher spending. However, spending behaviours differ among demographics; younger consumers, for instance, tend to use credit cards for online transactions and digital subscriptions, whereas older generations may use them for travel and household expenses. Another key factor in credit card usage is the approach to repayment some consumers pay their balances in full each month to avoid interest, while others carry revolving balances, leading to interest accumulation and potential debt challenges. High-interest rates and late fees can make credit card usage costly if not managed properly, which is why financial literacy plays a crucial role in responsible usage. The rise of contactless payments and digital wallets has further influenced spending behaviour, making transactions faster and often more impulsive.

Credit card users are also impacted by cashback incentives, interest-free installment plans, and rewards programs, all of which promote increased spending. Spending habits vary by demographic, though; younger consumers, for example, are more likely to use credit cards for digital subscriptions and online purchases, while older generations may use them for household expenses and travel. Repayment strategies are another important consideration when using credit cards. While some customers pay off their balances in full each month to avoid interest, others keep revolving balances, which can result in interest accumulation and possible debt problems. If credit card use is not controlled appropriately, high interest rates and late fees can make it expensive; for this reason, financial literacy is essential to responsible use.

Review of Literature

The study by Yaxin Ming, Chenxi Li, and Jing (Elaine) Chen (2021) [7] explores how different acquisition modes, specifically gift promotions, influence credit card overspending behaviour. Using a dataset from a large commercial bank in China, the study analyses the spending patterns of 26,114 customers who activated credit cards between January and March 2008. The objective is to assess whether acquiring customers through gifts affects their consumption amount, cash withdrawal behaviour, and overdue payments, while also examining the moderating effects of gender and education. Through statistical analysis, including t-tests and regression models, the findings reveal that customers acquired through gift promotions are more likely to overspend, withdraw more cash, and have a higher probability of overdue payments. However, these effects are less pronounced among female customers and those with higher education levels. The study concludes that promotional acquisition methods significantly impact consumer financial behaviour, offering insights for both credit card companies and policymakers to mitigate overspending risks.

The study titled "Usage of Credit Card and the Money Management Practices of the Cardholders" (IJCRT, 2021) [8] aimed to examine how credit card usage influences money management practices among cardholders. The research employed a descriptive research design, utilizing both primary and secondary data. The primary data was gathered through questionnaires, with a random sample of 30 families from Chennai city, out of which 28 responses (93%) were collected. The sample primarily consisted of married individuals with children who used credit cards monthly. The study found that 90% of respondents reported no significant increase in spending due to credit card usage, while 60% indicated that credit cards did not lead to higher spending compared to other credit forms. However, many families viewed credit cards as a temptation to overspend. The findings highlighted that credit card usage affects money management practices and attitudes toward debt. The conclusion emphasized the need for better financial management practices to maintain a healthy credit score and avoid excessive debt.

Objectives of the Study:

1. To look into credit card usage trends and user behavior.
2. Examine how lowering reliance on credit cards affects total savings.
3. Recognize how people use credit cards to divide their spending across several categories (such as necessities, luxury, and entertainment).
4. Examine how well customers comprehend credit card interest rates, terms of repayment, and penalties.
5. Examine the credit card spending patterns of various groups, including age, income, and occupation.

Scope of the Study

The focus of this study on credit card usage and spending behaviors includes examining consumer habits, financial practices, and economic effects across different demographics and regions. This research can investigate the various factors that influence credit card usage, such as income levels, credit ratings, and financial knowledge, while also analyzing spending behaviors in categories such as retail, travel, and entertainment.

It entails evaluating how promotional offers, interest rates, and rewards programs affect consumer expenditures. Furthermore, the research can explore the risks linked to credit card use, including debt accumulation, rates of delinquency, and incidents of fraud. Through the use of data analytics and survey research, we can gain insights into how economic fluctuations, technological innovations (such as contactless payment methods and mobile wallets), and regulatory measures influence consumer behavior

Need of Study

Conducting a study on credit card usage and spending trends is important for grasping consumer behavior, financial management practices, and their economic implications. It enables the identification of spending trends across various demographic groups, such as age, income, and geographic areas, which helps businesses and financial organizations customize their offerings and marketing initiatives.

Moreover, these studies offer valuable insights into consumer debt patterns, repayment habits, and financial literacy, which are essential for policymakers aiming to establish regulations that encourage responsible use of credit. Examining spending behaviors also assists in identifying fraud and enhancing security protocols. In addition, financial institutions can leverage this information to create improved credit products, develop loyalty programs, and refine risk assessment models, ultimately benefiting consumers and the economy as a whole.

Limitations

1. Only the credit card user point was considered and not any other cards point was taken.
2. Sample size is 100, so the accurate survey is not enough to generalize the finding of the study.

Research Methodology

The research problem is "Credit Card Usage and Spending Patterns". The responses have been collected from 100 respondents. The respondents are from credit card user only. The data has been collected through the primary method by distributing structured questionnaires, where respondents are asked to answer the questions related to the topic. Secondary data has been collected fromRe articles and websites.

Sources of Data: The sources of data are primary data & secondary data

Primary Data Primary Data are those, which are collected fresh for the first time by the researcher to conduct the study and happen to be original in nature. Primary data is the major source of the study. The primary data has been collected from 100 respondents through a structured questionnaire

Secondary Data Secondary data are the information readily available for the study. It is the information, which is collected by someone else already for the research purpose. Secondary data are mainly collected through books and the Internet.

Sample Design
Sample Size

It refers to number of respondents which has been taken for this research. The sample size of the study is 100.

Sample Unit

The sampling unit taken for this research confines only to credit card users in Chennai city.

Table Showing Age of the Respondents

Age	No of Respondents	Percentage of the Respondents
18-25	17	37.00%
26-35	25	25.00%
36-45	20	20.00%
Above 45	18	18.00%
Total	100	100.00%

Interpretation:

Table shows that 37% of the respondent are between the age of 18 to 25 years, 25% of the respondent are between the age of 26 to 35 years, 20% of the respondent are between the age of 36 to 45 years and remaining 18% of resondents are above the age of 45 years

Chat Showing the Age of Respondents
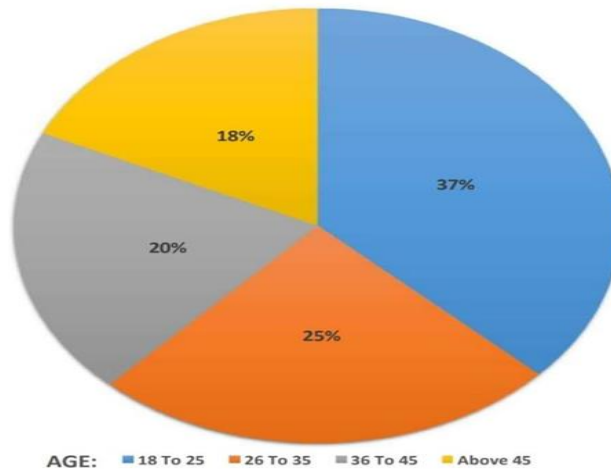
Findings

- 37% of the respondents are aged between 18-25 years
- 52% of the respondents are male
- 31% of the respondent's monthly income is between ₹15,000 to ₹25,000

Suggestions

Enhancing Financial Literacy on Credit Card Usage

- Provide clear and concise financial education materials on credit card usage, fees, interest rates, and repayment strategies.
- Develop online and mobile learning tools, such as webinars, interactive courses, and FAQs, to educate users.

Encouraging Better Credit Card Management

- Providing real-time expense notifications to help users stay within their budgets.
- Introducing automatic payment reminders to ensure users pay their balances on time and avoid unnecessary interest charges.

Promoting Alternative Payment Methods

- Promote the use of debit cards and digital wallets as viable alternatives for everyday transactions.
- Offer rewards or incentives for using debit cards to encourage consumers to adopt alternative payment methods.

Conclusion

The analysis of credit card usage and spending patterns among respondents provides valuable insights into financial behaviours, spending habits, and debt management strategies. Credit card usage has become an essential part of modern financial transactions, offering convenience and financial flexibility. However, spending patterns vary based on

factors such as income, age, and financial awareness. While rewards and cashback programs encourage spending, they can also lead to impulsive purchases and debt accumulation. Many users struggle with high-interest rates and minimum payment traps, which can negatively impact their financial stability. Additionally, responsible credit card management, including timely payments and budgeting, is crucial for maintaining a good credit score and avoiding financial difficulties. As digital payments continue to evolve, financial literacy and awareness about credit card terms, security risks, and responsible spending are more important than ever. Governments and financial institutions can play a role in promoting better credit usage through regulations and educational initiatives. Ultimately, individuals must develop self-discipline and smart financial habits to maximize the benefits of credit cards while minimizing risks.

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A STUDY ON CUSTOMER SATISFACTION IN RETAIL AUTOMOBILE BATTERY AND INVERTER SECTOR

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Abstract

　　This study explores the key factors influencing customer satisfaction in the retail automobile battery and inverter sector, with a specific focus on Bluechip Power Systems in Chennai. Using descriptive research design and statistical tools such as percentage analysis, this research identifies trends in consumer satisfaction based on reliability, price, service quality, and technical support. Results show that while many customers express overall satisfaction, significant gaps remain in areas such as product reliability and customer service responsiveness. The study highlights the importance of aligning product and service quality with customer expectations to sustain competitive advantage in this sector.

Keywords: Customer Satisfaction, Automotive Batteries, Inverters, Service Quality, Bluechip Power Systems.

Introduction

Customer satisfaction in the automobile battery and inverter market is a crucial determinant of brand loyalty and business growth. In this context, Bluechip Power Systems — a Chennai-based dealer of Exide batteries — serves as the focal point of this study. Satisfaction levels are directly tied to operational reliability, affordability, and the responsiveness of after-sales services. As the energy storage market expands alongside automotive demand, maintaining superior customer satisfaction is vital for sustaining competitiveness and customer retention.

Objectives of the Study

- To assess the demographic and economic factors affecting customer satisfaction.
- To analyze satisfaction in terms of quality, service, support, and value for money.
- To identify key areas of improvement for enhancing customer experience.

Scope of the Study

The study evaluates satisfaction among retail and institutional buyers of automobile batteries and inverters in Chennai. The analysis spans dimensions such as technical reliability, support services, pricing strategies, and brand trust.

Research Methodology

Research Design: Descriptive

Sampling Method: Simple Random Sampling Sample Size: 110 respondents

Data Collection Tools: Structured questionnaires, company records Analysis Tools: Percentage Analysis and Pie Charts

Data Analysis and Interpretation

Table 4.3: Table Representing Customer Know About Blue Chip Powersystem

Title	Responses	Percentage (%)
Articles	17	15.32%
Books	18	16.22%
Socialmedia	61	54.95%
Advertisement	15	12.61%
Total	111	100
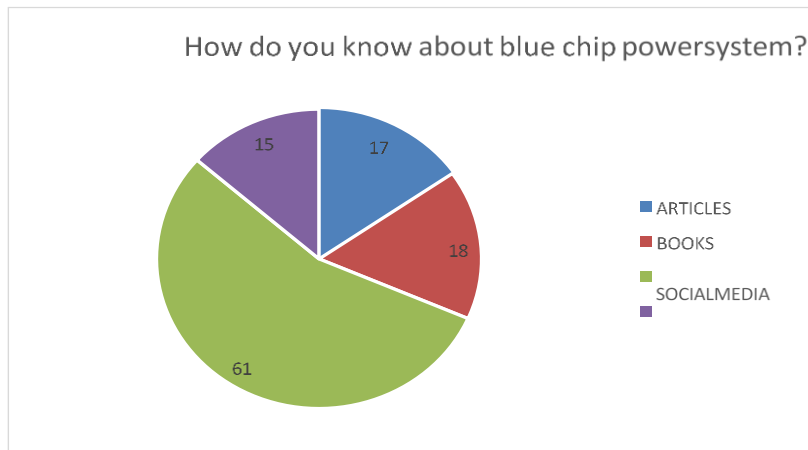
Interpretation:

Information Sources (Table 4.3)

Most customers (54.95%) learn about Bluechip Pvt Ltd through social media, showing the strong impact of digital marketing. Other sources include books (16.22%), articles (15.32%), and advertisements (12.61%), indicating that traditional marketing still plays a role.

Table Representing About the Experience of Power Outages

Title	Responses	Percentage (%)
Rarely	55	49.5%
Occasionally	45	40.54%
Frequently	8	7.21%
Very Frequently	3	2.7%
Total	111	100

How often do you experinces power

- RAREL
- OCCASIONAL
- FREQUENTLY
- VERY
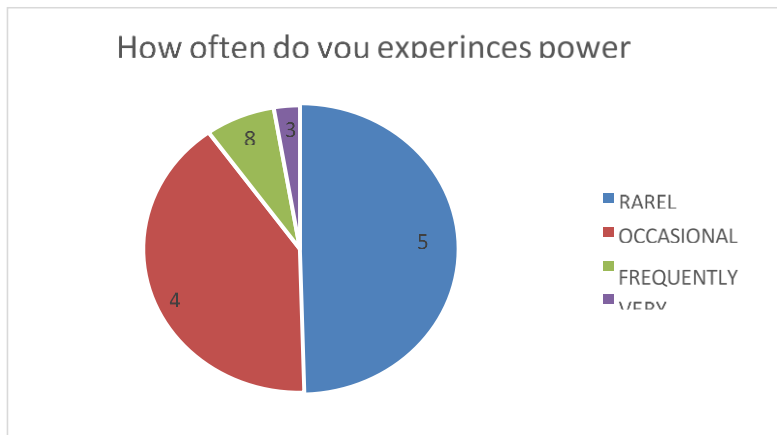
Interpretation:

Purchase Frequency (Table 4.4)

Nearly half of the respondents (49.5%) purchase the company's products rarely, while 40.54% do so occasionally. Only 7.21% make frequent purchases, and just 2.7% buy very frequently, highlighting a need for improved customer retention strategies.

Table Representing Last Usage of Power Outages

Title	Responses	Percentage (%)
Less Than 30 MINS	41	36.94%
30MINS-2 HRS	55	49.55%
2HRS-6HRS	11	9.91%
More Than 6 HRS	4	3.6%
Total	111	100

How long do power outages usually last?

- LESS THAN 30 MINS
- 30MINS-2 HRS
- 2HRS-6HRS
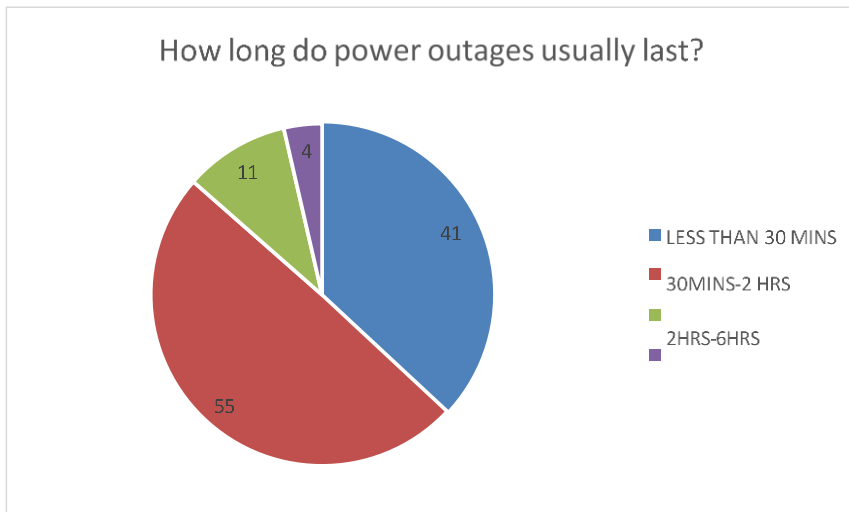
Interpretation:
Time Spent on Product Research (Table 4.5)

A significant number of respondents (49.55%) spend between 30 minutes and 2 hours researching the product before purchase. Another 36.94% spend less than 30 minutes, while 9.91% spend 2-6 hours, and only 3.6% research for more than 6 hours.

Findings

- Demographics: The majority of customers are young males (18–25 years).
- Satisfaction Levels: While 72% of respondents are either satisfied or very satisfied, nearly 23% remain neutral.
- Product Reliability: 19.82% found products unreliable, pointing to a significant quality perception gap.
- Customer Service: Only 31.6% were satisfied with complaint resolution; over 39% were neutral.
- Comparative Performance: 56% of respondents viewed competitors' products as superior.

Suggestions

- Improve After-Sales Support: Enhance complaint redressal and follow-up processes.
- Strengthen Product Reliability: Increase focus on quality assurance and operational testing.
- Digital Marketing: Leverage social media further to reach and engage younger customers.
- Customer Engagement: Introduce loyalty programs and feedback systems for continual improvement.

Conclusion

The study indicates that customer satisfaction in the battery and inverter retail sector hinges on reliability, service quality, and competitive pricing. Although Bluechip Power Systems maintains a solid presence, improvements in customer support and perceived reliability could significantly boost loyalty and retention.

A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO BAJAJ AUTO LTD

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Abstract

This study examines market segmentation in the automotive industry, focusing on how companies identify, categorize, and prioritize target segments to improve product positioning and customer engagement. It analyzes demographic, psychographic, and behavioral characteristics of automobile consumers, highlighting factors that influence preferences and purchasing decisions. The research also considers the dynamic nature of segmentation, shaped by technological advancements, consumer trends, and competition. By offering insights into market segmentation and target audience analysis, the study provides strategic recommendations for marketing, product development, and showroom management, benefiting both academia and industry players.
Keywords*: Marketing segmentation, Market target analysis, Market positioning.*

Introduction

Market segmentation involves dividing a diverse market into distinct groups based on demographics, psychographics, and behavioral patterns to better attract and retain customers. Businesses must understand customer perceptions of services to gain a competitive advantage. This study aims to assess the efficiency of market segmentation in increasing a company's market share by analyzing data collected through structured research questions and literature review.

Findings suggest that effective planning, recognizing manager needs, and providing a supportive work environment can enhance market segmentation outcomes, leading to increased sales and market growth. Market segmentation, beyond psychographics and lifestyles, is fundamentally about concentrating marketing efforts on a specific group to achieve competitive advantage.

By examining various types of segmentation in consumer markets, this study highlights the importance of satisfying consumer needs while ensuring company profitability. Ultimately, understanding market segmentation benefits companies, managers, and society by driving growth in a competitive economy.

Review of Literature:

- **Wind Yoram (2021):** Wind's contributions to market segmentation theory and practice have been significant. His research often explores innovative segmentation methodologies and their implications for marketing strategy development.
- **Wedel Michel (2022):** Wedel's expertise lies in the intersection of marketing

analytics and market segmentation. His work delves into advanced statistical techniques for segmentation and their role in driving marketing effectiveness.

- **Yankelovich Daniel (2023)**: Yankelovich's work challenges traditional demographic- based segmentation approaches, advocating for a focus on non-demographic factors such as values and preferences. He highlights the importance of identifying segments based on factors with a causal relationship to future purchase behavior.

Objectives of Study

- To identify the efficiency of market segmentation with increase in customers range for the product
- To understand the customer opinion towards market segmentation of the company.
- To analyze the overall satisfaction level of customers over segmentation.
- To determine the product awareness and variations of vehicles provided to customers
- To measure the response of customers during the time of purchasing

Statement of the Problem

In an increasingly competitive automotive market, companies face challenges in attracting and retaining customers while expanding their market share. Many organizations struggle to effectively segment their target audience, leading to inefficient marketing strategies and missed opportunities. This study seeks to investigate the efficiency and effectiveness of market segmentation as a strategic tool for increasing the customer base and enhancing the market position of Bajaj Motors. It aims to address how demographic, psychographic, and behavioral segmentation can influence consumer preferences, purchasing decisions, and ultimately, business growth. By exploring the relationship between segmentation practices and customer satisfaction, the research highlights key factors that contribute to successful market targeting and brand loyalty.

Scope of the Study

This study focuses on market segmentation at Bajaj, analyzing demographic, psychographic, and behavioral factors influencing customer preferences. Using surveys and data analysis, it identifies effective marketing strategies, compares Bajaj with competitors, and explores ways to increase market share. The research aims to optimize customer targeting and provides recommendations for enhancing Bajaj Motors' success in the competitive automotive market.

Research Methodology

This research was conducted using both primary and secondary data sources. Primary data were collected through structured questionnaires distributed to customers at the Bajaj showroom, while secondary data were sourced from websites, articles, journals, and magazines.

The study used a **descriptive research design** with **convenience sampling**. A sample size of **100 respondents** was selected.

Data were analyzed using statistical tools such as **percentage analysis**, **correlation analysis**, and the

Chi-Square test.

- **Percentage Analysis** was used to represent data clearly by showing the proportion of responses.
- **Chi-Square Test** helped determine the relationship between expected and observed data.
- **Correlation Analysis** measured the relationship between two variables, helping identify patterns and associations.

Data Analysis & Interpretation
Age Wise Respondents

Particulars	Frequency	Percent
below 20 years	13	12.6
20-30 years	42	40.8
30-40 years	32	31.1
40-50 years	13	12.6
Total	100	100
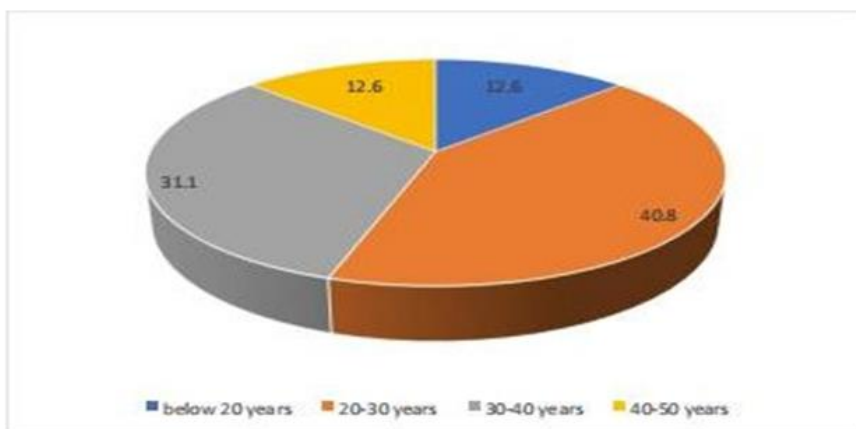
Inference

From the above table 4.2 and chart 4.2 it is clear that, out of 100 respondents, the majority of the respondents are between 20-30 years 40.8%, 31.1% are in between 30 -40 years,12,6% of respondents are below 20 years and 12.6% are between 40-50 years.

Gender Wise Respondents

Particulars	Frequency	Percent
Male	54	52.4
Female	46	44.7
Total	100	100
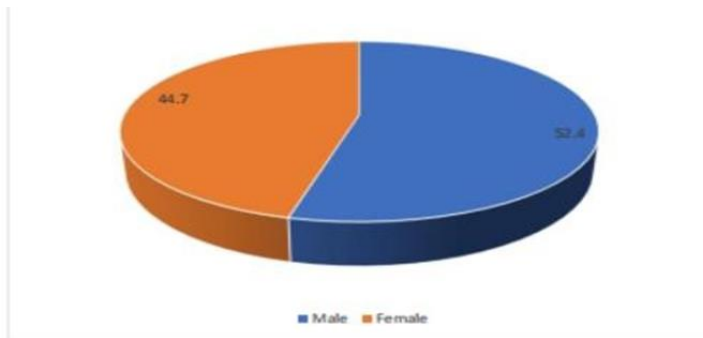
Inference

From the above table 4.1 and chart 4.1 it is clear that, out of 100 respondents, the majority of the respondents 52.4% respondents are male and 44.7% are female.

Education Qualification of Respondents

Particulars	Frequency	Percent
Under graduate	52	50.5
Post graduate	24	23.3
Professional graduate	18	17.5
Diploma	4	3.9
Doctorate	2	1.9
Total	100	97.1
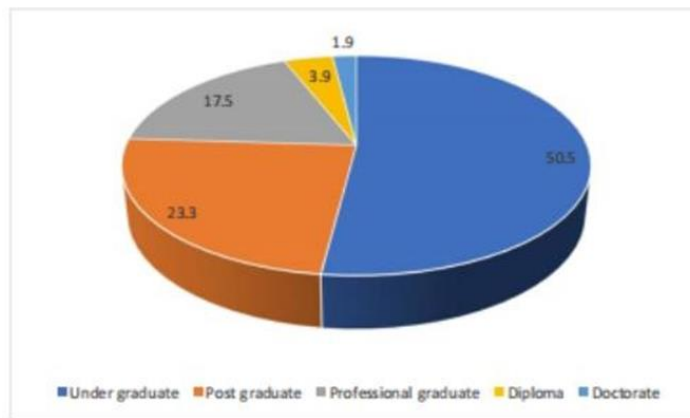
Inference

From the above table 4.3 and chart 4.3 it is clear that, out of 100 respondents, the majority of the respondents are undergraduate with 50.5%, post graduates are 23.3%, professional graduates are 17.5%,diploma respondents are 3.9%,and doctorate respondents are 1.9%.

Findings

The study revealed a fairly balanced gender distribution, with a slight male majority, and most respondents aged between 20–30 years. The majority were undergraduates, and many had a monthly income below ₹25,000, indicating a cost-conscious market. Online research and TV were the main sources of product information. Yamaha and TVS emerged as strong competing brands. Key factors influencing purchases were price, market trends, mileage, and performance. Statistical analysis showed a significant relationship between age and purchasing considerations, and between income and financial preferences, but no link between occupation and bike usage. These insights help guide targeted marketing, pricing strategies, and customer engagement efforts.

Suggestions

To improve market segmentation, companies should focus on competitive pricing, track market trends, and strengthen brand positioning against competitors like Yamaha and TVS. Offering flexible payment options like zero-cost EMIs can boost sales. Regular customer engagement through surveys and feedback can enhance loyalty. Emphasizing product features such as mileage and performance, along with continuous innovation and strong customer service, will help maintain a competitive edge and increase customer satisfaction.

Conclusion

The market segmentation study of Bajaj customers shows a young, largely male and undergraduate demographic, with price, market trends, and mileage as key buying factors. New customer dominance presents opportunities for loyalty-building. Flexible financing like zero-cost EMI is preferred, while Yamaha and TVS remain strong competitors. Bajaj

can strengthen its market position by refining marketing strategies, enhancing online presence, and prioritizing customer satisfaction.

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A STUDY ON CUSTOMER PREFERENCE AND NEED IN SAMSUNG MOBILES WITH SPECIAL REFERENCE TO CHENNAI

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Abstract

This study examines Consumer Preference and needs for Samsung Mobile Phone. Samsung is one of the well-known electronic brands which has manufactured and marketed various electronic products and gadgets. Everyone can use this mobile phone because the price sale is suitable for the consumers' demands, satisfaction and wants. The purpose of this paper is to indicate how Samsung mobile phone can implement its level in the reform process to international standards with other brands and models. The main objective of the study is to provide an introduction to indicate its value for analyzing consumer preference Based on the value that the consumers attach to the attributes of the goods that they intend to purchase. The research method which can be used the quantitative and qualitative tools with collecting data information. The sources of data was explained the first primary source and elementary sources.
Keywords: Consumer satisfaction, Brand loyalty

Introduction

Consumer perception implies ones behavior towards any product or service marketed; it is that marketing concept which encompasses a consumer's acquaintance about offering so f any product or service of a particular company. Consumer perception plays a vital role in success of any marketed product or services as their attitude towards the particular product or service will decide there attainment of the product or service in the market the number of mobile subscribers in India has overgrown in the last four years, expected to show rapid growth over the following years. Recent years have seen an explosion in Mobile Brands and their innovations in features, performance, and price. Samsung has been one of the largest manufacturer's in the world. They have captured the entire market in as hortative. Samsung mobiles are now marketing in several Asian and European countries. The innovative features and build quality made Samsung a favorite of millions. In the year 2022, Samsung was the largest vendor of smart phones in India. It has not only captured the market but made a special place in the hearts of many users.

Review of Literature

Review of related literature is one of the first steps in the research process. It consists of a summary of research findings carried on the same directly and indirectly related topics. This review provides insight to the researchers regarding what is already known and what remains to be tested regarding research

- DR.DAWAR Sunny (2019) Samsung brand is considered the most preferred brand in the RAJASTHAN than Video con. The results have shown that Samsung consumer appear to be brand loyal, willing to pay a premium price and have a great community sense than Videocon consumers. The data was collected using the consumer survey method. The usable questionnaires were collected from275consumers.
- Mr.BANKAPUR BANGARAPPA and DR. SHIRALASHETTIA.S(2017) Customers preferred brand image, features, battery backup, and resale value with an Customersatisfactionisthemostcriticaleventinmanagement,andcompanies are trying to identify the needs, wants, and demands of the customers.
- MALASI (2012) explained the influence of product attributes on mobile phone preference among undergraduate university students in Kenya. The study indicated that varying the product attributes has an influence on the Undergraduates' student. Preference on mobile phones. Various aspects of Product and brand attributes were considered such as color themes, visible name labels and mobile phone with variety of models, Packing for safety, degree of awareness on safety issues, Of the phone.
- Liu (2002) in a recent paper, analyzed and found that the choice of the mobile phone is characterized by two distinct attitudes towards brands: attitudes towards the mobile phone brand and attitude towards the network. Customer's choice of mobile phone brand is mainly affected by new features more than size. This trend of choosing is definitely towards phones with better capacity larger screens.

Research Methodology
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. This Research design applied for the study is 'Descriptive Research

Size of Sample

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the 14 survey questionnaire was 101. Total of 80 responses helped the project to analyze more response and it helped to derive a conclusion regarding customer perception towards Samsung mobiles

Source of Data

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool together the data from the chosen sample. The two types of sources of data are

Primary Data

Information obtained from the original source by research is called primary data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire.

Secondary Data

It means that data are already available. It refers to the data that are collected and analyzed by someone else. The data was collected from the websites and journals.

Data Analysis and Interpretation
Age of Respondent

Age group	No. of. people
15-20	45
21-25	31
26-30	4
Total	80
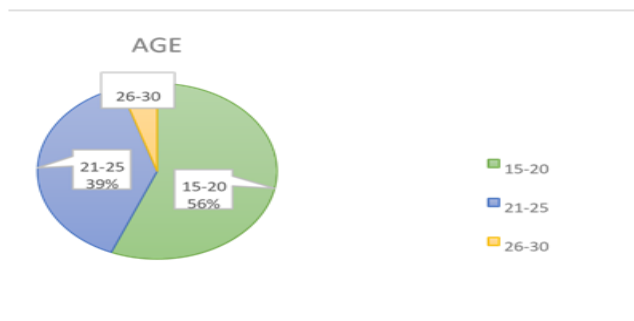
Interpretation:

From the above table interpreted are 56% respondents are15-20,39% are 21-25 age, and 5% are 26-30, majority of 56% is respondent between age 15-20

Satisfaction Range on Samsung Mobiles

14. what is your satisfaction range on SAMSUNG mobiles?
79 responses
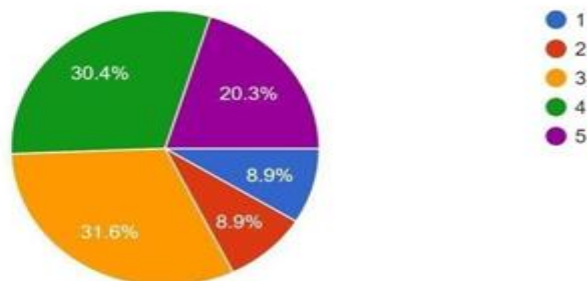
Interpretation

From above table interpreted that 8.9% is1and 8.9% are 2 and 31.6% Are 3 are 30.45% are 4 and 20.3% responding in 5,majority 30.4% responding in 4

Findings

1. Majority of respondents are male (70%)
2. Majority of 73.3% respondents occupation is student
3. Majority of 61.3% respondents are betweenage (20- 25)
4. Majority of 47.4% respondents are using others mobiles than SAMSUNG mobiles.
5. Majority of 77.6% respondents are like to use SAMSUNG mobiles

Suggestions

1. The company can focus on providing powerful processor and improving camera quality as they are the user's favorite and attractive feature of Samsung mobile
2. The company can improve their after sale service for their mid-range device users.
3. Steps must be taken to resolve the heating and lagging issue which many users face
4. Samsung has to focus more on satisfying customer with the latest technology

Limitation of the Study

1. The present study has the following limitations
2. The opinion elicited from the research conducted can't be taken as the opinion of the whole population.
3. Data totally depends on the respondent's view, which could be biased in nature

Conclusion

1. This study concludes that most people prefer using Samsung mobile because it provides features like a good camera, better battery backup, powerful processor At a budget-friendly rate. Overall, the customers have a very Positive experience regarding the usage of Samsung mobiles. And are willing to buy Samsung mobile in next purchase.
2. Through there is number of new brands of mobiles in the market SAMSUNG had reputation on its brand
3. People cause Samsung mobiles for 4-5 years which is more than enough for the life of mobiles phones
4. The price is fair for its brand and lifetime of Samsung mobile phones.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES WITH SPECIAL REFERENCE TO CHENNAI

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Abstract

This research aims to evaluate customer satisfaction toward Royal Enfield motorcycles with a specific focus on users in Chennai. As a premium mid-size motorcycle brand with deep cultural roots and a loyal customer base, Royal Enfield faces both high expectations and growing competition. The study investigates key aspects such as engine performance, riding comfort, fuel efficiency, after-sales service, spare parts availability, and overall ownership experience. Through descriptive research and percentage analysis based on data from 105 respondents, the study identifies strengths in brand perception and comfort, while highlighting areas for improvement, including fuel efficiency and service consistency. The findings offer actionable insights to help Royal Enfield enhance customer loyalty and adapt to evolving market demands.

Keywords*: Customer Satisfaction, Royal Enfield, Chennai, Motorcycle Industry, Service Experience.*

Introduction

The Indian motorcycle industry has undergone a dynamic transformation, offering a wide range of two-wheelers that cater to diverse customer needs—from daily commuting to adventure touring. Among the most iconic brands in this space is Royal Enfield, a heritage motorcycle manufacturer known for its rugged design, powerful engines, and nostalgic appeal. With a history dating back to 1901 and a strong manufacturing presence in Chennai, Royal Enfield has established itself as a leader in the mid-size motorcycle segment in India.

In cities like Chennai, where biking culture is deeply embedded, Royal Enfield enjoys a strong customer base, particularly among young professionals and enthusiasts. Models like the Bullet 350, Classic 350, and Meteor 350 dominate the streets, blending tradition with modern performance. However, with increasing competition from brands like Jawa, Honda CB350, and Yezdi, maintaining high levels of customer satisfaction is crucial for sustaining Royal Enfield's market leadership.

This study focuses on analyzing customer satisfaction among Royal Enfield users in Chennai. It explores key factors such as engine performance, fuel efficiency, after-sales service, comfort, and brand loyalty. Understanding customer expectations and feedback will enable Royal Enfield to enhance its offerings and solidify its competitive position in a fast-evolving market.

Review of Literature

- **Krishnamurthy & Rao (2023)** examined the impact of test ride experiences on Royal Enfield's customer satisfaction. Their study found that potential buyers often make their purchase decisions based on the quality of test rides offered at dealerships. Customers expect a well-maintained fleet of test ride vehicles, knowledgeable sales representatives, and a seamless booking process. The study suggested that enhancing test ride experiences by offering extended test ride durations, guided tours, and customer feedback mechanisms could improve conversion rates and customer confidence in the brand.
- **Chandrasekaran & Mohan (2023)** conducted a study on the importance of riding gear and accessories in customer satisfaction. Their findings showed that many Royal Enfield owners in Chennai invest in riding jackets, gloves, and helmets, expecting the brand to offer high-quality gear as part of bundled deals. The research suggested that expanding Royal Enfield's accessory line could enhance customer experience and brand engagement.
- **Ramesh & Pillai (2022)** analyzed the demand for Royal Enfield motorcycles in Chennai's urban and suburban areas. Their study found that urban riders prefer models like the Meteor and Hunter for city commutes, while suburban and highway riders favor the Classic 350 and Himalayan. The findings suggested that Royal Enfield should expand its dealership presence in suburban regions to cater to growing demand outside city limits.

Objectives of the Study

- To study the level of customer satisfaction with Royal Enfield motorcycles in terms of performance, design, comfort, and durability.
- To analyze the effectiveness of Royal Enfield's customer service, maintenance, and dealership experience in Chennai.
- To examine customer feedback regarding issues such as mileage, engine performance, ride quality, and long-term maintenance.

Statement of the Problem

- Inconsistent engine refinement and noticeable vibrations affecting the riding experience.
- Concerns over low fuel efficiency among cost-conscious users.
- Variability in service quality across dealerships leading to customer dissatisfaction.
- Limited engagement and appeal to female riders, reducing inclusivity.
- Need for enhanced technological features to meet modern customer expectations.

Scope of the Study

- Focuses on Royal Enfield customers in Chennai.

- Analyzes bike performance, fuel efficiency, maintenance costs, and after-sales service.
- Examines customer satisfaction, challenges, and brand loyalty.
- Covers diverse user segments, including various age groups, occupations, and genders.
- Based on customer responses collected over a three-month period.

Research Methodology

The research methodology for this study is designed to evaluate customer satisfaction with Royal Enfield motorcycles in Chennai. A structured approach is used to collect, analyze, and interpret data, ensuring the study remains focused and comprehensive. This methodology provides insights into the factors influencing customer satisfaction and highlights areas for improvement.

Research Design

A descriptive research design has been adopted to systematically observe and analyze customer satisfaction levels without altering any variables. This approach is well-suited for understanding consumer opinions and preferences regarding Royal Enfield bikes in Chennai.

Sampling Method

The study employs a non-probability sampling method to select respondents. This method ensures practicality and accessibility, allowing the study to reach participants who are readily available and willing to provide feedback.

Non-Probability Sampling

Non-probability sampling is used as it does not give every individual in the population an equal chance of being selected. This approach is appropriate for studies with limited time and resources, focusing on specific groups like Royal Enfield customers in Chennai.

Convenience Sampling

Within the non-probability sampling framework, convenience sampling is applied. Respondents are chosen based on their accessibility and willingness to participate, making it an efficient way to gather data from the target audience.

Sample Size

The study includes a total of 105 respondents. This sample size ensures a fair representation of Royal Enfield users in Chennai, providing meaningful insights into satisfaction levels and trends.

Data Collection Methods

Data for this study is collected through both primary and secondary sources. This dual approach ensures comprehensive insights into customer satisfaction.

Primary Data

Primary data is gathered using structured questionnaires distributed to Royal Enfield customers in Chennai. The questionnaire covers various aspects such as demographics, bike performance, and after-sales service quality.

Secondary Data

Secondary data is sourced from research papers, industry reports, official Royal Enfield publications, and customer reviews. These sources support the findings from primary data and provide a broader context for the study.

Data Analysis & Interpretation
Table showing Age Group of Respondents

Category	Number of Respondents	Percentage (%)
Below 20 years	21	20
21–30 years	35	33.3
31–40 years	24	22.9
Above 40 years	25	23.8
Total	**105**	**100**

Age group
105 responses
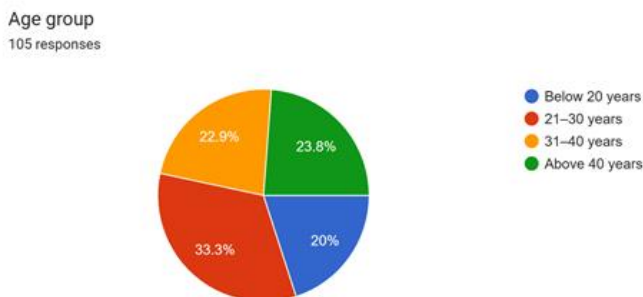
Chart showing Age Group of Respondents

Interpretation: Most respondents fall between 21–30 years (33.3%), showing a younger customer base for Royal Enfield. The next major group is 31–40 years, indicating the brand's appeal to working professionals. Users below 20 and above 40 are nearly equal, showing some reach across other age brackets. This suggests Royal Enfield bikes are popular among youth and mid-aged customers. Marketing can be focused more on younger adults. The brand's rugged and stylish image may influence their choice.

Table showing Gender Distribution

Category	Number of Respondents	Percentage (%)
Male	85	81
Female	20	19
Total	**105**	**100**

Gender
105 responses
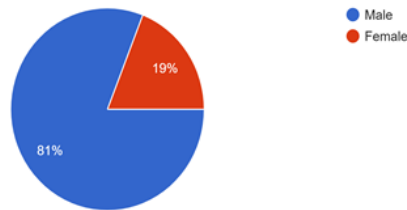
Chart showing Gender Distribution

Interpretation: Male respondents dominate at 81%, confirming Royal Enfield's stronger appeal among men. Only 19% of the sample are women, suggesting limited female engagement. This gap can be bridged by promoting accessible models for women. Gender-targeted promotions may expand the customer base. Campaigns highlighting comfort and control can attract more female riders. Overall, the brand has male-centric dominance.

Table showing Service Quality at Royal Enfield Service Centers

Category	Number of Respondents	Percentage (%)
Excellent	45	42.9
Good	25	23.8
Average	15	14.3
Poor	20	19
Total	**105**	**100**

Service quality at Royal Enfield service centers
105 responses
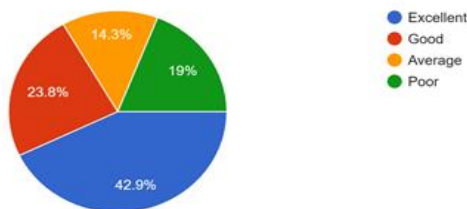
Chart showing Service Quality at Royal Enfield Service Centers

Interpretation: A total of 66.7% rated the service as excellent or good. But 19% rated it poor, showing inconsistency across service centers. Quality service is key to long-term customer trust. The brand must standardize training and improve response time. Negative service experiences can damage brand image. Regular feedback should be collected and acted upon.

Table showing Experience with Bike Performance Issues

Category	Number of Respondents	Percentage (%)
No issues	45	42.9
Minor issues, resolved quickly	25	23.8
Some recurring issues	20	19
Major issues affecting performance	15	14.3
Total	**105**	**100**

Experience with bike performance issues
105 responses

- No issues
- Minor issues, resolved quickly
- Some recurring issues
- Major issues affecting performance
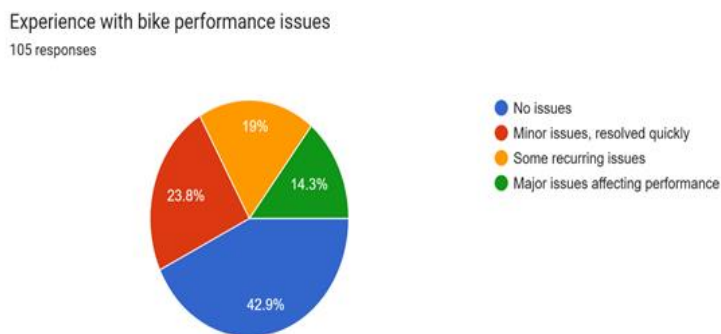
Chart showing Experience with Bike Performance Issues

Interpretation: Most users (42.9%) report no performance issues. However, 33.3% experienced minor or recurring issues. A small group (14.3%) faced major problems. These insights highlight the need for consistent product quality. Regular servicing helps resolve minor concerns early. Major issues must be promptly addressed to avoid dissatisfaction.

Findings

- Most Royal Enfield users in Chennai are aged 21–30, reflecting strong appeal among young adults.
- Male users dominate (81%), highlighting limited engagement with female riders.
- Bullet 350 and Classic 350 are the most preferred models, showcasing the popularity of classic designs.
- Brand reputation is the top purchase driver, followed by performance and classic styling.
- Fuel efficiency remains a concern despite high ratings for engine performance.

- Regular servicing is common, but some users report inconsistent service quality and spare part availability.
- Resale value is perceived as high, strengthening buyer confidence in the brand.
- Customer participation in community events enhances brand loyalty.

Suggestions

- Introduce marketing campaigns and accessible models targeting female riders.
- Enhance engine refinement to reduce vibrations and improve ride quality.
- Develop more fuel-efficient models while maintaining performance.
- Train service staff to provide consistent quality across all centers and ensure spare part availability.
- Offer transparent maintenance packages and loyalty programs for regular customers.
- Expand community events to foster deeper customer engagement and brand connection.
- Incorporate advanced technology features to meet modern customer expectations.
- Collect regular feedback to continuously improve products and services.

Conclusion

The study reveals that most customers are satisfied with Royal Enfield bikes in terms of design, performance, and brand value. Comfort, engine power, and classic appeal continue to attract a loyal customer base. Areas like fuel efficiency, engine refinement, and service consistency require attention. The company enjoys a strong reputation and high resale value, which strengthens customer confidence. With the right improvements, Royal Enfield can expand its reach and increase overall customer satisfaction. By addressing key customer expectations, Royal Enfield can continue to be a leading brand in the motorcycle segment.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS BLINKIT WITH SPECIAL REFERENCE TO CHENNAI

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Abstract

This study investigates customer satisfaction toward Blinkit, a prominent quick commerce service in India, focusing specifically on consumers in Chennai. With the increasing adoption of quick delivery services, understanding the factors that influence customer satisfaction is crucial. This research employs descriptive statistics and percentage analysis to evaluate delivery speed, pricing, app usability, product quality, and customer support. Findings suggest that young adults predominantly use Blinkit for its speed and convenience, while there is room for improvement in order accuracy and support services. The study provides actionable suggestions to enhance Blinkit's service quality and expand its market among older demographics.
Keywords: Customer Satisfaction, Quick Commerce, Blinkit, Chennai, Delivery Services

Introduction

Quick commerce has revolutionized online grocery shopping with hyperlocal deliveries in 10–15 minutes. Companies like Blinkit, Zepto, and Swiggy Instamart compete in this space using AI, micro-fulfillment centers, and app-based services. Blinkit, formerly Grofers, rebranded with a quick delivery promise and operates in metro cities like Chennai. As customer expectations rise, evaluating satisfaction factors is crucial for competitive sustainability. Blinkit is a leading quick commerce platform in India, offering ultra-fast delivery of groceries and essentials. Founded in 2013 by Albinder Dhindsa and Saurabh Kumar, it shifted to a quick commerce model in 2021, promising deliveries in minutes. Headquartered in Gurugram, Blinkit operates across major cities like Chennai, Mumbai, and Delhi through a network of micro-fulfillment centers.

In 2022, Zomato acquired Blinkit for ₹4,447 crores, enhancing its logistics and technology. Blinkit uses AI-driven inventory management and a hyperlocal delivery approach to ensure efficiency. Despite competition from Zepto, Swiggy Instamart, and Dunzo, it remains a dominant player by focusing on innovation, speed, and customer satisfaction. Blinkit continues to expand its market presence and refine its operations to meet the rising demand for instant deliveries.

Review of Literature

- **Raghavan & Sharma (2023)** analyzed Blinkit's brand positioning in comparison to competitors like Zepto, Swiggy Instamart, and Dunzo. They found that while Blinkit excels in delivery speed and product assortment, Zepto has a competitive

edge in price competitiveness and promotional offers. The study also found that brand loyalty in quick commerce is lower compared to traditional e-commerce platforms, as customers frequently switch services based on discounts and promotional deals. Their research suggested that Blinkit should focus on enhancing brand differentiation through superior customer service and personalized experiences.

- **Banerjee & Sinha (2023)** examined Blinkit's sustainability and eco-friendly initiatives in quick commerce. Their study found that customers are increasingly concerned about excessive plastic packaging, carbon emissions from rapid deliveries, and food wastage in quick commerce grocery services. Blinkit has introduced biodegradable packaging and optimized delivery routes to reduce its environmental footprint. However, their research suggested that greater transparency in sustainability efforts, such as carbon footprint tracking and eco-friendly incentives, could further boost customer satisfaction and trust.

- **Patel & Kumar (2022)** studied consumer preferences in quick commerce grocery delivery and found that Blinkit's instant delivery model appeals primarily to urban, tech-savvy customers. Their research showed that customers prioritize convenience over pricing, especially in emergency situations. However, they identified a challenge where customers expressed concerns about the higher cost of convenience-based services. They suggested that Blinkit introduce more competitive pricing strategies and subscription-based discounts to enhance long-term customer loyalty.

Objectives of the Study

- To study customer satisfaction with Blinkit regarding delivery speed, pricing, quality, and customer service.
- To evaluate usability and convenience of Blinkit's mobile application.
- To identify recurring complaints and service issues among users.

Statement of the Problem

- Many Blinkit users in Chennai experience missing or incorrect items, impacting order accuracy and trust.
- Older age groups show lower engagement, suggesting the platform's appeal is skewed toward younger users.
- Technical glitches like app crashes and payment failures affect seamless user experience. A quarter of respondents report dissatisfaction with Blinkit's customer support responsiveness.
- Blinkit faces strong competition from Zepto and Swiggy Instamart, demanding constant innovation to retain customers.

Scope of the Study

- This study focuses exclusively on Chennai, one of India's fastest-growing metro cities with a high demand for quick commerce grocery delivery services.
- The study is limited to Blinkit's grocery delivery services, excluding other offerings such as non-grocery deliveries or partner store services.
- Focuses on understanding consumer behavior, expectations, and satisfaction levels regarding Blinkit's service quality, app experience, and pricing.

Research Methodology

A research methodology is the structured plan that outlines how data is collected, analyzed, and interpreted in a study. It acts as a blueprint that ensures the research remains focused and relevant to the topic—in this case, customer satisfaction towards Blinkit's quick commerce services in Chennai. This study follows a descriptive research design, which helps in observing and explaining user preferences without altering any variables. A total of 165 responses were collected using a structured questionnaire through convenience sampling, targeting Blinkit users who were easily accessible and willing to participate.

Research Design

This study adopts a **descriptive research design**, which is ideal for investigating consumer opinions and satisfaction without altering any variables. The design helps to describe the characteristics of Blinkit's service delivery as perceived by customers in Chennai and analyze patterns across key service factors such as speed, quality, and usability.

Sampling Method
Non-Probability Sampling

The sampling method employed in this study is **non-probability sampling**, which means not every individual in the population had an equal chance of being selected. This approach was chosen due to its practicality and accessibility for reaching Blinkit users.

Convenience Sampling

Within the non-probability sampling framework, **convenience sampling** was specifically used. Respondents were selected based on ease of availability and willingness to participate in the survey. This method enabled efficient data collection from active Blinkit users residing in Chennai. Sample Size

A total of **165 respondents** were surveyed for this study. The sample size ensures sufficient representation of Blinkit's user base in the selected geographical area, providing reliable and generalizable insights on customer satisfaction trends.

Data Cllection Methods
Primary Data

Primary data was gathered through a **structured online questionnaire** consisting of multiple-choice and Likert-scale questions. These covered demographic details, usage behavior, satisfaction levels, and user preferences regarding Blinkit's services.

Secondary Data

Secondary data was obtained from relevant academic journals, industry reports, research articles, and case studies. This helped support the analysis and frame the study within the existing literature on customer satisfaction and quick commerce in India.

Data Analysis & Interpretation

Table showing Age Group of the Respondents

Age Group	No. of Respondents	Percentage (%)
Below 20 years	40	24.2
21-30 years	60	36.4
31-40 years	30	18.2
Above 40 years	35	21.2
Total	**165**	**100**

Age Group
165 responses
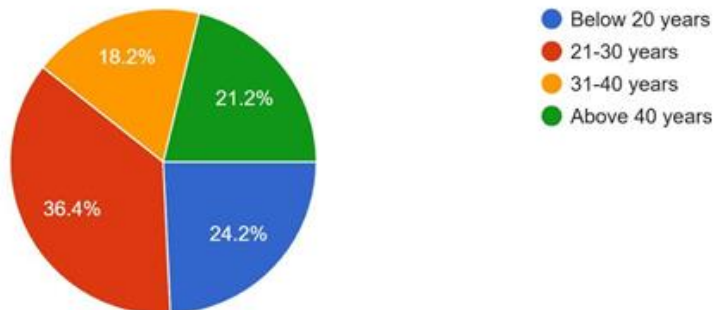
Interpretation: The majority of Blinkit users in Chennai are young adults (21-30 years, 36.4%), showing a preference for quick commerce. A significant 24.2% are below 20, indicating strong adoption among students. Users aged 31-40 (18.2%) and above 40 (21.2%) are fewer, suggesting Blinkit could target older consumers by highlighting convenience and reliability.

Table showing Primary Reason for Using Blinkit

Primary Reason	No. of Respondents	Percentage (%)
Quick delivery time	55	33.3
Competitive pricing and discounts	50	30.3
Convenience of online shopping	30	18.2
Wide range of products	30	18.2
Total	**165**	**100**

Primary Reason for Using Blinkit
165 responses

- Quick delivery time
- Competitive pricing and discounts
- Convenience of online shopping
- Wide range of products
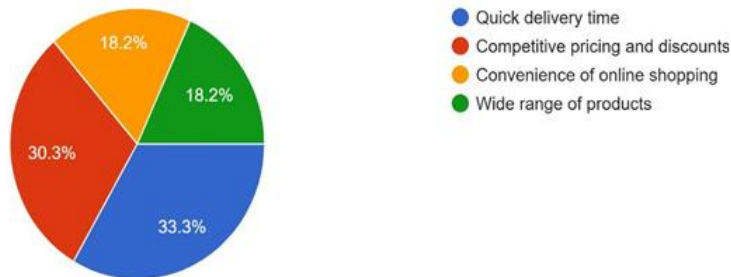
Interpretation: The main reason customers use Blinkit is its quick delivery time (33.3%), followed by competitive pricing and discounts (30.3%). Convenience and a wide range of products each account for 18.2%, showing that while speed and affordability are key factors, product variety also plays a significant role in customer satisfaction.

Table Showing Satisfaction Level With The Accuracy Of Blinkit Orders In Terms Of Correct Items And No Missing Products

Category	No. of Respondents	Percentage (%)
Very Satisfied	80	48.5
Satisfied	45	27.3
Dissatisfied	20	12.1
Very Dissatisfied	20	12.1
Total	**165**	**100**

Satisfaction level with the accuracy of Blinkit orders in terms of correct items and No Missing products
165 responses

- Very Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied
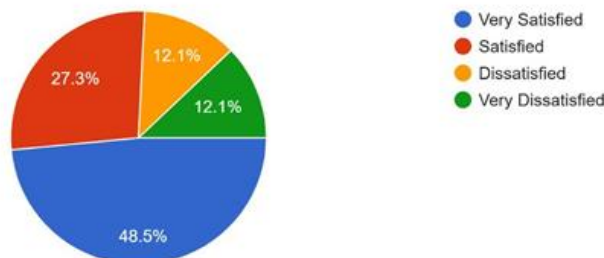
Interpretation: A strong 48.5% of respondents are very satisfied with the accuracy of Blinkit's orders, and 27.3% are satisfied. However, 24.2% report dissatisfaction, suggesting that improvements in order processing and packaging could reduce errors.

Table Showing Satisfaction Level With Blinkit's Customer Support In Terms Of Response Time And Complaint Resolution

Category	No. of Respondents	Percentage (%)
Very Satisfied	80	48.5
Satisfied	45	27.3
Dissatisfied	20	12.1
Very Dissatisfied	20	12.1
Total	**165**	**100**

Satisfaction Level With Blinkit's Customer Support in terms of response time and Complaint resolution

165 responses
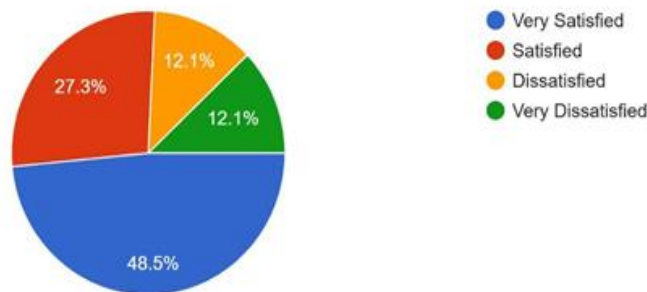
Interpretation: Almost half (48.5%) of respondents are very satisfied with Blinkit's customer support, and 27.3% are satisfied. However, 24.2% express dissatisfaction, indicating that faster response times and better issue resolution could enhance the service.

Findings
- The majority of Blinkit users in Chennai are young adults (36.4%) and students (24.2%), while older consumers have lower adoption.
- Quick delivery (33.3%) and pricing discounts (30.3%) are the main reasons for using Blinkit, followed by convenience and product variety.
- Order accuracy satisfaction is high (75.8%), but 24.2% of users report missing or incorrect items, indicating scope for improvement.
- Most users (48.5%) do not experience technical issues, but 24.2% face frequent problems, requiring better app stability.
- Customer support satisfaction is at 75.8%, but 24.2% of users find response times and issue resolution inadequate.

Suggestions

- To attract older consumers, Blinkit can introduce senior-friendly app features and emphasize convenience and reliability in marketing.
- Enhancing inventory management and AI-driven verification can minimize order errors and improve order accuracy.
- Strengthening technical support, improving app performance, and ensuring a stable payment gateway can reduce user-reported issues.
- Expanding customer support teams, introducing live chat, and improving response time can enhance complaint resolution and overall satisfaction.

Conclusion

Blinkit has established a strong presence in Chennai's quick commerce market, particularly among young adults. Its success is driven by fast delivery and competitive pricing. However, issues related to order accuracy, technical glitches, and customer support responsiveness must be addressed to enhance user satisfaction. By improving service reliability, engaging a broader consumer base, and optimizing technical operations, Blinkit can strengthen its market position and attract a wider range of customers.

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A STUDY ON ONLINE MARKETING STRATEGIES FOR BOOSTING CONSUMABLE SALES ON MYNTRA IN CHENNAI

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Abstract

This study investigates the effectiveness of online marketing strategies in enhancing consumable product sales on Myntra, one of India's leading fashion and lifestyle e-commerce platforms, with a regional focus on the Chennai market. In an era of digital transformation, consumer engagement is increasingly influenced by personalized marketing, influencer collaborations, SEO, and social media campaigns. The research adopts a mixed-method approach, combining quantitative data collected through surveys of 115 Myntra users in Chennai with secondary data from journals, industry reports, and digital marketing platforms. Key findings reveal that timely delivery, product quality, influencer-driven promotions, and discount-driven campaigns play a crucial role in influencing consumer purchase decisions. The study also highlights that young, tech-savvy adults (aged 20–25) constitute the primary customer base, underscoring the need for youth-centric digital strategies.

Keywords: Online Marketing, E-commerce, Digital Strategy, Consumer Behavior, Influencer Marketing, Myntra, Chennai, SEO, Consumables, Social Media Marketing

Introduction

The digital revolution has fundamentally reshaped consumer behavior and the retail landscape across the globe, with India emerging as one of the fastest-growing e-commerce markets. Amid this transformation, platforms like Myntra have carved a niche by offering a curated selection of fashion, lifestyle, and consumable products through sophisticated online marketing strategies. As internet penetration deepens and mobile usage surges in urban hubs like Chennai, digital marketing is no longer just an option but a critical tool for driving brand engagement and sales.

Consumable products—such as cosmetics, personal care items, and fashion accessories—represent a highly competitive category in the e-commerce space. Unlike durable goods, consumables rely heavily on repeat purchases and customer loyalty, making marketing precision vital. In this context, online strategies like influencer partnerships, search engine optimization (SEO), targeted email campaigns, mobile app engagement, and personalized product recommendations have proven effective in capturing consumer attention and boosting conversions. This research aims to explore how Myntra's digital marketing strategies influence consumer purchasing behavior for consumables in Chennai. It investigates the effectiveness of these strategies in terms of brand engagement, customer satisfaction, and sales performance. The study combines

consumer survey data with secondary research to provide insights that can inform data-driven marketing decisions in regional markets.

Review of Literature

Wikipedia Contributors. (2024) Personalized Marketing. An overview of personalized marketing strategies, including data-driven approaches to deliver individualized messages and products.

Wikipedia Contributors. (2024) Word-of-Mouth Marketing. This article examines models of word-of-mouth marketing and their relevance in online communities.

Vogue Business. (2020) The Rise of the Indian Influencer. An analysis of how influencers have become integral to e-commerce in India, with platforms like Myntra leveraging this trend.

Morgan, N. A. (2019) Research in Marketing Strategy. This paper discusses the evolution of marketing strategies, emphasizing the role of personalized marketing in enhancing consumer engagement.

Agarwal, P., Vempati, S., & Borar, S. (2018) Personalizing Similar Product Recommendations in Fashion E-commerce. This study explores personalized recommendation systems in fashion e-commerce, highlighting their impact on user engagement and sales.

Objectves of the Study
- To study the online marketing strategies of the Myntra
- To analyze the promotional strategies of Myntra
- To find the level of satisfaction to the customers of Myntra
- To study the effectiveness of online marketing strategies in increasing the sale of products of Myntra.

Research Methodology

The research methodology involves both primary and secondary data collection. Primary data will be gathered through surveys and interviews with consumers and marketing professionals in Chennai. Secondary data will include existing research, reports, and analysis of current trends on Myntra. The study will also include a comparative analysis of marketing strategies employed by leading consumable brands on the platform.

Statement of the Problem
- Online shopping for consumables is growing rapidly, but intense competition among e-commerce platforms challenges brand loyalty.
- Myntra needs to differentiate itself effectively to boost sales of consumable products in a competitive market like Chennai.
- There is a need to analyze the effectiveness of Myntra's current online marketing strategies in influencing customer purchasing decisions.

- It is important to understand whether promotional activities and influencer marketing are creating sufficient customer engagement.
- The study addresses how consumer satisfaction with Myntra's services (such as delivery, returns, offers) impacts repeat purchases.

Scope of the Study
- The study focuses on Myntra's online marketing strategies aimed at boosting the sales of consumable products.
- The research is limited to consumers in Chennai, analyzing their online shopping behavior and preferences.
- The study provides insights into consumer satisfaction levels related to product information, delivery services, and special offers.
- It identifies key motivational factors influencing the purchase of consumables online through Myntra.
- The scope includes analyzing competition from other e-commerce platforms like Amazon and Flipkart.
- It contributes to identifying areas for improvement in Myntra's online marketing and customer engagement strategies.

Sampling Method
- Sampling Technique: Simple Random Sampling
- Sample Size: 105 respondents
- Sampling Area: Chennai
- Population: Consumers who are familiar with and/or have made purchases from Myntra

Data Collection Methods
Primary Data Collection
- Instrument: Structured questionnaire
- Method: Survey (offline and/or online)
- Target Group: Myntra customers residing in Chennai

Secondary Data Collection
- Online sources: Myntra's website, marketing blogs, and consumer behavior studies
- Books and journals: Including academic references on digital marketing and consumer psychology
- Reports and articles: Referencing current trends in Indian e-commerce and digital strategy implementation

Data Analysis and Interpretation
Age of the Respondents:

Age
115 responses
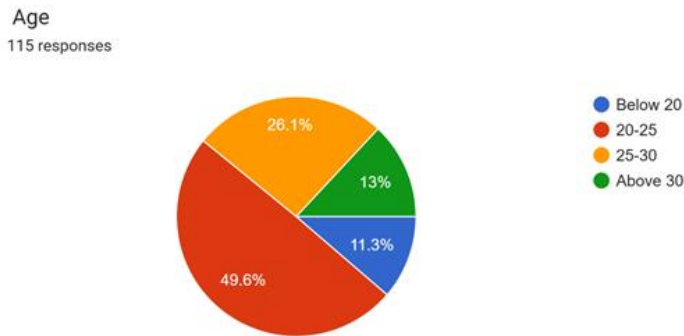
Table: Age Distribution of Respondents

Category	No. of Respondents	Percentage (%)
Below 20	13	11.3%
20-25	57	49.6%
25-30	30	26.1%
Above 30	15	13%
Total	**105**	**100%**

Interpretation

Respondents aged 20–25 (49.6%) form the majority, followed by those aged 25–30 (26.1%) and above 30 (13%). The smallest group is below 20 years (11.3%). This highlights that young adults are the primary users of Myntra in Chennai. Their familiarity with technology and online shopping platforms makes them a key target for digital marketing. Myntra can further strengthen its presence by tailoring campaigns for this age group.

Motivational Factors for Buying on Myntra

Rank the following factors influence you before making a selection of product in Myntra
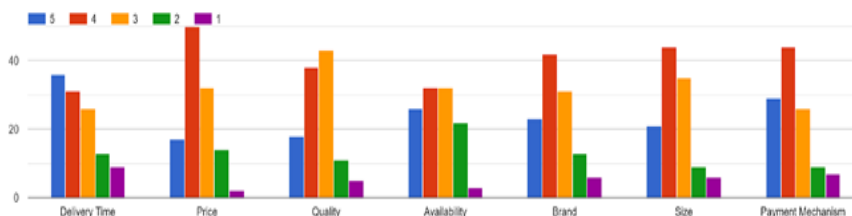
Table: Motivational Factors for Buying on Myntra

Factor	5	4	3	2	1
Delivery Time	36	31	26	13	9
Price	17	50	32	14	2
Quality	18	38	43	11	5
Availability	26	32	32	22	3
Brand	23	42	31	13	6
Size	21	44	35	9	6
Payment Mechanism	29	44	26	9	7

Interpretation:

Delivery time ranks highest among motivational factors, followed by price and quality. Availability, brand, size, and payment mechanism also influence purchasing decisions but to a lesser extent. These results suggest that fast delivery, affordability, and product quality are the core drivers behind user satisfaction. Myntra should optimize logistics and highlight value-based offerings.

Marketing Strategies Help in Increasing Sales

Do you think marketing strategies help company to increase sales
115 responses
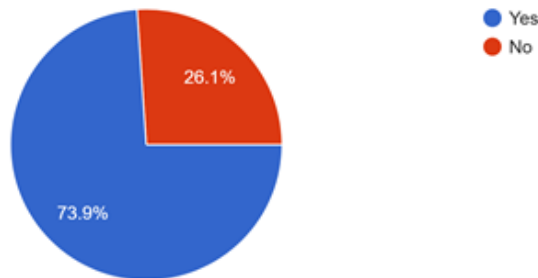
Table: Marketing Strategies Help in Increasing Sales

Category	No. of Respondents	Percentage (%)
Yes	85	73.9%
No	30	26.1%
Total	**105**	**100%**

Interpretation:

A majority of respondents (73.9%) believe that marketing strategies help increase sales on Myntra, while 26.1% think otherwise. This indicates that promotional activities play a crucial role in influencing customer buying behavior. Effective marketing strategies such as limited-time offers, personalized ads, and influencer tie-ups can significantly enhance consumer engagement and boost sales.

Findings

- 40.9% of respondents use Amazon besides Myntra, showing it as a major competitor.
- Products most purchased on Myntra include handbags (25.2%) and clothes and cosmetics (24.3% each), highlighting a preference for fashion-related items.
- Delivery time, price, and quality are the top motivational factors for shopping on Myntra, with 36 respondents rating delivery time as "5."
- Ratings (41 respondents gave it 1) and brand image are significant influencers when selecting products.
- 73.9% believe that marketing strategies help increase sales on Myntra.
- Promotional strategies like End of Reason Sale and festival offers received high satisfaction, with 44 respondents rating them "4."
- 78.3% of respondents have availed special offers, indicating promotional success.
- 40.9% are satisfied with product information, while 17.4% are very much satisfied.
- 39.1% of users reported quality issues, and 27% faced problems with the return policy.
- Features like exchange, customer service, and delivery time received favorable ratings.
- 75.7% of respondents are willing to recommend Myntra to others.
- 42.1% of users are satisfied with delivery options and timing, while 19.3% are very much satisfied.

Suggestions

- Myntra should focus on youth-centric marketing campaigns, as the 20–25 age group forms nearly half of its user base.
- Since more women use Myntra, expanding women-centric product ranges and offers could drive higher engagement.
- Customized promotions for self-employed and student segments can boost customer acquisition and retention.
- Content should be optimized to suit graduate-level audiences, providing detailed and clear product information.
- To convert the remaining 26.1% non-users, Myntra should focus on awareness campaigns and better onboarding experiences.
- Strengthen user loyalty programs to shift occasional buyers to regular users, targeting the 59.2% who shop "often" or "sometimes."
- To compete with Amazon, Myntra can enhance exclusive fashion collections and brand collaborations.

Conclusion

The study on "Online Marketing Strategies for Boosting Consumable Sales on Myntra in Chennai" reveals that Myntra has established a strong presence among young,

educated, and self-driven consumers, especially those in the 20–25 age group. With a user base that predominantly includes graduates, women, and self-employed individuals, Myntra's appeal lies in its focus on fashion, convenience, and affordability. The platform's marketing strategies—particularly festive offers, discounts, and exclusive sales events—have proven effective in attracting and retaining customers, as reflected by the high number of users who regularly avail special deals and recommend Myntra to others. However, some concerns like product quality issues, return policies, and hidden charges remain areas that require attention. The results clearly show that timely delivery, trustworthy product information, and a smooth user experience play key roles in influencing consumer satisfaction and loyalty. Overall, Myntra's marketing efforts are largely successful, but continued innovation in promotional strategies, customer support, and service enhancements will be crucial in sustaining and growing its consumable sales in the competitive Chennai market.

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A STUDY ON FINANCIAL AWARENESS AND LITERACY AMONG COLLEGE PROFESSOR WITH SPECIAL REFERENCE TO VISTAS

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Introduction

In today's changing economy, financial literacy is essential, particularly for academic professionals who handle retirement plans, research money, and personal finances. This study highlights the instructors' involvement in guiding students beyond academics by examining their financial literacy and awareness levels at VISTAS. Their ability to make financial decisions is not well understood, despite their influence. This study highlights the need for financial education in academia by examining their financial knowledge, difficulties, and readiness. This will guarantee that professors having the financial means to properly manage and teach financial information.

Effective financial management requires both financial literacy and awareness, which enables people to make wise choices in a changing economic environment. To effectively manage finances, one must be informed of financial products, dangers, economic trends, and digital banking. By empowering people to use their financial knowledge for debt management, retirement planning, investing, saving, and budgeting, financial literacy goes one step further. For academic instructors who manage salary, research funding, and long-term financial obligations, these abilities are essential. Professors' financial security and decision-making can be improved by increasing their financial literacy through training programs, institutional assistance, digital tools, and investment awareness. This will ultimately improve their personal and professional lives.

Objectives of the Study

- To evaluate the financial literacy of professors in terms of investment, savings, and retirement planning
- To assess individual saving habits and investment preferences, while analyzing their financial management strategies for sustaining their livelihood
- To analyze the challenges faced by professors in financial planning and investment management
- To assess academic professionals' confidence in financial management, views on financial literacy, financial goals, planning habits, and barriers to financial awareness

Limitations of the Study

- The study focused on 51 VISTAS professors, which limits how well the findings apply to the general population.
- Responses may be influenced by how participants perceive themselves or wish to be seen, affecting accuracy.
- Some participants may have withheld full financial information due to privacy concerns, reducing data reliability.

Review of Literature

David Godsted and Martha Henn McCormick; 2007, The scholar determines Networks Financial Institute is pleased to present an overview of the 2007 National Adult Financial Literacy Survey results, provide a snapshot of the current state of adult financial education in the United States. As part of Indiana State University, NFI offers this research as a resource for organizations and individuals involved in financial education.

Haşmet SARIGÜL; 2014, The author has concluded that; to determine the level of financial literacy among university students, to find out the relationship between financial literacy and student characteristics, and to provide an information resource that may assist with the development of strategies to improve financial literacy among university students.

Akua Peprah-Yeboah Assistant Lecturer; Weliko Emmanuel Blialy Frejus; Ernest Fianko Department of Accounting and Finance, Kwame, Nkrumah University of Science and Technolog, Kumasi, Ghana, 2018, The writer evaluated KNUST students' financial literacy on inflation, compound interest, and risk diversification, revealing low literacy levels influenced by personality traits and cognitive ability. The study highlights the need for tailored financial literacy programs and suggests further research on psychological factors, broader university inclusion, and curriculum integration.

Research Methodology

Data Collection Tool: A structured survey questionnaire with questions about financial literacy and demographics was used to gather primary data from college professors. Using straightforward language and a combination of multiple-choice and rating scale questions for ease of analysis, the questionnaire concentrated on personal finance subjects such as debt management, investments, savings, and budgeting.

Sampling Methodology: Professors for Vels Institution of Science, Technology and Advanced Studies (VISTAS), Pallavaram , were chosen at random. This guaranteed a representative and varied sample.

Data Analysis Tools: Responses were analyzed using tables to display numerical data and pie charts to visualize trends in financial behaviors, such as investment preferences and budgeting habits.

Data Interpretation: The interpretation revealed strong knowledge in budgeting and savings but gaps in advanced financial concepts. Demographic analysis revealed how discipline, age, and teaching experience impact financial behaviors, underscoring the need for specialized financial literacy training for academics.

Analysis and Interpretation

This study analyzes financial awareness and behavior among 51 college professors through various demographic, behavioral, and attitudinal lenses. The demographic data indicates a predominance of experienced faculty—over 82% are aged 30 and above, and 96% hold PhDs. Most (43.14%) have between 11–20 years of teaching experience, highlighting a mature and academically advanced respondent group.

Demographics and Department Representation

- **Age:** 82.35% being aged 30 and above.
- **Gender:** 72.55% of respondents were female.

Financial Awareness and Practices

- **Budgeting:** 100% maintain personal budgets, indicating high financial discipline.
- **Basic Financial Concepts:** 72.55% rated their knowledge at Levels 4 or 5.
- **Investment Knowledge:** Similarly, over 90% rated themselves at Level 3 or above.
- Notably, 62.75% have attended financial seminars, and 72.55% track their finances regularly. However, 9.80% do not track finances at all, suggesting areas needing attention.

Savings, Investments, and Retirement Planning

- **Savings Behavior:** 45.10% save less than 10% of their income, while 35.29% save more than 30%.
- **Investment Choices:** Fixed Deposits and Mutual Funds are most popular (45.10% each), showing a balance of security and growth.
- **Retirement Planning:** 52.94% have a retirement savings plan, though 35.29% do not.
- This reveals financial maturity among many, but also indicates room for growth in savings and long-term planning.

Decision-Making and Emergency Preparedness

- **Decision-making:** 72.55% rely on self-research; none use financial advisors.
- **Emergency Funds:** 54.90% lack an emergency fund, reflecting vulnerability.
- While professors show initiative, the lack of professional guidance and emergency planning is a concern.

Awareness and Financial Attitudes

- **Tax-Saving Awareness:** 64.71% are knowledgeable; however, a third remain unaware or only somewhat aware.
- **Inflation Awareness:** Nearly 90% are aware of inflation impacts.
- **Credit Usage:** 62.75% use credit, and 90.20% are aware of credit scores—strong indicators of financial consciousness.

Financial Goals and Curriculum Perspective

- **Goals:** Wealth accumulation (54.90%), children's education (45.10%), and retirement planning (37.25%) are top priorities.
- **Curriculum Opinion:** 72.55% strongly support incorporating financial literacy into higher education.

Financial Review and Barriers

- **Planning Routine:** 72.55% adjust financial plans annually.
- **Barriers to Literacy:** Lack of training/resources (45.10%) is the top barrier, followed by time constraints and disinterest (each 27.45%).

Finding

- 82.35% of respondents are aged 30 and above, with 96.1% holding PhDs and 43.14% having 11–20 years of teaching experience, indicating a highly educated and experienced group.
- 100% maintain personal budgets, and 72.55% regularly track their finances; over 70% rated themselves highly on understanding financial and investment concepts.
- 45.10% save less than 10% of their income, while 35.29% save more than 30%; Fixed Deposits and Mutual Funds are the top investment choices, each preferred by 45.10% of respondents.
- Only 52.94% have a retirement plan, and 54.90% do not have an emergency fund, highlighting gaps in long-term financial security and risk preparedness.
- 62.75% have attended financial workshops, and 72.55% rely on self-research for decision-making, though none consult financial advisors.
- 82.35% agree that financial literacy should be part of college curricula; however, 45.10% face a lack of training/resources, and 27.45% each cite time constraints and low interest as barriers to financial literacy.

Suggestion:

- Encourage young faculty to participate in financial literacy programs to build early financial planning skills.
- Organize accessible and targeted workshops for faculty at all career stages to enhance financial knowledge.
- Promote stronger saving habits among participants to build emergency funds and improve financial preparedness.
- Urge early and mid-career faculty to establish and follow a structured retirement plan for long-term security.
- Emphasize the importance of maintaining emergency funds to handle unexpected financial situations effectively.
- Introduce flexible, online financial education modules to overcome time constraints and improve accessibility.

Conclusion:

The study reveals that college professors at VISTAS exhibit strong financial literacy, with high levels of budgeting, self-research, and financial tracking practices. Most are experienced, highly educated (96.1% with PhDs), and financially disciplined, particularly in areas like investment knowledge and tax awareness. However, gaps remain—over half lack emergency funds, and many do not have structured retirement plans. The absence of professional financial guidance suggests a missed opportunity for optimized financial planning. While overall awareness is commendable, further efforts are needed to improve preparedness in areas like contingency planning and retirement security. The strong support for integrating financial literacy into the curriculum highlights its growing importance in both academic and personal spheres.

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3. Financial Literacy of Undergraduate Students: Do Personality Traits and Cognitive Ability Matter? **A Peprah-Yeboah, WEB Frejus, E Fianko target, 2018• academia.edu**

A STUDY ON CUSTOMER SATISFACTION TOWARDS HP LAPTOPS WITH SPECIAL REFERENCE TO CHENNAI

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Abstract

This study explores customer satisfaction with HP laptops in Chennai. With laptops being essential tools for work, education, and entertainment, it is crucial to evaluate how effectively HP meets consumer expectations. Using descriptive research methodology and percentage analysis, this study assesses factors such as performance, design, pricing, and after-sales service. Findings suggest HP enjoys strong brand recognition and reliability, though improvements in service responsiveness and pricing strategies could enhance customer satisfaction.

Keywords: *HP, Customer Satisfaction, Laptop Performance, After-Sales Service, Chennai*

Introduction

In today's digital age, laptops have become indispensable tools that support education, business, communication, and entertainment. The shift towards online learning, remote working, and digital collaboration has significantly increased the reliance on personal computing devices, especially laptops. With their portability, performance, and versatility, laptops cater to a broad spectrum of users ranging from school students and college-goers to working professionals, entrepreneurs, and creative individuals. In India, this growing dependence on digital devices has fueled rapid growth in the laptop market. Consumers now expect more than just basic functionality—they seek devices that are fast, durable, stylish, and supported by efficient after-sales service. As a result, customer satisfaction has become a vital performance indicator for laptop brands seeking to retain users and remain competitive.

This study focuses on understanding the satisfaction levels of HP laptop users in Chennai by analyzing their preferences, feedback, and overall experiences. By identifying the key drivers of satisfaction and areas of concern, the study aims to offer valuable insights that can guide HP in enhancing its offerings and strengthening customer relationships in a competitive market.

Review of Literature

- **Harshita & Jain (2023)**: Harshita and Jain conducted an in-depth examination of digital marketing strategies employed by Blinkit, with a particular focus on customer acquisition and brand awareness. Their findings revealed that Blinkit's strategic use of social media engagement, targeted advertisements, and influencer

collaborations significantly boosted its visibility and user growth. The researchers emphasized that interactive digital campaigns, referral bonuses, and personalized advertising contributed to sustained customer interest and platform loyalty. These strategies mirror the approaches adopted by tech companies like HP, which are increasingly relying on digital platforms to connect with consumers, promote new laptop models, and engage younger, tech-savvy audiences.

- **Mishra & Dutta (2022)**: Mishra and Dutta focused on post-purchase experience and how it shapes long-term customer satisfaction in the electronics sector. Through a survey of HP laptop users in urban areas, they found that consistent product performance, software support, and timely service center response were key to maintaining positive customer sentiment. The study concluded that companies like HP, which provide a seamless post-sale experience, enjoy higher customer retention rates and more favorable online reviews, which in turn attract new buyers.

Objectives of the Study
- To study on customer satisfaction with HP laptops in Chennai.
- To identify key satisfaction drivers such as product features, design, pricing, and service quality.
- To assess the impact of after-sales service and technical support on customer loyalty.
- To examine satisfaction levels across demographic segments.
- To suggest ways HP can enhance customer experience and retention.

Statement of the Problem
While HP holds a significant market share in Chennai, challenges such as rising competition, pricing perception, and service consistency affect consumer loyalty. Some users face dissatisfaction with after-sales response time, and technical issues remain unresolved swiftly. With alternatives like Dell, Lenovo, and Asus gaining popularity, it's important for HP to continually assess and adapt to customer needs.

Scope of the Study
- The study is limited to users of HP laptops in Chennai.
- It covers customer experience, product satisfaction, pricing perception, and service evaluation.
- Feedback was gathered from diverse user groups, including students, professionals, and business users.

Research Methodology
Research Design:
Descriptive research design was adopted to evaluate customer preferences without manipulating variables.

Sampling Method:

Non-probability sampling with a convenience sampling approach was used to gather responses from easily accessible HP users.

Sample Size:

115 respondents from Chennai participated in the survey.

Data Collection Methods:

- **Primary Data**: Collected through a structured questionnaire consisting of Likert-scale and multiple-choice questions.
- **Secondary Data**: Sourced from research journals, HP's official website, and technology blogs.

Data Analysis & Interpretation

Table showing Age Group of Respondents

Category	No. of Respondents	Percentage (%)
Below 20	15	13%
21 – 30	35	30.4%
31 – 40	30	26.1%
Above 40	35	30.4%
Total	**115**	**100%**

Age group
115 responses
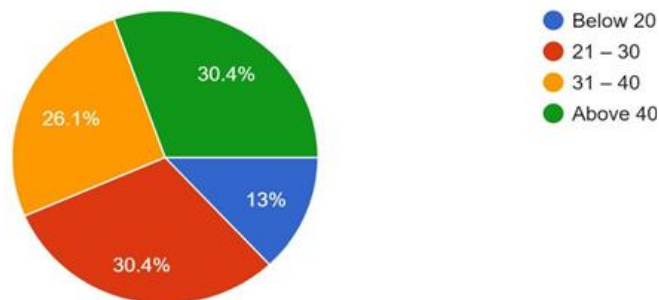
Interpretation:

Most HP laptop users fall between 21–30 years (30.4%) and 31–40 years (26.1%). This indicates strong appeal among young professionals and middle-aged adults. A smaller percentage (13%) are below 20, showing less usage among students. Users above 40 also make up a notable 30.4%. HP enjoys broad acceptance across age demographics.

Table showing Satisfaction with Laptop Performance

Category	No. of Respondents	Percentage (%)
Very satisfied	33	28.7%
Satisfied	37	32.2%
Neutral	32	27.8%
Dissatisfied	13	11.3%
Total	**115**	**100%**

Satisfaction level with laptop performance
115 responses
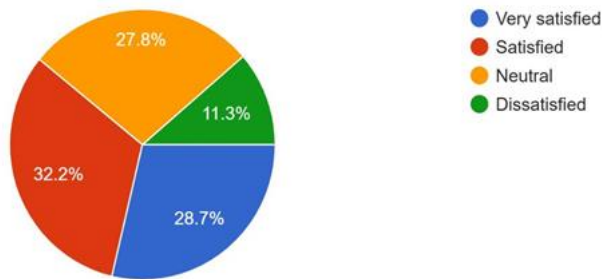
Interpretation

Users are largely satisfied with performance, with 32.2% satisfied and 28.7% very satisfied. Neutral users form 27.8%, and only 11.3% are dissatisfied. The overall feedback is positive. However, HP can still improve performance aspects to reduce neutrality and dissatisfaction.

Table showing Satisfaction with Display and Screen Quality

Category	No. of Respondents	Percentage (%)
Very satisfied	67	58.3%
Satisfied	23	20%
Neutral	15	13%
Dissatisfied	10	8.7%
Total	**115**	**100%**

Satisfaction level with display and screen quality
115 responses
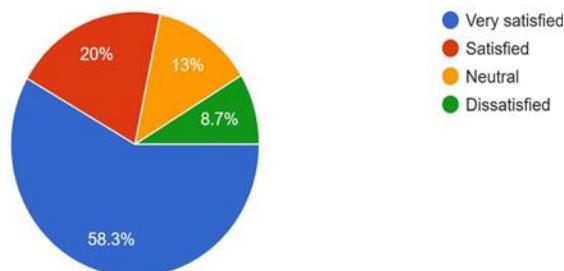
Interpretation:

A majority (58.3%) are very satisfied with the display quality, and 20% are satisfied. Only 8.7% are dissatisfied. This reflects HP's strength in providing a good visual experience. It's a key positive feature that enhances the user experience for work and media consumption.

Table showing Efficiency of Service Issue Resolution

Category	No. of Respondents	Percentage (%)
Resolved immediately	57	49.6%
Resolved after delay	26	22.6%
Partially resolved	15	13%
Not resolved	17	14.8%
Total	**115**	**100%**

Efficiency of service issue resolution
115 responses
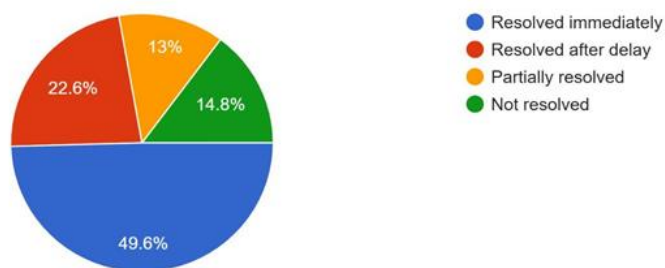
Interpretation

Nearly half the users (49.6%) say their service issues were resolved immediately, while 22.6% experienced delays. Some users reported partial (13%) or no resolution (14.8%). This highlights a need for improved consistency in service efficiency. Timely issue handling is crucial to maintaining customer trust.

Findings

- HP enjoys strong customer satisfaction among users aged 21–40.
- Performance, durability, and brand trust are key satisfaction drivers.
- A significant percentage of users reported minor dissatisfaction with service speed and cost.
- Price-sensitive users still favor HP due to perceived long-term value.

Suggestions

- Enhance responsiveness of service centers, particularly in Tier 2 zones of Chennai.
- Introduce loyalty rewards or referral benefits to retain customers.
- Offer customizable models to cater to niche professional needs.
- Improve promotional strategies for students and freelancers.

Conclusion

HP continues to be a preferred laptop brand in Chennai, driven by reliable performance and strong brand equity. However, to sustain its competitive edge, HP must address service-related concerns and enhance value propositions for a broader customer base.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA SPECIAL REFERENCE WITH CHENNAI

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Abstract

This study aims to judge consumer satisfaction admit Yamaha, a chief brand in the two-wheeler automotive subdivision. The research investigate various determinants doing consumer satisfaction, containing fruit quality, reducing, department dealing with customers, brand image, and overall client knowledge. A organized questionnaire was used to accumulate basic data from Yamaha consumers, and the reactions were analyzed utilizing mathematical finishes. The findings signify that while most clients are satisfied accompanying Yamaha's act, design, and brand reputation, skilled is range for bettering in after-sales service and spare parts chance. The study decides with implications to reinforce customer delight and hearten brand dependability, ultimately providing to Yamaha's back-and-forth competition in the market. Additionally, mathematical variables to a degree age, income, and habit patterns were resolved to think satisfaction across various consumer segments. The study more focal points the importance of compatible aid feature and timely client support. Overall, the research supplies valuable insights for Yamaha to polish allure customer friendship actions and develop service contributions.
Keywords: Customer Satisfaction, After-Sales Service, Brand Loyalty.

Introduction

Customer delight is a key rhythmical that significantly influences the enduring gain and sustainability of a brand, specifically in the competitive countryside of the car and two- wheeler manufacturing. In today's market surroundings, consumers are more cognizant and have greater expectations, that form it authoritative for companies to supply instructions consumer delight to ensure dependability, certain spoken, and repeat business. Yamaha, all at once of the chief two- wheeler brands, has incised a niche for itself accompanying allure devote effort to something quality, novelty, and consumer- principal design. However, to maintain and evolve allure advertise share, it is important to continuously judge and accept consumer satisfaction levels.

Definition

1. **Customer Satisfaction**: It is the calculation of by means of what products and duties provided by a guest meet or outpace customer beliefs.
2. **Yamaha**: A international brand famous for production motorcycles, scooters, and a wide range of automotive and lyrical supplies, Yamaha is widely acknowledged for allure design, innovation, and acting in two together-wheeler manufacturing.

3. **After-Sales Service**: The support supported to a customer afterwards a merchandise has existed bought, including sustenance, repair, and client help, that plays a vital act in forming client delight and brand loyalty

4. **Brand Loyalty:** The magnitude at which point customers usually select the same brand over favorites, frequently influenced by helpful knowledge, satisfaction, trust, and exciting links accompanying the brand.

Review of Literature

Ajzen & Hassn (2024).

In this study this function is individual of ultimate knowledgeable of Sidgwick, the realistic is indeed established the moral hypothesis of utilitarianism, in this place study of client vindication the users practice is completely established utility function when the choice rotates about the amount discomfort or delight in moves.

Bhatnagar (2023).

In the verdicts of me has inspected that the customers delight many opportunity affected by the chance of items bought by consumers and duties,the delivery of status customers merchandise and service has settled a big concern of all trades. Consumer vindication is usually known as a post- devouring verdict doom concerning an exact merchandise or duty.

Bousch & Homer (2022).

In this verdicts Author created about the reliable buyers delight. True consumers are those the one buys alike brand merchandise in their shopping everytime. They never annoyed about the profit cause they experienced about value will be maintained in accordance with the price of the device. A true client is more influential than 10 new customers to the guest.

Csikszentmihalyi (2021).

In this judgments of me examined that skilled are a connection betwixt brand makeup and the services delight about the fruit. It is concurred cause if the grade of services increase, the brand price increase and the degree of services delight decrease before commonly brand profit will decrease. It is had connection with each other.

Dailey & Fmi (2020).

In the verdicts, creator has examined that judgment decreased that the use occurrence was at smallest as better as it was assumed expected in the consumer's stance towards the amount. D'essenc (2019).

In this study, me has intentional about the position of the services stance, Which is very important in acquire the clients, and this process is as known or named at another time or place the client friendship administration.

Donthu & Garcia (2018).

In this study, me has clear that the doing the purchasing process of the consumers, for eg, companions, folks, television, and ads. These types of determinants impact the consumer to buy the output. These are the dimensional forces that form potential shopper.

Harrison & Albertsons (2017).

In this study, we can sign the value of consumer's reaction to the estimate of the perceived disagreement betwixt past beliefs and the positive depiction of the goods and duties as seen later allure consumption.

Heng patrick & Low kim (2016).

In this study, me has resolved that consumers vindication is affected by the obtainability of items bought by consumers and aids, The supplying of superiority of customers aid has grown a main. the worry of all trades. Consumer satisfaction is uniformly outlined as a post- devouring evaluative ruling having to do with a exact merchandise or duty.

Hoffman & Novak (2015).

In this study, me has checked the grade of services prospects toward a exact brand. Hence the services prospects clash from individual brand to another. So, we should analyze our consumer anticipations.

Hsiao H L (2014).

In this study, The author has checked the post-purchase stance of customer.event purchase purchasers boldness is definite but subsequently the purchase, the stance can evolve into an negative and therefore it primes to discontent.

Kim & Karpova (2013).

In this study, me had told the someone abilities to the sellers to gain the new consumers to boost the buying capacity. If the capacity of the reductions increases than automatically profit will still increase.

Lorek (2012).

In this study, me has determined a message for 'services' upon two approaches: With the neighborhood to honesty, "A services is the being the one measures the character of the device and duties" and on the process-familiarize approach, "the consumer is the life or group that obtains the exertion crop".

Raman Swati & Radhika Neela (2011).

In this study, me has examined about the output begin of the curative amount to stock exchange. Strategic restricting for the initiate and introduce a loan for the begin of the composition are main for the new brand performance course. Author has further examined

the awareness change about ability in retail and potentials of changeful the idea to the amount.

Roy Subhadip (2010).

Has given an all-inclusive segment intelligent analysis on the subject. He has also handled the part of concerning a country with a and international services arrangings in consumer guardianship.

Thathoo Rahul & Kacheria Rahil (2009).

In this study me has Studied discussed that immediately moment of truth trades hope to reach worth more fast, and faster habit to reach entire brand knowledge is through connected to the internet channels.

Torkzadeh & Dillion (2008).

The book exposes the main matters in consumer regulation and rehashes the guidelines commanding and they have further mirrored the rules of governing client contacts and procedures underrating these rules.

Objectives of the Study
- To judge the factors doing consumer satisfaction toward Yamaha merchandise and aids.
- To think how merchandise quality, reducing, service effectiveness, and brand image cause customer delight.
- To evaluate the impact of department dealing with customers on consumer memory and dependability in Yamaha's client base.

Statement of the Problem
- Despite Yamaha's all-encompassing brand reputation, vacillations in client satisfaction can influence its advertise performance.
- Limited dealership reach and contradictory after-sales service can cause dissatisfaction with country and semi-city customers.
- Understanding consumer feedback is owned by identify breach functional quality, produce performance, and ideas strategies.

Scope of the Study
- The study goals Yamaha two-wheeler consumers across various demographic domains.
- It aims to survey how client vindication is shaped by amount acting, dealership service, brand understanding, and appraising.
- Insights from the study can help Yamaha purify allure customer date procedures and improve overall service.

Research Methodology

This study adopts a explanatory research design to determine customer delight towards Yamaha commodity. Data was calm using a organized inquiry distributed to Yamaha clients. A usefulness savoring method was working to select accused. Both basic and secondary dossier were secondhand, with basic dossier calm through surveys and secondary dossier from guest reports and items. Quantitative analysis was conducted utilizing mathematical tools like allotment reasoning and charts. The verdicts aim to identify key vindication operators and extents for improvement.

Research Design Descriptive Research Design

This study uses a explanatory research design to orderly draw and resolve information had connection with client vindication towards Yamaha. It helps in understanding client ideas, advantages, and satisfaction levels. The design is acceptable for securing current belief and conducts outside maneuvering variables.

Sampling Method
Non-Probability Sampling

Non-expectation sampling was used to draw dossier from Yamaha customers. Convenience savoring was applied, point in a direction surely accessible Yamaha consumers such as shop visitors and duty center clients. This method was preferred due to period restraints and the ease of reaching real product consumers.

Convenience Sampling

This study uses availability examining to collect reactions from Yamaha consumers who were quickly usable, such as those visiting showrooms or aid centers. It admits quick and smooth approach to relevant partners. This pattern is practical for accumulating dossier within a restricted period of time.

Data Analysis & Interpretation
Percentage Analysis

Table Showing the Age Group

Particulars	No of Respondents	Percentage
18-20	25	25
20-35	44	44
35-50	20	20
50 and above	12	11
Total	101	100
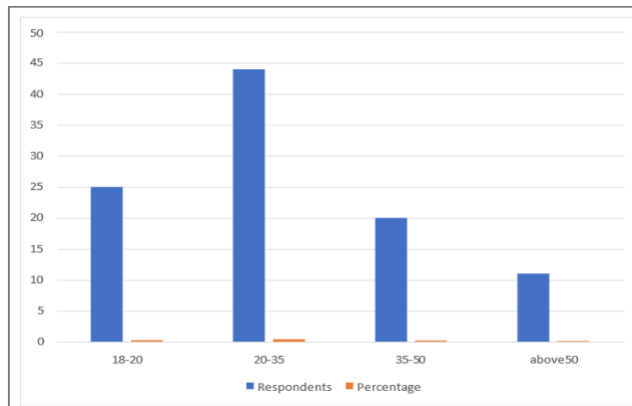
Chart Showing the Age Group of the respondents

Interpretation

In the above table out of the 101 respondents, the majority of the respondents are in the age group of 20-35 years. The above table shows that the age groups between the 18 to 20 years respondents are 25%, 44% of the respondent are in the age group of 20-35 years, the age group between the 35-50 year respondents are 20% and the 11% of respondent are the age group of 50 years and above.

Table Showing Monthly Income

Monthly income	No of Respondents	Percentage
Rs 7500-10000	7	7
Rs 10000-20000	43	43
Rs 20000-30000	35	35
30000 and above	16	15
Total	101	100
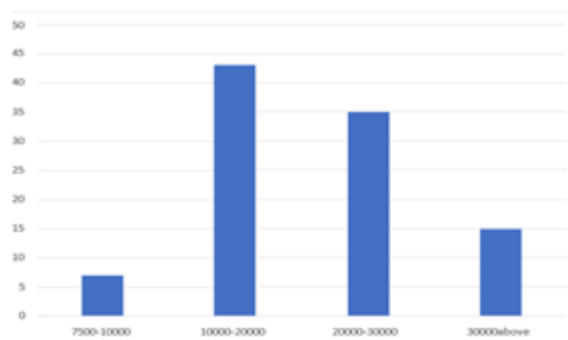
Chart Showing the Age Group of the respondents

Interpretation

Most of the clients are interested in purchasing the black and silver color bike. In the above table shows out of the 101 respondents the 30% of customers are selecting the black color bike,25% of respondents are moving to the silver color,15% of respondent chooses the

ash color and 12% of respondents are choose the blue color bikes and 18% respondents go for red.

Table Showing the color of YAMAHA bike

Color	No of Respondents	Percentage
Red	18	18
Black	30	30
Silver	25	25
Blue	12	12
Ash	16	15
Total	101	100
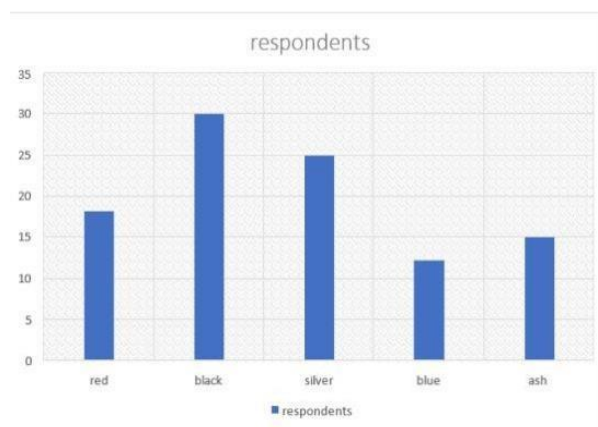
Chart Showing the Color of the YAMAHA bike

Interpretation

Most of the clients are interested in purchasing the black and silver color bike. The above table shows out of 101 respondents 45% of purchaser knowing about the Yamaha By friends, 25% are by the advertisement, 25% of customers are knowing by the media and 5% from others.

Findings

- Most clients are compensated with Yamaha's output efficiency, design, and fuel effectiveness.
- After-sales service quality plays a important part in overall customer delight.
- Some clients emphasize delays in service and restricted chance of spare parts as extents needing bettering.
- Suggestion
- Yamaha bear advance aid center operations by lowering resting occasions and streamlining processes. This will improve customer delight and boost repeat visits.
- The party needs to guarantee timely chance of spare parts by any means outlets. This will help prevent client disappointment and maintain brand trust.

- Regularly accumulating and resolving consumer response is recommended. It will help Yamaha recognize issues early and steadily develop their aids.

Conclusion

The study decides that overall client satisfaction towards Yamaha is certain, accompanying most clients enjoying the brand's product condition, depiction, and fashionable design. Fuel adeptness and ease of handling are again key substances that engage customers. However, help- connected issues in the way that delays and the state of lacking something needed or usual of spare parts were noted concerning by few accused. Despite these challenges, Yamaha asserts a loyal client base on account of allure strong brand character. To further embellish delight, the party should devote effort to something reconstructing duty adeptness and expanding part chance. Continuous client response and service upgrades can help Yamaha stay competing. Overall, the guest act the right path but has room for bettering in distinguishing functional extents.

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A STUDY ON MARKETING STRATERGY OF ONE PLUS AND ITS EFFECTS ON CONSUMERS BUYING BEHAVIOUR SPECIAL REFERENCE TO CHENNAI

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Abstract

This research is about the Electronic Applicance, One Plus. In this research, I resolved the arrangement and allure processes from an variability of idea. The institution's planning, allure rivals and allure access policy into foreign markets is still examined. The prominence during the whole of the attempt would be on calculation out the arrangement in accordance with various aspects and urged reasonable game-plans that the organization manage attend and the worldwide advertise share of the arranging what of its rivals in the various merchandise classes that they introduce.One Plus is an ideal arrangement for research on account of allure irregular and inventive habit to handle trade. The scheme of the arrangement search out be sure singular in the client uses sector and this research analyzes the arrangement thoroughly utilizing the forms imitated earlier. The plan is divided into private leaves behind the primary two sections anxious about the agitated to the arrangement and the following two divisions troubled about the resolution about what's in store.

Introduction

Marketing Strategy is a procedure that can permit an organisation to focus allure restricted property on highest in rank chances to increase deals and accomplish a possible back-and-forth competition. Marketing Strategies serve as the elementary supporting of reveal plans engaged to fill display needs and arrive at shopping aims. Plans and marks are by and large reliable for determinable consequences. Usually, shopping systems are founded as complete plans, accompanying a strategic plan designating specific ventures to be realized in the current period. Time skylines below the promoting plan change by arranging, by manufacturing, too, by country, by any means, time skylines are appropriate more restricted as the speed of progress in the surroundings surges. It are dynamic and creative to Market wholes. They are somewhat arranged and somewhat unrehearsed. Marketing methods contains cautious percolating of the Internal and External Environmental environments. Interior environmental variables incorporate the broadcasting blend, apart from killing, investigation and essential necessities. Outer

environmental variables incorporate customer test, challenger survey, target display test, in addition to assessment of some elements of the creative, financial, public or governmental/authentic feeling liable to influence fame. A fault-finding indiscriminate marketing method is commonly in the second place to showcase similarly a arrangement's overall responsibility report. Other than SWOT Analysis, portfolio analyses in the way that the GE/McKinsey gridiron or Adapt examination maybe acted to rule the key center.When a careful instinctive Atmosphere flip through is done, a well defined method maybe buxom to identify business selections, spend money experiment objectives, establish the ideal Marketing join to obtain these objectives, and detail killing. A last advance establishing a shopping strategy search out come to terms to screen progress and a bunch of potential if issues emerge in the killing of the plan

Review of Literature

Tajzadeh Namin Aidin (2012) analysed that ultimate coarse way of selecting over (picking) a brand maybe jolted by situation and content. The discoveries advise a important connection between the determinants "brand manner", and "fruit (wireless). Furthermore, no important friendship was considered as 'tween individual decision making processes (independent or interceded) and produce choice.Nasr Azad ; Maryam Safaei (2012) states that skilled are many confirmations to accept that customers select their amount taking everything in mind brand name. Items furthermore equal their own attributes, that form them differentiable from remainder of something. In this paper, scientists have present an practical review to decide meaningful materials jolting clients' purchasing wish for phones in capital city of Iran, Tehran. The results of the review show that skilled are a few beneficial links betwixt restrictive name and character perception, 'tween selective name and oral communication ad, middle from two points feature perception and devotion, 'tween oral communication and trade name and between brand countenance and trade name.

Ozhan Karimi (2012) had made acquainted an emperical review to search the impacts of various reveal endeavors on brand advantage in mobile manufacturing. That's what the consequences show there is a definite and meaningful network between shopping join efforts and brand advantage. As such, more advertisement could assist accompanying outdoing trade sector uncovering, what implies customers will have more care on market attributes. Among every one of a class harmonized exertion, guarantee impacts on or in a transportation object brand advantage, and that indicates purchasers care upon product benefits than various focal points. At long last, among differing features of brand profit, product restrictiveness plays a important part. All in all, individuals are have a liking or taste for bearing select product, that is not the same remainder of something

Objectives of Study Primary Objective

To study on shopping method of One plus and Its Effect on Consumers of Chennai Region.

Secondary Objective:

- To analyse by what method many shoppers use OnePlus Products.
- To analyse in what way or manner many users are knowledgeable about the Oneplus ad.
- To analyse that type of placard feature plays an main function in doing buyers.
- To analyse Is the One plus ad persuasive leaving a mark in services minds.

Research Methodology

Marketing research is the potential, that links the shopper, customer and public to the supporter through dossier.Data used to acknowledged and typify broadcasting potential freedom to enter and issues: produce, polish and determine shopping project, screen ballyhoo killing, and disturb the next level understanding of advertise as a era.Marketing methods of individual or more vary in their particular goals. They maybe appropriated to address new customer, to reward faithful customer's publicity to extend the recover possession paces of minor customers. Sales publicity mainly aims brand switchers taking everything in mind the reality that non-customers of various brands do not inevitably notice an advancing.

Research Design

The Research Design secondhand for the study in Descriptive Research.

Sampling Method

A Convenience Sampling Method is selected for the study.

Sample Size

The Sample Size Taken for the study is 100.

Population Size

The Population size captured for the study is Infinity.

Data Collection Method

Primary Data: Here direct dossier is got by scattering printed inquiry to the shopping governments of the arranging. Information was furthermore acquired from the remark and interviews arrangements opposed apiece scientists. Also, data was scattered for one administrative heads.

Secondary Data: Here the dossier is seized from the pamphlet of individual or more groups, books, sites, message, papers, paper, etc.

Data Analysis and Interpretation

Table 1: Like of Marketing of Oneplus

S.NO	Particulars	No of Respondents	Percentage
1	Satisfactory	10	10%
2	Impressive	50	50%
3	Effective	30	30%
4	Ineffective	10	10%
	Total	100	100%

Interpretation: Most Number of accused pronounced that they were Impressive about the shopping methods of Oneplus. 30% of accused pronounced that the shopping of Oneplus was persuasive. 10% of accused pronounced that the shopping methods of Oneplus was Satisfactory. And10% of accused pronounced that the shopping methods of Oneplus was Ineffective.

Chart 1: Like of Marketing of Oneplus
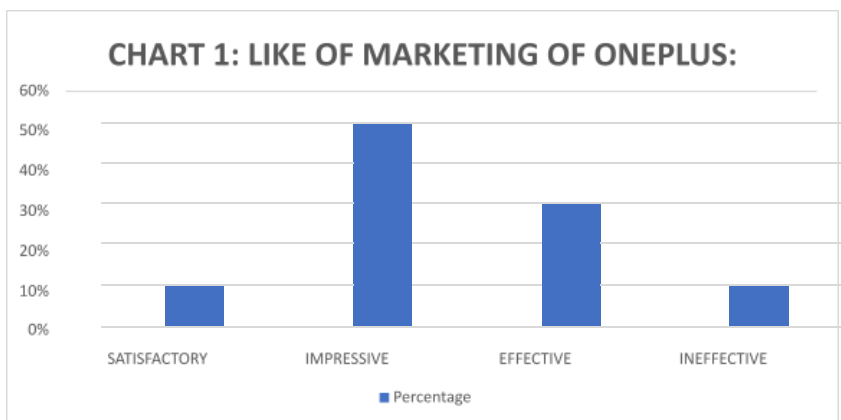
Table 2: Based on the Price Choice What Imprint Do You Convey about One Plus Products

S.NO	Particulars	No of Respondents	Percentage
1	Economical	70	70%
2	Costly	20	20%
3	Neither	10	10%
	Total	100	100%

Interpretation: Most Number of accused pronounced that they were Economical about the Price Choice that they be going to transport about oneplus produce. 20% of accused pronounced that the Costly is the price choice that they be going to transmit about oneplus output. 10% of accused pronounced that neither careful nor priceless is the price choice that they be going to transport about oneplus brand.

Chart 2: Based On The Price Choice What Imprint Do You Convey About One Plus Products:

CHART 2: BASED ON THE PRICE CHOICE WHAT IMPRINT DO YOU CONVEY ABOUT ONE PLUS PRODUCTS

ECONOMICAL COSTLY NEITHER
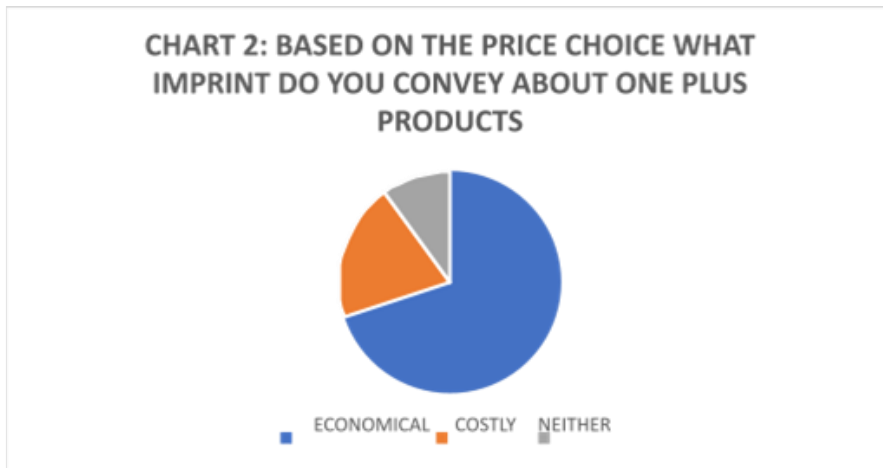
Statistical Test:

Chi – Square Test for Like of the Marketing Concept of Oneplus:

10	50
30	10

There is no significant different among the customers for the like of the marketing concept of oneplus.

Alternative Hypothesis:

There is a significant different among the customers for the like of the marketing concept of oneplus.

O	E	(O – E)	(O – E)²	(O – E)²/ E
10	24	-14	196	8.1666
50	36	14	196	5.4444
30	24	06	36	1.5
10	24	-14	196	8.1666
			TOTAL	**23.2776**

Table Value (T.V) = 3.84

Calculated Value (C.V) = 23.2776

Test Statistic: (r-1) (c-1) = (2-1) (2-1) = 1

Therefore Calculated Value (C.V) > Table Value (T.V)

Therefore Null Hypothesis is Rejected and Alternative Hypothesis is accepted.

Result: Therefore, There is an significant different among the customers for the like of the marketing concept of oneplus.

Findings

- Most Number of accused pronounced that they were Impressive about the shopping methods of Oneplus.

- Most Number of accused pronounced that they were Economical about the Price Choice that they be going to transmit about oneplus output
- There is an important various between the consumers for specific of the shopping idea of oneplus.

Suggestions

- Organization should devote effort to something further developing the subsequently deals help of crop as it is a meaningful element for the deals of consumer commodity.
- Organization should steadily get imaginative in publicizing allure device, fundamentally zeroing aware Worth it will revive the customer between the present and a previous time purchasing the production.
- Organization can handle any of the advancing strategies like scattering free key chain, schedule, shirts for making brand legendary between things.

Conclusion

As for duplicate study and the findings thus are merely the organization has most surely begin with enthusiasm into the cosmopolitan retail. With few supplementary related endeavors, the pronounced association necessities to come the country advertise to completely lie down a good support for itself omnipresent. Customer assistance and Fulfillment are of most extreme meaningful in this place deeply free competition Offer should ought in accordance with the client to achieve Devotion that will in this manner assist accompanying upholding and be a Forerunner On the lookout Consistent Interest in Research and development will assist an Association accompanying obtaining Imaginative products careful and for that reason bring about taller Consumer faithfulness.

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A STUDY ON FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS (FMCG) IN CHENNAI CITY

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Abstract

This article explores the factors influencing consumer buying behaviour toward Fast- Moving Consumer Goods (FMCG) in Chennai. FMCG products are low-cost, high- volume consumables that play a crucial role in daily life. The study investigates the influence of packaging, branding, personal factors, and digital trends on consumer preferences. Using quantitative research with 100 participants, the findings highlight how packaging aesthetics, product information, and social factors shape purchasing patterns. Recommendations are offered to help FMCG companies align their strategies with evolving urban consumer expectations.
Keyword: FMCG, Consumer Behavior Framework, packaging, pricing, and promotions

Introduction

Consumer buying behaviour in the FMCG sector is shaped by psychological, personal, social, and cultural influences. Chennai, with its unique demographic mix and urbanized setting, offers an ideal landscape to explore these behaviours. The habitual nature of FMCG purchases, coupled with the rise of digital platforms, makes it essential for businesses to understand how consumers make decisions.

Consumer buying behaviour is influenced by several factors, including psychological, personal, social, and cultural aspects. For FMCG products, these influences are heightened due to their habitual and repetitive nature. Technological advances, digital payments, and online shopping have also shifted consumer preferences, especially in urban markets like Chennai where both traditional and modern buying habits coexist.

As consumers become more informed and health-conscious, they look for quality, convenience, and value in FMCG products. This study aims to explore how branding, advertising, packaging, and other marketing strategies impact their buying decisions. The findings will benefit businesses, marketers, and policymakers in understanding urban consumer needs and shaping effective FMCG strategies in Chennai.

Review of Literature:

Chitra (2024) explored the role of celebrity endorsements in shaping consumer buying behaviour towards FMCG products in Chennai. The study found that while endorsements increase brand visibility and recall, consumers tend to prioritize product attributes such as

quality, fragrance, and utility during actual purchase decisions.

Selvi & Padmashri (2023) conducted an analytical study on consumer behaviour toward FMCG goods, focusing on the interplay between psychological, economic, and personal factors. Their findings revealed that consumers in Chennai are particularly influenced by affordability, brand reputation, packaging, and promotional strategies. The research emphasized that impulse buying tendencies are common in the FMCG segment, especially when supported by visual merchandising and attractive offers.

Chandramouli et al. (2023) investigated the buying patterns of millennials in the Chennai FMCG market. The study revealed that brand image, peer influence, and digital presence significantly shape their purchasing decisions. Millennials were found to be highly responsive to social media campaigns, influencer reviews, and real-time feedback available on digital platforms. Furthermore, the study pointed out that this segment values authenticity and quick access to product details, and they are more likely to experiment with new FMCG brands compared to older consumers.

Objective of the Study

- To identify the packaging impact on the consumers' buying decision.
- To find out the impact of the packaging elements on consumers' purchasing behavior.
- To measure the role of each packaging element on the consumer.

Scope of the Study

This study focuses on the key factors influencing consumer buying behaviour towards FMCG products in Chennai. It examines how demographics, branding, packaging, pricing, and promotions affect purchase decisions across categories like food, personal care, and household goods. Both online and offline buying patterns are considered to reflect current market trends.

Research Methodology
Research Design

The research design provides a systematic approach to investigate the factors influencing consumer buying behaviour in the FMCG sector. A **descriptive research design** has been adopted for this study.

- **Purpose**: To identify and analyze the various psychological, social, and economic factors that drive consumer purchase decisions for FMCG products in Chennai.
- **Nature of the Study**: This is a **quantitative study**, focusing on measurable data collected through a structured questionnaire and analyzed using statistical tools.

Data Collection

- Primary Data: Structured questionnaire covering demographics, shopping habits, and packaging influence.
- Secondary Data: Literature, journals, and industry reports.

Tools Used:

The data collected will be analyzed using:

- **Descriptive Statistics**: To summarize responses and identify trends
- **Percentage Analysis**: To determine the impact of various factors
- **Pie Charts:** For visual representation of key data points.

Data Analaysis and Interpretation

Table showing Major Age of People Responded

Age Group	Frequency	Percentage
Under 18	1	1.7%
18-24 Years	32	31.7%
25-34 Years	42	41.7%
35-44 Years	24	23.3%
45-54 Years	1	1.7%
Over 55	0	0%
Total	100	100%

what is your age?
60 responses
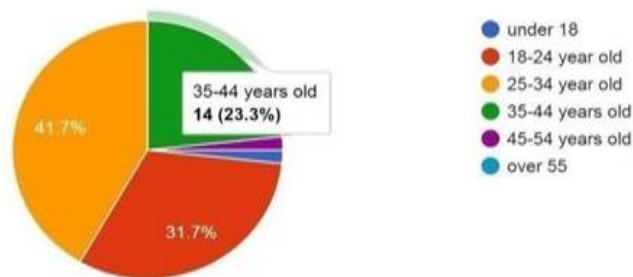
Figure

Data Interpretation

As seen above the age group between 25 to 34 have 41.7% means the youth is much available as a respondents then the age group between 35 to 44 years are having 23.3%

Table showing What is the level of education among the respondents?

Education	Frequency	Percentage
Less then high school	3	3.3%
High school degree	27	26.7%
Bachelor degree	47	46.7%
Masters degree	23	23.3%
Total	100	100%
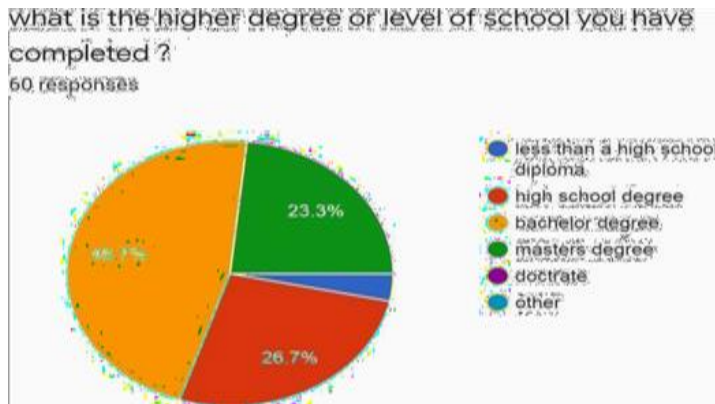
Figure

Data Interpretation

As we seen that most of the respondents are of bachelaor degree with the percentage of 46.7% and the second most respondents are with high school degree with 26.7% and the third most educated are with masters degree with 23.33%.

Table showing Most affecting factor while purchasing a product?

Factor	Frequency	Percentage
Brand	17	16.7%
Design of package	38	38.3%
Price	18	18.3%
quality	27	26.7%
Total	100	100
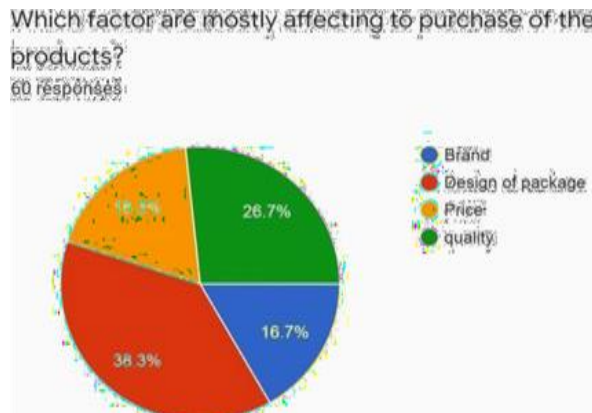
Data Interpretation

As we seen that the factor which mostly affect while purchasing the product is design of package where 38.3% people purchase the product because of this factor, and the second factor that affects in buying behaviour is quality of the product with 26.7%.

Findings & Discussion

- Majority of respondents (41.7%) are in the age group of 25–34 years; the least number are above 55.
- 46.7% of respondents have a bachelor's degree, followed by 26.7% with high school education.
- 38.3% of respondents stated **package design** as the most influential factor in buying FMCG products, followed by **product quality** (26.7%).
- Overall, **packaging and brand value** play key roles in shaping consumer preferences, along with growing interest in **eco-friendly packaging**.

Suggestions

- FMCG companies should focus on **innovative packaging** to extend shelf life, especially for items like biscuits, health drinks, and chocolates.
- Use **dual packaging**—premium packs for supermarkets and low-unit packs or sachets for local markets.
- Adopt innovative and sustainable packaging to appeal to environmentally conscious buyers.
- Prioritize eco-friendly, functional, and reusable packaging to align with growing environmental concerns.

Conclusion

In today's competitive FMCG landscape, packaging plays a pivotal role in shaping consumer perceptions and influencing buying decisions. From visual appeal and sustainability to functionality and brand reinforcement, packaging serves as a critical communication tool between the product and the consumer. Strategies such as unique shape packaging, sachets, eco-friendly designs, and promotional packs have proven effective in attracting various customer segments. As consumers become more health-conscious and environmentally aware, companies must innovate their packaging approaches to maintain relevance and build long-term brand loyalty. A strong packaging strategy not only enhances product visibility but also drives customer satisfaction, trust, and repeat purchases.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES

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Abstract

This article examines the satisfaction levels of customers toward Titan watches, one of India's most prestigious brands. Through primary research involving 150 respondents, the study evaluates factors influencing customer perception, satisfaction, and loyalty towards Titan products in a competitive market.

Introduction

Customer satisfaction reflects how well products meet customer expectations. Titan Watches, a venture by the Tata Group and TIDCO, evolved from manufacturing affordable watches to symbolizing luxury and style.

Historically, wristwatches have evolved from pocket watches to indispensable lifestyle statements, influenced heavily by wartime necessities and fashion trends. Titan capitalized on these shifts by creating innovative designs such as the Titan Edge and Fastrack collections.

Literature Review

Customer satisfaction is central to marketing theory (Kotler & Keller, 2012). Studies confirm that perceived service quality, product value, and brand image are decisive in shaping satisfaction and loyalty (Tu et al., 2013; Deng et al., 2009). Research highlights the importance of continuous product and service innovation, demonstrated by Titans dynamic product lines like Raga, Nebula, and Xylys.

Industry Profile

Globally, the watch industry is valued for its luxury appeal, precision, and evolving technology. Titan leads India's organized watch market, accounting for a significant share. Their omnichannel retail approach and focus on smart technology adaptation further strengthened their market position.

Research Methodology

Research Design: Descriptive Sample Size: 150 respondents

Data Collection: Primary (questionnaire) and secondary sources Tools: Percentage analysis and Chi-square test

Focus was on young adults and working professionals evaluating satisfaction factors like style, price, durability, brand perception, and after-sales service.

Analysis and Interpretation
Key demographic findings:
- 55% respondents aged below 25 years
- 69% respondents were male
- 44% were students
- 40% earned below 10,000 monthly

Insights revealed high satisfaction driven by brand appeal and style, but price sensitivity was noted among lower-income respondents.

Findings and Suggestions
Findings:
- High satisfaction among youth due to Titans fashionable designs.
- Loyalty driven by consistent quality and customer service.

Suggestions:
- Expand smartwatch offerings.
- Introduce more flexible pricing.
- Strengthen rural and semi-urban promotion.

Conclusion
Titan Watches sustains strong emotional and quality-driven connections with customers. Continuous innovation and adaptation into wearable technology can further strengthen its market leadership.

A STUDY ON ZARA'S DIGITAL COMMERCE IN THE INDIAN MARKET

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Abstract

This study explores Zara's digital commerce strategies and their impact on the brand's growth within the dynamic and competitive Indian market. With India's rapid digitalization and the rise of e-commerce, global fashion retailers like Zara have had to adapt their business models to meet evolving consumer behaviors and technological advancements. The research examines Zara's online retail initiatives, including website optimization, mobile app development, social media marketing, and integration with local e-commerce platforms. It also assesses the challenges Zara faces, such as fierce competition, diverse consumer preferences, logistical complexities, and the need for localization of digital strategies. By analyzing market data, customer feedback, and Zara's digital engagement techniques, the study provides insights into how effective digital commerce practices can drive brand loyalty and market penetration in emerging economies like India. The findings offer valuable lessons for international retailers seeking to expand their digital footprint in similar fast-growing markets.

Introduction

The advent of digital commerce has transformed the global retail landscape, offering brands unprecedented access to diverse and rapidly growing markets. One such market is India, where increasing internet penetration, a burgeoning middle class, and a young, tech-savvy population have created fertile ground for e-commerce expansion. Zara, a leading international fashion retailer under the Inditex Group, has established itself as a trendsetter by merging fast fashion with cutting-edge digital strategies.

In India, Zara has traditionally relied on its physical stores to build brand presence and loyalty. However, the rise of online shopping, accelerated by the COVID-19 pandemic and evolving consumer behavior, has necessitated a stronger emphasis on digital commerce. This study explores Zara's entry and performance in the Indian digital marketplace, analyzing its online strategies, challenges, consumer engagement approaches, and adaptation to local preferences. By examining Zara's digital journey in India, the study aims to provide insights into the broader dynamics of international brand adaptation in emerging e-commerce markets.

Review of Literature
1. Lisa Harris and Charles Dennis

Harris and Dennis discuss fashion e-commerce as part of the digital retail ecosystem, focusing on how brands use online channels to interact directly with consumers, gather

insights, and leverage social media influence. Their definition of fashion e-commerce includes direct-to-consumer (D2C) models, which have gained popularity with e-commerce growth.

2. Jorge Castellano and David McLaughlin

Known for their work on retail and operations, Castellano and McLaughlin have explored how Zara's logistics and supply chain model allow it to react to market trends quickly, which is crucial in the competitive fast fashion industry.

3. Christopher M. G. Christopher and Hau L. Lee

Both authors have examined supply chain agility, focusing on how companies like Zara manage demand volatility. Their work often references Zara as a case study to illustrate quick response strategies and the impact on inventory management.

Objectives of the Study

- To analyze Zara's digital marketing and e-commerce strategies in India
- To assess consumer response and engagement with Zara's digital platforms
- To identify challenges and opportunities for Zara's digital growth in the Indian retail market

Research Methodology
Research Design:

The research design would likely be a descriptive and exploratory case study approach, focusing on Zara's business model, strategies, and practices within the fast fashion industry.

The Research Design used in this is both "Descriptive" and "exploratory".

Types of Research Design:

- **Exploratory Research:** the main purpose of such study is that of examining the fashion model, gathering insights, and impact of Zara's strategies .
- **Descriptive Research:** the study describing the Zara's sales pattern, customer demographics, and strategies.

Sampling Technique:

The selection of respondents will be on the basis of purposive sampling.

Sampling Technique:

- Purposive Sampling: This technique involves selecting specific data sources that provide rich, relevant information on Zara's strategies, operations, and market influence.
- The study is focused on an in-depth analysis of a particular company, purposive sampling allows for the selection of data sources (e.g., industry reports, case

studies, interviews with industry experts) that specifically highlight Zara's practices in fast fashion, supply chain management, and customer engagement.

Data Analysis and Interpretation

WHICH CATERGORY DO YOU MOSTLY SHOP FOR ON THE ZARA? Options	No of respondents	Percentage
Women's clothing	45	44.8%
Men's clothing	45	44.8%
Kid's clothing	0	0%
accessories	10	10.3%
other	0	0%
100		**100%**
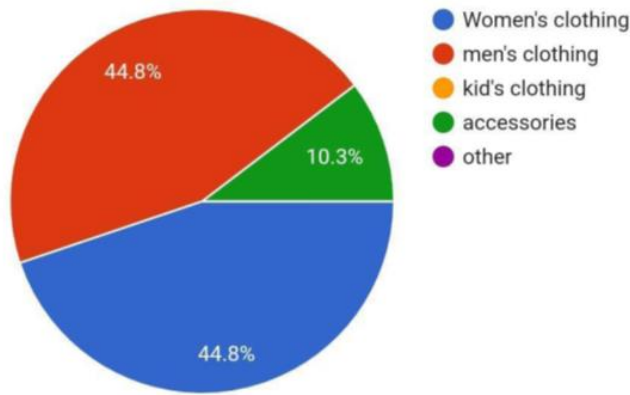
Satisfaction is high, addressing the concerns of the dissatisfied users might lead to further improvements.

Findings

- It reveals that a majority of users find the return/exchange process on the Zara app to be easy.
- It reveals that Zara's e-commerce application in India is generally well-received by users.
- It reveals that a majority of customers feel secure or very secure when making payments on the Zara app.
- It reveals that Zara's digital presence primarily targets urban, fashion-forward Indian consumers, particularly in Tier 1 cities.
- It reveals that a significant portion of traffic comes from mobile users, and Zara's app and mobile site are optimized accordingly.
- It reveals that Zara maintains a globally consistent brand identity, with minimal localization in terms of language, cultural references, or product curation for Indian audiences.

- It reveals that Zara India's Instagram page drives high engagement through minimalist yet visually appealing content.

Suggestion
- Study Zara's app-based marketing campaigns, notifications, email marketing, and promotions during festivals or sales. Prepare a report or presentation on Zara's digital marketing strategies, analysing customer reach, engagement, and conversion impact.
- Test the app's loading time, responsiveness, image loading, and user interface across different smartphones and internet speeds.
- Add primary research by collecting data from Indian consumers to understand their perception of Zara's online presence, advertising, and user experience.
- Benchmark Zara's digital strategy against competitors like H&M, Uniqlo, or Indian fashion e-commerce platforms like Myntra or AJIO to highlight differentiation.
- Analyze the effectiveness of different digital platforms used by Zara—such as Instagram, YouTube, Google Ads, and its mobile app—in terms of engagement, reach, and conversions.
- Look into Zara's website SEO performance and content approach. How well does it rank on Indian search engines? Is it optimized for Indian user search behavior
- Evaluate whether Zara's website/app is tailored to the Indian market in terms of language options, cultural imagery, payment methods (like UPI), and regional festivals/promotions.

Conclusion

This mini-project analyzed Zara's e-commerce application and strategy in India, highlighting its success in blending global brand appeal with localized features. Strengths include a sleek app design, localized payment options, personalized recommendations, and timely festival promotions. However, improvements are needed in expanding language options, boosting customer support, and optimizing for varied internet speeds.

While Zara maintains a strong omnichannel presence and brand consistency, it faces challenges like high price sensitivity, strong local competition, and logistical hurdles. Continued investment in localization, customer engagement, and sustainable practices will be crucial for sustained growth. Zara's digital-first approach, influencer marketing, and supply chain efficiency have helped it align with the evolving behavior of India's urban, tech-savvy consumers, securing a competitive edge in a dynamic market.

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A STUDY ON TRAINING AND DEVELOPMENT IN TI ANODE FABRICATORS PVT. LTD., CHENNAI

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Abstract

This study explores the training and development practices at TI Anode Fabricators Pvt. Ltd., Chennai. It evaluates the effectiveness of employee training programs, identifies gaps, and suggests improvements. Findings reveal that structured training significantly enhances employee performance and satisfaction, thereby contributing to organizational growth.

Introduction

In today's competitive business environment, organizations recognize the importance of continuous learning and employee development. TI Anode Fabricators Pvt. Ltd., a leading manufacturer of industrial anodes, acknowledges that an efficient workforce is key to maintaining quality and innovation. This study investigates how the company designs, delivers, and evaluates its training programs and their impact on overall employee performance.

Objectives of the Study

1. To study the current training and development practices at TI Anode Fabricators Pvt. Ltd.
2. To evaluate the effectiveness of these programs on employee performance.
3. To identify areas of improvement in training initiatives.
4. To understand employee perceptions towards the existing training system. 2 / 4

Research Methodology

Research Design: Descriptive

Data Collection: Primary data through employee surveys and interviews; secondary data through company manuals and online resources.

Sample Size: 84 employees across various departments.

Tools: Structured Questionnaire, Personal Interviews, and Observation.

Company Profile

TI Anode Fabricators Pvt. Ltd., established in 1986, specializes in manufacturing

Titanium Anodes, Cathodic Protection Systems, and Electrochemical Equipment. Located in Chennai, the company serves clients globally across sectors like oil & gas, water treatment, and chemical processing. TI Anode is known for its high standards of quality, customer satisfaction, and technological innovation.

Training and Development Practices at TI Anode Fabricators:

TI Anode Fabricators Pvt. Ltd. offers a comprehensive range of training and development programs aimed at enhancing both technical and soft skills. Key training practices include:

Technical Skills Training:

Focused on equipment handling, process improvement, and quality control.

Safety and Quality Workshops:

Regular sessions to promote workplace safety and product excellence.

Soft Skills Development:

Programs on communication, teamwork, and leadership.

External Certifications and Seminars:

Encouragement for employees to attend industry seminars and obtain certifications. Training needs are typically assessed through annual performance appraisals, supervisor recommendations, and employee feedback mechanisms.

Findings

1. 84% of employees agreed that training programs have improved their job performance.
2. Technical training programs were considered highly relevant and effective.
3. Employees expressed a desire for more frequent refresher courses and updates on the latest technologies.
4. Soft skills training was appreciated but some employees suggested longer sessions and more practical activities.
5. Majority of employees felt that management was supportive of learning and career development initiatives.

Suggestions:

1. Introduce a structured mentorship program to guide new employees.
2. Increase the frequency and variety of training sessions, especially in soft skills.
3. Update training content regularly to align with technological advancements.
4. Implement post-training evaluation methods to measure training effectiveness.
5. Offer e-learning platforms for flexible and continuous learning.

Conclusion

Training and development at TI Anode Fabricators Pvt. Ltd. play a crucial role in enhancing employee competencies and driving organizational success. Continuous evaluation and refinement of training programs will ensure that employees remain skilled, motivated, and ready to meet evolving business challenges. Strategic investment in employee development will not only benefit the workforce but also enhance the company's market competitiveness.

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A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT AT AXIS BANK IN CHENNAI

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Abstract

This study examines the effectiveness of training and development programs at Axis Bank in Chennai. Today's competitive banking sector, employee skill enhancement is vital for organizational success. Primary data was collected from 100 employees across various departments to assess their perceptions of the training modules offered. Findings reveal that most employees perceive training programs as beneficial in enhancing skills, improving work performance, and boosting career growth. The study concludes with suggestions for further improving the training frameworks to align with evolving banking sector needs.

Keywords: Training and Development, Employee Performance, Banking Sector, Axis Bank, Chennai, Skill Enhancement.

Introduction

The banking industry faces rapid changes driven by technological innovation, regulatory shifts, and customer expectations. In this context, training and development (T&D) programs serve as a strategic tool for banks to enhance employee competence and productivity. Axis Bank, one of India's leading private sector banks, has invested significantly in training initiatives. This study aims to explore the effectiveness of these programs among employees at Axis Bank branches in Chennai.

Objectives of the Study

- To analyze the effectiveness of training and development programs at Axis Bank.
- To understand employee perceptions towards the relevance and utility of training programs. To assess the impact of training on employee performance and career growth.
- To recommend improvements to training and development initiatives.

Research Methodology

Research Design: Descriptive Research Data Source:

Primary Data (Structured Questionnaire) and Secondary Data (company reports, published articles).

Sample Size: 100 employees

Sampling Method: Stratified Random Sampling

Respondent Profile: Employees across different levels — clerical, managerial, and

administrative roles at Axis Bank, Chennai.

Data Analysis Tools: Percentage Analysis, Tables, Charts.

Literature Review

Past studies indicate that effective T&D programs lead to improved employee retention, satisfaction, and performance. According to the National Institute of Bank Management (NIBM), banks investing more than 3% of salary costs into training programs report higher operational efficiency. Research further emphasizes the growing need for soft skills, digital literacy, and leadership development in modern banking.

Data Analysis and Interpretation

- Awareness of Training Programs
- Interpretation: 95% of employees are aware of the training initiatives conducted by Axis Bank.
- Effectiveness of Training
- Interpretation: Most employees find the training programs to be highly or moderately effective.

Impact on Job Performance

- Interpretation: A majority observed a positive impact on their job performance post-training.
- Satisfaction with Training Infrastructure

Findings

- Employees highly recognize the importance of training programs at Axis Bank.
- Training programs are positively impacting employee skills, customer service, and job efficiency. There is strong satisfaction regarding training infrastructure, trainers, and course content.
- A minority of employees feel the need for more advanced, specialized programs, especially in digital banking and leadership.

Suggestions

- Incorporate More Digital Training: Focus on AI, Fintech, cybersecurity modules. Increase Practical Training: Include more case studies and simulations.
- Customize Programs by Role: Tailor content to match the needs of clerical, managerial, and senior management levels.
- Frequent Feedback Mechanism: Create periodic feedback loops to adapt and refine training programs dynamically.

Conclusion

Training and development programs at Axis Bank in Chennai are largely effective and appreciated by employees. They have contributed significantly to individual performance

improvements and overall customer satisfaction. Continued investment and innovation in training content, especially in emerging technologies and leadership, will help Axis Bank maintain its competitive edge.

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IMPLEMENTATION AND EFFECT OF DIGITAL MARKETING IN A SMALL RETAIL BUSINESS

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Abstract

Digital marketing is one type of marketing that is widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of the Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. digital marketing review digital marketing review. The digital marketing sector is booming and expecting to grow at 27% in 2020 to cross the 17,000 crores mark. In 2020, India has around 700 million internet users, and the numbers are expected to grow to over 970 million users by 2025. This shows how the market is expanding and how it is expected to expand in the next few years. So, the opportunity is huge and how marketers are going to use it changes everything. Indians use the internet to do almost everything these days.

Introduction

Online learning, posting on social media, watching Netflix, reading e- books, playing video games, paying bills, and everything is possible online, so the amount of time Indians spend online is increasing gradually. India is outgrowing China as one of the leading markets for internet consumption. Even though TV is still the most popular entertainment source, with 58.7% of people prefer TV over other sources, Digital is also catching up. Indians spend around 1 hour and 29 minutes every day on average on Digital. Small companies tend to be frugal at their initial stages due to the limited resources they have. They can't be able to afford big marketing budgets and campaigns like bigger companies. But online advertising platforms providing effective tools regardless of your company's size gives a chance to smaller companies to stand up and create a name for them.

Digital Marketing

Digital marketing is the component of marketing that utilizes the internet and online-based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine

optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e- commerce marketing, social media marketing, social media optimization, email direct marketing, display advertising, e-books, and optical disks and games have become commonplace. The development of digital marketing is inseparable from technology development. Combined with higher consumer knowledge and the demand for more sophisticated consumer offerings, this change has forced many businesses to rethink their outreach strategy and adopt or incorporate Omni channel, nonlinear marketing techniques to maintain sufficient brand exposure, engagement, and reach.

Nonlinear marketing strategies involve efforts to adapt the advertising to different platforms, and to tailor the advertising to different individual buyers rather than a large coherent audience.

Tactics may include:
- Search engine optimization (SEO)
- Social media marketing
- Video marketing
- Email marketing
- Blogging
- Website marketing
- Paid search/contextual advertising

Some studies indicate that consumer responses to traditional marketing approaches are becoming less predictable for businesses. According to a 2018 study, nearly 90% of online consumers in the United States researched products and brands online before visiting the store or making a purchase. The Global Web Index estimated that in 2018, a little more than 50% of consumers researched products on social media.

Need for the Study

Implementation and effect of digital marketing in a small retail business is an individual's point of view in digital marketing, especially in small business. It helps to find a way to increase sales online via digital marketing. This study will help in reducing unwanted methods of online marketing and give better suited and more attractive methods of digital marketing for customers

Scope of the Study

This study focuses on finding out the reaction of digital marketing of small businesses. This study also finds out the buying behaviour factors in online and normal shopping that helps to study the interest of customers. Further, this study comes up with suggestions that help to improve better digital marketing campaigns, especially for small businesses.

Objectives of the Study

- To study and analyses the effort of digital marketing in a small retail business in customers view.
- To examine effective brand presence on the internet.
- To examine the way to find customer attraction.
- To analysis the best media mode for digital presence

Limitations of the Study

- Digital Marketing Research is never 100% accurate. In any research, there are usually limitations and digital marketing research is certainly no exception because of many reasons why accuracy can be affected.
- In this study, vast areas are not covered in the Chennai region.
- Due to covid restriction, some of the organisations were not allowed to take survey questionnaires.

Research Methodology

Research Design

In this study, Descriptive Research Design is used in research topic.

Sampling Technique

The method of sampling adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on digital marketing Industry in Tamil Nadu.

Sources of Data

Primary Data

The primary data for this study is collected through questionnaire consisting of multiple- choice questions.

Secondary Data

The secondary data is collected by referring by websites, journals, articles and research paper.

Structure of Questionnaire

Multiple choice questions and Likert's scale questions.

Sample Size

Sample Size of 130 online customers those purchasing products from Online sites in Tamil Nadu.

Period of Study

The period of study is carried out from January 2021 to March 2021 which is three months of study.

Hypothesis / Analytical Tools

- Percentage Analysis.
- Correlation.
- ANOVA.
- Independent T-test.

Correlation

H0 (Null Hypothesis): There is no significant difference between between region and Will Buy Products of Local Shops in Online Platform

Table 4.2.1: Showing Correlation of between region and Will Buy Products of Local Shops in Online Platform Correlations

		Location	Will Buy Products of Local Shops in Online Platform
Location	Pearson Correlation	111	.213
	Sig. (2-tailed)		0.015
	N	130	130
Will Buy Products of Local Shops in online Platform	Pearson Correlation	.213	11
	Sig. (2-tailed)	0.015	
	N	130	130

Inference

The p-value is 0.015 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference location and Satisfied with Advertising in Blog.

ANOVA
Hypothesis:

H0 (Null Hypothesis): There is no significant difference between Are you Satisfied with Digital Marketing and region.

ANOVA

Are you Satisfied with Digital Marketing

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.351	2	4.176	3.136	.047
Within Groups	169.072	127	1.331		
Total	177.423	129			

Inference:

The p-value is 0.047 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted.

T-TEST

H0 (Null Hypothesis): There is no significant difference Are you satisfied with Digital Marketing and Occupation.

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Std. Error Difference
Are you satisfied with Digital	Equal variances assumed	.235	.360	-1.281	49	.206	-.362
Marketing and Occupation	Equal variances not assumed			-1.324	48.918	.192	-.362

Inference:

The p-value is 0.206 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted, are you satisfied with Digital Marketing and Occupation.

Findings

- The p-value is 0.015 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between region and Will Buy Products of Local Shops in Online Platform
- The p-value is 0.047 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference Are you satisfied with Digital Marketing and region.
- The p-value is 0.028 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Ecommerce Shopping Better than Offline Shopping and Occupation.

Suggestions

- Digital marketing influence buying behavior, easily attract that people with right kind of ads to right person in digital marketing
- More people are willing to buy products from local stores online, marketing with the help of digital marketing can achieve more.

Conclusion

Digital channels in marketing have become an essential part of strategy of many companies. Nowadays, even for small business owners there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Companies can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote the company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Digital marketing results won't also come without an attempt, without trial (and error). Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

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FINANCIAL LITERACY AMONG COLLEGE STUDENTS

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Abstract

In today's dynamic economic landscape, financial literacy is a critical life skill, especially for college students who are stepping into financial independence. This study examines the financial awareness, money management habits, and investment knowledge among college students. Using a structured survey methodology, data was collected from 63 students across various disciplines. Key findings reveal that while a majority are comfortable using digital payment systems and basic banking services, significant gaps exist in areas like investment understanding, emergency fund planning, and long-term financial strategies. Influences such as family, social media, and academic exposure were found to play pivotal roles in shaping students' financial behavior. The study highlights the urgent need to integrate comprehensive financial literacy programs into higher education curricula, enabling students to make informed financial decisions. Empowering young adults with essential financial skills will contribute to their personal success and foster greater economic resilience in society.

Introduction

Financial literacy is an important skill that every college student should have. It means knowing how to manage money wisely — like saving, budgeting, investing, and making smart spending decisions. As students move from school life to college life, they start handling their own finances, often for the first time. Without proper financial knowledge, many students may end up spending too much, saving too little, falling into debt, or making poor financial choices.

Today, students have easy access to digital banking apps, online shopping, and instant payment systems. While these tools make life easier, they also increase the chances of careless spending if students are not careful. Peer pressure, social media influence, and lack of formal education on personal finance can make it even harder for students to manage their money properly.

This study focuses on understanding how much financial knowledge college students have and how they manage their money. It looks at their habits, like saving, budgeting, and investing, and also finds out who influences their financial decisions — like family, friends, or social media. The goal is to find out what students know, what they struggle with, and how financial education can help them.

By improving financial literacy among college students, we can help them make better decisions today and prepare them for a financially stable future. Teaching financial skills early will help students avoid mistakes, build good habits, and feel more confident about handling money as they grow into working adults.

Importance of the Study

Financial literacy is very important for college students as they begin managing money on their own.

Many students get their first experience with handling expenses, savings, and even debts during college life. Without proper knowledge, they may make poor financial decisions that could lead to long-term problems like debt, lack of savings, and financial stress.

This study is important because it helps us understand how well college students know about managing their finances. It shows their strengths, weaknesses, and areas where they need more support. It also highlights how factors like gender, education background, family influence, and social media affect their financial habits.

By identifying these gaps, the study stresses the need for colleges to introduce financial education programs. Teaching students about budgeting, saving, investing, and using digital financial tools can prepare them for real-world financial responsibilities. Building financial literacy at an early stage helps students avoid mistakes and ensures a more secure and confident future for them.

Objectives of the Research

The main objectives of this research are:

1. To study the financial knowledge and habits of college students.
2. To find out how students manage budgeting, saving, and investing.
3. To understand the need for financial literacy education in colleges.

This study aims to help students make better financial decisions and plan for a secure future.

Review of Literature

1. Lusardi & Mitchell (2007)

Their research found that many young people have very low financial literacy. They showed that a lack of financial knowledge leads to poor savings habits and difficulty in planning for retirement.

2. Chen & Volpe (1998)

It showed that business students had better financial knowledge compared to non-business students, and that women were generally less financially literate than men.

3. Mandell (2008)

Mandell's study on high school graduates revealed that financial education had little impact unless students were personally motivated and had real-world financial experiences.

4. Bhushan & Medury (2013)

In an Indian context, their research found that even though students were using digital banking, their understanding of investments and insurance was very low, showing a gap between technology use and financial knowledge.

5. Shim et al. (2009)

This study showed that early financial education, along with parental guidance, led to better financial behaviours later in life, such as saving and budgeting properly.

Research Methodology

This study on "*Financial Literacy Among College Students*" uses a **descriptive research design** to assess students' knowledge, attitudes, and financial habits without changing any conditions.

Research Approach:

A **quantitative method** was used. Data was collected through a **structured Google Form questionnaire** containing both close-ended and a few open-ended questions.

Population and Sample:

The target population was college students aged between **18–25 years** from different courses like Commerce, Arts, and Science.

A total of **63 students** were selected using **stratified random sampling** to ensure a fair representation of different streams and backgrounds.

Data Collection:
- **Primary data** was collected through online surveys.
- **Secondary data** was gathered from research articles, reports by RBI, SEBI, OECD, and academic journals.

Research Tools:

Microsoft Excel was used for organizing the data, preparing tables, and creating charts like bar graphs and pie charts for easy understanding.

Variables Studied:
- **Independent Variables:** Age, gender, educational background, family influence.
- **Dependent Variables:** Financial literacy level, saving habits, investment knowledge.

Scope of the Study:

The study mainly focuses on **urban and semi-urban undergraduate students** and covers budgeting, saving, investing habits, and their sources of financial knowledge.

Limitations:
- The sample was small and limited to one region.
- Responses were self-reported, which may carry personal bias.
- Time constraints limited deeper qualitative analysis.

Ethical Considerations:

Participation was voluntary, responses were anonymous, and all data collected was used only for academic purposes.

Data Analysis & Interpretation

Below are the analysis done during the research study CHART 4.1 SHOWING THE AGE OF THE RESPONDENTS
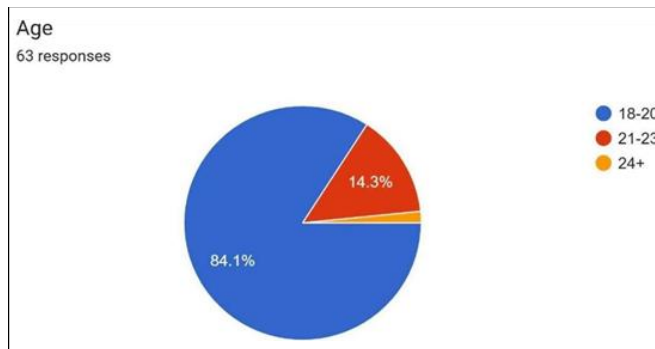
Table 4.1 Showing the Age of the Respondents

Particulars	No. of Respondents	Percentage of Respondents
18-21	53	84.1%
21-23	9	14.3%
Above 24	1	1.6%
Total	63	100%

Observation: Most students fall between the ages of 18 and 20.

Interpretation: The survey reflects the financial habits and knowledge of early- college youth, a crucial age for introducing financial education

Table 4.2 Confidence in Managing Personal Finances Among Students

Particulars	No. of Respondents	Percentage of Respondents
Very Confident	24	38.1%
Somewhat Confident	36	57.1%
Not Confident	3	4.8%
Total	63	100%

13. How confident are you in managing your finances?
63 responses
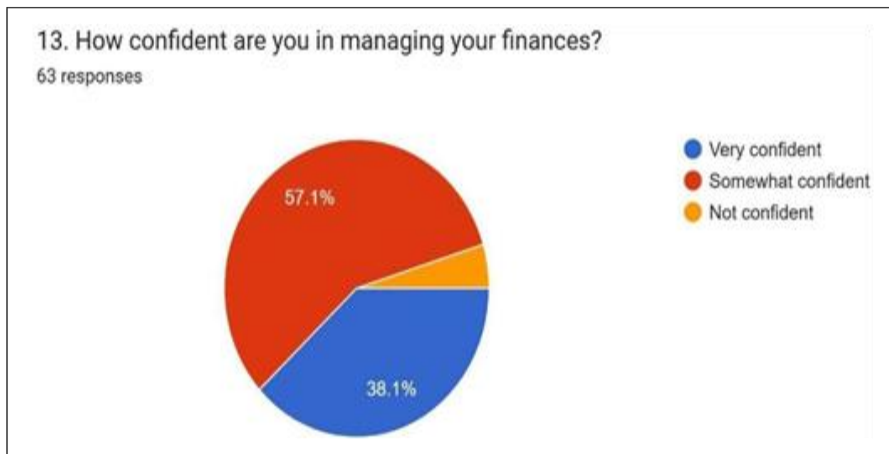
Interpretation:

The majority of respondents, 57.1% (36 students), indicated that they are somewhat confident in handling their finances. This suggests that while they have a foundational understanding of financial management, they may still lack the depth of knowledge or experience needed to feel fully secure in their abilities.

A notable 38.1% (24 students) reported being very confident, reflecting a strong sense of financial literacy and the ability to make independent financial decisions. These students likely have exposure to budgeting, saving, or investing practices.

Table 4.3 Need for Financial Literacy as Mandatory College Course among Students

Particulars	No. of Respondents	Percentage of Respondents
Strongly Agree	25	39.7%
Agree	23	36.5%
Neutral	13	20.6%
Disagree	2	3.2%
Total	63	100%

Chart 4.3 Need for Financial Literacy as Mandatory College Course Among Students

16. Do you think financial literacy should be a mandatory course in college?
63 responses
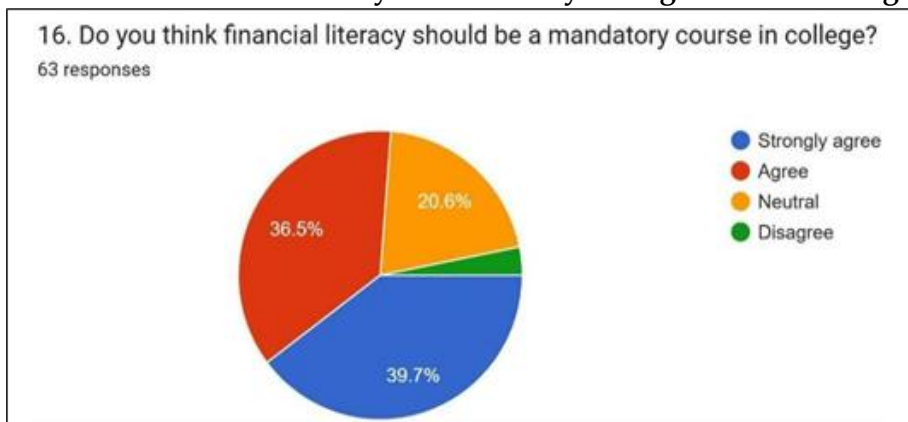
Interpretation:

A total of 76.2% (48 students) either strongly agree or agree that financial literacy should be a mandatory subject in college. This strong consensus reflects the students' recognition of its importance and the urgent need to include practical financial education in the academic curriculum.

Suggestions and Conclusion

Suggestions:

Based on the findings of the study, several important suggestions can be made to improve financial literacy among college students:

- Introduce Financial Literacy as a Mandatory Course: Colleges should include basic financial education in their regular syllabus, covering topics like budgeting, saving, investing, insurance, and credit management.
- Organize Workshops and Seminars: Regular sessions by financial experts can help students learn real-world money management skills.
- Promote Practical Learning: Encourage students to use budgeting apps, savings accounts, and investment platforms under guidance to gain real experience.
- Family and Peer Support: Parents and families should discuss financial topics at home to create early financial awareness. Positive peer groups can also help spread good financial habits.
- Awareness Campaigns: Institutions can organize awareness programs about emergency funds, responsible digital payments, and the risks of loans and credit cards.
- Use of Technology: Educational institutions should promote the use of trusted financial apps and online courses to make learning about finance more accessible and interesting.

Conclusion:

The study shows that while college students are familiar with basic banking and digital payment systems, there is still a significant gap in their deeper financial knowledge, especially in areas like investment, insurance, and long-term planning. Many students rely on family and social media for financial advice rather than formal education. It's clear that there is an urgent need to integrate structured financial literacy programs into college education. By doing so, students will not only improve their personal financial well-being but will also contribute to building a financially responsible future generation. Developing strong money management habits during college years can ensure a more secure, confident, and successful life ahead.

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A STUDY ON ONLINE SHOPPING IN SNAPDEAL WITH SPECIAL REFERENCES IN CHENNAI

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Introduction

The rise of e-commerce has transformed the retail landscape, with online shopping becoming increasingly popular among consumers. Snapdeal, a leading Indian e-commerce platform, has gained significant traction in recent years. This study aims to explore the dynamics of online shopping on Snapdeal, with a special focus on Chennai-based consumers. By examining consumer behavior, preferences, and experiences, this research seeks to provide insights into the factors driving online shopping adoption and satisfaction among Chennai's consumers, ultimately contributing to a deeper understanding of the e-commerce market in the region.

History

Snapdeal is an Indian e-commerce company, based in New Delhi, India. It was founded in February 2010 by Kunal Bahl and Rohit Bansal. Snapdeal is one of the top 5 online Marketplaces in India. Snapdeal targets the value e-commerce segment, which Bahl estimated To be three times larger than the branded goods market Fashion, home and general Merchandise account for a majority of the products sold by over 500,000 sellers on Snapdeal. Buyers from more than 3,700 towns in India shop on Snapdeal.

Founding and Early Years (2010–2011):

- Founders: Snapdeal was founded by Kunal Bahl and Rohit Bansal in February 2010.
- Initial Concept: The Company began as a daily deals platform, inspired by Groupon's Success in the United States. It primarily offered discounts on services such as Restaurants, spas, and travel.

Features of Snapdeal

- Wide Product Range
- User-Friendly Interface
- Secure Payment Options
- Discounts and Offers
- Easy Returns and Refunds
- Seller Marketplace

- Customer Support

Need for Study

It will inform business strategies, offering recommendations to enhance services, improve customer satisfaction, and drive growth for Snapdeal and similar e-commerce platforms in Chennai, ultimately contributing to the region's e-commerce development.

Scope of the Study

- This study identifies the frequency of online shopping, which can highlight engagement Levels and how satisfaction correlates with usage.
- This study evaluates device preferences to understand platform usability and potential Technical issues affecting customer satisfaction.
- This study highlights the most popular product categories, enabling a focused analysis of satisfaction levels within each category.

Objectives of the Study

- To understand the mode of payment on online shopping with customer satisfaction on Snapdeal.
- To evaluate the factors of customer satisfaction on Snapdeal.
- To identify popular product categories on Snapdeal.
- To determine the preferred device for online shopping.

Limitation of the Study

- Frequency of shopping may not fully reflect customer satisfaction, as occasional Shoppers may still be highly satisfied.
- Device usage may vary situationally, and responses might not indicate long-term trends or preferences.

Purpose of the Study

This research aims to analyze Chennai consumers' online shopping behavior on Snapdeal, evaluate service quality, and identify key factors influencing satisfaction and loyalty, ultimately informing business strategies to enhance customer experience and drive growth in Chennai's e- commerce market.

Nature of the Study

This study is descriptive and analytical in nature, aiming to describe the online shopping behavior, preferences, and experiences of Chennai-based consumers on Snapdeal while analyzing factors influencing their satisfaction and loyalty.

Methodology:
Primary Data:
Primary data is information that is collected by a researcher directly from its Original source to answer a specific research question. It is raw, unprocessed, and relevant to The study at hand. Primary data can be qualitative or quantitative in nature.

Secondary Data
Secondary data sources are extremely useful. They allow researchers and Data analysts to build large, high-quality databases that help solve business problems. Most secondary data come from external organizations. A survey was conducted for the study through structured questionnaire. 115 samples were Collected from family, friends and public.

Review of Literature
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2. **Ts Vadivu – Sumedha (2015)**, "The Impact of Globalization on Electronic Marketing and Consumer Behavior in Online Shopping". In the era of globalization Electronic marketing is a great revolution. Over the last decade maximum business Organizations are running with technological change.
3. **Sangeetha.S (2017),** "A Study on Customer Satisfaction towards Online Shopping" The act of purchasing products or services over the internet is called online shopping". Today both urban and rural areas enjoy internet facilities.
4. **Parvathy. R. Nair (2019),** "Customer Satisfaction in Online Shopping: An Analysis Of Payment Methods and the Role of Consumer Protection Mechanisms". The present Study is an attempt to find out the customer satisfaction towards online shopping online Shopping can be defined as the process customers go through to purchase products or Services over the internet.
5. **Archana Kumari (2019),** "The Convenience and Accessibility of Online Shopping: A 24/7 Revolution in Consumer Behavior". It is a form of electronic commerce which made shopping easier and convenient for the Customer through the internet E-shop, E-store, internet shop, web store or virtual store Propose the physical similarity of buying goods or services at a retailer or shopping Epicenter.

Data Analysis and Interpretation
Table 1: Age Wise Respondent

Age	Number of Respondents	Percentage
Below 20	43	37.4%
20 – 40	64	55.7%
40 – 50	4	3.5%
Above 50	2	1.7%
18 – 25	2	1.7%
Total	115	100%

Interpretation

The above Table showing 43 respondentsAre below 20 age at 37.4%, 64 respondents are under the age group the age group 20 – 40 at 55.7%, 4 of respondents are between age group 40 – 50 at 3.5%, 2 of respondents are Above 50 at 1.7% and 2 in 18 – 25 at 1.7% at as in customer satisfaction towards online shopping in Snapdeal with special resources to Chennai. The age group around 20 – 40 have noted of using Snapdeal the most.

Table 2: Genderwise Respondent

Gender	No of Respondents	Percentage
Male	69	63.3%
Female	60	33.3%
Others	1	3.4%
Total	130	100%

Interpretation

The above Table 4.1 shows the classification of respondents on the basis of gender, among Them 57 male respondents at 49.6% and 58 female respondents at 50.4% as in customer Satisfaction towards online shopping in Snapdeal with special resources to Chennai. Snapdeal Is mostly used by Females.

Table 3: Monthly Income

Monthly Income	Number of Respondents	Percentage
Less than ₹20,000	58	50.4%
₹20,000 - ₹40,000	29	25.2%
₹40,000 - ₹60,000	16	13.9%
Above ₹60,000	11	9.6%
Above ₹80,000	1	0.9%
Total	115	100%

Interpretation

The above Table 4.6 shows the classification of respondents on the basis of their Monthly Income. 58 (50.4%) of respondents are under the Monthly income that is Less than

₹20,000, 29 (25.2%) of respondents are from the monthly income of ₹20,000 - ₹40,000, 16(13.9%) of Respondents are from the monthly income of ₹40,000 - ₹60,000 and 11(9.6%) of the Respondents are from the monthly salary of respondents as in customer satisfaction towards Online shopping in Snapdeal with special resources to Chennai. Majority of Snapdeal users are Under less than ₹20,000.

Finding
- Chennai-based Snapdeal users prefer specific product categories, payment methods, and factors that influence their purchasing decisions.
- Customer satisfaction levels with Snapdeal's delivery, customer support, and product quality vary, highlighting areas for improvement.
- Key factors driving customer loyalty towards Snapdeal include quality, price, and customer service.

Suggestion
- Snapdeal should make sure they deliver the exact product that are shown in the pictures Without any damages. This might help the buyers to trust them.
- Snapdealshould be clear about shipping times and ensure the products are shipped on time Which might lead in more interest in customers to shop in their store.
- Snapdeal users revealed that they have issues with payment so Snapdealshould make sure That the payment options and workings are good.

Conclusion

Snapdeal is mostly used by females. In this it is also revealed that unmarried Respondents and students are also using Snapdeal website for shopping. The study on customer Satisfaction towards Snapdeal reveals customer's preference. Snapdeal website is majorly used To buy clothes and fashion items.

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A STUDY OF ON CUSTOMER SATISFACTION TOWARDS FLIPKART

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Abstract

*This study aims to evaluate **customer satisfaction** towards **Flipkart**, one of India's leading e-commerce platforms. The research focuses on understanding the factors that influence customer satisfaction, including product quality, delivery services, website experience, and customer support. Using a combination of **surveys** and **interviews**, the study collects data from a diverse group of **Flipkart customers** across various regions. The findings highlight key areas of customer satisfaction as well as areas that require improvement, such as delivery times and customer service responsiveness. The results of this study provide valuable insights for Flipkart to enhance its customer experience, improve service offerings, and increase customer loyalty.*

Introduction

Customer satisfaction is a critical factor for the success and growth of any business, especially in the highly competitive e-commerce industry. **Flipkart**, one of India's largest e-commerce platforms, has been striving to meet the needs and expectations of its customers through a wide range of products, fast delivery services, and user-friendly online platforms.

The purpose of this study is to assess customer satisfaction with **Flipkart** by examining various aspects of the customer experience, such as product quality, delivery efficiency, pricing, website usability, and after-sales service. Understanding these factors will help Flipkart in improving its services and enhancing customer loyalty.

In today's digital age, online shopping has become increasingly popular, and customer satisfaction plays a pivotal role in retaining customers and gaining their trust. By evaluating customer feedback and satisfaction levels, this study seeks to provide valuable insights into the strengths and weaknesses of Flipkart's offerings

Importance of the Study

This study is crucial for understanding the factors that drive **customer satisfaction** on **Flipkart**, one of India's leading e-commerce platforms. In today's highly competitive online retail market, ensuring customer satisfaction is essential for business success. By identifying key areas of strength and weakness, this research will help **Flipkart** enhance its services, improve product offerings, and streamline delivery processes. Satisfied customers are more likely to remain loyal and become repeat buyers, which directly impacts the company's growth and profitability. Moreover, the insights gained from this study can guide Flipkart in staying ahead of its competitors by better aligning its business strategies with customer needs. Ultimately, improving customer satisfaction is key to building long-term customer loyalty and achieving sustained success in the e-commerce industry.

Objectives of the Research

1. To assess overall customer satisfaction with Flipkart's products, services, and user experience.
2. To identify the key factors influencing customer satisfaction, such as product quality, delivery, and pricing.
3. To compare customer expectations with their actual shopping experience on Flipkart.
4. To explore the link between customer satisfaction and loyalty.
5. To provide recommendations for improving Flipkart's services based on the findings

Review of Literature

Oliver (1997) defines customer satisfaction as the consumer's overall assessment of the service or product based on their experiences and expectations. In the e-commerce context, **Kotler (2012)** emphasized that customer satisfaction is directly linked to product quality, timely delivery, website usability, and after-sales service.

Santos (2003) further highlighted that service quality is a major determinant of customer satisfaction in the online shopping experience. A study by **Chaudhary (2020)** specifically focusing on Flipkart found that **timely delivery**, **competitive pricing**, and **product variety** were the most influential factors contributing to customer satisfaction on the platform.

Sharma & Verma (2019) – Customer Support and Return Policy

This study emphasizes that **customer support** and **return policies** play a significant role in determining customer satisfaction. Flipkart's efficient customer support services and easy return process were found to positively impact overall satisfaction. However, the study also identified some areas where Flipkart could enhance its post-purchase services to improve customer experience further.

Reddy (2021) – Role of Website Usability

Reddy's research explores how the usability of an e-commerce platform's website impacts customer satisfaction. For Flipkart, the ease of navigating through products, seamless checkout processes, and user- friendly interface contribute significantly to a positive shopping experience. The study shows that a well- designed website improves customer retention and encourages repeat purchases.

Research Methodology

This study aims to assess customer satisfaction towards Flipkart by adopting a mixed-methods approach, combining both qualitative and quantitative research methods to gather comprehensive insights.

Research Design:

The study will use a descriptive research design to understand and describe the factors influencing customer satisfaction on Flipkart.

Data Collection Methods:

- **Primary Data**: The primary data will be collected through structured surveys and interviews.
- Surveys: A questionnaire will be designed to gather responses from a large sample of customers, focusing on aspects like product quality, delivery time, website experience, and customer service. The survey will use a Likert scale to measure satisfaction levels.
- Interviews: In-depth interviews with a few selected customers will be conducted to gather qualitative insights into their experiences with Flipkart.
- **Secondary Data:** Secondary data will be collected through existing reports, Flipkart's customer satisfaction surveys, and online reviews from platforms like social media and review websites.

Sampling:

The study will use a random sampling method to select customers who have recently made purchases on Flipkart. A sample size of 200-300 respondents will be considered to ensure a good representation of the customer base.

Data Analysis:

- Quantitative Data: The survey responses will be analyzed using descriptive statistics to determine the overall satisfaction levels, and correlation analysis will be conducted to identify relationships between customer satisfaction and other factors like delivery speed, pricing, and customer service.
- Qualitative Data: The data from interviews will be analyzed using thematic analysis to identify recurring themes or patterns in customer experiences and suggestions for improvement.

Tools and Techniques:

- Statistical Tools: Software like SPSS or Excel will be used for statistical analysis of the survey data.
- Qualitative Analysis: A coding technique will be used to categorize and analyze responses from interviews.

Limitations:

- The study is limited to Flipkart's customers and may not represent customer satisfaction trends for other e-commerce platforms.
- Response bias may occur if participants only provide positive or negative feedback.

Data Analysis & Interpretation

Table: Age of the Respondent

Particulars	No of respondents	Percentage
15-25	99	81.10
26-35	11	9
36-45	9	7.40
Above 45	3	2.50
Total	122	100
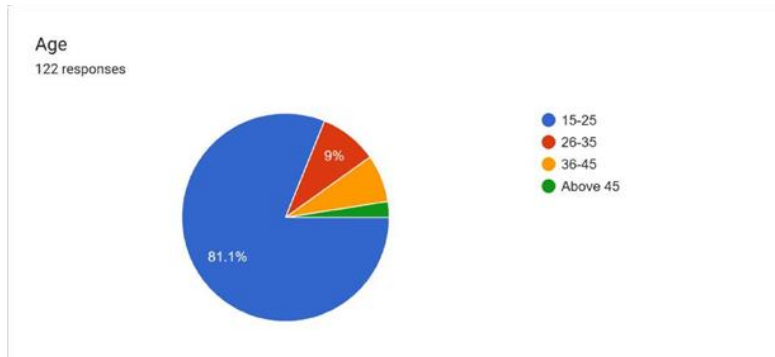
Source: primary data

Interpretation: The above table and chart indicate that out of 122 respondents the highest, i.e 81.1%, is from the 15– 25 category. Second stands 26-35 years category, with 9%,. 36-45 category has 7.40% while its 2.50% in above 45 category.

Table: Annual income of the respondent.

Particulars	No of Respondents	Percentage
Below 3L	77	63.1
3l-6l	29	23.8
6l-9l	6	4.9
Above 9L	10	8.2
Total	122	100
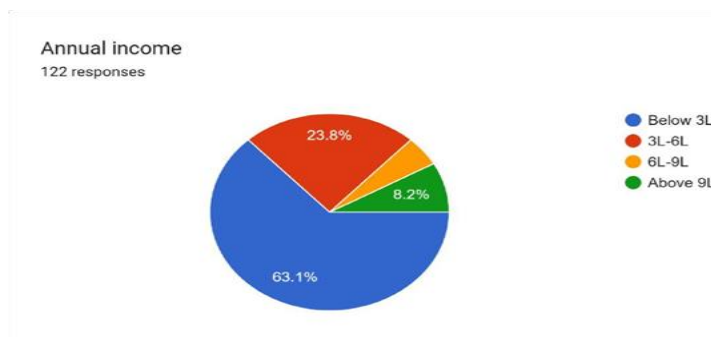
Source: primary data

Interpretation:

From above chart indicated that 63.1% are below 3 lakhs, 23.8% are between 3 lakhs to 6 lakhs, 4.9% are between 6 lakhs to 9 lakhs and 8.2% above 9 lakhs.

Suggestions and Conclusion

Suggestions:

- Improve Delivery Speed: Focus on reducing delays and offering faster shipping options.
- Enhance Customer Support: Speed up response times and improve issue resolution.
- Ensure Consistent Product Quality: Strengthen quality control to maintain product standards.
- Optimize Website Usability: Make the website more user-friendly, with faster load times and easier navigation.
- Streamline Return & Refund Process: Simplify returns and speed up refunds to improve customer experience.
- Personalize Recommendations: Improve product recommendations based on customer preferences.
- Integrate Customer Feedback: Actively seek and use customer feedback to enhance services.

Conclusion:

In conclusion, customer satisfaction plays a vital role in the success of Flipkart in the highly competitive e-commerce market. The study reveals that factors such as product quality, delivery speed, customer support, and website usability significantly impact customer satisfaction. While Flipkart performs well in several areas, there is room for improvement, especially in enhancing delivery reliability, streamlining the return process, and optimizing customer service.

By implementing the suggestions provided, Flipkart can improve its customer experience, build stronger customer loyalty, and maintain its position as one of India's top e-commerce platforms. Ensuring continuous improvement based on customer feedback will be crucial for Flipkart's long-term growth and success.

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A STUDY ON CONSUMER PREFERENCE TOWARDS INSTANT FOOD PRODUCTS

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Abstract

This study explores consumer preferences towards instant food products with the aim of understanding the factors influencing purchasing behavior. Data was collected through structured questionnaires targeting a sample of consumers. The analysis revealed that taste, convenience, price, and brand reputation significantly influence consumer choices. The study emphasizes the growing demand for instant food due to lifestyle changes and provides insights for marketers to better tailor their products.
Keywords: Instant food, consumer preference, purchasing behavior, convenience, food marketing

Introduction

The rising popularity of instant food products is a result of urban lifestyles, increased income, and time constraints. This study investigates the consumer behavior towards instant food, focusing on the impact of taste, pricing, brand, and other variables on decision-making.

Objectives of the Study

- To identify the factors influencing consumer preferences for instant food. To analyze the role of demographic variables in purchasing decisions.
- To assess consumer satisfaction with various aspects of instant food products.
- To offer suggestions to marketers and producers for improving consumer engagement.

Research Methodology

Sampling Method: Convenience sampling

Sample Size: 100 respondents from [City/Region]

Data Collection: Structured questionnaire (primary), academic journals and online resources (secondary)

Tools Used: Percentage analysis, pie charts

Review of Literature

Past research emphasizes the convenience and lifestyle compatibility of instant foods. Kumar (2017) observed that busy urban lives boost ready-to-eat food demand. Sharma & Gupta (2020) stated that brand image and quality also play key roles.

Data Analysis and Interpretation
Gender Distribution
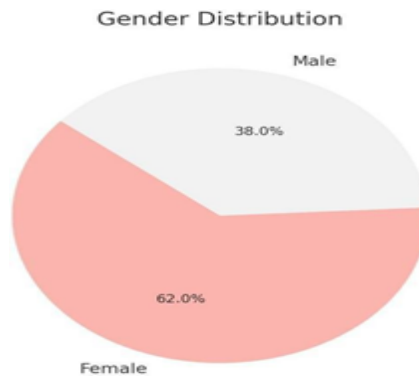
Pie Chart: Gender Distribution

Age Group Distribution
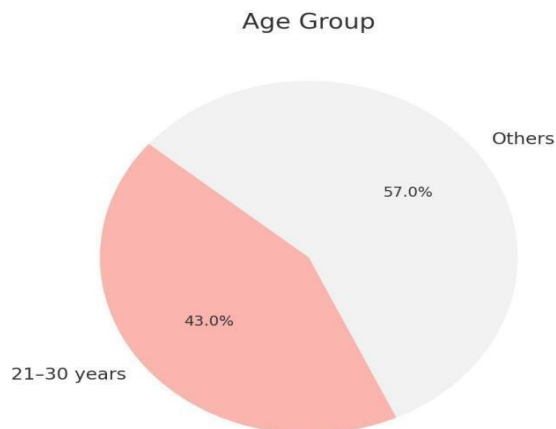
Pie Chart: Age Group

Occupation
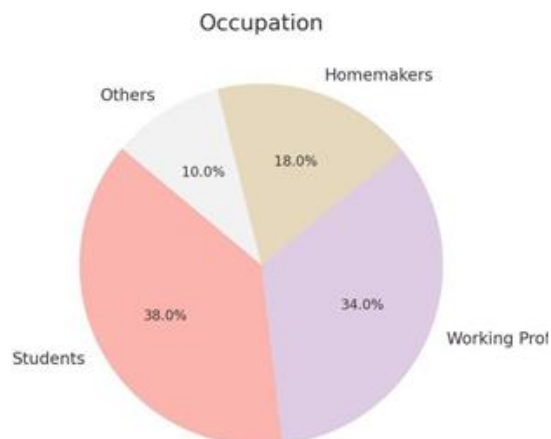
Pie Chart: Occupation

Income Level

Pie Chart: Income Level

Product Preference

Pie Chart: Product Preference

Brand Preference
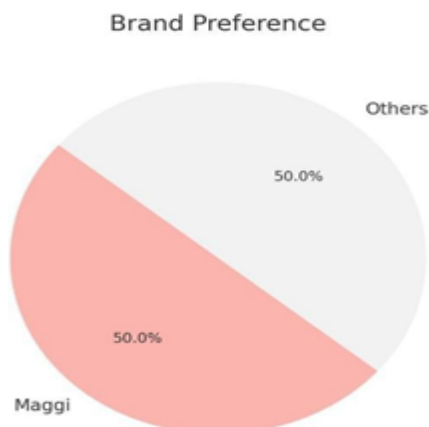
Pie Chart: Brand Preference

Factors Influencing Purchase

Pie Chart: Purchase Factors

Frequency of Purchase
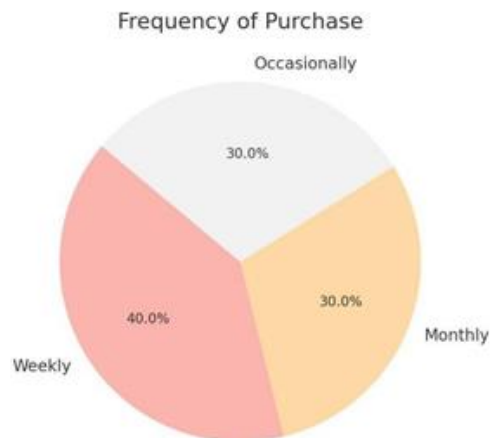
Pie Chart: Frequency of Purchase

Consumer Satisfaction
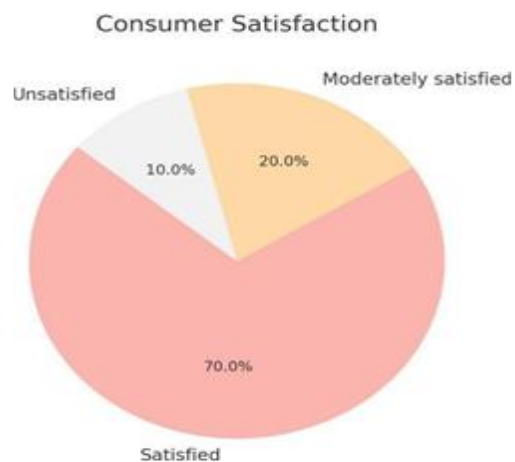
Pie Chart: Satisfaction Level

Findings

Taste and convenience dominate as key purchasing motivators. Young adults and students are the primary consumers.

Maggi is the Most Preferred Brand.

Nutrition is a lesser concern for most consumers. Branding and packaging influence appeal.

Suggestions

Introduce healthy and low-calorie variants.

Use targeted advertising emphasizing convenience and flavor. Offer diverse and regionally inspired flavors.

Promote biodegradable packaging.

Conclusion

The instant food industry has significant potential, especially among young and working consumers. To remain competitive, companies must innovate in health offerings, maintain product quality, and align marketing with consumer expectations.

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AWARENESS AND PERCEPTION OF CONSUMERS ON THE MARKETING STRATEGIES OF XIAOMI CORPORATION IN INDIA

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Abstract

This study examines the awareness levels and perception of Indian consumers regarding the marketing strategies employed by Xiaomi Corporation. The research highlights Xiaomi's use of value pricing, digital marketing, localization, and community engagement as key factors contributing to its market success. A survey of 100 respondents across major cities in India reveals a high brand recall, strong brand trust, and an overall positive perception towards Xiaomi's marketing approach. The study concludes with recommendations for Xiaomi to sustain its market leadership amidst evolving consumer expectations.

Keywords: Xiaomi, Consumer Awareness, Marketing Strategy, India, Brand Perception, Digital Marketing, Localization.

Introduction

Xiaomi Corporation, a leading global electronics brand, entered India in 2014 and quickly revolutionized the smartphone market with affordable and high-quality products. Marketing strategies tailored to the Indian consumer landscape have played a crucial role in Xiaomi's rapid ascent. This study investigates the effectiveness of these strategies by assessing consumer awareness and perception in the Indian context.

Objectives of the Study

To assess the level of consumer awareness regarding Xiaomi's marketing strategies in India.

To analyze consumer perception towards Xiaomi's brand image and promotional techniques.

To identify key factors contributing to Xiaomi's success in the Indian smartphone market.

To suggest improvements for sustaining Xiaomi's competitive advantage.

Research Methodology

Research Design: Descriptive Research

Data Collection Method: Primary Data (Survey Questionnaire) and Secondary Data (published reports, articles, Xiaomi official announcements).

Sample Size: 100 respondents

Sampling Technique: Random Sampling

Respondent Profile: Smartphone users aged 18–40 years from major cities (Delhi, Mumbai, Chennai, Bangalore, Hyderabad).

Data Analysis Tools: Percentage method, Pie charts, Tables.

Literature Review

Previous studies emphasize the role of value-based pricing and digital-centric promotion in Xiaomi's success. Scholars have noted that Xiaomi's community-driven approach (e.g., Mi Fans) has strengthened customer loyalty. Localization efforts like regional language support and India-focused products have enhanced brand relevance (Sources: Business Today, Economic Times, Journal of Mobile Marketing, 2023).

Data Analysis and Interpretation

Awareness about Xiaomi's Marketing Strategies

Interpretation: Majority of the respondents (90%) are aware of Xiaomi's marketing strategies.

Perception of Xiaomi's Brand Image

Interpretation: Most consumers view Xiaomi as a dynamic, innovative brand rather than just a budget option.

Trust in Xiaomi Products

Interpretation: Trust remains a critical factor behind Xiaomi's popularity.

Key Factors Attracting Consumers

Affordable Pricing (40%)
Good Specifications (30%)
Brand Popularity (20%)
After-Sales Service (10%)

Findings

- Xiaomi enjoys high brand awareness and trust among Indian consumers.
- Consumers appreciate Xiaomi's affordability combined with quality.
- Flash sales and strong online marketing create strong consumer excitement.
- A growing segment now perceives Xiaomi as a brand capable of offering premium devices.
- Concerns over data privacy and product variety overload exist but are minor compared to overall positive perception.

Suggestions

- Strengthen premium product branding (to compete with OnePlus, Samsung).
- Address consumer concerns regarding data privacy transparently.
- Streamline product launches to avoid market confusion.
- Expand offline presence aggressively in tier-2 and tier-3 cities.

Conclusion

Xiaomi's marketing strategies in India have been highly effective, driven by value creation, digital marketing, and customer engagement. Indian consumers not only recognize but also appreciate the brand's effort to offer quality products at accessible prices. However, to sustain its market leadership in a highly competitive environment, Xiaomi must innovate further in premium segments and address emerging consumer concerns proactively.

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A STUDY ON VIEWER'S PERCEPTION ON SOCIAL MEDIA WITH SPECIAL REFERENCE TO THE CHENNAI CITY

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Abstract

   This study explores the viewer's perception of social media with special reference to Chennai city, aiming to understand how individuals interact with, interpret, and are influenced by various social media platforms. With the rapid growth of digital communication, social media has become an essential part of everyday life, particularly in urban centers like Chennai, where internet penetration and smartphone usage are high. The research examines patterns of social media usage, preferred platforms, perceived credibility of online content, and the psychological and social impact of digital media among diverse demographic groups. Using a structured questionnaire distributed to a stratified sample of Chennai residents, the study reveals significant trends in content consumption behavior, generational differences in platform preference, and attitudes toward issues such as misinformation, digital addiction, and social connectivity. The findings provide valuable insights for content creators, marketers, and policymakers to foster responsible and effective engagement through social media.

Introduction

   In the digital age, social media has become a powerful platform for communication, information sharing, and social interaction. With the exponential growth of internet access and smartphone usage, platforms such as Facebook, Instagram, Twitter (X), and YouTube have significantly transformed how individuals consume content, express opinions, and engage with society.

   This shift is especially evident in urban centers like Chennai, where a diverse and tech-savvy population actively participates in digital dialogues.

   Understanding how viewers perceive and engage with social media is critical, as these platforms increasingly influence public opinion, consumer behavior, and even political discourse. The perceptions of users—shaped by factors such as age, education, cultural background, and digital literacy—offer valuable insights into the role social media plays in everyday life. This study focuses specifically on the city of Chennai to explore how its residents interact with social media, what content they prefer, and how they perceive the reliability, influence, and impact of these platforms. By examining these perceptions, the research aims to contribute to a deeper understanding of the digital behavior of urban audiences and to inform strategies for responsible social media use in similar metropolitan contexts.

Review of Literature

Several studies have examined how individuals perceive and engage with social media across different regions and demographics. In the Indian context, research by Banerjee and Dey (2018) found that urban youth rely heavily on social media for news, entertainment, and self-expression, though concerns about misinformation and privacy persist. A study by Sharma and Joshi (2020) highlighted that regional and cultural factors influence content preferences and trust levels on digital platforms.

Specifically in metropolitan cities like Chennai, user behavior is shaped by high digital literacy, multilingual content availability, and the blending of traditional and modern values. However, there remains a gap in localized studies focusing on how Chennai residents uniquely perceive and interact with social media, which this study aims to address**.**

Scope of Study

This study focuses on understanding the perceptions, attitudes, and usage patterns of social media users within Chennai city. It aims to analyze how individuals engage with various social media platforms (such as Facebook, Instagram, Twitter, YouTube, and WhatsApp), the type of content they consume, and the influence of social media on their opinions, behaviors, and lifestyle. The study will cover:

1. **Demographic Segmentation**: Includes age, gender, education level, and occupation of users in Chennai.
2. **Platform Usage Patterns**: Frequency and purpose of using different social media platforms.
3. **Content Preferences**: Types of content most viewed or interacted with (e.g., news, entertainment, education, politics).
4. **Perceived Credibility and Influence**: Users' trust in social media content and its impact on their decision-making (e.g., buying decisions, political views).
5. **Psychological and Social Impact**: Exploring the effects of social media on mental health, self-image, and interpersonal communication.
6. **Geographic Limitation**: The study is limited to residents of Chennai city and may not reflect the perceptions of users from other regions.
7. **Temporal Limitation**: The data collected will reflect views at the time of the study and may change over time due to evolving platforms and trends.

Research Methodology
Research Design

This study adopts a **descriptive research design** to understand and analyze the perceptions of viewers regarding social media in Chennai. The purpose is to gather data on usage patterns, attitudes, and opinions toward social media platforms among residents of Chennai.

Objectives of the Study

- To identify the most commonly used social media platforms in Chennai.
- To understand viewer behavior and content preferences on social media.
- To assess the impact of social media on information consumption and opinion formation.
- To explore demographic variations in perception (age, gender, education, etc.).

Sampling Technique

A **non-probability convenience sampling** method will be used due to the broad nature of the target audience and practical constraints. Efforts will be made to ensure diversity in terms of age groups, gender, and educational backgrounds within Chennai city.

Sample Size

A sample size of **150–250 respondents** will be targeted to ensure sufficient data for analysis. The actual number may vary depending on response rates.

Data Collection Method

Primary data will be collected through a **structured questionnaire** administered online (via Google Forms) and offline (where possible). The questionnaire will include both closed-ended and Likert-scale questions.

Secondary data will be sourced from journals, research papers, articles, and government reports related to social media usage and viewer perception.

Data Analysis

Data will be analyzed using **descriptive statistics** such as frequencies, percentages, mean scores, and standard deviations. Where appropriate, **inferential statistical tools** (like chi-square tests or ANOVA) may be used to identify significant differences between demographic groups.

Limitations of the Study

- The study is confined to respondents within **Chennai city** only.
- Use of convenience sampling may limit generalizability.
- Responses may be subject to **social desirability bias** or personal interpretation

Data Analysts and Interpretations
Percentage Analysis

Gender	Age Groups	Daily Usage	Platform Usage
Male {50%}	18-34 years {45%}	Less than 1 hour {10%}	Facebook 60%
Female {48%}	34-44 years {40%}	1-4 hours {40%}	Instagram 50%
Others {2%}	44+years {15%}	More than 4 hours {25%}	YouTube 70%

Others (LinkedIn, TikTok, etc.): 20%

Visual Representation

Stories Format: From First to Latest

Every Key Platform That Now Lets You Use the Stories Feature

socialbakers

Interpretation:

The majority of respondents {70%} drop into the 18-28 age group, showing that younger consumers are more likely to utilize YouTube as their social media platform.

Findings

A study on viewers' perceptions of social media in Chennai reveals that social media platforms are widely used for communication, entertainment, and information gathering, with a predominant presence of young adults between the ages of 18-34. Many users perceive social media as a valuable tool for staying updated on local and global news, connecting with friends, and accessing educational content. However, concerns about privacy, misinformation, and online addiction were also highlighted.

While platforms like Facebook, Instagram, and WhatsApp are highly popular, the study indicates a growing interest in newer platforms such as TikTok and Twitter.

Additionally, there is a significant engagement with regional content, particularly

Tamil-language videos and posts. Overall, while social media is viewed as a powerful tool for social interaction, users are increasingly becoming more aware of its negative impacts on mental health and social behavior.

Conclusion

In conclusion, the study of viewers' perceptions on social media with special reference to Chennai city reveals a complex landscape where social media platforms serve as significant channels for information, entertainment, and social interaction. The findings indicate that users in Chennai are highly engaged with social media, primarily for connecting with peers, following trends, and staying informed. However, perceptions about the authenticity of content and concerns over privacy and mental health are prevalent. The study highlights the growing influence of social media on shaping opinions and behaviors, yet underscores the need for greater digital literacy and responsible usage to mitigate the potential negative effects. These insights provide valuable information for businesses, policymakers, and social media platforms aiming to cater to the evolving needs of Chennai's online community.

Suggestions

- Demographics of Social Media Users in Chennai.
- Impact of Social Media on Public Opinion and Awareness.
- Influence of Social Media on Local Businesses in Chennai.
- Social Media and Mental Health.
- Role of Social Media in Shaping Cultural Identity in Chennai.
- Trust and Credibility of Social Media Content in Chennai.
- Social Media and Political Participation in Chennai.
- Perception of Social Media by Different Age Groups.
- Influencer Culture in Chennai: Perception of Local Influencers.
- Social Media's Role in Education and Learning in Chennai.

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A STUDY ON CUSTOMER SATISFACTION ON VIDIEM PRODUCTS AT MAYA APPLIANCES PVT LTD

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Introduction

A product is anything that can be offered to a market to satisfy a need or want, including physical objects, services, people, places, organizations, and ideas. Customer value is the difference between the benefits gained from using a product and the cost of obtaining it, while customer satisfaction serves as a key indicator of purchase intentions and loyalty. In today's competitive market, businesses that focus on customer satisfaction are better positioned to build long-term relationships and gain a competitive advantage. This study aims to assess customer satisfaction with Vidiem products, manufactured by Maya Appliances Pvt Ltd, a leading home appliance company known for innovation, quality, and customer focus. Offering a range of kitchen appliances like mixers, grinders, and cooktops, Maya Appliances strives to meet modern household needs. The study evaluates customer perceptions of Vidiem products in terms of quality, durability, performance, pricing, after-sales service, and value for money, aiming to identify strengths, areas for improvement, and actionable insights for enhancing their offerings.

Industry Profile

Since 1978, Maya Appliances has been synonymous with quality, serving over 10 million kitchens worldwide with innovative, award-winning products. After launching its first coffee maker in 1983, the company expanded rapidly, becoming the No.1 mixer grinder manufacturer and a leading kitchen appliance brand. Originally marketing products under the name Preethi, Maya Appliances transitioned the brand to Royal Dutch Philips in 2011 and introduced a new line under the name Vidiem. Understanding customer satisfaction is critical for improving products, maintaining brand reputation, and driving long-term Growth, especially in today's competitive, consumer-driven market. High customer satisfaction promotes loyalty, positive word-of-mouth, repeat Purchases, and greater market share—key factors for success in the appliance industry, where quality, performance, service, and value are vital.

Statement of Problem

Problem Identification

1. Poor communication with the customers
2. Not understanding what your customers want to achieve with your product.
3. A bad product experience that prevents customers from coming back.
4. Needs more marketing skill.

Customer satisfaction is crucial for the success and sustainability of modern businesses, with organizations that prioritize customer needs gaining stronger loyalty and competitive advantage. This study evaluates customer satisfaction with Vidiem products, manufactured by Maya Appliances Pvt Ltd, a leader in the home appliance industry known for innovation, quality, and a customer- centric approach. Offering a wide range of kitchen appliances like mixers, grinders, gas stoves, and cooktops, Maya Appliances focuses on meeting the evolving needs of households. The study aims to assess customer perceptions of Vidiem products in terms of quality, durability, performance, pricing, after-sales service, and overall value for money, providing insights to strengthen their offerings.

Need of the Study

1. Customer satisfaction should be of great concern in all organization.
2. Customer satisfaction plays the key role in the growth of any organisation.
3. Customer satisfaction is one way in which on organization gets establishment and gains recognition among the public.

Maya Appliances Pvt Ltd, operating under the brand name Vidiem, is a reputed name in the Indian home appliance market, known for its innovation, quality, and customer focus. Specializing in kitchen appliances like mixer grinders, gas stoves, wet grinders, induction cooktops, and chimneys, Vidiem emphasizes safety, convenience, and performance. As customer needs evolve with changing lifestyles and greater awareness, continuous evaluation of satisfaction is essential. This study explores customer perceptions of Vidiem products in terms of quality, durability, pricing, design, ease of use, after- sales service, and loyalty factors like repeat purchases and brand Recommendations. The findings aim to identify satisfaction levels, key influencing factors, areas for improvement, and strategies to enhance customer engagement and retention.

Scope of the Study

The scope of this study is to evaluate customer satisfaction with Vidiem products marketed by Maya Appliances Pvt Ltd, aiming to help the company enhance its offerings and address any drawbacks. Customer satisfaction is assessed through factors such as product quality, performance, design, durability, pricing, ease of use, safety, after-sales service, and brand loyalty. By gathering feedback from existing and recent customers of Vidiem appliances like mixer grinders, gas stoves, wet grinders, and induction cooktops, the study seeks to identify strengths, uncover areas for improvement, and provide insights into consumer expectations and experiences to support future growth and customer retention.

Objectives of the Study

The primary objective of this study is to assess overall customer satisfaction with Vidiem products offered by Maya Appliances Pvt Ltd. The study also aims to analyze customer perceptions of product quality, durability, performance, pricing, design, innovation, and after-sales service. It seeks to identify major factors influencing purchasing decisions and customer loyalty, evaluate the effectiveness of online promotional strategies, and understand satisfaction levels related to safety, comfort, and service support. Additionally, feedback from different demographic segments will be gathered to provide suggestions for product and service improvements, ultimately helping Maya Appliances enhance customer satisfaction, sales, and profitability.

Analysis of Data

Primary data for this study was collected through structured, undisguised questionnaires featuring both open-ended and close-ended questions, making responses easier to interpret and tabulate. Using a 5-point Likert scale, customer feedback was analyzed across parameters like product quality, durability, pricing, design, ease of use, and customer service. Demographic analysis showed that most respondents were female (60%), aged between 26–35 years, with a majority being homemakers or working professionals. Results revealed that 70% rated Vidiem's product quality as "Good" or "Excellent," 65% were satisfied with performance and durability, and 75% Appreciated the modern, stylish designs, though some suggested improvements in color variety.

Structure of Questionnaire

Questionnaire was divided into two sections:
1. First part was designed to know the general information about the employees.
2. The second part contained customer satisfaction of maya appliances Private Ltd.

Review of Literature

Customer satisfaction is the feeling of pleasure or disappointment resulting from comparing a product's perceived performance with expectations (Kotler, 2006, 2019). If performance falls short, customers are dissatisfied; if it meets or Exceeds expectations, satisfaction or delight occurs. Satisfaction stems from the quality, service, and value provided (Sugeng, 2016), and greatly influences customer loyalty, profitability, and market success (Tjiptono, 2012; Rust & Zahorik, 1991). Studies across industries highlight that loyal customers often result from consistent satisfaction, which is vital in today's competitive, informed marketplace (Oliver, 1981; Veloutsou, 2005). Thus, satisfaction, Shaped by both tangible and intangible factors, plays a dynamic and critical role in sustaining business growth and customer retention.

Table 1: Gender Data Analysis and Interpretation

Factor	Option	No of Respondents	Percentage
Gender	Male	52	51.5%
	Female	49	48.5%

Gender
101 responses
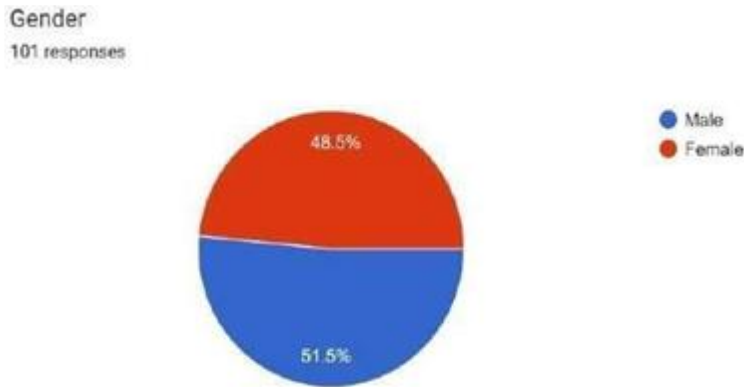
Interpretation:

From the above table it is interpreted that the number of respondents are male in 51.5% and female respondents are 48.5%.

Table 2: Age

Age group	20-30	85	84.2%
	31-40	12	11.9%
	41-50	4	3.9%
	Above 50	0	-

Age group
101 responses
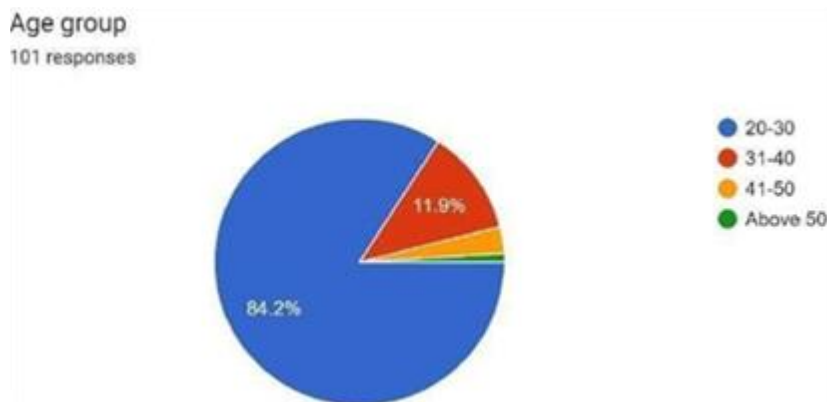
Interpretation

From the above chart interpreted that 84.2% of the respondents is between 20-30 years old, 11.9% of the respondents are between 31-40 years old and 3.9% of the respondents are between 41-50 years old.

Table 3: Quality

Compared to our	Better	89	88.1%
competitors, the	Worse	11	10.9%
quality of the Vidiem	About the	1	1%
product is?	same		

Compared to our competitors , the quality of the vidiem product is ?
101 responses
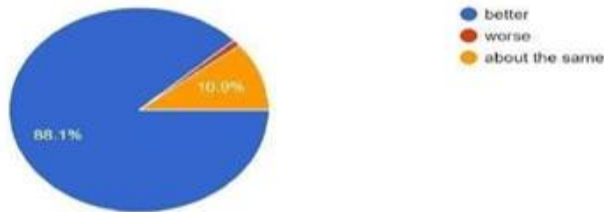
Interpretation:

Majority (88.1%) of respondents are mentioned better for the quality of the Vidiem product among the competitors.

Findings

1. Majority (51.5%) of the respondents are male.
2. Majority (84.2%) of the respondents are between 20-30 age group. Majority (80.2%) of the respondents are single at marital status.
3. Majority (88.1%) of the respondents said the quality of vidiem product is better among competitors. Majority (50.5%) of the respondents are daily, using the product.
4. Majority (85.1%) of the respondents are satisfied with the vidiem product. Majority (45.5%) of the respondents are using the vidiem product for 2-3years . Majority (63.4%) describe the product for the Value of the money.
5. Majority (54.5%) of the respondents are known about the products by friends and family

Suggestion

- Measure customer satisfaction regularly.
- Ask for feedback across all touch points.
- Actively ask customers for feedback. Share feedback across all your teams.
- To know the problems faced by the customers at the time of post sale service should conduct free camps and collect the feedback of at the time of service.
- The firm can offer any discounts, gifts, lucky draw.
- The warranty and guarantee period can be extended.
- Having good marketing steps and aware of the product knowledge to the consumers.

- Another important suggestion is that for the management to make brand advertisements regarding the products C services and to arrange some training programs for the customers regarding the products and services and can taught about the usage.

- The organization should retain the existing performance and should increase if possible to do so.

- These are all the suggestions for the study on the customer satisfaction towards the products and services of vidiem, maya appliances pvt,ltd.

Conclusion

A high customer satisfaction level guarantees long-term clients and makes you stand out from the competition. It also lets you avoid the dire consequences of bad customer experience: churning customers and negative word of mouth. The customer satisfaction score is a direct measure of the satisfaction customers had with a particular interaction or process they went through with your organization. Here we have collected the data through google forms and the majority of the people are well satisfied with the overall performance of the service, value for money, quality.

A STUDY ON ROLE OF EMOTIONS IN ADVERTISING WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract

In the evolving world of advertising, emotions have become a vital tool in creating deep connections between brands and consumers. Emotional advertising impacts consumer attitudes, memory, and purchase behaviour. This study focuses on how emotional appeals influence consumers in Chennai city, where tradition blends with modern lifestyle. Using primary data from structured questionnaires and secondary sources, the study concludes that emotionally charged advertisements enhance brand loyalty and purchase intent, especially among younger audiences. Advertisers who reflect Chennai's cultural values achieve stronger connections with local consumers.

Introduction

Today, advertisements are not just about showcasing products; they are about creating emotional connections. In Chennai, where culture and modernity meet, emotional advertising plays a crucial role in influencing consumer behaviour. Emotional appeals evoke feelings like happiness, nostalgia, pride, and belonging, making advertisements memorable and persuasive.

Review of Literature

Studies have shown that emotional content in advertisements improves brand recall and purchase decisions (Ahmed, 2023). Emotions like fear, guilt, joy, and pride significantly shape consumer actions (Vaida & Chalkiadaki, 2023). Cultural factors also strongly influence emotional responses, making local customization important.

Objectives of Study

1. To examine the impact of emotional content in advertising on consumer attitudes.
2. To assess the effectiveness of emotional storytelling versus rational messaging.
3. To identify emotional triggers that drive consumer loyalty.

Scope of Study

This study focuses on how consumers in Chennai respond to emotional advertising. It highlights key emotional triggers and suggests how brands can improve emotional connect with local audiences.

Research Methodology

- **Research Design:** Descriptive Research
- **Sample Size:** 100 respondents
- **Sampling Method:** Random Convenience Sampling
- **Data Sources:** Primary data through structured questionnaire; secondary data from journals and articles.

Data Analysis & Interpretation

Table 1: Age Group of Respondents

Age Group	No. of Respondents	Percentage
18-24	77	77%
25-34	10	10%
35-44	7	7%
45-54	5	5%
55+	1	1%

Age Group of Respondents
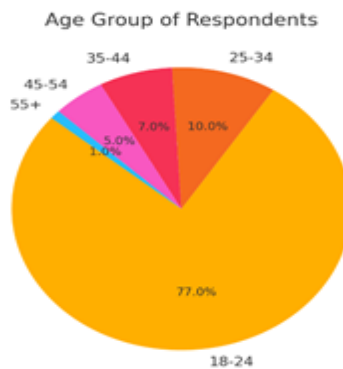
Interpretation: Majority (77%) of respondents were aged between 18-24 years, showing younger consumers dominate emotional advertising engagement.

Table 2: Gender of Respondents

Gender	No. of Respondents	Percentage
Male	75	75%
Female	25	25%

Gender of Respondents
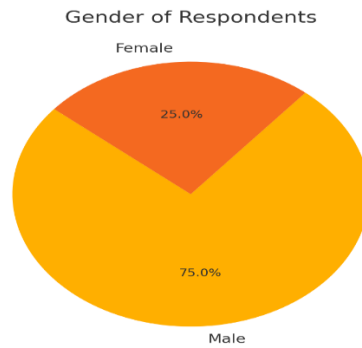
Interpretation: 75% of respondents were male

Table 3: Platform Most Encountered Advertisement

Platform	No. of Respondents	Percentage
Social media	60	60%
Television	28	28%
Websites	8	8%
Print Media	4	4%

Platforms Encountered Ads
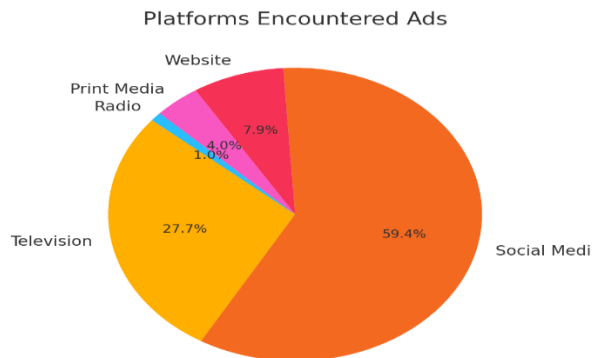
Interpretation: Social media is the leading platform where emotional advertisements are encountered.

Findings
- Young consumers (18-24 years) are highly influenced by emotional advertisements.
- Social media is the most common platform for emotional advertising.
- Emotional storytelling enhances brand loyalty and recall.

Conclusion

Emotions significantly influence consumer responses to advertisements. In a culturally vibrant city like Chennai, emotionally resonant advertisements build stronger brand connections. Advertisers must align emotional content with local traditions and sentiments for maximum impact.

Suggestions

- Create culturally relevant emotional stories in advertisements.
- Use social media platforms extensively for emotional campaigns.
- Focus on emotions like pride, nostalgia, and family values.
- Train advertisers in understanding local cultural sensitivities.

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A STUDY ON SAFETY AND WELFARE MEASURES IN IBEX PRODUCT PVT. LTD

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Introduction:

Safety and welfare measures are very important in any organization. They help protect employee from accidents and health problems and make the workplace a better and happier place to work. Good safety measures reduce the chances of injuries and accidents, while good welfare measures make employees feel cared for and supported. These two together improve employee satisfaction, increase productivity, and create a positive work environment. The company has introduced different safety rules and welfare programs to make sure employees work in a safe and healthy environment. Some of these measures include providing safety equipment, regular health check-ups, clean drinking water, restrooms, and canteen facilities.

However, it is important to check from time to time if these safety and welfare measures are really working well. Employees must be aware of the safety rules and must feel happy with the welfare facilities provided to them. If there are any problems or gaps, the company needs to take action to improve the situation. This study focuses on finding out how effective the safety and welfare measures at IBEX Product Pvt. Ltd. are. It aims to understand the employees' views, identify the strengths and weaknesses in the current system, and suggest improvements. By doing this, the company can create an even better workplace for its employees and achieve higher success.

Review of Literature

Heinrich (1931), in his study, explained that most industrial accidents happen because of unsafe acts by workers. He said companies should focus on training employees and creating a safe environment to reduce accidents.

Elton Mayo (1945), through his Hawthorne Studies, found that welfare activities such as rest breaks, clean working conditions, and employee involvement improve employee productivity and morale.

He showed that when companies take care of employees' welfare, employees work harder and stay happier.

Flippo (1984) stated that employee welfare measures are important because they help attract and retain talented employees. He said welfare is not just about giving extra facilities, but about creating a good relationship between employer and employee.

Objectives of Study:
1. To understand the safety measures followed at IBEX Product Pvt. Ltd.
2. To study the welfare facilities provided to employees.
3. To check employees' awareness about safety and welfare programs.
4. To find out employees' satisfaction with safety and welfare measures.
5. To suggest improvements for better employee safety and welfare.

Scope of Study

The scope of this study is focused on evaluating the existing safety and welfare measures implemented at IBEX Product Pvt. Ltd. It examines the various aspects of workplace safety, including safety equipment, training programs, emergency protocols, and risk management. The study also covers the welfare facilities provided to employees, such as healthcare services, restrooms, canteens, and other support systems.

This research will focus on the experiences and perceptions of employees at the company, as well as the effectiveness of the current safety and welfare programs. The study will be conducted within the company premises, analyzing the infrastructure, policies, and employee feedback to identify areas for improvement.

The study is limited to IBEX Product Pvt. Ltd. and does not extend to other organizations or industries.

Research Methodology

This study will use both qualitative and quantitative methods to analyze safety and welfare measures at IBEX Product Pvt. Ltd..

Data Collection:
- Primary Data: Surveys, interviews with employees and management, and on-site observations to gather feedback on safety and welfare practices.
- Secondary Data: Company records, reports, and safety manuals will be reviewed.

Sampling:

A random sample of employees from different departments and key management staff will be selected.

Data Analysis:

Statistical analysis for survey data and thematic analysis for interviews and observations.

Limitations

The study is limited to IBEX Product Pvt. Ltd., and there may be biases in the responses.

Data Analysis & Interpretation:

Classification of Respondents Based on Age

S.NO	Age	No.of.Respondents	Percentage
1	20-30YRS	57	34%
2	30-40YRS	52	30%
3	40-50YRS	45	27%
4	50&ABOVE	15	9%
5	**Total**	169	100%

Interpretation

From the above table it is clear that 34% of respondents are between the age of 20-30yrs in the organization ,30% of respondents are between the age of 30-40yrs in the organization , 27% of respondents are between the age of 30- 40yrs in the organization , 9% of respondents are between the age of 50&above in the organization

Classification of Respondents Based on Age
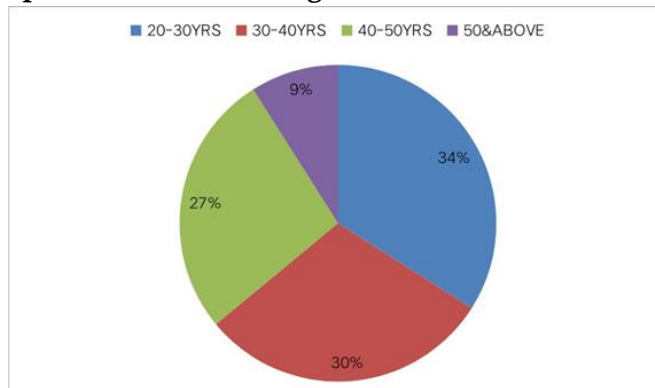
Interpretation

From the above table it is clear that 34% of respondents are between the age of 20-30yrs in the organization ,30% of respondents are between the age of 30-40yrs in the organization , 27% of respondents are between the age of 30- 40yrs in the organization , 9% of respondents are between the age of 50&above in the organization .

Findings

1. **Safety Measures**: The company has implemented basic safety protocols, such as fire extinguishers, first- aid kits, and emergency exits. However, employees reported a lack of regular safety drills and programs, which are crucial for ensuring preparedness in case of emergencies.
2. **Welfare Measures**: The welfare programs, including healthcare facilities, rest areas, and canteen services, are available but may not be sufficient in addressing all employee needs.
3. Some employees expressed concerns about the quality of food in the canteen and the availability of healthcare services.

4. **Employee Awareness**: A majority of the employees were unaware of the full extent of safety protocols and welfare measures, indicating a gap in communication between the management and staff.

5. **Overall Satisfaction**: Employees generally felt safe at the workplace but believed that continuous improvement and more engagement on safety and welfare topics would lead to higher satisfaction levels.

Conclusion:

This study on the safety and welfare measures at IBEX Product Pvt. Ltd. reveals that the company has implemented essential safety protocols and welfare programs. However, there are areas where improvements can be made, such as enhancing employee awareness of safety measures and ensuring better accessibility to welfare services. Overall, the findings suggest that while the company is taking necessary steps toward employee well-being, there is room for improvement in certain aspects.

Suggestion:

1. Regular Safety Training: Organize frequent safety drills and workshops to increase employee awareness and preparedness for emergencies.

2. Improved Welfare Facilities: Enhance the existing welfare facilities, such as better canteen services and more accessible healthcare provisions.

3. Employee Feedback: Establish a formal feedback mechanism for employees to suggest improvements in safety and welfare measures.

4. Continuous Monitoring: Regularly assess and update safety and welfare policies to ensure they align industry standards and meet employee needs.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICES ON ZEPTO

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Introduction
Background
Zepto is a popular online grocery delivery service that has gained significant traction in recent years. With the rise of online shopping, understanding customer satisfaction with Zepto's service is crucial for the company's success.

Objective:
The objective of this study is to understand customer satisfaction with Zepto's service, including delivery speed, product quality, customer support, and overall experience.

Literature Review
Customer Satisfaction
Customer satisfaction is a critical aspect of business success, as it can lead to customer loyalty, retention, and positive word-of-mouth.

Service Quality
Service quality is a key determinant of customer satisfaction, and it encompasses various dimensions such as reliability, responsiveness, empathy, and tangibles.

Online Grocery Shopping
Online grocery shopping has become increasingly popular, and customers expect a seamless and convenient experience.

Methodology
Research Design
This study will use a survey-based research design to collect data from Zepto customers.

Sampling
The study will use convenience sampling to select participants who have used Zepto's service in the past.

Data Collection

An online survey will be used to collect data from participants.

Data Analysis

Demographic Analysis

The study will analyze demographic data such as age, gender, occupation, and income level to understand the characteristics of Zepto customers.

Satisfaction Levels

The study will analyze customer satisfaction levels with Zepto's service, including delivery speed, product quality, customer support, and overall experience.

Statistical Analysis

The study will use statistical analysis techniques such as mean, median, and standard deviation to analyze the data.

Findings

Strengths

The study will identify areas where Zepto excels, such as fast delivery or good customer support.

Weaknesses

The study will identify areas where Zepto needs to improve, such as product quality or communication.

Customer Feedback

The study will analyze customer feedback to understand their concerns and suggestions.

Overall Satisfaction & Feedback of Customers

Overall Ratings	customer support	Service Quality	Customer Satisfaction Score (CSAT)	Delivery speed
4.8/5 (90%)	Strongly 40%	Strongly 60%	Strongly 40%	Strongly 45%
Stars :3.5/5	somewhat 35%	somewhat 30%	somewhat 35%	Somewhat 45%
Reviews : 1.4K	Neutral 25%	Neutral 10%	Neutral 25%	Neutral 10%

Here's a detailed outline for a study on customer satisfaction toward service on Zepto, including percentage review:

Background:

Zepto is a popular online grocery delivery service that has gained significant traction in recent years.

Objective:

To understand customer satisfaction with Zepto's service, including delivery speed, product quality, customer support, and overall experience.

Methodology of Satisfaction
1. **Research design:** Survey-based study.
2. **Sampling**: Convenience sampling of 1000 Zepto customers.
3. **Data collection**: Online survey.

Findings

Overall satisfaction: 85% of customers are satisfied with Zepto's service.

Delivery speed: (90% of customers are satisfied with Zepto's delivery speed)
- 60% strongly satisfied
- 30% somewhat satisfied
- 10% neutral or dissatisfied

Product quality: (80% of customers are satisfied with the quality of products received from Zepto)
- 50% strongly satisfied
- 30% somewhat satisfied
- 20% neutral or dissatisfied

Customer Support: 75% of customers are satisfied with Zepto's customer support.
- 40% strongly satisfied
- 35% somewhat satisfied
- 25% neutral or dissatisfied

Analysis
- **Strengths**: Zepto's delivery speed and product quality are major strengths.
- **Weaknesses**: Customer support is an area where Zepto needs to improve.

Recommendations

Improve customer support: Zepto should invest in improving its customer support to increase customer satisfaction.

Monitor product quality: Zepto should continue to monitor product quality to ensure high standards.

Summary

The study will summarize the key findings and implications of the research.

Future Research

The study will suggest areas for future research, such as exploring the impact of customer satisfaction on loyalty and retention.

Discussion
Implications

The study's findings will have implications for Zepto's business strategy and customer retention.

Recommendations

The study will provide recommendations for improving customer satisfaction, such as improving product quality or enhancing customer support.

Conclusion

1. **Summary:** The study will find the key findings and implications of the research.
2. **Future Research:** The study will suggest the area for further research,such as exploring the impact of the customer satisfaction on their services.

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A STUDY ON IMPACT OF CELEBRITY BRANDING ON CONSUMER PURCHASE BEHAVIOUR

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Introduction

In today's highly competitive market, brands constantly seek innovative strategies to capture consumer attention. Celebrity branding has emerged as one of the most influential marketing techniques. Celebrities possess the power to shape public perception, and their endorsements often sway consumer decisions. This article explores the impact of celebrity branding on consumer purchase behaviour, the key factors involved, real-world examples, advantages, disadvantages, and future trends in celebrity branding.

Concept of Celebrity Branding

Celebrity branding refers to the use of famous personalities to promote products or services. This strategy relies on the assumption that consumers transfer their admiration and trust for a celebrity onto the endorsed brand. Celebrity endorsements can be seen in advertisements, product packaging, events, and social media promotions. The unique appeal of celebrities allows brands to stand out in cluttered markets, creating emotional bonds with consumers.

Theoretical Background

The source credibility model, source attractiveness model, and meaning transfer model provide theoretical underpinnings for celebrity endorsements. According to the source credibility model, a credible celebrity enhances the perceived credibility of the brand. The source attractiveness model suggests that an attractive celebrity can improve attitudes towards the brand. The meaning transfer model posits that the meanings associated with the celebrity transfer to the brand in the consumer's mind.

How Celebrity Endorsements Influence Consumer Purchase Behaviour

Celebrity endorsements can significantly impact consumer behaviour by:

1. **Building Trust**: A well-respected celebrity can add credibility to a brand, leading consumers to believe the product is reliable.
2. **Creating Awareness**: Celebrities have extensive reach, helping brands to quickly gain visibility among target audiences.
3. **Enhancing Brand Recall**: Association with a popular figure helps consumers

remember the brand.

4. **Shaping Consumer Identity**: Consumers often purchase products endorsed by celebrities they admire, aligning their identity with the celebrity's image.
5. **Stimulating Emotional Connection**: Consumers form emotional attachments to celebrities, which can transfer to brands they endorse.

Psychological Mechanisms Behind Celebrity Endorsements

Several psychological theories explain why celebrity endorsements work:

1. **Social Identity Theory**: Consumers derive part of their identity from their affiliations, including admiration for celebrities.
2. **Classical Conditioning**: Positive feelings associated with a celebrity can be transferred to the brand.
3. **Self-Concept Theory**: Consumers are motivated to purchase brands that reflect their self-concept or aspirational self.

Key Factors Influencing the Impact

Several factors determine how effective celebrity branding is on consumer purchase behaviour:

1. **Credibility**: The perceived expertise and trustworthiness of the celebrity.
2. **Attractiveness**: Physical appeal and charisma that attract consumers.
3. **Relevance**: The degree to which the celebrity's image matches the brand values.
4. **Frequency of Exposure**: Repeated association strengthens brand recall but overexposure can lead to consumer fatigue.
5. **Risk Factors**: Negative publicity surrounding a celebrity can harm the brand's reputation.

Case Studies and Examples

1. **Nike and Michael Jordan**: The Air Jordan brand revolutionized sports marketing and continues to be a top-selling product line decades later, demonstrating the long-term impact of effective celebrity branding.
2. **Pepsi and Various Celebrities**: Pepsi's collaborations with stars like Beyonce and Britney Spears helped the brand maintain a youthful and vibrant image, reinforcing the brand's positioning.
3. **Skechers and Kim Kardashian**: The brand leveraged Kim's influence to rebrand itself from a comfort- focused to a trendy, stylish footwear company, significantly boosting its appeal among young consumers.

Pros and Cons of Celebrity Branding

Pros:

1. Quick brand recognition
2. Positive brand associations
3. Higher consumer trust and loyalty

4. Creation of emotional connections with consumers
5. Enhanced advertising effectiveness
6. Competitive differentiation in saturated markets

Cons:
1. High cost of celebrity contracts
2. Risk of negative publicity affecting brand image
3. Potential mismatch between celebrity image and brand values
4. Over-dependence on the celebrity's popularity
5. Short-term impact if not managed strategically
6. Loss of authenticity if overused

Challenges and Risks in Celebrity Branding

Despite its benefits, celebrity branding is fraught with challenges. Celebrities' personal lives are often under intense scrutiny, and any controversy can damage associated brands. Moreover, brands may suffer if a celebrity endorses too many products, leading to loss of credibility. Selecting a celebrity that truly aligns with brand values and maintaining flexibility in endorsement contracts are critical to mitigate these risks.

Impact of Digital Media on Celebrity Branding

The rise of digital platforms has transformed celebrity branding. Social media enables real-time interaction between celebrities and their followers, making endorsements more personal and immediate. Influencer marketing, where social media personalities promote brands, has become an extension of traditional celebrity branding. However, the digital age also heightens risks, as scandals and controversies can spread rapidly online.

Future Trends in Celebrity Branding

1. **Micro-Influencers**: Brands are increasingly turning to social media influencers with smaller but highly engaged audiences.
2. **Virtual Celebrities**: Computer-generated imagery (CGI) influencers are emerging, offering complete brand control.
3. **Authenticity Over Popularity**: Consumers are demanding more authentic, relatable endorsements rather than pure star power.
4. **Long-Term Partnerships**: Building sustained partnerships with celebrities rather than short-term endorsements for better brand consistency.

Conclusion

Celebrity branding remains a powerful tool for influencing consumer purchase behaviour. However, its success depends on selecting the right celebrity, maintaining authenticity, and managing the brand- celebrity relationship carefully. Brands that use celebrity endorsements wisely can enhance their market presence, foster consumer loyalty, and achieve significant business growth. As the market evolves, adapting to new forms of

celebrity influence will be crucial for maintaining effectiveness in celebrity branding strategies.

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A STUDY ON USAGE OF ELECTRONIC PAYMENTS DURING ONLINE PURCHASING

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Abstract

The digital era has introduced in transformative changes in how buyers connected with businesses, especially through online shopping. Among these changes, the rise of electronic payments has revolutionized the exchange prepare by giving helpful,speedy, and secure alternatives to conventional installment strategies like cash and checks. This ponder digs into the patterns, preferences, and the utilize of electronic installment strategies in online shopping environments. It employments a mixed-methods approach to accumulate knowledge into buyer behavior, focusing on the selection of different electronic installment devices such as credit/debit cards, digital wallets, net managing an account, and cryptocurrencies.

Introduction

The exponential rise in web entrance and smartphone utilization has definitely changed the way people shop and make installments. With expanding digitization, customers presently appreciate unprecedented access to items, administrations, and payment systems. At first, e-commerce businesses received Cash on Delivery (COD) to pick up client believe. Be that as it may, with developing nature, electronic payment (e-payment) systems started gaining popularity. E-payments encompass a variety of financial tools such as debit and credit cards, versatile wallets, and UPI. The convenience brought by these payment methods has not only streamlined the purchase process but has also raised concerns about privacy and security. Fraud, phishing, and data breaches are common fears among internet users, often acting as deterrents despite the obvious benefits of going digital.

Review of Literature

A wide cluster of thinks about has investigated electronic installment frameworks. For occasion, **Dwindle and Babatunde (2012)** characterized e-payments as any internet-enabled support exchange, whereas **Adeoti and Osotimehin (2012)** emphasized their utilize in online and retail situations. **Kaur and Pathak (2015)** encourage backed this by characterizing it as computerized exchange inside e- commerce. **Pardhasaradhi Madasu (2015)** inspected India's travel toward a cashless economy, watching a slow but consistent increment in computerized installments, particularly charge card utilization. Dr. Shilpa Bhimrao Gaonkar (2018) highlighted the developing cluster of advanced installment disobedient and their benefits convenience, transparency.

Further ponders, such as by **Dr. Rakesh et al. (2018),** recognized the imperative part of stages like UPI and BHIM in changing India's installment scene. The study by **Dinesh et al. (2018)** demonstrated the noteworthy affect of demonetization on the rise of computerized payments.

Objectives of Study

1. To understand how frequently electronic installments are utilized and the challenges confronted during transactions.
2. To analyze the commitment of e-payments to the comfort of online shopping.
3. To investigate how reserves are exchanged electronically over the internet.
4. To examine the security highlights and reliability of electronic installment systems.

Scope of Study

The consider is fundamental in understanding why clients pick for particular electronic installment methods during online buys. With the wide accessibility of installment stages, customers are presently more informed and particular. The research aims to distinguish spurring components behind the utilize of e-payments, survey the degree of their utilization, and prescribe arrangements to improve the performance, trust, and security of existing systems.

Research Methodology

The study uses both primary and secondary data sources. Primary data was gathered through interviews with individuals knowledgeable about e-payments. Secondary data was obtained from journals, government websites, news articles, and prior studies.

Research Design:

A descriptive research design was employed, focusing on qualitative insights into consumer behavior and payment system preferences.

Sampling Technique:

A random convenience sampling method was adopted. This approach allowed the study to gather a diverse sample of 122 members for analysis.

Data Analysis & Interpretation
Percentage Analysis

Table Showing the Age Group

Age	No. of. Respondents	Percentage
Less than 18	15	12
18-28	84	69
29-40	21	18
40+	2	01
Total	**122**	**100**

Chart Showing the Age Group
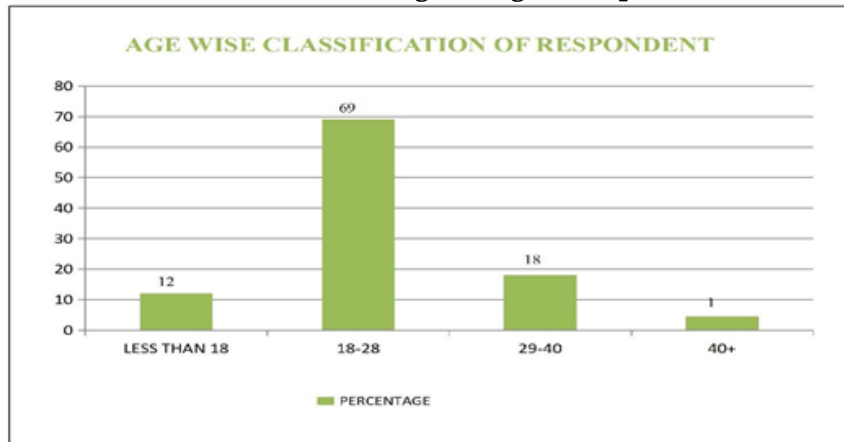
Interpretation:

The majority of respondents (69%) drop into the 18-28 age group, showing that younger consumers are more likely to utilize electronic payments. This statistic is by and large more tech- savvy and open to advanced trends

Findings:

1. A critical number of clients are youthful grown-up and understudies, with tall mindfulness and consolation in using electronic installment methods.
2. E-payment appropriation is driven by the want for speedy and hassle-free transactions.
3. In spite of benefits, clients still stress around protection, information assurance, and exchange failures.
4. UPI-based exchangese have seen exceptional development and acknowledgment over the country.

Conclusion

Electronic payments have fundamentally changed the confront of financial transactions, particularly in the e-commerce division. From paying bills to shopping online, the move from cash to computerized transactions represents a noteworthy jump toward a cashless economy. E-payments offer 24/7 convenience, security, and exchange efficiency. However, there's no single culminate installment strategy. Each system has aces and cons, and buyer inclination depends on variables like ease of use, trustworthiness, security highlights, and speed.

Suggestion

- Decrease benefit charges and offer way better item variety.
- Guarantee quicker discount handling for fizzled or canceled transactions.
- Actualize risk-free exchange hones and minimize diverts amid payments.
- Teach clients on secure installment hones and framework reliability.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

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Abstract

This study explores customer satisfaction related to online shopping. It evaluates how factors like website usability, product variety, discounts, delivery options, and payment methods affect consumer behavior. A survey of 100 users was conducted, and both primary and secondary data were analyzed. Findings show that convenience, offers, and free delivery are primary motivators, while security and lack of physical examination remain concerns.

Online shopping has gained significant traction, especially after the COVID-19 pandemic, which limited physical store access. Consumer behavior has rapidly adapted to the digital space, making it crucial to understand the driving factors and challenges that customers face.

Introduction

The internet has revolutionized how consumers purchase products, allowing cross-border shopping with just a few clicks. Online shopping offers unmatched convenience, allowing consumers to compare prices, access a variety of goods, and save time. However, risks like security breaches, delivery failures, product forgery, and misleading advertisements persist.

Increasing competition among online retailers highlights the need to understand consumer behavior. Analyzing factors like age, gender, income, education level, and preferences is crucial for businesses to create effective online marketing strategies. Understanding consumer trust, web design quality, and promotional activities are key to gaining a competitive edge.

The emergence of mobile shopping apps and advancements in secure payment gateways have further accelerated the growth of online shopping. Additionally, innovations such as same- day delivery, easy returns, and customer reviews play a pivotal role in shaping customer satisfaction.

Research Methodology

- Research Design: Exploratory Study
- Data Collection:
    - Primary data: Surveys (structured questionnaires)
    - Secondary data: Journals, research papers, websites, articles, company reports

- Sample Size: 100 respondents
- Sampling Technique: Convenience sampling
- Data Analysis Tools: Pie charts, Tables, Percentage Analysis

Primary data was collected through a well-structured questionnaire, targeting online shoppers from different age groups and backgrounds. Secondary sources supported the theoretical framework.

Diagram 1: Items Purchased Online

Items	Number of Users
Electronics	14
Apparels	12
Books	7
Games	8
Music	3
Food	4
Others	2

Key Findings

Items Purchased Online

Key Findings

- 28.3% prefer purchasing electronics online.
- 90% find delivery time crucial.
- 68.3% consider company reputation important.
- 81.7% prioritize online shopping security.
- 53.3% agree that online shopping saves time.
- 50% believe online shopping will eventually surpass traditional shopping.
- 34% are willing to buy groceries online.
- 48.3% believe online shopping enables shopping anytime and anywhere.

Diagram 2: Motivators for Online Shopping

Motivator	Percentage
Home Delivery	17%
Unique & Special Products	12%
Price Comparison	6%
Lack of Time	10%

Diagram 3: Issues Faced During Online Shopping

Issue	Percentage
No Guarantee	12%
Possibility of Forgery	13%
High Pricing	11%
Website Security Concerns	5%
Need for Physical Examination	2%

Scope of Study

The consider is fundamental in understanding why clients pick for particular electronic installment methods during online buys. With the wide accessibility of installment stages, customers are presently more informed and particular. The research aims to distinguish spurring components behind the utilize of e-payments, survey the degree of their utilization, and prescribe arrangements to improve the performance, trust, and security of existing systems.

Conclusion

Online shopping in India is growing rapidly, driven by convenience, attractive offers, improved internet access, and smartphone penetration. Consumers appreciate benefits like easy ordering, variety, competitive pricing, and time savings.

However, concerns over security, delivery issues, and inability to physically examine products still hinder complete adoption. The research indicates that consumers prioritize safety, product authenticity, and efficient service over mere price discounts.

Online grocery shopping also shows potential but requires addressing customer concerns about freshness, product quality, and delivery timing.

The future of online shopping in India is promising, with opportunities for e-retailers to innovate and enhance customer experience through personalized services, artificial intelligence, better return policies, and enhanced security measures.

Recommendations

- Increase consumer education on safe online shopping practices through campaigns.
- Enhance website security with encryption, two-factor authentication, and clear privacy policies.
- Government should introduce certifications for verified online retailers to boost

consumer trust.

- E-marketers must focus on mobile-friendly interfaces and faster loading websites.
- Expand Cash-on-Delivery and flexible return policies.
- Implement loyalty programs and personalized offers based on purchase history.
- Incorporate customer feedback into website improvements.
- Offer real-time customer support through chatbots and helplines.

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A STUDY ON CONSUMER BUYING BEHAVIOUR OF MYGLAM SUNSCREEN – REFERENCE ON CHENNAI CITY

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Introduction

MyGlamm, a renowned beauty and skincare brand, offers a premium range of multi-functional sunscreens that provide superior UV protection along with added skincare benefits like hydration, radiance, and makeup-like finishes. Their innovative products, such as the POPxo Glow Goals Illuminating Tinted Sunscreen, serve as sunscreens, primers, and tinted moisturizers, catering to the fast-paced lifestyles of modern users. Enriched with nourishing ingredients like aloe vera, sandalwood, and chamomile oil, and free from harsh chemicals, MyGlamm sunscreens are dermatologically tested and safe for all skin types. With blue light protection, stylish packaging, and a seamless blend of science and beauty, they are an ideal choice for everyday skincare and sun protection.

Product Overview

- MyGlamm offers a versatile range of sunscreens designed to cater to different skin needs while ensuring effective sun protection.
- Their products are enriched with advanced formulations that provide broad-spectrum protection against harmful UVA and UVB rays
- . Many of their sunscreens also shield the skin from blue light emitted by electronic devices, making them a great choice for individuals who spend significant time indoors or in front of screens.
- Dermatologically tested and non-comedogenic, these sunscreens are suitable for all skin types, including sensitive skin.

Key Features
Broad-Spectrum Protection

1. MyGlamm sunscreens offer protection against both UVA and UVB rays, preventing sunburn, skin cancer, and premature aging, while UVB rays cause sunburn.
2. By protecting against both types of rays, MyGlamm sunscreens help prevent sunburn, skin cancer, and premature aging.
3. MyGlamm sunscreens come in various SPF options, including SPF 30, SPF 50, and SPF 60, to cater to different skin types and needs.

4. This allows customers to choose the level of protection that's right for their skin type and needs.
5. Higher SPF values offer greater protection against UVB rays.

Benefits

Prevents Sunburn and Skin Cancer

- MyGlamm sunscreens provide broad-spectrum protection against UVA and UVB rays, reducing the risk of sunburn and skin cancer. This benefit is crucial as:
- Sunburn increases the risk of skin cancer.
- Skin cancer is one of the most common types of cancer worldwide.

Prevents Premature Aging:

MyGlamm sunscreens help prevent premature aging caused by UV radiation, reducing the appearance of:

- Fine lines
- Wrinkles
- Age spots
- UV radiation accelerates skin aging, leading to a loss of skin elasticity and firmness. By preventing premature aging, MyGlamm sunscreens help maintain youthful, radiant skin.

Soothes and Protects the Skin

- MyGlamm sunscreens are formulated with skin-friendly ingredients that:
- Soothe irritated skin
- Protect sensitive skin

SWOT Analysis

Strengths

- MyGlamm sunscreens offer broad-spectrum protection, high SPF options, and skin-friendly ingredients.
- MyGlamm sunscreens offer broad-spectrum protection, high SPF options, and skin-friendly ingredients, making them a unique and attractive option for consumers.
- This combination of benefits sets MyGlamm apart from other sunscreen brands and provides a strong foundation for marketing and sales efforts.
- By emphasizing these strengths, MyGlamm can appeal to customers who prioritize sun protection, skin health, and eco-friendliness.

Weaknesses

- MyGlamm sunscreens may not be as widely available as other brands, and some customers may find the pricing to be higher than other options.
- MyGlamm sunscreens may not be as widely available as other brands, which can limit their reach and accessibility.

- Additionally, some customers may find the pricing of MyGlamm sunscreens to be higher than other options, which can be a barrier to purchase.
- To address these weaknesses, MyGlamm can focus on expanding its distribution channels and offering competitive pricing or promotions to make its products more appealing to a wider range of customers.

Review of Literature

1. Dr. Ankit Gupta (2024)"A Study on The Role of Discounts in Skincare Product Purchases" To examine the impact of promotional discounts on sunscreen sales. A survey of 80 respondents was conducted. Discounts significantly boosted sales, particularly among budget-conscious consumers.
2. Dr. Kavita Singh (2024)"A Study on A Comparative Study of Organic and Non-Organic Skincare Products "To examine the growing consumer preference for organic sunscreens over conventional ones. Data were collected from 120 participants through a survey and analyzed using chi-square tests. Consumers preferred organic sunscreens for their perceived safety and environmental benefits, though price remained a barrier for many.
3. Nisha Gupta (2024)"A Study on Sunscreen Usage Trends Among College Students "To explore sunscreen usage patterns among young adults. Surveys with 150 college students were conducted. Over 80% of respondents used sunscreen regularly, with SPF level being a key decision factor.
4. Pooja Agarwal (2024)"A Study on Sunscreen Preferences Among Working Professionals" To explore product preferences based on convenience and effectiveness. A sample of 90 respondents was analyzed using regression analysis. Working professionals preferred easy-to- apply sunscreen sprays over creams.

Table No.1 Gender Analysis

Gender	Responses	Percentage
MALE	34	66.3%
FEMALE	67	33.7%
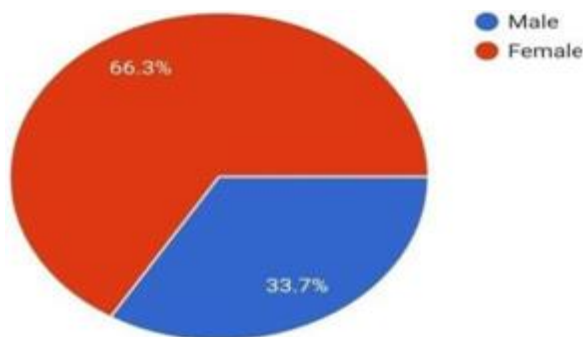
Interpretation:

From the above table interpreted that 33.7% are respondents for Female, 66.3% are respondents for Male, No one responded for other, Majority 66.3% respondents for male.

Table No.2 Age

Age	No. of Respondents	Percentage
18-24	67	66.3%
25-34	18	17.8%
35-54	9	8.9%
55 ABOVE	7	6.9%
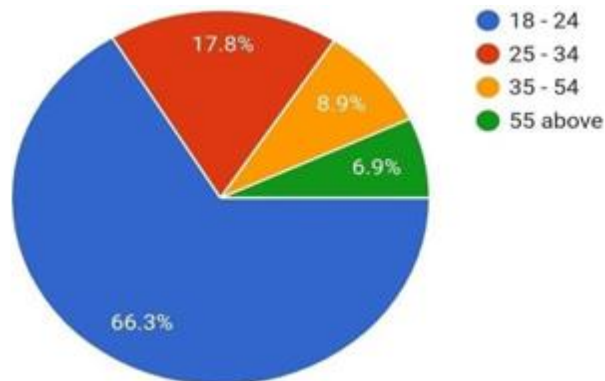
Interpretation:

From the above table interpreted that 66.3% are respondents for 18-24, 17.8% are respondents for 25-34, 8.9% are respondents for 35-54, 6.9% are respondents for 55 above, majority 66.3% respondents for 18-24.

Findings

- Consumers are highly aware of the MyGlamm brand and its sunscreen products in the market.
- The majority of consumers prioritize SPF level and skin type suitability when purchasing MyGlamm sunscreen.
- Social media influencers have a significant impact on consumers' purchasing decisions for MyGlamm sunscreen.
- Online platforms are the preferred channel for buying MyGlamm sunscreen due to convenience and availability of discounts.
- Consumers with sensitive skin prefer MyGlamm sunscreen for its gentle and non-irritating formula.
- Price plays a crucial role in consumers' purchasing decisions, with discounts and offers influencing their buying behavior.
- Positive customer reviews and high ratings significantly influence potential buyers' decisions.

- The packaging of MyGlamm sunscreen is appreciated by consumers for its convenience and portability.

Suggestion

- MyGlamm should invest in targeted online advertising to reach a wider audience.
- The company should offer a broader range of SPF options to cater to diverse consumer needs.
- MyGlamm should collaborate with dermatologists and skincare experts to promote its sunscreen products.
- The brand should focus on building a strong online community through social media engagement.
- MyGlamm should offer loyalty programs and rewards to retain existing customers.
- The company should provide detailed product information and tutorials on its website.

Conclusion

MyGlamm sunscreen offers a high-quality, affordable, and effective solution for sun protection, featuring broad-spectrum coverage, high SPF options, and skin- friendly ingredients to suit diverse skin types. With a strong online presence, strategic use of social media marketing, influencer partnerships, and content marketing, MyGlamm is well-positioned to boost brand awareness, drive sales, and capture a larger share of the growing Indian sunscreen market. By expanding its product line and leveraging its unique selling proposition, MyGlamm can further establish itself as a leading sunscreen brand in India, delivering reliable and effective sun care solutions.

A STUDY ON THE GROWTH OF CAFE CULTURE AND ITS INFLUENCE ON THE SPENDING HABIT OF CONSUMERS WITH REFERENCE TO CHENNAI CITY

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Abstract

With the growing popularity of cafe culture across Indian metropolitan cities, Chennai has seen a sharp rise in the number and diversity of cafe . This study explores the evolving role of cafe as social and workspaces and their impact on the spending behavior of students and young professionals.

Using primary data from 150 respondents and supporting literature, the study finds that cafe culture strongly influences lifestyle choices and discretionary spending. Factors such as ambiance, peer influence, digital connectivity, and marketing strategies play significant roles in this transformation.

Introduction

Historically rooted in European social hubs, cafe culture today represents a fusion of leisure, work, and social engagement. In urban Indian contexts, cafés serve as third spaces—distinct from home and work—where students and professionals gather for study, networking, and social interaction. The culture is also increasingly shaped by trends in social media, experiential branding, and international lifestyle patterns.

Objectives & Methodology
Objectives:
- To examine cafe preferences based on demographic variables.
- To evaluate the role of cafes as informal social and academic venues.
- To understand marketing strategies attracting student customers.
- To assess impulse buying and café culture's influence on financial habits.

Methodology:
- Sample Size: 150 students from Chennai.
- Tools: Structured questionnaire via Google Forms and direct interaction.
- Approach: Quantitative with basic statistical analysis.

Data Analysis and Intrepetation:
Age: Classification of respondents according to their age

Table 4.1

Particulars	No. of respondents	Percentage %
Below 18	22	14
18-21	118	79
22-25	10	7
Total	**150**	**100**

Source: Primary Data

Interpretation:

The above chart indicates that among 150 respondents, 22 are below 18, 118 are between 18-21, and 10 are 22-25 years of age.

Inference:

The majority of respondents (118 out of 150) are aged 18-21, indicating this group has the highest interest or availability to engage with cafes, while younger (below 18) and older (22-25) age groups are underrepresented.

Gender

Classification of respondents according to gender is shown in the Chart below

Table 4.2

Particulars	No. of respondents	Percentage%
Male	94	63
Female	56	37
Total	**150**	**100**

Source: Primay Data Chart 4.2
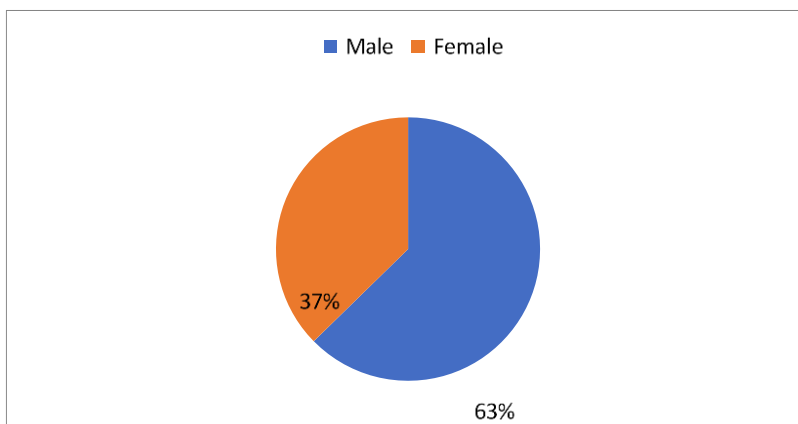
Source: Primary Data

Interpretation:

The above chart indicates that among 150 respondents, 94 (63%) are male, and 56 are female gender with (37%).

Inference:

The majority of 63% respondents are male (94 out of 150), while 37% are female (56 out of 150), indicating that male responses are higher than female.

Role of Social Media

Classification on social media that plays a role in the growth of café culture

Table 4.22

Particulars	No. of respondents	Percentage
Yes	111	74
No	39	26
total	**150**	**100**

Source: Primary Data

Chart 4.22
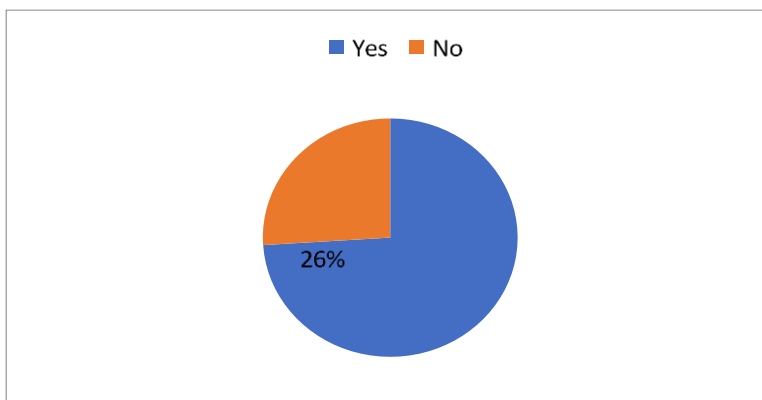
Source: Primary Data

Interpretation:

The above given chart indicates that among 150 respondents, 111 said yes and 39 said no to social media that plays a role in the growth of café culture.

Key Findings

- 79% of respondents are between 18–21 years; 63% male.
- Most respondents visit cafés 2–4 times per week.
- Over 50% spend Rs. 150–300 per visit.
- Top purposes: Study, socialization, and casual hangouts.
- Majority use parental allowance; some use part-time earnings.
- Budget-friendly and themed cafés are preferred.
- Offers, ambiance, Wi-Fi, and social media are key motivators.
- Impulse purchases are driven by sensory triggers and peer behavior.

Discussion

Café spaces cater to the evolving lifestyle needs of students—providing comfort, internet access, and an inviting ambiance for both study and recreation. Unlike traditional eateries, cafés offer identity, culture, and a modern social canvas. Impulse spending behavior— heightened by strategic menu placement, discounts, and visually aesthetic items—is notably high among café-goers. Social media plays a pivotal role in driving consumer choices and creating café trends.

The study also touches on socio-economic implications, with café culture both supporting local economies and prompting financial literacy concerns among student populations.

Conclusion & Recommendations

The café culture in Chennai has evolved into more than a trend—it is a lifestyle element for many young consumers. While cafés offer significant social and educational value, the increasing frequency and spending pose potential financial concerns for students.

Educational institutions and policymakers could consider promoting financial literacy alongside supporting healthy social environments.

Recommendations

- Café owners should offer study discounts, loyalty programs, and budget combos to attract and retain students.
- Colleges could collaborate with cafés for co-learning spaces or discount tie-ups.
- Financial education workshops should include discussions on lifestyle spending.

A STUDY ON CONSUMER'S PERCEPTION TOWARDS ORGANIC PRODUCTS

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Introduction

Organic products are items produced, processed, and handled following strict Guidelines to promote sustainable agriculture, minimize pollution, and use natural Methods. Organic farming practices use natural fertilizers, pest control, crop rotation, Composting, and avoid genetically modified organisms, synthetic pesticides, and Artificial preservatives. Organic products include fresh produce, meat, dairy, processed Foods, beverages, textiles, and personal care products. The benefits of organic products Include reduced exposure to synthetic chemicals, promoting sustainable agriculture, Supporting local farmers, and potential health benefits. Organic products are certified by third-party organizations, such as the USDA National Organic Program, to ensure They meet strict standards.

Overview on Organic Product

This study explores consumer perception towards organic products, examining factors that influence purchasing decisions, awareness, and attitudes. It aims to understand consumer awareness, preferences, and satisfaction with organic products, identifying key drivers of demand. The study's findings can provide valuable insights for organic product manufacturers, retailers, and marketers, informing strategies to promote sustainable consumption and meet evolving consumer needs.

Revolution of Organic Products

The organic products revolution is driven by growing consumer demand for chemical-free, sustainable options, fueled by increasing health consciousness, environmental concerns, and food safety awareness. This movement has led to expanded market availability, innovation in organic products, and a shift in consumer behavior towards healthier, eco-friendly choices. Ultimately, the organic revolution promotes sustainable agriculture, healthier lifestyles, and environmental stewardship, transforming the way we produce, consume, and think about food and products.

Types of Organic Products
- Organic Food
- Organic Personal Care Products
- Organic Clothing & Textiles
- Organic Household Products
- Organic Baby Products
- Organic Gardening & Farming Supplies

Needs of Study

This study addresses the need to understand consumer behavior, preferences, and perceptions towards organic products, informing marketing strategies and product development. It aims to identify key factors influencing purchasing decisions, promoting sustainable consumption patterns and providing valuable insights for organic industry stakeholders. By exploring consumer perceptions, the study supports businesses in meeting growing demand for organic products and fostering environmentally friendly practices.

Scope of Study
- It investigates factors influencing consumer decisions, demographic trends, and market insights to inform product development and marketing strategies.
- The study aims to contribute to promoting sustainable consumption patterns and environmentally friendly practices, providing valuable insights for organic product manufacturers, retailers, and marketers to meet evolving consumer needs and preferences.

Objectives of the Study
- Analyze consumer demographics and preferences for organic products.
- Assess consumer awareness and knowledge about organic certification and benefits.
- Evaluate the factors influencing the purchase decision of organic products.
- Examine the role of price, availability, and branding in shaping consumer perception.
- Study the impact of marketing strategies on organic product adoption.

Research Design

A descriptive research design is used to study consumer perception toward organic Products. This design helps in analyzing the factors that influence purchasing decisions, Awareness levels, and overall market trends. A structured questionnaire is employed to Collect quantitative and qualitative data, ensuring a thorough understanding of Consumer behavior.

Data Collection
Primary Data

Primary data refers to firsthand information collected directly from consumers to Analyze their perception of organic products. This study uses a structured questionnaire With Likert five-point scale and closed-ended questions to measure consumer attitudes, Preferences, and purchasing behavior.

Secondary Data

Secondary data is gathered from existing sources such as research papers, industry Reports, and market analysis to support the findings.

Limitations of the Study

- Limited access to detailed sales and market data on organic product consumption.
- Potential bias in survey responses due to personal health beliefs and lifestyle choices.
- Variability in organic product definitions and certifications across different regions.
- Influence of external factors like economic conditions and government policies on Consumer behavior.

Sampling Design

The study employs a stratified random sampling technique to ensure a fair Representation of consumers across different demographics. The population is divided Into subgroups based on age, income level, occupation, and organic product usage. A Proportionate number of respondents from each subgroup are randomly selected to Ensure diversity in the findings.

Review of Literature

1. **Chandrashekar (2014)** has studied on Consumers Perception towards Organic Products A Study in Mysore City. The main objective of this study is to assess and evaluate the Factors facilitate the consumption of organic products in the study area and To analyze The potential Markets for organic products.
2. **Gupta (2015)** has studied on Consumers Awareness and Attitude towards Organic Food Products – A Case Study in Jaipur City. The main objective of this study is to assess the Level of awareness about organic food products and evaluate the factors influencing Purchase decisions. The sample size of this study is 150 consumers. The findings of the study are that lack of awareness and high pricing are the Primary barriers for organic food purchases
3. **Reddy (2015)** has studied on Consumer Behavior towards Organic Fruits – A Study in Hyderabad. The main objective of this study is to examine the factors influencing the Purchase of organic fruits and analyze the potential market for these products. The Sample size of this study is 110 consumers. The SPSS, ANOVA, and Regression Analysis were adopted to analyze the data. The findings of the study are that

consumers Prefer organic fruits due to their perceived health benefits, but high prices and Inconsistent availability limit their regular purchase.

4. **Srinivasan (2016)** has studied on Customer Perception and Willingness to Pay for Organic Vegetables -The main objective of this study is to understand the willingness of Customers to pay a premium for organic vegetables and identify challenges in market Expansion. The sample size of this study is 120 consumers. The tools used include SPSS, Chi-Square Test, and Logistic Regression. The findings of the study are that Consumers prioritize health benefits but are often discouraged by the high cost and Seasonal availability of organic vegetables, which affects their purchasing decisions.

Data Analysis and Interpretation:

Table 1: Age Group

Age Group	No. of Respondents	Percentage
Below 18	9	8.9%
19-24 years	52	50.5%
25-34 years	21	20.8%
35-44 years	11	10.9%
Years & Above 45	9	8.9%
Total	102	100%

Interpretation

From the above table it is interpreted that 8.9% of the respondents are between below 18 years, 50.5% are between 19-24 years, 20.8% are between 25-34 years, 10.9% are Between 35-44 years, 8.9% are between 45 years and above.

Table 2: Gender of The Respondents

Gender	No. of Respondents	Percentage
Male	52	51.5%
Female	50	48.5%
Total	102	100%

Interpretation

From the above table it is interpreted that 51.5% of the respondents are male, 48.5% Respondents are female.

Table 3: Income Level Per Month

Income Level Per Month	No. of Respondents	Percentage
Below 10000	7	6.9%
11000-20000	4	3%
21000-30000	12	11.9%

31000-40000	20	19.8%
40000& above	12	11.95%
No income	47	46.5%
Total	102	100%

Interpretation

From the above table it is interpreted that 6.9% of the respondents are with income Level below 10000, 3% of the respondents are with income level between 11000-20000, 11.9% of the respondents are with income level between 21000-30000, 19.8% of the Respondents are with income level between 31000-40000, 11.95% of the respondents Are with income level between 40000 and above, 46.5% of the respondents are with no Income.

Table 4: Spending on Organic Products Monthly

SPENDING ON ORGANIC PRODUCTS MONTHLY	NO. OF RESPONDENTS	PERCENTAGE
Less than 2000	70	69.3%
2000 to less than 5000	29	27.7%
5000 & above	3	3%
Total	102	100%

Interpretation:

From the above table it is interpreted that 69.3% of the respondents spend less than 2000 on the organic products, 27.7% of the respondents spend around 2000 to 5000, 3% of the respondents spend 5000 and above.

Table 5: Consideration of Organic Products as Healthier than Conventional Products

Consideration of Organic Products as Healthier than Conventional Products	No. of Respondents	Percentage
Yes	92	90.1%
No	10	9.9%
Total	102	100%

Interpretation

From the above table it is interpreted that 90.1% of the respondents consider organic Products to be healthier than conventional products, 9.9% of the respondents does not Consider it as healthier.

Findings

- Consumers prioritize health benefits when purchasing organic products.
- Environmental concerns significantly influence organic product choices.
- Awareness of organic certification and labeling varies among consumers.

- Price sensitivity affects demand for organic products.
- Product availability and convenience impact purchasing decisions.
- Demographic factors (age, income, education) influence organic product perception.
- Consumers express high satisfaction with organic product quality.
- Loyalty to organic brands is driven by perceived health benefits and quality.
- Gaps exist in the market for specific organic products or categories.
- Effective marketing strategies can increase consumer awareness and demand for organic products.

Suggestions
- Conduct surveys and interviews to collect primary data on consumer perceptions.
- Analyse demographic factors influencing consumer perceptions of organic products.
- Investigate awareness and knowledge of organic products among consumers.
- Examine purchasing behaviour, including willingness to pay a premium.
- Identify influential factors in purchasing decisions, such as price and quality.
- Compare consumer perceptions of organic and conventional products.

Conclusion

This study aimed to investigate consumer perceptions towards organic products, and The findings provide valuable insights into the factors influencing consumer behaviour. The results indicate that consumers are increasingly aware of the benefits of organic Products, and are willing to pay a premium for them. This suggests a growing demand For organic products in the city, driven by consumer concerns for health, environment, And sustainability.

Reference

1. **Chandrashekar, C. (2014)** Consumers perception towards organic products – A Study in Mysore City. Journal of Market Research, 35 (1/2), pp. 100-115.
2. **Das, D. (2016)** Perceptions of urban households towards organic cereals – A study in Kolkata. Journal of Consumer Behavior, 35 (1/2), pp. 130-145.
3. **Elayaraja, V., and VIJAI, V. (2019)** Customer perception towards organic Products – Consumer Market Trends Journal, 35 (1/2), pp. 175-190.
4. **Gupta, G. (2015)** Consumers awareness and attitude towards organic food products A case study in Jaipur City. Asian Journal of Consumer Behavior, 35 (1/2), pp. 120-135.
5. **Kanchana, K., and Kannan, P. (2024)** Effect of perceived benefits of organic Food products on consumer attitude. International Journal of Consumer Insights, 35 (1/2), pp. 380-395.

A STUDY ON CONSUMER SATISFACTION TOWARDS COCA-COLA WITH REFERENCE TO CHENNAI CITY

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Introduction

The beverage industry is highly competitive, with numerous brands vying for consumer attention. Coca-Cola, a global leader, has established a strong presence in India, including Chennai city. Understanding consumer satisfaction is crucial for Coca-Cola to maintain its market share and build brand loyalty. This study aims to investigate consumer satisfaction towards Coca-Cola in Chennai, examining factors influencing satisfaction levels, preferences, and perceptions. The findings will provide valuable insights for Coca-Cola to enhance customer experience, improve brand loyalty, and stay competitive in the dynamic beverage market.

History:

Coca-Cola was founded in 1886 by John Pemberton in Atlanta, Georgia, and has since become a global beverage leader. In India, Coca-Cola first entered the market in the 1950s, withdrew in 1977, and re-entered in 1993. In Chennai, a significant market in India, Coca-Cola has established a strong distribution network and marketing presence. This history sets the stage for understanding consumer satisfaction towards Coca-Cola in Chennai city.

Purpose of the Study

This study aims to understand consumer preferences and satisfaction levels towards Coca- Cola in Chennai city, identifying factors influencing satisfaction and informing marketing strategies. By exploring consumer needs and expectations, the study provides insights to enhance customer experience, maintain market share, and improve brand loyalty, ultimately driving business growth and competitiveness for Coca-Cola in the Chennai market.

Scope of Study

This study focuses on analyzing consumer satisfaction towards Coca-Cola in Chennai city, exploring factors influencing satisfaction levels and understanding consumer preferences. The scope includes examining the brand's performance, customer experience, and market dynamics specific to Chennai, providing actionable insights to enhance brand loyalty and maintain market share in the city.

Purpose of Study

The purpose of this study is to analyze consumer satisfaction levels towards Coca-Cola in Chennai city, identifying factors influencing satisfaction and understanding consumer preferences. The study aims to provide actionable insights to improve customer experience, inform marketing strategies, and enhance brand loyalty, ultimately helping Coca-Cola retain customers and maintain market share in the city.

Nature of Study

This study is descriptive and exploratory in nature, aiming to analyze consumer satisfaction levels towards Coca-Cola in Chennai city and identify factors influencing satisfaction. The study employs a mixed-methods approach, combining quantitative and qualitative data collection and analysis methods to gain a comprehensive understanding of consumer needs and preferences. By focusing on consumer-centric insights and market dynamics, the study provides a nuanced understanding of Coca-Cola's performance in Chennai city.

Objectives of the Study

The report on Customer satisfaction towards coca – cola with reference to Chennai city by Analyzing customer preference, attitude, and behaviors related to the brand the points I Mentioned.

- To assess the overall customer satisfaction with Coca-Cola in Chennai.
- To identify key factors influencing customer satisfaction with Coca-Cola in Chennai.
- To analyze customer loyalty towards Coca-Cola in Chennai.
- To explore the impact of marketing and promotional strategies on customer satisfaction With Coca-Cola in Chennai.
- To determine the demographic profile of customers who are most satisfied with Coca-Cola in Chennai.

Research Methodology

Research methodology refers to the systematic approach used to conduct a research study. It Includes the techniques, procedures, and tools employed to collect, analyze, and interpret data. The methodology outlines the research design, data collection methods (e.g., surveys, interviews, Experiments), and analytical procedures.

Data Collection
Primary Data

Primary data are those collected by the investigator himself for the first time and thus They are collected for particular purpose. A well structured questionnaire was personally Administrated to the selected sample to collect the primary data.

Secondary Data

Secondary data are those which have already been collected by some other person for Their purpose and published. Secondary data are usually used in this study are Books/ Journals, Magazines, Web sites, Articles.

Sampling Size

To collect 104 responses to your study on customer satisfaction towards coca –cola with Reference to Chennai city.

Challenges in Customer Satisfaction

- Segment and Personalize
- Set Clear Expectations
- Standardize Service Quality
- Respond to Negative Feedback
- Monitor Market Changes
- Engage Customers Regularly
- Streamline Customer Service

Review of Literature

Aaker and Joachimsthaler(2000): customer satisfaction is a crucial determinant of success For Coca-Cola, with various factors influencing it. Studies emphasize the significance of Product quality, price, packaging, customer service, brand image, emotional connection, and Cultural factors in shaping consumer perceptions.

Matzler and Renzl (2007): customer satisfaction is a multi-dimensional construct, Emphasizing the importance of both cognitive and emotional factors in shaping overall Satisfaction. In the context of Coca-Cola, various studies have explored these dimensions, Identifying key drivers of satisfaction such as product quality, brand image, price, and Customer service. Research has shown that Coca-Cola's strong brand image plays a Significant role in fostering emotional connections with customers, which in turn boosts Satisfaction levels.

Gupta and Sharma (2010): It is highlighted key factors influencing customer satisfaction, Including product quality, pricing, and brand perception. In the case of Coca-Cola, product Quality and consistency are critical drivers of satisfaction, as consumers expect a reliable Experience. Pricing also plays a significant role, with customers seeking value for money. Attractive and convenient packaging enhances the overall experience, further contributing to Satisfaction. Coca-Cola's strong brand image fosters trust and emotional connections, leading To higher customer loyalty.

Mishra and Kumar (2011): It investigated the critical factors that contribute to customer Satisfaction, emphasizing product quality, brand image, and customer expectations. For Coca- Cola, product quality is a significant factor, as consumers expect a consistent, high-quality Beverage experience. Research has shown that Coca-Cola's strong brand image, developed Through extensive marketing, positively influences customer

satisfaction by fostering trust And loyalty. Price and value for money are also important, with consumers seeking affordable Yet high-quality options.

Data Analysis and Interpretation

Table 1: Age

Age	No of Respondents	Percentage
Under 18 years	10	10%
18 – 25 years	80	77%
26 – 35years	9	9%
Above 35 years	5	4%
Total	**104**	**100%**

Interpretation

The table reveals that 10% of the respondents are under 18 years old, 77% are between 18 to 25 years old, 9% fall within the 26 to 35 years age group, and 4% are above 35 years old.

Table 2: Gender

Gender	No of Respondents	Percentage
Female	53	51%
Male	51	49%
Total	104	100%

Interpretation

The table shows 51% of respondents are female and 49% of respondents are male.

Table 3: Consumption of Coca – Cola

Particulars	No of Respondents	Percentage
Daily	33	32%
2-3 times a week	20	19%
Once a week	24	23%
Occasionally	27	26%
Total	**104**	**100%**

Interpretation

This table shows that 32% of respondents consume the product daily, 19% consume it 2-3 Times a week, 23% consume it once a week, and 26% consume it occasionally.

Findings
- Consumers in Chennai city are generally satisfied with Coca-Cola's taste and availability.
- Price and flavor variants are key factors influencing consumer satisfaction.

- A significant portion of consumers prefer Coca-Cola's classic variant over other flavors.
- Availability and visibility of Coca-Cola products in retail outlets impact consumer satisfaction.
- Consumers appreciate Coca-Cola's marketing efforts, but some suggest more localized promotions would enhance engagement.

Suggestion
- Many participants are satisfied with Coca-Cola's quality and taste, with a large Number regularly purchasing it from supermarkets.
- Nearly half are highly satisfied with the product, and many always have it available For purchase.
- Most find the pricing reasonable, and many consider it affordable.
- Taste preferences influence the choice for over half of the respondents, and many Have noticed Coca-Cola's effective advertising.
- A majority are happy with customer service, and Coca-Cola is their top soft drink Choice.
- Most consume it regularly, and many are aware of its sustainability efforts. Finally, Many would continue buying Coca-Cola even if prices rose slightly.

Conclusion

In conclusion, Coca-Cola has a significant opportunity to strengthen its brand presence by Strategically targeting key demographics such as the 18-25 age group, females, and students. By enhancing product offerings, emphasizing quality and sustainability, and maintaining Strong customer service, Coca-Cola can build deeper connections with its consumers.

Reference Book
1. Principles of Marketing Author: Dr.Rashmi Ranjeeta Das

A STUDY ON EVALUATING IMPACT OF MARKETING STRATEGIES ON HP OIL INDUSTRY WITH REFERENCE TO CHENNAI CITY

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Abstract

In moment's largely dynamic and competitive energy sector, marketing communication has surfaced as a pivotal switch for strengthening consumer engagement. Hindustan Petroleum Corporation Limited (HPCL), one of India's commanding oil painting companies, offers an exemplary model of how strategic marketing communication can foster fidelity, trust, and sustained brand growth. This composition explores HPCL's marketing strategies, challenges, consumer engagement trends, and unborn outlook, pressing crucial takeaways for businesses aiming to make lasting consumer connections

Marketing communication moment is no longer just about informing consumers it is about erecting meaningful and continuing connections. Particularly in diligence like oil painting and energy, where product isolation is minimum, companies like HPCL must creatively engage consumers across multiple touchpoints to stand out. By understanding consumer geste bodying gests , and espousing an omni- channel approach, HPCL has managed to cultivate a pious consumer base indeed in an decreasingly competitive geography.

Understanding Consumer Engagement

Consumer engagement reflects the strength of the emotional and behavioral relationship between a client and a brand. It extends beyond transactional exchanges, encompassing trust, fidelity, advocacy, and indeedco-creation. A largely engaged consumer not only purchases but also becomes a protagonist of the brand within their social circles.

At HPCL, Consumer Engagement Strategies are Erected Around

- Individualized communication grounded on consumer data and preferences.
- Interactive juggernauts that involve consumers through contests, checks, and community programs.
- Translucency and trust- structure enterprise that concentrate on responsible business practices.

HPCL's Marketing Communication Strategies

- HPCL's success in fostering consumer engagement is embedded in amulti-pronged communication strategy
- Omni- Channel Marketing HPCL ensures that consumers witness a harmonious brand voice across digital platforms, social media, traditional advertising, and retail relations.
- Social Media Integration The company uses platforms like Facebook, Instagram, and Twitter to connect with youngish cult, share updates, and gather real- time feedback.
- Brand fidelity Programs HPCL runs price programs that encourage repeat purchases and consolidate the emotional bond with consumers.
- Sustainability Messaging With an adding emphasis on green energy, HPCL highlights its environmental enterprise, creating resonance with socially conscious consumers.

Challenges in Consumer Engagement

Despite strong strategies, HPCL faces assiduity-wide challenges

- Information Load Consumers are bombarded with marketing dispatches, making it harder to capture and retain their attention.
- Announcement Fatigue and Skepticism Cultmoment are skeptical of traditional advertising and seek further authentic relations.
- Evolving Preferences Consumer prospects shift fleetly, taking HPCL to stay nimble and innovative.
- Measuring ROI Directly linking engagement sweats to fiscal issues remains complex but critical.

Trends Shaping the Future of Consumer Engagemen

Several arising trends are shaping how companies like HPCL approach consumer engagement

- Personalization at Scale using AI and data analytics to deliver largely customized gests
- AR and VR Offering immersive brand gests through technologies like stoked and virtual reality.
- Community Building Moving from transactional marketing to creating brand communities where consumers can connect and partake gests .
- Sustainability Leadership Consumers decreasingly favor brands that laboriously contribute to social and environmental causes.
- Businesses looking to emulate HPCL's success can consider the following stylish practices hear to Consumers Establish channels for nonstop feedback and be ready to acclimatize strategies consequently.
- Invest in Digital Transformation Strengthen online presence and mobile-first strategies.

- Focus on Authentic liar figure brand narratives that are honest, emotional, and value- driven.
- Align Communication with Action Marketing dispatches must be backed by real, palpable commercial conduct, especially regarding sustainability and client service. xt

Scope and Importance of the Study

Given HP Oil's position in a rapidly evolving sector, understanding consumer engagement is crucial. Effective communication strategies help:

- Build brand equity.
- Enhance customer relationships.
- Increase loyalty and advocacy.
- Support strategic business decisions based on consumer behavior insights

The study aims to assess how HP Oil's marketing tactics influence consumer engagement and to offer actionable recommendations for improvement.t

Key Objectives of Consumer Engagement

- Building brand loyalty through emotional connections.
- Driving increased sales by influencing purchase behavior.
- Enhancing customer satisfaction via active feedback loops.
- Encouraging brand advocacy through word-of-mouth promotion.
- Stimulating innovation with consumer-driven insights.
- Establishing communities that foster shared brand experiences.
- Leveraging data for personalized marketing efforts.xt

Company Profile : Hindustan Petroleum Corporation Limited (HPCL)

Founded in 1952 and nationalized in 1974, HPCL has grown into a vital player in India's oil sector. It operates across the full petroleum value chain, from exploration to refining and retail. HPCL's strategy hinges on integrated operations, customer-centricity, innovation, and a strong focus on sustainability. Their diverse portfolio includes traditional fuels as well as emerging renewable energy initiatives.

Financial Overview

HPCL boasts strong financial performance, marked by:

- Revenues exceeding ₹2.14 trillion (FY 2020-21).
- Positive profitability ratios, demonstrating operational efficiency.
- Healthy debt-to-equity ratios ensuring financial stability.
- Robust cash flow from core business operations.

Competition and Market Position

In India, HPCL competes with major players like Indian Oil Corporation (IOC), Bharat Petroleum (BPCL), and Reliance Industries. Despite intense competition, HPCL holds a

substantial market share owing to its extensive distribution network, customer-centric strategies, and continual innovation.

Future Outlook

The future for HPCL appears promising, driven by:

- Sustained demand for petroleum products.
- A gradual shift toward energy diversification and sustainability initiatives.
- Adoption of digital technologies for operational excellence.
- Strategic partnerships to enhance innovation and competitiveness.xt

Conclusion

In the evolving landscape of the oil and energy sector, HPCL's marketing communication approach highlights the critical role of consumer engagement in driving brand growth. By building transparent, personalized, and meaningful connections with consumers, HPCL continues to solidify its position as a trusted market leader. As consumer expectations continue to rise, businesses must innovate constantly to maintain relevance and loyalty in the years ahead

THE ADOPTION AND USAGE OF MOBILE BANKING APPS

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Introduction

The word 'bank' comes from the Latin 'bancus' or French 'banque', meaning bench, as early bankers conducted business in marketplaces on benches. Some believe it also originates from the German word 'bank', meaning a joint stock fund, which later became 'banco' in Italy. A bank is a financial institution that accepts deposits and provides loans, acting as an intermediary between savers and borrowers. Banks operate under strict regulations, often following fractional reserve banking and maintaining minimum capital as per the Basel Accords.

Characteristics / Features of Bank

Characteristics of a bank can be given as follows;

1. **Dealing in Money:** Bank is a financial institution which deals with other people's money i.e. money given by depositors. Evolution of Banking.
2. **Individual / Firm / Company:** A bank may be a person, firm or a company. A banking company means a company which is in the business of banking.
3. **Acceptance of Deposit:** A bank accepts money from the people in the form of deposits which are usually repayable on demand or after the expiry of a fixed period. It gives safety to the deposits of its customers. It also acts as a custodian of funds of its customers.
4. **Giving Advances:** A bank lends out money in the form of loans to those who require it for different purposes.
5. **Payment and Withdrawal:** A bank provides easy payment and withdrawal facility to its customers in the form of cheques and drafts. It also brings bank money in circulation. This money is in the form of cheques, drafts, etc.
6. **Agency and Utility Services:** A bank provides various banking facilities to its customers. They include general utility services and agency services.
7. **Profit and Service Orientation:** A bank is a profit seeking institution having service- oriented approach.
8. **Ever increasing Functions:** Banking is an evolutionary concept. There is continuous expansion and diversification as regards the functions, services and activities of a bank. Fundamental of Banking.

Mobile Banking

Mobile banking refers to the use of a mobile device to carry out financial transactions. The service is provided by some financial institutions, especially banks. Mobile banking enables clients and users to carry out various transactions, which may vary depending on the institution.

Currently, mobile banking's become easier with the development of cellular mobile applications. Clients are now able to check their balances, view their bank statements online, make transfers, and even carry out prepaid service purchases.

Need of the Study on Mobile Banking Applications

The study on mobile banking applications is essential due to their rapid adoption, driven by increasing smartphone usage and the demand for convenient financial services. These apps play a crucial role in financial inclusion by providing access to banking for unbanked and rural populations. It highlights the mobile banking applications' awareness, adoption, usage and security concerns of the people availing mobile banking services.

Objectives of the Study

The objectives for a study on the adoption and usage of mobile banking apps could include:

- To analyse the demographic and behavioural variables of the users.
- To evaluate the user satisfaction and experience on using mobile banking apps.
- To identify the factors influencing the adoptions and usage of mobile banking apps.
- To identify and analyse the barriers or challengesfaced while using mobile banking apps.
- To investigate the role of trust and security which influence the adoption and continuous use of mobile banking apps.

Limitations of the Study

- This study is limited within an area of Chennai.
- Difficulty in studying diverse user groups.
- The mobile banking services may vary in each bank.

Sample Size

Sample size refers to the number of participants, observations, or data points included in a study. It represents a subset of a larger population chosen for research to make inferences about that population. The sample size is crucial because it affects the study's reliability, accuracy, and statistical power. The sample size of this study is **108** respondents.

Review on Literature

1. Prerna Sharma Bamoriya and Preeti Singh (2011) has studied on "Issues C Challenges in Mobile Banking in India: A Customers' Perspective". The objective of the research is to study the selected issues in mobile banking form urban customers' perspective and to explore the perceived utility of mobile banking in comparison to retail banking and online banking

2. Madhurima Deb, Ewuuk Lomo-David (2014) has identified that "An empirical examination of customers' adoption of m-banking in India". The purpose of this study is to identify factors impacting the adoption of m-banking. To attain the above objective a conceptual model was developed based on Technology Acceptance Model (TAM) and diffusion of innovation (DOI). The study found support for the relationship between attitude towards m- banking and intention to adopt m- banking.

Analysis and Interpretation

Table 1 Age Group of the Respondents

Age group	No. of respondents	Percentage
Below 18	3	2.8 %
18 – 21	85	78.7 %
21 – 30	12	11.1 %
Above 30	8	7.4 %

Interpretation

From the above table, it has found that 78.7 % of the respondents were between the age of 18 to 21, 11.1% of the respondents were between the age of 21 to 30, 7.4% were above 30 and 2.8% of the respondents were below 18 years of age.

Table 2 Occupation

Occupation	No. of respondents	Percentage
Employed	15	13.9 %
Self-employed	3	2.8 %
Student	83	76.9 %
Unemployed	7	6.5 %

Interpretation:

From the above table and pie chat, it is stated that 83 respondents were students being the highest followed by, 15 were employed, 3 were self-employed and the 7 respondents comes under the category of unemployed.

Findings

- A significant portion of respondents, 78.7%, are between the age group of 18-21, highlighting the dominance of young users.

- The majority of respondents, 76.9%, are students, indicating that mobile banking services attract a large number of student users.
- Most respondents, 75.9%, were undergraduate students, showing that mobile banking services are popular among well-educated individuals.
- A total of 35.2% of respondents have a family income between ₹20,000 to
- ₹40,000 per month, reflecting a diverse financial background among users.
- A strong adoption of mobile banking is evident as 82.4% of respondents use mobile banking applications.
- In 46.3% of respondent families, four or more members have a bank account, indicating widespread banking access.

Suggestions

- The banks can host online webinars or live sessions or recorded video that walk users through the benefits and features of the app, such as how to set up accounts, transfer money, key features etc.
- Ensure transparency about the data usage and allow users to control the information they share.
- Mobile banking apps can provide its users a personalized discounts, rewards or cashback offers to make them stick with mobile banking services.
- Applications can include a map to locate the nearby branches and ATMs.
- Applications can offer an insight on improving spending habits and helps it users to save more.
- The mobile banking applications can use social media platforms to showcase their features.

Conclusion

The adoption and usage of mobile banking applications have revolutionized the financial industry, offering users greater convenience, accessibility, and efficiency. With the rise of smartphones and internet connectivity, more people are relying on mobile apps for their banking needs.

Several factors influence the adoption of mobile banking. Ease of use, security, and trust in financial institutions play a key role in user acceptance. Demographic factors such as age, education, and digital literacy also impact how individuals engage with mobile banking services.

A STUDY ON THE INFLUENCE OF FINANCIAL LITERACY ON INVESTMENT IN SOVEREIGN GOLD BONDS IN CHENNAI

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Introduction

Gold holds immense cultural and economic significance in India, often seen as a secure asset and a traditional store of value. However, physical gold investment comes with challenges such as storage concerns, theft, and purity issues. To address these, the Government of India launched the Sovereign Gold Bond (SGB) scheme in November 2015, offering a digital alternative to physical gold, enabling investors to benefit from gold price appreciation without the associated physical risks.

A key factor for the scheme's success is financial literacy, which refers to an individual's ability to manage personal finances, budget, and make informed investment decisions. The success of the SGB scheme depends on the investor's understanding of financial concepts and the advantages of such instruments over traditional gold investments.

This report explores the influence of financial literacy on the adoption of SGBs in Chennai, Tamil Nadu. As a major metropolitan area, Chennai provides a relevant context to study how financial literacy affects investment choices in the SGB scheme. The research will also examine how factors like demographic differences and government initiatives influence financial decisions.

Financial Literacy: Definition and Measurement

Financial literacy involves understanding and applying financial concepts to make informed decisions about saving, investing, and managing debt. The Organization for Economic Cooperation and Development (OECD) emphasizes that financial literacy includes both knowledge of financial risks and the skills needed to apply this knowledge effectively.

Financial literacy is multidimensional, covering areas like financial knowledge (understanding key concepts such as saving, borrowing, and investing), skills (practical money management), attitudes (personal views on money), and behavior (the actual actions taken to manage finances). These dimensions are often measured through objective tests (assessing factual knowledge) and subjective surveys (assessing individuals' self-perception of their financial abilities).

Sovereign Gold Bonds (SGB) in India

The SGB scheme allows individuals to invest in gold without physically owning it. Issued by the Reserve Bank of India (RBI), these bonds are denominated in grams of gold and offer a fixed interest rate of 2.50% per annum. Unlike physical gold, SGBs eliminate the risks of storage and theft, while also offering tax exemptions on capital gains at maturity. They are designed to reduce the demand for physical gold and decrease India's trade deficit.

Despite their benefits, SGBs face challenges in adoption, particularly due to a preference for physical gold and the complexities associated with new financial products. The scheme's success is closely tied to financial literacy, which helps investors understand the advantages of SGBs over physical gold and other gold investment options.

Investment Behavior and Preferences In Chennai

Chennai's investment culture has traditionally favored safe options like gold and fixed deposits, with real estate and mutual funds also being popular. Investment preferences are influenced by income, age, and risk tolerance, with younger investors showing interest in newer financial products.

Awareness of investment products like mutual funds, stocks, and SGBs varies across different demographic groups. While traditional investment options are widely recognized, digital financial services and newer products are gaining traction, especially among the younger, more financially literate population.

The Role of Financial Literacy in Investment Decisions

Research shows that higher financial literacy leads to more informed and confident investment decisions. Financially literate individuals are more likely to explore diverse investment options, including newer products like SGBs, and are better able to manage risks. In the context of SGBs, financial literacy enables investors to understand the benefits, such as interest payments and tax exemptions, and to overcome the cultural bias toward physical gold.

Adoption of SGBs in Chennai

Data suggests that while gold remains a preferred investment in Chennai, the adoption rate of SGBs is relatively low. This is partly due to a deep-rooted cultural preference for physical gold, combined with limited awareness of the benefits of SGBs. Higher financial literacy levels correlate with greater adoption of SGBs, as educated investors are more open to digital investment options and understand the advantages of SGBs over traditional gold.

Factors Influencing SGB Investment in Chennai

Apart from financial literacy, several factors influence SGB investment decisions in Chennai:

- **Demographics**: Younger, educated individuals tend to adopt newer financial products like SGBs.
- **Income and Savings**: Higher income and regular savings patterns increase the likelihood of investing in financial assets like SGBs.
- **Risk Appetite**: Risk-averse individuals may prefer the stability of SGBs over more volatile investments.
- **Cultural Preferences**: The strong cultural attachment to physical gold remains a barrier to the adoption of SGBs.

Government Initiatives and Financial Literacy Programs

The government has introduced various initiatives to promote financial literacy, such as including financial education in school curricula and conducting public awareness campaigns. These programs aim to improve financial understanding, which can drive better investment decisions. The success of these programs depends on targeting specific groups, such as younger or less financially literate populations, to increase awareness and adoption of financial products like SGBs.

Objectives of the Study

- To evaluate the general understanding and awareness of financial concepts, focusing on the knowledge of investment vehicles such as Sovereign Gold Bonds (SGB).
- To identify the key factors influencing the decision to invest in Sovereign Gold Bonds (SGB), such as risk perception, return expectations, and market conditions
- To determine if higher financial literacy correlates with a higher probability of investing in SGB in Chennai.
- To investigate barriers faced by individuals in investing in SGB, including issues related to accessibility, trust, and perceived complexity.

Limitations of the Study

- The study's focus on Chennai limits the generalizability of findings to other regions with different socio-economic and cultural dynamics.
- The sample size and demographics may affect the results, potentially skewing findings based on age, income, and education level.
- Survey responses may be biased, affecting data accuracy if respondents don't reflect their true understanding or interest in SGBs.
- External economic factors like inflation or market volatility could influence investment patterns and financial literacy but are not accounted for in the study.

Review of Literature

Ankit Sanjay Dubey, Aakash Kailashnath Verma, Jignesh Vidani, LJ University, 2024

The author states that while investors recognize Sovereign Gold Bonds (SGBs) for their convenience, returns, tax benefits, cost efficiency, investment suitability, and

environmental considerations, these factors alone do not strongly influence investor behavior, with physical gold still dominating due to its perceived liquidity and psychological appeal.

Aishwarya Khasgiwala, Priyanka Oza, 2021

The author states that the Sovereign Gold Bond (SGB) scheme, launched in 2015 to reduce physical gold demand, has not yet achieved its goal. Most investors still prefer physical gold and lack awareness about SGBs. The author emphasizes that educating investors on the benefits of SGBs is crucial to support the country's financial sector. While SGBs are a more efficient investment option today, awareness remains moderate, leading to investment in SGBs still lagging behind physical gold.

Dr Hem Shweta Rathore, 2017

The author states that demographic factors like gender, education, and family income significantly influence gold investment decisions, with safety, purity, and liquidity being top priorities for investors. While Sovereign Gold Bonds (SGBs) are a more efficient investment option than physical gold due to high liquidity and regulatory security, awareness remains moderate. As a result, investment in SGBs has not yet matched that of physical gold. The author highlights the ease of purchasing SGBs digitally and their tradability on stock exchanges. To boost SGB adoption, the author stresses the need for investor education to strengthen the financial sector and benefit individuals.

Research Methodology

Data Collection Tool: Primary data was collected through a structured survey to assess awareness and adoption of Sovereign Gold Bonds (SGBs) among Chennai residents. The questionnaire included closed-ended questions on SGBs' benefits, risks, returns, and general financial literacy topics like budgeting and investing. The questions were designed to be clear and simple, ensuring accessibility for participants from diverse backgrounds.

Sampling Methodology: A random sampling technique was used to select a diverse sample from various age groups, income levels, and educational backgrounds in Chennai, ensuring statistical relevance and minimizing bias.

Data Analysis Tools: Responses were analyzed with tables and pie charts to highlight trends in SGBs awareness and adoption, simplifying complex data for better accessibility.

Data Interpretation: The analysis showed limited SGBs awareness, with higher financial literacy correlating to greater adoption, suggesting targeted education could boost SGBs investment, especially among less literate groups.

Analysis and Interpretation

- **Age**: Majority (58.42%) are 18–25, showing youth lead in SGB interest.
- **Gender**: Nearly equal—Males (50.5%) vs. Females (49.5%) ensures unbiased insight.
- **Education**: Graduates (64.36%) dominate, linking education with investment.

- **Employment**: Students (54.46%) invest most, followed by salaried (33.66%).
- **Income**: 47.52% earn below ₹25k—lower income but strong interest.
- **Interest Rate Awareness**: Only 4.95% fully understand interest impact.
- **Investment Knowledge**: FDs (40.59%) most known, only 10.89% know all options.
- **Inflation Awareness**: 88.11% understand inflation to some extent.
- **SGB Awareness**: Just 9.90% fully aware of SGBs.
- **Info Source**: Banks (35.64%) and social media (32.67%) top the list.
- **SGB Features**: Only 6.93% aware of all SGB benefits.
- **Safety View**: 78.22% view SGBs as somewhat or very safe.
- **Interest Awareness**: Half (50.50%) know SGBs pay interest.
- **Investment History**: 47.52% plan to invest, only 26.73% have.
- **Motivation**: Wealth preservation and returns tie at 35.64%.
- **Gold Mode**: 58.42% prefer physical gold; only 21.78% prefer SGBs.
- **Investment Frequency**: Most invest annually (38.61%), 25.74% rarely or never.
- **Annual Gold Spend**: 32.67% spend <₹10k; 30.69% spend ₹50k–1L.
- **Financial Literacy Impact**: 88.11% say it influences investment.
- **Recommendation**: 75.24% would recommend SGBs.
- **Trust in Govt Schemes**: 69.3% trust government over private investments.
- **Concerns**: Liquidity (41.58%) and returns (34.65%) are top issues.
- **Awareness Efforts**: 41.58% say promotion is only "somewhat" effective.
- **Access Preference**: 32.67% want both digital and physical formats.
- **Purchase Platform**: Banks (38.61%) and online (30.69%) are favored.
- **Encouragement Factors**: 48.51% want better returns, 27.72% want more awareness.
- **Seminar Interest**: 57.43% are "maybe" interested in attending.

Finding
- Young adults (18–25) are the primary investors, with an equal gender split, showing rising financial awareness and balanced participation.
- Education strongly influences investment, and lower-to-middle income individuals dominate SGB investments, proving knowledge matters more than income.
- Most lack full understanding of interest rates and SGBs features, with less than 10% fully aware—indicating a major literacy gap.
- Only 27% have invested in SGBs, but 48% plan to; most invest less than ₹10,000 annually, reflecting low but promising engagement.
- Investors are motivated by wealth preservation and high returns, still favoring physical gold while desiring both digital and paper SGBs formats.
- Banks, advisors, and social media are main awareness channels, but efforts are seen as only partly effective, with liquidity and returns as top concerns.

Suggestion:

- Launch targeted financial literacy initiatives in colleges, offices, and communities to explain SGB benefits clearly.
- Make the investment process easier with intuitive apps and beginner-friendly guidance.
- Actively promote SGBs through banks and post offices, offering personal support for investors.
- Use social media and digital content to engage younger investors with simple, relatable messaging.
- Provide materials in local languages to expand reach in rural and non-English-speaking areas.
- Tackle concerns like liquidity and returns using FAQs, real examples, and testimonials.

Conclusion

The study on SGBs awareness in Chennai reveals a growing trend of financial literacy among young adults (18–25), who are primary investors. Higher education plays a significant role in fostering financial literacy, encouraging investment in government-backed schemes like SGBs. However, there is a noticeable gap in understanding SGB features such as interest rates and tax benefits. Lower-to-middle-income groups are more likely to invest in SGBs, highlighting the importance of financial literacy over income levels. Despite trust in government-backed schemes, concerns about liquidity and limited understanding of benefits persist. Expanding financial literacy efforts is key to driving SGB adoption and informed investment decisions.

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A STUDY ON SPECIFICATION TO ATTRACT THE CUSTOMER TO BUY ONE PLUS SMARTPHONE

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Introduction

OnePlus is a Chinese smartphone manufacturer founded in 2013 by Pete Lau and Carl Pei. The company is known for producing high-end smartphones with premium features at Affordable prices. OnePlus smartphones are equipped with fast processors, such as Qualcomm Snapdragon, to deliver smooth performance. They also feature premium designs, often with Glass or metal bodies. OnePlus smartphones are popular for their high-quality cameras, fast Charging capabilities, and Oxygen OS, a customized version of Android that offers a near-stock Experience with additional features and customization options. Some of the popular OnePlus Models include the OnePlus One, OnePlus 3, OnePlus 5, OnePlus 7 Pro, and OnePlus 9 Pro.

History:

- Founded in 2013 by Pete Lau and Carl Pei.
- Headquartered in Shenzhen, China.
- Initially focused on creating high-end smartphones with premium features at affordable Prices.

Early Years (2013-2014):

- Founding: OnePlus was founded on December 16, 2013, by Pete Lau and Carl Pei In Shenzhen, China.
- First Device: The company's first device, the OnePlus One, was announced in April 2014.
- Invite System: OnePlus introduced the invite system, which allowed users to Purchase the device only if they had an invite from an existing user.

Rise to Fame (2015-2016):

- Oneplus 2: Released in July 2015, the OnePlus 2 was the company's second flagship Device.
- Oneplus X: In October 2015, OnePlus released the OnePlus X, a mid-range device.
- Oxygen OS: OnePlus introduced OxygenOS, its custom Android-based operating System.

Objectives of Study
- To identify the key specifications that influence customers' purchasing decisions when Buying OnePlus smartphones.
- To determine the relative importance of various specifications, such as processor speed, Memory, camera quality, and battery life, in attracting customers to OnePlus Smartphones.
- To analyze the impact of display size, resolution, and technology on customer Preference for OnePlus smartphones.
- To examine the role of software features, such as operating system, user interface, and Security updates, in attracting customers to OnePlus smartphones.
- To investigate the relationship between price and specifications in OnePlus Smartphones and their impact on customer purchasing decisions.

Limitation of Study
- Limited sample size and geographic scope.
- Focus on technical specifications, neglecting other influencing factors.
- Quantitative methodology may not capture nuanced customer preferences.
- Data collection method may be subject to biases and inaccuracies.
- Study may not account for rapid changes in smartphone technology and Market trends.

Significant of the Study
- Helps OnePlus to identify key specifications that influence customer purchasing Decisions.
- Provides insights into customer preferences and expectations from a smartphone.
- Assists OnePlus in optimizing their product design and development to meet customer Needs.
- Enables OnePlus to differentiate themselves from competitors and establish a unique Market position.
- Contributes to the development of effective marketing strategies to promote OnePlus Smartphones.

Needs of Study

This study on specifications to attract customers to buy OnePlus smartphones aims to understand consumer preferences, analyzing key attributes such as product features, brand reputation, and marketing strategies. It examines factors influencing buying behavior, assesses customer satisfaction levels, and identifies areas for improvement. The study also investigates brand loyalty, evaluates product positioning, and provides insights to inform marketing strategies, product development, and customer retention initiatives. By addressing these aspects, the study seeks to offer actionable insights for OnePlus to enhance market performance, customer satisfaction, and brand loyalty.

Research Methodology

Research methodology refers to the systematic approach used to conduct a study, Ensuring the research is structured, reliable, and valid. It encompasses the strategies, Techniques, and tools employed in data collection, analysis, and interpretation. Depending on The nature of the research, methodologies can be qualitative, focusing on subjective insights And in-depth understanding, or quantitative, emphasizing numerical data and statistical Analysis. Mixed-method approaches combine both to provide a comprehensive perspective. Key components of research methodology include research design, sampling techniques, data Collection methods (such as surveys, interviews, or experiments), and data analysis techniques. A well-defined methodology enhances the credibility of research findings and ensures they are Replicable and applicable in real-world contexts.

Size of Simple

It is the total number of respondent targeted for collection the data for the research. It Refers to the number of items to be selected from the universe to constitute a sample. The sample Size sample size used in this study is 101.

Period of Study

The study was carried out of the period of four months(December 2024 – March 2025).

Data Collection
Primary Data

Primary data collection is the process of gathering first hand information directly from Sources for a specific research purpose. Unlike secondary data, which is obtained from existing Sources, primary data is original and collected through methods such as surveys, interviews, Observations, experiments, and focus groups. This approach allows researchers to obtain Specific and relevant data tailored to their study, ensuring greater accuracy and reliability. However, primary data collection can be time-consuming and resource-intensive, requiring Careful planning and execution.

Secondary Data

Secondary data collection involves gathering information from existing sources that Were originally collected for a different purpose. These sources can include books, research Papers, government reports, company records, online databases, and statistical publications. Since the data is already available, this method is cost-effective and time-efficient compared to Primary data collection. Researchers use secondary data to analyze trends, support hypotheses, And gain background knowledge before conducting primary research. However, the reliability And relevance of secondary data depend on the credibility of the sources, making it essential to Evaluate their accuracy and timeliness.

Review of Literature

Dr. Kavitha K. S (01, January 2024) A Study on Marketing Strategy of One Plus and its Effects on Consumer Buying Behaviour in Bangalore

This study investigates the marketing strategy Employed by OnePlus and its impact on consumer purchasing behavior In Bangalore. The objective is To increasing product awareness among targeted consumers, providing Information about product features and Reducing consumer resistance to buying the Product. Sample size is 53. It was collected by using questionnaire. The tools are used To arrange and interpret the collected data the following statistical tool were used in Percentage analysis.Customer Service and Satisfaction are of utmost important in this Highly competitive market.

Dr. Mohd Waheeduddin (04 APRIL 2024) A Study on Brand Preference Towards Oneplus Mobile Phones

Identified the study on OnePlus smartphones. The objective is know the factors of To study and analyse the Brand preference for OnePlus mobile phone. To study the factors which influencing Buying Behaviour towards OnePlus mobile phone. The study a sample size of 120 Respondents. The tools are used The collected data is tabulated analysed by using Tables, Simple averages, bar graphs, pie charts, and Chi square is used to study the relationship Between The variables. The study is Conducted to know the brand preferred by customer Towards OnePlus mobile phones in Hyderabad.

Neha Sharma (FEBRUARY 2024)"A Study on Effectiveness of Social Media Marketing for Oneplus Smartphones in Pune

The study investigates the role of social media marketing campaigns by OnePlus And their effectiveness in increasing brand awareness. A sample size of 65 respondents Was chosen, and data were analyzed using graphical tools and t-tests. Findings reveal That Instagram and YouTube campaigns significantly influence young buyers in Pune, While older demographics remain less engaged.

Priyanka Reddy (2024) A Study on Factors Influencing Brand Switching in Oneplus Smartphones in Hyderabad

The research Identifies factors causing consumers to switch from OnePlus to other brands. A sample size of 100 respondents was analyzed using chi-square tests and percentage analysis. Results indicate that pricing and lack of new features are the primary reasons for brand Switching.

Ramesh Patil (2024) A Study on Consumer Preferences for Oneplus Smartphones in Rural Maharashtra

The study explores The preferences and buying behaviors of consumers in rural areas of Maharashtra. The Objectives include analyzing affordability, product awareness, and network availability. A sample size of 70 respondents was chosen. Tools like percentage analysis and pie Charts were employed. The study concluded that rural consumers prioritize affordability and durability over advanced features.

Data Analysis and Interpretation

Table 1: Age

Age	Percentages	Responses
Below 18 years	5.9%	6
19 to 24 years	48%	49
25 to 34 years	18.6%	19
35 to 44 years	14.7%	15
45 & above years	12.7%	13

Interpretation:

From the above table interpreted that 5.9% are respondents for Below 18 years, 48% are respondent for 19 to 24 years age, 18.6% are respondent for 25 to 34 years, 14.7% are Respondent for 35 to 44 years, 12.7% are respondent for 45 & above years, Majority 48% Respondent for 19 to 24.

Table 2: Gender

Gender	Percentages	Responses
Female	42.2%	43
Male	57.8%	59

Interpretation:

From the above table interpreted that 42.2% are respondent for Female, 57.8%Are respondent for Male, No one responded for other, Majority 57.8% respondents for male.

Table 3: How Did You Hear First About One Plus Mobiles

Thought	Percentages	Responses
Television	12.7%	13
Social media	63.7%	65
Friends	23.5%	24
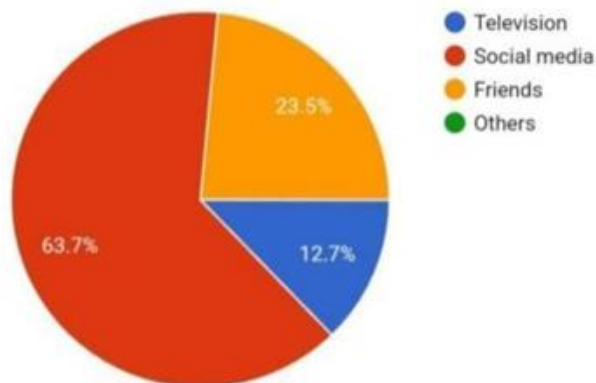
Interpretation

From the above table interpreted that 12.7% are respondent for Television, 63.7% Are respondent for social media, 23.5% are respondent for Friends, No one responded for other, Majority 63.7% respondent for social media.

Findings

- Key factors influencing customers' purchasing decisions for OnePlus smartphones include camera quality, battery life, and display features.
- Consumers prioritize performance, durability, and innovative features when choosing a smartphone.
- OnePlus's competitive pricing and high-quality specifications are major attractants for customers.
- Brand reputation, user experience, and after-sales support significantly impact customer satisfaction and loyalty.
- Customers value customization options and seamless user interface in OnePlus smartphones.
- Effective marketing strategies and social media presence play a crucial role in attracting new customers.

Suggestions

- OnePlus should prioritize camera quality, battery life, and display features in product development.
- The company should focus on innovative features and performance enhancements.
- Competitive pricing strategies should be maintained to attract price-sensitive customers.
- OnePlus should invest in improving user experience and after-sales support.
- Customization options and seamless UI should be continued and expanded.
- Effective marketing strategies and social media engagement should be sustained to attract new customers.
- Regular customer feedback analysis can help identify areas for improvement.

Conclusion

In conclusion, this study has identified the key specifications that attract customers to buy OnePlus smartphones. The findings suggest that customers prioritize features such as large AMOLED displays, fast charging capabilities, powerful processors, and advanced camera Systems. Additionally, customers value the near-stock Android experience, regular software Updates, and customization options that OnePlus offers. By incorporating these specifications Into their devices, OnePlus can create a compelling and attractive product that meets the Evolving needs and expectations of customer.

A STUDY ON IMPACT OF SOCIAL MEDIA IN MARKETING

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Abstract

Advertising marketing is one of the most innovative and successful of all types of marketing tools. For the business to be successful, advertising must reach the maximum number of customers and create a complete and clear image of its brand. There is no doubt that marketing is the most expensive form of advertising. While most social networking sites have free accounts and registration, some online ads require payment. On the other hand, when it comes to social media advertising, the return is more than the investment. With a small investment of money and time, anyone can optimize and increase conversions and get a good return on investment for advertising dollars. To determine the ultimate decision and behaviour where consumers spend the most time on social media, to estimate the relationship between various activities of the consumer, the market and choice and behaviour. On the other hand, demand also increases the opportunity for companies to personally promote their products and services. Past literature shows that social media helps change consumer behaviour and organizations are beginning to understand consumer behaviour. Marketing has changed the way consumers think and organizations should not ignore marketing.

The growth of social media has forced Business people to consider this medium as much as the workplace of the business. Social media are internet or mobile- based applications and tools that are mostly used to share information between people. Today, the number of people using social media is higher than the population of some countries. The impact of social media on business can be determined by comparing the business before advertising with the business after the introduction of advertising and the type of technology used in advertising.

Keywords: Online Marketing, Social media, online purchase, Consumer behaviour

Introduction

The most important thing for any organization is its brand, and today's organizations need to know that using branding can help achieve growth, profitable goals, and stability. With the continuous development of the global economy, social media has become the best platform for business advertising and marketing. Increases the visibility of services and products. The main purpose of this study is to examine how social media marketing may affect the ultimate health of people who frequently use social media sites and to find ways to predict the relationship between various types of social media marketing, consumer activities, and consumer behaviour. Social media has changed the entire structure of where to buy and sell products online. It plays an important role in today's media by explaining the characteristics and potential effects of business marketing and describing various tools and industries. Social media is not only changing ideas about consumers' behaviour, it is

also used as a tool for direct marketing and personal products. This is a low-cost way of doing business that allows organizations to come into direct contact with end users. Social media marketing agency selection creates products by advising the customer to make a choice. Products influence customers, and customers influence other customers for a long time. It is difficult to spend time purchasing goods or services.

Literature Review

Bikhchandani et al., (1998) - In their research describes whether or not shoppers shall purchase a product and whether or not they suggest a product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations wherever they face with brand buying and recommending to others.

Manju Ahuja et al., (2003) In their article, targeted on investigating the factors that influence the shopping behaviour and browsing behaviour of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviours for a specific class of merchandise and services. Social media is the1 most effective factor that influences buying behaviour of customers.

Muhammad Shafiqul et al., (2004) In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customers. The study involved the students of academic institutes of Karachi. Around two hundred and sixty questionnaires were answered by the students. The study finds that there is no strong relationship between Customer Buying behaviour and Social Media.

Ramsunder (2011) Their study says that shopper's decisions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to the Internet to get more data for their buying decisions.

RaghuramIyengar et al., (2012) Investigated in Korea, how friends influence shopping through Social Network. Their study concentrates on two important questions, the first question is there any influence by friends on purchases by consumers in social media networks, the second question is if there is such influence which consumers are affected to strengthen the analysis, sample data were taken from social networking website Cyworld. The results indicated that there are three different categories of consumers with different buying behaviour.

Mir et al., (2012) Thousands of web newsgroups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinions about the brand.

Objective of the Study
- To study the concept of social media.
- To evaluate the various channels preferred by consumers for buying decisions Over Traditional Channels
- To analyse the impact of social media on consumer buying behaviour.
- To find out which is the best social media preferred by customers.
- To find out the impact of social media on consumers with reference to the Gr Noida area.

Research Methodology & Design
Research Design

Descriptive Research design has been used which clearly indicates that the study is About the characteristics of individuals or investors towards their investments.

Sample Design

The sampling design is the definite plan for obtaining a sample from a given population. It consists of number of items such as sample size, sampling unit, sampling technique, sampling area. In the current research, mostly qualitative primary data collected through online questionnaires with various types of customers through questionnaire which is pre coded and pre tested contacts; whereas secondary data collected among various Social Websites, various Literature Review, National, International Journals and various Thesis. Probability sampling design technique has been used in this study.

Sources of Data

The study used both primary data and secondary data

Primary Data

The primary data was collected through 128 respondents.

Secondary Data

The secondary data was collected from reviewing various literature, internet and ma Related books.
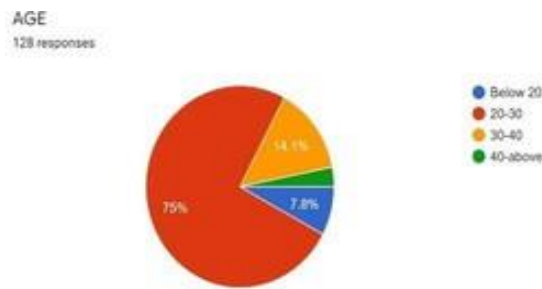
Analytical Tools

Various tables and charts are used as a means for easy representation of data Analysed through Percentage Analysis.
- Software Used
- Microsoft Excel

Data Analysis and Interpretation
Age Profile

Interpretation

From the above data total Respondents are 128 from which 10 members are Below 20 means 7.8%, 96 members are between 20 -30 means 75%, 18 members are between 30 – 40 means 14.1%, and 04 members are 40 – Above means 3.1%.
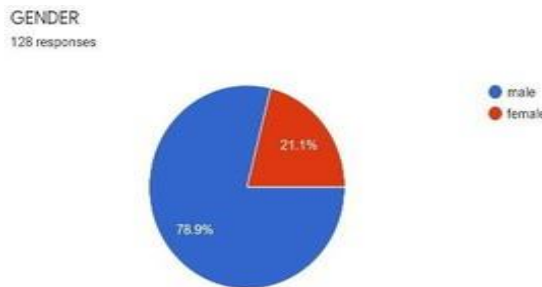
Interpretation

From the above data total respondents are 128 from which 78.9% are the respondents are men and the 21.1% are Women.

Inference

Majority of the respondents are Male i.e. 78.9%

Findings
Following are the major findings

- 93% of all marketers indicated that their social media efforts have generated more exposure to their business, increased traffic was the second major benefit, with 87% reporting positive results.
- Majority of the respondents are between 20-30 years old i.e. 75% Majority of the respondents are Male i.e. 78.9%
- Majority of the respondents are doing online shopping i.e. 98.4%
- Majority of the respondents are doing online shopping is monthly once i.e. 31.7%
- Majority of the consumer responds that they are doing online shopping for more than 2-5years i.e. 39.8%

- Majority of the consumer are Respond that they are doing online shopping due to convenience and time savings i.e. 55.5% Majority of the consumer are respondents that they facing the problem while they are doing online shopping i.e. 64.1% Majority of the consumer shows their respondents that what they facing the problem the cheap quality of product i.e. 44.5% Majority of the members Shows the Respondents ever had online shopping for other reason i.e 53.9%
- Majority of the member responds that they sometimes rely on information available on social media if they have uncertainties regarding a purchase i.e.
- 37.5%
- Majority of the members are showing sometimes they change their initial after searching relevant information via social media sites i.e 47.7%
- Majority of members are agree to show the Respondents have higher credibility than Advertisements / editorials / other marketing means on mass media i.e 45.3%

Conclusion

Social media is creating a great influence on the business all around the globe. From creating a clear image of their brands by sharing their pages on social platforms. Social media also suggests the customer liked products through various Data Analytics and Data Science technology. People follow brand pages on social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot of opportunities for new businesses and challenges to get customer space. And Social Media is occupying or shifting the traditional way of marketing to Digital advertisements of businesses and their products.

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ENTREPRENEURSHIP AS A MAJOR APPROACH TO SOLVE UNEMPLOYMENT SYNDROME

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Introduction

Unemployment remains a pressing socio-economic challenge, particularly in developing countries like India, where a growing population and a skill-job mismatch exacerbate the problem. This situation has led to economic inefficiencies, increased dependency, and social unrest. With limited traditional job opportunities, especially for educated youth, alternative solutions are urgently needed.

Entrepreneurship offers a powerful pathway to address this crisis. Entrepreneurs not only create jobs but also foster innovation and contribute to national income. Recognizing this, the Indian government has launched initiatives such as **Startup India**, **Stand-Up India**, **MUDRA loans**, and **Atmanirbhar Bharat** to support aspiring entrepreneurs with financial aid and skill development. However, awareness and utilization of these programs among students and young professionals remain low.

This study explores how entrepreneurship can serve as a strategic response to unemployment. It examines youth awareness, attitudes, and readiness for entrepreneurial ventures while highlighting challenges and providing recommendations to strengthen India's entrepreneurial ecosystem.

Objectives of the Study

The main objectives of this project are:

- To understand the role of entrepreneurship in addressing unemployment.
- To assess the awareness and interest levels of youth towards entrepreneurship.
- To identify the barriers that prevent individuals from becoming entrepreneurs.
- To analyze the effectiveness of existing government initiatives aimed at promoting entrepreneurship.
- To propose recommendations that can help foster a more robust entrepreneurial ecosystem in India

Limitations of the Study

- The study is limited to a specific geographic region and sample size.
- Responses may be influenced by the personal experiences and awareness levels of participants.

Review of Literature

1. **Entrepreneurship and Economic Growth** Schumpeter (1934) introduced entrepreneurs as key drivers of innovation and economic change. Audretsch and Thurik (2001) expanded on this by showing how entrepreneurial activity boosts employment and economic dynamism, particularly in developing regions. Research shows that entrepreneurship not only creates jobs but also fosters competition and technological advancement.

2. **Entrepreneurship's Role in Reducing Unemployment** Studies from the Global Entrepreneurship Monitor (GEM) show a consistent inverse relationship between entrepreneurial activity and unemployment rates. As new ventures emerge, they absorb labor, reduce dependency on public jobs, and drive self-employment. In youth-centric economies, entrepreneurship offers a sustainable solution to job scarcity.

3. **Indian Context: Opportunities and Barriers** Nair and Pandey (2018) emphasize how schemes like *Startup India* and *Mudra Yojana* have encouraged youth-led businesses. Yet, challenges remain—lack of mentorship, funding barriers, and societal pressure against risk. To maximize entrepreneurship's impact, India must invest in skill development, innovation ecosystems, and policy-level support.

Research Methodology

Data Collection Tool: The research adopts a **descriptive design**, aiming to systematically describe the existing scenario regarding youth unemployment and the rising significance of entrepreneurship as a viable alternative. The study does not seek to establish causal relationships but rather to explore trends, perceptions, and motivations among target respondents.

Sampling Methodology: A **stratified random sampling** technique is used to ensure representation across key demographic groups. Stratification is based on factors like age, education level, and employment status. The survey is expected to include a minimum of 0 respondents to ensure reliability Analysis Tools:

Responses were analyzed using tables to display numerical data and pie charts to visualize trends in financial behaviors, such as investment preferences and budgeting habits.

Data Interpretation:

Some open-ended responses in the study may be subject to varied interpretations depending on the researcher's perspective, potentially affecting the consistency of analysis. Additionally, the limited sample size—due to time and resource constraints—may impact the generalizability and statistical significance of the findings. Furthermore, as the data reflects a single time frame, it lacks a longitudinal perspective, limiting the ability to observe long-term trends or evolving attitudes toward entrepreneurship and unemployment.

Analysis and Interpretation

This study explores the entrepreneurial mindset of 60 individuals, primarily students, through demographic trends, motivational drivers, challenges, and educational perspectives. The findings provide a comprehensive view of how young individuals perceive entrepreneurship as a means to address unemployment.

Demographics and Respondent Profile

Age Distribution: 55% are aged 18–24, indicating a youthful, student-centric respondent base.

Gender: Perfectly balanced — 50% male, 50% female — ensuring unbiased gender-based insights.

Education Level: 60% undergraduates, 23.3% high school, 16.7% postgraduates — suggesting a largely student population but with varied academic exposure.

Occupation: 65% students, 20% working professionals, 8.3% entrepreneurs, 6.7% unemployed — offering multi-dimensional perspectives.

Entrepreneurial Intent and Beliefs

Entrepreneurship as a Solution: 91.7% believe it reduces unemployment — strong collective support.

Interest in Entrepreneurship: 68.3% show interest in starting a business, and 16.7% are open to the idea — indicating high intent.

Top Motivators: Financial independence (58.3%), passion (48.3%), flexible work life (46.7%) — entrepreneurship is choice-driven, not necessity-driven.

Challenges and Gaps

- **Key Challenges:** Fear of failure (60%), lack of capital (58.3%), experience gaps (41.7%) — highlight need for support systems.
- **Family & Policy Barriers:** 31.7% cite lack of family support; 15% cite regulatory barriers.
- **Training Needs:** Only 1.7% flagged curriculum gaps — but qualitative data suggests this is an overlooked issue.

Awareness and Education

- **Program Awareness:** 55% aware of support programs — showing moderate institutional reach.
- **Practical Curriculum Training:** 75% agree/strongly agree on the need for hands-on entrepreneurship education.
- **Academic Integration:** Strong support for experiential learning and real-world exposure.

Summary of Key Trends
- Young, aspiring entrepreneurs dominate the sample, with optimism about entrepreneurship's role in reducing unemployment.
- Motivations are personal and aspirational, not rooted in job scarcity.
- Key barriers include psychological fears, funding, and lack of experience.
- Institutional gaps in awareness and practical training need urgent attention.

Finding
- High Level of Unemployment Among Youth: A significant portion of the respondents, especially from the student and early-career demographic, reported being unemployed or underemployed.
- Strong Interest in Entrepreneurship: More than half of the respondents expressed interest in starting their own ventures, indicating a shift from traditional job-seeking to job-creating mindsets.
- Lack of Awareness About Government Schemes: Despite several government initiatives, many respondents were unaware of schemes such as Startup India, Mudra Yojana, and Stand Up India.
- Demand for Entrepreneurial Education: A majority of students believed entrepreneurship should be introduced as a mandatory subject or skill-based training in colleges.

Perceived Benefits of Entrepreneurship:
- Financial independence
- Flexibility
- Innovation
- Social contribution (especially among aspiring social entrepreneurs)

Suggestion:
To Educational Institutions
- Integrate entrepreneurship as a core part of the curriculum across all disciplines.
- Encourage project-based learning, business plan competitions, and startup internships.
- Establish Entrepreneurship Development Cells (EDCs) and Innovation Hubs for student support.

To Government and Policymakers
- Strengthen awareness campaigns about existing startup schemes and how to access them.
- Simplify the application and disbursement process for startup funding and business loans.

- Increase incubation centers, especially in rural and semi-urban areas. To Aspiring Entrepreneurs
- Focus on building a strong skill set in areas like digital marketing, financial literacy, and communication.
- Leverage online platforms, freelancing, and digital tools to start small and grow steadily.
- Seek mentorship through networking events, online communities, or local entrepreneurship forums.

To Private Sector and NGOs
- Partner with educational institutions to provide real-world entrepreneurial exposure.
- Offer micro-grants or fellowship programs to support early-stage entrepreneurs.
- Host events and awareness workshops focused on opportunity recognition and risk management.

Conclusion

Unemployment remains one of the most urgent and persistent challenges facing nations worldwide, particularly in developing countries like India. With a rapidly growing population and a significant portion of youth entering the job market each year, the pressure to create adequate employment opportunities continues to intensify. Finding meaningful, stable jobs has become increasingly difficult for many young individuals, especially fresh graduates. This causes financial stress and leads to a loss of confidence, underutilization of talent, and even social unrest in extreme cases.

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TATA MOTORS AND THE BRAND'S DOMINANCE IN THE AUTOMOBILE INDUSTRY AT CHENNAI

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Abstract

This study investigates the dominance of Tata Motors in the automobile industry, with a special focus on consumer perception in Chennai. As competition in the automobile sector intensifies, analyzing brand strength, customer loyalty, and market share becomes critical. This research employs descriptive statistics and percentage analysis to evaluate factors like brand trust, innovation, safety standards, and customer satisfaction. Findings suggest that Tata Motors has established a stronghold in Chennai through consistent quality, strategic innovation, and consumer-centric approaches, especially in the emerging electric vehicle segment.

Keywords: Tata Motors, Automobile Industry, Brand Dominance, Electric Vehicles, Chennai

Introduction

The Indian automobile industry is one of the largest in the world, offering a wide range of vehicles to meet the diverse needs of consumers. Among the key players, Tata Motors stands out as a brand synonymous with reliability, innovation, and affordability. Headquartered in Mumbai, Tata Motors has carved out a strong presence across India, especially in metropolitan cities like Chennai. The brand's reputation for safety, quality engineering, and sustainability initiatives—particularly in electric vehicles (EVs)—has strengthened its market position. Models like Tata Nexon, Tiago, and Punch have received widespread consumer acclaim. With increasing demand for eco-friendly transportation and technological advancements, this study aims to understand how Tata Motors maintains its dominance in the highly competitive automobile sector in Chennai.

Review of Literature

- **Shinde and Dubey (2011)** analyzed the strengths, weaknesses, opportunities, and threats of major automobile brands and concluded that Tata Motors' strong brand image and diversified portfolio play a critical role in its industry leadership.
- **Sharma (2011)** examined financial performance indicators and noted that while Tata Motors maintained healthy profitability, liquidity improvement would further strengthen its market position.
- **Singh and Gupta (2012)** discussed India's rise as an automobile hub and emphasized that brands like Tata have succeeded by focusing on innovation, affordability, and customer satisfaction, particularly in urban markets.

Objectives of the Study

- To study customer perception of Tata Motors in the Chennai automobile industry.
- To evaluate the factors contributing to Tata Motors' dominance in the market.
- To assess the role of innovation, safety, and quality in customer loyalty toward Tata Motors.
- To examine consumer attitudes towards Tata's electric vehicle offerings.

Statement of the Problem

Despite stiff competition from global automobile brands, Tata Motors has consistently retained a strong market share in Chennai. Understanding the factors behind this continued dominance—such as consumer preferences, product innovation, safety features, and environmental initiatives—can provide valuable insights for both academia and industry.

Scope of the Study

- This study focuses on the consumer perception of Tata Motors among residents of Chennai.
- It primarily examines passenger vehicles, including both internal combustion and electric models.
- The study evaluates brand image, product satisfaction, innovation, and customer loyalty.

Research Methodology

The research methodology outlines the approach adopted to collect, analyze, and interpret data related to Tata Motors' brand dominance in Chennai.

Research Design

This study adopts a descriptive research design to systematically observe and analyze consumer perceptions and satisfaction levels without manipulating any variables.

Sampling Method
Non-Probability Sampling

Specifically, convenience sampling was employed to survey active car users in Chennai who are familiar with Tata Motors.

Sample Size

A total of 75 respondents were surveyed to ensure a reliable representation of consumer sentiment towards Tata Motors in the city.

Data Collection Methods

- **Primary Data:** Collected through structured questionnaires distributed to Tata Motors customers and potential buyers in Chennai.

- **Secondary Data:** Obtained from company websites, financial reports, industry journals, and academic articles relevant to brand performance and consumer behavior in the automobile sector.

Data Analysis & Interpretation

Table Showing Age of Respondents

Age	Respondents	Percentage
UNDER 18	7	9.2%
18 – 24	59	78.9%
24 – 40	6	9.5%
ABOVE 40	3	2.4%
TOTAL	**75**	**100%**

AGE
76 responses

Interpretation

From the above table and pie chart we can come to a conclusion that 9.2% of the respondents are under 18 and majority which is 78.9% of the respondents belong to the age group 18 – 24 and 9.5% of the respondents belong to the age group 24 – 40 lastly only 2.4% of the respondents belong to the above 40 age group.

Table Showing Consideration Before Buying a Car

Factors Considered by Respondents	Respondents	Percentage
VFM FACTOR	1	1.1%
SAFETY	36	48%
FEATURES	23	30.7%
RELIABILITY	2	2.9%
BUDGET	13	17.3%
Total	**75**	**100%**

Which segment does Tata Motors primarily dominante in the Indian automobile industry ?
74 responses

- ● Passenger vehicles
- ● Commercial vehicles
- ● Two-wheelers
- ● Luxury Cars
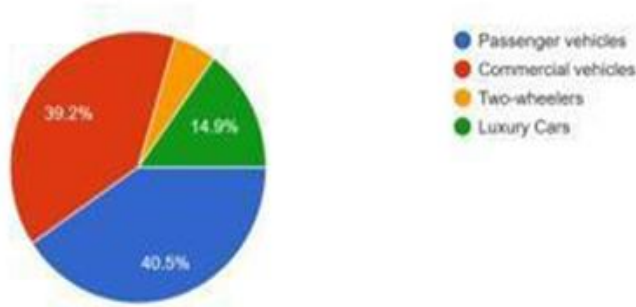
What do you consider before buying a car?
75 responses

- ● VFM Factor
- ● Safety
- ● Features
- ● Reliability
- ● Budget
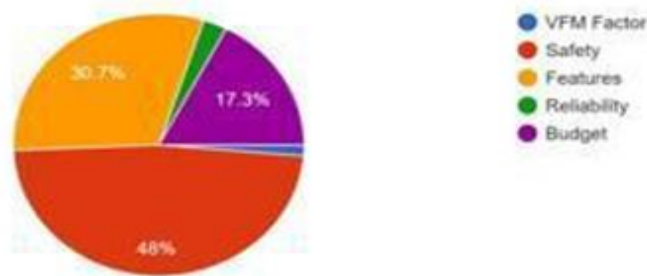
Interpretation

From the above table and pie chart its clear and we can come to the conclusion that from the 75 respondents only 1.1% of the respondents consider Value for money (VFM) as a crucial factor before buying a car, whereas 48% consider safety to be crucial factor before buying and 30.7% of the respondents consider features inside a car to be more important before buying the same and only 2.9% of the respondents consider reliability or durability as an important aspect before making a purchase lastly, 17.3% of respondents consider budget as a crucial aspect before buying.

Table Showing Primary Target of Tata Motors

Options	Respondents	Percentage
Passenger Vehicles	30	40.5%
Commercial Vehicles	25	32.9%
Two Wheelers	9	11.7%
Luxury Cars	11	14.9%
Total	**75**	**100%**

Interpretation

From the above table and pie chart, we can come to a conclusion that, 40.5% of the respondents think that Tata motors primarily dominates in two-wheeler vehicles division,

followed by 39.2% in the commercial vehicle division and 14.9% of the respondents think that they dominate in the luxury cars division with their flagship models and 11.7% of the respondents think that tata motors dominate in the two wheeler segment but in reality, Tata Motors hasn't even started engaging in the two wheeler segment.

Findings

- Most Tata Motors customers are middle-aged working individuals.
- Safety, innovation, and brand trust are the primary reasons for customer loyalty.
- The introduction of electric vehicles has strengthened Tata's market leadership.
- After-sales service satisfaction is moderately high but can be further improved.
- Tata's product variety appeals to a broad spectrum of consumers across age groups.

Suggestions

- Strengthen service centers and post-sale support to improve customer satisfaction.
- Promote electric vehicles through targeted marketing campaigns in Chennai.
- Introduce more affordable EV models to capture emerging segments.
- Expand financing and exchange offers to attract first-time buyers.

Conclusion

Tata Motors has successfully maintained its dominance in the Chennai automobile market through a combination of safety innovation, consumer trust, and strategic focus on sustainability. The brand's efforts to cater to a growing market of environmentally conscious consumers through its electric vehicle offerings have further solidified its leadership. By continuing to innovate and address minor service gaps, Tata Motors is well-positioned to lead India's future mobility landscape.

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A STUDY OF CUSTOMER SATISFACTION ON NIVEA PRODUCTS IN SOUTH CHENNAI

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Introduction

Customer satisfaction is a critical determinant of brand loyalty and market success, particularly in the highly competitive skincare and personal care industry. Nivea, a globally recognized brand under Beiersdorf AG, has built a strong reputation through product innovation, quality, and accessibility. This study explores customer satisfaction with Nivea products among consumers in South Chennai, analyzing factors such as product quality, affordability, availability, fragrance, texture, and marketing effectiveness.

The skincare industry has witnessed significant growth, propelled by rising consumer awareness, preference for organic products, and digital transformation. This study aims to assess Nivea's market position, consumer perceptions, and areas for potential improvement.

Objectives of the Study
- To analyze Nivea's market position and customer demographics in South Chennai.
- To study consumer attitudes and perceptions towards the Nivea brand.
- To evaluate customer satisfaction with Nivea products and identify innovation needs.
- To examine the impact of customer satisfaction on local sales and market share.
- To identify challenges and explore opportunities for Nivea's growth.

Limitations of the Study
- The study is geographically limited to South Chennai.
- Dependence on survey responses may introduce biases.
- Rapidly changing consumer trends may not be fully captured.
- Limited internal company data access.
- Cultural and demographic diversity within Chennai may affect generalizability.

Review of Literature

Kotler and Keller (2016) emphasized the importance of customer satisfaction and brand loyalty as core marketing strategies. Zeithaml et al. (2018) linked consistent quality to customer retention. Oliver (1999) and Kumar & Reinartz (2012) stressed the direct

relationship between satisfaction and consumer loyalty. Studies by Blackwell et al. (2006) and Sheth et al. (1999) highlighted how consumer behavior factors influence purchasing decisions.

Specific studies on Nivea (Rengarajan et al., 2015; Akhila D & Dr. Boopathi, 2017) noted the brand's popularity in Tamil Nadu due to product quality and quantity. Other researchers such as Jin & Kang (2011) and Homburg et al. (2005) emphasized the role of perceived quality and brand image in purchasing behavior, while Suki (2013) discussed the growing influence of e-commerce on customer satisfaction.

Research Methodology

This study adopts a descriptive research design based on primary data collected via a structured questionnaire distributed among 101 respondents in South Chennai.

- **Data Collection Tool**: Structured Questionnaire
- **Sampling Technique**: Stratified Random Sampling
- **Sample Size**: 101 respondents
- **Data Analysis Tools**: Tables and percentage analysis

The survey focused on demographic profiles, product usage patterns, satisfaction levels, purchase channels, and perception of Nivea products.

Analysis and Interpretation

- **Demographics**: 44.55% of respondents were aged 18–25, with a higher proportion of females (57.43%). Students formed the largest group (52.48%).
- **Usage Frequency**: 54.46% reported daily usage of Nivea products, suggesting strong brand integration into personal routines.
- **Product Preferences**: Skincare products (lotions and creams) were the most preferred (44.55%), followed by sun care (19.80%).
- **Buying Sources**: 54.46% purchased products from supermarkets, followed by 24.75% through online platforms.
- **Satisfaction Ratings**: 42.57% rated product quality at Level 4, while 29.70% gave the highest rating (Level 5).
- **Fragrance and Texture**: 90.10% of respondents were satisfied or very satisfied with fragrance, while 77.22% were satisfied with the texture.
- **Affordability**: 82.17% agreed that Nivea products are reasonably priced.
- **Recommendation Likelihood**: 84.15% were likely or very likely to recommend Nivea products.

Findings

- Young adults (18–25) form the primary customer base.
- High brand engagement among students and young professionals.
- Skincare remains Nivea's most dominant and preferred product segment.
- Daily usage reflects strong consumer trust.

- High satisfaction with fragrance, affordability, and product quality.
- Online shopping for Nivea products is gaining momentum.
- No significant dissatisfaction regarding product attributes like packaging or effectiveness.

Suggestions

- Strengthen marketing strategies aimed at male consumers.
- Introduce student-centric promotions and combo offers.
- Expand the sun care and lip care product lines.
- Enhance visibility in specialty beauty stores.
- Promote eco-friendly initiatives like sustainable packaging.
- Leverage influencer marketing to enhance online sales.
- Address minor issues faced by a small segment through customer support.

Conclusion

The study concludes that Nivea enjoys strong brand loyalty and customer satisfaction in South Chennai, particularly among youth and students. High product quality, affordability, accessibility, and strong brand trust are the major factors driving customer satisfaction. Opportunities exist to deepen engagement with male consumers, enhance product ranges, and reinforce eco-friendly practices. Overall, Nivea's consistent performance positions it as a trusted brand within the competitive skincare market.

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A STUDY ON CONSUMER SATISFACTION ON HINDUSTAN UNILEVER PRODUCT LAKME

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Abstract

This study aims to explore how satisfied consumers are with Lakmé, one of the leading cosmetic brands under Hindustan Unilever Limited (HUL). As the demand for beauty and skincare products continues to rise in India, it has become essential for brands to understand what consumers want, expect, and how satisfied they feel. The research delves into key factors that influence customer satisfaction, such as product quality, pricing, packaging, availability, brand reputation, and promotional tactics. Data was gathered through structured questionnaires from a diverse group of consumers. The study uncovers both the strengths of Lakmé in meeting consumer expectations and areas where the brand could improve. The insights gained from the findings are valuable for marketers and product developers aiming to enhance the customer experience and foster stronger brand loyalty. In conclusion, while Lakmé enjoys a strong presence and trust among consumers, staying innovative and responsive to customer feedback will be crucial for maintaining long-term satisfaction.

Keywords: Consumer Satisfaction, Lakmé, Hindustan Unilever Limited (HUL)

Introduction

Hindustan Unilever Limited (HUL), one of the largest FMCG companies in India, demonstrates how consumer-centric marketing can drive success, particularly with its Lakmé brand. The company combines research, innovation, and customer feedback to adapt its marketing strategies, ensuring it stays in tune with shifting market demands and minimizes risks in its campaigns. Additionally, HUL has effectively embraced digital marketing by leveraging social media, collaborating with influencers, sharing tutorials, and encouraging user-generated content. These strategies have greatly boosted consumer engagement and trust. By blending traditional values with modern marketing techniques, HUL continues to lead the FMCG industry, with Lakmé serving as a prime example of how strong marketing can build lasting brand loyalty and long-term success.

Definition

- **Consumer Satisfaction:** Consumer satisfaction is the feeling a customer experiences when a product or service meets or exceeds their expectations.
- **Marketing:** Marketing is the process of promoting, selling, and distributing a product or service to fulfil the needs and wants of consumers.
- **Brand Loyalty:** Brand loyalty refers to a consumer's consistent preference for one

brand over others, shown through repeated purchases and positive associations.

- **Fast-Moving Consumer Goods (FMCG):** FMCG are products that are sold quickly and at low cost, such as personal care items, packaged foods, beverages, and household goods.

Review of Literature:

- **AC Groot, JP Nater, and R Lender (1987)** explored the reasons behind the use of cosmetics. Their study involved 1609 respondents who were interviewed to identify any adverse effects of cosmetic products. About 12.2% of the participants reported experiencing issues like irritation when using cosmetics.
- **Jane E Workman and Kim KP Johnson (1991)** examined how cosmetics impact the formulation of impressions. Their study involved 85 undergraduate women who were observed under three conditions: heavy makeup, moderate makeup, and no makeup. They focused on how these cosmetic variations influenced perceptions of attractiveness, femininity, personal temperament, personality, and morality.
- **Malhotra (2003)** emphasized that the growth of the cosmetic industry can be attributed to rising fashion and beauty consciousness, higher income levels, and an increased focus on health and fitness.
- **Michelle Guthrie, Hye-Shin Kim, and Jaehee Jung (2008)** investigated the role of facial image and cosmetic use in shaping perceptions of brand personality. Their study revealed that consumers' facial images affected the overall quantity of cosmetics used, but not the variation in quantity depending on different situations.
- **Vanessa Apaolaza (2010)** found that people purchase cosmetics primarily for emotional reasons, with the desire to look beautiful being a key motivator. Her research indicated that both emotional and utilitarian factors play a significant role in influencing consumer satisfaction, though the emotional component had a more pronounced impact.
- **Andrew McDougall (2010)** noted that the primary driver behind the growth of the cosmetic sector is an increasing focus on beauty, which has led individuals to spend more on cosmetics, fueling the industry's expansion.
- **Fyi (2011)** examined the emotions behind women's choices of specific cosmetic brands. The study highlighted that women tend to buy cosmetics for emotional reasons, with both emotional and functional factors significantly influencing their brand preferences.
- **Siddharth Shriram Shimp and K Sinha (2012)** evaluated various product factors that influence purchase decisions. These factors included product texture, the promised effects, prior usage experiences, and the suitability of the product for different skin types.
- **Sangeeta Gupta and Simple Arora (2013)** conducted a study on the factors influencing male cosmetic consumption patterns, which revealed the significant role of media in shaping societal attitudes towards cosmetics.

- **Rajul Dutt (2013)** in his paper, "A Cross-Cultural Comparative Study of Female Consumer Behavior Regarding the Purchase of Cosmetics in the United States and India," examined how cultural factors influence cosmetic purchasing decisions in India.
- **Umesh Maiya and Mavy Miranda (2013)** investigated consumer behavior towards cosmetics and found that modern women have a strong desire to enhance their beauty. The study emphasized the importance of quality and price as key considerations, and it was found that consumers are highly aware of the value they get for the money spent.
- **Ligo Koshy (2017)** explored the factors influencing the buying behavior of youth in the face-care product market. He noted that advancements in technology, education, science, and economic growth have led to greater purchasing power, while media influence has made people more conscious of beauty, hygiene, and lifestyle choices.

Objectives of the Study

- To evaluate how satisfied consumers are with their overall experience using Lakmé products.
- To identify the key factors that drive consumers to prefer Lakmé over competing cosmetic brands.
- To assess consumer perceptions about the quality, effectiveness, and performance of Lakmé products.
- To explore the role of Lakmé's pricing, packaging, and availability in shaping consumer preferences.
- To understand the impact of Lakmé's marketing strategies, including promotions and advertisements, on consumer loyalty and brand perception.

Statement of the Problem

- While Lakmé is a leading cosmetic brand in India, it is crucial to explore whether consumers are genuinely satisfied with its products, particularly in terms of quality, pricing, and performance.
- Given the growing competition in the cosmetic industry, understanding the factors that make consumers choose Lakmé over other brands, and how these elements affect their satisfaction, is essential for the brand's continued success.
- There is a lack of research on how factors like promotional strategies, packaging, and influencer marketing shape consumer perceptions and satisfaction with Lakmé products.
- As consumer preferences evolve rapidly, it is important to assess whether Lakmé's marketing and product strategies are keeping pace with these changes.
- Additionally, exploring how Lakmé's brand image and reputation influence consumer loyalty and purchasing behavior can offer valuable insights into long-term brand success.

Scope of the Study

- The study focuses on consumers who have used Lakmé products, assessing their satisfaction across several factors, including quality, pricing, packaging, and brand image.
- It aims to gain a deeper understanding of consumer behavior, preferences, and expectations specifically regarding Lakmé products.
- The research is confined to a selected geographical area, and does not extend to other cosmetic brands outside of Hindustan Unilever's Lakmé portfolio.
- The study will also explore how the influence of digital marketing, including social media and influencer endorsements, impacts consumer perceptions of Lakmé
- Additionally, the research will consider the role of customer service and brand loyalty programs in shaping overall consumer satisfaction with Lakmé products.

Research Methodology

The study is based on primary data. Primary data was collected through a structured questionnaire distributed to Lakmé product users. A sample size of 100 respondents was chosen using convenient sampling. The data was analyzed using simple percentage analysis to interpret consumer satisfaction levels. The research focuses on understanding consumer opinions, preferences, and factors influencing their satisfaction with Lakmé products.

Data Analysis & Interpretation

Percentage Analysis

Table Showing the Age Group

Age	No. of respondents	Percentage
15-18	9	9
19-22	57	57
23-26	20	20
27-30	5	5
30 above	9	9
Total	100	100

Source: Primary Data

Chart Showing the Age Group

Age group
100 responses

- 15 to 18
- 19 to 22
- 23 to 26
- 27 to 30
- Above 30
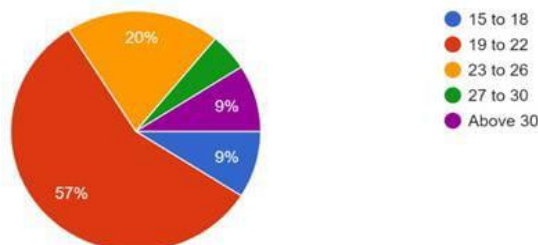
Interpretation: From the above table it is interpreted that 57% of respondents are in the 19-22 age group, making it the largest segment. 20% are aged 23-36, while 9% fall into both the 15-18 and above 30 categories. The 27-30 age group is the smallest, at just 5%. This distribution shows that the survey primarily represents younger adults, particularly those in their late teens and early twenties.

Inference: Majority of the respondents are aged between 19 to 22 years with 57%.

Findings

- Majority of the respondents are aged between 19 to 22 years with 57%.
- Majority of the respondents are female with 92%.
- Majority of respondents are from Chennai with 45%.
- Majority of the respondents are from Bachelor's degree with 57%.
- Majority of the respondents are using eyeliner form Lakmé with 34.58%.
- Majority of the respondents uses Lakmé products on their daily basis with 57%.
- Majority of the respondents are very much satisfied with Lakmé products with 53%.
- Majority of the respondents are very likely in prescribing the Lakmé products to others with 55%.

Suggestion

- **Customer-Centric Approach:** The company should focus on continuously engaging with customers and adapting to their evolving needs to ensure satisfaction and build long-term relationships.
- **Continuous Product Improvement and Innovation:** Ongoing enhancements and innovations in products are crucial for staying relevant and meeting changing consumer demands in a dynamic market.
- **Strengthen Brand Loyalty Programs:** Developing and promoting loyalty programs will help retain existing customers, incentivize repeat purchases, and ultimately create brand advocates.
- **Enhanced Digital Presence and Engagement:** Investing in a stronger digital presence and engaging with customers through online platforms, social media, and e-commerce will help reach a wider audience, build brand awareness, and foster deeper connections with consumers in today's digital-first world.

Conclusion

In conclusion, Lakmé, as one of the top cosmetics brands in India, has built a loyal following thanks to its strong marketing, quality products, and consistent brand image. Consumer satisfaction is at the heart of this loyalty, with product quality, pricing, and packaging being key factors that shape how customers feel about the brand. Lakmé has managed to stay relevant by continuously innovating and responding to what consumers want.

However, to keep its strong position in the market, it's important for Lakmé to keep

improving its products, build even stronger loyalty programs, and really focus on what the customers need. By paying attention to customer feedback, adapting its marketing to what people like, and staying ahead of trends, Lakmé can continue to keep its customers happy and maintain its leadership. In the end, Lakmé's success will rely on its ability to stay connected with its customers and keep delivering the value they expect.

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DIGITAL PAYMENT ADOPTION AND CONSUMER BEHAVIOUR IN SMALL RETAIL BUSINESSES

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Abstract

This study explores the adoption of digital payment systems and their impact on consumer behavior in small retail businesses. As the economy shifts towards cashless transactions, small retailers face challenges like limited finances, technical knowledge, and customer habits. The research identifies key factors influencing adoption, including ease of use, security, cost, and customer demand. It also examines how digital payments affect consumer trust, loyalty, and purchasing behavior. Findings reveal that while digital payments offer benefits such as quicker transactions, better record-keeping, and higher customer satisfaction, barriers like infrastructure issues and resistance to change remain. Consumers increasingly expect digital options, viewing them as convenient, safe, and modern. The study offers valuable insights for small business owners, policymakers, and fintech providers, emphasizing the need for education, support, and incentives to promote broader digital payment adoption and build a more inclusive digital economy.

Introduction

In recent years, the rapid advancement of digital technology has fundamentally reshaped global financial transactions. Among the most significant innovations is the rise and widespread adoption of digital payment systems, including mobile wallets, QR code payments, internet banking, near-field communication (NFC), and cryptocurrency. These technologies have revolutionized the way consumers and businesses engage in everyday financial exchanges, enabling instant transactions through digital channels that offer greater convenience, speed, and security. The COVID-19 pandemic further accelerated this shift, as concerns over physical.

Review of Literature

Nandini Sujit Phatak Assistant Professor, 2023

The author says digital payment adoption has significantly improved sales, operational efficiency, and customer satisfaction among small businesses in Pune. Adoption varies across sectors, with retail and service leading due to frequent customer interactions. This shift streamlines processes and meets modern consumer expectations. The author urges businesses and policymakers to support broader adoption for sustained growth.

Reference
1. Impact of Digital Payment Adoption on Small Businesses in India: A Comprehensive Survey NS Phatak - pdfs.semanticscholar.org

Ethan Ligon, Badal Malick, Ketki Sheth, Carly Trachtman, 2019

The author says the low digital payment adoption among small-scale merchants in Jaipur is not due to supply-side barriers, as most meet the necessary prerequisites. Instead, perceived customer demand and tax behaviour strongly influence adoption decisions. The author suggests that incentivizing both customers and merchants may be more effective than subsidies alone. Future research should explore long-term trends, tax avoidance motivations, and broader applicability across merchant types.

Reference

What explains low adoption of digital payment technologies? Evidence from small-scale merchants in Jaipur, India

E Ligon, B Malick, K Sheth, C Trachtman - PloS one, 2019 - journals.plos.org

T. Ravikumar and N. Prakash School of Business and Management, Christ University, 2022

The author says small retail shops in Bangalore lag in digital payment adoption due to factors like trust, habit, pervasiveness, operating cost, and digital illiteracy. Trust differs by gender, age, and business type, while habit and cost are key adoption drivers. The study identifies 11 influencing factors and suggests digital payment providers focus on reducing operating costs and increasing service reach. Future research should address cultural influences and digital literacy gaps.

Reference

Determinants of adoption of digital payment services among small fixed retail stores in Bangalore, India

T Ravikumar, N Prakash - International Journal of Business …, 2022 - inderscienceonline.com

Objectives of the Study
1. Evaluate the impact of digital payment systems on customer convenience, business operations, and consumer satisfaction in small retail environments.
2. Investigate consumer preferences and adoption barriers, such as trust, security concerns, and demographic influences on the use of digital payments.

Limitations of the Study
1. The study may focus only on specific geographic regions or retail sectors, limiting the generalizability of the findings to all small businesses globally.
2. Consumer surveys may be subject to biases such as social desirability or inaccurate recall, impacting the reliability of behavioural data.

Research Methodology

Research Design

The research design outlines a systematic plan for data collection and analysis. For this study, a descriptive research design has been employed to analyze the adoption of digital payments and consumer behavior in small retail businesses.

Purpose: The objective is to explore how digital payments impact consumer behavior, preferences, and satisfaction in small retail settings.

Nature of the Study: The study adopts a quantitative research approach by collecting measurable data through surveys to understand consumer behavior and assess their satisfaction with digital payment systems.

Descriptive Research Design

Descriptive research is used to describe characteristics of a population or phenomenon. This study aims to observe and analyze the various factors influencing the adoption and usage of digital payments in small retail businesses, without manipulating any variables. It focuses on:

- Consumer Preferences: Identifying the preferred digital payment methods and why they are chosen (e.g., ease of use, security, rewards).
- Usage Patterns: Analyzing how often and in what contexts consumers use digital payments in small retail transactions.
- Customer Satisfaction: Measuring satisfaction levels with digital payment systems, including ease of use, convenience, and security.
- Pie Charts: To visualize consumer preferences, satisfaction levels, and other key metrics

Data Analysis and Interpretation

**Table 4.10:** Satisfaction with the Speed of Digital Payment Transactions at Small Retail Stores

Options	No. of. Respondents	Percentage
- Yes, much more convenient	45	48.39%
- Yes, somewhat more convenient	30	32.26%
- No difference	18	19.35%
- No, less convenient	0	0.00%
- No, much less convenient	0	0.00%
Total	93	100%

Satisfaction with the Speed of Digital Payment Transactions at Small Retail Stores

Chart 4.10

- ● - Yes, much more convenient
- ● - Yes, somewhat more convenient
- ● - No difference

19.4%

48.4%

32.3%
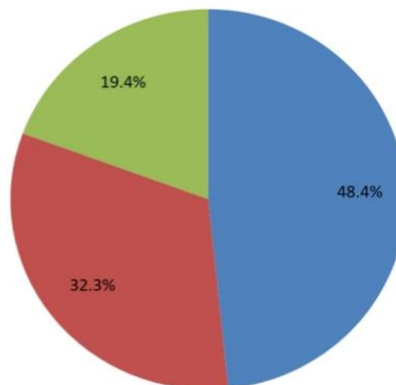
Interpretation

The data indicates that a significant majority of respondents (80.65%) consider digital payments more convenient than cash, with 48.39% finding them much more convenient and 32.26% somewhat more convenient. Only 19.35% noted no difference, and none deemed digital payments less convenient. This highlights a strong consumer preference for digital transactions as a more efficient and user-friendly option, particularly in small retail environments Factors as faster checkout times, reduced reliance on physical cash, 24/7 payment flexibility, and ease of expense tracking through digital records likely drive this preference. Furthermore, platforms like UPI, mobile wallets, and QR code.

**Table 4.24: Preference for Digital Payments in Small Retail Stores in Rural or Remote Areas**

Options	No. of. Respondents	Percentage
- Yes, definitely	33	35.48%
- Yes, somewhat	51	54.84%
- No difference	6	6.45%
- No, I prefer cash-only stores	0	0.00%
- Not sure	3	3.23%
Total	93	100%

Preference for Digital Payments in Small Retail Stores in Rural or Remote Areas

Chart 4.24

- ● - Yes, definitely
- ● - Yes, somewhat
- ● - No difference
- ● - Not sure

6.5%

35.5%

54.8%
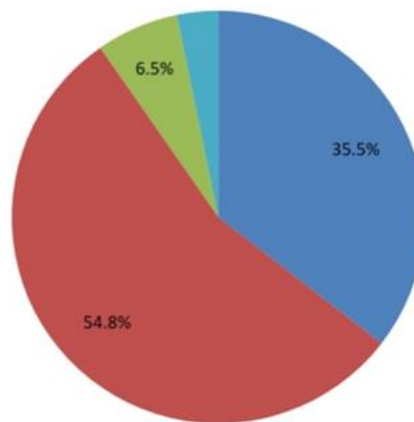
Interpretation

The data reveals that the availability of digital payment options greatly influences consumer preferences when selecting small retail stores. A of 90.32% of respondents indicated a higher likelihood of shopping at stores offering digital payments—35.48% responded "Yes, definitely," and 54.84% said "Yes, somewhat." Only 645% reported no preference, while none cash-only stores, and 3.23% were This demonstrates that digital payment options are becoming a crucial factor in consumer decision-making, especially in small settings. The strong preference for such options reflects.

Findings

- A significant portion of users (54.84%) are 18–24, demonstrating the prevalence of young, tech-savvy individuals who are adept at using smartphones and digital tools for daily transactions. This demographic is highly to digital platforms, making them natural adopters of innovative payment technologies.
- Females (61.29%) dominate digital payment usage, reflecting increased digital literacy and independence among women. This also highlights their growing role in managing household finances and leveraging digital solutions for convenience.
- Students form the largest user group (53.76%), their technological proficiency and preference for cashless transactions for online shopping, food, and daily essentials. This trend underscores the role of educational institutions and youth-oriented environments in driving digital adoption.

Suggestion

- Provide multiple payment options at checkout, including popular platforms like Google Pay, PhonePe, and Paytm, to accommodate customer preferences. A multi-platform approach increases convenience and avoids transaction failures.

- Implement customer feedback mechanisms to track satisfaction and address issues proactively. Listening to users helps refine the system and tailor services according to local needs.
- Promote the benefits of digital payments during checkout with signage or verbal encouragement to influence undecided customers. This gentle nudge can convert neutral users into regular digital payment users.

Conclusion

The study highlights that digital payment systems have significantly enhanced the shopping experience in small retail businesses, particularly in cities like Chennai. Most customers appreciate the speed, convenience, and simplicity of digital transactions, demonstrating strong support for a cashless economy. The adoption of digital payments is influenced by factors such as age, gender, occupation, and technological familiarity, with younger adults and students leading the trend. Consumers increasingly favor shopping at stores offering digital payment options, making it a crucial aspect of business strategy. Despite occasional technical issues and data security concerns, the advantages of efficiency and seamless transactions outweigh these challenges. Notably, none of the respondents rely solely on cash, indicating a major shift in consumer behavior.

A STUDY ON CONSUMER SATISFACTION TOWARDS GOOGLE PAY WITH REFERENCE TO CHENNAI

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Abstract

This paper explores two major digital wallet platforms: Google Pay and PhonePe. Google Pay, developed by Google, enables secure in-app and tap-to-pay purchases using Near Field Communication (NFC) technology, host-based card emulation (HCE), and Android security features. It integrates the functionalities of Android Pay and Google Wallet, supporting in-store, peer-to-peer, and online payments, while emphasizing security through two-factor authentication and virtual account numbers. Meanwhile, PhonePe, an Indian digital wallet company founded in 2015, operates on the Unified Payments Interface (UPI) platform and offers a wide range of services, including money transfers, bill payments, mobile recharges, online shopping, and third-party app integrations. Available in over 11 Indian languages, PhonePe provides an accessible and versatile payment solution tailored for Indian users. This study highlights the technology, features, and user experience provided by both platforms, showcasing their impact on modern digital transactions.

Introduction

Google Pay is a digital wallet platform and online payment system developed by **Google** to power-in- appand tap-to-pay purchases on mobile devices, enabling users to make payments with **Android** phones, tablets or watches. It took over the branding of google chromes autofill feature. Google pay adopts the features of both android pay and google wallet through its instore, peer-to- peer and online payment services.

Google pay uses **Near Field Communication (NFC)**to transmit card information facilitating funds transfer to the retailer. It replaces the credit or debit card chip and pin or magnetic stripe transaction at point-of- sale terminals by allowing the user to upload these in the Google Pay wallet. It is similar to contactless payments already used in many countries, with the addition of two-factor authentication. The service let sand android devices wirelessly communicate with point of sale systems using a near field communication (NFC) antenna, host-based card emulation (HCE), and android's security.

Google Pay takes advantage of physical authentications such as fingerprint ID where available. On deviceswithout finger print ID, Google pay is activated with a passcode. When the user makes a payment to a merchant, Google Pay does not send the credit or debit number with the payment. Instead it generates a virtual account number representing the users account information. This service keeps customer payment information private, sending a one-time security code instead of the card or user details.

Phone Pe is an Indian e-commerce payment system and digital wallet company headquartered in Bangalore, India. It was founded in December 2015, by Sameer Nigam, Rahul Chari and Burz in Engineer. Phone Pe app went live in August 2016 and was the first payment app built on Unified Payments Interface (UPI).

The Phone Pe app is available in over 11 Indian languages. Using Phone Pe, users can send and receive money, recharge mobile, data cards, make utility payments, buy gold and shop online and offline. In addition Phone Pe also allows users to book Ola ride, pay for Red bus tickets, order food on fresh menu, eat, fit and avail Goibibo Flight and Hotel services through microapps on its platform.

Review of Literature and Theoretical Framework

Singh & Gupta (2016) They have conducted a study to identify various factors influence on the adoption of mobile wallet payment among customers They considered the various variables for the study are Convenience, Trust, Security, and Adaptability which have an impact on the satisfaction of mobile wallet usage. The study was conducted in the Kurali city, District of Punjab. Pearson's Correlation Analysis was to investigate the relationship between the different basic variables of the study. The study findings show that mobile wallets are considered as the futures of cash.

Ahuja & Joshi (2018) have studied about the customer perception concerning Mobile wallets. In this study they examined that the factors exploration technique is used to classify the factors which influence customer opinion towards Mobile wallets. The study has been conducted about the different types of mobile wallets in India. The data is collected from both secondary data and primary data. The survey was conducted among 139 mobile respondents in the telecommunication industry.

Meuthia (2015) the study has been investigated that empirically the experiences of users' satisfaction on e-money adoption in Indonesia. In this study the trust was considered as an important factor for e-money adopt, and at the time of promotes the system quality and participation. The data was collected from 117 e-money respondents in Indonesia. The result shows that users' satisfaction is determined based on system quality and participation of users have high level followed by the others stimulants variables. The study concluded that trust and distrust were strongly influenced the level of users' satisfaction on e-money adoption in Indonesia.

Theoretical Background

Google Pay is a digital wallet and online payment system created by Google. It allows people to make payments easily using their smartphones, tablets, or smartwatches. Instead of carrying physical credit or debit cards, users can store their card information securely in the Google Pay app.

When making a purchase, Google Pay uses a technology called **Near Field Communication (NFC)**. This lets the phone communicate wirelessly with payment machines at stores. Instead of sending real card details, Google Pay creates a special virtual number for each transaction, making payments safer.

It also uses extra security like fingerprint scanning or a passcode to make sure that only the owner can approve payments. In this way, Google Pay makes buying things faster, easier, and more secure, both online and in physical stores.

Table 3.4: Range of bankingservices and payment options

Particular s	No of Respondents	Percentage
Yes	54	90
No	2	3.3
Maybe	4	6.7
Total	60	100

Source: Primary data

Figure 3.4: Statistics of respondents using Online Payment
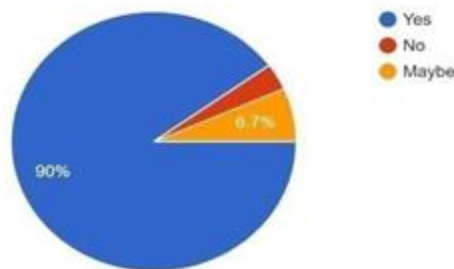
Source: Table 3.4

Interpretation

A majority of 90% of the respondents says Google Pay or Phone pe offer wider range of banking services and payment options and only 3.3% of the respondents doesn't support this statement.

Figure: 3.9: Satisfaction of respondents towards Google Pay

Source: Table 3.9

Interpretation

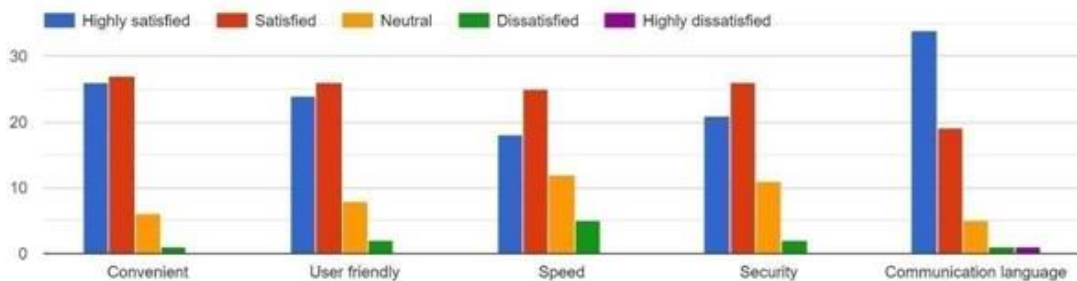A majority of 45% of the respondents has stated satisfied in terms of its convenience. 43% of the respondents has stated satisfied in term of user friendliness. 42% of the respondents has stated satisfied in terms of its speed. 43% of the respondents has stated satisfied in terms of its security and 57% of the respondents has stated highly satisfied in terms of its communication language. This indicates that the respondents are satisfied with the service provided by Google Pay.

Finding, Suggestions and Conclusion
General Findings

1. **High Youth Participation:** 78.3% of users are aged 18–35, indicating that younger individuals are the primary users of online payment apps.
2. **Dominant Preference for Google Pay:** 91.7% of respondents prefer Google Pay over PhonePe, citing better usability, speed, and convenience.
3. **Student User Base**: 76.7% of respondents are students, showing a strong inclination toward digital payments in academic and personal transactions.
4. **Google Pay Offers More Rewards & Services:** 85% believe Google Pay offers more rewards and cashback than PhonePe; it's also more commonly used for bill payments, fund transfers, and other services.
5. **Trust & Security Perception:** 58.3% of users trust the security of online payments, though 16.7% reported some experience with cash loss.
6. **Frequent Usage:** Most users conduct transactions weekly, showing increasing reliance on digital payment apps for daily needs.
7. **Customer Support & Quality:** Google Pay is praised for fast customer service, fewer legal formalities, and better app quality—rated excellent by 58.3% of users.

Suggestion

Both google pay and phone pe can revolutionize online payments and take cashless transaction tothe next level, But then

- The customers need to be convinced about the safety of mobile wallets and their advantages.
- They need to be induced to use mobile wallets for all kinds of payments by makingattractive offers sucha s cashback offer etc.
- All doubts and ignorances in that regard need to be addressed effectively to pump up theuse of mobile wallets

Conclusion

Consumers' knowledge about new mobile technology innovation is increasing rapidly, and consumer's perception is most important in the usage of mobile wallet application in India. Consumers' need has increased with advanced technology. Consequently mobile wallets service providers are innovating new technology from consumer's point of view.

Therefore, people can adopt and use their mobile wallets for the payment transaction, fund transfer, purchasing groceries and paying bills etc. The study has discussed the trust

is the main factor affecting users' satisfaction directly and it impacts on many users intention to adopt mobile wallets. The results show that the trust has significantly positive impact on actual usage of mobile wallets. Vidyashree et. al., (2015) found that mobile wallet provides an opportunity of cash back and discounts. The study highlights that 18-30, 30-45 age group of people satisfied and using of digital wallets like paytm or pay u money application.

A STUDY ON CONSUMER SATISFACTION TOWARDS ITC CLASSMATE NOTEBOOKS

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Abstract

This research investigates consumer satisfaction towards ITC Classmate notebooks. Through methods like descriptive analysis, chi-square tests, and regression analysis, the study uncovers that factors like paper quality, attractive design, eco-friendliness, and affordable pricing significantly influence consumer satisfaction. Results indicate that brand trust and quality perception have a strong positive impact on customer loyalty and preference. This study emphasizes that while Classmate enjoys strong brand equity, introducing digital integrations and greater customization could further enhance consumer satisfaction.
Keywords: Consumer Satisfaction, Classmate Notebook, ITC Limited, Brand Loyalty, Stationery Products.

Introduction

Notebooks are essential tools in academic and professional settings. Among various brands, ITC's 'Classmate' has emerged as a leading choice due to its superior paper quality, attractive designs, and strong brand reputation. Understanding consumer satisfaction with Classmate notebooks is crucial to sustaining competitive advantage in a dynamic stationery market.

Definition of Terms

Consumer Satisfaction: The degree to which a product or service meets or exceeds customer expectations.

Notebook: A book of paper pages used for writing notes.

Brand Loyalty: The tendency of consumers to continuously purchase one brand's products over another.

Review of Literature

- Agron Hoxha (2019) emphasized quality as a driving factor in consumer loyalty for stationery goods.
- Kelly & MacDonald (2019) discussed the role of attractive product design and usability in enhancing consumer engagement.
- Nazir et al. (2021) explored how brand trust can significantly affect repeated purchase behavior in FMCG sectors.
- Erol & Savaş (2023) examined how eco-friendliness improves brand perception, especially among younger consumers.

Objectives of the Study

- To assess consumer satisfaction regarding the quality and features of Classmate notebooks.
- To evaluate the influence of pricing, design, and brand image on consumer purchase behavior.
- To suggest ways ITC Classmate can enhance customer satisfaction.

Statement of the Problem

Despite being a market leader, Classmate faces growing competition from local and international brands. Understanding consumer needs and expectations is necessary to retain leadership and expand market share.

Scope of the Study

This study focuses on users of ITC Classmate notebooks across various age groups, primarily students and young professionals, assessing factors like quality, affordability, design, and eco-friendliness.

Research Methodology

- Research Design: Descriptive Research
- Sampling Method: Non-Probability Convenience Sampling
- Sample Size: 205 Respondents
- Data Collection: Structured questionnaire distributed among students and professionals.
- Tools for Analysis: Percentage analysis, Chi-square test, and Regression analysis.

Data Analysis and Interpretation
Age Group Distribution:

- 48.8% respondents aged 20-29
- 37.4% aged 30-39
- 10.8% aged 40-49
- 3% aged 50 and above

No. of age respondents by the people are;

Ages	Percentage
5 - 15	3.0%
16 - 25	77.2%
26 - 35	16.8%
35 - above	3%

Table shows that no. of age respondents by the people
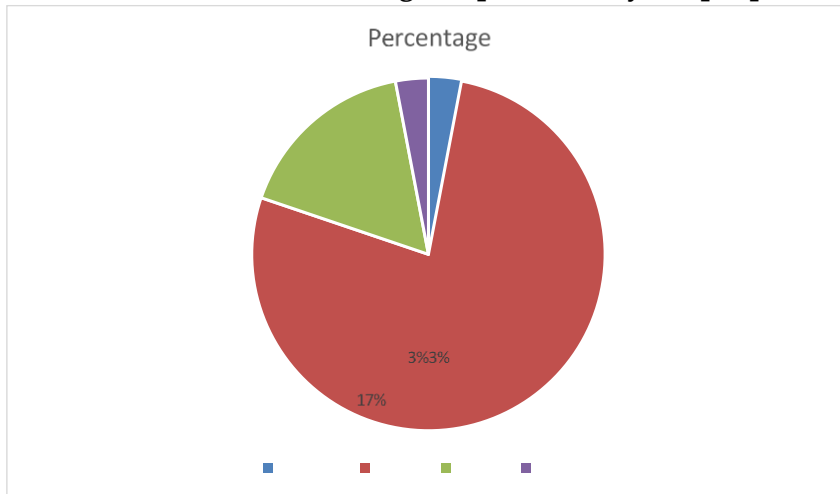
Inference

- Based on the given survey
- Majority of respondents are from the age of 16 - 25
- Average respondents were given from people of age between 24 -36
- Least respondents came from the age of below 35

Respondents Profession

Profession	Percentage
Students	67%
Employed	13%
Unemployed	18.2%
Others	1.8%

Table shows that no. of respondent's profession

Inference
- Based on the given survey
- Majority of respondents that are in the profession of students
- Minority of respondents are others from the above given data
- 18.2% of people are unemployed

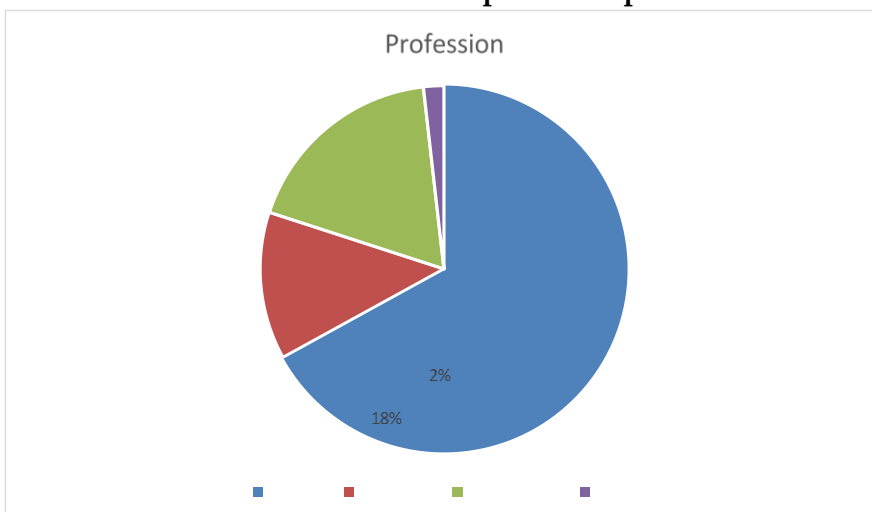**The reason for preferring the classmate Note books.**

Reason to Prefer	% of Respondents
For drawing	17.8
To write notes	44.6
To write reports	15.8
Others	21.8
Total	100

Table shows the reason for preferring the classmate note books

For what purpose do you use ITC Classmate notebooks?
101 responses
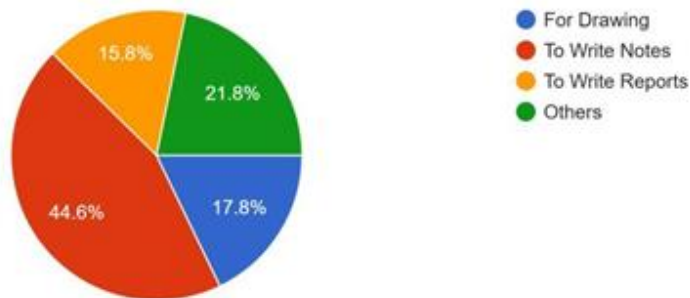
Inference
From the above table it is inferred that 44.6% of the respondents prefer for to write notes. 15.8% of the respondents prefer for to write reports. 17.8% of the respondents prefer for drawing. 21.8% of the respondents prefer for others.

Consumers level of Satisfaction towards classmate notebooks.

Satisfaction Level	% of Respondents
Excellent	29.7
Good	37.6
Average	23.8
Bad	8.9
Total	100

Table shows that Consumers level of Satisfaction towards classmate notebooks.

What is your level of satisfaction with this product ?

101 responses

Inference

From the above table it is inferred that 37.6% of the Respondents satisfaction level is good. 8.9 %of the Respondents satisfactio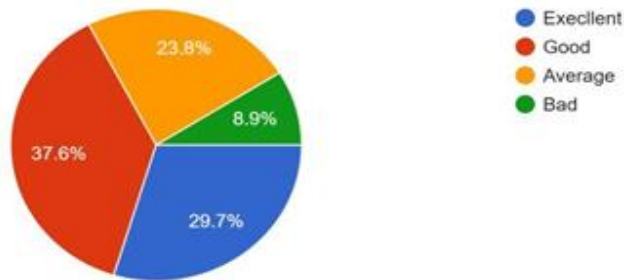n level is Bad. 29.7%of the Respondents satisfaction level is Excellent. 23.8%of the Respondents satisfaction level is Average

Findings

- High-quality paper and durable binding are key satisfaction drivers.
- Attractive and themed designs add to customer engagement.
- Eco-friendly practices enhance positive brand perception.
- Pricing is considered reasonable but there is sensitivity to local competitor pricing.

Suggestions

- Introduce customizable notebook covers for personalization.
- Enhance online presence with exclusive designs and subscription models.
- Integrate digital features like QR codes for subject-specific study aids.
- Expand rural distribution channels to maximize reach.

Conclusion

ITC Classmate has successfully established itself as a preferred brand for notebooks among students and young professionals. Continuous innovation in design, digital integration, and affordability will help maintain and enhance consumer satisfaction in an evolving market.

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THE IMPACT OF SOCIAL MEDIA ON MODERN FILM MARKETING

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Introduction

The film industry has undergone a significant transformation in marketing strategies with the rise of social media. Traditional methods are being replaced or supplemented by dynamic and interactive online approaches. Social platforms like Instagram, Twitter, YouTube, Facebook, and TikTok have given filmmakers direct access to global audiences. Targeted advertising, influencer collaborations, and viral content have become key aspects of film marketing. A strong online presence is crucial for a film's success. Social media analytics provide valuable insights into audience behavior and preferences. Filmmakers can tailor their marketing efforts for maximum impact. Independent filmmakers can now compete with big-budget productions. Effective use of hashtags, trends, and challenges can amplify a film's online presence. The lines between marketing and entertainment have blurred. Social media has transformed film marketing, offering unparalleled opportunities for engagement and growth. A strong social media presence is essential for any film looking to make a lasting impact. The future of film marketing lies in harnessing the power of social media. By doing so, filmmakers can reach new heights and connect with audiences worldwide. The impact of social media on film marketing will only continue to grow.

Objectives of the Study

The objectives of this research are:

1. To examine the current state of social media in film marketing and its impact on the film industry.
2. To investigate the ways in which social media can be used to promote films and engage with audiences.
3. To analyse the effectiveness of social media marketing campaigns in the film industry.
4. To identify the key challenges and opportunities of using social media in film marketing.
5. To explore the role of social media in shaping the future of film marketing.

Limitations of the Study
- **Methodological and Sampling Limitations**: The study's sample size, demographics, and methodology may not accurately represent the entire film-going population
- **Platform-Specific and Limited Scope**: The study's findings may be specific to certain social media platforms, and may not capture the full range of platforms, stakeholders, or perspectives involved in film marketing.

Review of Literature
Social Media in Film Marketing

Social media has revolutionized film marketing by providing a platform for filmmakers to reach their target audience. Platforms like Facebook, Twitter, and Instagram are essential tools for creating buzz and engaging with fans. Effective social media marketing can increase box office revenue and build a film's brand. Filmmakers must stay up-to-date with the latest trends and technologies to remain competitive. Social media has become a crucial platform for film promotion.

Influencer Marketing in Film Promotion

Influencer marketing is a popular strategy in film promotion, allowing filmmakers to reach niche audiences and increase engagement. Influencers can build trust and credibility with their followers, making them effective partners. Partnering with influencers who fit the film's target audience can increase reach and build a targeted marketing campaign. Influencer marketing can create buzz and generate excitement around a film. It's a valuable tool for filmmakers looking to promote their films on social media.

Social Media Analytics and YouTube in Film Marketing

Social media analytics provides valuable insights into audience behavior and preferences, helping filmmakers refine their marketing strategies. YouTube is a popular platform for film marketing, allowing filmmakers to release trailers and behind-the- scenes content. Analyzing social media data can help filmmakers optimize their marketing efforts and make data-driven decisions. YouTube can be used to create interactive experiences and build a loyal following. Social media analytics and YouTube are crucial tools for filmmakers looking to promote their films effectively.

Research Methodology

This study investigates the impact of social media on modern film marketing, collecting data from 100 social media users and film industry professionals through an online questionnaire. The questionnaire explores demographics, social media use, film marketing, social media marketing, and the future of film marketing. Key findings suggest that social media is central to how audiences discover and engage with film content, with younger demographics being more receptive to film-related content. The study also reveals widespread acknowledgment of social media's positive impact on the film industry,

particularly in terms of reach and fan engagement. The results imply that social media will continue to grow in importance, with marketers needing to prioritize relevance and engagement.

Data Interpretation:

Some open-ended responses in the study may be subject to varied interpretations depending on the researcher's perspective, potentially affecting the consistency of analysis. Additionally, the limited sample size—due to time and resource constraints—may impact the generalizability and statistical significance of the findings.

Analysis and Interpretation

This study reveals that social media plays a significant role in film discovery, with 60% of participants discovering new films through platforms like Instagram, Facebook, and Twitter. The majority (80%) of respondents use social media daily, highlighting its potential for continuous exposure. Key findings include:

- Social media is considered effective for film marketing, with 80% of participants believing it is very effective.
- Trailers (60%) and behind-the-scenes content (40%) are the most engaging types of content for film marketing.
- Engagement (50%) and relevance (30%) are key considerations for film marketers on social media.
- 70% of participants predict a greater focus on social media in film marketing over the next five years, indicating its growing importance in the industry.

Overall, the study demonstrates the crucial role of social media in film discovery, marketing, and audience engagement.

Summary of Key Trends

1. **Social media dominates film discovery**: 60% of participants discover new films through social media platforms.
2. **High social media usage**: 80% of respondents use social media daily, providing continuous exposure for film marketing.
3. **Effective influencer marketing**: 85% of participants believe influencer marketing is effective for promoting films.
4. **Trailers and behind-the-scenes content are most engaging**: 60% prefer trailers, while 40% prefer behind-the-scenes footage.
5. **Engagement and relevance are key**: 50% prioritize engagement, and 30% prioritize relevance in film marketing on social media.
6. **Social media will continue to shape film marketing**: 80% of participants believe social media will remain crucial in the industry.
7. **Increasing focus on social media**: 70% predict a greater focus on social media in film marketing over the next five years.
8. **Social media analytics are essential**: Tracking engagement and adjusting strategies accordingly is vital for successful film marketing on social media.

Findings

1. **The Pivotal Role of Social Media in Film Discovery**: The finding that 60% of participants discover new films through social media platforms underscores the significant shift in how audiences engage with film content. This highlights the necessity for filmmakers and marketers to prioritize social media as a key channel for promotion and audience engagement.

2. **The Effectiveness of Social Media Marketing**: With 80% of participants believing that social media marketing is effective for promoting films, it's clear that these platforms offer unique advantages. The direct line of communication between filmmakers and their audience facilitates the creation of engaging content and the building of a loyal fan base.

3. **The Importance of Engagement and Relevance**: The emphasis on engagement (50%) and relevance (30%) in social media marketing highlights the need for film marketers to adopt strategies that resonate with their target audience. Creating interactive content and responding to audience feedback in a timely and personalized manner are crucial tactics for fostering a sense of community and building trust.

4. **The Value of Influencer Marketing**: Social media influencers play a substantial role in film marketing by offering increased reach, credibility, and targeted marketing opportunities. Their ability to spark conversations and create engaging content can generate significant buzz around a film's release.

5. **The Future of Film Marketing**: The prediction that 70% of participants foresee a greater focus on social media in film marketing over the next five years indicates the evolving landscape of the film industry. As social media continues to shape consumer behavior, filmmakers and marketers must stay ahead of the curve by embracing new trends and technologies.

Suggestion:

1. **Develop a Comprehensive Social Media Strategy**: Create a detailed plan that outlines goals, target audience, content types, and engagement tactics to maximize social media's potential for film promotion.

2. **Leverage Influencer Marketing**: Partner with social media influencers who align with the film's target audience and brand to increase reach, credibility, and engagement.

3. **Create Engaging and Relevant Content**: Develop content that resonates with the target audience, including trailers, behind-the-scenes footage, and interactive elements like polls and quizzes.

4. **Utilize Social Media Analytics**: Leverage analytics tools to gain insights into audience preferences and behaviors, and adjust marketing strategies accordingly.

5. **Foster a Sense of Community**: Encourage audience participation and engagement through timely and personalized responses to comments and messages, building a loyal fan base.

6. **Stay Adaptable and Responsive**: Keep up-to-date with the latest social media trends, technologies, and best practices to stay ahead of the curve and maximize marketing efforts.

7. **Measure and Optimize**: Continuously monitor and measure the effectiveness of social media marketing campaigns, making adjustments as needed to optimize results.

8. **Integrate Social Media with Overall Marketing Strategy**: Ensure social media marketing efforts align with the film's overall marketing strategy, maximizing impact and reach.

Conclusion:

This study highlights the significant impact of social media on film marketing, with the majority of participants discovering new films through social media platforms. The findings suggest that effective social media marketing can increase audience engagement, improve brand recognition, and drive box office success, Social media is essential for film marketers to reach target audiences, Engagement and relevance are crucial in social media marketing, Social media influencers play a significant role in promoting films, The future of film marketing will be heavily influenced by social media, with a predicted greater focus on these platforms over the next five years

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A STUDY ON CUSTOMER SATISFACTION TOWARDS RAPIDO BIKE TAXI WITH SPECIAL REFERENCE TO CHENNAI

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Abstract

This study investigates customer satisfaction towards Rapido, a leading bike taxi service in India, with a focus on users in Chennai. As urban commuters seek faster, affordable, and convenient travel options, Rapido has gained popularity for its ease of booking and cost-effective rides. The research uses descriptive statistics and percentage analysis to evaluate service aspects such as ride affordability, punctuality, app usability, driver behaviour, and safety measures. Findings indicate that young adults prefer Rapido for its time-saving benefits and lower costs compared to other modes of transport. However, there is scope for improvement in areas like promotional offers, online payment systems, and helmet availability. The study offers practical suggestions to improve Rapido's service quality and enhance customer satisfaction across a wider user base.
Keywords: Customer Satisfaction, Bike Taxi, Rapido, Urban Transport, Chennai

Introduction

Urban transportation in India is facing increasing pressure due to rising population density, traffic congestion, and limited last-mile connectivity. In this context, app-based bike taxi services have emerged as an effective alternative to traditional modes of transport. Rapido, launched in 2015, is one of India's leading bike taxi platforms, offering affordable, quick, and convenient travel primarily for short distances. It operates in over 100 cities and has gained considerable traction among students, office-goers, and middle-income groups.

In Chennai, a rapidly growing metro city, daily commuters are constantly seeking faster and more economical travel options. Rapido's app-based system enables users to book rides quickly, avoid traffic delays, and save on travel expenses. The service is especially popular among younger users who value speed, affordability, and ease of access through mobile platforms.

As the demand for such services increases, it becomes essential to evaluate user satisfaction and identify areas for service improvement. This study focuses on assessing customer satisfaction towards Rapido in Chennai by analyzing various service-related factors and user experiences.

Review of Literature

- **Lavanya & Rajan (2023)** focused on the influence of environmental consciousness on customer preferences for bike taxi services. Their study found that a segment of

users, particularly millennials, chose Rapido over cars or autos due to its perceived lower carbon footprint. These customers valued not just convenience but also the environmental benefits of choosing two-wheelers for short distances. The study concluded that by highlighting

- sustainability and efficiency in their marketing, companies like Rapido can appeal to eco- conscious users and boost satisfaction through value alignment.
- **Vikram & Sahana (2022)** studied customer switching behaviour in the bike taxi sector, comparing Rapido with local competitors. The research identified that delays, unprofessional rider behaviour, or frequent cancellations were the main reasons customers switched to alternatives. However, loyalty was observed to remain strong among users who received consistent service. The authors stressed that operational efficiency and effective complaint resolution are essential in retaining customers in the highly competitive shared mobility market.
- **Ravi Kumar (2021)** analyzed the growth of Rapido as an alternative mode of urban transport and its impact on commuters' travel behaviour. The study found that most users opted for Rapido due to its affordability and time-saving benefits during peak hours. He also observed that the availability of riders in high-demand areas influenced customer preference. The research concluded that while pricing remains a strong advantage, customer satisfaction is largely dependent on the quality of the ride experience and the app's reliability in booking and tracking services.

Objectives of the Study

- To study the level of customer satisfaction with Rapido bike taxi services in Chennai.
- To analyze user perceptions regarding pricing, punctuality, app usability, and safety.
- To identify key challenges faced by Rapido users during their ride experience.
- To offer suggestions for improving service quality and expanding Rapido's customer base.

Statement of the Problem

- Many users in Chennai face difficulties with discount availability and lack of promotional offers on the Rapido app.
- There are concerns regarding safety, especially related to the non-availability of helmets and inconsistent driver behaviour.
- Some customers report issues with app performance, including booking delays and digital payment failures.
- Rapido's services are largely used by younger age groups, showing limited reach among older commuters.

Scope of the Study
- The study is limited to users of Rapido bike taxi services within the geographical area of Chennai.
- It focuses on customer satisfaction related to service quality, pricing, safety, and ride experience.
- The study aims to provide insights that can help improve Rapido's service offerings and customer engagement in urban markets.

Research Methodology

This section outlines the structured approach used to collect and analyze data for the study on customer satisfaction towards Rapido bike taxi services in Chennai. It defines the research framework, sampling strategy, and sources of data used.

Research Design

The study adopts a **descriptive research design**, which is suitable for observing and analyzing customer opinions and satisfaction levels without manipulating any variables. It helps describe user experiences with Rapido in Chennai across various service factors such as affordability, safety, and app usability.

Sampling Method
Non-Probability Sampling

The sampling method used is **non-probability sampling**, which means not every individual in the target population had an equal chance of being selected. This approach was chosen for its practicality in reaching active Rapido users.

Convenience Sampling

Within the non-probability framework, **convenience sampling** was employed. Respondents were selected based on their availability and willingness to participate in the study. This method allowed for efficient data collection from a relevant and accessible user base in Chennai.

Sample Size

The total sample size for this study is **100 respondents**. This number provides a reasonable representation of Rapido's user base in the city and allows for meaningful analysis of customer satisfaction trends.

Data Collection Methods
Primary Data

Primary data was collected through a structured questionnaire consisting of multiple-choice and Likert-scale questions. It covered aspects like demographic details, ride frequency, app experience, service quality, and overall satisfaction.

Secondary Data

Secondary data was obtained from sources such as academic journals, industry articles, company reports, and online publications related to customer satisfaction and bike taxi services in India. These sources supported the analysis and provided context for the primary findings.

Data Analysis and Interpretation

Table Showing Age Group of the Respondents

S.No.	Particulars	No. of Respondents	Percentage%
1	19-25	72	72%
2	25-30	17	17%
3	30-35	8	8%
4	35-40	3	3%
5	**Total**	100	100%

Interpretation

From the above table out of 100 respondents, 72% of the respondents are in the age group of below 19-25 years, 17% of the respondents are in the age group of 25-30 years, 8% of the respondents are in the age group of 30-35 years and 3% of the respondents are in the age group of 35- 40.

Hence, Majority 72% of the respondents are between 19-25 years.
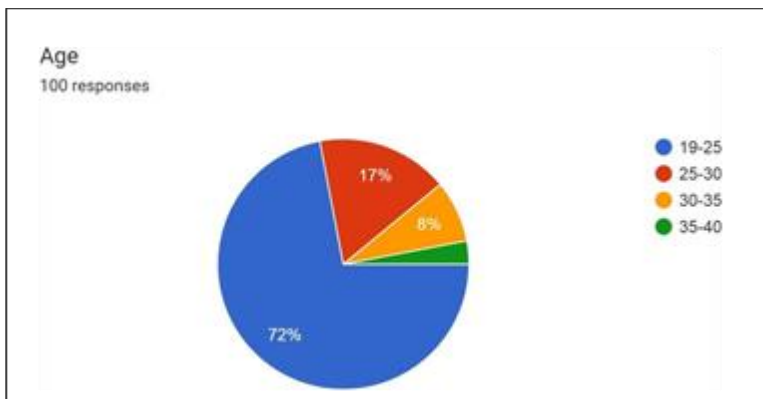
Table Showing Purpose of Using Rapido Bike Taxi

S.NO.	Particulars	No. of Respondents	Percentage %
1	Commercial	25	25%
2	Personal	40	40%
3	For Both	35	35%
4	**Total**	100	100

Interpretation

From the above table out of 100 respondents, 25% of the respondents use for commercial purpose, 40%of the respondents use for personal purpose, 35% of the respondents use for both purposes.

Hence, Most of the respondents use for personal purpose (40%).
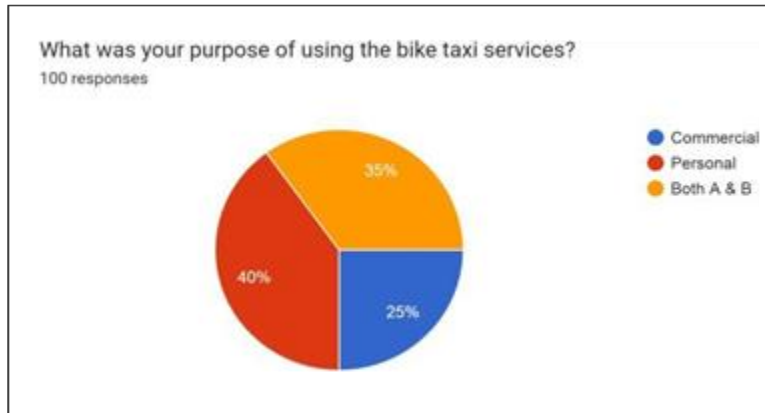
Table Showing Satisfaction Level with the Pricing And Affordability of the Rapido Bike Taxi Service

S.NO.	Particulrs	No. of Respondents	Percentage %
1	Extremely satisfied	24	24%
2	Satisfied	61	61%
3	Somewhat satisfied	11	11%
4	Dissatisfied	04	04%
5	**Total**	100	100%

Interpretation

From the above table out of 100 respondents, 24% of the respondents are extremely satisfied, 61% of the respondents are satisfied, 11% of the respondents are somewhat satisfied and 4% of the respondents are dissatisfied.

Hence, Majority 61% of the respondents are extremely satisfied with pricing and affordability of the service.
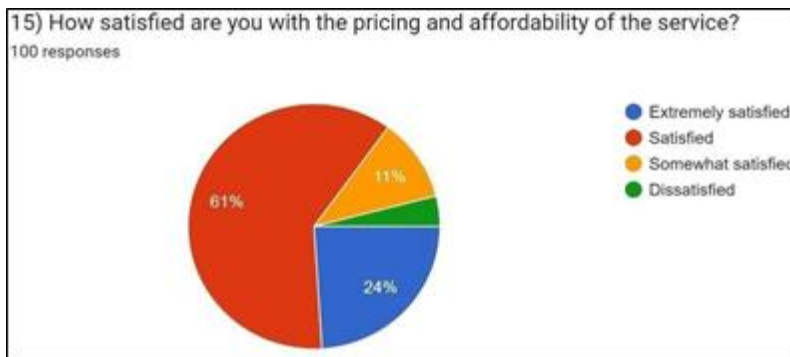
Table Showing Overall Experience of Using Rapido Bike Taxi Service

S.No	Particulars	No. of Respondents	Percentage %
1	Excellent	26	26%
2	Good	58	58%
3	Average	14	14%
4	Poor	02	02%
5	**Total**	100	100%

Interpretation

From the above table out of 100 respondents, 26% of the respondents says excellent, 58% of the respondents says good, 14% of the respondents says average and 02% of the respondents says poor.

Hence, Majority 58% of the respondents says good with the overall experience of using Rapido bike taxi services.
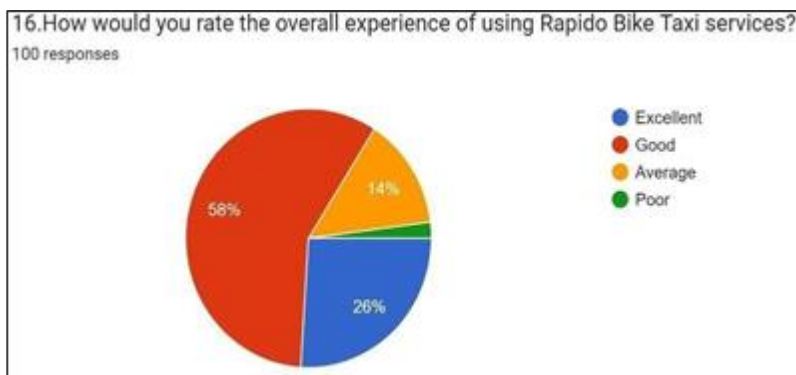
Findings

- A significant 72% of Rapido users in Chennai are aged between 19–25 years, indicating a strong preference among young adults for this mode of transport. Dominance of Youth Users .
- Approximately 85% of respondents are either satisfied or extremely satisfied with the affordability of Rapido's services, highlighting its appeal as a cost-effective transportation option.

- Positive overall experience 84% of users rated their experience as "Good" or "Excellent," reflecting general satisfaction with the service's quality and reliability.
- Users expressed dissatisfaction with inconsistent helmet availability and occasional unsafe rider behaviour, indicating areas needing improvement in safety measures.

Suggestions

- Mandatory helmet provision is Implement strict policies to ensure helmets are provided to both riders and passengers, enhancing safety and user confidence.
- Address technical issues by improving the app's performance, focusing on seamless booking processes and secure payment gateways.
- Introduce loyalty programs and referral discounts to attract and retain users, particularly among older demographics..
- Develop marketing strategies aimed at older age groups and non-tech-savvy individuals to broaden the customer base.

Conclusion

Rapido Bike Taxi services in Chennai have emerged as a popular and efficient mode of transport, particularly among young adults, who value its affordability, speed, and ease of access. The findings reveal a high level of customer satisfaction, especially in terms of pricing and overall ride experience. However, to maintain a competitive edge and ensure long-term customer loyalty, Rapido must address key areas of concern such as helmet availability, rider professionalism, and app-related technical issues.

Furthermore, expanding its reach to older demographics through awareness campaigns and user- friendly features can help the company grow its user base. By prioritizing safety, reliability, and inclusivity, Rapido can position itself as a trusted and preferred urban mobility solution in Chennai and beyond.

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A STUDY ON UTILISATION OF HEALTH AND FITNESS APPS AND THEIR AWARENESS AMONG PEOPLE

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Abstract

This study investigates the use and awareness of health and fitness apps among 140 randomly selected individuals from various age groups, genders, and occupations. It examines how demographic factors influence app usage, the challenges users face, and the overall effectiveness of these apps in tracking health and fitness. Data was collected through questionnaires and analyzed using percentage analysis, chi-square tests, and weighted averages. Findings show that while many are aware of such apps, common issues include intrusive ads, lack of real-time feedback, and low motivation. The study suggests improving app design and launching awareness campaigns to boost engagement and support healthier lifestyles.

Introduction

In today's fast-paced digital world, health and fitness have become top priorities for many individuals seeking to lead healthier lifestyles. With the rise of smartphones and wearable technology, health and fitness apps have emerged as popular tools for tracking physical activity, monitoring diet, managing stress, and maintaining overall well-being. These apps offer users convenience, personalized guidance, and instant access to health information, making them an integral part of modern health management. However, despite their growing popularity, awareness and utilization levels vary significantly among different groups of people. This study aims to explore the extent to which health and fitness apps are used, the level of awareness among individuals, and the factors that influence their adoption. Understanding these aspects can provide valuable insights into promoting healthier lifestyles through technology and bridging the gap between availability and usage.

Review of Literature

T. Hemalatha, et.al., (April 2024) article titled, **"Assessment of Fitness Applications Use among people of Jazan, Saudi Arabia"** that looked at the effectiveness, usage patterns, and obstacles to the adoption of fitness applications among the people of Jazan, Saudi Arabia. Their study used a cross-sectional descriptive analysis approach and had a sample size of 412. According to the results, 73.05% of participants use fitness applications, and the most popular activity is walking (88.83%). Complex exercise guidelines (43.9%) were the most desired extra feature, while ease of use (73.05%) and calorie tracking (71.8%) were found to be the most appreciated aspects.

John Torous, et.al., (October 2023) their article titled **"The Growing Field of Digital Psychiatry: Current Evidence and the Future of Apps, Social Media Chatbots, and Virtual Reality".** From their study, they examined the swift development of digital mental health platforms. According to their report, digital phenotyping, early intervention, self-management, and chatbots were made possible by smartphone apps, social media, AI, chatbots, and virtual reality. Although there was proof that they can be used to treat illnesses like schizophrenia, bipolar disorder, depression, and anxiety, issues with implementation, privacy, and clinical validation still exist. And finally, they conclude their study by highlighting the potential of digital psychiatry to fill gaps in mental health care.

Roman Holzer et.al., (March 2022) their article titled **"Continuous Glucose Monitoring in Health Care, Wellness, and Sports"** examined the potential uses of Continuous Glucose Monitoring (CGM) outside of diabetes treatment. They demonstrated how CGM can be used to improve sports performance, optimise lifestyle, and detect aberrant glucose regulation early. They also highlighted how CGM offered important insights into glucose dynamics, assisting people in efficiently managing stress, controlling physical activity, and making educated food choices. And also they talked about the use of CGM in sports performance, where it helped to maximise endurance, energy levels, and recovery. And finally, they concluded that the CGM has a lot of promise for wellness and health; more research is necessary.

Theoritical Background

The rapid advancement of mobile technology has significantly influenced the health and wellness sector, particularly through the emergence of health and fitness applications. These apps serve as digital tools that enable users to monitor physical activity, track diet and nutrition, set fitness goals, and even manage mental well-being. The theoretical framework for this study is rooted in the Technology Acceptance Model (TAM), which explains how users come to accept and use a technology based on two primary factors: perceived usefulness and perceived ease of use.

In addition, concepts from the Health Belief Model (HBM) are also relevant, as they suggest that an individual's decision to engage in health-related behavior is influenced by their perceived susceptibility to health problems, perceived benefits of action, and self-efficacy. These theories help explain why people may choose to download and use health and fitness apps, and what barriers might prevent them from doing so.

Moreover, the Diffusion of Innovation Theory supports the understanding of how new technologies, like fitness apps, spread through different population segments. According to this theory, awareness, communication channels, and social influence play crucial roles in the adoption process.

This theoretical background provides a foundation to examine the relationship between demographic characteristics (such as age, gender, and occupation) and the use of health and fitness apps. It also helps in understanding user perceptions, challenges faced, and how increased awareness and improved app features could promote healthier lifestyle behaviors through technology.

Analysis and Interpretation of Data

Chart 4.5

USAGE OF THE HEALTH AND FITNESS APPS

- ■ Yes, currently using
- ■ Yes, but not using anymore
- ■ No, but interested in using
- ■ No, not interested in using

Source: Primary Data

Table 4.5

Usage of the Health and Fitness Apps	No. of Respondents	Percentage
Using health & fitness apps	35	25
Not using the apps anymore.	35	25
Not using, but interested in using.	43	30.71
Not interested	27	19.28
Total	140	100

Table 4.5 showed that 30% of the respondents were not using the health and fitness apps but interested in using it, 25% of the respondents were currently using the health and fitness apps, 25% of the respondents were using the health and fitness app but not using anymore and 19% of the respondents were not using the health and fitness apps and also not interested in using it.

Chart 4.16

FITNESS GOALS

Source: Primary Data

Table 4.16

FITNESS GOALS	NO.OF. RESPONDENTS	PERCENTAGE
To track progress and stay accountable	33	23.57
To gain muscle	19	13.57
To compete with friends/ community	27	19.28
To improve overall health and fitness	38	27.14
To lose weight	23	16.42
Total	140	100

Table 4.16 showed that 27% were using to improve overall health and fitness, 23% of the respondents were using to track progress and stay accountable, 19% were using to compete with friends/community, 16% were using to lose weight, and 13% were using to gain muscle.

Findings, Suggestions, and Conclusion
General Findings
By applying percentage analysis, the following inferences are found:
- 50.7% of the respondents were between the age group of 18-25 years
- 67.9% of the respondents were Male
- 50.7% of the respondents were undergraduates
- 42.1% of the respondents were students
- 30.7% of the respondents were interested in using health and fitness apps
- 33.6% of the respondents know about the health and fitness apps through social media
- 35% of the respondents use workout/exercise guide applications most frequently
- 30% of the respondents use the health and fitness applications rarely
- 35% of the respondents' workout timings vary daily
- 34.3% of the respondents preferred the HealthifyMe applications

Suggestion
- Health and fitness apps should use simple and clear advertisements to show how they work and help people.
- More awareness should be created through social media, blogs, and online articles to inform people about the benefits of using these apps.
- The apps should be easy to use so that people of all ages can access them without difficulty.

- Step-by-step guides and tutorials should be included in the apps to help users understand their features better.
- Subscription costs should be more affordable so that more people can use the premium features.
- Working with doctors and fitness experts can help people trust these apps more.
- Apps should offer personalized health and fitness plans based on each person's needs and goals.

Conclusion

The study found that most people know about health and fitness apps and many use them regularly. These apps help users stay active, track their health, and maintain fitness goals. The main reason people use these apps is that they provide useful features, easy access, and personalized recommendations. With online services becoming more popular, promoting these apps through social media and digital platforms can help more people discover their benefits. Offering discounts, free trials, and better features can encourage more users to engage with them. Health and fitness apps can play a big role in improving people's well-being by making healthy living easier and more convenient. By following the suggestions given, these apps can reach a larger audience and have a greater impact on the public.

A STUDY ON CONSUMER AWARENESS AND EFFECTIVENESS OF USING DIGITAL PAYMENT SYSTEM

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Abstract

This study undertakes a comprehensive examination of consumer awareness and effectiveness of digital payment systems, elucidating the benefits, challenges, and implications for stakeholders, including consumers, businesses, policymakers, and financial institutions. The findings underscore the imperative for enhanced consumer awareness, education, and infrastructure development to promote widespread adoption, foster financial inclusion, and harness the transformative potential of digital payment systems. Furthermore, the study identifies key demographic factors influencing consumer awareness and adoption, including age, income, and education level. The research contributes to the existing literature on digital payment systems, providing valuable insights for stakeholders seeking to promote financial inclusion and digital payments. Ultimately, the study's findings have significant implications for the future development and adoption of digital payment systems, highlighting the need for a multi-stakeholder approach to promote awareness, education, and infrastructure development.

Keywords: *Digital Payment Systems, Consumer Awareness, Adoption, Financial Inclusion, Convenience, Security.*

Introduction

The rapid growth of digital technologies has revolutionized the way individuals conduct financial transactions, with digital payment systems emerging as a convenient, secure, and efficient alternative to traditional methods. Despite the increasing popularity of digital payment systems, concerns remain regarding consumer awareness, security, and infrastructure. This study aims to explore the level of consumer awareness and evaluate the effectiveness of digital payment systems in terms of convenience, security, and cost. It also seeks to identify the key factors influencing consumer adoption and usage. By examining the current digital payments landscape in India, this research will offer valuable insights for policymakers, financial institutions, and other stakeholders to promote wider adoption and enhance the overall effectiveness of digital payment systems.

Definition
Digital Payment System:

A method of paying for goods or services using electronic platforms like mobile wallets, UPI, or online banking instead of cash.

Consumer Awareness: The level of knowledge consumers have about digital payment options, including their benefits and risks.

Effectiveness: The ability of digital payment systems to provide convenient, secure, and efficient transactions.

Digital India: A government initiative aimed at promoting digital infrastructure and increasing the use of digital technologies across India.

Review of Literature

Soni (2024) explored India's digital payments growth, emphasizing how the Unified Payments Interface (UPI) and government initiatives have transformed the digital payment landscape. The study noted that increased digital literacy and trust-building efforts have boosted adoption.

Juneja (2023) forecasted that by FY26, around 85% of Indian businesses would be digitally enabled, significantly impacting digital payment adoption. Increased smartphone and internet penetration were seen as key drivers behind this growth.

Dahiphale et al. (2024) introduced a large language model (LLM)-based solution to detect fraud in UPI transactions. Their model accurately identified scams and enhanced digital trust, offering practical benefits for improving consumer safety in digital ecosystems.

Bygari et al. (2021) developed an AI-based smart routing solution for online payments that used machine learning to predict successful payment gateways. This solution helped improve transaction success rates and fostered a more reliable user experience.

Alamleh et al. (2023) proposed a secure mobile payment framework that integrated multi-factor authentication using a smartphone's built-in features. Their architecture increased transaction legitimacy and minimized identity theft risks.

Ahmed et al. (2021) provided a comprehensive review of mobile payment security protocols. The study addressed encryption techniques, secure data storage, and user verification mechanisms to reduce fraud in mobile transactions.

Emerald Insight (2024) focused on Indian consumers' preparedness against digital payment frauds. The study showed moderate readiness, with gaps in consumer awareness, highlighting the need for improved education on digital safety.

ScienceDirect (2024) examined how brand content on social media influences consumer engagement with digital payment platforms. The findings revealed that visually appealing, humorous, or reward-based posts generated higher user interaction and trust.

Reuters (2024) reported that the Reserve Bank of India planned to expand access to e-rupee by integrating non-banking payment system operators, thereby increasing public reach and transaction volume.

Another Reuters report (2024) highlighted a decline in the use of India's digital currency post-launch, attributing it to fewer incentives. It stressed the importance of sustainable engagement strategies to retain users in the digital currency ecosystem.

Kumar & Mehta (2023) conducted a behavioral analysis of students' usage of digital payments in urban colleges. The findings indicated that peer influence, mobile app interface, and cashback offers were leading motivators for usage among youth.

Mishra & Jadhav (2022) explored rural India's adoption of digital wallets. The study found that digital literacy and smartphone affordability were crucial in bridging the urban-rural gap in digital payment usage.

Chowdhury (2023) analyzed the economic benefits of a digital payments economy, noting faster money flow, reduced black money circulation, and better financial transparency as long-term effects.

Verma & Singh (2024) investigated customer loyalty in the digital wallet market. Their study revealed that app security, reward programs, and transaction speed were key influencers in long-term consumer retention.

Singh and Rathi (2023) explored the behavioral intention of millennials toward using digital payment systems in metro cities. Their study revealed that convenience, app interface, and instant payment facilities were the primary drivers of adoption, while lack of personalization limited continued usage.

Objectives of the Study

- To assess the level of consumer awareness regarding various digital payment systems.
- To evaluate the effectiveness of digital payment systems in terms of convenience, security, and cost.
- To identify the key factors influencing consumer adoption and usage of digital payment systems.

Statement of the Problem

- Despite the growth of digital payment systems, many consumers lack adequate awareness and understanding of how to use them effectively.
- Concerns about security, transaction failures, and hidden charges affect the trust and satisfaction of users in digital payment systems.
- There is a need to identify the key barriers and motivators that influence consumer adoption and consistent usage of digital payment platforms.

Scope of the Study

- The study focuses on understanding consumer awareness and usage patterns of digital payment systems in India.
- It examines the effectiveness of digital payments in terms of convenience, security, and cost from the consumer's perspective.
- The study aims to provide insights for policymakers, financial institutions, and digital service providers to enhance adoption and improve user experience.

Research Methodology

Research methodology is a systematic and scientific approach used to conduct research by selecting appropriate methods for data collection and analysis. It provides a structured framework for testing hypotheses, addressing research questions, and examining complex

issues. It supports evidence-based decision-making and contributes to the advancement of knowledge across various fields. As research continues to evolve, the importance of sound methodology remains crucial for producing meaningful and trustworthy results.

Research Design
Descriptive Research Design

This study uses a descriptive research design to gather information on consumer awareness and the effectiveness of digital payment systems. It helps in understanding current behaviors, opinions, and perceptions of users. The design is suitable for providing a detailed and accurate picture of the research topic

Sampling Method
Non-Probability Sampling

This study adopts a non-probability sampling method, where participants are selected based on convenience and accessibility. It is useful for gaining quick insights when a random sample is not feasible. This method is cost-effective and time-efficient for collecting relevant data.

Convenience Sampling

Convenience sampling is used in this study to select respondents who are easily accessible and willing to participate. This method helps in quickly collecting data without the need for a structured sampling frame. It is especially useful for exploratory research and time-bound studies.

Data Analysis & Interpretation Percentage Analysis
Table Showing the Age Group

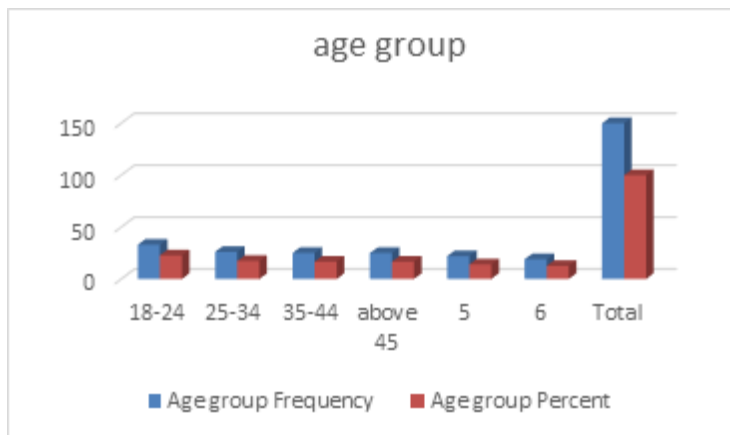| Particulars	Frequency	Percent
18-24	33	22.7
25-34	26	17.3
35-44	25	16.7
above 45	25	16.7
5	22	14.0
6	19	12.7
Total	150	100.0

Chart Showing the Age Group

Interpretation

The majority of respondents in the study are under 45 years old, with the largest group (22.1%) falling within the 18-24 age range. The cumulative percentage of respondents below 45 years is 73.2%, indicating a younger demographic. Groups "5" and "6" contribute 14.1% and 12.8%, but their specific age ranges are unclear. The valid responses account for 99.3%, suggesting that the findings are largely based on younger individuals, which may impact conclusions on consumer awareness and digital payment adoption **Findings**

Consumer Awareness and Usage
- Most respondents are aware of digital payments, with higher adoption rates among younger individuals (18-24 years).

Factors Affecting Adoption
- Ease of use, speed, security, and cost are key drivers, while security concerns, lack of awareness, and technical issues are common barriers.

Security and Fraud Prevention
- 40% of respondents are dissatisfied with current security features; suggestions include enhanced authentication and improved security measures.

Satisfaction and Challenges
- 46% find digital payments easy to use, but trust issues lead some users to hesitate in recommending them.

Impact on Financial Inclusion
- Digital payments have improved financial inclusion in urban areas, but infrastructure challenges persist in rural and lower-income regions.

Suggestion
Enhancing Consumer Awareness
- Conduct educational campaigns and improve digital literacy programs, focusing on older adults and lower-income groups.

Improving Security Measures
- Strengthen multi-factor authentication, increase transparency in transactions, and use AI-driven fraud detection to prevent cyber threats.

Reducing Technical Barriers
- Enhance mobile payment infrastructure and address connectivity issues in rural areas through better digital infrastructure.

Boosting Government and Financial Institution Initiatives
- Introduce incentives like cashback, strengthen collaborations between banks and fintech, and expand international transaction accessibility with lower fees.

Encouraging Adoption in Rural Areas
- Develop simplified platforms for rural users and provide support and training through local banks and financial institutions.

Conclusion

The study shows that digital payment systems are widely recognized, especially among younger consumers. However, security concerns, lack of awareness, and technical issues hinder full adoption. While government policies and financial institutions have promoted digital payments, improvements in security, education, and infrastructure are needed. Addressing these challenges will enhance the digital payment ecosystem, increase financial inclusion, and build consumer trust, making digital payments the primary transaction method in the future.

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9. **"FinTech: The Impact and Role of Financial Technology in the 21st Century"** by Susanne Chishti and Janos Barberis A comprehensive guide to understanding the financial technology revolution, including digital payments.

SERVICE QUALITY ON PASSENGER SATISFACTION TOWARDS DOMESTIC SCHEDULE AIRLINES IN CHENNAI CITY

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Abstract

The aviation sector in India has witnessed exponential growth, particularly in domestic travel. This article examines the impact of service quality on passenger satisfaction concerning domestic schedule airlines operating in Chennai. Using primary data collected from 300 passengers and analyzed through statistical methods, the study explores key service factors such as cleanliness, safety, timeliness, and customer interaction. The findings underscore the significance of service dimensions in determining overall satisfaction and brand loyalty.
Keyword: Service Quality, Airlines, CRM, Air traffic control.

Introduction

People have to physically separate their homes and workplaces in today's society, which requires them to commute in order to go about their everyday business. Air travel is the newest, fastest, and most advanced kind of transportation available. With an estimated 1.5 billion passengers carried yearly, the airline sector has evolved over the past century from an experimental means of transportation to a significant player in the global transportation network. Today, competition is not only prevalent but also getting progressively more fierce. The future of airlines is dependent on their ability to satisfy their customers, which can only be achieved by balancing passenger needs with their service offerings. Customer happiness is a crucial performance factor for every firm and should not be disregarded. Customer satisfaction is determined by how well a company's goods and services meet or exceed the expectations of its clients.

One definition of passenger satisfaction is an assessment based on a particular service interaction. Loyalty and satisfaction are not interchangeable terms. Customers might be extremely satisfied and yet unsatisfied, as well as loyal without being highly satisfied. Businesses must learn more about the connection between online behaviour and satisfaction in order to allocate online marketing resources between behavioural intention programmes and satisfaction campaigns.

Review of Literature

- **M Kumar, KK Meena (2022**) In their studyAirports have always been concerned with increasing business and aviation traffic. Peoplecan travel safely through airports, thus in order to increase traffic and growth at the airport.

- **J Pappachan - J Business Manag Stud (2020)** In their studyThis paper is aiming at the refinement of Airport Service Quality (ASQ) dimensions based on passengers' experience. This new ASQ dimensions evolved are in contrast with the conventional method of setting apart areas concerning ASQ as recognized at every interaction points in the functional flow of passengers through various agencies in the airport.
- **OR Nwaogbe, IC Ogwude, A Pius (2021)** This study investigates the quality of service provided for air travel in Nigeria and the level of satisfaction of passengers with the service encountered. It does so by focusing on both the airports and the airlines as service providers. In that way, the study captures much of the effects of the organizational culture, employee behavior, and general norms which influence passenger attitudes.

Objective of the Study

1. To study the socio-economic profile of passengers using domestic airline services in Chennai city.
2. To analyze passenger opinions and experiences with domestic airline services.
3. To evaluate the level of passenger satisfaction regarding services provided by domestic airlines.
4. To identify the gap between passengers' perceived service quality and their expected service quality in domestic airlines.

Scope of the Study

Every airline in this global environment has launched a number of customer-focused services. The purpose of the study is to highlight passenger perceptions of service quality and satisfaction with domestic airline services. The research is limited to the city of Chennai. The respondents in the sample consist of passengers from different domestic airlines.

The scope of a study on domestic airlines in India can encompass various dimensions related to the industry's dynamics, operations, challenges, and opportunities.

Research Methodology:
Research Design

Determine the nature of the study (e.g., descriptive, analytical, exploratory) and the scope of the research.

Define the research objectives, research questions, and hypotheses (if applicable) to guide the study.

Data Collection:
a. Primary Data:

Conduct surveys, interviews, or focus groups with key stakeholders such as airline executives, passengers, government officials, and industry experts.

Gather primary data on operational performance, financial metrics, customer satisfaction, and other relevant variables through structured questionnaires or interviews.

b. Secondary Data:

Collect secondary data from sources such as industry reports, academic journals, government publications, airline websites, and financial databases. Gather data on market trends, regulatory policies, infrastructure development, technological advancements, and environmental sustainability initiatives.

Statistical Tools

The statistical tools are used such as descriptive analysis, percentage analysis, Chisquare test, ANOVA test, Correlation analysis and Regression analysis.

Data Analaysis and Interpretation

Percentage analysis is a special form of comparison between two are more data and describes the relationship between them.

Analysis and Interpretation Table Showing Gender Details

Gender	No. of. Respondents	Percentage
Male	64	58.7%
Female	45	41.3%
Transgender	0	0
Total	**109**	**100**
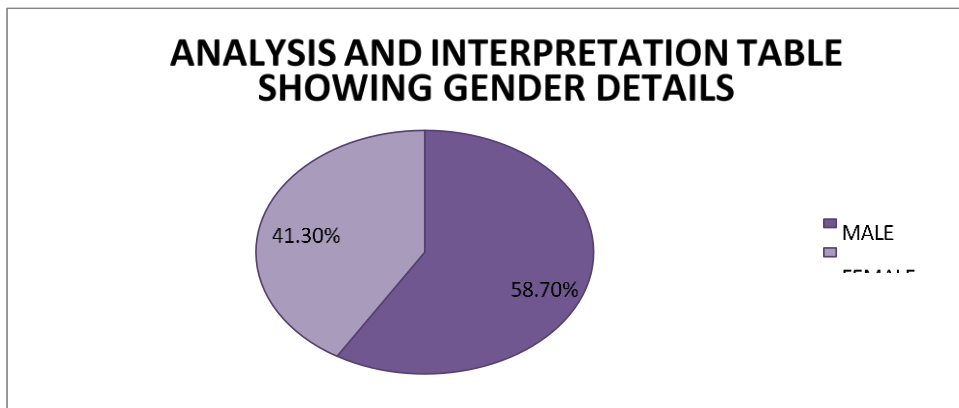
Source: Primary Data

Interpretation

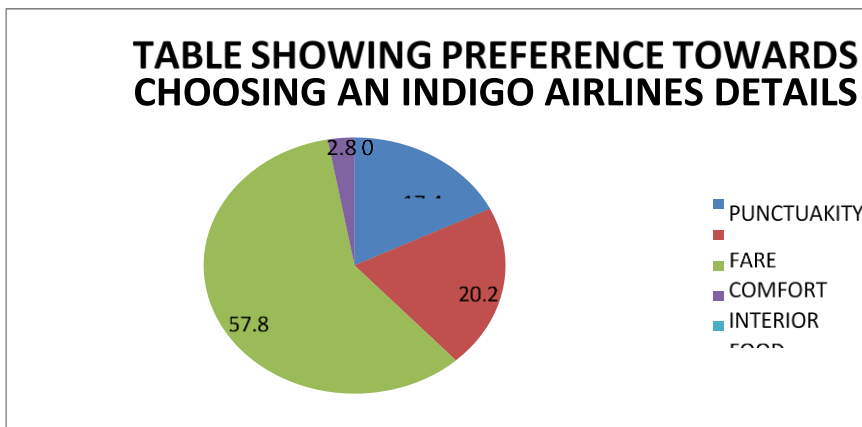From the above information, 58.7%respondents are male and 41.3% of respondents are female.

Table Showing Preference Towards Choosing an Indigo Airlines Details

Options	No. of. Respondents	Percentage
Punctuakity	19	17.4%
Fare	22	20.2%
Comfort	63	57.8%
Interior	3	2.8%
Food	2	1.8%
Total	109	100

Source: Primary Data

Interpretation:

From the above information of the preference towards choosing an indigo airline that 17.4 % of respondents belongs to punctuality, 20.2% of respondents belongs to fare, 57.8% of respondents belongs to comfort, 2.8% of respondents belongs to interior, 1.8% 0f respondents belongsto food

On Time Performance of Flights

S.No	Particulars	Respondents	Percentage
1	Excellent	17	17
2	Good	52	52
3	Fair	24	24
4	Poor	7	7
5	Very Poor	0	0
	Total	**100**	**100**
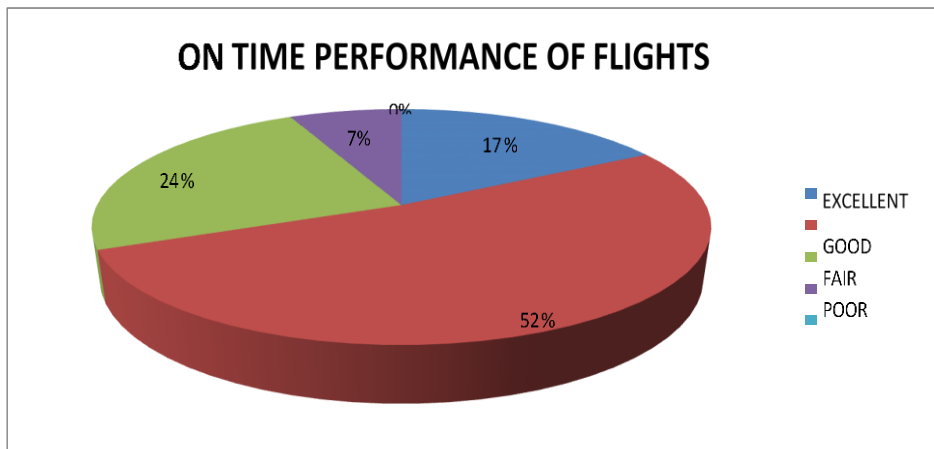
Interpretation:

From the above table , it shows that 52% of respondents are good, 24% of respondents are fair, 17% of respondents are excellent, 7% of respondents are poor and 0% of respondents are very poor

Findings & Discussion

- Air passengers using the domestic terminal at Chennai airport during peak hours may find it easier to travel from October when crowding and bottleneck are likely to reduce.
- The airport will have two functional domestic terminals and this may reduce the congestion and queues for passengers, particularly those taking flights in the early morning rush hours.
- This move comes following the opening of a part of the new integrated terminal (T2) to which the international flight operations have shifted in July.
- While the existing domestic terminal (T1) will operate as usual, the international terminal (T4) that was handling international flights till a few months ago will turn into the second domestic terminal.

Suggestions

Investigating technology is recommended for improving customer service and airlines has to sign contract with an e-business company that offers airlines technology solutions. ECRM strategy is a new technology that airlines should implement since Internet users' number is increasing. It allows managing long term relationships with customers. Generally Airlines should do analysis for internal and external factors and its competitors and develop new strategies to stay competitive in the maturity stage.

Conclusion

Customer Satisfaction is a comprehensive approach for building long term customer relationship and improving business performance. Gathering all the information about

customers help airlines to develop customer insights and enhance customer interaction. The study confirms that service quality is a strong determinant of passenger satisfaction in Chennai's domestic airline sector. Cleanliness, comfort, punctuality, and professional staff behavior emerged as key factors.

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THE ROLE OF TELECALLING IN MARKETING CAPPELLA SPORTS PVT LTD

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Abstract

*This study explores the critical role of telecalling in the marketing strategy of **Cappella Sports Pvt. Ltd.**, a growing player in the Indian sportswear and equipment sector. As traditional marketing methods evolve, telecalling continues to serve as a direct and cost-effective communication channel between the company and its potential or existing customers. The research analyzes how telecalling helps in lead generation, customer relationship management, and sales conversions, and supports the overall marketing goals of the organization.*

Keywords: Telecalling, Marketing strategy, Cappella Sports Pvt. Ltd., Indian sportswear sector, Communication channel, Lead generation, Customer relationship management (CRM), Sales conversions, Marketing goals, Cost-effective.

Introduction

In an era dominated by digital communication, the human touch remains unparalleled in building meaningful relationships with customers. Telecalling, a cornerstone of customer service and sales strategies, bridges the gap between businesses and their clientele. This project delves into the multifaceted aspects of telecalling, starting from understanding customer psychology and behavior to mastering communication techniques. It highlights the importance of empathy, active listening, and problem-solving skills in fostering positive interactions. Moreover, the project explores the integration of technology, such as Customer Relationship Management (CRM) systems and predictive dialers, to streamline telecalling processes and maximize efficiency.

Telecalling, however, is not just about making calls; it's about fostering relationships. Each call is an opportunity to build trust, to demonstrate expertise, and to leave a lasting impression. Successful telecallers understand the importance of empathy and emotional intelligence in navigating conversations, whether they're addressing concerns, pitching products, or simply offering support. They recognize that behind every call is a person with their own unique set of circumstances and expectations. In conclusion, this project underscores the pivotal role of telecalling in contemporary business operations. By mastering the art of telecalling, organizations can forge deeper connections with their customers, drive sales, and gain a competitive edge in the market. Through continuous adaptation and innovation, telecalling remains a potent tool for enhancing customer engagement and achieving long-term success.

Review of Literature

According to Robert J. McHatton "used correctly and by professionals, the telephone is the most cost-efficient, flexible and statistically accountable medium available. At the same time, the telephone is still very intimate and personal. It is individual to individual. "Although telemarketing has been the center of some controversies

According to Rosette Siriban "telemarketing is the process of marketing goods, advertising services or customer service over the telephone. Direct marketing has registered massive growth owing to changes in market behavior and declining effectiveness of traditional media. This growth is set to continue, particularly in terms of telemarketing and direct response advertising Like a renewable natural resource, consumer goodwill can be over-exploited. A review of the rise and rapid fall of the business-to-consumer telemarketing industry in the USA provides evidence of the over-exploitation of consumer goodwill"

According to Eric Boyd; telephone marketing as an essential tool in building relationships and retaining customers. This proves to be useful for both the customers and the companies. The companies claim several strategic advantages like customer satisfaction, cost effective marketing, speed in marketing efforts designed towards customers, industry leadership. At the same time there are certain strategic concerns that the companies cannot afford to neglect.

According to Evans M,Malley and Patterson M; It highlight the consumer concerns over privacy and ethical issues. Rather than being alleviated, they are likely to become more prevalent as the sophistication of database targeting increases. For future growth of direct marketing it becomes necessary for marketers to address this problem of consumers. The paper suggests self regulation as acure to this problem".

According to Tony Alessandra and Jim Cathcar; They provides insights into the fundamentals of telecalling or telephone selling. It covers topics such as effective communication techniques, building rapport over the phone, handling objections, and closing sales.

Dirk Zeller; Wrote a book which offers practical tips and strategies for mastering telecalling in sales. It covers various aspects including prospecting, scripting, overcoming common challenges, and maximizing productivity in telephonic sales.

Marti MacEwan; wrote a book delves into the nuances of telephone communication and offers strategies for improving effectiveness in telecalling. It covers topics such as active listening, tone of voice, handling difficult conversations, and building trust over the phone.

Barbara Pachte; This resource focuses on enhancing telephone communication skills for various purposes, including sales and customer service. It covers etiquette, professionalism, and strategies for delivering persuasive messages over the phone.

Ralph Henry Weiman; This book provides practical guidance tailored to small and mid-sized businesses on leveraging telecalling for marketing purposes. It covers strategies for lead generation, appointment setting, and maintaining customer relationships through telemarketing.

Stephan Schiffman; While primarily focused on cold calling, this book offers valuable insights into effective telecalling strategies for sales and marketing professionals. It covers techniques for initiating conversations, handling objections, and closing sales over the phone.

Judith.J.Marshall; Telemarketing has steadily increased in use in industrial sales organizations. Management faces the difficult problem of successfully implementing this tool. This research surveyed industrial sales and marketing managers involved in telemarketing operations to determine how successful their telemarketing operations were and how telemarketing was implemented in their companies.

William C Moncrief; A conceptual framework for examining the roles of telemarketing in selling strategy is proposed. A typology of telemarketing jobs is developed and related to face- to-face selling jobs. Important telemarketing strategy issues are examined from managerial and research perspectives. Finally, research propositions are presented and discussed.

These resources collectively offer a comprehensive understanding of telecalling in marketing, covering various aspects ranging from communication techniques to sales strategies and customer relationship management.

Objectives of the Study
- The primary objective could be to explore and analyze the effectiveness of telecalling as a marketing strategy. This involves examining how telecalling contributes to lead generation, customer acquisition, and retention in various industries.
- To Evaluate the Effectiveness of Telecalling in Generating Leads: This objective aims to assess how successful telecalling is in initiating and nurturing leads for potential sales or conversions.
- To Identify Best Practices and Strategies for Telecalling in Marketing: This objective involves examining various telecalling techniques, scripts, timing strategies, and other factors to determine the most effective approaches for achieving marketing goals.

Need for Study
- Cost-Effectiveness: Telecalling is often a cost-effective method for reaching out to potential customers compared to other marketing channels like advertising or direct mail.
- Direct Communication: Telecalling allows for direct communication with potential customers, enabling marketers to convey their message effectively and address any queries or concerns in real-time.

Scope of the Study

- Telecalling Techniques and Strategies: Investigate various telecalling techniques and strategies used in marketing, including cold calling, warm calling, follow-up calls, and customer service calls.
- Communication Skills: Explore the importance of communication skills in telecalling, including verbal and non-verbal communication, active listening, empathy, and persuasion techniques.
- Effectiveness and ROI: Measure the effectiveness of telecalling campaigns in achieving marketing objectives, such as lead generation, customer retention, and revenue generation.
- Organizational Factors: Explore organizational factors influencing telecalling effectiveness, such as employee training and development, performance incentives, workflow processes, and collaboration between sales, marketing, and customer service teams.

Research Methodology

Research methodology is a structured and scientific approach used to collect, analyze, and interpret quantitative or qualitative data to answer research questions or test hypotheses. A research methodology is like a plan for carrying out research and helps keep researchers on track by limiting the scope of the research. Several aspects must be considered before selecting an appropriate research methodology, such as research limitations and ethical concerns that may affect your research.

Research Design

The project in tele-calling within the market, we've adopted an exploratory design approach to revolutionize the way we engage with customers. By harnessing the power of exploratory design, we're diving deep into uncharted territories, seeking to uncover new insights and opportunities in our communication strategies. Through this process, we're breaking free from traditional methods, embracing creativity, and pushing boundaries to connect with our audience in innovative ways. Our exploratory design journey involves experimenting with different scripts, tones, and approaches, constantly refining our techniques based on real-time feedback and analysis.

Source of Data
Primary Data

Design and administer surveys to telecallers, customers contacted through telecalling, and marketing professionals to gather insights into their experiences, perceptions, and attitudes towards telecalling in marketing. Conduct interviews with industry experts, telecalling managers, and customers to obtain qualitative data and in-depth perspectives on the effectiveness and challenges of telecalling in marketing.

Secondary Data

Access market research reports, industry analyses, and white papers published by research firms, consulting agencies, and industry associations that provide data on trends, best practices, and benchmarks related to telecalling in marketing. Consult government publications, regulatory documents, and statistical databases that contain information on telemarketing regulations, consumer protection laws, and industry statistics relevant to telecalling activities.

Data Analysis and Interpretation

Table 1: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25	83	82.2	82.2	82.2
	25 to 35	9	8.9	8.9	91.1
	35 to 45	5	5.0	5.0	96.0
	45 to 55	4	4.0	4.0	100.0
	Total	101	100.0	100.0	

Chart 1
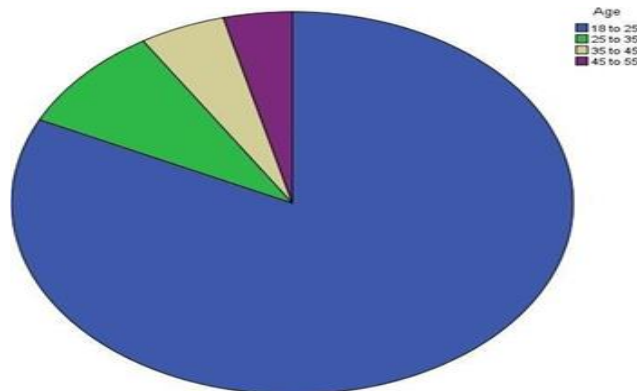
Interpretation

This table displays the distribution of age groups among a sample population. The majority, comprising 82.2%, falls within the 18 to 25 age range.

Table 2: Martial Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	1	1.0	1.0	1.0
		17	16.8	16.8	17.8
	Unmarried	82	81.2	81.2	100.0
	Total	101	100.0	100.0	

Chart 2
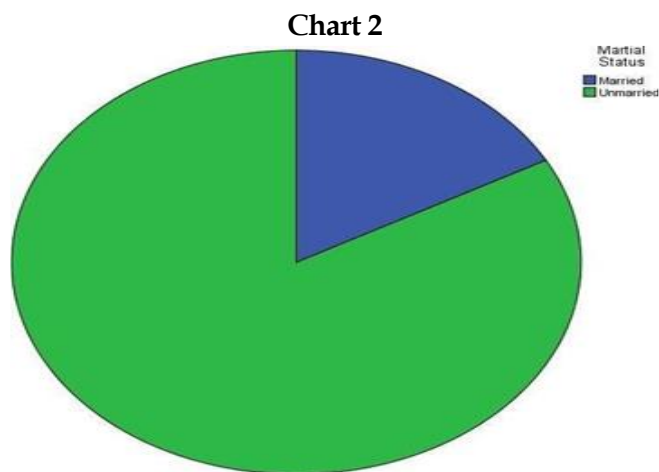
Interpretation

This table presents data on marital status, with a total of 101 respondents. The majority, 82 individuals (81.2%), are categorized as "Unmarried.

Findings

- The sample population is predominantly young, with 82.2% falling within the 18 to 25 age range, suggesting a skew towards younger demographics.
- A significant majority (81.2%) of the respondents are categorized as "Unmarried," indicating a predominance of single individuals in the sample.
- Opinion regarding scripted interactions during telecalling is diverse, with a significant portion agreeing (32.7%) or strongly agreeing (12.9%), but also a notable disagreement (19.8%).
- Responses vary regarding the telecalling team's product knowledge, with agreement (35.6%), disagreement (16.8%), and neutrality (23.8%) observed.

Suggestion

- Tailor marketing strategies to cater to the preferences and interests of the predominantly young demographic represented in the sample population.
- Integrate customer feedback into telecalling strategies to personalize interactions and improve overall satisfaction.
- Diversify marketing channels beyond telecalling to reach a broader audience and reduce reliance on a single channel.

Conclusion

In conclusion, the data analysis underscores several key insights regarding telecalling effectiveness and customer perception within the sampled population. Regarding telecalling strategies, the mixed perceptions regarding lead generation effectiveness, product knowledge, and adherence to scripts underscore the importance of continuous training and improvement initiatives. Overall, by addressing these insights and

implementing targeted improvements, organizations can enhance the effectiveness of telecalling as a marketing tool, deepen customer engagement, and ultimately drive better business outcomes.

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A STUDY ON FINANCIAL LITERACY ON PERSONAL FINANCE MANAGEMENT OF MIDDLE-CLASS COMMUNITIES IN CHENNAI

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Abstract

This study explores how financial literacy affects personal finance management among middle-class communities in Chennai, India. Financial literacy — encompassing budgeting, saving, investing, and debt management — is key to informed financial choices. Using a mixed-methods approach, the research surveyed 200 households and conducted in-depth interviews to evaluate financial knowledge, behaviors, and challenges.

Findings show a widespread lack of financial knowledge, especially in investment and retirement planning. Although budgeting is seen as important, it is not consistently practiced. Factors like education, income, and occupation strongly influence financial literacy levels.The study concludes that targeted financial literacy programs can empower individuals to make smarter financial decisions, promoting greater financial stability and well-being.

Introduction

Financial literacy is the understanding of basic money concepts like budgeting, saving, investing, and managing debt. It is essential for making smart financial decisions, avoiding debt, and planning for future goals. For middle-class families, especially in cities like Chennai, effective financial management is critical for handling monthly expenses, emergencies, and long-term investments.

Despite increased access to financial products like loans and insurance, many people lack the knowledge to use them wisely. This can lead to overspending, high debt, and missed savings or investment opportunities. The rising cost of living and limited financial education further complicate financial planning for middle-class households.

Chennai's growing middle class often struggles with financial decisions due to limited financial awareness. Poor financial literacy can result in risky financial behavior and economic stress. Therefore, this study aims to assess the financial literacy of Chennai's middle-class population and how it affects their money management. The goal is to offer insights that can help enhance financial education and improve financial stability and quality of life for these communities.

Objectives of the Study

- To assess the level of financial literacy among middle-class individuals in Chennai, focusing on their understanding of budgeting, saving, investing, and debt management.

- To analyze how financial literacy influences personal finance management decisions, particularly in areas such as spending behavior, saving habits, and investment choices.
- To examine the relationship between socio-economic factors (such as age, income, education, and occupation) and financial literacy, and how these factors impact financial decision-making.

Limitations of the Study

- The sample was limited to certain Chennai areas, reducing applicability to other regions.
- Self-reported answers may reflect social desirability rather than actual behavior.
- The study covered basic financial topics, excluding advanced areas like investing.
- Differences in education and financial exposure may have biased the results.

Review of Literature

Prabu Anbalagan, Research Scholar, Faculty of Management and Gajendran Arumugam, Associate Professor, Faculty of Management, 2025

The author concludes that the study examines how socioeconomic background, behavioral traits, and financial literacy influence investment decisions among Chennai investors. Using SEM and CFA on data from 446 participants, it was found that socioeconomic status has a stronger impact than behavioral traits. Surprisingly, financial literacy does not have a direct effect on investment decisions, indicating its influence may be indirect or context-specific. Demographic factors like age, gender, income, education, and employment significantly affect investor activity. The findings suggest future research should focus on the indirect role of financial literacy and its interaction with demographics.

Nancy Neoyame Chabaefe1 , Abubaker Qutieshat PhD Candidate, University of Zambia, Zambia, Associate Professor and Research Lead, ODC, Oman, Associate Member of Staff and Honorary Research, University of Dundee, 2024

The investigator says that the proposes a conceptual framework connecting financial literacy, education, and experience. A literature review from 2018 to 2023 found that financial literacy remains low globally, emphasizing the need for improvement. Financial education and real-world financial experience enhance literacy, though measuring it varies among researchers. Education can be delivered through lectures, platforms, and seminars, while financial experience is understudied. This study is the first to establish a framework linking these elements to improve financial literacy.

Sasanka Sekhar Swain, Susanta Kumar Panigrahi, Gandhi Institute for Education & Technology, Baniatangi , Bhubaneswar, 2020

The author says that financial literacy is vital for a country's economic stability and inclusive growth. In India, despite efforts by regulatory bodies, the overall financial literacy level remains low. Introducing basic financial concepts in school and advanced

topics in higher education can improve awareness. Children can even help educate illiterate parents. Continuous monitoring and innovative government policies are key to boosting financial literacy and achieving long-term financial stability.

Y. Imthiyas, 2016

The author concludes that IT/ITES professionals prefer investment avenues like Land & Building, Shares, Bullion, and NSC/PPF due to favorable factors, while Bank Deposits, Insurance, and Chits are least preferred. Investor awareness is significantly influenced by age, education in finance, salary, and experience, but not by gender or marital status. Experts and consultants are the primary sources of investment information, while digital media remains underutilized. Precautionary motives dominate saving behavior, and investors exhibit biases like representativeness and self-control. The study emphasizes the need for digital awareness initiatives and behavioral finance-based strategies to improve financial decision-making.

Research Methodology

Data Collection Tool: A structured survey questionnaire with questions about financial literacy and demographics was used to gather primary data from college professors. Using straightforward language and a combination of multiple-choice and rating scale questions for ease of analysis, the questionnaire concentrated on personal finance subjects such as debt management, investments, savings, and budgeting.

Sampling Methodology: Random sampling was used to select professors from government and private institutions across different academic disciplines and areas in Chennai (e.g., Guindy, Nungambakkam, Mylapore). This ensured a diverse and representative sample.

Data Analysis Tools:

Responses were analyzed using tables to display numerical data and pie charts to visualize trends in financial behaviors, such as investment preferences and budgeting habits.

Data Interpretation:

The interpretation revealed strong knowledge in budgeting and savings but gaps in advanced financial concepts. Demographic analysis revealed how discipline, age, and teaching experience impact financial behaviors, underscoring the need for specialized financial literacy training for academics.

Analysis and Interpretation

This study examines the demographic and behavioral factors influencing financial literacy and personal finance management among 101 respondents from Chennai's middle-class community. The analysis draws on various parameters including age, gender, education, occupation, income, financial behavior, and awareness levels.

Demographic Insights

- **Age Distribution:** A majority (54.46%) are below 25 years, indicating strong youth participation and early financial awareness. Middle-aged groups (26–45) represent 37.62%, while older participants (above 45) make up less than 8%, suggesting a need for targeted outreach to older adults.
- **Gender Distribution:** Respondents are nearly equally split—52.48% female and 47.52% male—highlighting balanced gender participation and potential for inclusive financial literacy programs.
- **Education Levels:** Most respondents (68.32%) are undergraduates, with a combined 23.76% holding postgraduate or professional degrees. This educated demographic suggests foundational exposure to financial concepts, yet there's still room for deeper engagement.
- **Occupation & Income:** A large portion (34.65%) are unemployed (including students),
- followed by private employees (29.70%). Over 80% earn less than ₹40,000/month, which emphasizes the importance of accessible, basic financial planning tools.

Financial Awareness and Practices

Financial Literacy Awareness: 74.26% are aware of financial planning, while 15.84% are partially aware. This demonstrates a healthy baseline but also highlights the need for strengthening depth of knowledge.

Financial Knowledge Levels:
- **Budgeting and Savings:** Around 56% rate themselves as having moderate to high knowledge, while ~28% remain in the low-awareness bracket.
- **Investments:** While mutual funds (33.66%) and gold (57.43%) are popular, only 15.84% invest in stocks, showing a conservative approach to investing.
- **Loans & Credit Confidence:** 42.57% report low confidence in managing credit, revealing a crucial gap in financial empowerment.

Behavioral Trends
- **Goal Setting & Planning:** 72.28% engage in long-term planning, and 84.16% believe financial literacy improves decision-making. However, 37.62% still operate without clear goals.
- **Monthly Tracking & Budgeting:** Only 23.76% always plan their finances, while 33.66% do so inconsistently. This inconsistency suggests a need for habit-building tools and regular tracking mechanisms.
- **Crisis Preparedness:** A high 76.24% have experienced financial crises, underscoring the urgent need for emergency preparedness education.

Sources of Financial Learning
- **Top Sources:** School/college education (71.29%) and self-learning (57.43%) dominate, while family and media also play significant roles. Financial advisors are consulted by 27.72%, revealing an opportunity to expand professional guidance access.
- **Program Interest:** A majority (74.26%) believe financial literacy programs are necessary, and 55.45% already consult financial professionals.

Finding
- Majority of respondents are under 25 years old and earn below ₹20,000, highlighting a need for basic financial education among students and low-income groups.
- While 74.26% are aware of financial planning, many have moderate to low knowledge, especially in budgeting, goal setting, and risk management.
- Nearly half have good knowledge of investments, but most prefer traditional options like bank deposits and gold, with limited participation in mutual funds and stocks.
- Financial education primarily comes from school, self-learning, and family, with only 27.72% using financial advisors, indicating a gap in professional financial guidance.
- 84.16% believe financial literacy improves decision-making, and 74.26% support structured financial education programs, signaling strong demand for practical financial training.

Suggestion
- **Introduce financial literacy in schools and colleges** to build a strong foundation in budgeting, saving, investing, and debt management from an early age.
- **Conduct community-level financial literacy workshops** focused on practical topics like saving, budgeting, and investing to help individuals manage daily finances and plan for future goals.
- **Promote digital tools and apps for finance management** to make tracking of expenses, savings, and financial goals more accessible and convenient for individuals.
- **Encourage professional financial advisory services** to help individuals with structured planning for taxes, retirement, and investments, ensuring more informed financial decisions.
- **Empower women with targeted financial education programs** to improve confidence and skills in budgeting, investing, and future financial planning, promoting independence and financial security.

Conclusion:

The analysis shows a growing financial awareness among Chennai's middle-class youth, particularly those under 25, with a slight female majority. While many are aware of financial planning, their knowledge and confidence in managing finances remain moderate or low, highlighting the need for deeper, experience-based education. Inconsistent financial planning, weak risk management, and a preference for traditional investments like bank deposits and gold point to a cautious financial approach. Despite learning through school and self-study, there is underutilization of professional advisors. The majority of respondents recognize the importance of financial literacy programs, especially given the high number who have faced financial crises, emphasizing the need for structured education to build practical financial skills and resilience.

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THE STUDY OF MARKETING STRATEGIES AT VIRTICAL TECH SERVICES, CHENNAI

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Abstract

The study of marketing strategies at Vertical Tech Services focuses on how the company thrives in the competitive technology services sector by implementing effective approaches to customer engagement and market penetration. It highlights the company's emphasis on digital marketing tactics, such as leveraging social media, email campaigns, and search engine optimization, to build a strong online presence and drive customer traffic. Furthermore, the research explores customer acquisition techniques, including lead generation and referral programs, which ensure sustained growth by attracting new clients. Brand positioning plays a crucial role, with strategies aimed at creating a distinctive identity and emphasizing unique selling points to differentiate from competitors. The study also emphasizes Vertical Tech Services' reliance on data-driven decision- making, utilizing analytics tools to optimize marketing efforts, enhance customer experiences, and maximize return on investment. Lastly, strong customer engagement practices, such as personalized communication and proactive support, foster lasting relationships and loyalty, contributing to the company's long-term success. This comprehensive examination underscores the innovative and adaptive strategies that enable Vertical Tech Services to navigate the challenges of a dynamic market effectively.

Keywords: *Marketing strategies, Vertical Tech Services, Competitive technology services sector, Customer engagement, Market penetration, Digital marketing tactics, Social media, Email campaigns, Search engine optimization (SEO).*

Introduction

Marketing is dynamic and impactful. The details differ between industries, but at its most basic marketing is how businesses reach prospective customers and communicate the unique benefits of a product or service. It encompasses all the activities that companies undertake to promote, sell, and distribute that product or service. The goal is to generate sales and build a loyal customer base by informing prospective and existing buyers about the offering. Your target audience must first be aware that your product or service exists before you can hope to inspire a purchase. By the end of this project, you will have a comprehensive understanding of marketing strategies and be equipped with the knowledge to develop and implement effective marketing campaigns.

Review of Literature

The study will provide the reader with a literature review concerning the research area. The chapter begins with a characterization of the two main market strategies, concentration

and diversification. Thereafter, company, product, market and marketing factors influencing the choice of market strategy will be discussed.

Olusoga, states that a concentrated strategy is characterized by a slow rate of growth in the targeted markets. Advantages with this strategy include specialization, economies of scale and a high degree of control. (Ibid) A concentrated strategy is based on a longer-term view on opportunities, profits and sales in a market. When entering foreign markets a firm following this strategy commits a lot of resources with the aim for long-term profitability through market penetration.

According to Bradley, the main objective with a market diversification strategy is to achieve high rates of return while a low level of resources is allocated to each market. Advantages with this strategy include flexibility and the possibility to diversify risks and investments. A company operating in many countries can reduce risks since a downturn in one country can be compensated by growth in another

Objectives of Study
Primary Objectives
- To Study about the ─Marketing Strategies of Virtual Tech Services, Ambattur‖.

Secondary Objectives:
- To understand the marketing strategies adopted by Virtual Tech Services to attract customers.
- To understand the customer awareness towards the marketing strategies.
- To understand the expectations and requirement of customers.
- To attract potential customers and gather information for future engagements.
- To overall customer experienced by actively connecting and responding to customer feedback and review.

Need for Study
The study will enhance the market strategy of Virtual Tech Services by leveraging various media channels and promotional methods to augment their sales. By disseminating information about the diverse strategies employed by the company to the general public, they aim to broaden their market presence and further expand by offering an increased variety of products. The study, crucially, delves into the assessment of customer satisfaction levels concerning these strategies, providing valuable insights for the organization to refine its approaches.

Scope of the Study
The scope of a study on marketing strategy can be comprehensive, encompassing various aspects that contribute to the development, implementation, and evaluation of effective marketing strategies. Here are key elements that define the scope of such a study:

Market Analysis:
- Examination of the current market landscape.
- Analysis of market trends, opportunities, and threats.
- Identification of target demographics and customer segments.

Competitive Landscape:
- Assessment of competitors and their strategies.
- Benchmarking against industry best practices.
- Identification of unique selling propositions and areas for differentiation

Research Methodology

Business research is of recent origin and is largely supported by business organizations that hope to achieve competitive advantages. Research methodology lays down the various steps that are generally adopted by a researcher in studying the problem. Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically.

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.

Research designs are grouped into four categories, they are:
- Exploratory research design
- Descriptive research design

Source of Data

Primary Data and Secondary Data:
- Primary data are those which are collected for the first time and thus happen to be original. Primary data can be collected through survey.
- The Secondary data on the other hand are those which have already been collected by someone else and which have already been passed through statistical process.
- Primary data collected through questionnaires. The secondary data was got from the records and documents of the company as well as from the company website.

Data Analysis & Interpretation

Table -1 Indicating Age Wise Classification of THE Respondent

S.No	Particulars	No. of Respondents	Percentage %
A	<20	30	15
B	21-35	55	27.5
C	36-50	65	32.5
D	>51	50	25
	Total	**200**	**100**

Result:

From the above table it is found the majority 32.5% of the respondents who entered the company are of age 36-50yrs, 27.5% of the respondents are of age 21-35yrs, 25% of the respondents are of age above 51yrs and the rest 15% are of age below 21yrs.

Interpretation:

From the above table it is inferred that majority 32.5% of the respondents who entered the company are of age 36-50yrs.

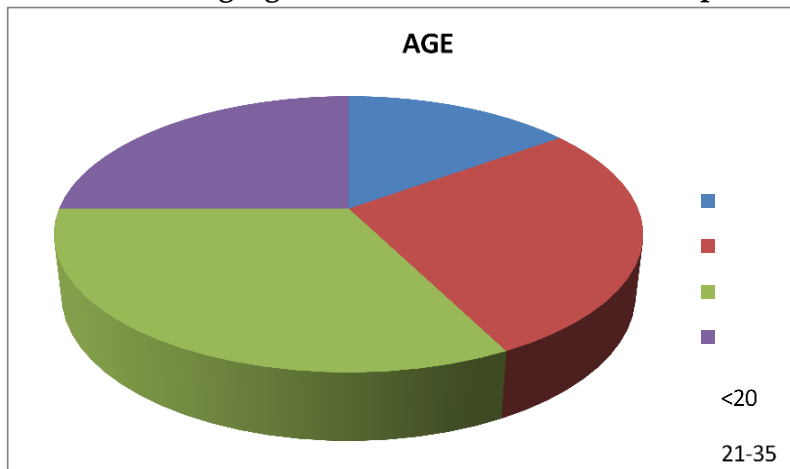### Chart-1 Indicating Age Wise Classification of the Respondents

Table -2 Indicating Gender Wise Classification of the Respondents

| S.No	Particulars	No. of Respondents	Percentage %
a	Male	99	49.5
b	Female	101	50.5
	Total	**200**	**100**

Result:

From the above table it is found the majority 50.5% of the respondents is female and 49.5% of the customers is male.

Interpretation:

From the above table it is inferred that majority 50.5% of respondents are Female.

Chart -2 Indicating Gender Wise Classification of the Respondents
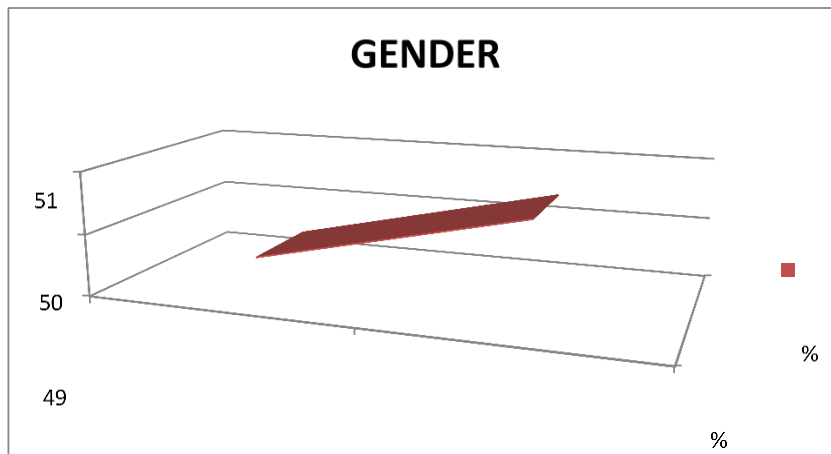
Findings

- It is observed that the majority 32.5% of the respondents who entered the company are of age 36-50yrs, 27.5% of the respondents are of age 21-35yrs, 25% of the respondents are of age above 51yrs and the rest 15% are of age below 21yrs.
- It is observed that the majority 50.5% of the respondents is female and 49.5% of the respondents are male.
- It is observed that the majority 29% of the respondents is of higher secondary qualification, 25% are of under graduation, 23.5% are of other qualification and the rest 22.5% are post graduates.
- It is observed that the majority 46% of the respondents belong to 2,50,001-5,00,000 of income, 23.5% respondents belong to 5,00,001-7,50,000 of income, 18% respondents belong to below 2,50,000 of income and rest 12.5% are above 7,50,001 of income.

Suggestions

- The offers and discounts of Virtual Tech Services should be enhanced through pamphlets, hoardings at nearby and surrounding areas.
- While undertaking survey, the customers felt that the company should take care of the date of expiry of the products.

Conclusion

The research presented quantitative data on strategies of Virtual Tech Services with reference to ambattur branch towards customers view. From the above discussion, it is reasonable to conclude that Virtual Tech Services should implement plans to support customers avail the offers and discounts. The after sales service of the. Major steps should

be taken to stop shoplifting in the company. The company should provide various kinds of loyalty rights in order to provide more customers.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD SHOPPING IN CHENNAI

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Abstract

This study explores customer satisfaction with online food shopping platforms in Chennai, focusing on key factors influencing consumer behavior, preferences, and overall experiences. With the rapid growth of e-commerce and changing consumer lifestyles, online food delivery has become an integral part of urban life. The research aims to identify the determinants of customer satisfaction, including factors such as delivery speed, food quality, pricing, platform usability, customer service, and promotional offers. Data was collected through structured questionnaires distributed to a diverse demographic within Chennai. The findings reveal critical insights into customer expectations and highlight areas where online food services can enhance user experience and loyalty. This study offers valuable recommendations for online food delivery providers to improve service quality and customer retention in a competitive market.

Introduction

The digital revolution has transformed the way consumers purchase goods and services across India, with food shopping being one of the most significantly impacted sectors. Chennai, the capital city of Tamil Nadu and a major metropolitan hub in South India, has witnessed rapid growth in e-commerce adoption, particularly in the online food shopping segment. With a population exceeding 10 million and a thriving IT sector, Chennai represents an ideal urban ecosystem for studying the dynamics of online food shopping behavior.

The evolution of online food shopping in Chennai has been accelerated by several factors, including increasing internet penetration, smartphone adoption, and changing consumer lifestyles. According to the Internet and Mobile Association of India (IAMAI), Tamil Nadu has witnessed over 67% growth in internet users between 2018-2023, with Chennai accounting for a significant proportion of this growth. This digital connectivity, coupled with the city's evolving work culture characterized by long working hours and dual income households, has created fertile ground for online food shopping platforms to flourish.

Review of Literature

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Objectives of the Study
- To examine the demographic and behavioral profiles of online food shoppers in Chennai.
- To identify and analyze the key determinants of customer satisfaction in online food shopping in Chennai.
- To assess the impact of website/app design, product quality, pricing, delivery performance, customer service, and privacy/security on customer satisfaction levels.

Statement of the Problem
- Quality concerns: Maintaining consistent food quality remains a primary challenge, particularly for perishable items like fresh produce, meat, and dairy products, which are staples in Chennai's cuisine.
- Last-mile delivery challenges: Chennai's traffic congestion, diverse neighborhood structures, and varying infrastructure quality across different parts of the city pose significant challenges for timely and efficient delivery of food products.
- Digital divide: Despite increasing digitalization, there remains a digital divide among different demographic segments in Chennai, affecting the adoption and usage patterns of online food shopping platforms

Scope of the Study
- Core city areas: Including established neighborhoods such as T. Nagar, Mylapore, Anna Nagar, Adyar, and Nungambakkam, which represent Chennai's traditional residential and commercial hubs with varying socioeconomic profiles.
- IT corridors: With special emphasis on the Old Mahabalipuram Road (OMR) and East Coast Road (ECR), which house numerous IT parks, multinational corporations, and modern residential complexes. These areas have a high concentration of tech-savvy professionals and are significant markets for online food shopping platforms.

- Emerging suburbs: Including Tambaram, Porur, Perungalathur, Sholinganallur, and Siruseri, which represent Chennai's expanding boundaries and evolving consumer demographics.

Research Methodology

This chapter presents the methodological approach employed to investigate customer satisfaction in online food shopping. The methodology is designed to operationalize the conceptual framework developed in Chapter 2 and address the research questions articulated in Chapter 1. The chapter details the research design, sampling approach, data collection methods, instrument development, and analytical techniques employed in this study.

Research Design

This study employs a mixed-methods research design that integrates quantitative and qualitative approaches to provide a comprehensive understanding of customer satisfaction in online food shopping. This design choice reflects the complex, multidimensional nature of the research problem and addresses the limitations of single-method approaches identified in the literature review.

Sampling Method

- **Sample size:** The total number of questionnaire distributed were 100 out of which 60 respondents were considered for the study .
- **Sampling Area :** Chennai
- **Sampling Technique** : Random sampling technique .

Data Collection Methods

- **Primary data** has been used by me in the form of questionnaire & observation, which are the two basic methods of collecting primary data, which suffices all research objectives.
- **Secondary data** sources like catalogue of the company, product range book of the company & various internet sites as Motorola.com have been used.

Data Analysis & Interpretation

Table Showing Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	60	60%
Female	35	35%
Non-binary/Other	5	5%
Total	**100**	**100%**

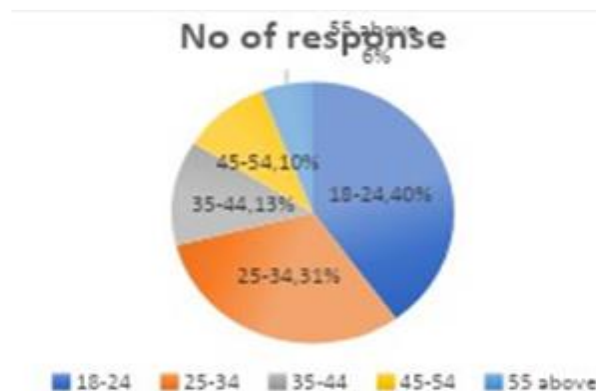**Source**: Primary data of respondents**.**
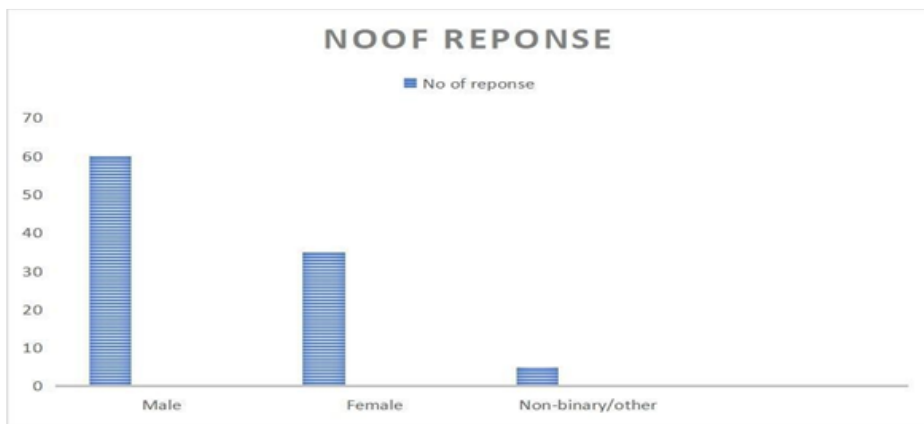
Interpretation:

As shown in Table 2, the sample has a relatively balanced gender distribution with a slightly higher representation of male respondents (60%) compared to female respondents (35%). The remaining 6% of respondents identified as non-binary or other gender identities. This gender distribution closely mirrors the general population demographics of online users in India, suggesting good representativeness of the sample in terms of gender.

The balanced gender representation allows for meaningful comparisons between male and female respondents regarding their online food shopping behavior and satisfaction levels, which will be explored in subsequent sections of this chapter.

Table showing Age Distribution of Respondents

Age Group (years)	Frequency	Percentage (%)
18-24	40	40%
25-34	31	31%
35-44	13	13%
45-54	10	10%
55 and above	6	6%
Total	**100**	**100%**

**Source: Primary data of the respondents.**

Interpretation:

As shown in Table, the largest proportion of respondents (40%) belongs to the 25-34 age group(31%), followed by the 18-24 age group (40%). Together, these two younger age groups constitute nearly two-thirds of the total sample, indicating that online food shopping is more prevalent among younger consumers. The representation decreases progressively with increasing age, with only of respondents being 55 years or older.

Table showing Occupational status of Respondents

Occupational Status	Frequency	Percentage (%)
Full-time employed	15	15%
Part-time employed	19	19%
Self-employed/Business	10	10%
Student	51	51%
Homemaker	3	3%
Unemployed	2	2%
Total	**100**	**100%**

Source: Primary data of the respondents.
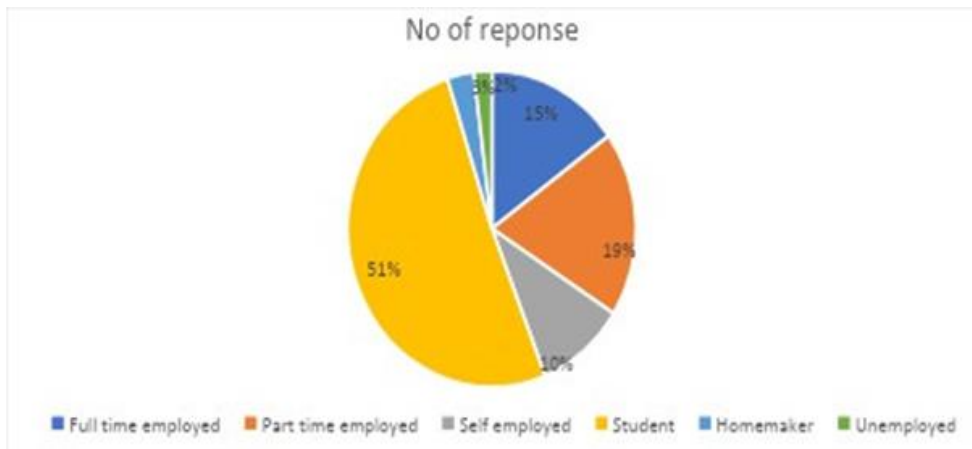
Interpretation

As shown in Table 4, nearly half of the respondents (51%) are full-time employed individuals, representing the largest occupational category in the sample. Self-employed individuals and business owners constitute 10% of the sample, while part-time employed respondents account for 19%. Students form a significant proportion at 51%, reflecting the popularity of online food shopping among the younger demographic. Homemakers represent 3% of the sample, and unemployed (2%) individuals have minimal representation.

Findings

- **Age-Related Differences**: Contrary to common assumptions, satisfaction levels did not decline linearly with age. While the youngest cohort (18-24 years) reported high

satisfaction levels middle-aged respondents (35-44 years) showed comparable satisfaction. However, the oldest age group (55+ years) did report lower satisfaction, primarily due to challenges with website navigation and concerns about product freshness.

- **Gender Variations**: Female respondents reported marginally higher overall satisfaction compared to male respondents, with the difference being statistically significant. Gender
- differences were most pronounced in the evaluation of product quality and variety, where women placed greater emphasis on detailed product information and nutritional labeling.
- **Income Level Effects**: High-income respondents (annual income > ₹12 lakhs) showed significantly higher satisfaction with premium service features such as scheduled deliveries and specialized product offerings. However, mid-income groups demonstrated the strongest price sensitivity, with pricing fairness having the highest correlation with their overall satisfaction

Suggestions
- Implement natural language processing capabilities to interpret conversational search queries.
- Develop category-specific filtering options (e.g., nutritional parameters for health foods, origin filters for specialty items)
- Create visual search options allowing customers to find items through image recognition
- Introduce recipe-based search where customers can find all ingredients for a specific dish

Conclusion

This comprehensive study on customer satisfaction with online food shopping has yielded significant insights that contribute to both theoretical understanding and practical application in this rapidly evolving sector. The research was conducted during a transformative period for online food retail, capturing critical dynamics in consumer behavior and industry response.

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PERCEPTION OF ENTREPRENEURSHIP AS A CAREER CHOICE AMONG STUDENTS

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Abstract

This study explores the mindset of students regarding entrepreneurship as a viable career option. The findings illuminate the significance of entrepreneurial education and suggest actionable recommendations to empower students in pursuing entrepreneurship. The research investigates key factors influencing students' willingness to become entrepreneurs, such as their risk-taking ability, problem-solving skills, exposure to entrepreneurial role models, and access to resources. The study evaluates barriers that prevent students from choosing entrepreneurship, such as fear of failure, financial limitations, and societal pressure to pursue conventional career paths. The findings will provide insights into how education can be tailored to better equip students with the knowledge, skills, and confidence required to succeed in entrepreneurship. Ultimately, this research aims to highlight the importance of education in shaping future entrepreneurs and creating a more supportive ecosystem for student-led business ventures.

Keywords: *Entrepreneurship, Career choice, Entrepreneurial intention & opportunities, Education and awareness.*

Introduction

Entrepreneurship has become an essential career option in today's rapidly changing economy, offering individuals the opportunity to create businesses, generate employment, and drive innovation. With growing uncertainty in traditional job markets, many students are exploring entrepreneurship as a viable alternative to conventional employment. However, their perception of entrepreneurship as a career choice is shaped by various factors, including education, risk-taking ability, financial resources, family influence, and exposure to entrepreneurial role models. While some students view entrepreneurship as a pathway to financial independence and professional growth, others see it as a risky venture with uncertain outcomes. By assessing students' awareness, motivation, and concerns, the research seeks to contribute to the development of strategies that encourage entrepreneurial thinking and create a more supportive environment for aspiring student entrepreneurs.

Review of Literature

According to Joseph A. Schumpeter (1934), entrepreneurship is the act of innovation that involves "creative destruction" — where old methods are replaced by new, innovative practices. Peter F. Drucker (1985) defined entrepreneurship as the practice of systematically innovating and exploiting change as an opportunity for a different or improved business.

According to Roberts and Eesley (2009), student entrepreneurship is "the engagement of students in initiating, developing, and managing new ventures with the support of educational institutions." This form of entrepreneurship nurtures entrepreneurial mindsets early, encouraging students to think independently, take calculated risks, and develop leadership qualities.

Gibb (2002) emphasizes that entrepreneurship among students is not just about starting a business, but also about cultivating behaviors such as initiative, problem-solving, and resilience. Kuratko (2005) defines entrepreneurship education as a process that equips students with the motivation, knowledge, and skills needed to be successful entrepreneurs.

According to Volkmann et al. (2009), student entrepreneurship is a key element of entrepreneurial ecosystems in universities, as it fosters innovation and economic development. Lorz, Mueller, and Volery (2013) emphasize that student entrepreneurship enhances career prospects by building entrepreneurial competencies such as creativity, risk-taking, and adaptability.

Solomon (2007) defines student entrepreneurship as "a structured approach that enables students to identify opportunities, mobilize resources, and launch ventures within or outside academic environments." It involves not only business startups but also participation in entrepreneurial activities like business plan competitions, innovation challenges, and internships with startups.

Bandura, A. (1977, 1986) known for Social Cognitive Theory and the concept of self-efficacy. His work helps explain how students' belief in their own abilities influences their entrepreneurial intentions

Turker, D. & Selcuk, S. S. (2009) Investigated institutional and contextual factors influencing students' entrepreneurial intentions. Their model includes personal background, education, and support systems.

Dyer W.G (1994) Dyer proposed that entrepreneurial values are often transmitted through family socialization. Children of entrepreneurial parents are more likely to consider entrepreneurship due to exposure to business activities and risk-taking behavior.

Peterman & Kennedy (2003) They argued that entrepreneurship education significantly influences students' perceptions by increasing the perceived feasibility and desirability of starting a business, thereby raising their entrepreneurial intentions.

Objectives of the Study
- To examine students' awareness and understanding of Entrepreneurship as a career option
- To assess the level of interest students have in pursuing Entrepreneurship
- To identify key motivational factors influencing students' entrepreneurial aspirations

Statement of Problem
- Many students are unaware of entrepreneurship as a viable and rewarding career option

- There is a lack of exposure to entrepreneurial education and real-world experiences in academic settings.
- Societal and Parental pressure to follow conventional career paths limits students' willingness to explore entrepreneurial ventures

Scope of the Study
- The study focuses on understanding students' attitudes, awareness and interest in entrepreneurship as a career
- It includes analysis of both motivating and discouraging factors influencing entrepreneurial intentions
- It aims to provide recommendations for educational institutions to promote entrepreneurship among students

Research Methodology

The study adopts a quantitative research approach to analyze the perception of entrepreneurship as a career choice among college students. Primary data was collected through a structured questionnaire consisting multiple-choice questions. The questionnaire was distributed online using Google Forms, ensuring ease of access and wide reach. A total of 101 responses were collected from students across various colleges in Chennai city. The sampling method used was random sampling to capture diverse student perspectives. The collected data was then analyzed to identify trends, preferences, and key factors influencing students' attitudes toward entrepreneurship. This methodology allowed for efficient data collection and provided insights into students' awareness, motivation, and perceived challenges regarding entrepreneurial careers.

Research Design

The research design is descriptive in nature, aiming to understand students' perceptions of entrepreneurship as a career option. It involves collecting primary data through a structured multiple-choice questionnaire using Google Forms. The study focuses on analyzing responses from 101 randomly selected college students in Chennai to identify patterns, motivations, and barriers related to entrepreneurial aspirations. The design helps in identifying trends, motivational factors, and barriers influencing students' entrepreneurial intentions in a measurable and systematic manner.

Sampling Method

The sampling method used in this study is random sampling. This technique ensures that every college student in Chennai has an equal chance of being selected to participate in the survey. By randomly choosing participants, the study aims to obtain a diverse and representative sample of student opinions, minimizing bias and allowing for more generalized findings regarding students' perceptions of entrepreneurship as a career choice.

Sample Size

The sample size of 101 college students was chosen to ensure a balanced representation of student views on entrepreneurship. This number allows for a comprehensive analysis of various factors such as motivation, perceived challenges, and the role of education in shaping entrepreneurial intentions. By selecting students from diverse backgrounds and disciplines within colleges in Chennai, the study aims to capture a wide range of perspectives. The sample size is adequate to offer insights into the broader trends and patterns that influence students' career choices, while also providing a manageable set of data for analysis.

Data Collection Method

Primary Data:

The primary data was gathered through a structured survey administered via Google Forms. The questionnaire consisted of multiple-choice questions aimed at understanding the perceptions, motivations, and challenges faced by students regarding entrepreneurship as a career choice. A total of 101 college students from various colleges in Chennai were randomly selected to participate in the survey, ensuring a diverse and representative sample.

Secondary Data:

Secondary data was collected from existing literature, including research papers, books, articles, and reports on entrepreneurship education, student career choices, and related topics. This data helped in framing the study, identify key concepts, theories on student perception and career choices. It allowed for the comparison and analysis of the primary data, helping to draw more informed conclusions and recommendations for improving entrepreneurial education.

Data Analysis & Interpretation

Age Group	No. of. Respondents	Percentages (%)
Below 18	7	7
18 – 20	47	46.5
21 – 23	31	30.7
Above 23	16	15.8
Total	**101**	**100**

Age
101 responses

- Below 18
- 18 - 20
- 21 - 23
- Above 23

30.7%

15.8%

46.5%
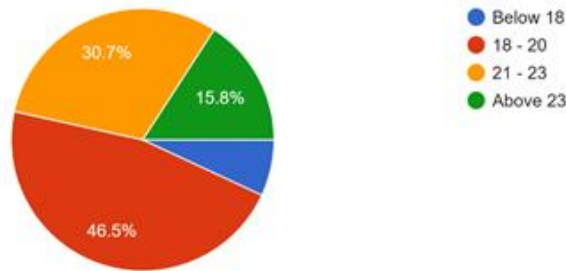
Interpretation

The age distribution of the respondents indicates that the majority of participants fall within the age group of 18 to 22 years, which is typical for undergraduate college students. This suggests that the findings reflect the perceptions of young adults who are at a crucial stage of exploring career options and developing their entrepreneurial mindset. The presence of respondents within this age range highlights the relevance of the study in understanding early-stage entrepreneurial intentions.

Factor Influencing	No. of. Respondents	Percentages
Freedom to work on own terms	29	28.7
Solving-real world problems	45	44.6
Earning more than a regular job	22	21.8
Nothing really excites	5	4.9
Total	**101**	**100**

What excites the most about becoming an entrepreneur?
101 responses

- Freedom to work on my own terms
- Solving real-world problems
- Earning more than a regular job
- Nothing really excites me about it

21.8%

44.6%

28.7%
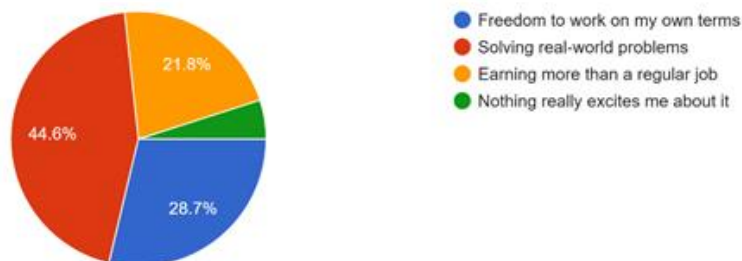
Interpretation

The majority of respondents are most excited by the opportunity to solve real-world problems, showing a strong sense of purpose and social impact. A significant portion is

drawn to the freedom and flexibility that entrepreneurship offers, while others are motivated by the potential to earn more than in traditional jobs. A small number expressed lack of excitement, suggesting the need for better awareness and encouragement toward entrepreneurial careers.

Assistance	No. of. Respondents	Percentages (%)
Mentorship & Guidance	34	33.7
Access to funding	40	39.6
Practical business training	22	21.8
Peer support & teamwork	5	4.9
Total	**101**	**100**

Which support would help you the most?
101 responses

- Mentorship & guidance
- Access to funding
- Practical business training
- Peer support & teamwork
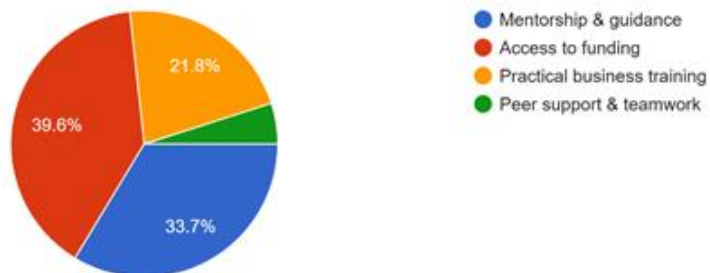
Interpretation

The responses indicate that access to funding is seen as the most crucial support for aspiring student entrepreneurs, highlighting financial barriers as a key concern. Mentorship and guidance also play a major role, showing students' need for experienced direction. A fair number value practical business training, emphasizing the importance of hands-on learning. A smaller portion chose peer support and teamwork, reflecting that while collaboration matters, external resources and expert support are prioritized more.

Findings

- Most students are aware of entrepreneurship but view it as a challenging career path.
- The majority are excited by the idea of solving real-world problems through entrepreneurship.
- Freedom to work on their own terms and earning potential are also strong motivating factors.
- Lack of funding and fear of failure are major barriers that discourage students from pursuing entrepreneurship.

- Access to funding is considered the most helpful support, followed by mentorship and practical business training.
- Students prefer structured guidance and real-world exposure over theoretical knowledge alone.

Suggestions

- Introduce more practical entrepreneurship programs in the curriculum to give students real-world experience.
- Provide mentorship opportunities by connecting students with successful entrepreneurs and industry experts.
- Create access to seed funding or student startup grants to overcome financial barriers.
- Organize workshops and seminars focused on building problem-solving, risk-taking, and business management skills.
- Promote entrepreneurial success stories to inspire students and change mindsets about entrepreneurship.

Conclusion

The study concludes that while students show strong interest in entrepreneurship, particularly in solving real-world problems and enjoying work flexibility, several barriers hinder their pursuit—mainly lack of funding, fear of failure, and limited practical exposure. Access to mentorship, funding, and hands-on training are seen as crucial supports. With the right educational approach and institutional backing, students can be empowered to consider entrepreneurship as a viable and fulfilling career choice, contributing to innovation and economic growth.

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