

**A STUDY ON THE USE AND AWARENESS OF
PAYTM WITH SPECIAL REFERENCE TO
PERINGOME VAYYAKARA GRAMA PANCHAYAT**

*A project report submitted to the Kannur University in partial fulfillment
of the requirement for the award of degree of*

**MASTER OF COMMERCE
(2021-2023)**

By

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UNDER THE SUPERVISION AND GUIDANCE OF

Ms. SOJIMOL P. J.

[DEPARTMENT OF COMMERCE]



**DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE
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DECLARATION

I CHRISTEENA ANTONY, student of 4 Semester M. Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled **“A STUDY ON THE USE AND AWARENESS OF PAYTM WITH SPECIAL REFERENCE TO PERINGOME VAYYAKARA GRAMA PANCHAYAT”** is an authentic and original work done by me under the guidance and supervision of Ms. SOJIMOL P. J, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

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CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON THE USE AND AWARENESS OF PAYTM WITH SPECIAL REFERENCE TO WITH PERINGOME VAYYAKARA GRAM APANJAYTH**” is a record of genuine work done by the candidate **CHRISTEENA ANTONY** during the period of his / her study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidates.

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CHAPTER 1
INTRODUCTION

INTRODUCTION

Paying with a smart phone is easier than ever. Smartphone has become essential part of daily Life. Due to Technology, Digital wallets are quickly becoming mainstream mode of online payment and mobile users can now a day's use their Smartphone to make money transaction or payment by using applications installed in the phone. An online payment system is an internet-based method of processing economic transactions. One such application is Paytm. The present study tries to study the usage of Paytm by Smartphone users. Apart from this, the study also attempts to find out the various problems faced by Paytm users.

Online payment systems greatly expand the reach of a business and its ability to make sale. Online payment allows your customer to make cashless payment for goods and services through cards, mobile phones, or internet. Its present number of advantages, including cost and savings, increased sales and reduced transaction cost. But it is vulnerable to internet fraud and could potentially increases business expenses. An online payment facilitates the acceptance of electronic payment for online transactions. In today – world, Smartphone has become essential part of daily life. India will exceed 200 million Smartphone users, topping the US as the world's second largest Smartphone market by the end of 2016. Due to increasing penetration of affordable smart mobile device in the country. Shoppers are adopting digital wallets at an incredibility rapid pace, largely due to convenience and ease of use.

Paytm made its way into the ecommerce market in the year 2014. Paytm now offers multiple products ranging from primary mobile rechargers to buying apparels or electronics enabling customers to get everything at one place. Thus, over a period of time, it has become both a payment platform as well as the market place. It has even obtained the license from RBI to run a payments bank.

The aim of this research is to analyze the usage of Paytm by users for which respondents were categorized on the basis of age, frequency of usage, purpose of usage and average monthly spending on Paytm.

1.1 STATEMENT OF THE PROBLEM

In present world smart phone play an important role in the daily life of people. The technology advancement has made smart phone as device was the mobile user can make money transactions or payment by using applications installed in their phone. The present study aims to explain the usage and awareness on paytm services. To know satisfaction level of customers, the developers introduced new features to attract the users. Factors that attract perception of customers decisions to adopt paytm services. Now days people don't have time to sit and relax so people can also pay their bills, recharge their phones, can do online shopping through paytm. Paytm is the payment platform for future. These are many others questions lead to carry out this project work.

1.2 SIGNIFICANCE OF THE STUDY

Indian society is characterized by rapid changes and rapid advancement in scientific and technological areas. Our society is going through era of digitalization. The government also given importance to digital money in these days.

Paytm services is one of the most popular and widely used digital services, and it can be used to platform a variety of transactions as utility bills, mobile recharges, sending money to receiver, get various cashbacks, offers, scratch cards, discounts on making payment to paytm app. Payment through paytm is quick convenient and quite simple for users. It helps to know kind of services used by the users, which provided by the paytm service provider. Hence the study is conducted to know more about the use, awareness, problems, perception of customers towards paytm.

1.3 SCOPE OF THE STUDY

The main scope of the study is conducted in order to analyze the usage of Paytm in this modern era. And to analyze the factors on to which the respondents are attracted to the paytm. The study is conducted on 75 respondents among Peringome Vayakkara Grama panchyat.

1.4 OBJECTIVES OF THE STUDY

- To study the use and awareness of paytm.
- To find the factors influence the perception of customers.

- To determine the major problems faced by paytm users.
- To study about customer satisfaction toward paytm.

1.5 RESEARCH METHEDODOLOGY

The purpose of stating the methodology is to describe the research procedure. this provides the objective of the research design, data collection methods, sampling field work and analyses and interpretation. The data collection specifies gathering of data, the content depends on the selected design.

1.5.1 RESEARCH DESIGN

Research design is the arrangement of conditions for collection and analysis of data in a manner that combine relevance to the research purpose, the research design refers to the pre planning of what a researcher does in his study. this is designed as a descriptive study based on the survey method. the collected data were presented in tables and these tables were analysed systematically.

1.5.2 AREA OF STUDY

Paytm is an international wide venture being widely available in all areas. For the purpose of study, the researcher conducted research study among respondent in Peringome Vayakkara Grama panchyat.

1.5.3 POPULATION

The study is conducted in the area where population is infinite.

1.5.4 SAMPLE SIZE

Sample size means number of respondents to be surveyed in this research. The sample was 75, and the researcher took one week for data collections. Researcher used online applications called Google forms in order to collect data.

1.5.5 SAMPLING TECHNIQUES

Convenient sampling technique is used for the selection of respondents

1.5.6 SOURCE OF DATA

Both the primary data and secondary data were used for the smooth conduct of the study.

Primary Data: - The primary data were collected through questionnaires. The data collected for the first time by the researcher as original data.

Secondary Data: -The secondary data was collected from various books, journals, and internet to get certain relevant information of the study.

1.5.7 TOOLS FOR DATA COLLECTION

Questionnaire

In order to achieve research objective, specific tools of data collection need to be used so the researcher used questionnaire as the tools for data collection. through the questionnaire means, an online application called Google form were used in order to collect data from the respondents by themselves.

1.5.8 TOOLS FOR DATA ANALYSIS AND PRESENTATION

In the project the tools used for data analysis and presentation is percentage, weighted average methods.

Percentage Method: -The present study is used percentage analysis method. percentage analysis is the method to present raw streams of data as as percentage for better understanding. It helps to make easy comparison between two or more attributes. Simple percentage method has been used for analysis of primary data collected.

Percentage of respondents= Number of respondents/total number of respondents *100

Ranking method: - Ranking is the data transformation in which numerical or ordinal values are replaced by their rank when the data are sorted.

1.6 PERIOD OF STUDY

The period of the study is January 2023 to March 2023

1.7 OVERVIEW OF THE REPORT

This study is consisting of 5 chapters. They are,

Chapter 1: Introduction.

Chapter 2: Review of literature.

Chapter 3: Theoretical profile.

Chapter 4: Data analysis and interpretation.

Chapter 5: Summary, Findings, Suggestions and conclusion.

1.8 LIMITATIONS

- The finding of the study is purely on response from consumers, there may be chance of bias.
- The scope of the study was limited to Peringome Vayakkara Grama Panchyat.
- Through the ample has been taken from Kannur district only so the result may not be universally true.
- The time impose was a serious constraint on the study as it has to be done in a short span of time.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

This review of literature based on various studies conducted by the researchers, experts and from various other relevant sources. By means of review of literature the researcher has tried to find out the studies conducted so far by the experts pertaining to the topic. This literature review was written to develop state of art knowledge on the background of study. The purpose of the review is to conceptualize the problem and its background, to review the existing body of knowledge on the topic and to orient the research consumers into the different dimensions of the problems and backgrounds. The foundation of this system has been lidding on the pooling resources in small quantities for larger individual and collective social benefits.

The chapter makes an attempt to analyse the past studies relating to the on use and awareness towards paytm. The previous literature is reviewed so as to understand the different version of paytm and its popularity and also to know about similar application that provide same services. This study also aims at providing a new insight into area have not ready been touched.

Thaemin Lee (2005)

In his paper “The impact of perceptions of interactivity on customer Trust and transaction intentions in mobile commerce” investigated the impact of perceptions of interactivity on consumer trust and transactions in mobile commerce and concluded that trust does in fact play a significant role in determining consumer transaction intentions. Hsin- Hai Lin and Yi- Shun Wang in their paper “An examination of the determinants of customer loyalty in mobile commerce contexts” (2005) examined the factors that contributed to customer loyalty in mobile commerce: perceived value and trust were found to be directly related to customer satisfaction and customer loyalty; customer satisfaction was also suggested to positively affect customer loyalty; and habit was proposed to determine customer loyalty.

They also found that customer loyalty was directly affected by perceived value, trust, habit, and customer satisfaction. Customer loyalty was evaluated to be a strong determining factor in acceptance of mobile commerce

Rajesh Krishna Balan, Narayanan Ramasubbu, Giri Kumar Tayi (2006)

Studied in their paper “Digital Wallet: Requirements and challenges” (2006) that the requirements and challenges of deploying a nationwide digital wallet solution in Singapore. Further they discussed why Singapore is ready for a digital wallet and identify the key challenges in building and deploying a digital wallet. Then discussed one of the key challenges, supporting peer-to-peer cash transactions between individuals using a digital wallet, in more detail and end the paper with the proposed solution.

Key Pousttchi and Ditmar g. Wiedmann (2008)

In their paper “what influence consumers intention to use mobile payments?” (2008) studied the adoption of mobile payments and evaluated what key influence affected consumers to use mobile payments and found that subjective security was not a primary driver of mobile payment acceptance. They found that perceived confidentiality of payment details and perceived trust worthiness were strongly correlated. Four key variables were found to directly impacting consumer intention and usage behavior performance expectancy effort expectancy social influence and facilitating conditions.

Amin (2008)

Factors affecting the intentions of customers in Malaysia to use mobile phone and credit cards” shows that mobile phones have provided an opportunity for banking institutions to introduce new services to the public. The latest service, which now available in Malaysian banking institutions is the phone credit card. The purpose of this paper is to provide a preliminary investigation of the factors that determine whether Malaysia s bank customers will use the new mobile phone credit card technology. Paper extends the applicability of the technology acceptance model to mobile phone credit cards and includes ‘perceived credibility’ (PC) the amount of information about mobile phone credit cards (AIMCs), perceived expressiveness (PE), in addition to perceived usefulness (PU) and perceived ease of use (PEOU). The

result indicates that PU, PEOU, PC and the amount of information contained on mobile phone credit cards are important determinants to predicting the intentions of Malaysian customers to use mobile phone credit cards. However, PE is not an important determinant in predicting the intentions of Malaysian customers to use mobile phone credit cards.

Nitika Rai, Anurag Ashok, Janhvi Chakr. aborty, Prajakta Arolker, Saumeel Gajera

(2012), made a study on “M-wallet: An SMS based payment system”, This paper explains about replicating the current payment techniques (credit card, debit cards and cash) with a simple short Messaging services (SMS) that run on all mobile phones. Transactions can also take place between consumers that have subscribed to the service and merchants irrespective of their subscription. The study concludes that it is safer, faster and network independent mode of payment.

Ngoc Doan (2014), conducted a study on “Consumer adoption in Mobile wallet (A study of consumers in Finland)”, this study was undertaken to understand about the consumer adoption status of mobile wallet with research area limited in Finland. It also studies the situation of mobile consumers toward mobile wallet. The study states that the adoption of M- wallet among consumers in Finland is only at the beginning stage & the success of M-wallets depends on the marketing strategies of M-wallet companies as well as the financial policy makers in Finland.

Al-Lahm (2016) in his research “Development of Eletronic Money and its Impact on the Central Bank Role and Monetary policy” asserts that, in recent years there has been considerable interest in the development of eletronic money schemes, Eletronic money has the potential to take over from cash as the primary means of making small value payments and could make such transactions easier and cheaper for both consumers and merchants. Eletronic money is a record of the funds or value available to a consumer stored on an eletronic device in her profession, either on a prepaid card or on a personal computer for use over a computer network such as the internet. This paper argues that eletronic money, as network goods, could become an important form of currency in Future. Such a development would influence the effectiveness and implementation of monetary policy.

Dr. Poonam Painuly, Shalu Rathi (May 2016)

In their paper mobile wallet: An upcoming mode of business transactions (May 2016) “has explained about mobile wallet types and trends then discussed about Role of mobile wallet in various sections like Banks, Retail and hospitality. The paper explains the importance of mobile wallet for Banks, customers, and companies. In future scope it talks of mobile wallets becoming a latest marketing channeling near future. And contribute highly in a seamless shopping experience for the customers that increase their tendency for frequent and more repurchases with delightful experiences. To conclude they speak the importance and growth of mobile money in business, social and economic prospective. The presence of mobile wallet spreading from urban to rural areas on a large scale. Hence wallet money sees a high bright future in near time.

Prof. Trilok Nath Shukla (June 2016)

In his paper “mobile wallet: Present and the future” has discussed about mobile wallet, working, types and its advantages and disadvantages. His analysis included perception of consumers and retailers about mobile wallet. He concluded that mobile wallets will be used to engage with the customers by the marketers and digital business. Irrespective of the market status of these mobile wallets, marketers should take advantage of the emerging opportunities. FE Bureau (2017) states that According to the RBI: Demonetization has increased the growth of Paytm & Mobikwik which is known as the Digital payment companies

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 Kural 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. 2.1.7 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.

Kwa Thema, Rahul Sharma and Saurabh Goswami (2016) "Drivers of Digital Wallet Usage: Implications for Leveraging Digital Marketing" The outcomes from this investigation highlighted on various elements that inspired individuals to utilize computerized wallets for making instalments. Individuals in Punjab have been found have been discovered utilizing advanced wallets because of the intentions of controllability and security, societal impact and helpfulness and requirement for execution improvement.

Rahul Goshala (2017) has done research on the advancement in payment systems through Unified Payment Interface and found that UPI is the most advanced payment system in the world as it includes low transaction cost and instant settlement as there are no intermediaries involved. UPI has allowed different banks to communicate with each other and has enabled interoperability between disparate bank payment systems. Suma Valley and Hema Diva (2018) studied consumer adoption of digital payments in India. The results indicate that the deployment of technology for digital payments have improved the performance of banking sector and able to achieve the motive cash less country. The study gives emphasis to the percentage of awareness on maximum utilization of technology. Banks should take effective measures in creating awareness towards the effective usage of technology and security.

Vijay Shekhar Sharma

(Paytm founder) **Oct 23, 2018** China's Alibaba and Japan's SoftBank-backed Paytm Mall is stepping up focus on categories like grocery and fashion, which can increase repeat customer transactions as it looks to compete with Walmart-backed Flipkart and Amazon India, which control over 80% of the online retail market. Paytm Mall wants to differentiate itself, with online to offline (O2O) push to deliver 50% of the orders in 24 hours from 33% right now,

Kiran Vasireddy, COO – Paytm, December 12, 2018 said, "Paytm has become the preferred payment choice amongst customers for in-store payments in India. Today, Paytm is accepted at the largest variety of stores ranging from large brand outlets to

online platforms as well as small retailers across India. With ‘Paytm Cashback Days’, we celebrate our customers choosing Paytm as their preferred mode for payments at offline or online merchants by rewarding them with the best deals & cashback of the year. This will be a significant part of our efforts to push the adoption of mobile payments in the country & also help our Merchant partners significantly.”

Sindhu Singh, R.K. Srivastava, (2018)” Predicting the intention to use mobile banking in India, International Journal of Bank Marketing. 36(2), 357-378, The findings add to the literature on emerging markets and marketing of technology products by identifying the critical role of privacy in the adoption of financial technology services. Moreover, the authors demonstrate that given the rapid introduction of technology in India, consumers’ overarching TR has to be considered along with AR for mobile payments. Thus, the authors offer a tripartite, customer–technology–transaction view of the mobile payment adoption process in India. **Mona Sinha, Hufriah Majra, Jennifer Hutchins, Rajan Saxena, (2018)” Mobile payments in India: the privacy factor”, International Journal of Bank Marketing.**

CHAPTER 3
THEORETICAL PROFILE

THEORETICAL PROFILE

An online payment facilitates the acceptance of electronic payment for online transactions. Also known as a sample of electronic data interchange e-commerce payment system have become increasingly popular due to the widespread use of the internet-based shopping and banking.

Over the years, credit card become one of the most common forms of payment for e-commerce transactions.

3.1 History



Paytm was founded in August 2010 with an initial investment of US\$2 million by its founder Vijay Shekhar Sharma in Noida, Delhi NCR. It started off as a prepaid mobile and DTH recharge platform, and later added data card, postpaid mobile and landline bill payments in 2013.

In October 2011, Sapphire Ventures (fka SAP Ventures) invested \$10 million in One97 Communications Ltd. By January 2014, the company had launched the Paytm Wallet, which the Indian Railways and Uber added as a payment option. It launched into e-commerce with online deals and bus ticketing. In 2015, it added education fees, metro recharges, electricity, gas, and water bill payments. Paytm's registered user base grew from 1.18 crore in August 2014 to 10.4 crore in August 2015. Its travel business crossed \$500 million in annualised GMV run rate, with 20 lakh tickets booked per month.

In March 2015, Paytm received its huge stake from Chinese e-commerce company Alibaba Group, after Ant Financial Services Group, an Alibaba Group affiliate, took 40% stock in Paytm as part of a strategic agreement. Soon after, it received backing

from Ratan Tata, the MD of Tata Sons. In August 2016, Paytm raised funding from Mountain Capital, one of Taiwan-based Media Tek's investment funds at a valuation of over \$5 billion. Also in 2016, it launched movies, events and amusement parks ticketing as well as flight ticket bookings and Paytm QR. Later that year, it launched rail bookings and gift cards.

In May 2017, Paytm received its biggest round of stake by a single investor – SoftBank, thus bringing the company's valuation to an estimated \$10 billion. In August 2018, Berkshire Hathaway invested \$356 million for 3%- 4% stake in Paytm, although Berkshire Hathaway confirmed that Warren Buffett was not involved in the transaction.

In 2017, it became India's first payment app to cross over 10 crore app downloads. The same year, it launched Paytm Gold, a product that allowed users to buy as little as 1 of pure gold online. It also launched Paytm Payments Bank and 'Inbox', a messaging platform with in-chat payments. By 2018, it started allowing merchants to accept Paytm, UPI and card payments directly into their bank accounts at 0% charge.) It also launched the 'Paytm for Business' app (now called Business with Paytm App), allowing merchants to track their payments and day-to-day settlements. Its merchant base to grow to more than 70 lakhs by March 2018. It launched two new wealth management products - Paytm Gold Savings Plan and Gold Gifting for long-term savings. In January 2018, it entered into a joint venture with Alibaba Group-owned gaming company AGTech Holdings to launch Gamepind, a mobile gaming platform. It was rebranded as Paytm First Games in June 2019. In March 2018, Paytm Money was started with an investment of ₹ 9 crore for investment and wealth management.

In March 2019, the firm launched a subscription-based loyalty program called Paytm First, and in May 2019, it partnered with Citibank to launch Paytm First credit card on 25 November 2019, Paytm raised \$1 billion in a funding round led by US asset manager T Rowe Price along with existing investors Ant Financial and Soft Bank Vision Fund. In July 2020, Tata Starbucks partnered with Paytm allowing its customers to order food online during the COVID-19 pandemic.

In July 2021, One97 Communications filed a draft red herring prospectus with the Securities and Exchange Board of India to launch its initial public offering (IPO). It launched its IPO in November 2021, raising ₹ 18,300 crore (US\$2.4 billion) at a

valuation of US\$20 billion. It was the largest ever IPO in India. The shares began trading on 18 November 2021, opening at ₹ 1,950 on the NSE, 9.3% below the upper band of the IPO price range, and closed down more than 27% at ₹ 1,560, making it the biggest drop on a listing day in Indian IPO history.

In December 2021, Paytm launched Paytm Wealth Academy

3.2 Paytm Card



A Paytm transit card can be used like a debit or metro card for various transactions. It can be used at metro stations by tapping it on the Automatic Fare Collection machine, or it can be used online by filling out the required information and swiping it on card machines for offline transactions. Description of charges Paytm First Card Annual Fees An annual fee of ₹ 500 is charged at the end of the membership year. This fee is waived off on spends of Rs. 50,000 or more on your Card in a membership year. Cash advance fees 2.5% on the billed amount withdrawn*, subject to a minimum of ₹ 500. Paytm Wallet Transit Card is a multipurpose transport card that can be used for all transactions across metros, bus and train travel. It can also be used to pay for parking and toll charges. Users should have a Paytm Payments Bank account to activate the Paytm Wallet.

3.3 Business Model

- Customers of Paytm

The purpose of Paytm is to serve its Indian customer base particularly the mobile phone users. Many Indian customers viewed the digital world as providing an easy opportunity for them to open a bank account. However, it didn't turn out to be the case.

The idea of accessing easy online payments fell short, and customers ended up with nothing but poor experience. Paytm offered itself as a better alternative in this regard.

- Value Proposition of Paytm

Some of Paytm's more prominent propositions was its recharging business which was the company's initial service proposition. Then it went on to diversify and advance to producing newer services from the likes of Paytm Wallet, E-commerce vertical to Digital Gold.

Paytm has also launched several services in 2020 that enhances its value proposition further. In September 2020, it launched Paytm Money's stockbroking service that enticed over 2.2 lakhs, registrations most between 18 to 30 years.

The company also launched a subscription service for businesses known as 'Subscriptions paytm that enables entrepreneurs to use flexible payment methods. It also allows customers to pay their preferred payment option and supports different business models and use cases.

These have garnered it the Chinese giant Alibaba's blessings who donated huge sums of money to the organization, thereby increasing its investment potential. Paytm utilized cricket and TV advertising to reach more customers. Paytm cricket league cash back allows users to collect playing cards, add them to their album on the Paytm app, and complete the milestones related to the player cards to be eligible to get cashback up to Rs. 1,000.

- Customer Relationships of Paytm

Paytm has 24* 7 customer care center to connect with its users. At the same time, most of the Paytm services are self-serve in nature and are accessible through their platforms directly.

- . Channel of Paytm

Paytm uses many channels to attract customers. Apart from its own website which drives clicks, it has formed partnerships with many client and vendor sites that sponsor its enterprise.

Demonetization in India allowed the company to prosper significantly and reach new customers as well. Offline marketing is also a part of their customer acquisition process.

- . Key Resources of Paytm

The RBI (Reserve Bank of India) license serves as Paytm's main resource. It needs to be specific to Paytm. The other resources are the design/software culture that makes it easier for lower-income Indians to use. In 2020, Paytm Payments Bank partnered with Mastercard to issue both virtual and physical debit cards. Virtual debit cards will help new customers to transact securely, which physical debit cards provide the option to withdraw cash from more than 1 million ATMs.

- Key Activities of Paytm

Paytm, being a technology platform, risks dangers such as security and fraud which is why it has to take effective measures in protecting its consumer's money by enhancing its security.

It is also making new changes within its platform to attract new users and gain access to their digital wallets. Paytm recently updated its user interface to allow customers to use its stay at home essential payment feature to pay bills like electricity, car insurance, DTH recharge, water, gas, and so on without leaving their homes.

Partners of Paytm

Paytm partners with the banks that provide it with payment gateways into the banking system as well as escrow services.

It collaborates with a myriad of organizations that gather bills and payments from its consumers for its services.

- Cost Structure of Paytm

Paytm serves many customers that is the reason why it is so cost driven. Most of its expenses are related to its platform and customer acquisition. It's a common expense shared by many businesses across the world where customer acquisition cost is substantial. The money used in this process is higher than the revenue it makes in its initial purchases.

The majority of its budget is invested in ramping up of its security and avoid the risk of fraud especially when it has to handle over 65 million customers in its platform. It includes a system that enables customers to prevent any money laundering risk.

- Revenue Stream of Paytm

The Paytm Revenue Models come in two forms.

1. Paytm makes commissions from the customer transactions through their usage of its platform.
2. Escrow Accounts – escrow accounts from where it generates its revenue.

Owing to the absence of its underlying capital, it offers customers no interest. As of 2019, Paytm has accumulated 3,629 crore INR in revenue. Paytm’s revenue for FY20 has increased to Rs 3629 crores and is focused on optimizing its expenses to become profitable by 2022.

3.4 Directors of paytm

Vijay Shekhar Sharma

Vijay Shekhar Sharma is the chairman in the Paytm payments bank. He spearheads the payment bank’s strategy and vision. A strong believer in emerging technologies, Vijay has played a major role in the evolution of mobile payments in India. Having nurtured an entrepreneurial streak for over a decade, he has successfully built businesses in content, marketing, payment and online commerce.

CEO and Managing Director:

Renu Satti

Renu Satti is the CEO of the Paytm payments bank. She has served on the company’s executive team overseeing emerging business sectors for the company. Renu joined Paytm’s parent company one97 in 2006. Over her decade long association with Paytm and one97, she handled various critical business roles, driving strong growth in newly launched verticals and establishing set processes to build rapidly scalable business models.

Independent Director:

Ash Lilani

Ash Lilani is an independent director of the Paytm payments bank. Ash is the managing partner and co-founder of Saama capital. He has been working with technology and venture capital for 25 years. He was an early pioneer of the Indian venture capital ecosystem and has been investing in India since 2003.

Director:**G S Sundararajan**

G S Sundararajan is an independent director of the Paytm payments bank. Sundararajan was still recently the group director of the Shriram Group. He joined Shriram Group has the managing director of Shriram capital, the holding company of Shriram Group's financial services businesses.

Independent Director:**Vaibhav Goel**

Vaibhav Goel is an independent director of the Paytm payments bank. An experienced chartered accountant and Exec MBA from XLRI, Jamshedpur, Vaibhav is currently working as a CFO for an advisory firm that advisers' private equity funds investing to India.

3.5 High growth after Demonetization

After demonetization decision on 8th November 2016, the discussion on various TV news channels is talking about the increased usage of e-wallet like Paytm and others in coming time. It can be said on the basis of discussion research that demonetization decision has created the huge opportunity of increasing customer base for Paytm and similar type of e- wallet companies.

Paytm has focused towards building its brand image more concrete in the running competition. Recently it has appeared to be ahead of its rival's Mobikwik, free charge and others. As per the records, it was found that currently around 177 million of the users use Paytm in their day-to-day life and make a total of 7 million transactions in a day (Joshi 2017). After demonetization it has achieved a total of 75 million unique users per month. Among all users around 40% users belong to small cities, 67 million Populations belong to 56 big cities and the rest from small towns. After demonetization Paytm made it easier to pay with its digital Paytm option. There was around 1000% in the money added to its wallet 300% rise in app download and again of 20 million new users was recorded within 2 months.

3.5 Services provided by Paytm

- **Mobile Recharge**

Paytm is one of the biggest recharge sites in India that delivers instant online prepaid recharge & mobile bill payment solutions to the end users. It delivers easy and convenient recharge experience online. Paytm ensures 24*7 availability, at no extra cost to the end users, so that the one can transact securely from any location at their convenience, Paytm supports mobile operators such as, Airtel, Bsnl, Idea, MTNL, MTS, Reliance CDMA &GSM, T24, Tata Docomo, Tata Indicom, Telenor, Videocon and Vodafone for prepaid mobile recharge and Aircel, Airtel, Bsnl, Idea, MTS, Matrix

- **DTH**

Paytm offers exciting range of DTH recharge services for various DTH services. Through Paytm's widest list of online DTH recharge, one can recharge their digital TV anytime and from anywhere in the world. The most popular DTH services providers are Dish TV, Airtel Digital TV, Sun Direct TV, Reliance Digital TV, Videocon D2H & Tata sky.

- **Electricity Bill**

Paytm enables electricity bill payment. Through Paytm one can smoothly pay electricity bill anywhere, anytime. Paytm supports various electricity boards such as Ajmer vidyat vitran niyam, BESCOM, BSES Rajdhani, BSES Yamuna, Bhagapur Electricity Distribution company (BEDCPL), CESC Limited Jaipur vidyat vitran niyam, Jodhpur vidyat vitran niyam MP, North Bihar Power Distribution.

- **Data Cards**

Paytm offers Data Card recharge for all the top operators like Bsnl data card, Reliance Net connect, MNL data card, and MTS.

Movies

One can enjoy the hassle-free service of booking movie tickets through Paytm. One can choose to choose any cinema screens across India and book as late as before show time instantly through Paytm.

- **Bus Ticket**

One can log in to Paytm.com for booking bus tickets. It enables the users to search, pick and book as per their comfort. It offers online bus ticket booking for sleeper, AC, Luxury, Volvo, and Merced

3.7 Other competitors of paytm

- **Free charge**

Free charge is an e-commerce website headquartered in Mumbai, Maharashtra. Free charge was started in August 2010 by Kunal Shah and Sandeep Tandon. It provides online facility to recharge any prepaid mobile phone, postpaid mobile, DTH and Data cards in India. Free charge has collaborated with some of the best and most popular and good companies like Peter England, MCD, Kufic to give discount coupons when the users recharge with them. On 8th April 2015, Snap Deal acquired Free Charge for about US \$400 to 450 million, which is considered being the biggest takeover in Indian e-commerce sector.

- **Oxygen**

Oxygen is the first vertical in India, to be integrated with NPCI (National Payments Corporation of India) that allows for instant money transfer any time. Oxygen Services India Pvt Ltd was founded in July 2004 by Mr. Pramod Saxena in partnership with the Blue Label Telecom, a South African company with an objective to reach services to the masses of India, through a vertical network for payment and services. This mobile wallet is approved by RBI.

- **Mobikwik**

Mobikwik, mobile wallet and online payment system headquartered in Gurgaon, India. Launched in 2009 by Bipin Preet Singh and Upasana Taku. It was tied up with various online merchants such as e-Bay, BookMyShow, Dominoes, Shop Clues, Snap Deal, to provide accessibility of their wallet as a payment option e-commerce site. Mobikwik enables prepaid mobile, DTH and Data card recharge, post-paid mobile bills payment and utility bill payment for electricity, gas and landline connection. It also offers these services via SMS phone and apps that are available for Android, iOS and Windows platform.

- **Citrus**

Citrus pay headquartered in Mumbai; India was founded by Satyen V Kothari and Jitendra Gupta in the year 2011. It has tie up with companies like Indigo Airlines, Airtel, Pepperfry, Sun direct etc. In October 2015 Citrus pay acquired popular payment start up Zwitch. Through the Citrus shopping festival between “January 4th 11th”. 2016 reached the gross merchandise value of 2.5 billion and is targeting to reach \$4 billion by the end of FY16 and Citrus processed 1 million transactions and reached \$30 million in cumulative deposit in individual wallet accounts.

- **Metro**

One can recharge their metro cards via Paytm and it is associated with Delhi metro and Mumbai metro.

3.9 Objectives

The company is on a mission to bring half a billion Indians into the mainstream economy through payments, commerce, banking, investments, and financial services. Paytm’s objective has been to increase the market share of the Wallet, capturing the market. To achieve this, it had to overcome several hurdles, the biggest of which is that the adoption of the Wallet as a way of keeping money online and transacting using mobile phones is a challenge for many people in India. The brand also had to figure out how to increase the number of Paytm Wallets, since success depends on volumes. Paytm’s target market is all of India’s internet users and smart phone users. The Paytm mobile app is available on all possible platforms including Android, IOS and Windows. The publicity strategy was uniform and aimed at mass audiences across all cities. To truly reach everyone, including those in regional markets, the brand even began using local vernacular with its press ads, in an attempt to reach out to regional markets.

3.9 Marketing strategies

The potential market for online marketing as well as cashless transactions has also increased with the growth of mobile phone users in the world. The company has been able to hit the customers with smart phones with its cashless transaction schemes. Paytm launched ‘Each one, teach one’ to increase cashless payments literacy - Back in 2016, the company had announced Rs. 2100 in scholarship for 10,000 users who

help increase digital inclusion and adoption of Paytm and certificates for one lakh further users across all major districts. Paytm had also announced an incentive including Rs. one crore grand prize along with additional prizes like motorcycles, smartphones, laptops and other exciting gifts. All users transacting between 1st December 2016 and 31st March 2017 were eligible to win these prizes. The 'Scan any QR to pay using Paytm' scheme has been launched in seven languages which are Bengali, Marathi, Gujarati, Tamil, Telugu, Kannada, and Malayalam.

- **Paytm's Cobranding** Another USP of the company is co-branding. Brand cooperation with businesses such as Uber and Meru Cabs have been successfully developed. Many more reputable brands have been helpful in getting new customers to use Paytm.

- **Paytm's Promotion and Advertising Strategies**

Newspaper, transit media and television were the company's offline communication networks. The Paytm promotions also used digital, print media and radio services. Paytm was made a household name, using a phrase from the catchy word "Paytm karo" The company's online advertisement strategy is focused on bringing visibility everywhere by sharing their ad on Facebook and Twitter, and even sponsored posts on Instagram and at times even snapchats.

3.10 Paytm's Discount Offers

The biggest selling point for paytm was without question motivating people to use the offers that have been run by the company.

The biggest selling point for paytm was without question motivating people to use the offers that have been run by the company.

3.11 Campaign made by Paytm

Here is a list of the successful campaigns and partnerships with leading brand run by Paytm:

Paytm Karo: -

This is one of the key announcements that rapidly gained populism. The company has become active in social media. #PaytmKaro is being added to almost every conversation that is being driven on Facebook and Twitter. The ad rolls out some life

situations such as money transfer, online shopping, mobile recharge which are made easy by Paytm services.

Facebook Live: - Paytm has imbibed its customers with details about the value of user account security and how they are protected against hacking. Paytm conducted a series of live Facebook training series, “Paytm Merchant Connect- Training Series” which turned out to be a great success.

The Soldier Mobile Game: - It's become a perfect campaign for technology-friendly people and game lovers throughout the world. The match reveals the battle against the dishonest militias of Spartan Paytm troops. The game targets the mission of the company of protecting its users' interests.

Credit cards: - The card's use was beneficial when the wallet was successfully used by the company. By using the Username and Passwords customers can withdraw money from their wallet reservations.

Dabbawallas in Mumbai: - Strategic ties between the business and the competent lunch servers in Mumbai City. These messengers only pay through the Paytm App.

Auto-start of the SMS for a Month: - Paytm continues to send customers reminders regarding payments. The messages are intended to notify the customer that the digital wallet can be used to make those payments easily.

MBA Contest: - A contest held for students attending MBA courses are invited to produce a video about the use of the paytm application. The winner will be the person whose videos receive the maximum number of likes.

3.12 Benefits of paytm

Easy to use:

- The Paytm wallet is popular and easy to use.
- Transactions with the Paytm wallet do not require a lengthy or time-consuming process.

Eliminating the need for extra things:

- The Paytm wallet eliminates the need to carry cash, debit cards, credit cards, and other items.

- The Paytm wallet is sufficient for various transactions, such as utility bill payments, recharge, fuel payments, and more.

Secure payment mode:

- Paytm is governed by RBI (Reserve Bank of India) rules.
- Paytm has divided the use of its wallet based on KYC (Know Your Customer) requirements.
- There are two types of KYC for Paytm: minimum KYC and maximum KYC.
- Users with minimum KYC can:
 - Pay merchants who accept Paytm.
 - Pay online on any app or website.
 - Maintain a balance of up to Rs. 10,000 in their Paytm wallet.
- Users with maximum KYC can:
 - Pay merchants online and offline.
 - Maintain a balance of up to Rs. 1,00,000 in their Paytm wallet without any restrictions.

No screenshot or video recording:

- The user is not allowed to record the screen or take screenshots during a transaction.
- This protects the user's banking information from misuse by third parties.

Use in Offline and online use:

- A Paytm wallet can be used for a variety of online and offline payments.
- Examples of online payments include electricity bill payments and mobile recharge.
- Examples of offline payments include subscription plans and payments at Kirana stores and mother dairy outlets.

Deals & cashback points:

- Users are rewarded with cashback points or deals upon completing a payment.
- These can be used on future purchases.

Passbook overview:

- The Paytm wallet passbook allows users to track their payments.

- Users can apply filters to view specific types of payments, such as paid, received, added, or on-hold payments.

Payment request statement:

- Users can request a payment statement for a specified time period.
- The statement will be sent to the user's email address.

Send money to the bank:

- Paytm wallet allows users to send money directly to a recipient's bank account.
- To complete the payment, the sender needs to complete the KYC process and enter the recipient's account details.
- The money will be transferred from the sender's preferred payment method to the recipient's bank account.

Automatic add money:

- The Paytm wallet has a feature that automatically adds money to the wallet when the balance falls below a certain threshold.
- This can be done using the user's preferred payment method.

Send gift voucher: Paytm wallet users can send gift vouchers to friends and family.

No PIN need: Paytm wallet users do not need to enter a PIN to complete a transaction.

Cash deposit points available:

- In addition to online payment methods, users can add money to their wallet by visiting a cash deposit point.
- Users can search for nearby cash deposit points within the Paytm app

3.13 How to download paytm

The android version of paytm can be download from Google play store. Let's discuss how to install the app and add your bank account to make transactions.

- Open Google Play Store and write 'Paytm' on the search bar.
- Click on 'Install'

- Upon installing the app, click on 'Open'
- Enter your mobile number and click on 'Proceed Securely'

3.14 How is paytm different from other apps

De allows paytm users to carry out financial transactions without providing the details. This helps in protecting users from getting duped by fraud and cons. As no details is shared, your bank accounts remain hidden from external threats. Also, these transactions are done with few steps on your smart phone making it simple for users from all walks of lives and all section of the Paytm app has made revolutionary development in the digital payments sector. The cash Mo society get incorporated in the digital financial world.

SMS banking is a form of mobile banking. It is a facility used by some banks or other financial institutions to send message to customers mobile phones using Sms messaging or services provided by them which enables customers to perfume some financial transactions using SMS.

3.15 Features of paytm

Paytm comes with rage of innovative features which differentiates it from other UPI based applications.

- The apps make easy to pay transfer money both in big as well as small amounts.
- The apps support Indian languages.
- Users can send or receive money instantly with the cash mode without sharing their personal or bank details.
- Users will also be abke to set reminders and make payments periodically for DTH, utility bills etc. in future.
- As per now, payments cannot be made through debit or credit cards but the features will soon be available for users.
- 24 * 7 protection from frauds

3.16 Criticism

Regarding an earlier version of paytm wallet, an analysis by security company regarding now secure revealed that some card information stored by paytm wallets

was accessible outside of the application. It is suggested that hackers could create a way to intercept data by eavesdropping on paytm analytics, which monitors apps used on the android os. A previous analysis by the same firm revealed a number of others exploits that have since been fixed.

Terms and Conditions

1. Convenience Fee will be inclusive of GST paid by OCL.
2. Convenience fee is levied to recover the costs incurred in transactions that enable bill payments.
3. Paytm reserves the right to update the charges levied. Suitable prior notice would be provided to the customers before any changes are made to the charges.

3.17 Eligibility

The Paytm Digital Services are not available to persons under the age of 18 or to anyone previously suspended or removed by Paytm from availing the Paytm Digital Services or accessing the Paytm Platform. By accepting the T&Cs or by otherwise using the Paytm Digital Services on the Paytm Platform, you represent that You are at least 18 years of age and have not been previously suspended or removed by Paytm, or disqualified for any other reason, from availing the Paytm Bill Payment and Digital Goods Services or using the Paytm Platform. In addition, you represent and warrant that You have the right, authority and capacity to enter into this Agreement and to abide by all the T&Cs as part of this Agreement. Finally, you shall not impersonate any person or entity, or falsely state or otherwise misrepresent Your identity, age or affiliation with any person or entity. Finally, in the event of any violation of the T&Cs, Paytm reserves the right to suspend or permanently prevent You from availing Paytm Digital Services or using the Paytm Platform.

3.18 Paytm in India

Paytm is India's largest financial services firm providing an entire range of online payments & financial solutions to customers, online retailers and service partners. The company works towards a vision of introducing at least half a billion Indians into the mainstream economy through payments, trade, finance, recruitment, and financial services. One97 Communications Limited, which owns the Paytm brand, was founded by Vijay Shekhar Sharma in the year 2010. It is headquartered in Noida, Uttar

Pradesh. Its primary investors include Softbank, Ant Financial, AGH Holdings, SAIF Partners, Berkshire Hathaway, T Rowe Price and Discovery Capital.

Vijay Shekhar Sharma, founder & CEO of Paytm, and One97 Communications Limited, together owns Paytm Payments Bank, the country's largest digital bank with more than 58 million account holders.

Vijay Shekhar Sharma is a billionaire businessman in India. He graduated from Delhi College of Engineering with a Bachelor's degree in Electronics & Communication Engineering. In the year 1997, while still in college, he designed and launched a website, which he later sold for \$1 million in the next two years. One97 Communications, his brainchild was founded in the year 2000. Initially, it was majorly into providing mobile content, like news, cricket scores, ringtones, jokes and examination results. Later, in 2010, Paytm was born.

In 2017, Sharma emerged on Forbes' World Billionaires List, the youngest Indian on the list with a net valuation of \$2.1 billion. The founder of Alibaba, Jack Ma, and Masayoshi Son of Softbank, are his inspirations. He was even on the list of the 100 Most Influential Individuals of Time Magazine in 2017.

3.18.1 Products & Services offered by Paytm

The primary business of Paytm is digital payments. Paytm serves as a payment gateway to customers and merchants to make seamless payments from cards, bank accounts and other e-wallets. Paytm also provides a range of payment facilities, such as mobile recharges, bill payments, movie tickets, taxi, train and flight tickets, loan payments, insurance, forex, etc. Consumers can directly link their bank accounts and credit cards to their Paytm account to make seamless payments on different retail and online ecommerce sites.

It has since grown multi-fold and now has the following subsidiaries:

- Paytm Money
- Paytm Mall
- Paytm Labs
- Paytm Entertainment

Payments & Money Transfers

With over 350 million downloads, Paytm is the most commonly used payment app in India. It allows you to pay at merchant locations using phone number or QR Code. Since its introduction in 2014, Paytm Wallet is the most widely used payment app in the country. Paytm Wallet opened the Indian economy to digital banking. It allows users to load money to their wallet through Net banking, credit card or debit card and use it to make a plethora of payments around the country.

Paytm Wallet was such a massive movement that street vendors saw a huge boom in their business. Paytm Wallet became the preferred method of payment for college students and working youngsters, since it removed the hassle of carrying their wallet wherever they went.

Paytm Wallet also allowed money transfer from person to person using just the mobile phone number. Indians were not new to NEFT or IMPS, but instant money transfer to another bank account kind of revolutionized the entire digital banking landscape.

Paytm continues to retain millions of loyal customers from its initial days owing to its user-friendly interface and exciting offers and discounts from time to time.

How to use Paytm Wallet

- Login to your Paytm App using your ‘Mobile Number’ and ‘Password’.
- On the screen, choose ‘Add Money’
- It will take you to a screen where you can enter the amount you want to add to your Paytm Wallet and click ‘Proceed’.
- On the next screen, you can choose Net banking, credit card or debit card to add the money.
- Upon choosing the relevant option, you will be taken to the respective bank’s portal to complete the payment.
- Upon successful authentication and transfer, the amount is added to your Paytm Wallet

How to use Paytm for Recharges & Bill Payments

It is very easy to make your bill payments or recharge your mobile phone on Paytm.

- Login to your Paytm App using your ‘Mobile Number’ and ‘Password’.

- On the screen, choose ‘Recharges & Pay Bills’
- It will display the various options available to conduct your transactions
- Choose the relevant option
- You will be required to enter the merchant or biller information
- You can choose to pay through your Paytm Wallet or by credit card, debit card or Net Banking
- These are the various ‘Recharges & Pay Bills’ options available on Paytm
 - Prepaid Mobile Recharge
 - Post-paid Mobile Bill Payments
 - DTH Recharge
 - Electricity Bill Payments
 - Credit Card Bill Payments
 - Piped Gas Bill
 - Water Bill
 - Apartments / Residential Associations Monthly Maintenance Payments
 - Broadband Bill Payments
 - Loan EMI Payments
 - Insurance Premium Payments
 - Data Card – Prepaid / Postpaid Bill Payments
 - Cable TV Bill Payments
 - Municipal Payments
 - Toll Operator Payments – BETPL (Bangalore Elevated Tollway Pvt. Ltd.), MEP (Mumbai Entry / Exit Points), NICE e-Pay
 - Traffic Penalty Challan Payments

Paytm Bank

- Paytm Bank is a digital bank that comes with ‘Zero Balance’ requirement
- Offers 2.75% interest annual interest on your deposits
- Comes with ‘Automatic Fixed Deposit’ when your balance threshold crosses Rs.1 lakh. This FD comes with 7% interest rate per annum.
- Offers you unlimited, free transfer between banks to make instant money transfer.
- Get a free digital debit card that can be used for all your online shopping.

- opt for Repay Platinum Debit/ATM card with attractive benefits and offers.
- Open your Paytm Savings Bank account with a single click on the Paytm App.

Paytm Postpaid

- Paytm Postpaid is a feature that acts like a credit card
- Paytm Postpaid offers instant credit limit of up to Rs.1 lakh
- You can use the credit limit for various purchases and bill payments and repay Paytm on a later date.
- Paytm Postpaid is accepted in more than 5 lakhs+ shops, apps and websites
- You can pay the bill in one shot or opt for EMI payments.
- Apply for Paytm Postpaid with a single click on the Paytm App.

Paytm FAST ag

- FAST ag have been made mandatory for National Toll Booth payments across India.
- You can get your FAST tag from Paytm through the app in a few clicks.
- Enter the vehicle registration number
- Upload a photograph of front and back of the vehicle RC
- Your Paytm FAST Tag will be linked to your Paytm Wallet.
- Toll charges will be automatically deducted from the linked wallet.

Online Shopping – Paytm Mall

- Paytm Mall was launched in 2016 as a competitor to major e-commerce sites like Flipkart and Amazon
- Paytm Mall offers lakhs of products in different categories with the best discount and offers
- Offers additional discounts for payments through Paytm Bank, Paytm Postpaid or Paytm Wallet
- Here are some categories available to shop on Paytm Mall
 - Electronics
 - Mobile Devices
 - Grocery
 - TV & Home Appliances
 - Men's Fashion

- Women's Fashion
- Home & Kitchen
- Computers & Laptops
- Bike & Automotive
- Toys & Kids
- Health & Wellness
- Personal Care & Grooming
- eBay Store
- Bags & Luggage
- Sports & Fitness
- Branch Vouchers

Travel

- Paytm allows you to book tickets for your travels.
- Book tickets for flight, bus and train
- Also search and book hotel rooms
- Get great discounts on cab rides with Ola and Rapido
- But Travel Pass for frequent travels and get assured cashbacks on every booking
- Also get exciting offers on partner brands
- Get discounts for recharging your Metro card using Paytm

Paytm KYC Process

RBI guidelines require all prepaid wallet providers, including Paytm, to link their Aadhaar to their e-wallet account. Linking Aadhaar to your Paytm wallet prevents misuse of your wallet. It helps the government to identify the users of money transfers and control black money laundering.

Here is the process to complete your KYC for Paytm:

Aadhaar based KYC at your Nearby KYC Point: You can find Nearby KYC points on your smartphone Paytm App or visiting Paytm page on your browser. You may also tap on the Nearby icon on the blue strip at the top of Paytm App Home page.

You need to carry your Aadhaar and PAN for verification. You will need to verify your Aadhaar biometrically.

Aadhaar based KYC at your Doorstep: This is in pilot phase and has been rolled out to limited users in select locations. In case you are part of the pilot exercise, you will find this option on your App home page. Charges for KYC at your doorstep will be applicable. Else, you may visit the KYC point nearest to your location.

Video KYC: To deal with the current pandemic, Paytm has introduced Video KYC. You can show your original KYC documents for verification by our authorized representative, through a video call. You first enter your Aadhaar Number and the name on your Aadhaar card in the fields given. Then you proceed for a video call, where you will be required to produce your original KYC documents. This method is currently being promoted vigorously to avoid Corona infection.

Points to remember about Paytm KYC:

- Without completing KYC, you can only hold up to Rs. 10,000 in your Paytm Wallet.
- Once you have upgraded your KYC, you can hold up to Rs. 1 lakh in your Paytm Wallet.
- No restrictions on the upper limit for spending from your wallet.
- Allows you to transfer money to another wallet or bank account.
- Makes you eligible to opt for Paytm Payments Savings Bank Account.
- Besides Aadhaar & PAN, Paytm representatives will also click your picture from the approved KYC Android app. Additional information on the identity, profession and income of the parent and spouse are also needed as part of the CERSAI and RBI guidelines.
- Currently, KYC can only be done for Indian nationals, Indian residents and tax residents of India and no other country.

Benefits of Using Paytm to Pay Your Credit Card Bills

1. **Many Payment Options** – Paytm offers multiple payment options like UPI, Net Banking, Debit Cards, and Paytm Wallet. You don't have to stick to one payment method any longer. Because of the flexibility to choose the payment method, Paytm becomes a preferred choice for making payments.

2. **Timely Payment Reminders** – Paytm sends you payment reminders to make sure you never miss the payment due date for your Credit cards Also, with multiple payment options, there is a lesser chance of your payment being rejected.
3. **Guaranteed Rewards** – Paytm offers guaranteed rewards with every credit card payment The rewards keep changing and that is what makes it even more exciting. It also provides cashback and flexible payment methods making credit card payments even easier. Who wouldn't like to be rewarded for making timely payments?
4. **Late fee protection** – With Paytm to make sure your credit card payments are done in time; you are protected from paying the late fee as well.
5. **Ease of managing all credit cards in one place** – If you are using multiple credit cards, you know how cumbersome it can be to keep a track of all of them. The payment due date, the credit limit used, new bill generation, etc. are done by Paytm which makes it easy for you to manage. It sends you notifications for new bill generation, payment due dates, track spends on each card, etc. which is super convenient.

3.18.2 Paytm UPI

Paytm, one of the most popular Indian digital wallets, is also offering integrated services in the form of BHIM UPI platform. Paytm users can now create a Paytm BHIM UPI ID for themselves via the app. This way, they can easily link a savings bank account for money transfer needs. Most banks and BHIM UPI apps are associated with Paytm BHIM UPI ID to allow easy, quick and instant money transfer services 24/7.

Users don't need to give any banks details like an account number or IFSC code for sending or receiving money through Paytm. They don't have to wait for adding a payee/beneficiary as this can be done in an instant

Paytm merchants can easily link their bank accounts and get payments instantly through the app. The app allows users to send up to Rs. 1 lakh and there is no limit on the amount that can be received by users. Users can download the Paytm BHIM app on their Android phones using Google Play Store. UPI is the next-generation payment

technology that is slated to make transactions easy and hassle-free for buyers and merchants.

Customers who have been using the Paytm wallet don't have to recharge their wallet as money is debited from the savings bank account which is linked to UPI on the app. Users also don't have to pay any transaction fees and easily transfer money free of cost.

Steps to Use Paytm Bank UPI

To use Paytm bank UPI, users must download the latest version of the Paytm app. Here is the step-by-step process for activating BHIM UPI on Paytm and adding a bank account successfully:

- Download and login to the Paytm app
- On the home screen, click on BHIM UPI
- Select a bank account and after the bank has verified the account and mobile number provided, user can then proceed to set up UPI ID and pin

How to set up paytm BHIM UP ID

Here are the quick and easy steps to be followed for setting up Paytm UPI ID and pin:

- 1: Log in to the Paytm app
- 2: Link bank account by selecting BHIM UPI
- 3: Set a UPI PIN once the bank account is successfully verified
- 4: If a user has not used UPI earlier, the new UPI ID is generated and linked to the bank account as per details provided
- 5: UPI ID usually comes in this format: userphone number@paytm. Once the ID is generated, the UPI QR code is also available

3.19 Demerits

1. Currently unavailable on at least all prominent websites such as Amazon and Flipkart.
2. It will charge the merchant in the future to accept payment from customers, as nothing comes for free in this world.
3. You could be charged up to 4% for transferring money from Paytm to your bank account.

4. Since it isn't available in most big online and offline retailers, you'll need to keep your debit/credit card on hand if you want to shop there.
5. Due to security concerns, a lower monthly cap, or the desire to make black money, a few merchants have refused to accept Paytm money.
6. Sometimes the application doesn't work properly as it comes with the loss of services combined in a single app.
7. If you lose your phone, you can lose your Paytm cash because they don't have email id authentication.
8. Using the internet to pay for things rather than using cash or a credit card.
9. Worse customer support in case you need help while shopping/cancelling/returning items.
10. It can take up to 7 days for the money to be credited to the bank account if you return products on Paytm, but it is free always.

3.20 Privacy

General

We will not sell, share or rent your personal information to any 3rd party or use your email address/mobile number for unsolicited emails and/or SMS. Any emails and/or SMS sent by Paytm will only be in connection with the provision of agreed services & products.

Periodically, we may reveal general statistical information about Paytm & its users, such as number of visitors, number and type of goods and services purchased, etc. We reserve the right to communicate your personal information to any third party that makes a legally-compliant request for its disclosure.

Personal Information

Personal Information means and includes all information that can be linked to a specific individual or to identify any individual, such as name, address, mailing address, telephone number, email ID, credit card number, cardholder name, card expiration date, information about your mobile phone, DTH service, data card, electricity connection, Smart Tags and any details that may have been voluntarily provide by the user in connection with availing any of the services on Paytm.

When you browse through Paytm, we may collect information regarding the mobile/tab device details, domain and host from which you access the internet, the Internet Protocol [IP] address of the computer or Internet service provider [ISP] you are using, and anonymous site statistical data.

Use of Personal Information

We use personal information to provide you with services & products you explicitly requested for, to resolve disputes, troubleshoot concerns, help promote safe services, collect money, measure consumer interest in our services, inform you about offers, products, services, updates, customize your experience, detect & protect us against error, fraud and other criminal activity, enforce our terms and conditions etc. We may occasionally ask you to complete optional online surveys. These surveys may ask you for contact information and demographic information (like zip code, age, gender, etc.). We use this data to customize your experience at Paytm, providing you with content that we think you might be interested in and to display content according to your preferences.

Cookies

A "cookie" is a small piece of information stored by a web server on a web browser so it can be later read back from that browser. Paytm uses cookie and tracking technology depending on the features offered. No personal information will be collected via cookies and other tracking technology; however, if you previously provided personally identifiable information, cookies may be tied to such information. Aggregate cookie and tracking information may be shared with third parties.

Links to Other Sites

Our site links to other websites that may collect personally identifiable information about you. Paytm is not responsible for the privacy practices or the content of those linked websites.

Security

Paytm has stringent security measures in place to protect the loss, misuse, and alteration of the information under our control. Whenever you change or access your account information, we offer the use of a secure server. Once your information is in

our possession we adhere to strict security guidelines, protecting it against unauthorized access.

Consent

By using Paytm and/or by providing your information, you consent to the collection and use of the information you disclose on Paytm in accordance with this Privacy Policy, including but not limited to your consent for sharing your information as per this privacy policy.

CHAPTER 4

DATA ANALYSIS & INTERPRETATIONS

DATA ANALYSIS & INTERPRETATIONS

This chapter deals with analysis and interpretation of data collected from the Peringome vayakkara grama panchayat. The processed data presented on the analysis part with the help of tables and figures for the easy understanding and interpretations.

The purpose of the data analysis and interpretations phases is to transform the data collected in to credible evidence about the development in the intervention and its performance. The following page includes the individual tables and their corresponding diagrams based on the different types of analysis method.

Analysis and interpretation are the major part of the research. This chapter tries to make a detailed analysis and interpretations of the data collected from the respondents who use paytm for identifying the relevance, problems and factors influencing perception customers as a form of digital money. The analysis and interpretations of study is done with the help of micro soft excel and graphs. This analysis and interpretations are arranged as per the objective of research. The interpretation is based on the analysis of study.

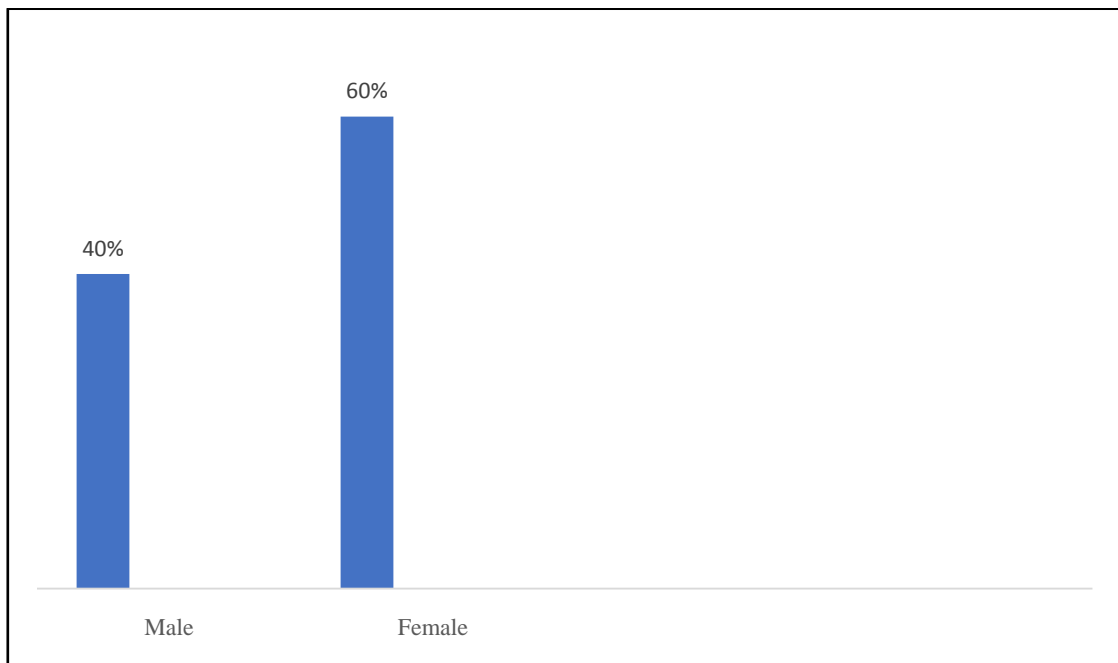
4.1 GENDER WISE DISTRIBUTION OF THE RESPONDENTS

Table No4.1

Gender wise distribution of respondents

Gender	No of respondents	percentage
Male	30	40
Female	45	60
Total	75	100

Source: Primary data



Gender wise distribution of respondents

Figure No. 4.1

Interpretations: Table 4.1 shows that 40 per cent respondents are male and rest 60 per cent are female. It shows that male female is using paytm application than males.

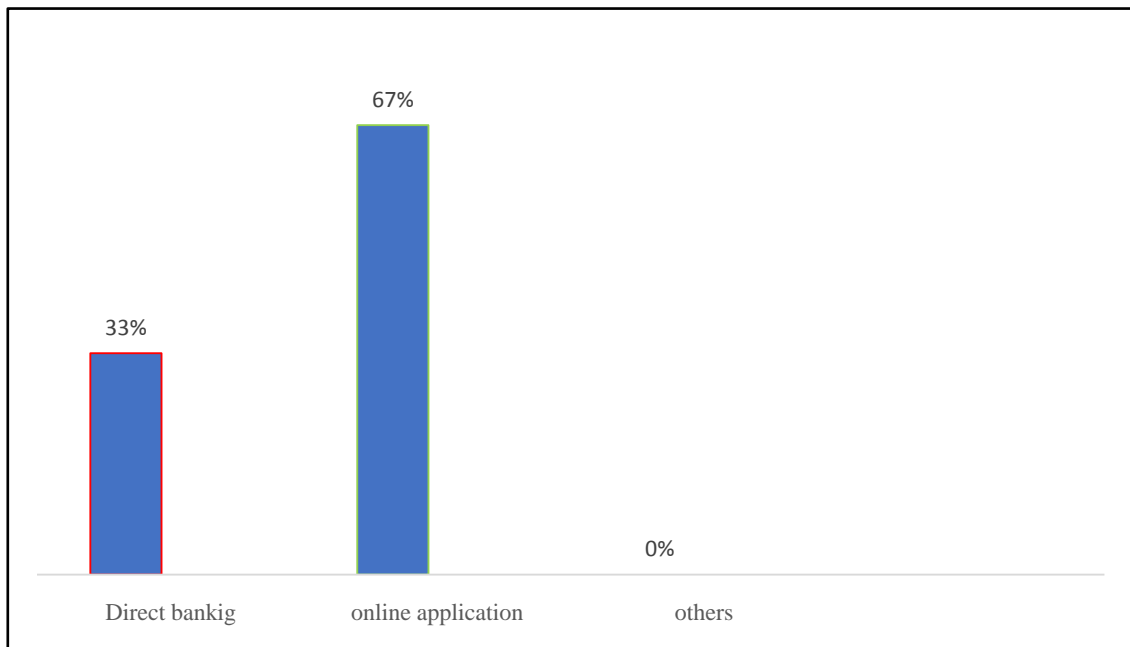
4.2 METHOD PREFERRED FOR BANKING TRANSACTION

Table No 4.2

Method preferred for doing banking transactions

Responses	No of respondents	Percentage
Direct banking	25	33
Online applications	50	67
Others	0	0
Total	75	100

Source: primary data



Method preferred for banking transactions

Figure No.4.2

Interpretations: Table 4.2 shows that 67 percent of the respondents are using or prefer online applications 33 percent prefer direct banking. Only 0 per cent from the respondents chooses other method of transactions.

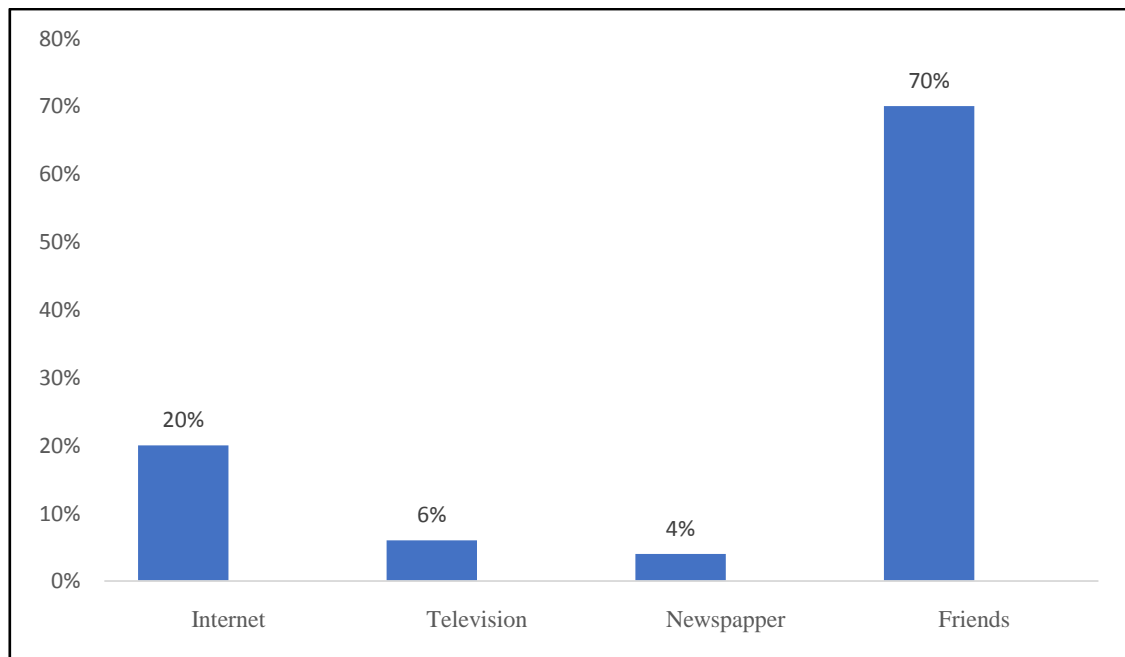
4.3 SOURCE OF INFORMATION

Table No 4.3

Source of information

Source	No of respondents	Percentage
Internet	15	20
Television	5	6
Newspaper	2	4
Friends	53	70
Total	75	100

Source: Primary data



Sources of information

Figure No 4.3

Interpretation: Table No 4.3 shows that 70 percent of the total respondents got the information regarding paytm from friends, 20 percent from internet and 6 percent from television and 4 percent from newspaper.

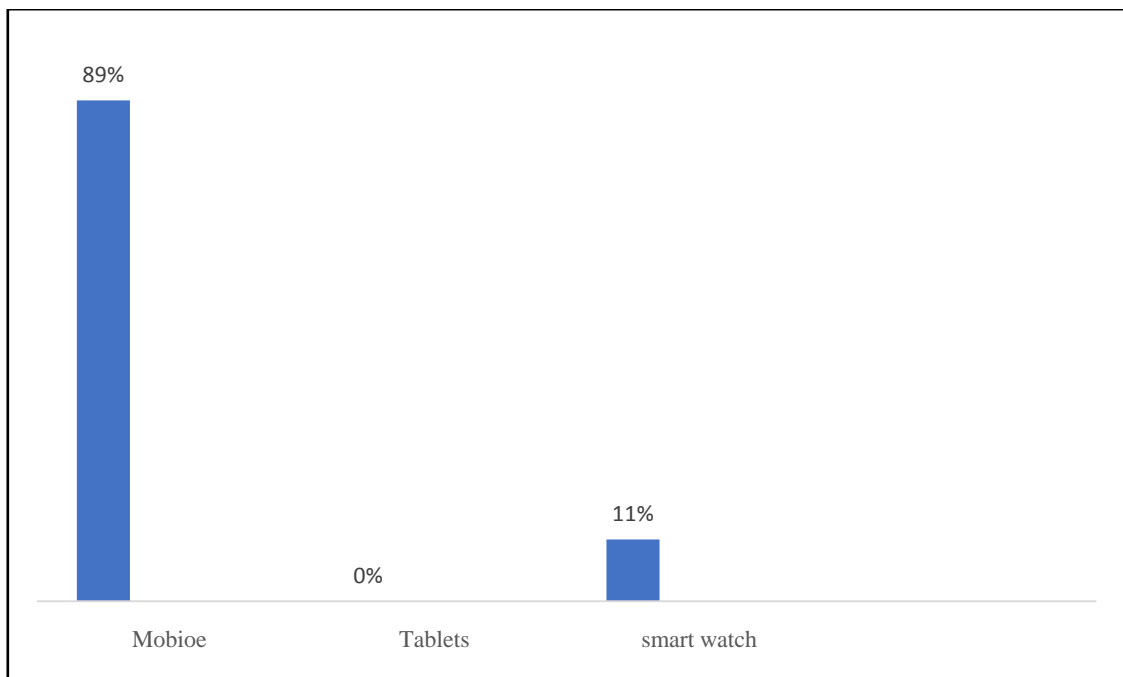
4.4 DEVICE USED TO ACCESS PAYTM

Table No 4.4

Device used to access paytm

Devices	No of respondents	Percentage
Mobile	67	89
Tablets and pc	0	0
Smart watch	8	11
Total	75	100

Source: Primary data



Device used to access paytm

Figure No 4.4

Interpretation: Table No 4.4 shows that 89 percent among the respondents use the mobile phone for accessing paytm, 11 percent use the tablets for accessing paytm and none of the respondent uses smart watch.

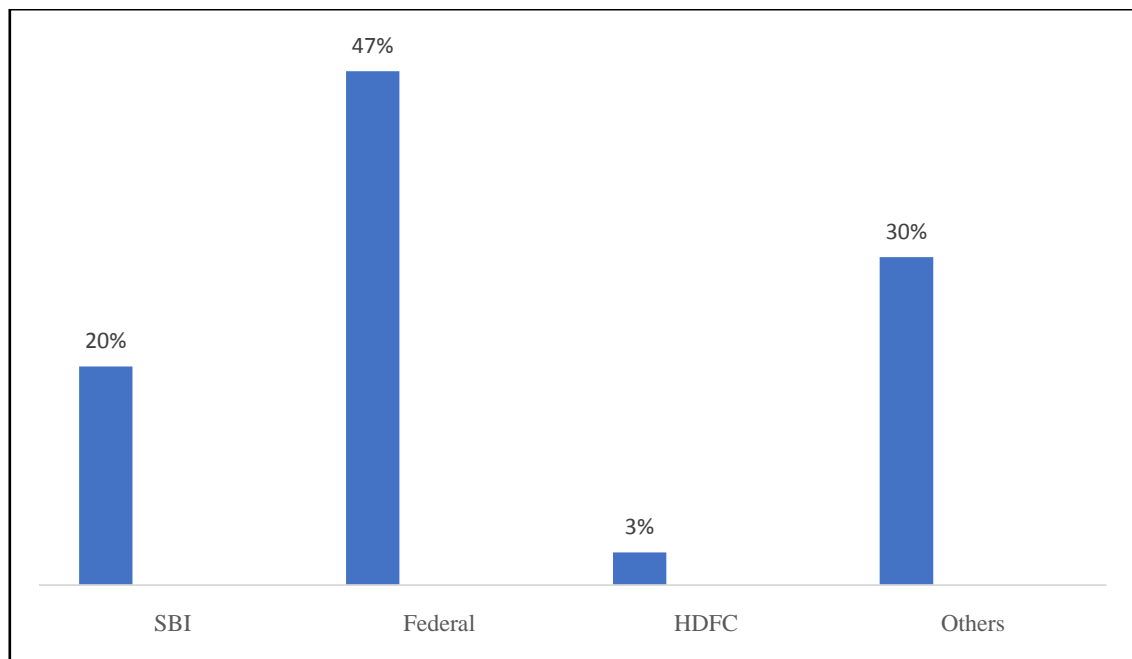
4.5 BANKS CONNECTED FOR TRANSACTIONS

Table No 4.5

Banks connected

Banks	No of respondents	Percentage
SBI	15	20
Federal bank	35	47
HDFC	2	3
Others	23	30
Total	75	100

Source: primary data



Banks connected

Figure No 4.5

Interpretation: Table 4.5 shows that 47 percent of respondents using federal bank for transaction, 20percent prefer SBI and 30 percent use other bank for the transaction and 3 percent use HDFC for transaction.

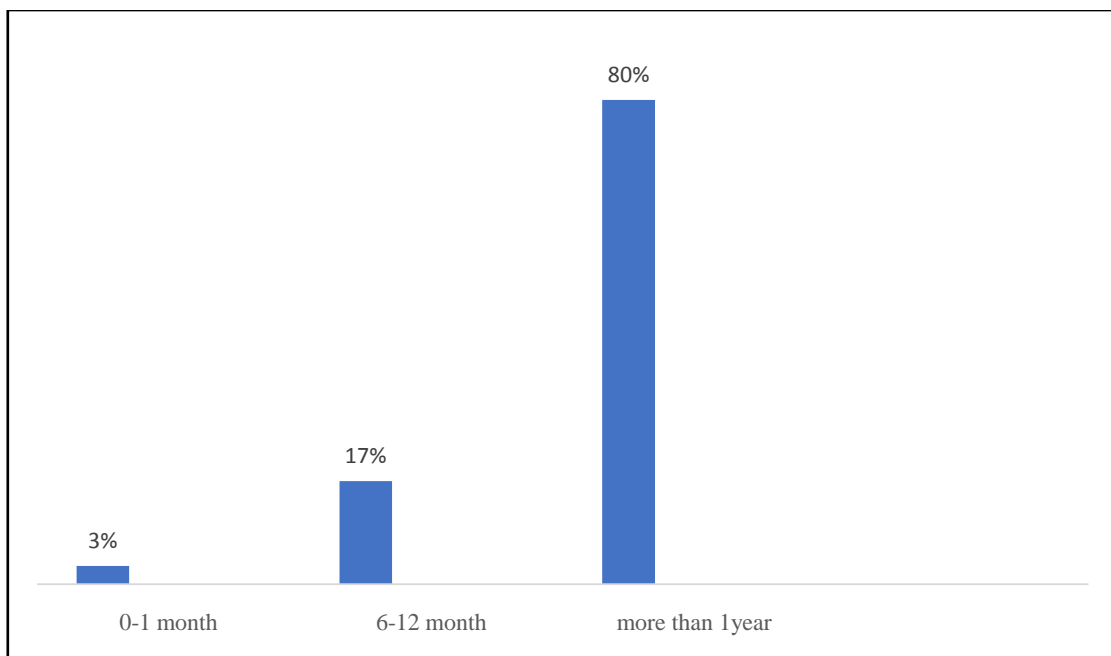
4.6 DURATION OF USING PAYTM

Table No 4.6

Duration of using paytm

Duration	No of respondents	percentage
0-1 month	2	3
6-12 month	13	17
More than 1 year	60	80
Total	75	100

Source: primary data



Duration of using paytm

Figure No 4.6

Interpretation: Table 4.6 shows that 3 percent of the respondents are using paytm 0-1 month. 17 percent of the respondents using from 1-6 month and 80 percent using paytm for more than a year.

4.7 REASONS FOR USING PAYTM

Table No 4.7

Reason for using paytm

Reason	Rank					Total Mark	Average
	1	2	3	4	5		
Ease of use	3	15	14	13	5	148	1.97
Security	5	14	16	9	6	153	2.04
Reputation and popularity	53	28	26	28	40	551	7.3
Technology and services	6	13	15	10	6	153	2.04
Others	8	5	4	15	18	120	1.6

Source: primary data

Interpretation: Table 4.7 shows that people have separate concern about paytm and its services, they really care about reputation and popularity, followed by the security, technology and services and ease of use attracts people.

4.8 PURPOSE OF USING PAYTM

Table No 4.8

Purpose of using paytm

Purpose	Rank					Total Mark	Average
	1	2	3	4	5		
Recharge	58	9	5	3	0	222	4.44
Shopping	5	43	10	15	2	155	3.1
Payment of bills	4	12	40	10	9	142	2.84
Money transfer	8	9	44	7	7	154	3.08
others	0	3	1	22	49	83	1.66

Source: primary data

Interpretation: Table 4.8 shows that majority of respondents use paytm for recharging followed by shopping, money transfer and payment of different bills and other purpose.

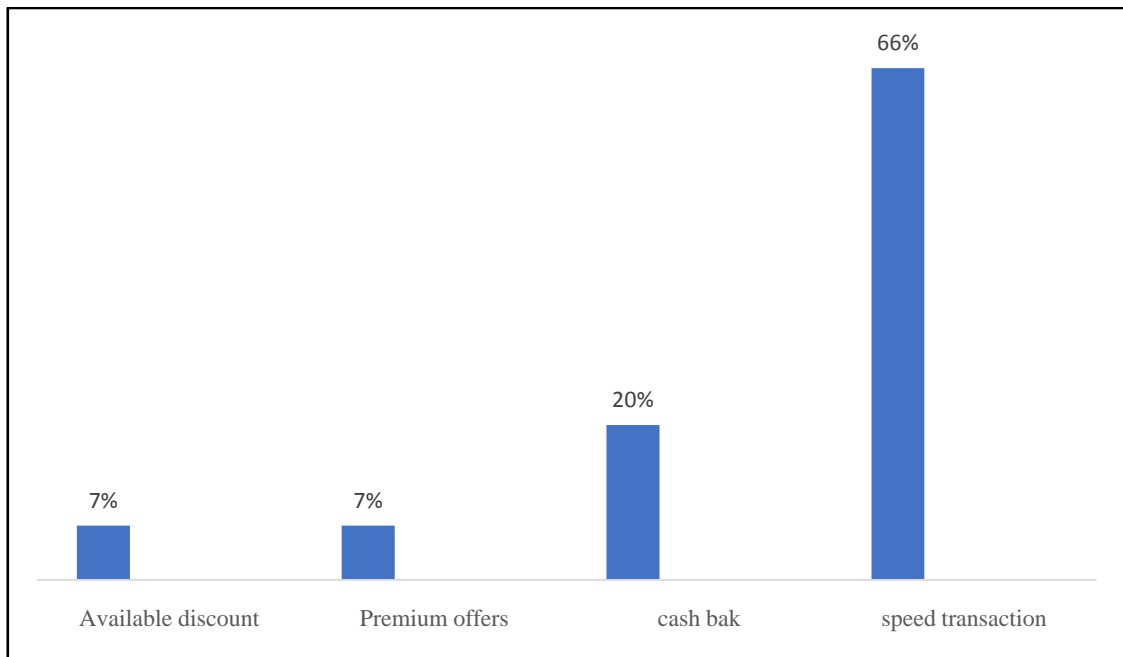
4.9 FACTORS IN MIND WHILE USING PAYTM

Table No 4.9

Factors in mind while using paytm

Factors	No of Respondents	Percentage
Available discount	5	7
Premium offers	5	7
Cash back	15	20
Speed transactions	50	66
Total	75	100

Source: Primary data



Factors in mind while using paytm

Figure No 4.9

Interpretation: Table 4.9 shows that 66 percent of respondents keep in mind while use paytm is speed in transactions, 20 percent of respondent's cash back and 10 percent of respondents keep in mind that available discount and premium offers.

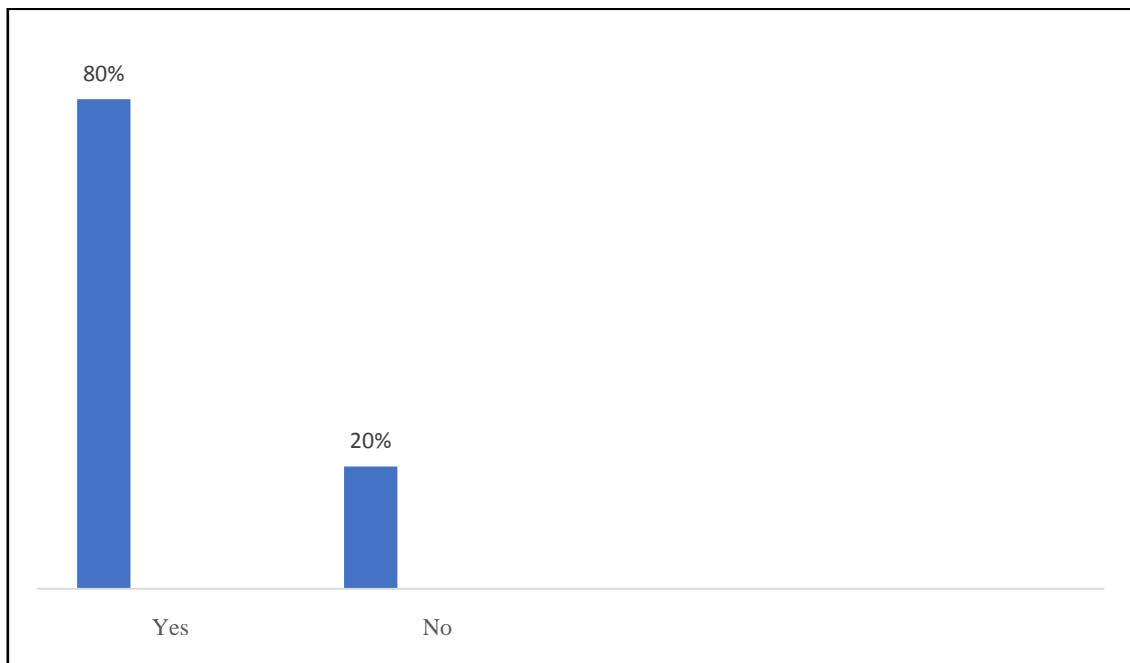
4.10 FUNCTIONALY OF PAYTM

Table No 4.10

Functionality of paytm

Response	No of respondents	Percentage
Yes	60	80
No	15	20
Total	75	100

Source: primary data



Functionality of paytm

Figure No 4.10

Interpretation: Table 4.10 shows that 80 percent among the total respondents are saying they are aware the functionality of paytm and 20 percent are saying don't aware the functionality of paytm.

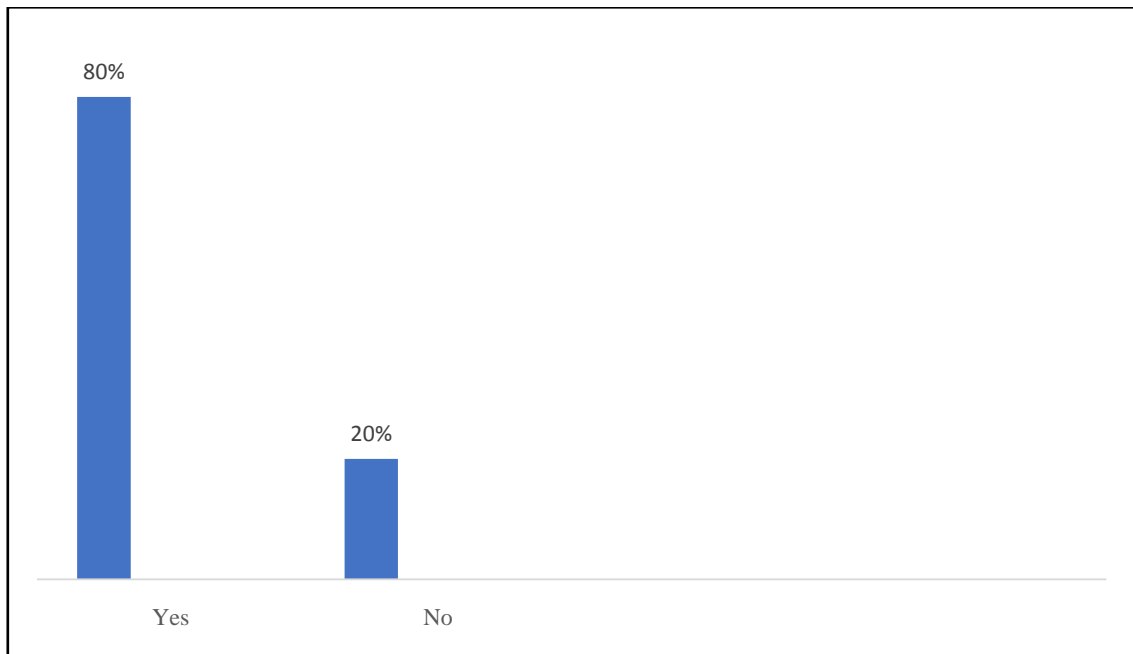
4.11 SATISFACTION ON THE PAYTM FACILITY

Table No 4.11

Satisfaction on the paytm facility

Responses	No of respondents	Percentage
Yes	60	80
No	15	20
Total	75	100

Source: Primary data



Satisfaction on the paytm facility

Figure No 4.11

Interpretation: Table 4.11 shows that 80 percent among the total respondents says they are enjoying the messaging facility provided by paytm and 20 percent are not enjoying the messaging facility provided by paytm.

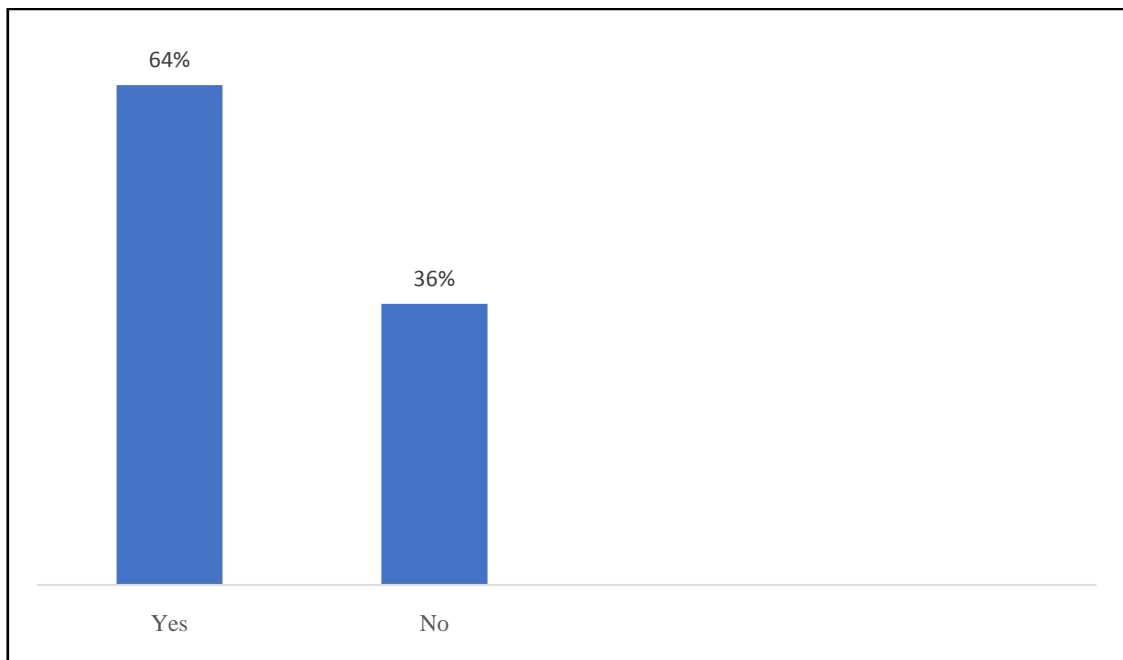
4.12 AWARENESS OF SERVICES

Table No 4.12

Awareness of services

Responses	No of respondents	percentage
Yes	48	64
No	27	36
Total	75	100

Source: primary data



Awareness of services

Figure No 4.12

Interpretation: Table 4.12 shows that 64 percent among total respondents are aware about the various services provided by the company and 36 percent are not aware about the various services provided by the company.

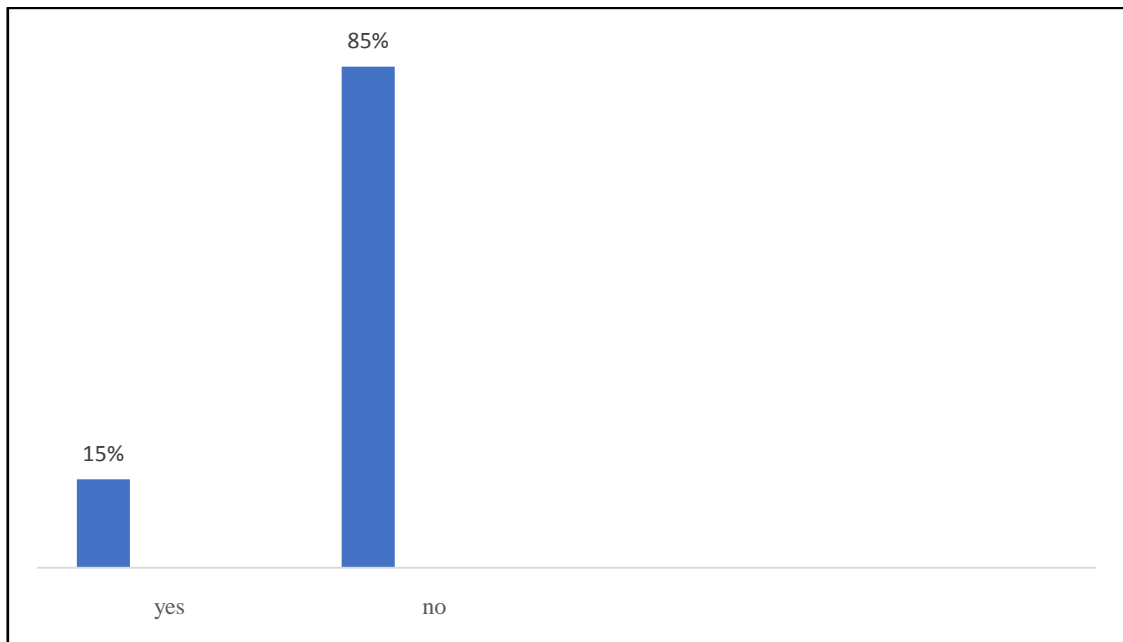
4.13 DIFFICULTIES FACED BY THE RESPONDENTS

Table No 4.13

Difficulties faced by the respondents

Responses	No of respondents	Percentage
Yes	11	15
No	64	85
Total	75	100

Source: primary data



Difficulties faced by the respondents

Figure No 4.13

Interpretation: Table 4.13 shows 15 percent those respondents find difficulties on order to access paytm and 85 percent doesn't find any sought of difficulties in order to access paytm.

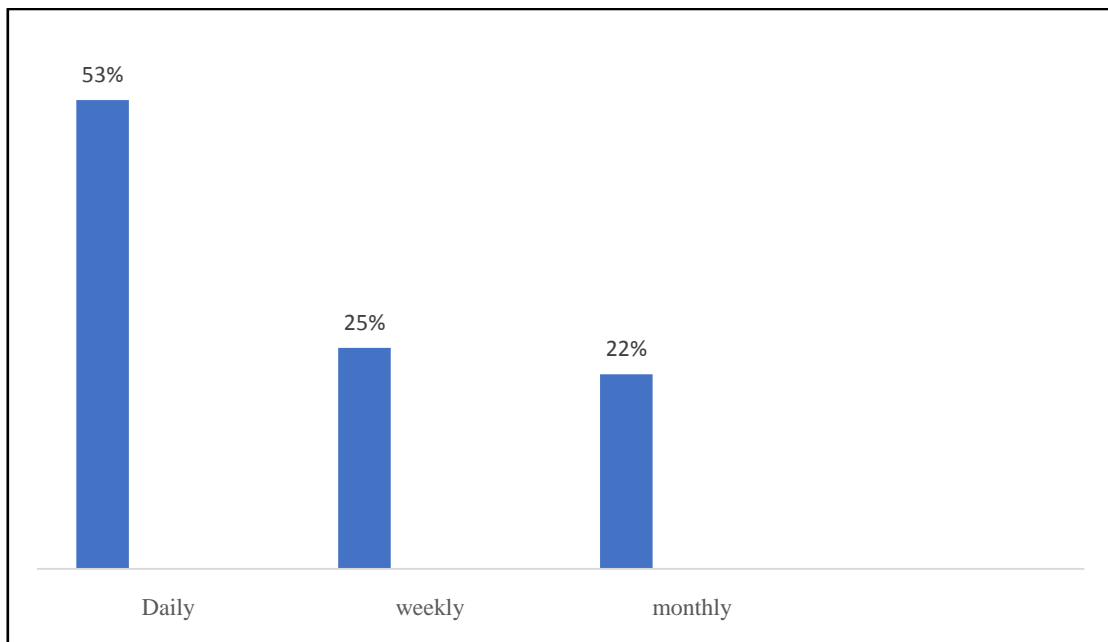
4.14 FREQUENCY OF USING PAYTM

Table no 4.14

Frequency of using paytm

Responses	No of respondents	Percentage
Daily	40	53
Weekly	19	25
Monthly	16	22
Total	75	100

Source: primary data



Frequency of using paytm

Figure No 4.14

Interpretation: Table 4.14 shows that 40 percent using paytm on daily basis, 25 percent are using it weekly and 22 percent using paytm monthly.

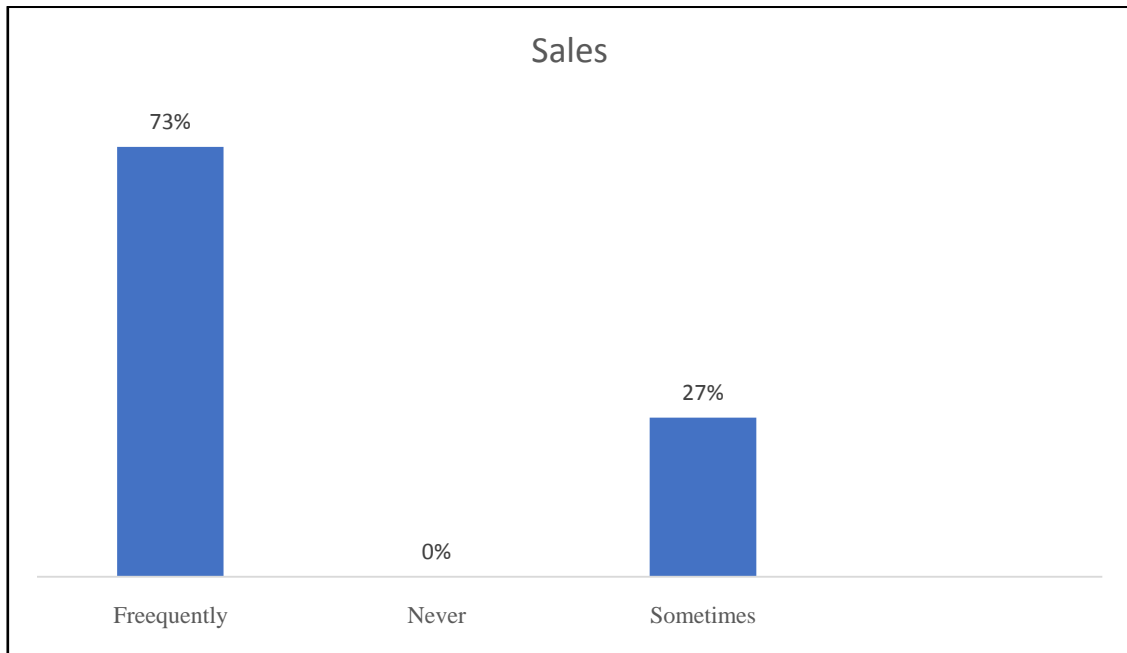
4.15 FREQUENCY OF CHECKING REWARDS

Table No 4.15

Frequency of checking rewards

Responses	No of respondents	Percentage
Sometimes	20	27
Never	0	0
Frequently	55	73
Total	75	100

Source: primary data



Frequency of checking rewards

Figure No 4.15

Interpretation: Table 4.15 shows that 73 percent of respondents frequently check the rewards offered by the paytm and 27 percent of respondents are sometimes check reward offered but the paytm.

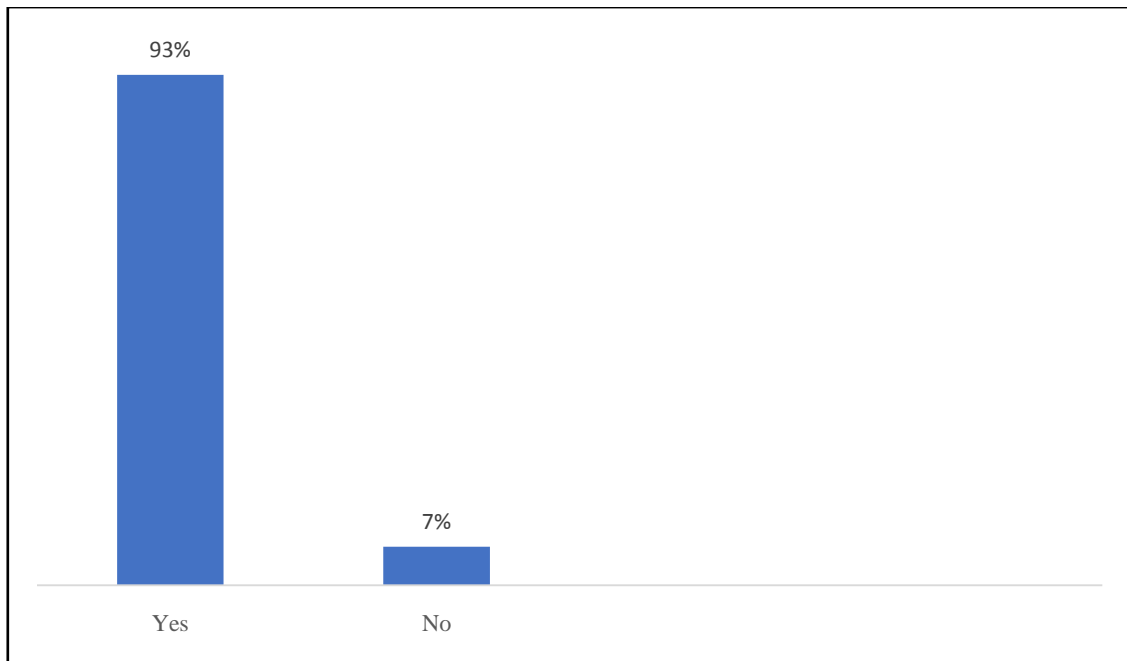
4.16 ACCESSIBILITY OF PAYTM

Table No.4.16

Accessibility of paytm

Responses	No of respondents	Percentage
Yes	70	93
No	5	7
Total	75	100

Source: primary data



Accessibility of paytm

Figure No 4.16

Interpretation: Table 4.16 shows 93per cent among the total respondents saying they are able to access paytm any time and 7 percent are saying they are finding difficulties in order to access paytm

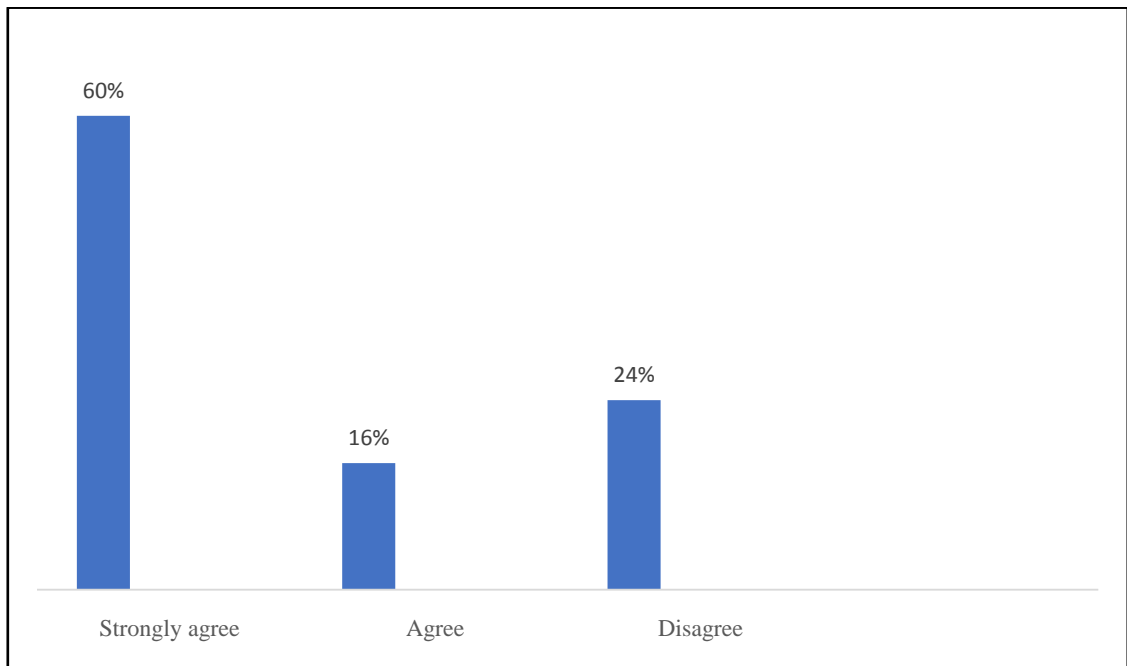
4.17 USER FRIENDLY

Table No.4.17

User friendly

Responses	No of respondents	Percentage
Strongly agree	45	60
Agree	12	16
Disagree	18	24
Total	75	100

Source: Primary data



User friendly

Figure No 4.17

Interpretation: Table 4.17 shows that majority of respondents 60 per cent feel paytm is user friendly.

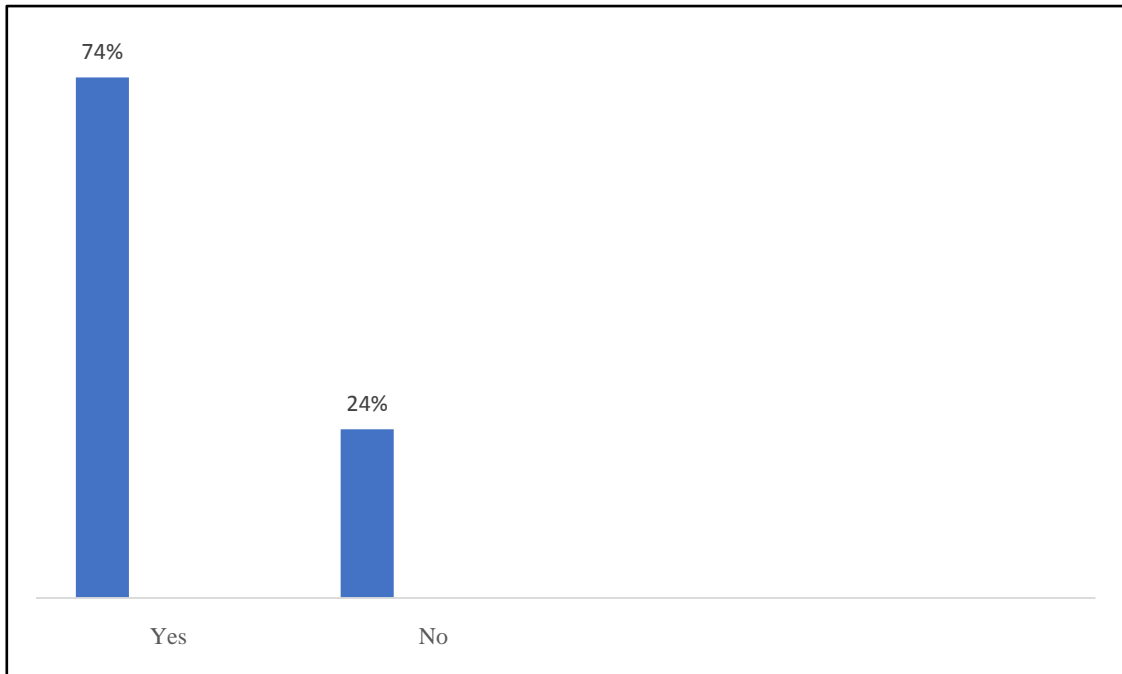
4.18 SATISFACTION ON THE MESSEGING FACILITY

Table No 4.18

Satisfaction on the messaging facility

Responses	No of respondents	Percentage
Yes	57	76
No	18	24
Total	75	100

Source: primary data



Satisfaction on the messaging facility

Figure No 4.18

Interpretation: Table 4.18 shows that 76 percent among the total respondents says they are enjoying the messaging facility provided by paytm and 24 percent are not enjoying the messaging facility provided by paytm.

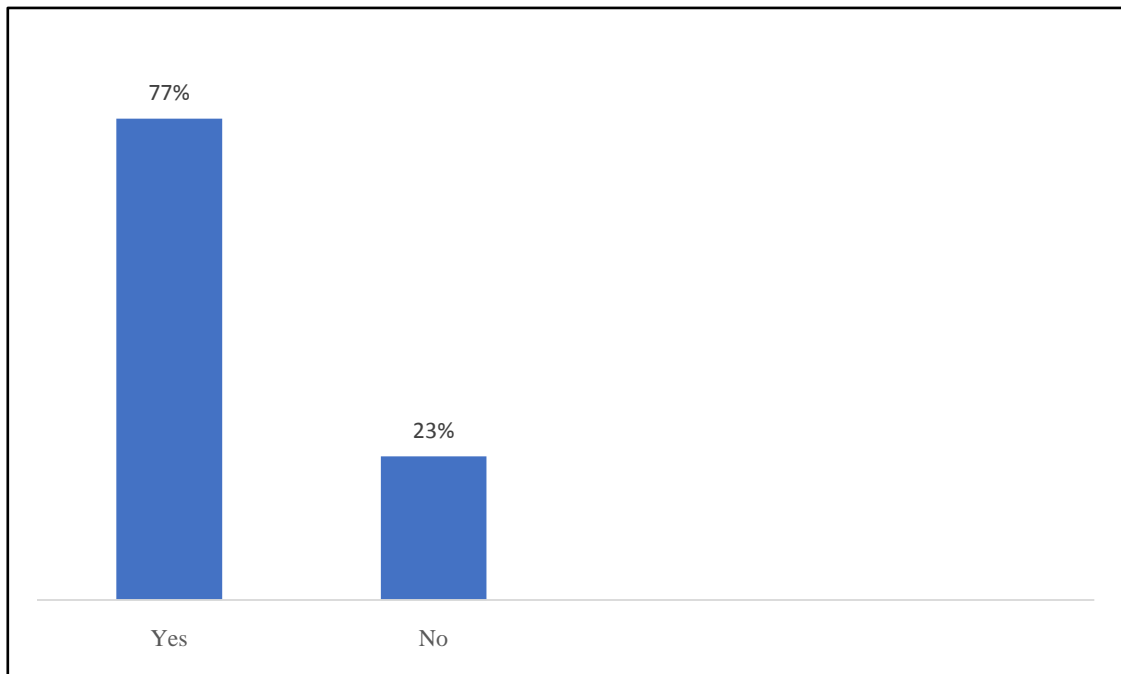
4.19 DELAY IN TRANSACTIONS

Table No 4.19

Delay in transaction

Responses	No of respondents	Percentage
Yes	17	23
No	58	77
Total	75	100

Source: primary data



Delay in transaction

Figure No 4.19

Interpretation: Table 4.19 shows that 23 percent of the respondents says they have faced delay in making transaction and 77 percent of the respondents say they didn't find any delay in making transaction.

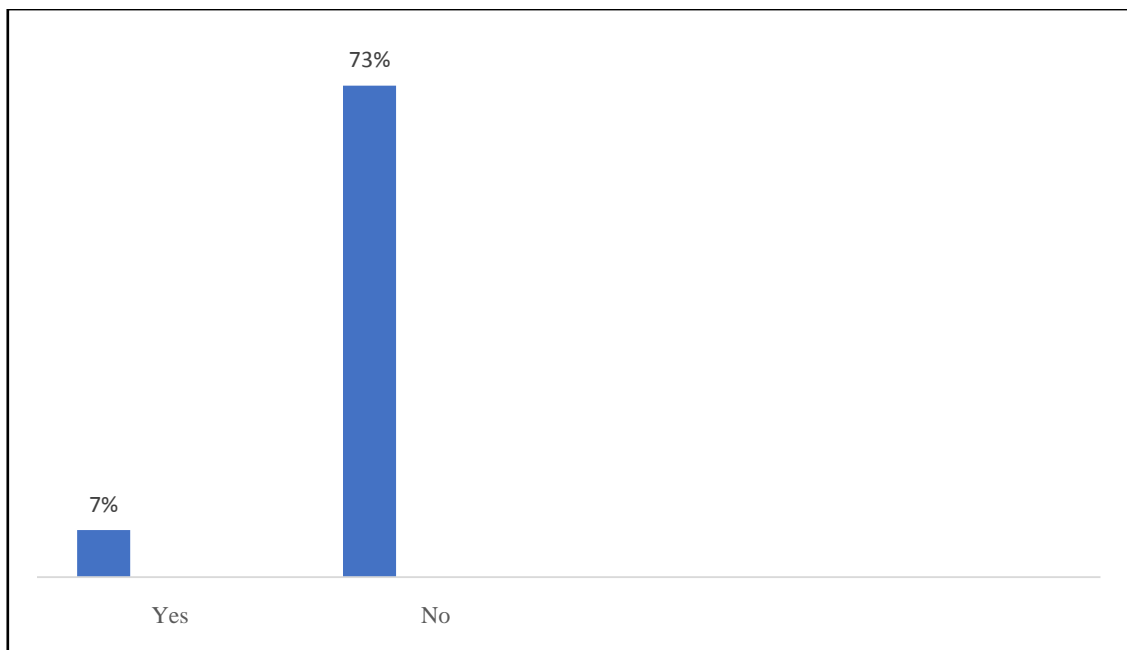
4.20 ANNOYING NOTIFICATION

Table No 4.20

Annoying notification

Responses	No of respondents	Percentage
Yes	5	7
No	70	93
Total	75	100

Source: primary data



Annoying notification

Figure No 4.20

Interpretation: Table 4.20 shows that 7 percent among total respondents says they are getting annoying notification in paytm and 73 percent says they are not getting any annoying notification.

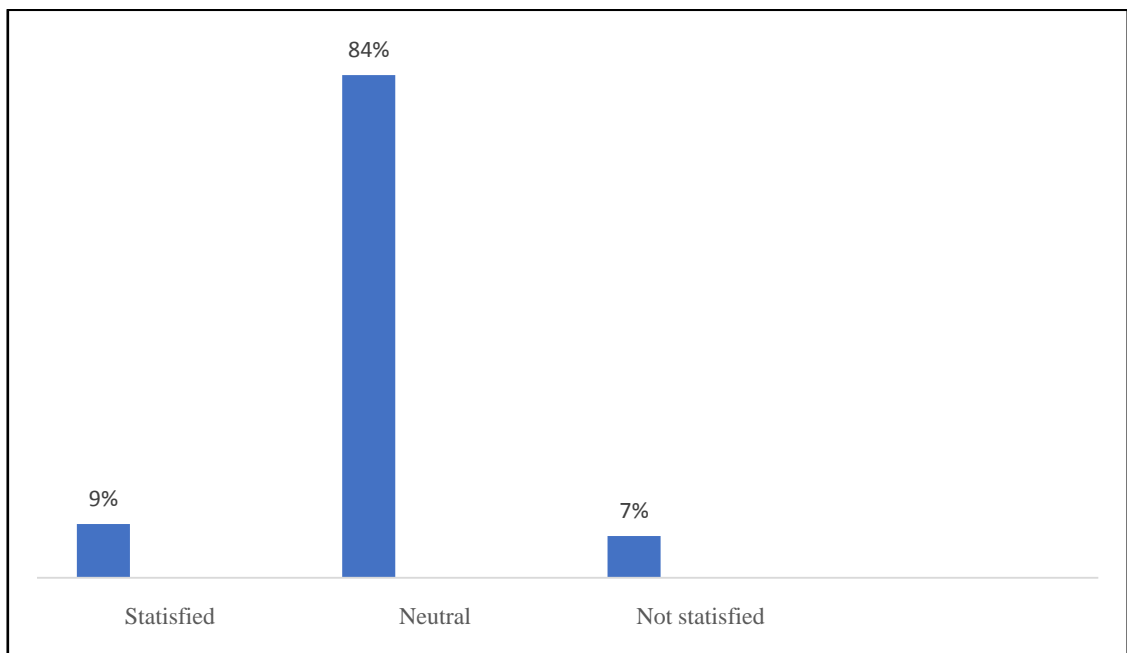
4.21 SATISFACTION ON THE TECHNICAL SUPPORT PROVIDED

Table No 4.21

Satisfaction on the technical support provided

Responses	No of respondents	Percentage
Satisfied	7	9
Neutral	63	84
Not satisfied	5	7
Total	75	100

Source: Primary data



Satisfaction on the technical support provided

Figure No 4.20

Interpretation: Table 4.20 shows that 9 percent respondents are satisfied with clarification of doubts and queries, 84 percent satisfied and 7 percent are not satisfied on the technical support provided.

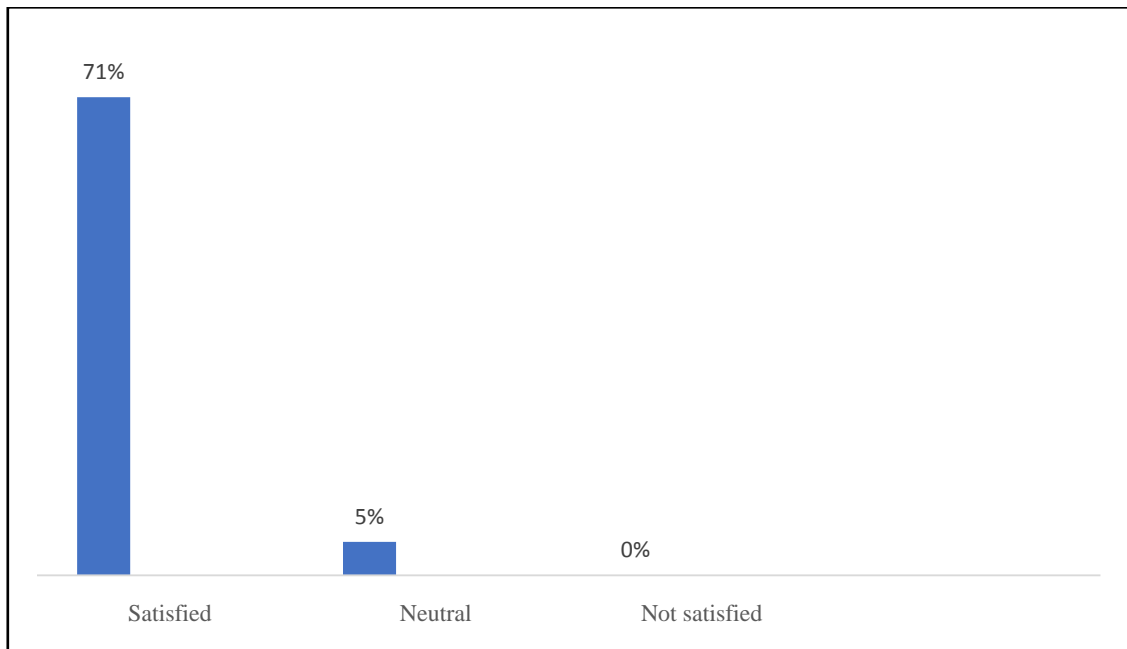
4.22 SAFETY AND SECURITY

Table No 4.22

Safety and security

Responses	No of respondents	Percentage
Satisfied	71	95
Neutral	4	5
Not satisfied	0	0
Total	75	100

Source: Primary data



Safety and security

Figure No 4.21

Interpretation: Table 4.21 shows that 95 percent respondents are satisfied with the safety and security provided by the paytm, 5 percent are of neutral opinion and none of the respondents are dissatisfied about the safety and security provided by the paytm.

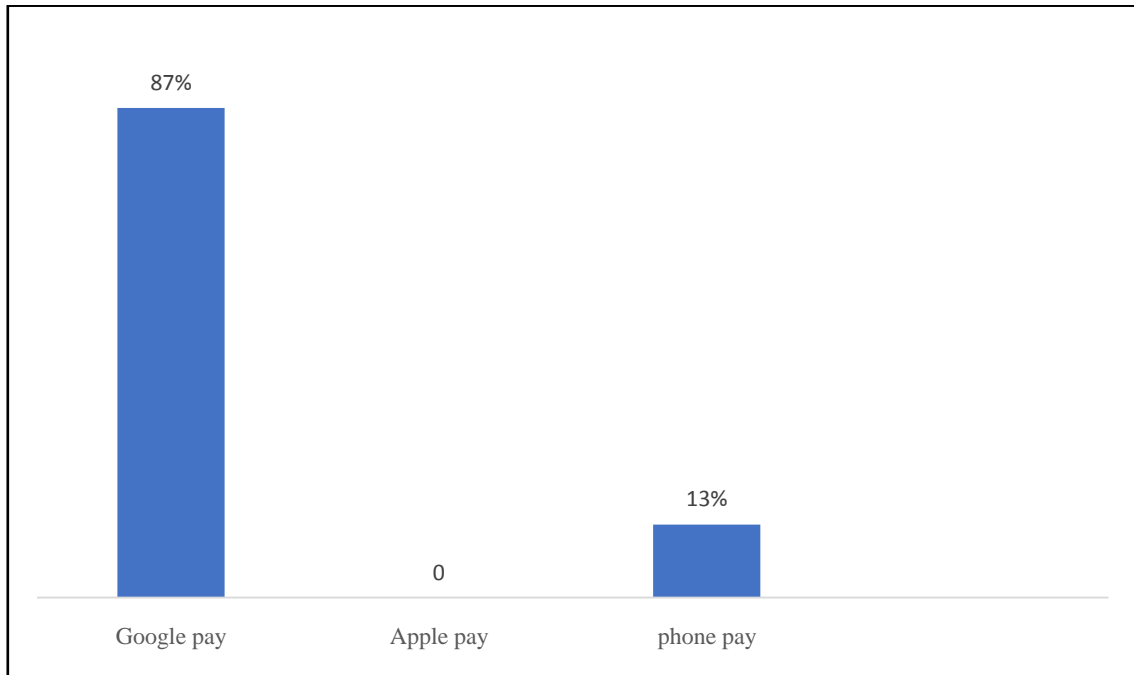
4.23 ONLINE APPLICATION PREFERRED ALONG WITH PAYTM

Table No 4.22

Online application preferred along with paytm

Responses	No of respondents	Percentage
G-pay	65	87
Apple pay	0	0
Phone pay	10	13
Total	75	100

Source: Primary data



Online application preferred along with paytm

Figure No 4.22

Interpretation: Table 4.22 shows that 87 percent among the total respondents prefer G- pay along with paytm for online transactions, 13 percent prefers phone pay for online transactions and nobody uses apple pay

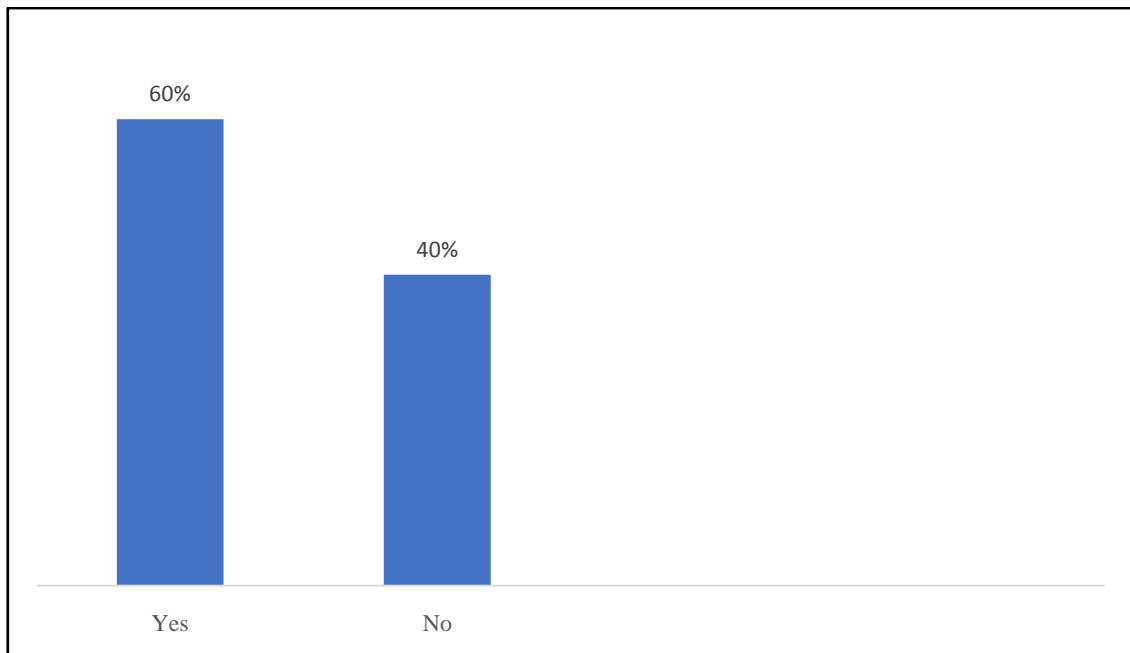
4.24 PAYTM VS OTHER APPLICATIONS

Table No 4.23

Paytm vs other applications

Responses	No of respondents	Percentage
Yes	45	60
No	30	40
Total	75	100

Source: Primary data



Paytm vs other applications

Figure No 4.22

Interpretation: Table 4.22 shows that 60 percent among the total respondents says paytm is better than other applications and 40 percent of the respondents says other payment application is better than paytm.

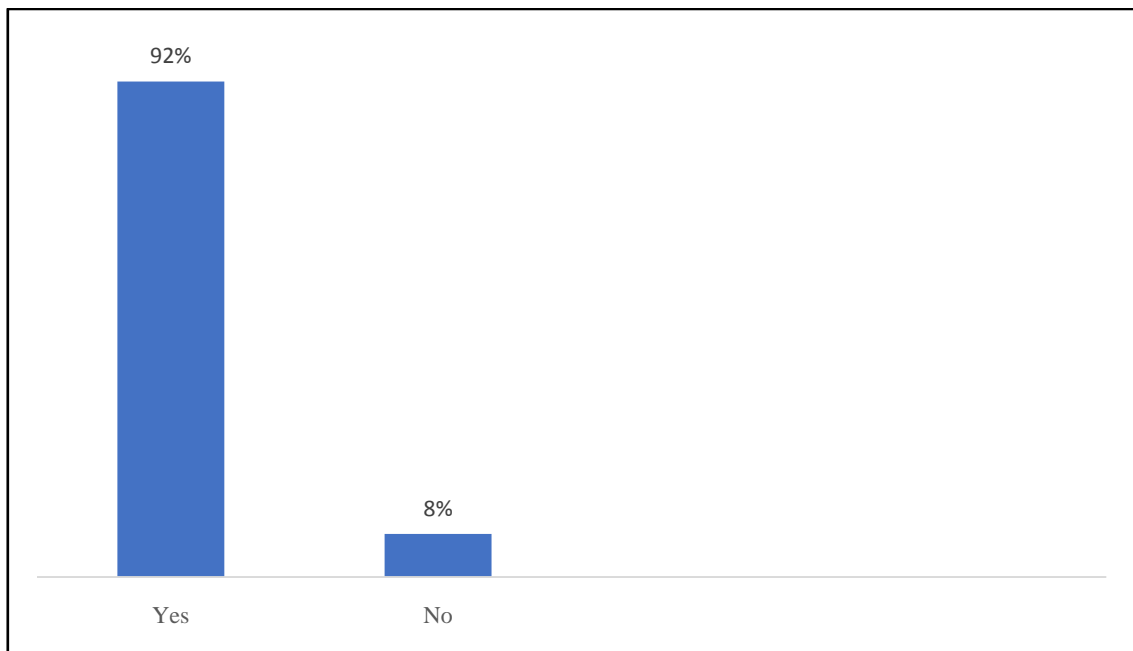
4.25 RECOMMENDATION – PAYTM TO OTHERS

Table No 4.24

Recommendation – paytm to others

Response	No of respondents	Percentage
Yes	69	92
No	6	8
Total	75	100

Source: Primary data



Recommendation – paytm to others

Figure No 4.24

Interpretation: Table 4.24 shows that 90 percent among the total respondents recommend paytm to other only 6 percent said they won't recommend paytm to others.

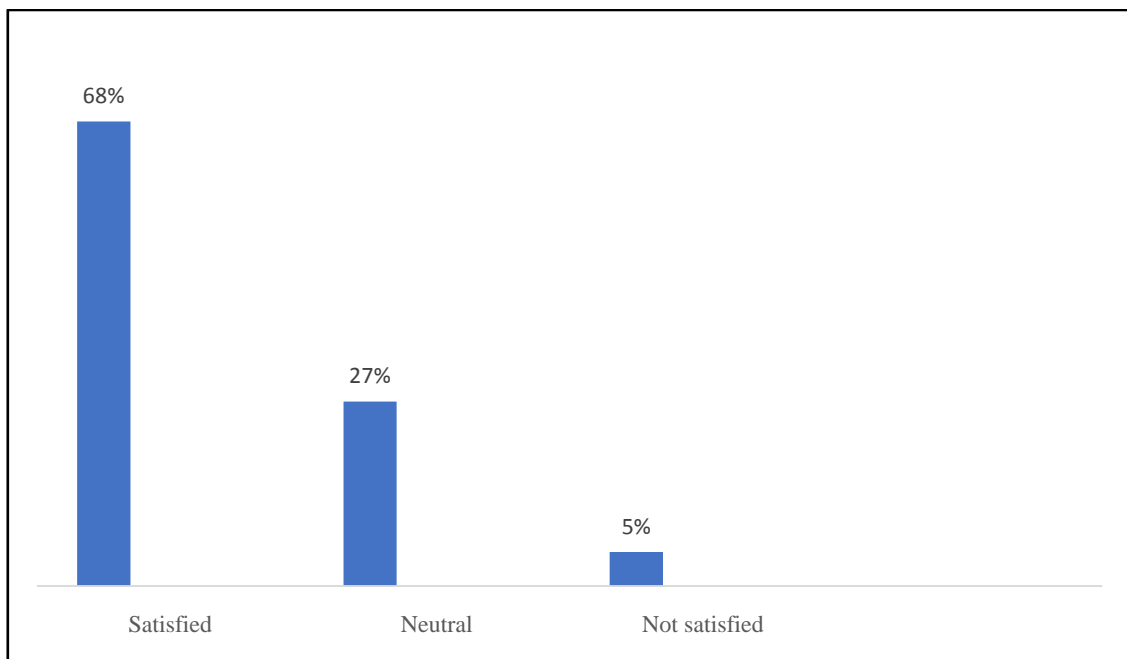
4.25 OVERALL PERFORMANCE OF PAYTM

Table No 4.25

Overall performance of paytm

Responses	No of respondents	Percentage
Satisfied	51	68
Neutral	20	27
Not satisfied	4	5
Total	75	100

Source: Primary data



Overall performance of paytm

Figure No 4.25

Interpretation: Table No shows that 68 percent among the total respondents are highly satisfied, 27 percent are neutral opinion 5 percent of the respondents are not satisfied.

CHAPTER 5
SUMMARY, FINDINGS, SUGGESTIONS AND
CONCLUSION

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY

An online payment facilitates the acceptance of electronic payment for online transactions. Also known as electronic data interchange, e-commerce payment system has become increasingly popular due to the widespread use of the internet -based shopping and banking, paytm is an online payment application that allows various services like transfer of money, payment of bills, recharges and other banking transactions. paytm is the payment platform for future. Basically paytm -Money made simple.

The study was focused on 'A study on usage and awareness of paytm with special reference to Peringome Vayakkara Grama Panchayat. A structured questionnaire was adopted to collect the data. Secondary data for the study were collected from magazines and websites. Convenient sampling method is adopted for selecting samples from population. The sample size is 75 and the data were collected from various paytm users among Peringome Vayakkara Grama Panchayat. Based on the analysis some relevant findings were derived, that will be helpful for making people aware of digital money. The following are objectives of the study.

- To study the use and awareness of paytm.
- To find out the factors influencing perception of customers.
- To determine major problems faced by paytm users.
- To study about customer satisfaction towards paytm.

5.2 FINDINGS OF THE STUDY

- 60 per cent of respondents are female.
- 67 per cent of the respondents are using or prefer online application.
- 70 per cent respondents got the information regarding paytm from friends.
- 89 per cent among the respondents use mobile phone for accessing paytm.
- 47 per cent of respondents using federal bank for the transaction.
- 80 per cent are using paytm more than one year.
- Majority of respondents have separate concern about paytm and its services, they really care about the reputation and popularity.
- Majority of respondents use paytm for recharging facilities.
- Majority 66 per cent of respondents considering the speed transaction while using paytm.
- 80 per cent of respondents says that they are aware about the functionality of paytm.
- Majority of the respondents are enjoying the messaging facility provided by paytm.
- Most of the respondents are aware about the various services provided by paytm.
- 85per cent of the respondents does not find any sought of difficulties in order to access paytm.
- 40 per cent of the respondents using paytm on daily basis.
- 73 per cent respondents are frequently check the rewards offered by paytm.
- 93 per cent respondents are saying that they are able to access paytm at any time.
- 60 per cent respondents thinks that paytm is user friendly.
- Majority of the respondents (76%) are enjoying messaging facility provided by paytm.
- 77 per cent respondents face delay in making transactions.
- Most of the respondents (93%) are say not getting annoying notifications.
- 84 per cent of the respondents are in neutral opinion about the satisfaction level of technical support provided by paytm.

- Majority of the respondents (95%) are best opinion about the safety and security of paytm.
- 87 per cent among the respondents prefer google pay along with paytm for online transactions
- 60 per cent among the total respondents says paytm is better than other applications and 40 per cent respondents says other payment application is better than paytm.
- Majority of the respondents (95%) recommended paytm to others only 5% said they won't recommended paytm to others.
- Majority of the respondents are highly satisfied with the overall performance of paytm.

5.3 SUGGESTIONS

- The refunding system of paytm should be improved .
- Paytm provides additional rewards than they offered now and also,people are facing problems in claiming rewards offered by paytm.
- The facilities provided by the paytm should be increased since their competitors providing lots of additional facilities than paytm do.
- Paytm is charging fee for sending messege through the app , this fee should be avoided .
- People are facing problems to transfer funds through paytm because sometimes it keeps saying the money is not available even if the account has balance.
- Paytm should provide a facility of paying money while purchasing from applications from paytm play store.
- Retry issue while fund transfer should avoid.

5.4 CONCLUSION

Paytm app has made revolutionary development in the digital payment sector. The cash mode allows paytm users to carry out financial transaction without providing details. This helps in protecting users from getting duped by fraude and cons. As no details are shared, your bank account remains hidden from external trreats. Also, these transactions are done with a few taps on your smart phone making it simple for users from all walks of lifes and all sections of the society to get incorporated in the digital financial. Paytm allows users to send money, receive payments directly into their bank account or make payments for purchase made at stores that accept UPI based transactions. The user has to link his bank account with paytm by entering UPI pin before making transactions through the app. Transactions made through the application is simple, safe, quick, The app supports eight languages that includes English, Hindi, Bengali, Gujarati, Kannada, Marathi, Tamil, and Telugu. The above study shows that paytm is an important digital payments platform which is widely use and accepted everywhere. Paytm play a vital role in the present economy as it enables the users to carry digital currency in the most convenient way. It helps to reduce the paper currency usage in the economy.

Present study “ A study on usage and awarness of paytm with special referance to Peringome Vayakkara Gramapanchayat”. Paytm services are very effective among Peringome Vayakkara Gramapanchayat”. They are using this services for making transaction in their day to day life, respondents are aware about the functionality of paytm, customers have separate concern about paytm and its services they really care about the reputation and its popularity, and they were using paytm services for recharging facilities. Majority of the respondents says they are facing dealay in transactions. Totaly respondents are highly statisfied with the overall performance of the paytm.

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- <https://www.creditmantri.com>

APPENDIX

Questionnaire

I am CHRISTEENA ANTONY student of fourth semester M.COM in Don Bosco Arts and Science College Angadikadavu. As part of curriculum, I am doing a project on a study on the “**use and awareness towards paytm with special reference to Peringome Vayakkara Grama Panjayath**”. I request you to kindly spare your valuable time to fill up questionnaire and kindly fill up the questionnaire.

Name:

Age:

Gender:

Profession:

1.Which method do you prefer to do banking transactions?

Direct banking Online application

Others

2.Are you aware about the functionality of paytm?

Yes No

3.Where did you get information about paytm for first time?

Internet Television Newspaper

Friends

4.Which device do you use to access paytm?

Android phones Tablets Smart watch

5.Do you enjoy paytm services?

Yes No

6.Are you aware various services provided by paytm?

Yes No

7. Do you find any sort of difficulties to connect paytm with bank?

Yes No

8. Through which bank do you connected to paytm?

SBI HDFC Federal Bank Others

9. For how long have you been using paytm?

0-1month 6-12month 1year

10. How frequently do you use paytm?

Daily Weekly Monthly

11. What do you keep in mind when you use paytm?

Available discount Premium offers

Cash back Speed in transaction

12. Do you frequently check the rewards offered by the paytm?

sometimes Never Frequently

13. Why do you prefer paytm? Rank them?

Ease of use Security Reputation and Popularity

Technology and services Others

14. Are you able to access paytm?

Yes No

15. What is your purpose of using paytm? Rank them?

Recharge shopping Payment of bills

Money transfer Others

16. Do you think paytm is user friendly?

Strongly agree Agree Disagree

17. Do you enjoy the messaging facility provided by paytm?

Yes No

18. Did you experience any paytm transaction difficulties?

Yes No

19. Do you get annoying notification from paytm?

Yes No

20. Are you satisfied with the technical support provided by the paytm clarifying doubt and queries?

Satisfied Neutral Not satisfied

21. How do you feel about the safety and security of paytm?

Satisfied Neutral Not satisfied

22. Which online transaction do you prefer along with paytm?

G-pay Apple pay Phone pay Others

23. Do you think paytm is better than other similar apps?

Yes No

24. Will you recommend paytm for others?

Yes No

25. Are you satisfied with the overall performance of paytm?

Yes No

**CUSTOMER PERCEPTION TOWARDS ELECTRIC
VEHICLE WITH SPECIAL REFERENCE TO
KANNUR DISTRICT**

*A project report submitted to the Kannur University in partial
fulfillment of the requirement for the award of degree of*

**MASTER OF COMMERCE
(2021-2023)**

By

AMALA MARIYA

REG.NO.C1PCOM3909

**UNDER THE SUPERVISION AND GUIDANCE OF
Ms. ALPHONSA MATHEW
(DEPARTMENT OF COMMERCE)**



**DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 670706**

DECLARATION

I Amala Mariya, student of 4th Semester M. Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled “**CUSTOMER PERCEPTION TOWARDS ELECTRIC VEHICLE WITH SPECIAL REFERENCE TO KANNUR DISTRICT**” is an authentic and original work done by me under the guidance and supervision of Ms. ALPHONSA MATHEW, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

AMALA MARIYA

Date:

C1PCOM3909

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 670706



CERTIFICATE

This is to certify that the project report entitled “**CUSTOMER PERCEPTION TOWARDS ELECTRIC VEHICLE WITH SPECIAL REFERENCE TO KANNUR DISTRICT**” is a record of genuine work done by the candidate **AMALA MARIY A** during the period of her study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Ms. ALPHONSA MATHEW

Supervisor

Examiner 1:

Examiner 2:

Ms. DEEPTHY JOSEPH

Assistant Professor & Head

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This study would be incomplete without acknowledging my sincere gratitude those who have helped me in my effort to make this report possible in time.

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AMALA MARIYA

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CHAPTER 1
INTRODUCTION

INTRODUCTION

In the recent years, car brands are anticipating on the need for a cleaner environment with less pollution. In order to fulfill this need, many new electric vehicles (EVs) are launched in the market. While gasoline and diesel driven vehicles still dominate the roads worldwide, the market share of electric vehicles is growing. On national and international level organizations and parties aim for agreements that will make the world much greener and livable.

The growth of air pollution in Indian urban areas was a cause for concern manufacturers. There are more than 25 major Indian cities among the 100 most polluted urban areas in the worldwide. The cause for the production of air pollution in urban areas is associated with an array of sources but the division of transport makes a crucial commitment. The antagonistic influence of air quality on human health and the economy is well known and, in this sense, producers are dreaming about reducing the impact on earth on a couple of options.

Electric cars are seen as a potential choice for transportation, what is in addition, a few national governments have successfully revised innovation development plans. Indigenous governments are swift to advance electric vehicles as a green alternative for portability, moreover find it a realistic solution to the elimination of air emissions in urban areas.

There are a few foreign examples of how to tackle challenges and best practices. China for example, bigly took hybrid cars for cycling and commuting. Metropolitan areas in the UK, such as London are providing rewards. For example, for the procurement of new electric cars, except blocking charges and leave fees for electric cars in certain jurisdictions free or reduced.

In India, electric 3-wheelers have been relatively popular, but still very little distribution of electrical power. Vehicles existed between two wheelers, four wheelers and an armada for urban transport. Techno-funding anyway, tests show that electric bikes can be financially feasible by 2023 and by 2030 electric four wheelers will be a prominent option for innovation, if government offers incentive charging forces and underpinnings are available. The strong atmospheric approach to propel the reason

electrical machines. The administration is excited about the advent of electric vehicles. Minister of defense power it has also set an ambitious goal of being 100% electric by 2030. Alternative programs, in particular, the Minister of Road Transport and Highways made a powerful proclamation to the society of Indians Automobile Manufactures (SIAM) annual custom that has terrified the car industry. Anyway, definition of strategies would require contributions to terms of dimension of help required, suggestions for spending plans of government, approach instruments required and utilizing the private part.

That electric vehicles are helpful for reducing emissions is interesting, but the main part of the vehicles being used is not electric. Compared with gasoline and diesel driven vehicles, electric vehicles are quite new on the market. It is possible that consumers are not well-known with these vehicles yet. To make electric vehicles more attractive, governments, local authorities and organizations are implementing charging infrastructures to make the charging process easier and faster. Another element that can potentially make electric vehicles more attractive are policy incentives. These incentives are integrated by the government to reduce the costs gap between ICE-driven vehicles and electric vehicles. Still, it is not sure of the improvement of the charging infrastructure and implementing incentives will be enough for consumers to make their switch to electric vehicles.

In this research, it will be essential to examine on which level electric vehicles are accepted by the consumers. This includes detecting the most important reasons for consumers to buy an electric vehicle Also, the research tries to find the main barriers that make consumers stay away from buying them. This research will focus the customer perception about electric vehicles in Kannur district. It will try to measure the level of awareness, perception and preferences towards electric vehicles, and their infrastructures.

1.1 STATEMENT OF THE PROBLEM

The transport sector is the biggest consumer of oil in India. Since India imports, more than three fourth of its oil request, the oil imports have genuine consequences for national vitality security. Because of high oil dependency transport part likewise represents about 10% of CO₂ outflows and is a significant hotspot for air poisons. The study investigates the impact of various co-advantages of EVs as CO₂ outflows

decrease air contamination, social acceptance, and the trust of consumers over the technology and the present infrastructure influence the purchase intention of consumers. Other than the co-benefits, EVs can have co expenses and dangers, for example, from the vast scale interest for batteries. This study aims to scrutinize the importance of e-vehicles in the minds of consumers in maintaining sustainability in the environment. Hence this study is titled as “Customer perception towards electric vehicle with special reference to Kannur district”.

1.2 SIGNIFICANCE OF THE STUDY

The significance of the study is that EVs can cause remarkable impacts on the environment, the country's economy, power system, and other related sectors. There are possibilities of enormous environmental benefits as well, as EVs can extensively reduce the greenhouse gas emission from the transportation sector. However, there are some major obstacles for EVs to overcome before replacing conventional internal combustion engine vehicles. This study is focused on reviewing all the useful data available on factors that influence the consumers, technology, charging techniques, impacts, trends, and possible directions of future developments.

1.3 SCOPE OF THE STUDY

The study focuses on the consumer perception towards electric vehicles with special reference to Kannur district. Many studies and researches happened to analyze the technology, benefits, environmental impact, and social acceptance related to electric vehicle. Here, the study conducted by considering those works of literature and the inferences from a sample survey from the individuals owning vehicles, to address the issue of lack of knowledge with the public regarding EVs, further this study throws light upon the expectation about these vehicles in the minds of the buyers. To suppress the problem of Air pollution and environmental Hazards to the maximum extent while using EV.

1.4 OBJECTIVES OF THE STUDY

1. To examine the factors driving consumers to buy electric vehicle in Kannur district.
2. To evaluate the buying behaviour of respondents in Kannur district towards electric vehicle.
3. To analyse the purchase intention towards electric vehicle in Kannur.

4. To study the consumer awareness about electric vehicle in Kannur district.

1.5 RESEARCH METHODOLOGY

In this study the data has be collected from both primary and secondary sources. The study is designed as an empirical one based on the survey method. The samples under the study are taken from the Kannur district.

1.5.1 RESEARCH DESIGN

Research design is the frame or blue print for conducting the research. Research design is the arrangement of condition for collection and analysis of data in a manner that combine the relevance to the research purpose. The research design refers to the preplanning of what a researcher does in the study. The study is designed as an empirical, one based on survey method. The collected data were presented in tables and these analyses systematically.

1.5.2 AREA OF THE STUDY

The study is conducted in Kannur district.

1.5.3 POPULATION

In this study the populations is the customers in the Kannur district which is infinite.

1.5.4 SAMPLE SIZE

Sample size selected for the study is 75 customers in Kannur district.

1.5.5 SAMPLING TECHNIQUE

The sampling technique is used in this study is convenience sampling. A convenience sampling is one which the only criterion for selecting the sampling units which is convenience of the sampler. Commonly used convenience samples are friends and family members.

1.5.6 SOURCE OF DATA

Here data is collected from both primary and secondary sources.

- **PRIMARY DATA**

Primary data which are collected directly by the investigator, relevant for the study. Here primary data is collected through a structured questionnaire.

- **SECONDARY DATA**

Secondary data are those which are collected from secondary sources other than collecting the data by the investigator. Secondary data is collected through journals, magazine, reference texts and websites.

1.5.7 TOOLS FOR DATA COLLECTION

In this study questionnaire is used to collect data from customers. The questionnaire contains multiple choice questions.

1.5.8 TOOLS FOR DATA ANALYSIS AND PRESENTATION

- **PERCENTAGE ANALYSIS**

The tool is used for the data analysis is percentage. Percentage analysis is the method to present raw streams of data as percentage for better understanding.

$\text{PERCENTAGE} = \text{AMOUNT} / \text{Total number of Respondents} * 100.$

- **CHI-SQUARE ANALYSIS**

It is a statistical test which tests the significance of difference between observed frequencies and corresponding theoretical frequencies of a distribution without any assumptions about the distribution of the population. Chi-square test is one of the simplest and most widely used non-parametric tests in statistical work.

Chi-square = $\sum (\text{O}-\text{E})^2/\text{E}$

Where = Observed frequency

E= Expected frequency

In case of contingency table, degree of freedom is worked out as: $\text{Df} = (\text{c}-1) * (\text{r}-1)$

1.6 HYPOTHESIS

H0-There is no association between gender and purchase intention towards electric vehicle.

H1-There is association between gender and purchase intention towards electric vehicle.

1.7 PERIOD OF THE STUDY

The duration of study is from January 2023 to March 2023

1.8 CHAPTERISATION

The present study consists of five chapters.

- **Chapter 1:** It consist of introduction, statement of the problem, objectives of the study, hypothesis, scope of the study, research design, and limitations and chapter scheme of study.
- **Chapter 2:** This chapter states the review of literature.
- **Chapter 3:** This chapter discusses about theoretical profile of the study.
- **Chapter 4:** This chapter deals with data analysis and interpretation.
- **Chapter 5:** Consist of findings, suggestions and conclusion.

1.9 LIMITATIONS OF THE STUDY

- The study is limited only to 75 respondents.
- Data provided by the respondents need not be always true, their perception may change on new experiences.
- The study is conducted only on a small geographical area. So, conclusions are not universally applicable.
- The study was conducted under the assumption that the information given by the respondents is authentic.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

A review of literature is an overview of the previously published works on a topic. The term, a review of literature is supposed to provide the researcher/author and the audiences with a general image of the existing knowledge on the topic under question. A good review of literature can ensure that a proper research question has been asked and a proper theoretical framework and or research methodology have been chosen. To be precise, review of literature a serve to situate the current study within the body of the relevant literature and to provide context for the reader. In such case, the review usually precedes the methodology and results sections of the work. Producing a literature review is often a part of graduate and post-graduate student work, including in the preparation of a thesis, dissertation, or a journal article. Literature reviews are also common in a research proposal or prospectus (the document that is approved before a student formally begins a dissertation or thesis).

A review of literature can be a type of review article. In this sense, a review of literature is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in academic journals and are not to be confused with book reviews, which may also appear in the same publication. Literature reviews are a basis for research in nearly every academic field.

(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.

(Hoyer, 2008) The technology behind Electric vehicles exists for more than a century. However, due to the availability and the ease of use of combustion engines, electric driving was put on hold. Today, different (pushing and pulling) factors recover the interest in Electric vehicles. On the pushing side, the limited oil supply and the rising awareness of the environmental footprint of conventional combustion engine vehicles lead the way to cleaner Electric vehicle. On the pulling side, recent developments in

battery technology and electric motors make the Electric vehicle a valid contender for conventional cars.

(Neumann et al 2010) Environmental perspective, increase in high CO₂ emissions and depletion of Fossil reserves, the roll out of Electric vehicle can be perceived as a safety measure and future security. Technology to be used in the upcoming EV is very mature and uptrend leading to high distance coverage with efficiency and comfort.

(M Pierre, C Jemelin, N Louvet - Energy Efficiency, 2011) Comparable cases have occurred during the last decades-probably more modest but full of learning: some local authorities have promoted innovations based on electric vehicles in the 1990s, and some people have chosen this kind of cars for their daily travels. Reporting studies carried out in 2006 and 2008, we intend to identify the reasons of this innovative modal choice, to show the difficulties that electric vehicle drivers then encountered and to analyse the patterns of use that governed their mobility and their use of electric vehicles.

Electric vehicles: A synthesis of the current literature with a focus on economic and environmental viability:Marcello contestable, Dr geogory offer, Dr robin north, European journal of molecular &clinical medicine (2012)- Research concludes that long term uptake of EVs will depend heavily on progress battery technology, to bring down cost and increase energy density, and on the provision of a suitable recharging infrastructure.

Potential Need for Electric Vehicles, charging station infrastructure and its challenges for Indian market: by Praveen Kumar and Kalyan dash (2013)- India should invest in small scale reinforcement to manage the load issues locally rather than going for an enormous change. Home charging should be encouraged. Proper planning of place, population, traffic density and safety should be considered before implementing the massive scale charging infrastructure. The integration of activities within the energy and transport field is important. Development goals through different innovative policies and programmes, for instance, drivers of electric car are offered a financial consume incentive like tax credits, purchase subsidies, discounts tolls, free parking and access to restricted highway lines will help the market to grow.

(Rezvani, Jansson, and Bodin 2014) Give an overview of EV adoption studies; however, they only focus on individual-specific psychological factors which influence

people's intention for Electric vehicle adoption and only select some representative studies. Our review complements it in the following ways: first, we review a wider range of influential factors in Electric Vehicle adoption other than psychological constructs only; second, we present a comprehensive picture of current research by collecting all the available academic Electric vehicle preference studies.

(Ghasri et al" 2019; Sierzchula et al" 2014) financial, technical, essential and political concepts of EVs to help governments and car manufacturers evaluate consumer preferences (Liao et al., 2017). Driving range, refilling time and owning costs have been identified as some of the factors influencing EV purchasing decisions Some studies have used stated preference techniques to explore heterogeneity in consumer preferences when deciding to purchase an Electric vehicle.

Conventional, Hybrid, or Electric Vehicles: Which Technology for an Urban Distribution Centre by Phillippe LeBeau (2015) Freight transport has an important impact on urban welfare. It is estimated to be responsible for 25% of CO₂ emissions and up to 50% of particles matters generated by the transport sector in cities. Facing that problem, the European Commission set the objective of reaching free CO₂ city logistics by 2030 in major urban areas. In order to achieve this goal, electric vehicles could be an important part of the solution. However, this technology still faces a number of barriers, in particular high purchase costs and limited driving range. This paper explores the possible integration of electric vehicles in urban logistics operations. In order to answer this research question, the authors have developed a fleet size and mix vehicle routing problem with time windows for electric vehicles. In particular, an energy consumption model is integrated in order to consider variable range of electric vehicles. Based on generated instances, the authors analyse different sets of vehicles in terms of vehicle class (quadricycles, small vans, large vans, and trucks) and vehicle technology (petrol, hybrid, diesel, and electric vehicles). Results show that a fleet with different technologies has the opportunity of reducing costs of the last mile.

(Franchao Liao, Eric Molin& Bert Van Mee, 2017) In their study, schoolers have established the effect of monetary and technical/mechanical qualities of EV on its usefulness is critical, together with its purchase and overhead cost, driving range, duration of the charge, the performance of the vehicles and diversity of the brand on the market.

(Masurali. A Surya. P (2018) In their study, scholars have established that different factors impact the client perception level on EV and out of those factors' consumers give higher preference to the maintenance cost of EV and Price of EV. Additionally, scholars have also recommended that the Government must show their support by spreading awareness and also help in cultivating a positive perception of EV among the potential buyers.

(Pretty BhallaSalamah Inass Ali, Afroze Nazneen (2018) In their study, scholars have established that environmental concern, comfort, social acceptance, trust, low cost of the vehicle, infrastructure and technology are the drivers of client perception of electric vehicles.

(Bharti Motwani and Abhishek Patil (2019) In their study, scholars have recommended that the Indian economy is at an increasing stage, and EV is an incipient concept in India. Consequently, it is compulsory to ken the progress made in this area of EV in India. Incipient technologies have made cars more utilizer-cordial in terms of ease-of-use, appealing fuel-preserving, pollution convivial and smooth navigation. The automobile (car) manufacturers should increment their efforts to do promotion predicated on the significant factors of EV. An endeavour should be made to accentuate the usefulness of EV by utilizing a felicitous advertising program by engendering web-predicated tutorials or videos that showcase the usefulness of EV.

(Mifzala Ansar, Monika (2019) In their study, scholars have established that sustainability is the solution to critical environmental issues and the different variants of electric vehicles are the key to sustainability. They have also suggested that cab aggregators can habituate and use EV. The regime must give subsidies for the people to utilize it. In future, the regime must edify about EV and their advantages and try to penetrate EV in every household.

Indian electric vehicles storm in a teacup: Yogesh Aggarwal, Vivek Gedda and kusahan parikh (2021) Users of scooters, who need only to travel short distances, may consider an EV, but those who need to travel longer distances and already own bikes like a Hero Splendor, may find it difficult to move to an e2W. for cars, it is relatively simple to improve the range with increased battery size. For electric 2Ws though, every increase in kWh may provide an extra 30km in range, but the increase in weight is around European journal of molecular & clinical medicine ISSN 2515-8260

volume 7, issue 8,2020 4864 10kg, approximately a10% increase in the total weight of the bike. This weight issue is even pronounced in smaller bikes (less than 150cc).

Many studies were conducted in the field of electric vehicles but no serious studies were conducted about the “customer perception towards electric vehicle with special reference to Kannur district”. Hence, I think this study is relevant.

CHAPTER 3
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 CUSTOMER PERCEPTION –AN OVERVIEW

A customer perception refers to how customer view a certain product based on their own conclusion. These conclusions are derived from a number of factors, such as price and overall experience. A marketing concept that encompasses a customer impression, awareness or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experience and other channels. Perception is one of the objects studied by the science of customer behavior. Analysing the work of scientists studying the customer behavior, it is possible to make a conclusion that perception is presented as one of personal factors, determining customer behavior.

3.1 .1 MEANING AND DEFINITION

Customer perception refers to the process by which a customer selects, organizes and interprets information / stimuli inputs to create a meaningful picture of the brand or the product. Three stage process that translates raw stimuli into meaningful information. In other words, “Showcasing idea that envelops a client's impression, mindfulness, or cognizance about an organization or its contributions”. Customer accumulates different wellsprings of data on a specific part of an item to improve thought of the item which he/she needs; this is also called client perception. At the point when a consumer investigates ads, consumer surveys, advancements, internet-based life input etcetera alluding to an item, the consumer will have a decision on the item.

3.1.2 IMPORTANCE OF CUSTOMER PERCEPTION

Customer perception is an important component of our relationship with our customers. Customer's satisfaction is a mental state which results from the Customer's comparison of expectation prior to a purchase with performance perception after a purchase. A customer may make such comparisons for each and every part of a called “domain - specific satisfaction” moreover, this mental state, which we view as a cognitive judgment, is conceived of as falling somewhere on a bipolar continuum bounded at the lower end by a low level of satisfaction where expectation exceed performance

perceptions and at the higher end by a high level of satisfaction where performance perception exceeds expectations.

The lowest level at which an individual can experience a sensation a difference between something and nothing is referred as absolute threshold for example notice of bill board car, point at which you notice vibrating sound of tongs, point at which you feel cold etc., as our exposure to the stimulus increases, we notice it less for example taking bath cold water everyday no shivering cold as “getting used to”. In the field of perception, the term refers specially to “getting used to” certain sensations.

A valued consumer is one who gets impacted by the experience that he has with a specific kind of an item just as administration. Customer perception is the start of an encounter that the customer feels about an item. Customer perception will drive an individual, whether to pick or reject the brand. At the point when a customer feels that their alluring items are conveyed on schedule, they will, in general, make a perception. Powerfully portraying the item can give a positive part of client perception. At whatever point a consumer is happy with the administrations given by the firm in the wake of buying an item, the consumer makes a great feeling about the brand. At the point when a consumer had a horrible assessment/experience, for example, damaged things, no profits etcetera the consumer will, in general, have a negative perception about the brand.

3.1.3 FACTORS INFLUENCING CUSTOMER PERCEPTION

□ PRICING OF A PRODUCT

Pricing of a product has a key effect on consumer perception. Though a large majority of consumers appreciate and favour a low or reasonably priced item, there are also cross sections of sophisticated and sceptical consumers who look down up a product that is considerably low priced than the other available alternatives.

Many such sophisticated consumers tag the product as cheap and not fit for use though the product may be of the same good quality. Hence pricing of a product or service should form the basis of a larger marketing plan. By doing so, even low-priced products can be marketed as favourable ones with good quality and at a better price.

□ **QUALITY OF A PRODUCT**

The importance of the quality of a product or service from the perception of a consumer can never be undermined. Any feature of the product such as its use, durability and how reliable the product is in satisfying or disappointing the consumer can be described as its quality.

Marketing to a great extent helps in influencing the consumer's perception about the quality of product but even word of mouth communication about quality of a product is equally effective and travels fast.

Though marketing plays a greater role in influencing the consumer's opinion about quality of a product, it is the consumer's inherent opinion from the use of a specific product or service that will determine the awareness about quality.

□ **BRANDING AND PACKAGING OF A PRODUCT**

First impression is the best impression very aptly applies to consumer perception of a product especially at the time purchase. How a product is attractively packaged to exhibit the display quality by the manufacturer determines the perception of the product. Even branding messages such as reliable, long lasting, tough are of great help in promoting the product perception.

Businesses regularly conduct market research to obtain insight about consumer preferences and perceptions. This forms the basis to understand how and why consumers prefer some products over others. This further helps businesses to provide and promote such products and services effectively that are in demand from consumers.

□ **HISTORY AND REPUTATION**

History and reputation of a company and its products and services plays an equally important role in the consumer perception. Age old businesses with strong reputation and history are always preferred by consumers whereas new products are always tried with caution and based on public opinion and reviews.

Online as well as offline reputation of a company and products and services largely influence the consumer perception. Any negative reviews and opinions online or by word of mouth can strongly affect the overall performance of any business. If any product has not performed well in the past or if any company has been alleged for any unscrupulous activity will strongly affects its performance for long period of time.

□ **INDIVIDUAL EXPERIENCE**

Client perception is exceptionally affected by the individual experience that a client had while purchasing and utilizing a specific item. On the off chance that the quality, client assistance, value, logo, shading, limits, and so forth had the option to establish a brilliant connection with the psyches of the clients, they would assemble a decent perception of the brand. In any case, on the off chance that they did not appreciate the involvement in the brand, it will leave a never-ending impression.

□ **PROMOTION**

Clients get the chance to see the items first through promotions and accordingly become probably the most significant factor that impacts client perception. The notice and crusades that an organization runs will assist with building a positive client perception.

□ **INFLUENCERS**

Individuals, for the most part, purchase things when someone else has attempted and tried it. Such individuals who have gotten it first and attempt the item become influencers. At the point when individuals catch wind of the great item that the influencer has tested, it will impact the individual to get it and test it out, as the proposal has originated from a known individual whom they trust.

□ **CLIENT AUDIT**

Numerous individuals investigate client surveys before purchasing an item. This shows that client audits are a significant factor in characterizing client perception. On the off chance that the consumers see that an item has a lower number of stars, it implies that item does not have great client audits. The feeling that it makes on the consumer's psyche is negative.

□ **WEBBASED LIFE**

Web-based life has gotten the most grounded medium to oversee client perception. At the point when internet-based life crowd gets reliable correspondence in regards to an item, the clients assemble a picture of the item. Web-based life can be utilized to post content, pictures and recordings, which assists with building the sort of perception expected by the organization.

3.1.4 RELATIONSHIP BETWEEN CUSTOMER PERCEPTION AND MARKET SHARE

The increase in market share will create positive and negative effects on customer perception.

3.1.4.1 POSITIVE EFFECTS OF INCREASING MARKET SHARE ON CUSTOMER PERCEPTION

- Increasing market share can send out positive signals by action as an indicator of superior quality that is recognized by more and more other customers. This effect is particularly strong for premium priced products. Customers normally assume that a product must be of exceptional quality if it can gain such an unexpected market success despite its high price.
- Many brands offer emotional benefits of using a product that is popular in the markets.
- The value of a product or service can rise through increasing number of users of the same product, e.g., number of members of an online community, better availability of software for popular computer systems.

3.1.4.2 NEGATIVE EFFECTS OF INCREASING MARKET SHARE ON CUSTOMER PERCEPTION

- For premium and luxury product, customer may translate an increasing market share into a loss of exclusivity and thus perceive it as less valuable.
- This is quality of service may suffer if they are consumed by increasing number of users. Diseconomies of scales and congestion can be observed with busy airports and many other services so that customers may look out for other providers that promise more timely service and convenience.

3.1.5 COMPONENTS OF CUSTOMER PERCEPTION

The characteristics of service also make service in the form of unique and different from goods as described below.

INTANGIBILITY

Unlike manufactured goods that are tangible, a service is intangible in nature. The products from service are purely performance. The customer is in a position to see, taste, smell, feel or touch the product before it is produced.

HETEROGENEITY

A service is difficult to produce consistently and exactly over time. Service performance varies from producer to producer, from customer to customer, and from time to time. This characteristic of service makes it very difficult to standardize the quality of various service products.

INSEPARABILITY

In service industries usually the producer performs the service at the time the consumption of the service takes place. Therefore, it is difficult for the service producer to hide mistakes or quality shortfalls of the service. In comparison the goods producers, have a buffer between production and customer's consumption.

PERISHABILITY

Unlike manufactured goods, service cannot be stored for later as well as consumption. This makes it impossible to have a quality check before the products are sent to the customers. The service providers then only have one path, to provide service right the first time and every time.

NON-RETURNABLE

A service is not returnable as in the case of products. On the other hand, in many services, customers may be fully refunded if the service is not satisfactory.

3.2 ELECTRIC VEHICLE

An electric vehicle (EV) is a vehicle that utilizes at least one electric engine or fuel cell engines for drive. Usually, the term EV is utilized to refer to an electric vehicle. An electric vehicle might be controlled through an authority framework by electricity from off-vehicle sources or might act naturally contained with a battery, sun-oriented boards, power modules or an electric generator to change over fuel to electricity. EVs have various capacities that can oblige various driver's needs. A significant element of EVs is the drivers can connect them to charge from an off-board

electric force source. This recognizes them from electric crossover vehicles, which supplement an inside burning motor with battery power, however, cannot be connected. There are two fundamental sorts of EVs: every single electric vehicle (AEVs) and module half and electric vehicles (PHEVs). AEVs incorporates Battery Electric Vehicles (BEVs) and Fuel Cell Electric Vehicles (FCEVs). Not with standing charging from the electrical lattice, the two sorts are charged to a limited extent by regenerative slowing down, which creates electricity from a portion of the vitality regularly lost while slowing down.

Every single electric vehicle (AEVs) run distinctly on electricity. Most have every single electric scope of 80 to 100 miles, while a couple of extravagance models have gone up to 250 miles. At the point when the battery is exhausted, it can take from 30 minutes (with quick charging) up to almost an entire day (with Level 1 charging) to energize it, contingent upon the sort of charger and battery.

PHEVs run on electricity for shorter extents (6 to 40 miles), at that point switch over to an inner ignition motor running on fuel when the battery is drained. The adaptability of PHEVs permits drivers to utilize electricity as frequently as could reasonably be expected while additionally having the option to fuel up with gas if necessary. Driving the vehicle with electricity from the framework lessens fuel costs, cuts oil utilization, and diminishes tailpipe emanations contrasted and regular vehicles. When driving separations are longer than the all-electric range, PHEVs act like half breed electric vehicles, expending less fuel and delivering fewer emanations than comparable customary vehicles. Contingent upon the model, the inward ignition motor may likewise control the vehicle at different occasions, for example, during fast increasing speed or when utilizing warming or cooling.

PHEVs could likewise utilize hydrogen in a power device, biofuels, or another elective energizes as a back-up rather than the fuel.

3.2.1 WHY ELECTRIC VEHICLES?

There are many reasons why people are moving to Electric Vehicles (EV) to get them to the places they need to be. These include:

- EVs are fun to drive because they are fast and smooth.

- Many studies show that the emissions from burning fossil fuels such as gasoline produce harmful greenhouse gases. EV's produce no smelly fumes or harmful greenhouse gases.
- EVs are innovative and cool.
- EVs only cost approximately \$360 a year to operate compared to \$3600 for a gasoline vehicle.
- EVs are a smart and convenient choice.

3.2.2 TYPES OF ELECTRIC VEHICLES

The important types of Electric Vehicles are as follows;

❖ BATTERY ELECTRIC VEHICLE (BEV)

A battery electric vehicle (BEV) runs entirely using an electric motor and battery, without the support of a traditional internal combustion engine, and must be plugged into an external source of electricity to recharge its battery. Like all electric vehicles, BEVs can also recharge their batteries through a process known as regenerative braking, which uses the vehicle's electric motor to assist in slowing the vehicle, and to recover some of the energy normally converted to heat by the brakes.

▪ MERITS:

- No emissions
- No gas or oil changes
- Ability to conveniently charge at home
- Fast and smooth acceleration
- Low cost of operation.

❖ PLUG-IN HYBRID ELECTRIC VEHICLE(PHEV)

Plug-in hybrids (PHEVs) use an electric motor and battery that can be plugged into the power grid to charge the battery, but also has the support of an internal combustion engine that may be used to recharge the vehicle's battery and/or to replace the electric motor when the battery is low. Because Plug-in Hybrids use electricity from the power grid, they often realize more savings in fuel costs than tradition hybrids electric vehicles (HEV).

MERITS:

- Longer range than BEV
- Less gas consumption than gas only vehicle
- Fewer emissions
- Very simple mechanics, less to go wrong.

DEMERITS

- Produces tailpipe emissions
- Needs gas and oil changes
- More expensive to operate than Battery Electric Vehicle (BEV) but less than traditional hybrid vehicle (HEV).

❖ **HYBRID ELECTRIC VEHICLE(HEV)**

Hybrid Electric Vehicles (HEVs) have two complementary drive systems: a gasoline engine with a fuel tank; and an electric motor with a battery. Both the engine and the electric motor can turn the transmission at the same time, and the transmission then turns the wheels. HEVs cannot be recharged from the electricity grid - all their energy comes from gasoline and from regenerative braking.

MERITS

- Longer range than BEV
- Less gas consumption than gas only vehicle
- Fewer emissions than gas only vehicle

DEMERITS

- Still produces emissions
- Complex mechanics - Gasoline + Electric
- Expensive to operate (8-10 times more expensive than BEV) but less than traditional gasoline vehicle.
- No ability to conveniently charge at home.

❖ FUEL CELL ELECTRIC VEHICLES (FCEVs)

FCEVs uses ‘fuel cell technology to generate the power required to charge the battery and run the vehicle. The vehicle converts chemical energy into electric energy. FCEVs do not need to be plugged in like BEVs because the car itself produces the electricity needed for its functioning. Chemical energy is directly converted into electric energy in an FCEV. Some common examples of FCEVs are Toyota Mirai, Hyundai Tucson FCEV, Honda Clarity Fuel Cell, Hyundai Nexa, etc.

Different electric vehicles have different kinds of motors and motor layouts. These are important factors in the power delivery of EVs. Some common motors found in EVs are DC Series Motor, Brushless DC motor (BDCM), Permanent Magnet Synchronous Motor (PMSM), and Three Phase Induction Motor.

3.2.3 OPPURTUNITIES

A. Government Initiatives

- In 2015, the Government introduced a scheme called the Faster Adoption and Manufacturing of hybrid and Electric vehicles (FAME) in order to promote electric vehicles.
- In 2015, the National Electric Mobility Mission Plan was drafted to achieve fuel security by expecting to achieve sales of electric and hybrid cars to reach six to seven million by 2020.
- State run firm Energy Efficiency Services Limited (EESL) has appointed the nodal agency to procure around 10,000 electric cars to replace existing government vehicles.
- The Karnataka State Government has approved a policy to promote research and development in electric mobility making it mandatory to have charging points and pods in all major cities of the state.
- The Maharashtra State Government waived off some taxes for Electric Vehicles ever since it became India’s First State to have an Electric Mass Mobility System.
- India is obligated to bring down its share of global emissions by 2030 as a signatory to the Paris Climate Agreement.
- The Government plans to setup lithium-ion battery making facility under supervision of Bharat Heavy Electricals Limited (BHEL).

- The Goods and Services Tax (GST) Council has set a tax rate of 12% compared to 28% set for petroleum-based vehicles.

B. Battery

- Presently, around 22,000 EV units are being sold, among which around 2000 of them are 4-wheeled vehicles.
- Battery prices have declined from \$600 in 2012 to \$250 in 2017 and are expected to fall to \$100 by 2024 making it cheaper than capital cost of petrol vehicles.
- The storage capability of EV batteries can help with grid balancing

C. Industrial

- Taxi aggregator OLA has launched OLA Electric project aiming to build an electric mobility ecosystem including charging infrastructure and vehicle fleets such as electric cabs, e-rickshaws and much more.
- Suzuki has announced its plan to setup a \$600 million lithium-ion battery facility.
- Mahindra has announced investment of around 60 million rupees to develop its EV division expecting to launch electric variants of its vehicles.
- Cummins India, an engine manufacturer is researching on electric mobility solutions.
- Ashok Leyland has announced a partnership with SUN Mobility to develop battery swapping system for electric buses.
- JSW Energy has announced its plan to invest \$623 million in electric cars, batteries and charging infrastructure.
- Swedish Automaker Volvo has announced that they will phase out the internal combustion engine and manufacture only electric or hybrid vehicles by 2019.
- Companies setting up charging infrastructure have an advantage; provided the lucrative market potential is projected to be about 90 billion units (BU) and India generated 1,107 BU in 2015 – 2016.

D. Environmental

- Most metropolitan cities are experiencing high air pollution rates, with vehicular emissions being one of the major pollutants.
- India's capital city Delhi has started experiencing smog through the city due to large amounts of air pollution.

- The use of recycled and old car parts in EVs makes it even more eco friendly
- Increase in awareness of climate change promotes the production and sales of EVs.
- Rise in Pollution awareness also promotes the production and sales of EVs.

3.2.4 CHALLENGES

A. Cost of EVs

- The cost of EVs should be reasonable and the EVs produced should hold proper value for money.

B. Efficiency of EVs in India

- The EVs in India on an average provide around 120 km on a full charge in turn making them unsuitable for long drives.
- EVs in India lack speed, which may turn off buyers. The top two India made EVs have speed of 85 km/hr.

C. Demand for EVs

- Increase in demand will help in achieving vision 2030.
- Increase in demand of EVs will lead to increase in requirement for energy and raw materials to for the battery.

D. Vehicle Quality

- Good vehicle quality will lure more customers.
- Better quality vehicles ensure trust among customers.

E. Batteries

- The batteries used by electric cars are made up of nickel, aluminium, cobalt, graphite and lithium, which are all rare earth materials.
- The availability of these materials is scarce and the amount of these materials available may not be able to produce enough batteries to power the expected amount of electric vehicles to be produced.
- The increasing demand for lithium around the globe given its scarcity on the Earth's surface will make it challenging to meet India's EV requirement.

F. Electricity Generation

- There must be enough electricity generation capacity to meet the increasing demands for charging infrastructure and local consumer utilization.

- There is presently shortage of electricity in many parts of India and a major part of energy generation of the country is still dependent on fossil fuels.

G. Anti – EV Elements

- Anti – EV activists, supposedly fringe elements hired by oil companies or fossil fuel dealers try to thwart growth of EVs. Amsterdam recently witnessed an Anti – EV vandalism case involving damaging of 2 TESLAs.

H. Global Energy Demand

- Any decrease in demand for oil by India and China will have wide geopolitical ramifications as the two countries together account for half of 1% growth in global energy demand in 2016.

I. Land Availability

- Availability of land to setup charging stations in urban areas where land scarcity is present is a difficult task.
- Moreover, a substation nearby is a requirement for a charging station.

Conclusion The implementation of EVs in India aims primarily to reduce greenhouse gas emissions and cut oil expenses. The vision 2030 put forth by the Indian Government is an ambitious and difficult task. The Government should make the most out of the opportunities available and find suitable ways to tackle the challenges impending over the implementation of EVs. India's obligation towards many environmentally friendly agreements has given it a situation where it is prompted to implement vision vehicles create revolution in renewable energy in the country by planning a movement involving transformation to Electric Vehicles by around 1.3 billion people with around 21 million vehicles sold annually.

3.3 BENEFITS OF ELECTRIC VEHICLES

Transport is a fundamental requirement of modern life, but the traditional combustion engine is quickly becoming outdated. Petrol or diesel vehicles are highly polluting and are being quickly replaced by fully electric vehicles.

▪ Lower running costs

The running cost of an electric vehicle is much lower than an equivalent petrol or diesel vehicle. Electric vehicles use electricity to charge their batteries instead of using fossil

fuels like petrol or diesel. Electric vehicles are more efficient, and that combined with the electricity cost means that charging an electric vehicle is cheaper than filling petrol or diesel for your travel requirements. Using renewable energy sources can make the use of electric vehicles more eco-friendly. The electricity cost can be reduced further if charging is done with the help of renewable energy sources installed at home, such as solar panels.

- **Low maintenance cost**

Electric vehicles have very low maintenance costs because they don't have as many moving parts as an internal combustion vehicle. The servicing requirements for electric vehicles are lesser than the conventional petrol or diesel vehicles. Therefore, the yearly cost of running an electric vehicle is significantly low.

- **Zero Tailpipe Emissions**

Driving an electric vehicle can help you reduce your carbon footprint because there will be zero tailpipe emissions. You can reduce the environmental impact of charging your vehicle further by choosing renewable energy options for home electricity.

- **Tax and financial benefits**

Registration fees and road tax on purchasing electric vehicles are lesser than petrol or diesel vehicles. There are multiple policies and incentives offered by the government depending on which state you are in.

You might feel that purchasing an electric vehicle is costlier than buying an internal combustion engine vehicle, but that is only because of the higher upfront cost. Effective cost over the lifetime for electric vehicles is still less. The government offers different types of financial incentives to make electric vehicles more affordable for you. The key mechanisms for getting incentives are:

- **Purchase Incentives:** Direct discount provided to the user on the cost of the electric vehicle
- **Coupons:** Financial incentive where the amount is reimbursed later
- **Interest Subventions:** Discount offered on the interest rate while availing loan
- **Road tax exemption:** Road tax at the time of purchase is waived off

- **Registration fee exemption:** One-time registration fee applicable on new vehicle purchase is waived off
- **Income tax benefit:** Provided as a deduction on the tax amount payable by an individual to the government
- **Scrapping incentives: Provided** upon de-registering old Petrol and Diesel Vehicles
- **Others:** Incentives such as interest-free loans, top-up subsidies, special incentives on electric three-wheelers, etc. can also be availed.
- **Petrol and diesel use is destroying our planet**

The availability of fossil fuels is limited, and their use is destroying our planet. Toxic emissions from petrol and diesel vehicles lead to long-term, adverse effects on public health. The emissions impact of electric vehicles is much lower than petrol or diesel vehicles. From an efficiency perspective, electric vehicles can convert around 60% of the electrical energy from the grid to power the wheels, but petrol or diesel cars can only convert 17%-21% of the energy stored in the fuel to the wheels. That is a waste of around 80%. Fully electric vehicles have zero tailpipe emissions, but even when electricity production is taken into account, petrol or diesel vehicles emit almost 3 times more carbon dioxide than the average EV. To reduce the impact of charging electric vehicles, India is ambitious to achieve about 40 percent cumulative electric power installed capacity from non-fossil fuel-based energy resources by the year 2030. Therefore, electric vehicles are the way forward for Indian transport, and we must switch to them now.

- **Electric Vehicles are easy to drive and quiet**

Electric vehicles don't have gears and are very convenient to drive. There are no complicated controls, just accelerate, brake, and steer. When you want to charge your vehicle, just plug it in to a home or public charger. Electric vehicles are also quiet, so they reduce noise pollution that traditional vehicles contribute to.

- **Convenience of charging at home**

Imagine being at a busy fuel station during peak hours, and you are getting late to reach your workplace. These problems can easily be overcome with an electric vehicle. Simply plug your vehicle in at your home charger for 4-5 hours before you plan to go.

If you are able to get a charger where you park at home, it is very convenient to plan your journeys in advance. What if you forget to plug in your machine someday? Then you can easily take the help of fast chargers or even battery swapping services if you are on a two-wheeler on the road.

- **No noise pollution**

Electric vehicles have the silent functioning capability as there is no engine under the hood. No engine means no noise. The electric motor functions so silently that you need to peek into your instrument panel to check if it is ON. Electric vehicles are so silent that manufacturers have to add false sounds in order to make them safe for pedestrians.

3.4 LIMITATIONS OF ELECTRIC VEHICLES

Although for buying an electric car or motorcycle you need to shell out more amount as compared to fuel-powered vehicles, the positives of EVs overshadow their negatives significantly. Electric vehicles save fuel expenses, maintenance costs, and also contribute towards a healthy environment. On the purchase of an electric vehicle, you can also get government subsidies/rebates for being environmentally conscious. A few of the limitations of electric vehicle are discussed below;

- **High buying cost**

Electric vehicles are still new in the automotive industry and their buying cost is much higher as compared to fuel-powered vehicles. Even the affordable electric cars available in the local market are the Hyundai kona electric priced at RM 149,888 and Nissan leaf priced at RM 181,263. If we look into the premium segment, the MINI copper SE comes at RM 213,460, and for pure-electric BMW models, you need to shell more than RM 300,000. The EVs tend to be more expensive due to the cost of manufacturing the battery. Well, the battery companies are rigorously involved in bringing down the cost. Besides that, the recently announced rebates of the local government on the purchase of electric vehicles are likely to make electric vehicles more affordable in Malaysia soon.

- **Longer charging time**

The ICE-powered vehicles take only two to three minutes for refilling the tank. On the contrary, recharging electric vehicles can take hours for a full charge. The time differs according to the model of the vehicle, the size of the battery pack, and the type of

charger you use. With the help of fast chargers that are rated for higher wattage, one can charge the EV's battery in less than an hour. However, the standard charging time ranges between six to eight hours. For those who drive less than the range of their EVs, this could not be a matter of concern, but it may be troublesome for those who drive long distances regularly.

- **Lack of charging stations**

As the EVs are new, it is obvious that the number of public charging stations is few at this point in time. A lot of places you visit on regular basis may not have any EV charging stations in nearby areas. You may also get into trouble if you are on a long trip or visiting someone in a suburban or rural area and you run out of charge. Well, this issue seems to be solved in the years to come as the industry is geared up to accelerate the growth of charging stations.

- **Limited driving range**

This could be another drawback that you encountered while owning an electric vehicle. The driving range of electric vehicles is less than ICE-powered vehicles. On an average, the driving range falls anywhere between 100 to 300 miles, depending on the model. Although in the latest luxury cars like the Mercedes-Benz EQS and Tesla Models, you can get a driving range of more than 500 miles, but for that, you will have to burn a deeper hole in your pocket.

- **Battery replacement cost**

Although electric cars need a little maintenance including brake fluid top-ups and regular battery inspection, the cost of battery replacement is high. Depending on the kind and usage, the battery pack of electric vehicles needs replacement every 3-10 years. However, these days automakers are giving a warranty of eight years for the batteries along with a standard two-year vehicle warranty.

- **No universal charger and ecosystem (lack of standardisation)**

Every second electric vehicle-making company has its own different charging port which is becoming a hurdle to setting up a proper charging ecosystem. Also, many EV users complained about facing moral trouble for charging their vehicle in different EV-making company's charging stations which can impact the growth of the EV industry.

Lack of standardization is a curse to the Indian electric vehicle industry; it's damaging the present and future of the EV market. Every second electric scooter has its own different charging port, which affects the charging station infrastructure because no specific charging station can be built that can charge all types of electric vehicles. Also, the lack of standardization reduces the EV adoption rate in society-based communities. Just like electric cars get a specific charging port (CCS-2), electric two and three-wheelers should maintain a similar standard to achieve the mass adoption of electric vehicles.

- **Temperature Issues:**

Temperature can affect the performance of an EV battery at a large extent which makes EV's inappropriate for too cold (Uttarakhand, Meghalaya) or too hot regions like (Rajasthan, Kerala). The battery can give its ideal performance when it's in use under the temperature range of 15-40 degrees.

- **Very few academic and local skill awareness:**

EV push is necessary along with the academic awareness and importance to the students of coming generations. Because the EV spare part and servicing industry is another essential part of the growth of EV's. When one is stuck with their broke ICE vehicle, he/she can easily find a help or customer support near them but when it's about electric vehicles it's surely a tedious task to find someone who can fix their issue or help them.

- **Less performance for ideal economy:**

IC engine-driven vehicles are still way ahead of electric vehicles when it comes to performance. In order to make sure that an EV is giving the promised range it becomes highly important to drive the vehicle at lower performance and be aware of maximum usage of 'regen'.

- **Will increase the electricity demand at a national level:**

It's just a matter of assuming the increment in electricity demand when everyone in the city is using solely electricity to charge their vehicle. It'll be a horrific increment in the demand for electricity and as of now, we are majorly dependent on burning fossils for generating electricity. Until we use renewable sources of energy for generating electricity the EV revolution will be of no use.

- **Environmental concerns:**

The EV revolution is necessary for the most populated and polluted parts of India like Delhi, Mumbai, etc. but in such cities the major chunk of electricity is generated through burning fossil fuels which are equivalent to spreading the pollution through the ICE vehicle smoke, even most of the charging stations are reportedly operating upon diesel-driven electricity generator.

3.5 INDIAN ELECTRIC VEHICLE MARKET AN OVERVIEW

- **EMERGENCE**

The Indian automotive industry has started to experience these effects of the global disruption. Out of the four emerging trends, Electrification is of importance and might significantly impact auto OEMs and auto component manufacturers. India has big plans for the emerging Electric Vehicles and its technologies in the country. It has announced (and later modified some) ultimatums for the next decade.

India has great expectations of achieving a high level of penetration in e-mobility by 2030. The reason is not very surprising; the alarming levels of pollution indices which keep on rising and the colossal dollars the country must pay for annual crude oil imports. In December 2017, New Delhi was in a state of red alert and came close to Beijing in terms of pollution toxicity, such are the pollution indices in India. If India successfully manages to achieve this target by 2030, it could save about 1 Giga Tonne of emissions.

E-mobility has arrived in India. In the Indian context, any discourse around Electric Vehicles cannot be disjointed from pollution and its impact, dependence on oil imports, dire need to have more renewable sources of energy. The automotive industry could benefit by viewing it not as a threat, but an opportunity. The good news is that policymakers are trying to seriously consider it and the social circle across the nation is making EV a buzzword.

However, till date, there has been very little penetration as EV today are undergoing a typical vicious cycle of high cost, low demand, low supply. This must translate into a virtuous cycle of low cost, high demand, high supply. There is a need to create an integrated policy to nurture this technology. An eco-system approach is what will help achieve India's progress on electric mobility. The policy on „Faster Adoption and

Manufacturing of Hybrid and Electric vehicles“ FAME I in 2015 and FAME-II in 2019 have in some ways been instrumental in successfully creating an initial but nascent market. However, there is an apparent shift in the focus of Government towards supply-side measures that include manufacturing of critical components of EV technology.

▪ CHALLENGES

Most often, the EV discussion only veers around the non-existent charging infrastructure and about who will be responsible and when will this come up in India. Another point that gets raised is how much of the power generated comes from old, coal-fired thermal power plants and about how EVs may well be only displacing the pollution from the cities to the suburbs where these plants are located. But what about the other challenges that the grid may be faced with when EVs start becoming mainstream? And what about the price of charging EVs at private charging stations?

Even assuming that renewables and newer, cleaner sources of thermal or nuclear power come on stream within the next few years, there are other factors like the skyrocketing demand for electricity that will affect EVs. According to Brookings India, projections for 2030 show that even with a fair penetration of EVs (two, three and four-wheelers, and intra-city buses), the increase in demand for electricity is likely to be only about 100 TWh (Tera watt-hours) or about 4 per cent of the total power generation capacity. So, ramping up power generation should be possible to meet that growth in demand.

The EV space will also turn out to be like the proverbial „chicken and egg“ situation. But that was the case even with ICE vehicles, where the cars came first, and the roads came later. So, the charging infrastructure will take its time coming, as will the production capacities for batteries. But, in the meantime, the Government needs to also promote hybrids and plug-ins to create an enabling ecosystem for buyers of EVs and those who need to invest and profit from setting up the charging infrastructure. As quite ostensible from the mentioned facts and figures, E-mobility is a distant dream for the Indian government. If India really wants the mission to be accomplished, it’s going to be a collective effort of every individual/ organization significant to the country.

3.6 TOP ELECTRIC VEHICLE MANUFACTURES IN INDIAN MARKET

□ MAHINDRA ELECTRIC

Mahindra is the pioneer for EV in the Indian space. Being the first major EV manufacturer, it launched Mahindra Reva, its first EV as early as 2001.

The Mahindra Reva was India's first electric car. Over the years Mahindra has gone ahead to set up a dedicated R&D center in Bengaluru. Some of its other EV variants include the Mahindra E20 and eVerito. Mahindra however has not only focussed on the manufacture of EV's but also battery packs and has partnered with various institutions in order to boost EV charging.

□ TATA MOTORS

Tata is India's biggest automobile manufacturer. It's automobile segment ranges from the manufacture of cars, utility vehicles, buses, trucks, and defense vehicles. Its associate companies include Jaguar Land Rover and Tata Daewoo. But when it comes to the EV segment Tata is a new entrant when compared to Mahindra. In India, Tata Motors has an industrial joint venture with Fiat. One of Tata's major benefits has been its ability to use resources from around the world. Tata's innovation efforts are focused on developing auto technologies that are sustainable as well as suited. With design and R&D centers located in India, the UK, Italy, and Korea. Tata Motors in collaboration with its subsidiary, the UK based Tata Motors European Technical Centre (TMETC), are looking to have a major play in the EVs market in India. When it comes to EV's, Tata has focused on the Passenger Vehicles and Electric Buses market in India. When it comes to four-wheelers Tata offers 4 vehicles to pick from. The Nexon EV, Tigor EV, Nano EV, and the Tiago electric variant. In the Electric bus segment, Tata expects its demand from State transport Unions. The expected demand is estimated to be around 400,000 buses in the long run.

□ HYUNDAI

Hyundai burst into the Indian EV segment with its launch of the Hyundai Kona EV in India. The South Korean global giant in the world of automobiles has stated that Kona was specifically designed to suit Indian operating conditions. One of the USP's of the vehicle is its 452km range in one charge. This suited perfectly with Indians, Kitna Deti

hai demand when it comes to vehicles. Just to put things in perspective the range difference of the Kona and other market leaders is in hundreds of kilometers. The Kona, however, has an Ex-showroom cost of Rs.23.8 lakhs making it extremely expensive for Indian markets. Addressing this Hyundai has however said that another EV is in developmental stages keeping affordability in mind in order to serve the mass market. This EV is expected to be ready to enter the market in the next 2-3 years.

□ **ASHOK LEYLAND**

Ashok Leyland, the Hinduja Group's flagship company, is the 4th largest bus manufacturer in the world and a market leader for trucks in India. The company has tied up with Sun Mobility in order to enhance its expertise in the vehicle domain. Ashok Leyland designs electric variants specifically for Indian conditions and has also introduced battery swapping in electric buses to address e-mobility needs in the country. It has launched multiple electric bus variants like the Circuit, HYBUS, Electric Euro 6 Truck, and announced the iBUS. The immediate focus of the company, however, is currently in giving more thrusts to exports.

The top Electric vehicle producers in India are Tata Motors, JBM Auto, Olectra Greentech, Mahindra Electric mobility, Ola Electric Mobility, Ashok Leyland Electric, Hyundai, Hero Electric, Menza Motors, Lohia, Auto, Kia Motors, etc. In addition, a few other top start-ups in the EV manufacturing space are Ather Energy, Tork Motors, Menza Motors, Verge Motors, Emflux, Okinawa Autotech, Twenty-Two Motors, Lush Motors, etc.

3.7 ELECTRIC VEHICLE CHARGING INFRASTRUCTURE

Electric mobility (e-mobility) sector in India is categorized by the availability of Electric Vehicles (EVs) on the supply side and adoption trends on the demand side. Adequate charging infrastructure is the key prerequisite that will define the adoption trends of EVs in India. EVs carry limited onboard energy in the battery packs which need charging from time to time depending upon the battery pack, size, and capacity.

Charging systems are therefore essential for the sustainable operation of EVs. The charging requirement depends not only on the kind of vehicle (two-wheeler, three-wheeler, four-wheeler, and bus) but also on the utility purpose i.e., passenger or commercial. The Government of India has set a target to electrify 70% of all commercial vehicles, 30% of private cars, 40% of buses, and 80% of two-wheeler and

three-wheeler sales by 2030. This target entails simultaneous penetration of charging stations across India.

The Government of India has been supporting the EV industry through schemes such as FAME1 and FAME2 with a major focus on charging infrastructure. The industry players too have been quite optimistic and shown an active interest in the overall EV Charging ecosystem. While EVs are being worked upon by major OEMs, an ecosystem for the development of chargers, charging stations, and other services are steadily being built.

The charging infrastructure is the backbone of electric mobility but is also one of the keys perceived barriers to EV adoption in India given its limited availability and long charging times. India is picking up the pace in setting up the charging infra but not as much as is there in other regions like European Union (EU), USA or China. High operating cost, Discom load, and the uncertainty related to utilization rates of charging stations are holding back the charge operators from expanding their current reach.

3.8 ELECTRIC VEHICLES: ARE EVs REALLY ENVIRONMENTALLY FRIENDLY?

Many consumers are opting for an electric vehicle (EV) or plug-in hybrid electric vehicle (PHEV) to replace their polluting gas-powered cars. These electrified cars, trucks, and crossovers are rising to popularity on the premise of environmental preservation and eliminating the need for harmful emissions. There are a couple of things to consider before concluding that EVs are the most environmentally friendly option for consumers. Although EVs create no emissions on board, they typically draw power from lithium-ion batteries. These batteries require charging, either at home or via a publicly accessible charging station. Further, the EV charging infrastructure is reliant on the power grid. Specifically, the grid draws power from plants like coal plants. So, although your EV does not produce any harmful emissions as you drive it, burning fossil fuels are involved in fueling it.

- **Charging during a different time of day can reduce harmful emissions from power plants**

A Chevrolet Bolt EV charges According to PC Mag, Washington D.C., Philadelphia, and Chicago utilize harmful coal-burning power plants during the night. However, the

cities draw energy from cleaner sources during the day. As a result, a simple measure to clean up charging is to charge a vehicle during the day. Although that really depends on the practices of your regional power utilities.

□ **Does temperature affect EV battery life?**

Temperature extremes like excessive cold or heat can dramatically reduce lithium-ion battery life. Carnegie Mellon University's Department of Engineering and Technology says that the most extreme cases of cold will compromise efficiency by as much as 40%. The decreased efficiency is an issue if the power stored in the battery packs of EVs is sourced from fossil fuel-burning.

□ **Does EV and PHEV manufacturing create greater emissions than the vehicles are worth?**

No, battery and EV manufacturing is not so harmful to the environment that it offsets the benefits of ownership. A Massachusetts Institute of Technology Energy Initiative study states that while the manufacturing process increases the vehicles' environmental impact, the superior efficiency of an EV or PHEV will offset the emissions over time.

Furthermore, metals such as lithium and cobalt are wrapped up in environmentally and socially questionable processes. Although, CNBC reports that EVs are still more environmentally friendly over a vehicle's lifetime than gas-powered alternatives.

□ **Are electric vehicles good for city driving?**

EV and PHEV battery efficiency is dependent on many factors, including the type of driving. Electric vehicles have the potential to reduce emissions when used in urban driving conditions drastically. They are especially efficient when contrasted to gas-powered vehicles in commuting situations. However, PC Mag reports that EVs and PHEVs are closer to the harmful emissions of gas-powered alternatives at highway speeds.

□ **So, are electric vehicles greener than gas-powered vehicles?**

While there is no one perfect solution to environmentally friendly transportation, EVs and PHEVs are a step in the right direction. Electric vehicles are more environmentally sound over the course of a vehicle's lifetime than gas-powered alternatives. In addition to efficiency during ownership, manufacturing concerns fail to offset the overall

environmental benefits of EVs. Scroll down to the following article if you want to read more about choosing an EV or a gas-powered vehicle.

3.9 IS AN ALL-ELECTRIC FUTURE LIKELY?

Electric vehicles (EVs) have been around for well over 150 years – considerably longer than their petrol and diesel fueled cousins. But it's only in the last couple of years or so that drivers and car-makers have begun to realise the potential for an electric car revolution. Technological advances in battery construction and rapid charging mean that, for the first time since the 1870s, electricity has the chance to displace fossil fuels as the driving force behind the world's transport systems.

Replacing billions of petrol cars with electric vehicles obviously won't happen overnight, but many analysts are predicting that an all-electric future is becoming increasingly inevitable. Many European countries have signed ambitious EV targets into law, with France and the UK both aiming to ban the sale of fossil-fueled cars by 2040. And sales of EVs are booming around the world, with 70% growth in 2018 alone.

For years, electric cars were available from only a handful of companies – Tesla of course, plus the BMW i3, the Nissan Leaf or Toyota's Prius being the most famous examples. But now almost every car company on the planet is stepping into the ring.

At the 2019 Geneva Motor Show, electrification was everywhere. Dozens of new electric models were on display as big-name brands ramp up production for mass markets, including Volkswagen, Porsche, Volvo and Audi. Mercedes' parent company, Daimler, has announced that they too would have electric versions of its entire fleet by 2022, including popular models like the newly introduced smart car.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusion, significance and implementation of the findings. The steps involved in data analysis are a function of type of information collected. However, returning to the purpose of the assessment and the assessment questions will provide a structure for the organization of the data and a focus for the analysis. So, analysis and interpretation are the major part of research. It connects the findings with established theories or available stock of knowledge in the particular area of the research.

The following page includes the individual tables and their corresponding diagrams based on the percentage analysis and also the interpretations based on the analysis.

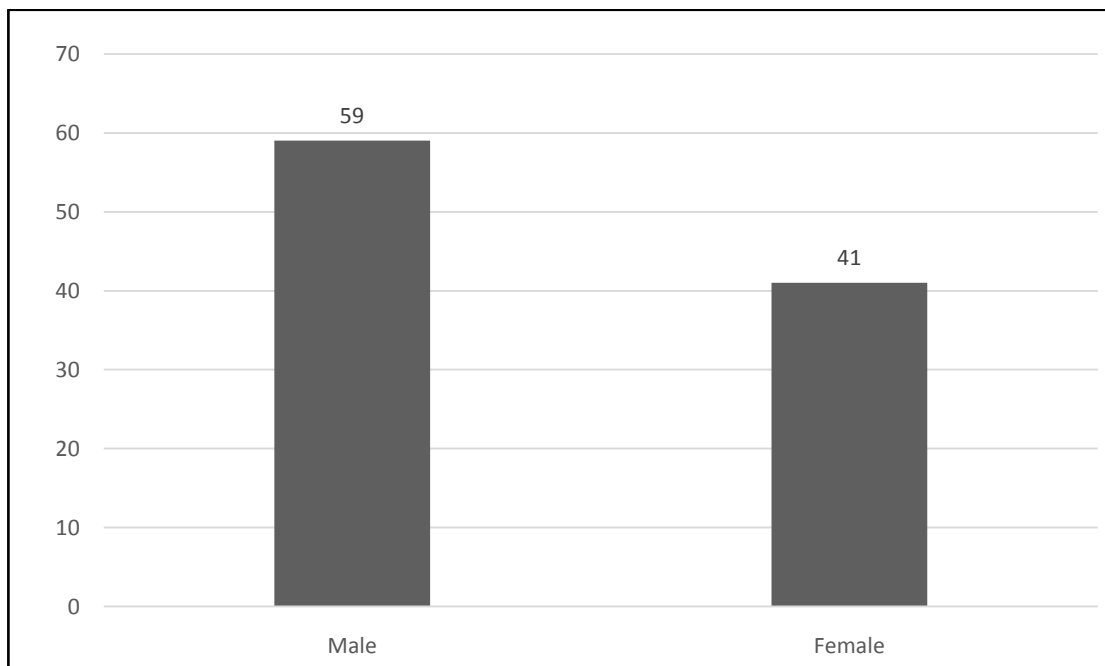
4.1 GENDER WISE CLASSIFICATION

Table No.4.1

Gender wise classification

Gender	No. of Respondents	Percent
Male	44	59
Female	31	41
Total	75	100

(Source: Primary data)



Gender wise classification

Figure No 4.1

Interpretation:

Table 4.1 reveals that out of 75 respondents 59 percent of them are male and 41 percent of them are female. It shows that majority of the respondents are male.

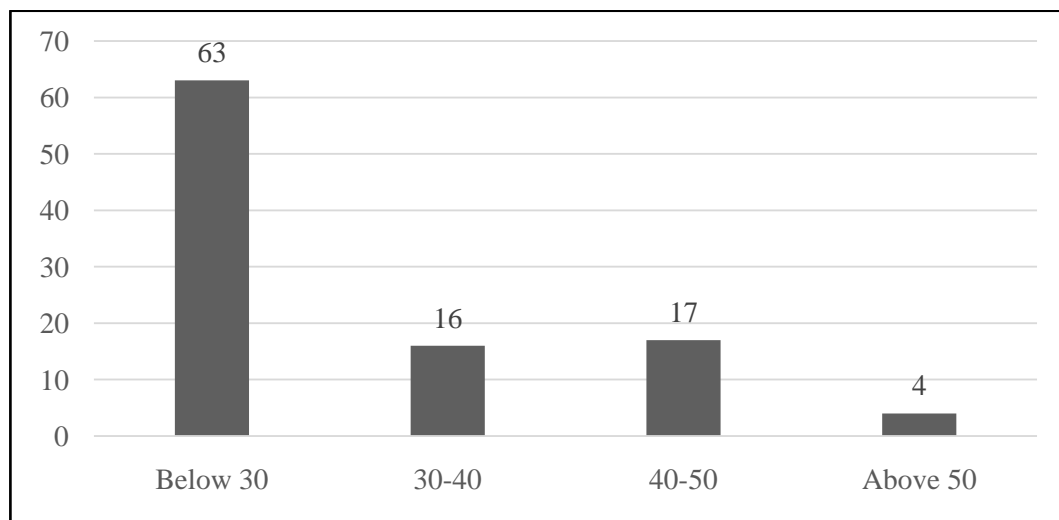
4.2 AGE WISE CLASSIFICATION

Table No 4.2

Age wise classification

Age	No. of Respondents	Percent
Below 30	47	63
30-40	12	16
40-50	13	17
Above 50	3	4
Total	75	100

(Source: Primary data)



Age wise classification

Figure No 4.2

Interpretation:

The above table shows age wise classification of respondents that 63 percent of the respondents belongs to the age group of below 30 and 16 percent of the respondents belong to the age group 30-40 and 17 percent of the respondents are aged 40-50 and 4 percent of them are aged above 50.

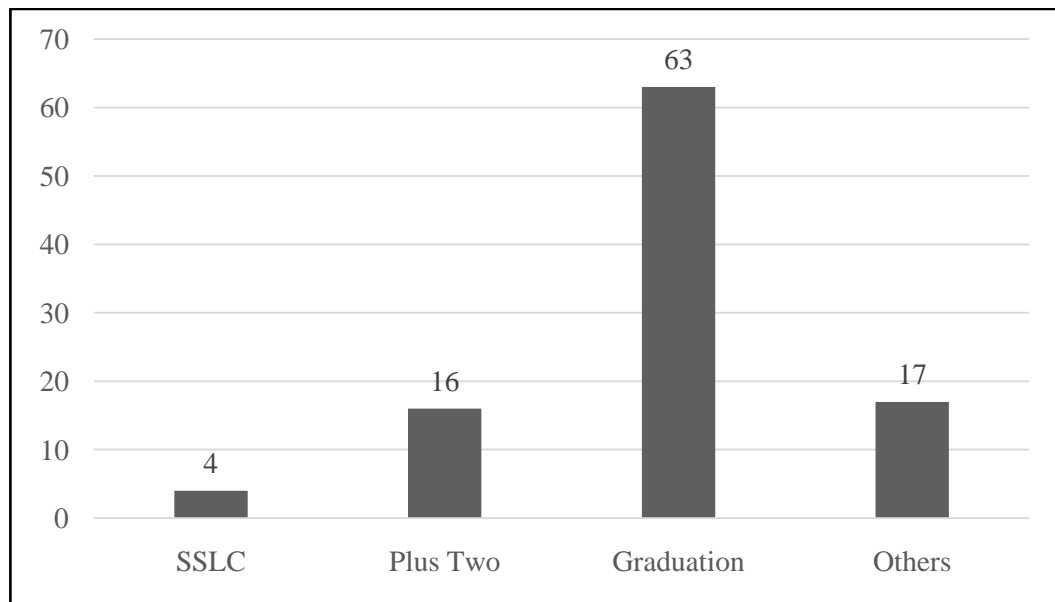
4.3 EDUCATIONAL QUALIFICATION

Table 4.3

Educational Qualification

Educational qualification	No. of Respondents	Percent
SSLC	3	4
Plus Two	12	16
Graduation	47	63
Others	13	17
Total	75	100

(Source Primary data)



Educational Qualification

Figure No 4.3

Interpretation:

It is clear from the above table that out 75 respondents of 63 percent graduated and 16 percent of respondents having plus two qualification and only 17 percent of respondent choose other qualifications.

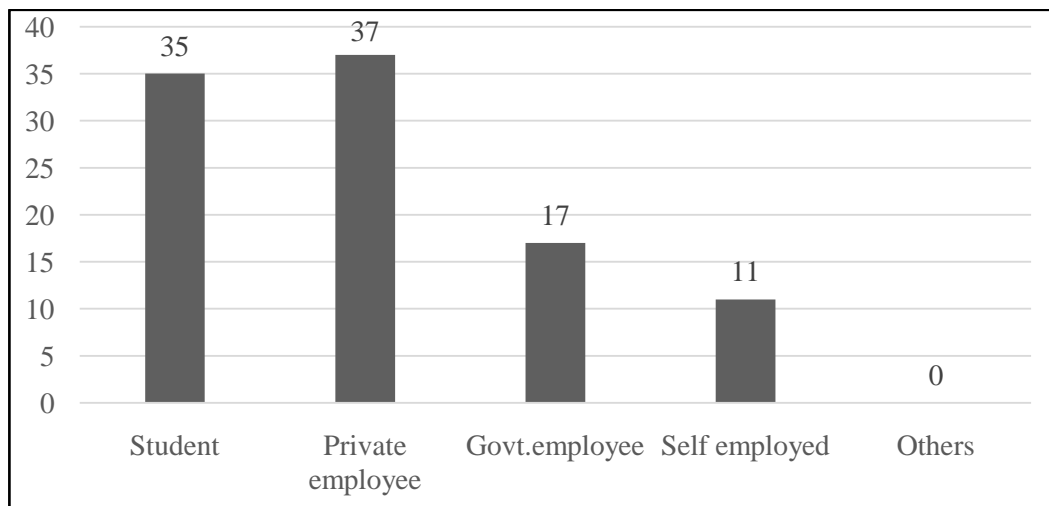
4.4 OCCUPATION

Table No 4.4

Occupation wise classification

Occupation	No. of Respondents	Percent
Student	26	35
Private employee	28	37
Govt. employee	13	17
Self employed	8	11
Others	0	0
Total	75	100

(Source: Primary data)



Occupation wise classification

Figure No 4.4

Interpretation:

Table 4.4 reveals that out of 75 respondents 35 percent students and 37 percent private employee, 17 percent of respondents are Govt. employees and 11 percent of respondents are self-employed.

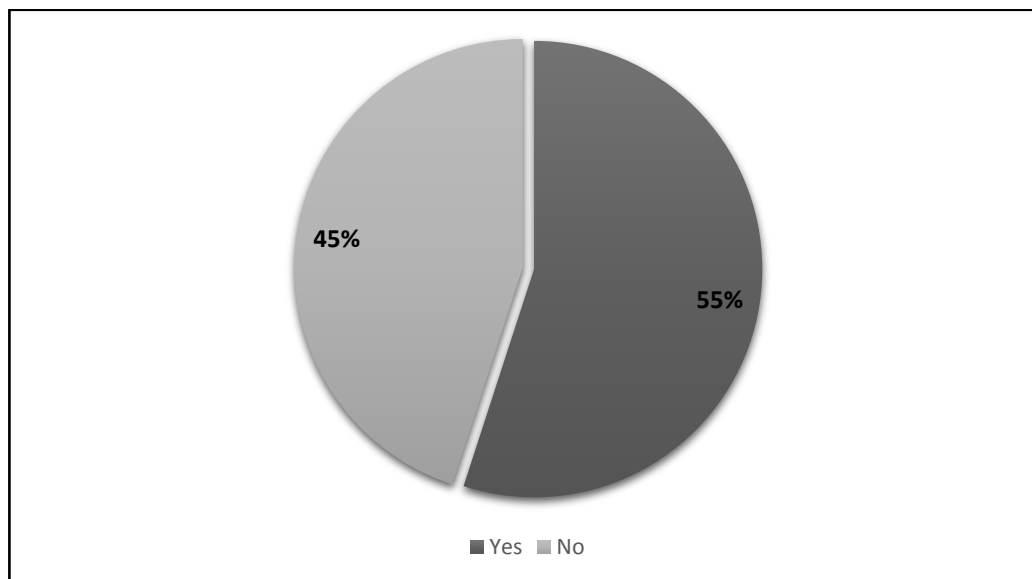
4.5 RESPONDENTS HAVING VEHICLE

Table No 4.5

Respondents having vehicle

Response	No. of Respondents	Percent
Yes	41	55
No	34	45
Total	75	100

(Source: Primary data)



Respondents having vehicle

Figure No 4.5

Interpretation:

Table 4.5 shows that the 75 respondents of 55 percent respondents have vehicle while 45 percent of respondents not having any vehicle.

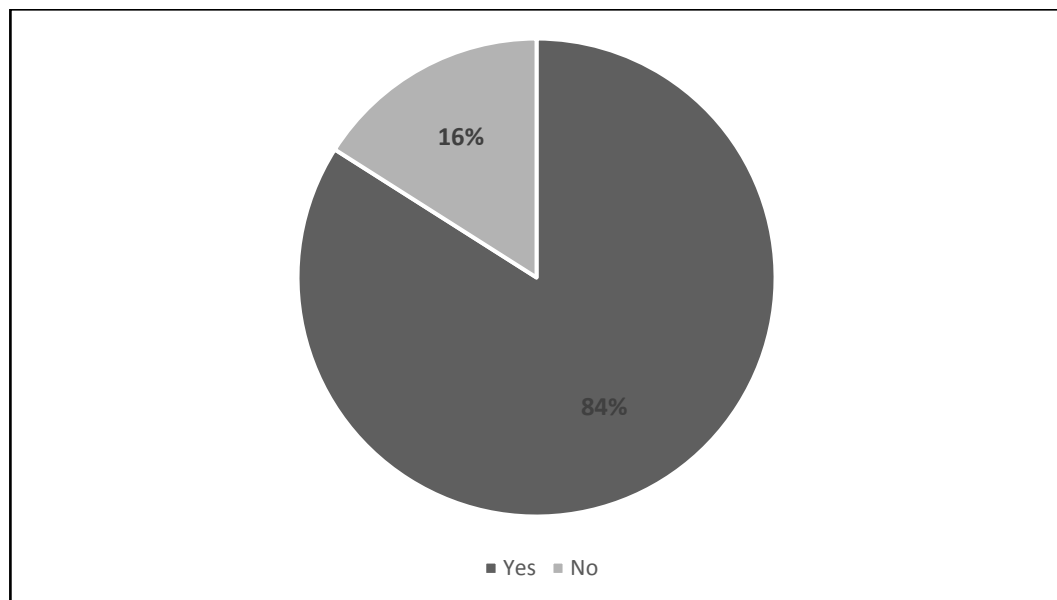
4.6 RESPONDENTS WHO WISH TO BUY A VEHICLE IN FUTURE

Table No 4.6

Respondents who wish to buy a vehicle in future

Response	No. of Respondents	Percent
Yes	64	84
No	11	16
Total	75	100

(Source: Primary data)



Respondents who wish to buy a vehicle in future

Figure No 4.6

Interpretation:

As per the table 4.6 out of 75 respondents of 84 percent respondents wish to buy a vehicle in future and 16 percent of respondents do not wish to buy a vehicle in future.

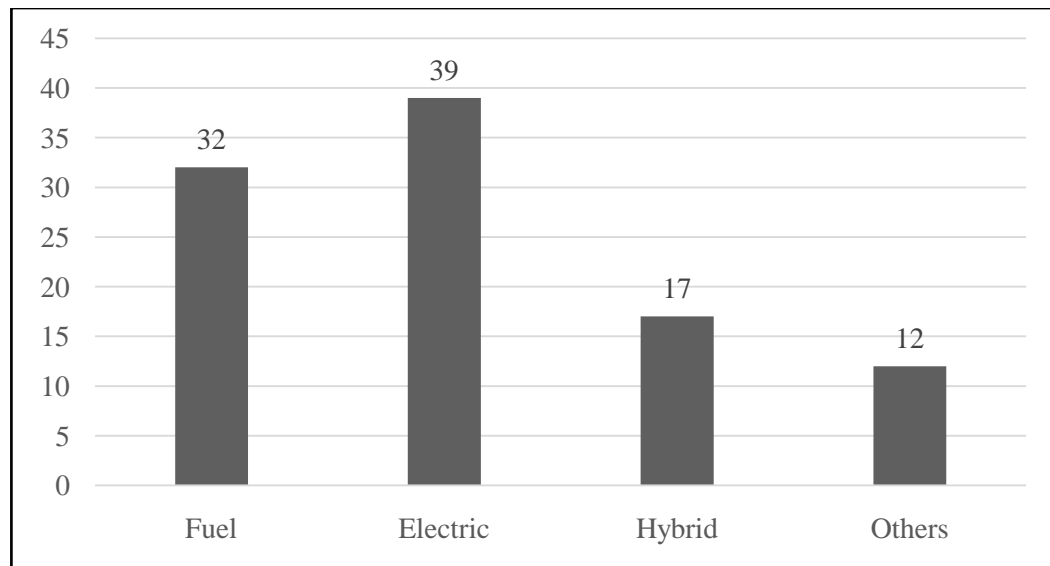
4.7 TYPE OF VEHICLE RESPONDENTS PREFER

Table No 4.7

Type of vehicle respondents prefer

Response	No. of Respondents	Percent
Fuel	24	32
Electric	30	39
Hybrid	13	17
Others	9	12
Total	75	100

(Source: Primary data)



Type of vehicle respondents prefer

Figure No 4.7

Interpretation:

The above table states that out of 75 respondents of 32 percent of the respondents prefer fuel and 17 percent of them prefer hybrid vehicles in future and 39 percent of them prefer electric vehicle in future.

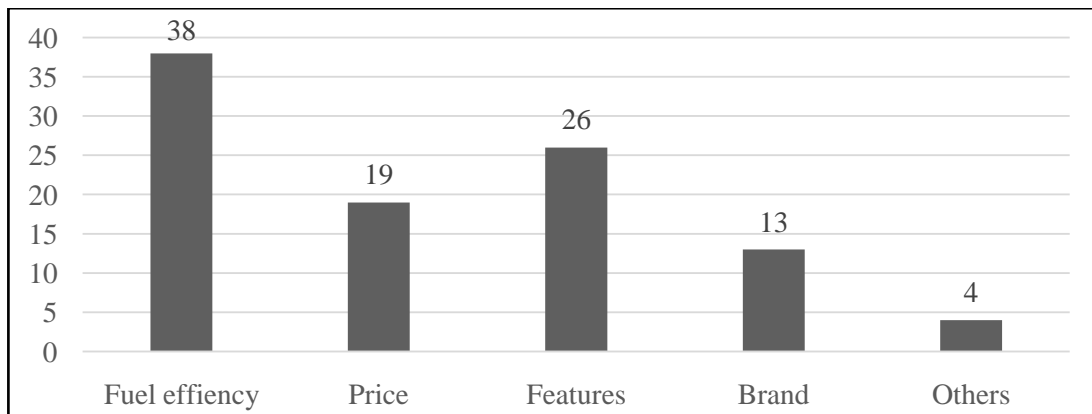
4.8 FACTORS CONSIDERING WHILE BUYING A VEHICLE

Table No 4.8

Factors considering while buying a vehicle

Factor	No. of respondents	Percent
Fuel efficiency	28	38
Price	14	19
Features	20	26
Brand	10	13
Others	3	4
Total	75	100

(Source: Primary data)



Factors considering while buying a vehicle

Figure No 4.8

Interpretation:

It is clear from the above table out of 75 respondents of 38 percent of them considering the fuel efficiency as buying factor and 26 percent of them suggest that features are the buying factor and 19 percent of them suggest that price as a buying factor and 13 percent of them suggest that brand as a buying factor and only 4 percent of them suggest that other certain factors are considering for buying a vehicle.

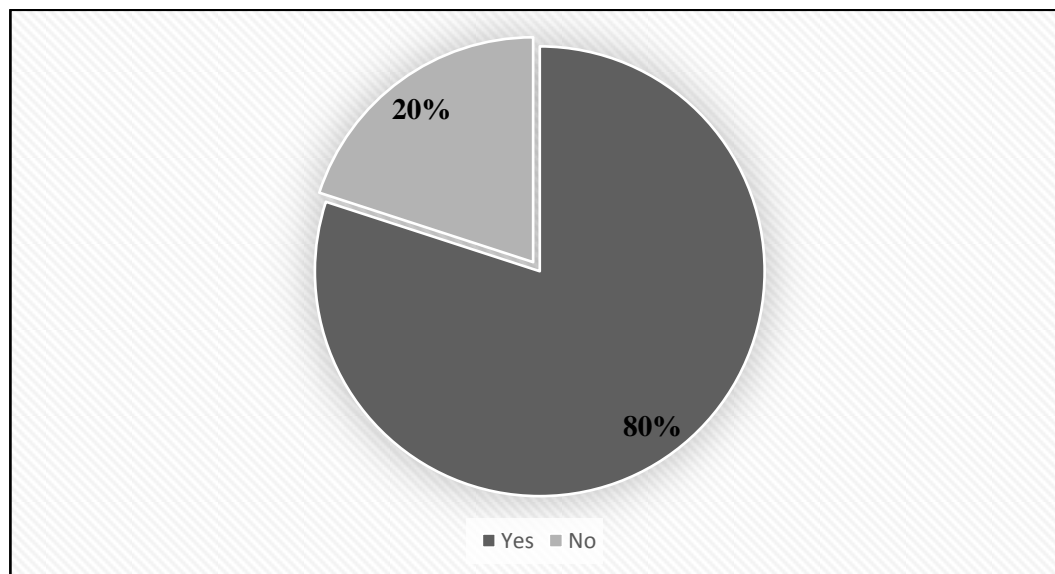
4.9 AWARENESS ABOUT ELECTRIC VEHICLE

Table No.4.9

Awareness about electric vehicle

Response	No. of Respondents	Percent
Yes	60	80
No	15	20
Total	75	100

(Source: Primary data)



Awareness about electric vehicle

Figure No 4.9

Interpretation:

Table 4.9 reveals that out of 75 respondents of 80 percent of them aware about electric vehicle and only 20 percent of respondents are not aware about electric vehicle.

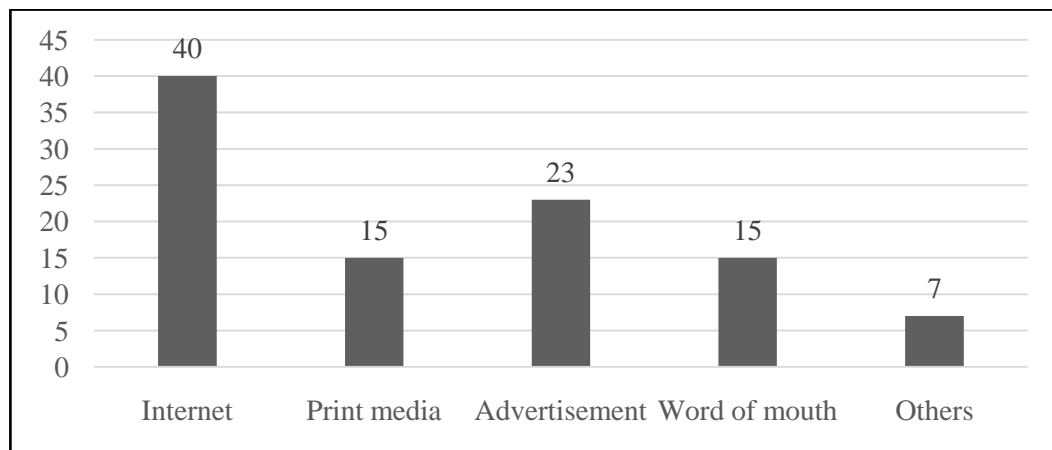
4.10 SOURCE OF INFORMATION ABOUT EV

Table No 4.10

Source of information about EV

Source	No. of Respondents	Percent
Internet	30	40
Print media	11	15
Advertisement	17	23
Word of mouth	11	15
Others	6	7
Total	75	100

(Source: Primary data)



Source of information about EV

Figure No 4.10

Interpretation:

Table 4.10 shows that out of 75 respondents of 40 percent of them selects internet as the source of information and 15 percent of them select print media as the source of information and 23 percent select advertisement as the source of information and 15 percent select word of mouth as the source of information and 7 percent choose other sources of information.

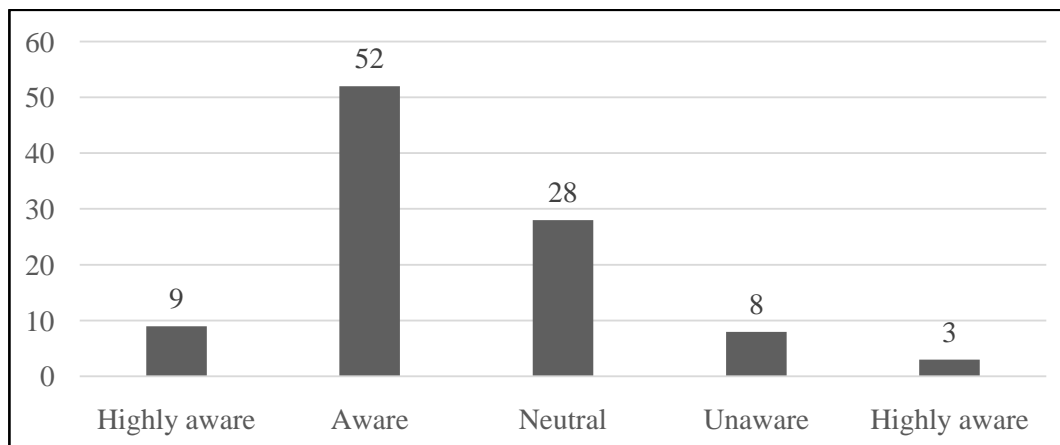
4.11 LEVEL OF AWARENESS ABOUT EV

Table No 4.11

Level of awareness about EV

Response	No. of Respondents	Percent
Highly aware	7	9
Aware	39	52
Neutral	21	28
Unaware	6	8
Highly unaware	2	3
Total	75	100

(Source: Primary data)



Level of awareness about EV

Figure No 4.11

Interpretation:

From the table 4.11 it is clear that out of 75 respondents of 63 percent are aware about the electric vehicle and 24 percent of them are somewhat aware about electric vehicle and 14 percent of them are unaware about electric vehicle and only 2 percent of them are highly unaware about electric vehicle.

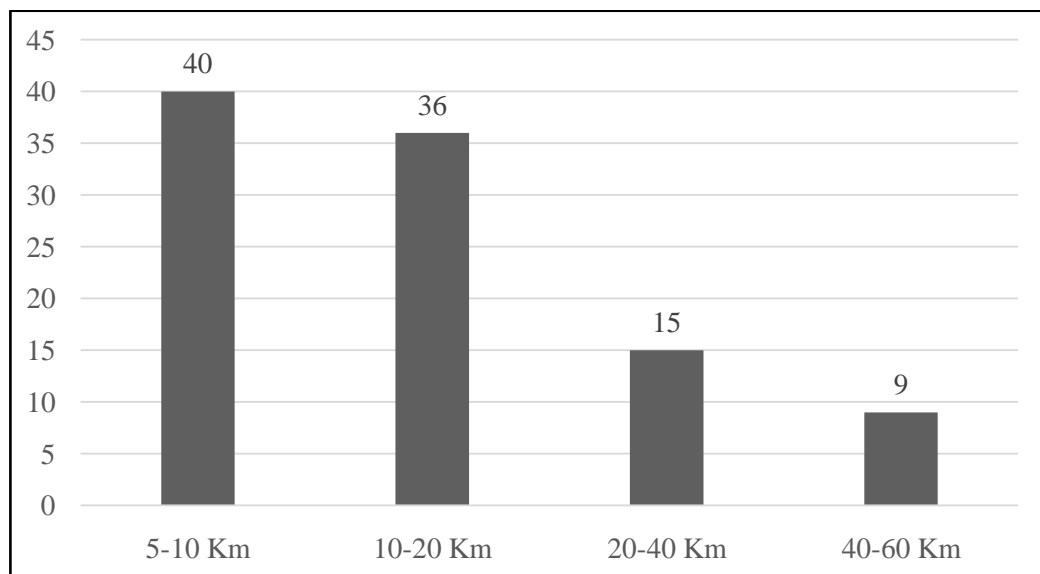
4.12 DAILY TRAVEL

Table No 4.12

Daily travel

Responds	No. of Respondents	Percent
5-10 Km	30	40
10-20 Km	27	36
20-40 Km	11	15
40-60 Km	7	9
Total	75	100

(Source: Primary data)



Daily travel

Figure No 4.12

Interpretation:

Table 4.12 reveals that 75 respondents of 36 percent travelled of them 10-20 Km per day and 40 percent of them travel 5-10 Km per day and 15 percent of them travel 20-40 Km per day and only 9 percent of them travel 40-60 Km per day.

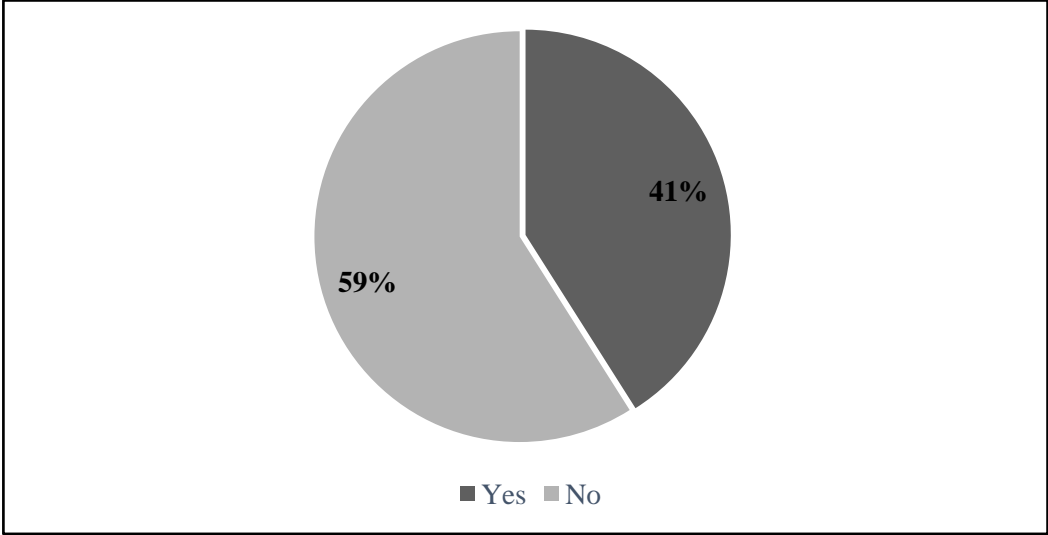
4.13 INTEREST IN CONVERTING PRESENT VEHICLE INTO ELECTRIC VEHICLE

Table No 4.13

Interest in converting present vehicle into electric vehicle

Response	No. of Respondents	Percent
Yes	31	41
No	44	59
Total	75	100

(Source: Primary data)



Interest in converting present vehicle into electric vehicle

Figure No 4.13

Interpretation:

As per the table 4.13, shows that out of 75 respondents 41 percent respondents them interested in converting electric vehicle in future and only 59 percent of respondents are not interested in converting an electric vehicle.

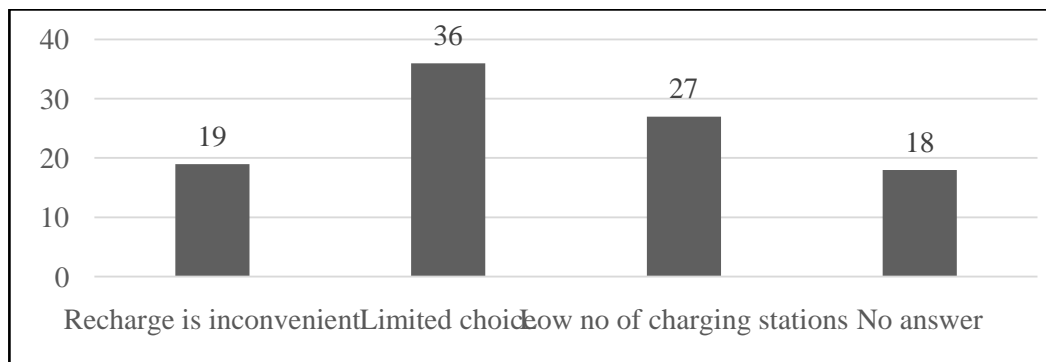
4.14 FACTORS INFLUENCING NOT TO PREFER ELECTRIC VEHICLE

Table No 4.14

Factors influencing to prefer electric vehicle

Response	No. of Respondents	Percent
Recharge is inconvenient	14	19
Limited choice	27	36
Low no of charging stations	20	27
No answer	14	18
Total	75	100

(Source: Primary data)



Factors influencing to prefer electric vehicle

Figure No 4.14

Interpretation

It is clear from the above table 75 respondents of 36 percent are limited choice is the influencing factor and 19 percent of them says that recharge is inconvenient is the influencing factor and also 27 percent of them says that low no. of charging stations is the influencing factor and 18 percent of them does have not a specific answer.

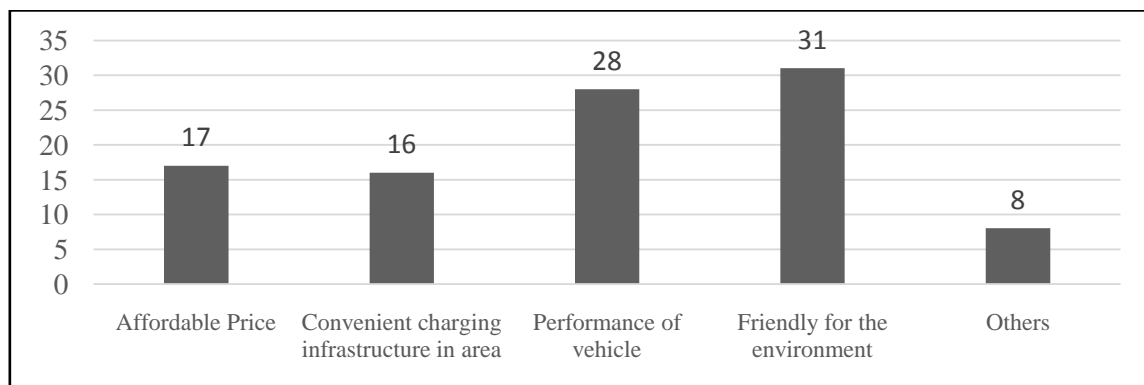
4.15 FACTORS INFLUENCING ON PREFERING AN ELECTRIC VEHICLE

Table No 4.15

Factors influencing on preferring an electric vehicle

Response	No. of Respondents	Percent
Affordable Price	13	17
Convenient charging area	12	16
Performance of vehicle	21	28
Environment friendly	23	31
Others	6	8
Total	75	100

(Source: Primary data)



Factors influencing on preferring an electric vehicle

Figure No. 4.15

Interpretation:

Table 4.15 reveals that 75 respondents of 31 percent says that environment friendly is the influencing factor and 28 percent of them prefer electric vehicle because of its performance and 17 percent of them choose affordable price is the influencing factor 16 percent of them prefer electric vehicle because of its convenient charging infrastructure and only 8 percent of them prefer electric vehicle because of some other reasons.

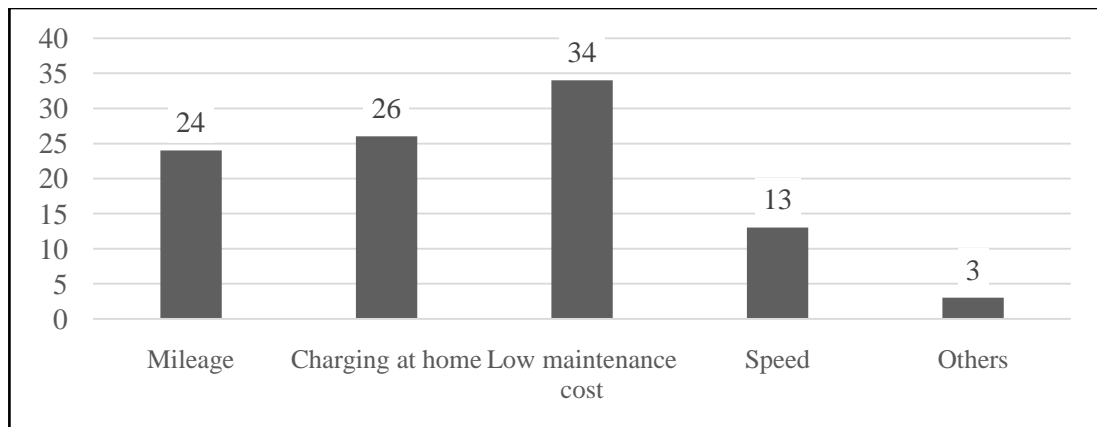
4.16 EXPECTATIONS ABOUT AN ELECTRIC VEHICLE

Table No 4.16

Expectations about an electric vehicle

Response	No. of Respondents	Percent
Mileage	18	24
Charging at home	20	26
Low maintenance cost	26	34
Speed	9	13
Others	2	3
Total	75	100

(Source: Primary data)



Expectations about an electric vehicle

Figure No 4.16

Interpretation:

This table shows that out of 75 respondents 34 percent respondents expect for low maintenance cost and 26 percent of them expects charging at home and 24 percent of them expects the mileage and only 13 percent of them expects for the speed and only 3 percent expect other than these factors.

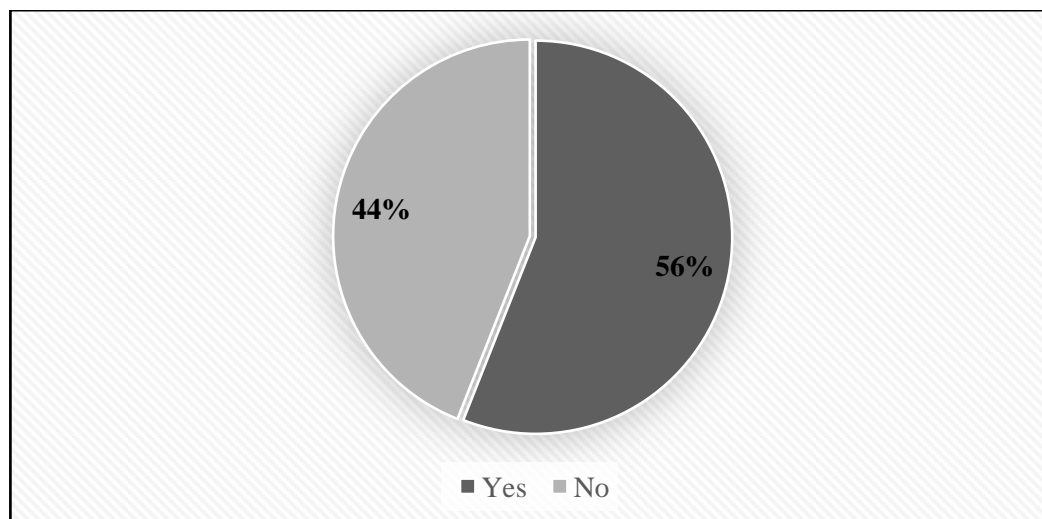
4.17 OPINION ABOUT ELECTRIC VEHICLE AS A SUBSTITUTE FOR FUEL VEHICLE

Table No 4.17

Opinion about electric vehicle as substitute for fuel vehicle

Response	No. of Respondents	Percent
Yes	42	56
No	33	44
Total	75	100

(Source: Primary data)



Opinion about electric vehicle as substitute for fuel vehicle

Figure No 4.17

Interpretation:

According to the table 4.17 out of 75 respondents of 56 percent of them says that electric vehicle is not a substitute for fuel vehicle and 44 percent of respondents says that electric vehicle is considered as a substitute for fuel vehicle.

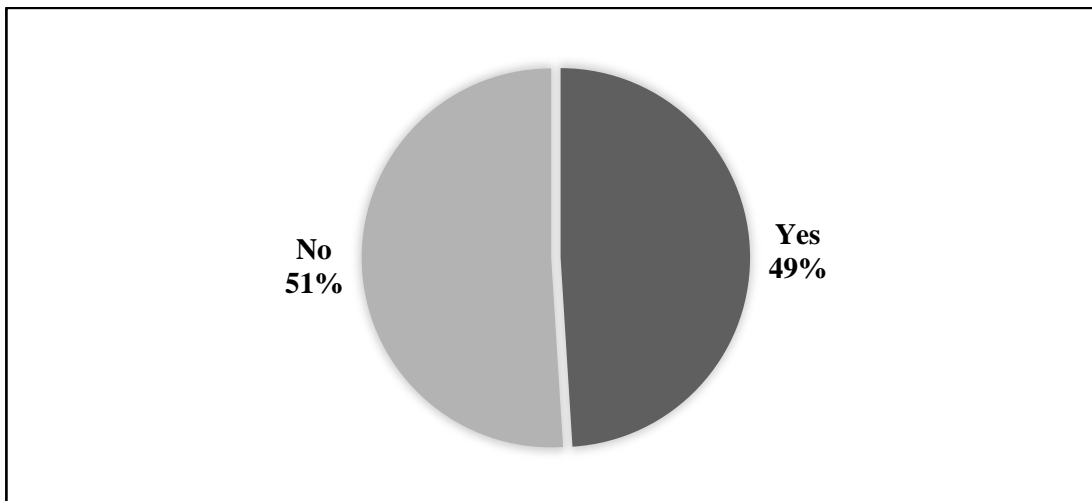
4.18 AWARENESS ABOUT THE SUBSIDIES PROVIDED BY THE GOVERNMENT

Table No 4.18

Awareness about the subsidies provided by the government

Response	No. of Respondents	Percent
Yes	37	49
No	38	51
Total	100	100

(Source: Primary data)



Awareness about the subsidies provided by the government

Figure No 4.18

Interpretation:

Table 4.18 reveals that out of 75 respondents of 51 percent of them are not aware about the subsidies provided by the government and 49 percent of them are aware about the subsidies provided by the government.

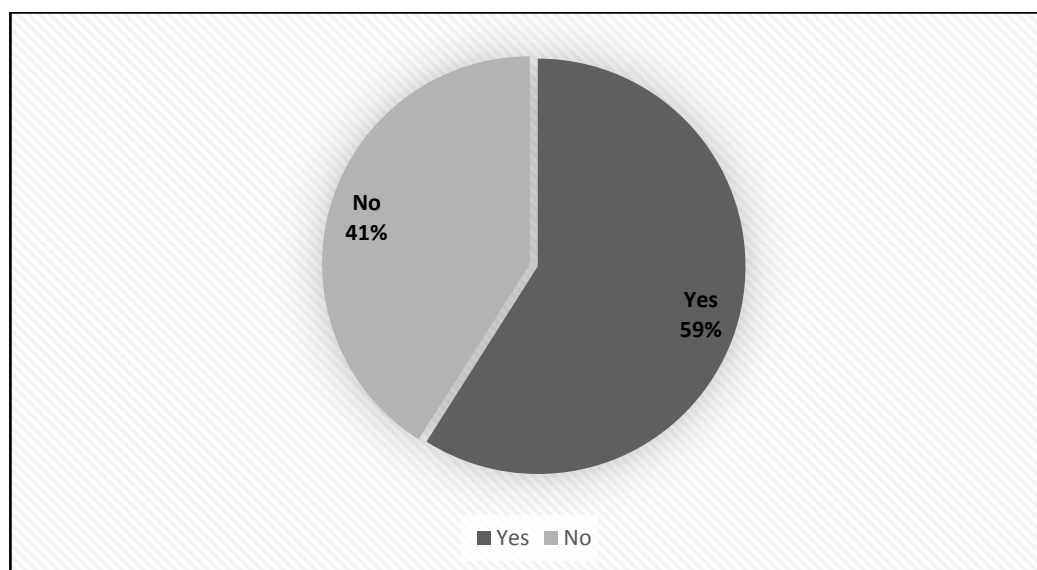
4.19 OPINION ABOUT GOVT SUBSIDIES

Table No 4.19

Opinion about Govt. subsidies

Response	No. of Respondents	Percent
Yes	44	59
No	31	41
Total	75	100

(Source: Primary data)



Opinion about Govt. subsidies

Figure No 4.19

Interpretation:

As per the table 4.19 out of 75 respondents of 41 percent of them says that Govt. subsidies not worthwhile and 59 percent of them says that Govt. subsidies are worthwhile.

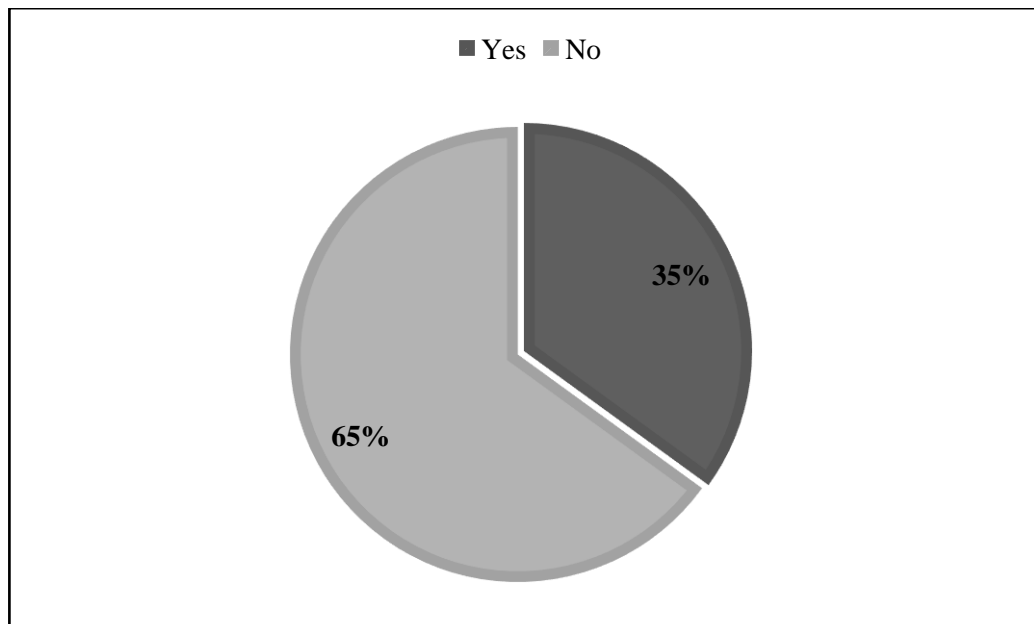
4.20 OPINION ABOUT THE PRICE OF ELECTRIC VEHICLES

Table No 4.20

Opinion about the price of electric vehicles

Response	No. of Respondents	Percent
Yes	49	65
No	26	35
Total	75	100

(Source: Primary data)



Opinion about the price of electric vehicles

Figure No 4.20

Interpretation:

This table reveals that out of 75 respondents of 65 percent them says that the electric vehicles overpriced and only 35 percent of them says that electric vehicles are not overpriced.

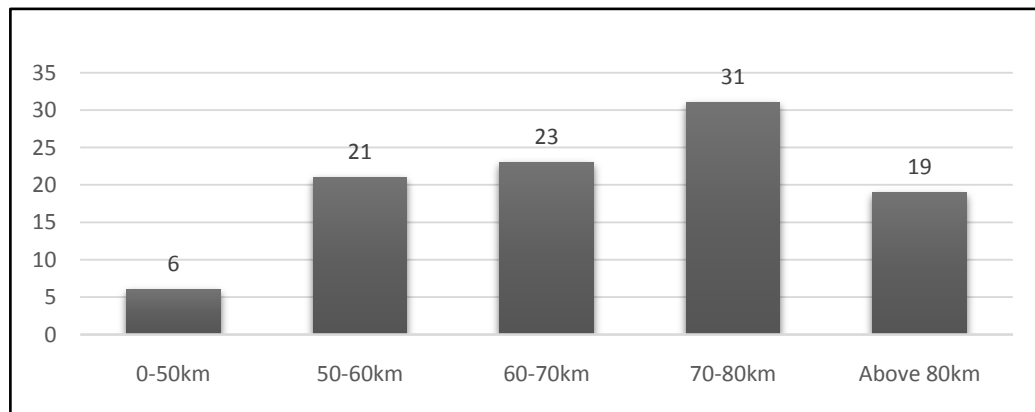
4.21 OPINION ABOUT EXPECTED MAXIMUM SPEED

Table No 4.21

Opinion about expected maximum speed

Response	No. of Respondents	Percent
0-50km	5	6
50-60km	16	21
60-70km	17	23
70-80km	23	31
Above 80km	14	19
Total	75	100

(Source: Primary data)



Opinion about expected maximum speed

Figure No 4.21

Interpretation:

Table 4.21 shows that out of 75 respondents of 31 percent expected that maximum speed is 70-80km and 23 percent of them says that the expected maximum speed is 60-70km and 21 percent of them says that the expected is speed is 50-60km and 19 percent of them says that the expected maximum speed is above 80km and only 6 percent says that the expected speed is below 50km.

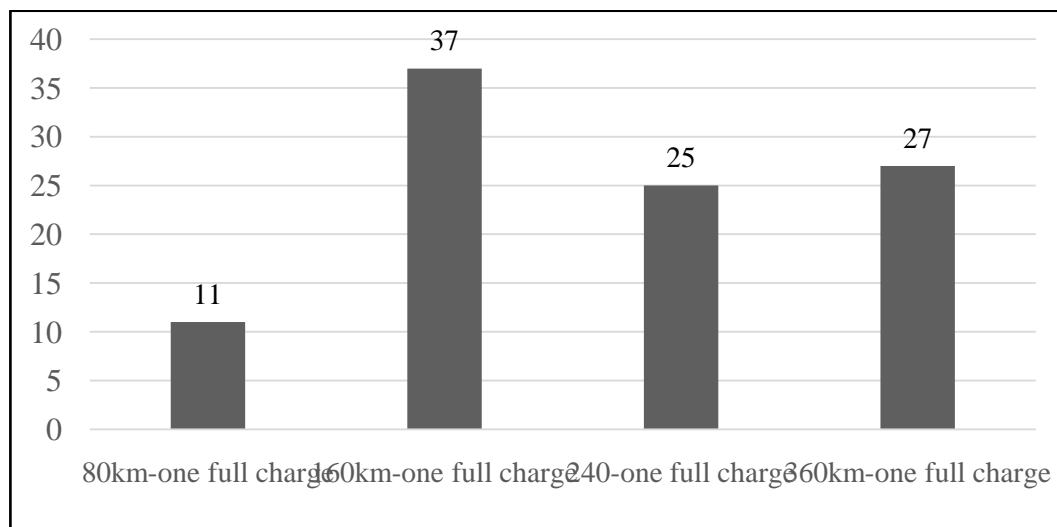
4.22 DEMAND FOR MILEAGE IN ELECTRIC VEHICLE

Table No 4.22

Demand for mileage in electric vehicle

Response	No. of Respondents	Percent
80km-one full charge	8	11
160km-one full charge	28	37
240-one full charge	19	25
360km-one full charge	20	27
Total	75	100

(Source: Primary data)



Demand for mileage in electric vehicle

Figure No 4.22

Interpretation:

It is clear from the above table 37 percent of them give more importance to mileage in electric vehicles that is 160km-one full charge ,27 percent expect 360km-one full charge in electric vehicles, 25 percent people prefer 240kmone full charge and only 11 percent people prefer 80km-one full charge in electric vehicle.

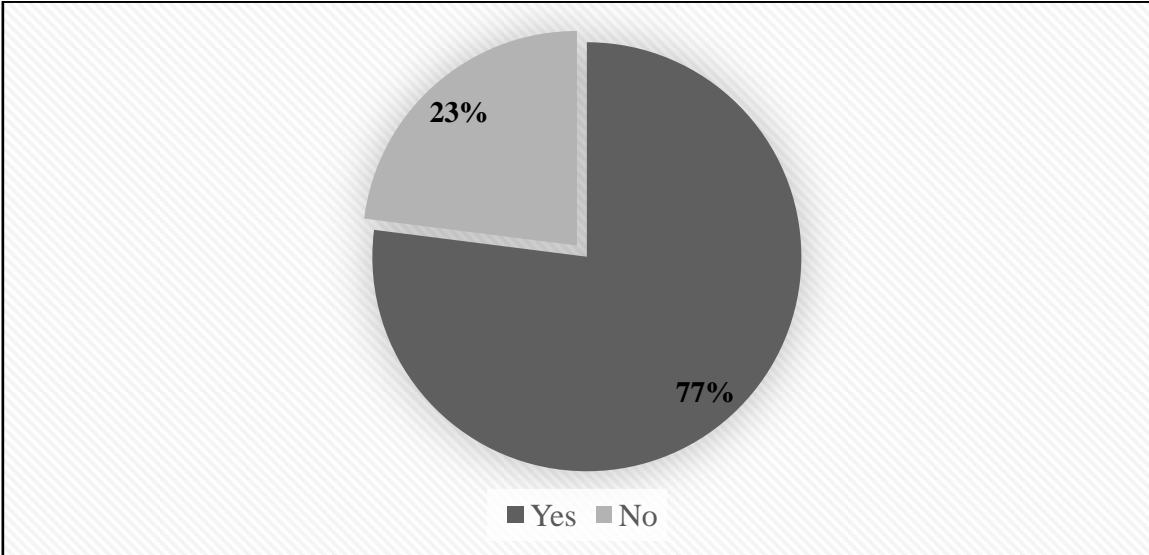
4.23 OPINION ABOUT THE AUTOMOBILE INDUSTRY MUST FOCUS OR PROMOTE ELECTRIC VEHICLE IN FUTURE

Table No 4.23

Opinion about the automobile industry must focus or promote electric vehicle in future

Response	No. of Respondents	Percent
Yes	58	77
No	17	23
Total	75	100

(Source: Primary data)



Opinion about the automobile industry must focus or promote electric vehicle in future

Figure No 4.23

Interpretation:

Table 4.23 states that out of 75 respondents of 77 percent agree the automobile industry to focus on electric vehicle and 23 percent of them think there is no need for automobile industry to focus on electric vehicle.

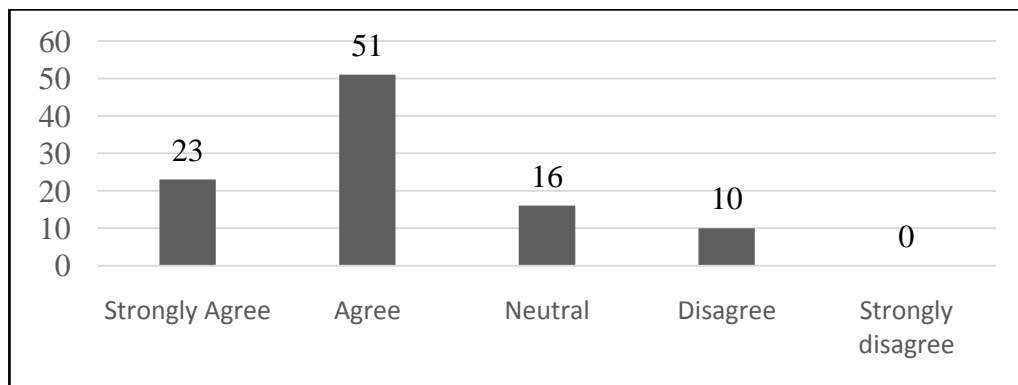
4.24 OPINION ON ELECTRIC VEHICLES IS ABLE TO REDUCE ENVIRONMENTAL POLLUTION

Table No 4.24

Opinion on electric vehicles is able to reduce environmental pollution

Response	No. of Respondents	Percent
Strongly Agree	17	23
Agree	38	51
Neutral	12	16
Disagree	8	10
Strongly disagree	0	0
Total	75	100

(Source: Primary data)



Opinion on electric vehicles is able to reduce environmental pollution

Figure No 4.24

Interpretation:

As per the table 4.24, out of 75 respondents of 51 percent of them agree with this statement and 23 percent of them strongly agree with this statement and 15 percent of respondents have neutral state of opinion and only 10 percent of respondents disagreed with this statement.

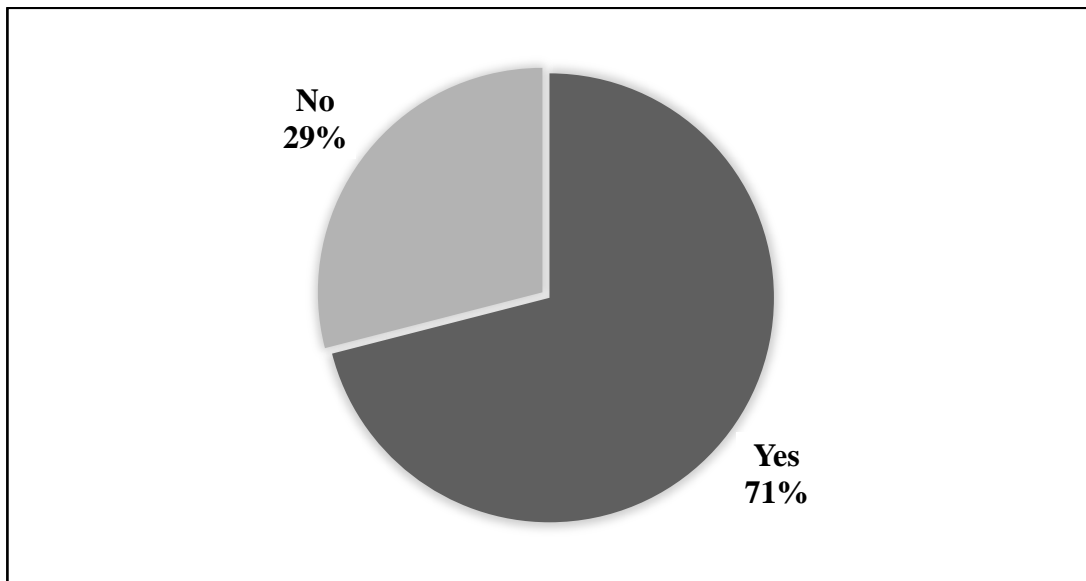
4.25 OPINION ABOUT RETURNS ON INVESTMENT

Table No 4.25

Opinion about returns on investment

Response	No. of Respondents	Percent
Yes	53	71
No	22	29
Total	75	100

(Source: Primary data)



Opinion about returns on investment

Figure No 4.25

Interpretation:

Table 4.25 shows that out of 75 respondents of 70 percent felt that electric vehicle yields good return on the investments where as 30 percent felt it does not.

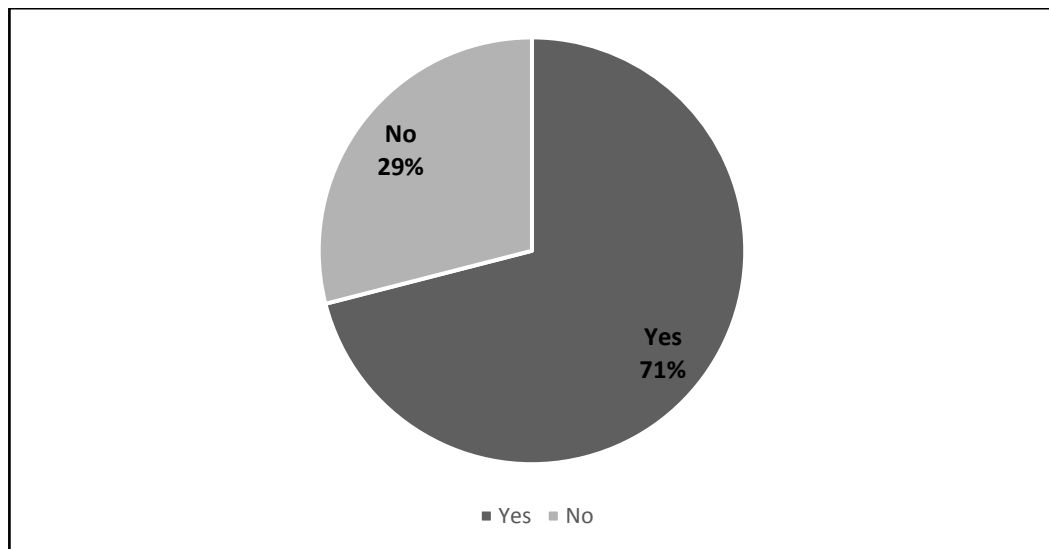
4.26 OPINION ABOUT SWITCHING TO ELECTRIC VEHICLE IF THE EXPECTATIONS ARE MET

Table No 4.26

Opinion about switching to electric vehicle if the expectations are met

Response	No. of Respondents	Percent
Yes	53	71
No	22	29
Total	75	100

(Source: Primary data)



Opinion about switching to electric vehicle if the expectations are met

Figure No 4.26

Interpretation:

According to table 4.23 out of 75 respondents of 71 percent is like to switch to EVs if their expectations are met and only 29 percent of them don't like to switch to EVs even if their expectations are met.

TESTING OF HYPOTHESIS

H_0 -There is no association between gender and purchase intention towards electric vehicle.

H_1 .There is association between gender and purchase intention towards electric vehicle.

Expected frequency (E) = $(a+b) * (a+c) \div a+b+c+d$, $(a+b) * (b+d) \div a+b+c+d$, $(c+d) * (a+c) \div a+b+c+d$, $(c+d) * (b+d) \div a+b+c+d$

Gender	Purchase intention		Total
	Yes	No	
Male	22	22	44
Female	9	22	31
Total	31	44	75

O	E	O-E	(O-E) ²	(O-E) ² /E
22	18.18	3.82	14.592	0.802
22	25.81	-3.81	14.516	0.562
9	12.81	-3.81	14.516	1.133
22	18.18	3.82	14.592	0.802
χ^2				3.299

$$\chi^2 = \sum (O-E)^2/E = 3.299$$

Degree of freedom = $(r-1) * (c-1)$

$$= (2-1) * (2-1)$$

$$= 1*1$$

$$= 1$$

Level of significance = 0.05

Table value of χ^2 at 5% level of significance at 1 degree of freedom = 3.841

Here the calculated value (3.299) is less than the table value (3.841), so we accept the null hypothesis.

That is there is no association between gender and purchase intention towards electric vehicle.

CHAPTER 5
SUMMARY, FINDINGS, SUGGESTIONS AND
CONCLUSION

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY

The project report helped me to understand the customers perception of electric vehicle in Kannur district. The study is structured of five chapters namely introduction, review of literature, theoretical framework, data analysis and interpretation and last one is summary, findings, suggestions and conclusions. First chapter covers the introduction of electric vehicle, statement of the problem, significance of the study, scope of the study, research methodology, tools for data collection tools for data analysis and limitation of the study.

The second chapter is literature review it includes 15 studies of different researchers are analysis carefully.

Third chapter is the theoretical framework it includes customer perception an overview, electric vehicle, Benefits of electric vehicles, limitations of electric vehicles, Indian electric vehicle market an overview, Top electric vehicle manufactures in Indian market, Electric vehicle charging infrastructure, Are EVs really environment friendly? Is an all-electric future likely?

The fourth chapter is data analysis and interpretation, efforts have been made to analyse the data with the help of mathematical tools (percentage method and chi-square method) Data are shown in tables which includes response of respondents, total number of respondents and percentage share of respondents towards the various statements, and also analyses the relationship between gender and purchase intention towards electric vehicle. The objective of the study present study is;

- 1.To examine the factors driving consumers to buy electric vehicle in Kannur district.
- 2.To evaluate the buying behaviour of respondents in Kannur district towards electric vehicle.
- 3.To analyses the purchase intention towards electric vehicle in Kannur.
- 4.To study the consumer awareness about electric vehicle in Kannur district.

5.2 FINDINGS

- Gender wise classification reveals that 59% of respondents are male.
- Age wise classification shows that majority (63%) respondents are aged below 30.
- Majority (63%) are having graduation.
- 48% of respondents are students.
- Out of 75 respondents 55 % of respondents have vehicle.
- 84% of respondents are wish to buy a vehicle in future.
- Majority (39%) of the respondents prefer electric vehicle.
- 38%of respondents consider price as a main factor while buying a vehicle.
- Most of the respondents that is 80% respondents are aware about EV.
- 40% of respondents consider internet as main source of information.
- While examining the level of awareness 52% of respondents are at, aware level.
- Majority (40%) of respondents travelled 5-10km daily.
- 59% of respondents have not a stable decision in owning or converting electric vehicle in future.
- It is seen that of the total respondents, majority (36%) of respondents says that limited choice is the main factor for not preferring electric vehicle.
- Majority (31%) of respondents prefer EV as it is environment friendly.
- It is clearly observed from the study that, the main expectations of the respondents EV are the low maintenance cost.
- Most of the respondents says that EV is really a substitute for fuel vehicle.
- 51% of respondents are not aware about the subsidies provided by the Govt.
- It is inferred from the study that 59% of respondents says that Govt subsidies for EV are worthwhile.
- Majority (65%) of respondents says that electric vehicle is overpriced.
- As per the study 31 percent of respondents opinioned that the expected maximum speed is70-80km.
- The total of respondents of 37 percent opinioned the expected mileage is 160km one full charge.
- 77% of respondents says that the automobile industry must focus or promote electric vehicle in future.

- It is inferred from the total respondents of 51 percent of respondents agree with the statement that electric vehicle is very helpful in reducing environmental pollution.
- Majority (71%) says electric vehicle provide good return on investment.
- It is revealed that out of total respondents,71 percent of respondents expected to switch to electric vehicle if their expectations are met.
- The hypothesis revealed that there is no association between gender and buying behavior.

5.3 SUGGESTIONS

- Companies should undertake more efforts to create a strong awareness about electric vehicle in the mind of consumers.
- Govt. should provide more subsidies, tax reductions and incentives to customers to promote the purchase of electric vehicles.
- Electric vehicle manufacturers and the Government of India have to invest more in social acceptance of the vehicle by creating more infrastructural facilities, high-capacity batteries, putting more thrust on technology, that can create trust in consumers.
- It is possible to attain environmental sustainability by promoting electric vehicle.
- It is possible to reduce the amount of air pollution by the use of electric vehicle.
- It is essential to setup more charging stations in nearby localities.
- Govt. should take strict policy on the pollution and policy on the boosting of electric vehicle.
- Publicity and advertisement to be increased. Till now the concept of EV has not reached to common man.
- Price reduction has to be made. The present price for EV is too which is not affordable for a common man.

5.4 CONCLUSION

Car pollutants cause immediate and long-term effects on the environment. Car exhausts emit a wide range of gases and solid matter, causing global warming, acid rain, and harming the environment and human health. Engine noise and fuel spills also cause pollution. Cars, trucks and other forms of transportation are the single largest contributor to air pollution in India, but car owners can reduce their vehicle's effects on the environment. Car pollution is one of the major causes of global warming. Cars and trucks emit carbon dioxide and other greenhouse gases, which contribute one-fifth of the United States' total global warming pollution. Greenhouse gases trap heat in the atmosphere, which causes worldwide temperatures to rise. Without greenhouse gases, the Earth would be covered in ice, but burning excessive amounts of fossil fuels, such as gasoline and diesel, has caused an increase of 0.6 degrees Celsius, or 1 degree F, in global temperatures since pre-industrial times, and this will continue to rise over the coming decades. Warmer global temperatures affect farming, wildlife, sea levels and natural landscapes. Perhaps it is the right time to push EV's. The field researches regarding EV to be backing in India. In foreign countries the studies regarding EV have started long back in 80's. But in India only some articles are available. So far, no much detailed studies are not available.

In conclusion we can say the concept of EV is ideal both theoretically and practically. Theoretically more studies are required. There are ample scopes for research studies in this field. So, scholars have encouraged to do their doctoral work in this area. Practically the country needs substitute for petrol and diesel vehicles. So, EV has to be pushed. It has been revealed in present research of mine as well. When we look into the facts, we are very much sure about the consequence of vehicles on environment. And electrical vehicles will give solution to it by one extent.

Customer perception is an essential factor that builds up or breaks down any brand. Nowadays, customer perception is changing rapidly, and this has to be taken care of as it affects any brand significantly. The study has established that the customer perception of EV plays a crucial role in the sales of EV. The study has also established that customer perception of EV and sales of EV are directly proportional to each other. Hence it becomes vital for the automobiles to keep their eye on the customer perception as it plays a crucial role in increasing their sales and also helps in maintaining

competitive advantage. It is also recommended that the Government should try to penetrate the positive perception of EV among potential customers and also promote electric vehicles as they are the future.

Based on the analysis, electric vehicle manufacturers and the Government of India have to invest more in social acceptance of the vehicle by creating more infrastructural facilities, high-capacity batteries, putting more thrust on technology that can create trust in consumers. The result clearly illustrates that the population is well aware of the environmental benefits. Because environmental sustainability is one of the major concerns to be addressed and electric vehicles would ultimately aid in achieving the same as the carbon emissions from electric cars is almost 90% lower than conventional cars. Apart from manufacturers, Government should strive hard to spread awareness about EVs and influence positive perceptions among potential customers.

Irrespective of the demographics, incentives from the Government for the purchase of electric cars have gained only limited awareness among the potential customers. People perceive that price and maintenance cost is relatively high over other factors. Even the people who are ready to own electric cars perceive that the price of electric vehicles is relatively high, but they feel that EVs can contribute much to reducing environmental pollution and social acceptance while owning it. Hence, they prefer electric cars. Similarly, charging infrastructure and drive range are perceived as low, and recharging time is perceived as high. Even though there are areas to improve for the growth of EVs in India, there more 50% respondent are with the plan of owning an electric vehicle shortly.

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APPENDIX

QUESTIONNAIRE

Dear Sir/Madam, I am Amala Mariya student of fourth semester M. Com in Don Bosco Arts and Science College Angadikadavu. As part of the curriculum, I am doing a project on “Customer perception towards electric vehicle with special reference to Kannur district”. You kindly give necessary information through this questionnaire. I assure you that the information provided will be kept confidential and will be used for academic purpose only.

Name:

1. Gender:

a) Male b) Female

2. Age: a) Below 30 b) 30-40 c) 40-50 d) Above 50

3. Education qualification:

a) SSLC b) Plus two c) Graduation d) Others

4. Occupation:

a) Student b) Private employee c) Govt. employee

d) Self-employed e) Others

5. Do you have any vehicle?

a) Yes b) No

6. Are you ready to buy any in future?

a) Yes b) No

7. Which type of vehicle do you prefer?

a) Fuel b) Electric c) Hybrid d) Others

8. What are the factors considering you in purchasing a vehicle?

a) Fuel efficiency b) Price c) Features

d) Brand e) Others

9. Are you aware about electric vehicle?

a) Yes b) No

10. What are the major sources where your information about electric vehicle from?

a) Internet b) Print media c) Advertisement d) Word of mouth

11. How much knowledge do you have about electric vehicle?

a) Highly aware b) Aware c) Neutral d) Unaware

e) Highly unaware

12. How much you travel daily?

a) 5-10 km b) 10-20 km c) 20-40 km d) 40-60 km

13. Would you interested in converting your present vehicle into electric vehicle?

a) Yes b) No

14. What are the factors influencing in not preferring electric vehicle?

a) Re-charge is inconvenient b) Limited choice

c) Low No. of charging stations d) No answer

15. What are the factors influencing preferring an electric vehicle?

a) Affordable price b) Convenient charging area

c) Performance of vehicle d) Environment friendly e) Others

16. What are your expectations about an electric vehicle?

a) Mileage b) Convenient charging area c) Low maintenance cost

e) Speed d) Others

17. Do you think that electric vehicle are substitute for fuel vehicle?

a) Yes b) No

18. Are you aware about the subsidies provided by the Govt. on purchase of electric vehicle in the coming future?

a) Yes b) No

19. If yes, are the Govt. subsidies for electric vehicles worthwhile?

a) Yes b) No

20. Do you think that electric vehicles are overpriced?

a) Yes b) No

21. What should be the expected maximum speed of an electric vehicle?

a) 0-50km b) 50-60km c) 60-70km d) 70-80km

e) Above 80km

22. What should be the expected mileage of an electric vehicle?

a) 80km –One full charge b) 160km–One full charge

c) 240km –One full charge d) 360km–One full charge

23. Do you believe that the automobile industries must focus or promote electric vehicle in future?

a) Yes b) No

24. What is your opinion about this statement “electric vehicle is able to reduce environmental pollution?”

a) Strongly agree b) Agree c) Neutral d) Disagree

e) Strongly disagree

25. What is your opinion about this statement electric vehicle are good return investment?

a) Yes b) No

26. Do you like to switch to electric vehicle if your expectations are met?

a) Yes b) No

**IMPACT OF DIGITAL MARKETING AMONG
YOUTH WITH SPECIAL REFERENCE TO IRITTY
TALUK**

*A project report submitted to the Kannur University in partial
fulfillment of the requirement for the award of degree of*

MASTER OF COMMERCE

(2021-2023)

By

ANNJOSE

REG.NO. C1PCOM3904

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. SOJIMOL P. J.

(DEPARTMENT OF COMMERCE)



DEPARTMENT OF COMMERCE

**DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 670706**

DECLARATION

I ANNJOSE, student of 4th Semester M.Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled **“IMPACT OF DIGITAL MARKETING AMONG YOUTH WITH SPECIAL REFERNCE TO IRITTY TALUK”** is an authentic and original work done by me under the guidance and supervision of Ms. SOJIMOL P. J., Assistant Professor, Department of Commerce, in partial fulfilment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

ANNJOSE

Date:

C1PCOM3904

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 670706



CERTIFICATE

This is to certify that the project report entitled **“IMPACT OF DIGITAL MARKETING AMONG YOUTH WITH SPECIAL REFERENCE TO IRITTY TALUK”** is a record of genuine work done by the candidate ANNJOSE during the period of his study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfilment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Ms. SOJIMOL P.J

Supervisor

Ms. DEEPTHY JOSEPH

Assistant Professor & Head

Examiner 1:

Examiner 2:

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I feel privileged to acknowledge the contribution of those who helped me for the successful completion of my project.

First of all I bend my hand before the god whose grace led me to accomplish this project.

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In this opportunity I express my sincere thanks to my parents and friends for their encouragement and all assistants provide throughout this project I am graceful to my classmates for their co-operation and assistance.

ANNJOSE

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CHAPTER I

INTRODUCTION

INTRODUCTION

In today's society consumers are overloaded with all sorts of communication and as a consequence it becomes challenging for companies to break through this clutter of information and reach their intended audience. The appearance of Web 2.0 has brought many new social media platforms, where consumers are engaging and interacting incessantly, hence they become available for this extreme amount of information which results in a misty sight of the consumers; they drown in this overload of communication.

Even though social media platforms have brought a wealthy of possibilities and opportunities for companies, products become more and more similar, thus there is a need for identity, image and uniqueness. In the recent years a new trend has emerged; digital marketing, which focuses on concentrated information delivered to the consumers in order to provide them with something valuable. This marketing strategy is not focused on selling like traditional/old marketing, but merely to create brand loyalty and thus hopefully enhance purchases in the long-term. Our society is starting to shift from focusing on material value to gratifying information value; thus there is a need for great content. The consumers of today are increasingly more interested in the brand and the brand values that follows, which appeal to them, fascinates and even repulse them, rather than the actual product itself. Gradually, it is all about what the brand can do for the individual, personally.

Digital marketing (also known as data driven marketing) is an umbrella term for the marketing of products or services using digital technologies mainly on the internet, but also including mobile phones, display advertising, any other digital medium.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses utilize technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing techniques such as Search Engine Optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation,

campaign marketing, data driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display marketing, e-books, and optical disks and games are becoming more common in our advancing technology. In fact digital marketing now extends to non- internet channels that provide digital media, such as mobile phones (SMS and MMS), call back and on-hold mobile ringtones.

1.1 STATEMENT OF THE PROBLEM

Digital marketing is one of the modern marketing techniques. Marketers have turned to different genres on the internet to keep current customers and bring in new ones. Not only it is a good strategy, it is necessary for a business to stay alive and keep the competitive edge. In an increasing online world, it is essential to conduct a study on digital marketing because marketing techniques are changes day by day.

The present study is an attempt to understand the impact of digital marketing among youth.

1.2 SIGNIFICANCE OF THE STUDY

Digital marketing is one of the important marketing techniques that influence the buying behaviour of consumers. Digital marketing offers a lot of comfort, ease, versatility and most importantly is faster than anything else. So youth are more interested in digital marketing than any other type of marketing. Hence the present study makes an investigation about the impact of digital marketing among youth. Various studies are conducted about digital marketing but none of them focused on impact of digital marketing among youth. Hence it is believed that this study will be useful for youth.

1.3 SCOPE OF THE STUDY

The study is conducted to evaluate the impact of on digital marketing among youth. The findings and conclusions from the study based on the response of youth. For this study 75 respondents are selected from Irritty Taluk.

1.4 OBJECTIVES OF THE STUDY

- To evaluate the impact of digital marketing among youth
- To identify the various services utilised by the people using digital medias1
- To identify the most preferred service in digital marketing
- To understand the effectiveness of digital marketing over traditional marketing

1.5 RESEARCH METHODOLOGY

The study designed as an empirical one based on the survey method. Both primary and secondary data have been used for the smooth conduct of the study. Methodology is the systematic, theoretical analysis of the method applied to a field of study. It comprises the theoretical analysis of the body of the methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions-it's therefore, not the same as a method. Instead, a methodology offers theoretical underpinning for understanding which method, set of method, or so called best practice can be applied to specific case, for example, o calculate a specific result.

1.5.1 RESEARCH DESIGN

Research design is an arrangement of condition for collection and analysis of data in a manner that to combine relevance to the research purpose. The research design refers to the preplanning of what researcher does this study. The research scholar wanted to study "IMPACT OF DIGITAL MARKETING AMONG YOUTH". It will add more facts and information to the existing knowledge. So the researcher used descriptive research design for the study.

1.5.2 AREA OF THE STUDY

Iritty Taluk was purposely selected for the area of the study.

1.5.3 POPULATION

The total number of items or things in a particular study is known as population. Here the population is infinite that means the population cannot be measured. Population include youth in Iritty Taluk

1.5.4 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. Here 75 samples are selected for the study.

1.5.5 SAMPLING TECHNIQUE

For data collection convenience sampling technique was used. Convenience sampling is one in which a sample is obtained by selecting such units of the universe which may be conveniently located and contacted.

1.5.6 SOURCES OF DATA

Different methods and techniques are used for conversion of raw data into scientific data. Both primary and secondary data were collected for the purpose of study.

Primary Data:

Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Here primary data is collected from 75 people in Kannur district through a well-structured questionnaire.

Secondary Data:

Secondary data are already collected and analysed by some other person for their own use and later the same data are used by another person. These were collected from journals, books, related to the topic and websites, etc...

1.5.7 TOOLS FOR DATA COLLECTION

In this study questionnaire is used to collect data from farmers. A questionnaire is a data collection instrument consisting of a series of questions and other prompts for the

purpose of gathering information from respondent. The researcher used questionnaire method for the collection of data from the respondents. The questionnaire is formulated on the basis of meeting the objectives of the study. A questionnaire is a data collection instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondent.

1.5.8 TOOLS FOR DATA ANALYSIS

A) Percentage method

The tool which is used for the study is percentage. Percentage is a number or ratio expressed as a fraction of 100. It is often denoted using the percentage sign “%”. Percentage used to express how large or small one quantity is relative to another quantity. The formula used to calculate percentage is:

$$\text{Percentage} = \text{amount}/\text{total} * 100$$

B) Ranking method

Ranking method is a non-quantitative method of comparing different alternatives.

In statistics “ranking” refers to the data transformation in which numerical or ordinal value are replaced by their rank when the data are stored. Ranks are related to the indexed list of order statistics, which consist of the original data set rearranged into ascending order. A ranking is a relationship between a set of items such that, for any two items, the first is either ‘ranked higher than’, ‘ranked lower than’, or ‘ranked equal to’ the second. In mathematics, this is known as a weak order or total pre-order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The ranking themselves are totally ordered

c) Likert Scale

The Likert scale is one the most widely used attitude scaling technique. In this approach, the respondents are asked to indicate his degree of agreement or disagreement with each of the series of statement that are related to the objects in questions.

Normally the Likert scale is expressed in terms of five categories, although three and seven are sometimes used. The usual description for the five categories:-

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied

Each point of the scale carries a score. The choice between the two ordering of score for an item depends on whether ‘agree’ indicates a favourable or unfavourable attitude. Sometimes it will be expressed positively, so that indicate a favourable attitude and sometimes negatively, so that answer indicate an unfavourable attitude. To make that total score meaningful; positive answer must be scored in one order and negative one in reverse order.

The procedure for developing a Likert scale is as follows,

1. The first step is to collect a large number of statements relevant to the study.
2. The respondents are asked to indicate their response on the five point scale.
3. The responds to various statements are scored in such way that a response indicate of the most favourable attitude is given in the highest score say 5 and that with the most unfavourable attitude is given the lowest say 1, the mark are multiplied with the number of the respondents of each category.
4. The total marks of each statement are obtained by adding marks that received for separate statement.
5. The total marks of each statement are divided by the sample size i.e. 75.
Thus we get the mean. Mean is the range of 1-2-3-4-5.

D) χ^2 - Test (Chi Square Test)

The statistical test in which the test statistic follows a χ^2 - distribution is called χ^2 - test. There for χ^2 - test is a statistical test, which tests the significance of difference between observed frequencies and the corresponding expected frequencies of a distribution. Here in this research chi-square test is used to test the independence of two attributes.

Chi-square value is calculated by using the following formula.

$$\chi^2 = \sum (O - E)^2 / E$$

Where, O = Observed Frequency

E = Expected frequency

Level of significance is considered as 5 per cent.

Null hypothesis is accepted or rejected by comparing the calculated value with table value. If the calculate value is less than the table value then the null hypothesis is accepted, otherwise rejected.

1.6 HYPOTHESIS

H₀: Educational qualification and digital media for buying the product are independent

H₁: Educational qualification and digital media for buying the product are dependent

1.7 PERIOD OF THE STUDY

The duration of the study was from January 2023 to March 2023

1.8 OVERVIEW OF THE REPORT

Present study consists of five chapters.

- Chapter 1 Introduction.
- Chapter 2 Review of literature.
- Chapter 3 Theoretical profile.
- Chapter 4 Data analysis and interpretation.
- Chapter 5 Summary, findings, suggestions and conclusion.

1.9 LIMITATIONS OF THE STUDY

- ❖ A complete study includes the respondents from only a particular area.
- ❖ The period of the study is very short. In order to get accurate result the entire population should be studied, but the researcher took a sample of 75 respondents due to lack of time.
- ❖ The reliability of the data depends on the information given by the respondents.
- ❖ The analysis is purely based on the research topic, so that other areas may get neglected.

CHAPTER II
REVIEW OF LITERATURE

REVIEW OF LITERATURE

This review of literature based on various studies conducted by the researchers, experts and from various other relevant sources. By means of the review of literature the researcher has tried to find out the studies conducted so far by the experts pertaining to the topic. This literature review was written to develop state of the art knowledge on the background of the study. The purpose of the review is to conceptualize the problem and its background, to review the existing body of knowledge on the topic and to orient the research consumers into the different dimensions of the problems and its backgrounds. The foundation of this system has been lid on the principle of pooling resources in small quantities for larger individual and collective social benefits.

This chapter makes an attempt to analyze the past studies relating to the research on impact of digital marketing among youth. The previous literature is reviewed so as to understand the different versions of digital marketing and its use, popularity. This study also aims at providing a new insight into areas which have not already been touched.

Dave Chaffey (2002) defines internet marketing as “Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.” Chaffey's definition reflects the relationship marketing concept, it emphasis that it should not be technology that drives Electronic marketing, but the business model.

Mort (2002) has stated that today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner. Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics.

Wixom & Todd (2005) has explained in his article there are some elements that affect the organic listings such as content, keyword, inbound links, tags and the page rank of a website, and so on. The work of a business is trying to get as high ranking as feasible on the result page and improving those elements concerned.

Mangold & Faulds (2009) has stated that the word-of-mouth is linked with creating new members and increasing traffic on the website, pages or online events which in return increases the visibility in terms of marketing communication. Facebook, the most popular tool for social communications, has opened the door for marketers to communicate with millions of people about products and services and has opened new marketing opportunities. Ensuring this to be successful it is required for the business to setup effective communication strategies to engage the customers and enhancing their experience on specific product or service.

Curran (2011) have discussed social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retail specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand.

Shankar (2011) in their research determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. “As more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important”.

Hanna (2011) has stated that marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization’s marketing communication plan.

Salehi M (2012) compares both internet based as well as traditional marketing, digital marketing is more economical and faster way to reach out to buyer directly, and is the ideal way for business to advertise locally or internationally. As the result in case of comparison; both types of marketing can help traders and marketers to do business.

Each has advantages and disadvantages. In traditional marketing consumers can see and touch the real goods or service but the domain of effect is low, on the other hand using of digital marketing will exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be more chipper, faster and convenient for marketing. Approximately the advantages of digital marketing are much more than advantages of traditional marketing.

Yazdanifard R. (2013) in his article digital marketing is an interesting topic especially for researchers in the marketing field. It is a new way of marketing a product/service globally to the targeted market around the world. This paper introduces a new approach concerning digital marketing in electronic commerce; showing how advertisers need this innovation to be successful. This also relieves marketing managers for more value added tasks such as marketing plans for better development of the company.

Chaffey (2013) has stated that the term of digital marketing is comparatively new yet its impact is huge, intimidating and complicated. Being one of the important tools in promotion mix, businesses are looking for a definite way to start and accommodate digital marketing but they have lack of understanding and implementing it. Now-a-day, social Medias such as Facebook, Google Plus, Twitter, and other social Medias have effectively transformed the attitudes and perceptions of targeted consumers. This Digital marketing was done through assessable wide network of customers with reliable data with real-time feedback of customer experiences. Generally digital marketing is the use of modern technologies to help marketing activities to improve customer knowledge by matching their needs and wants.

Zhang (2013) in their article has stated that blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy.

Stuart E. J. (2014) day by day there is upward growth of online services in regular usages by consumers. However, traditional marketers somehow do not want to admit that the world changed. They are slow in taking advantages of new opportunities presented to them. B2B enhances supply chain process need to pay much attention to

real-world business process, adapt automated systems to business behaviour and mingle content and technologies with crucial information systems.

Peter S.H. Leeflang (2014) in their article stated that internet usage continues to explode across the world with digital becoming an increasingly important source of competitive advantage in both B2C and B2B marketing. A great deal of attention has been focused on the tremendous opportunities digital marketing presents, with little attention on the real challenges companies are facing going digital. In this study, we present these challenges based on results of a survey among a convenience sample of 777 marketing executives around the globe. The results reveal that filling talent gaps adjusting the organizational design and implementing actionable metrics are the biggest improvement opportunities for companies across sectors.

Afrina Yasmin (2015) in their article has stated that marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally, the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firms sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques.

Rajiv Kaushik (2016) has stated that digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Start-ups who use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.

P.K. Kannan & Hongshuang Alice Li (2016) has suggested to develop and describe a framework for research in digital marketing that highlights the touch points in the marketing process as well as in the marketing strategy process where digital technologies are having and will have a significant impact. Using the framework we organize the developments and extant research around the elements and touch points comprising the framework and review the research literature in the broadly defined digital marketing space. We outline the evolving issues in and around the touch points and associated questions for future research. Finally, we integrate these identified questions and set a research agenda for future research in digital marketing to examine the issues from the perspective of the firm.

Pineiro Otero & Martínez Rolan (2016) the goal of this research paper was to examine the best digital marketing strategies. This present study revealed several digital marketing strategies that are useful to companies, businesses, non-profits, educational facilities and other professional areas. The literature pointed clearly in the direction of combining technology with many aspects of traditional marketing ideology. The clear difference between traditional marketing and digital marketing as discussed by author is the strategic shift between the focus being placed on the customer; as opposed to the product.

P. Sathya (2017) has studied the digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study.

Ahmad Bin Yamin (2017) has stated the impact of digital marketing on behavioural prospect of consumers of Bangladesh. For conducting this study a sample of Bangladeshi consumers are surveyed to attain their behavioural pattern on digital marketing. Modern day marketing has been going through a radical change. Fast moving marketing trends based on the growth and innovation of new technologies as well as portable communication devices influencing the customer behaviour significantly. A well designed marketing plan with specific digital marketing tools is

the demand in the integrated marketing communication plan for this tech friendly environment. High speed internet connectivity brings massive number of young crowd in social media indicating marketer should be more focused and concentrated in digital marketing tools for effective and efficient targeting of market as well as to achieve other organizational goals.

S. Sivasankaran (2017) in his article has stated that digital marketing has posed many challenges to the marketer in the retail segment. The present generation is more fascinated with the online shopping than the conventional buying. The marketers are forced to introduce the innovative way of selling due to the pressure of the younger generation's buying behaviour. The buying behaviour and behavioural pattern of youth has as greater influence in the purchasing behaviour, hence in this study, "Digital marketing and its impact on buying behaviour of youth is focused as the core issue. The study reveals that most of the youngsters of the present generation have access to the digital media but they lack the awareness about its optimum utilization.

Kingsnorth (2017) has stated that digital marketing and business strategy are concepts that should be integrated and grow together. Further research into specific digital marketing strategies, would be a valuable contribution to the field of digital marketing and current body of work. In-depth, qualitative and quantitative analysis would provide supporting evidence of the effectiveness or ineffectiveness of specific strategies. Further comparative studies between traditional marketing and digital marketing would give researchers and companies a better understanding of differences between the two approaches. Digital marketing is an innovative, influential contribution to the field of marketing.

M. Shirisha (2018) has stated that digital marketing is the fastest e-Commerce solution available. We can buy or sell fast in this marketing strategy. You can reach out maximum audience or customer with the help of digital marketing and you can do that fast. It really plays an important role in modern commerce system. This system makes our business faster and more accurate. Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time,

enabling you to plan more effectively for the next one. This paper made an attempt to highlight the importance of digital marketing in the new era.

Charles Gibson (2018) has explained in their article the rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to client-centred marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements. A literature review of the most effective digital marketing approaches, provide companies with valuable tools to target a larger audience, using a combination of emerging technologies and some aspects of traditional marketing. The present study provided individuals, companies, organizations, businesses and researchers, with digital marketing strategies to increase visibility to their target market.

Sanjay Bhayani & Nishant V. Vachhan (2018) has recognizes the differences in consumer opinions by availing distinguished services of traditional as well as internet marketing strategies. Internet is changing ways to reach consumer fast and is a more convenient way than customary means of marketing. Internet offers 24x7, 365 days a year web facility which is more convenient for consumers these days. Consumers are becoming more Information Technology (IT) savvy in their searching as well as purchasing preferences. No doubt, ecommerce is not yet considered safe in India, but cyber has a highly vibrant and potential market in coming days to win eyeballs of Indians.

Many research studies have been undertaken periodically on the effectiveness of digital marketing but sufficient and in-depth studies are not done about impact of digital marketing among youth. There is a wide gap in the matters relating to the studies that are conducted. So this study is to find out more about impact of digital marketing among youth. To fill the gap constructive and suggestive studies are needed.

CHAPTER III

THEORETICAL PROFILE

THEORETICAL PROFILE

Marketing is a broad concept, which encompasses various genres. As a consequence is manifold and rather difficult to give a unified definition. Looking through various Seen from a historical perspective, Willkie and Moore (2012) describe 4 Eras of marketing development in our society. Equal for each shift is that it is caused by something societal and through generations. Exchange is the origin of marketing activity. When people need to exchange goods, they naturally begin a marketing effort. Wroe Alderson, a leading marketing theorist has pointed out, 'it seems altogether reasonable to describe the development of exchange as a great invention which helped to start primitive man on the road to civilisation'. Production is not meaningful until a system of marketing has been established. Although marketing has always been a part of business, its importance has varied greatly over the years. So, marketing is the analysis, planning, implementation and control of programmes designed to bring desired exchange with target audience for the purpose of personal and mutual gain; it relies heavily on the adoption and co-ordination of product, price, promotion, and place for achieving response. While marketing certainly includes selling and advertising and also involves analysing consumer needs, securing information needed to design and produce goods or services that match buyer expectations and creating and maintaining relationship with customers and suppliers.

Broadly speaking, marketing has brought many distinct genres and one of the latest trends is digital marketing. Actually, content marketing has been here for several years - great stories have been told by companies, it is however more important than ever, to manage it and perform it right. Traditional marketing and advertising is telling the world you're a rock star. Digital Marketing is showing the world that you are one. Content should be something that speaks to the customer, create a desire to share it and most importantly motivates to buy. Companies have only nine seconds to grab the attention of the customers, which further emphasizes the need for the right content - at the right place – at the right time, all clearly evaluated with focus on the specific target audience in mind. Basically, DM is all about the customer and not the brand and its product/service, which complement the fact that buyers are in control now and the paradigm has shifted. DM focuses on engagement, whereas "traditional" marketing genres become merely interruption for the receivers.

3.1 OLD V/S NEW RULES OF MARKETING

Before addressing specific steps towards digital marketing, let's look at how marketing has changed in regards to the "digital age". Due to the fact that so much of the company's presence is now dependent on multiple streams of media, the way that marketing activities are implemented has changed.

3.1.1 OLD RULES OF MARKETING

The old paradigm of marketing was focused on delivering a one way message from the organisation to the potential customers. The idea was that the more creative the message and marketing campaign, the more likely the customer would be to respond by purchasing the product or services. Other characteristics include:

- Advertisement was meant to appeal to the general public.
- Advertising campaigns run for a specific period of time.
- Awards were pursued for advertising campaigns.
- Advertising may have been interrupted by advertising messages.
- Public relations was a separate function from advertising.

3.1.2 NEW RULES OF MARKETING

Since the advent of the internet, information is everywhere and available to everyone. Instead of getting the attention of the press in order to be successful, marketing and public relations now require that a company get the attention of the individuals surfing the internet. The most successful marketing and public relations campaigns are the ones that get the organisation "found" on the internet. Some of the new rules include:

- People are well informed and expect the truth rather than "spin".
- Interruptions won't be well tolerated in the age of the DVRs and email filters for SPAM.
- People demand value for their time and money and will use the internet to get it.
- Marketing and public relations are designed to appeal to a niche audience.
- Marketing and public relations employ multiple techniques to reach those audiences.
- Content stays online permanently so there is no end to a campaign.

Marketing and public relation can now also take advantages of the new tools available. Media is no longer limited to just articles, direct mail, TV, radio, newspaper, telephone and press release. It is multifaceted and multiple methods of approaching the customer in order to be effective. The new marketing paradigm requires that the company deliver quality content via a number of the tools available today such as:

- Website pages
- Blogs
- Social media sites
- Podcasts
- Video and audio blogs
- Article in directories

With all of these tools available, companies have to be able to adapt their marketing and public relation tactics in order to reach their customers in the ways that they are now available to be reached. From the new rules of marketing, we have a well founded basis for why content is so important now a days.

3.2 DIGITAL CHANGED EVERYTHING

Digital Marketing is often misunderstood as marketing done through any kind of electronic media. This is not completely true. Though digital marketing is done through electronic medium, it includes only those techniques of marketing that deliver a quantifiable feedback about customer spending and buying patterns.

Examples would include advertisements placed on pay per click sites, targeted emails, SMSs containing discount codes etc. It is this attribute of digital marketing that makes it so exciting. It makes it possible for sellers to keep a close watch on the effectiveness of their strategies and store information on buyers. The generated information not only benefits the sellers but also the buyers. Both parties are undergoing changes in the way they operate. The age of digitization has approached and is rapidly engulfing many a sphere of our lives. Perhaps the most significant impact of digitization has been on the way markets behave. Markets of all sorts have been hit by the wave of digitization and are rapidly rethinking and re-evolving strategies to survive.

But if we focus more on consumer goods, especially e-retail, we see that traditional and age old marketing theories are undergoing a complete revamp. Traditional marketing

theory and consumer behaviour always put the marketers one step ahead of the consumers by telling them how consumers react to a plethora of stimuli and how to leverage this in branding and advertising strategies. Today's world however has seen a turnaround where consumers are driving the way marketing works.

Digital Marketing was given momentum and is being aggressively pursued by the producers who wish to have a greater reach to their target market but the undercurrent that is seldom understood is that the customers are beating the producers at their very own home ground! Consumer behaviour is evolving at a pace never seen before because of the access to information. The very reason for producers promoting digital marketing is "Information". It's the one word that makes all the difference.

Although digital marketing is hardly new-after all, businesses have been pushing newsletters and brochures practically since the advent of the printing press-the rise of the internet and other digital channels, particularly social media, has significantly lowered the bar of leveraging content to profitably attract clients & prospects. Websites, blogs, YouTube, eBooks, downloadable white papers, twitter, facebook, LinkedIn, Google+, search engines. All these channels remove many of the hard cost barriers that were once a mandatory part of creating and disseminating great content. No more paper, printing, shipping, warehousing, postage, film stock, processing, and developing. Many of the physical and logistical hurdles to creating and disseminating great content are gone.

Although digital marketing may be cheaper thanks to digital innovations, it certainly isn't free, nor has digital made it easier. Consistently delivering quality content to a target audience requires thought, work, originality, strategy, experimentation & persistence.

Research from this marketing study conducted in 2010; found that 60% of marketers planned to increase digital marketing spending in the coming year. Content already accounts for more than 33% of marketing budgets often double that in smaller organisations overwhelming; all these efforts and budgets are following into digital channels.

Content can also create a virtuous circle in tandem with search engines optimization (SEO) efforts. More content helps a brand, product, services, or company rank: higher

in search engines results-provided that content is useful, helpful, relevant or engaging. People talking about that content in social media channels create links to the content, which in turn further elevates it, search wise.

A buyer now does not solely depend on the brand but also compares products, reads blogs and reviews, sees the ratings that a seller has got and then makes a choice! Imagine how critical it is for a seller to have a good rating, because without it all his discounts and brand offerings will go in vain. This kind of inflow of data and the ease of understanding this data has made the modern day buyer much more rational.

A recent McKinsey study said that on an average, a buyer looks at 1.7 more brands while considering buying a product. Because of this, predicting customer behaviour is becoming difficult. Sellers can't depend on past data to predict how customers are going to behave because customer behaviour now depends on reviews, blogs etc. which digital marketing has not yet found a way to harness and make use of taking cognizance of these changes is an imperative for brands to sustain today's challenges. Decisions made without noticing these changes will lead to piecemeal initiatives that will result in marketing myopia.

Using the internet, social media, mobile apps, and other digital communication technologies has become part of billions of people's daily lives. For instance, the current rate of internet use among American adults is about 87% and is closer to 100% for demographic groups such as college-educated and higher-income adults. Younger people—the next generation of mass consumers—have similarly high levels. People also spend increasing time online. For example, in the UK, over the last decade the number of hours spent online by adults has more than doubled, and now averages 20.5 hours per week. Social media has fuelled part of this growth: worldwide there are now more than 2 billion people using social media, and Facebook alone now has approximately 1 billion active users per day.

Clearly, people are exposing themselves to more and more digital and social media. This is for many purposes, including in their roles as consumers as they search for information about products, purchase and consume them, and communicate with others about their experiences. Marketers have responded to this fundamental shift by increasing their use of digital marketing channels. In fact, by 2017 approximately one-third of global advertising spending is forecast to be in digital channels. Thus, future

consumer marketing will largely be carried out in digital settings, particularly social media and mobile. It is therefore necessary for consumer research to examine and understand consumer behaviour in digital environments. This has been happening over the last decade, with increasing amounts of research focusing on digital consumer behaviour issues. The literature is still relatively nascent, however, and more research is of course needed particularly given the ever-changing nature of the digital/social media/mobile environments in which consumers are situated and interact with brands and each other.

3.3 DIGITAL MARKETING

Digital marketing is the process of building and maintaining customer relationship through online activities to generate sales and capture customers that are searching on the internet for answers. With the constant growth of web, and more people get connected everyday digital marketing becomes a necessity for many organizations. This also includes small businesses that want to trade online and make a name for them on the web.

3.3.1 OBJECTIVES OF DIGITAL MARKETING

- Reach the right audience
- Engaged with the audience
- Motivate the audience with right action
- Ensure efficient spending on the campaign
- Maximize return on investment

3.3.2 THE HISTORY OF DIGITAL MARKETING

One of the most striking examples of an evolutionary "arms race" occurred, and is still occurring, on the great open savannahs of Africa, where herds of antelope, wildebeest and other herbivores roam, preyed on by lions, leopards and cheetahs. Here the evolution of one species drives the evolution of another. As wildebeest grew larger horns and gathered in herds for protection, so lions grew more powerful and evolved cooperative hunting techniques. When antelopes grew swifter, cheetahs adapted, becoming the fastest of all land animals. The predators change to keep up with the prey, and the prey then change to elude the predators.

The history of Digital Marketing is much like that of the evolution of predator and prey on the African savannahs. If we imagine the Search Engines as herbivores grazing the vast plains of the Internet, then Search Engine Optimization experts can be seen as leopards or cheetahs, cunningly stalking their prey and expertly adapting as the Search Engines evolve to always keep up with their prey (an image many an SEO geek would love to be true!)

The truth actually isn't all that far removed from the cheetah/antelope analogy. The major Search Engines are always evolving, and organizations involved in SEO do have to be able to adapt their strategies quickly and effectively to keep getting results. Every time a major Search Engine upgrades its algorithms (which is frequently), it necessitates changes in Digital Marketing campaigns. It's not just the Search Engines that Digital Marketing experts have to watch - the rise of Web 2.0, in particular social media has changed the way content is created and access on the Internet, and this in turn has changed how organizations promote their products online.

The history of Digital Marketing is to a large extent a product of the history of the Internet in general and Search Engines in particular, as marketers have adapted to keep abreast of changes and keep up with the way the major Search Engines rank web pages. Major changes include, in chronological order:

1991 - Introduction of a network protocol called "Gopher", one of the very first network query and search tools. Gopher was for a couple of years widely used, but usage has now fallen off, with barely 100 Gopher servers now indexed.

1994 - Launch of Yahoo, which was formerly known as "Jerry's Guide to the World Wide Web" after one of its founders, Jerry Yang. Within its first year, Yahoo received over 1 million hits. Lycos also launched in 1994. The same year saw the first meeting of the World Wide Web Consortium (W3C) which is now the main international standards body for the Internet, and which sets many of the architecture and coding standards that Search Engines use when assigning a quality score to a website. It was also about this time that companies first began optimizing their websites to attain higher Search Engine rankings.

1995 - Launch of Infoseek, a popular early Search Engine that has since closed down. Launch of Inktomi, which has since been acquired by Yahoo. AltaVista became the

exclusive provider of search results to Yahoo in 1995; but this situation has now been reversed, with AltaVista currently using Yahoo technology. Also in 1995, Excite acquired two Search Engines (Magellan and WebCrawler) and went public.

1996 - More new Search Engines and search tools launched, including HotBot, LookSmart and Alexa.

1998 - The launch of even more Search Engines, with some big new names appearing for the first time. Google was incorporated as a private company in September 1996 by Larry Page and Sergey Brin; 8 years later when Google went public it was valued at US\$23 billion. Microsoft launched its MSN Search Engine in 1998, whilst Yahoo launched Yahoo Web Search.

2001 - The Internet bubble burst, wiping out a number of smaller Search Engines and leaving the field free for more successful organizations such as Google and Yahoo to consolidate their position.

2004 - The first Web 2.0 Conference was held, at which a new direction for the Internet was mapped out, with an emphasis on user-generated content and openness of information. An explosion in the number of websites meant that Google's index contained over 8 billion web pages by 2004.

2006 - Search Engine traffic grew to an astonishing 6.4 billion searches in the month of March alone. Microsoft launched Live Search, to replace MSN Search and to compete with Google and Yahoo. New hybrid websites combining both directories and online articles first appeared, among them DexterB.com, a clear indication of the rising importance of syndicated content in Digital Marketing. 2006 also saw one of the biggest upsets in SEO history, when Google banned BMW Germany and Ricoh.de for one week for using "black-hat" SEO techniques.

2006 - The rise of Social Media is currently changing the landscape of the Internet, with the predictions of the first Web 2.0 conference now becoming a reality as user generated content becomes increasingly important, influencing both consumer opinion and Search Engine rankings. The way users access the Internet is also changing, with mobile devices becoming increasingly prevalent, allowing Internet usage on the move.

If one thing is clear from the above (albeit brief) history of Digital Marketing, it is that change is rapid and far-reaching. Many of the most successful early Search Engines

have fallen out of favour, or are defunct entirely. The way Search Engines rank website is changing all the time, and is now increasingly influenced by Web 2.0 channels and social media. Digital Marketing professionals have to keep up with these changes, and keep a wary eye on the future to spot emerging trends and to know more about Digital Marketing training online, visit our course page. People are consuming digital content on a daily basis. Very soon traditional development of newer, smarter Search Engine algorithms came into existence. After all nobody can afford to get left behind in the evolutionary race.

3.3.3 EVOLUTION OF DIGITAL MARKETING

In a world where over a 170 million people use social media on a regular basis, every working professional is expected to be familiar with at least the core tenets of Digital Marketing. In simple terms, Digital Marketing is the promoting of products over the internet or any form of electronic media. According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses."

Marketing platforms will disappear, and the digital market will completely take over. There are a number of advantages to Digital Marketing. Unlike traditional marketing, digital marketing is more affordable.

You can reach a larger audience in a shorter time-period. Technological advances have resulted in considerable attrition of the customer-base of traditional marketing agencies & departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground.

The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted, but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment. In 1993, the first clickable banner went live, after which Hot Wired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this

gradual shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, Yahoo was launched.

Also known as "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, Yahoo received close to 1 million hits within the first year. This prompted wholesale changes in the digital marketing space, with companies optimizing their websites to pull in higher search engine rankings. 1996 saw the launch of a couple of more search engines and tools like HotBot, Look Smart, and Alexa.

1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search. Two years later, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving more space for the giants in the business. The digital marketing world saw its first steep surge in 2006, when search engine traffic was reported to have grown to about 6.4 billion in a single month. Not one to get left behind, Microsoft put MSN on the backburner, and launched Live Search to compete with Google and Yahoo. Sensing an opportunity, Google began to expand, introducing such products as AdWords, which are 3 line ads that show up at the top or to the right of search engine results, and AdSense -which is a cost-per-click advertising scheme. In time, Google realized the value of analyzing the content they received and then target ads based on the interests of the users, and thus became a major player in the world of business.

Then came Web 2.0, where people became more active participants rather than remain passive users. Web 2.0 allowed users to interact with other users and businesses. Labels like 'super information highway' began to be applied to the internet. As a result, information flow volumes –including channels utilized by digital marketers increased manifold and by 2004, internet advertising and marketing in the US alone brought in around \$2.9 billion.

Soon, social networking sites began to emerge. MySpace was the first social networking site to arrive, soon followed by Facebook. Many companies realized all these fresh new sites that were popping up were beginning to open new doors of opportunities to market their products and brands. It opened fresh avenues for business, and signalled the beginning of a new chapter to business. With new resources, they needed new approaches to promote their brands & capitalize on the social networking platform.

The cookie was another important milestone in the digital marketing industry. Advertisers had begun to look for other ways to capitalize on the fledgling technology. One such technique was to track common browsing habits and usage patterns of frequent users of the internet so as to tailor promotions and marketing collateral to their tastes. The first cookie was designed to record user-habits. The use of the cookie has changed over the years, and cookies today are coded to offer marketers a variety of ways to collect literal user data.

Products marketed digitally are now available to customers at all times. Statistics collected by the Marketing tech blog for 2014 show that posting on social media is the top online activity in the US. The average American spends 37 minutes a day on social media. 99% of digital marketers use Facebook to market, 97% use Twitter, 70% use Google+, 69% use Pinterest and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy from brands that they follow on Twitter. 83.8% of luxury brands have a presence on Pinterest. The top three social networking sites used by marketers are LinkedIn, Twitter, and Facebook.

The digital market is in a constant state of flux. A digital marketing professional must find ways to keep up with this change. They need to be able to keep an eye out for emerging trends and the development of newer and smarter Search Engine Algorithms. After all, nobody can afford to get left behind in this race

3.4 METHODS OF DIGITAL MARKETING

Considering how big digital marketing is as an umbrella term, it is worth discussing the many methods that fall underneath that major category, in order to get a clearer picture of what businesses can do to reach out to their audience using this technology.

Search engine marketing

SEM focuses on promoting a website and its products and/or services through search engines, such as Google, Yahoo, and Bing to gain traffic. The methods of gaining traffic can be divided in two: 1) through “organic” and free traffic via search engine optimization (SEO); and 2) through paid advertisements.

SEO deals with optimizing both the internal and external aspects of a website to increase its ranking on search engine results pages (SERPs), while buying ads simply makes the website's link more visible on the SERPs.

Keyword marketing

Directly underneath SEM is keyword marketing, as it is closely tied with gaining traffic through search engines. Keyword marketing basically concentrates on using keywords that are highly relevant to the business on its website to improve its ranking on SERPs.

Keywords are the words people type into search engines to find what they're looking for. By developing a good keyword marketing strategy, a business will be able to promote its products and/or services effectively through providing exactly what its target audience is searching.

Inbound marketing

As opposed to more traditional "outbound" marketing, such as advertisements and sending emails to get people's attention, inbound marketing relies on creating and sharing valuable content to lure a target audience into becoming loyal customers.

It is a general strategy that involves understanding the prospects, and giving them what they want through personalized content delivered by way of various channels, such as blogs and social media. The process is then taken a step further by nurturing these customers through a consistent and constantly evolving marketing cycle.

Social media marketing

This particular type of marketing is all about harnessing the power of social media to promote a product and/or service. Social media includes everything from comprehensive platforms (e.g. Facebook and Google+) to dedicated channels (e.g. Twitter and Instagram).

There are billions of people who use social media, and its main goal of connecting people who share interests nigh-instantaneously make it an invaluable tool in any online marketing campaign.

Content marketing

Content marketing shares much of the same defining principles of inbound marketing. Many experts have different opinions on what Content Marketing really is, but basically, it revolves around the tried and true philosophy that the best way to attract high quality leads and turn them into a devoted customer base is to create compelling content that caters to their interests. The difference lies in how inbound marketing is more of the overall approach, as it takes into account what needs to be done after generating leads. Great content can be in the form of articles, info graphics, podcasts, or videos. Also, content marketing can have huge impacts if done with social media integration. If you are curious as to how this is done, check this article by SaleHoo.com on Facebook content strategy, and make it your peg for future content x social strategies in the future.

Article marketing

As the name suggests, article marketing is about writing articles to be posted on different websites in order to drive traffic towards the page of the product and/or service being promoted. However, article marketing is usually associated with the unethical method of simply spinning already published ideas, then sending them to a lot of low quality article directories to gain lots of links. Guest blogging on respected websites, however, it is a fair way of doing article marketing, as it means creating quality content and gaining quality links.

Video marketing

As another subcategory of content marketing, video marketing uses videos hand in-hand with other relevant marketing materials to promote a business and/or its offerings. These videos can range from slick productions, such as full-fledged commercials and fluidly animated kinetic typographies to simple shoots like sit-down interviews and customer testimonials.

Affiliate marketing

Affiliate marketing is a type of referral marketing, promoting a business' products and/or services via the efforts of a third party or an "affiliate". Affiliates can do their promotion through whatever means they can, and the distinguishing characteristic of

this kind of referral marketing is that the affiliates make money off of the commission from every sale they generate.

The key advantage is that businesses that make use of this method get their marketing done by people who are driven to do it. They also get promotion from all sorts of different avenues, thereby widening their reach.

3.5 BENEFITS OF DIGITAL MARKETING Vs TRADITIONAL MARKETING:

- 1. Level playing field:** Any business can compete with any competitor regardless of size with a solid digital marketing strategy. Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors. Online, a crisp well thought out site with a smooth customer journey and fantastic service is king – not size.
- 2. Reduced cost:** Your business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as Yellow Pages, television, radio and magazine.
- 3. Simple to measure:** Unlike traditional methods you can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results. For measuring traffic to your site you can use Google Analytics to measure specific goals you want to achieve for your website or blog and most packaged email marketing solutions provide good insight into how many people are opening, reading and converting from your emails.
- 4. Real time results:** you don't have to wait weeks for a boost to your business like you would have to waiting for a fax or form to be returned. You can see the numbers of visitors to your site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.
- 5. Refinement of your strategy:** Basically anything that you capture in your customer journey can be reported on and honed for greater success at the fraction of the cost of traditional marketing. After all, how annoying is it to get a couple of forms returned from a mail shot. Marketing online enables you to refine your strategy at any point in time and see any improvements or opportunities for further refinement almost instantaneously.

- 6. Brand Development:** A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for utilizing social media channels and personalized email marketing.
- 7. Far greater exposure:** your business can be seen anywhere in the world from one marketing campaign, the cost to do this using traditional methods would be considerable. Plus once you have optimized the key word search content in your website you should see a long-term return on your investment and will be fairly low cost to maintain your ranking.
- 8. Viral:** how often do your sales flyers get passed around instantly by your customers and prospects? Online, using social media share buttons on your website, email and social media channels enables your message to be shared incredibly quickly, just look how effective it is for sharing breaking news. If you consider the average Facebook user has 190 friends of which an average of 12% see their liked posts – your one message has actually been seen by 15 new prospects, now imagine a number of them also like and share your message and their friends do the same? Mind blowing isn't it. However a word of caution, bad news can travel much quicker so maculated.
- 9. Not Intrusive:** I know most people hate receiving sales mail shots or phone calls at inconvenient times on stuff that they have little interest in. Online people get the choice to opt in or out of communications and often it are relevant because they were the ones searching for it in the first place. Also, have you ever got frustrated receiving a regular email on a topic that interests and adds value to you? Nor me so don't underestimate the power of market segmentation and tailored marketing.
- 10. Greater engagement:** With digital marketing you can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them buy them and provide feedback which is visible to your market. So it doesn't take long for good publicity to enhance the prospects of your business.

3.6 ADVANTAGES OF DIGITAL MARKETING

Digital marketing gives businesses of any size access to the mass market at an affordable price and, unlike TV or print advertising, it allows truly personalized marketing. Specific benefits of digital marketing include:

- **Global reach** - A website allows you to find new markets and trade globally for only a small investment.
- **Lower cost** - A properly planned and effectively targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, measurable results** - Measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- **Personalisation** - If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Openness** - By getting involved with social networking and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- **Social currency** - Digital marketing lets you create engaging campaigns using different types of rich media. On the internet these campaigns can gain social currency - being passed from user to user and becoming viral.
- **Improved conversion rates** - If you have a website, then your customers are only ever a few clicks away from completing a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

3.7 DIGITAL MARKETING SERVICES

Customers are actively looking for solutions just like yours. The question is, are your products and services easy to find where it matters most? Do your messages connect and inspire action in a meaningful way? Top Rank Marketing consultants specialize in

understanding your customer's journey from awareness to consideration to purchase. We can help you develop an online marketing strategy that helps create easy to find, engaging experiences that inspire action – from joining your social network community to buying your product to referring your brand to peers and social networks.

Let's face it; today's online market place is more competitive than ever. You need a digital marketing partner that not only understands the customer journey but how to develop an online marketing strategy that helps your brand become known as "the best answer" wherever prospects and customers may be looking: search, social media, industry media or email. As a one-stop agency digital marketing agency, you can count on Top Rank Marketing for specialized marketing consulting services that include:

Content Marketing

Your online content impacts the way your prospects and customers find, think, and feel about your brand. Creative, innovative content combined with Search Engine Optimization and Social Media best practices is a killer combination that makes your business easy to find and attracts, then engages your target audience. Our Content Marketing service puts your brand in front of prospects and then convinces them to take your desired action by catering to their needs and solving their pain points through highly targeted, creative, top quality digital content.

Search Engine Optimization

Smart companies seeking that elusive competitive advantage online see the greatest successes with a strategy that employs optimization best practices. SEO Plus takes into consideration search engines, social network and online news, media preferences while catering to your customers needs. Increase your online visibility and put your brand in front of the right audience, on the right channel, at the right point in their purchasing journey with our SEO services.

Social Media Marketing

Understanding your audience is the key to your brand's success in social media. The B2B and B2C buying journey, from discovery to conversion, may extend over weeks or months of information gathering, consumption and for the good stuff, sharing. Put our pioneering combination of traditional marketing, search engine marketing and social

media to work for your brand, to improve direct website traffic, brand buzz and search engine rankings.

Email marketing

If you're looking to add email marketing to part of your integrated online marketing program, our team of results-driven professionals can work with you to deliver a customer-centric program geared at converting and retaining customers. We've honed our email marketing process to create a results-driven approach to messaging, Call to Action (CTA), lead capture and conversion metrics.

Influencer Marketing

Top Rank's unique approach to influencer marketing can help you reach your target audience by building relationships with influencers who already have industry authority and credibility.

Digital advertising

Online advertising allows brands to reach out beyond their existing networks, to tap into new, highly targeted audiences via search, social or display ads. We ensure companies get the best ROI in social advertising through strategic planning, top quality ads, creative, and ongoing campaign measurement and optimization.

Analytics & Conversion Rate Optimization

Understanding the path from discovery to conversion of your customers is the key in determining what changes you can make to convert more customers. Our data driven approach will help us determine which metrics are most important and what actions we can take to help you convert more customers. Additionally, in order to measure your marketing activities against overarching business goals you must analyse the wealth of data at your fingertips. This data will help you identify successes or inefficiencies, as well as drive future content and planning for website improvements.

Top Rank Marketing provides an integrated mix of internal marketing services and solutions based on what it will attract, engage and convert your fans and community to customers.

3.8 DIGITAL MARKETING COMMUNICATIONS.

Digital marketing communications are essentially the digital marketing equivalent of the traditional marketing communications mix. Traditionally the off-line world would employ a marketing communications mix which included public relations, advertising, sponsorship, personal selling, direct marketing, and sales promotion (amongst other tools such as exhibitions, trade shows and so on).

Digital marketing communications will employ some or all of these tools which are adapted to the online marketing challenge. There will of course be new and innovative online tools which are also employed within the digital marketing communications mix. The online equivalents are known as digital media channels, and are employed in many online and off-line campaigns. Digital marketing communications tools will include display ads, pay per click advertising, search engine optimisation, and affiliate marketing amongst others. Marketing teacher will explore these and others; let's not forget the importance of social media marketing as well.

Social media marketing

Social media marketing is all marketing which goes on within social networks such as Facebook, Instagram, Twitter, LinkedIn, MySpace, and many more. For example Facebook has quite a complex social media advertising program, which allows the advertiser to focus on over 1 billion people, based on their location, age and other attributes. There are other sections on marketing teacher with more detail on Facebook advertising programs.

Opt-in e-mail marketing

Opt-in e-mail marketing is exactly what it says on the tin. Visitors or clients are encouraged to opt in, or in other words sign up for an e-mail newsletter. It is that simple! The idea is that participants opt-in with permission, rather than simply being added to a database without their knowledge. This is also known as permission marketing. Again Marketing Teacher has plenty of information to help you learn about e-mail marketing.

Display advertising

Display advertising is often the first type of advertising that springs to mind when thinking about the Internet; display advertising is simply the adverts that you see when you visit any website. Examples could include banner adverts which run across the top of Page, or far more rich and complex adverts such as video adverts; many of the banner adverts and display adverts that you see are part of large programs such as Google AdWords, or similar.

Online PR or Digital PR

Online public relations, or Digital Public Relations (DPR), tend to be digital marketing communications which encourage a positive perception or profile of your business or organisation. There are lessons on public relations on Marketing Teacher if you need a refresher! However the business will be aiming to generate positive blogs, re-tweets, Facebook shares, and similar online PR. Be aware that PR whether online or off-line does have a cost, and public relations is not free. In order to generate favourable content written on your behalf, there is a large investment in terms of effort and cash. Your online public relations might be a mention on a news channel, either in text or video, you might also receive positive commentary on podcasts, although these are becoming less popular. Viral campaigns whereby an interesting or entertaining fact or video is circulated by e-mail or social network is probably a better example of a contemporary public relations approach. There are examples of viral marketing on Marketing Teacher.

Search engine marketing

Search Engine Marketing, or Search Engine Optimisation SEO, employ marketing tools which attempt to gain the best position possible for your business in search engines such as Google or Bing. Once you have attracted a new visitor, the positioning of text or Calls-To-Action (CTA) will keep a visitor on your site for longer, and will start to move them along your marketing tunnel.

Other online relationships

There are a number of other online relationships which come under the heading of digital marketing, or digital media channels. These will include an array of other approaches. Here are some popular examples:

- Price comparison sites where the cost of holidays, insurance and other consumables are compared. Obviously some comparison sites are more open and honest in terms of the results that they deliver, whilst others are less so.
- Affiliate marketing sites are also quite interesting to study and do tend to generate some niche income from many small sites. Amazon has a very successful affiliate program whereby small site owners can place code upon their site to advertise books which Amazon sources and delivers. So you might have a website which focuses upon market gardening, and you might advertise books which explain how to grow tomatoes.
- Link building is also often considered a way of developing online relationships; however be very cautious with this. Google especially considers strong or informed links to your website as a benefit when deciding upon your position within search results. Obviously many Webmasters have caught on to this and tried different linking strategies to falsely claw their way to the top of the search engine results.
- All links need to be natural.

3.9 CUSTOMER ENGAGEMENT IN DIGITAL MARKETING

Customer engagement is important when thinking in terms of digital marketing channels, or in other words your digital communications mix. The concept of customer engagement relates to continuous and repeating dialogue which goes on between the company and its customers. As the dialogue and communication continues the depth and breadth of customer relationship develops at physical investment, emotional and psychological levels. So if you managed to attract a customer or visitor to your site for the first time, well done! However challenge for marketers is to engage with visitors so that they become repeat visitors, and loyal customers. Visitors and customers most engage in a continuous dialogue and communication to make custom engagement effective.

The continuous dialogue and communication takes place through blogs and videos, but more likely via social media such as Facebook, Twitter, Google + and others (see other lessons on this website for a fuller list of social media platforms). There are a number of ways in which marketers need to deal with this conversation; for example if a

customer goes straight to Facebook to complain about a poor product then you need to be ready to comment as quickly as possible in order to turn a negative into a positive i.e. by reacting quickly will see that your business cares about the customer experience and the media with which they engage. Customers will comment on blogs, on YouTube videos, on your own website or the website of others, such as Trip Advisor.

Trip Advisor is an example of a third party website which engages customers based upon their experience of hotels, flights, and restaurants and similar. It's the world's largest travel sites and argues that enables travellers to plan for the future based upon the goal of the perfect trip. The site itself gets more than 216 million unique monthly visitors, all largely using reviews to inform the basis of their holiday decisions. So if you have an excellent experience in a particular hotel, you would go to Trip Advisor and post your comments. Others will do the same either negating or emphasising your points. One thing is for sure, business owners take Trip Advisor very seriously. A poor rating might lead to poor bookings and less profits.

3.10 DIGITAL PUBLIC RELATIONS (DPR)

Digital Public Relations (DPR) is the use of digital and social technologies to manage the awareness and understanding, reputation and brand of a company or organisation, through the purposeful influence of exposure via digital media.

Digital Public Relations will use many of the typical digital marketing media in order to manage its reputation convincingly; again tools such as content marketing, permission marketing, and customer engagement are central to the public relations purpose. Tools will also be typical and will include social media approaches, blogs, websites as well as traditional media such as newspapers, television and magazines. So one of the key tool of digital public relations are the media release or press release.

Using the digital media, examples of digital public relations techniques will include;

- Online speeches
- Corporate videos and information about the business such as financial reports
- Interviews with senior executives will be recorded and publicised
- Events which are broadcast, for example videoconferencing or even using Second Life

- Sponsorship and charitable donations which again generate content on news websites or charitable donations via a number of giving websites, for example Cancer Research
- Facility visits by the public could be virtual, or visits by the general public might be recorded using Instagram or video, which might be uploaded to YouTube
- Publicity events and stunts will also generate user generated content which could be shared using social media, or again media releases will also generate some coverage if picked up by online and off-line sources
- Product placement in games or in movies, will also generate public relations material
- If you scour websites or YouTube you will easily find examples of video advertorials which promote products using video, generated by the provider of the good or service.
- Websites and electronic brochures are also obvious but crucial digital public relations tools.
- Lobbying is a controversial digital public relations method; essentially it means that parliamentarians or politicians are lobbied by individuals or companies in order that political perspective is noticed. The National Rifle Association in the United States will use lobbying techniques to persuade politicians of the need for guns, for example. Electronic approaches such as Facebook pages, customer surveys and polls, websites and a plethora of other digital marketing approaches are employed for the purpose of digital lobbying.

3.11 DIGITAL SALES PROMOTION

Digital sales promotion encompasses a huge range of creative promotional ideas and approaches. In fact there are too many to list here; so this short lesson on digital sales promotion will give you some ideas, but it is certainly not limited to this small number of approaches. Just think about the multitude of different sales promotion activities that you are exposed to in the everyday terrestrial world, I think that these could be transposed into the digital world or even combined with digital activities.

The online experience is ideal for digital self-promotion. Again many of the topics which are covered in other lessons on Marketing Teacher raised their heads again, it is

digital marketing communications is integrated; so yes SEO and SEM can be part of a sales promotion campaign.

Some examples of digital sales promotion:

- Free trials and giveaways e.g. some free software for 30 days, and then you must sign up for a full version. Companies such as Spotify are good examples of this.
- You can use social media such as Facebook and Twitter as teasers or as part of the guerrilla marketing campaign; viral campaigns are also ideal when combined with social media and are in themselves digital self-promotional tools.
- Promotional product or service videos are good examples of self promotional activities.
- Product reviews and expert articles in blogs or other online media.
- E-mail can be combined as part of an integrated digital sales campaign.
- Product codes and vouchers such as Groupon.com and similar suppliers.
- Price-based promotions such as discounts or good old-fashioned Buy One Get One Free (BOGOF) online promotions
- Shipping can be undertaken for free as an incentive, for example eBay and Amazon.
- You could offer online only specials if you are a bricks and mortar company.
- Contests in competitions online are sometimes popular especially in niche markets.
- Valuation such as www.webuyanycar.com is a new and innovative way of creating user interest and self-promotion.
- Naturally loyalty programmes and CRM embed sales promotions to retain and communicate with customers.
- There are a reseller promotions and drop shipping incentives whereby services and products from one supplier sold via another online retail organisation.

As you can see from the examples above there are many different and exciting types of sales promotion that can be combined and extended in order to generate new types of digital self-promotion.

CHAPTER IV
DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

This chapter contains the analysis and interpretation based on the available variables. It is an attempt to analyse the impact of digital marketing among youth. 75 persons were selected from Iritty Taluk. Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusion, significance and implementation of the findings the steps involved in data analysis are a function of type of information collected. However returning to the purpose of the assessment and the assessment questions will provide a structure for the organization of the data and focus for the analysis. So analysis and interpretation are the major part of the research. It connects the findings with established theories or available stock of knowledge in the particular area of the research.

The following page includes the individual tables and their corresponding diagrams based on the Percentage, Likert scale, ranking method and chi-square tests are used for data analysis.

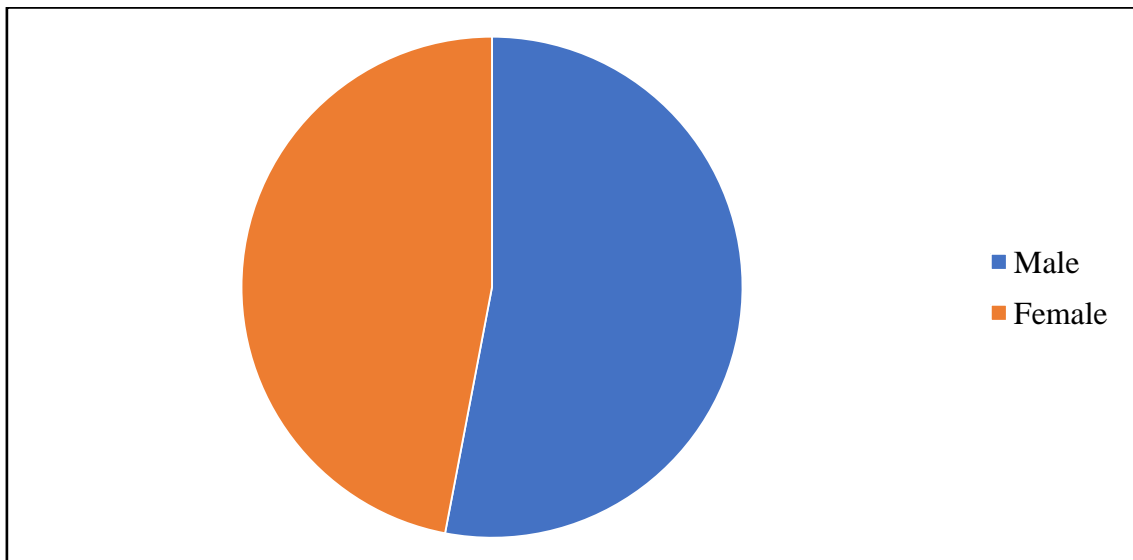
4.1 GENDER WISE CLASSIFICATION OF RESPONDENTS

Table No 4.1

Gender wise classification

Particulars	No. of respondents	Percentage
Male	40	53
Female	35	47
Total	75	100

Source: Primary data



Gender wise classification

Fig No 4.1

Interpretation

Table 4.1 shows that 53 per cent respondents are male and the remaining 47 per cent are female.

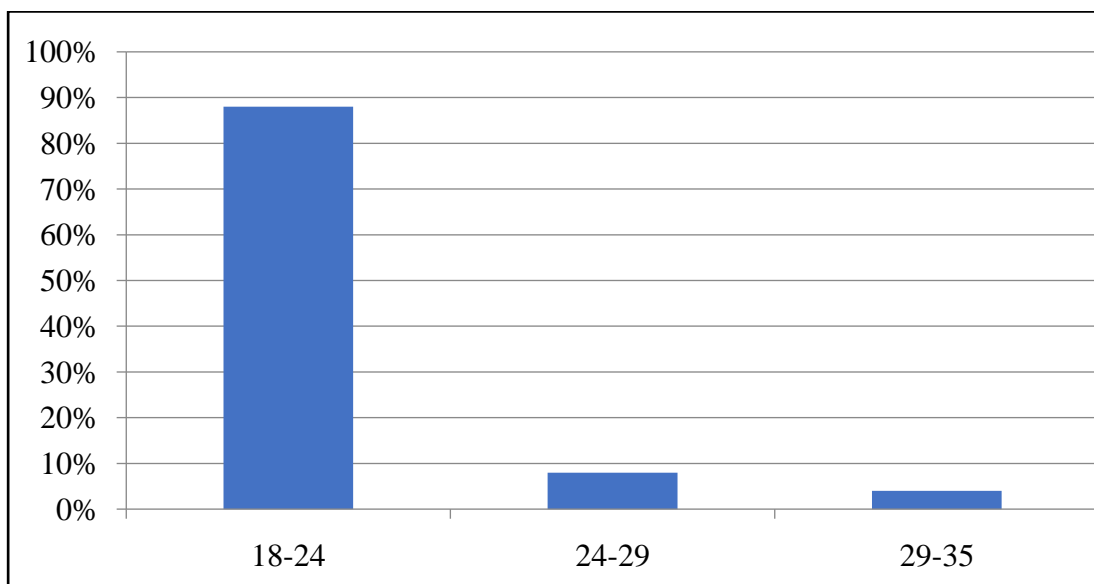
4.2 AGE WISE CLASSIFICATION

Table No 4.2

Age wise classification

Age	No. of respondents	Percentage
18-24	66	88
24-29	6	8
29-35	3	4
Total	75	100

Source: Primary data



Age wise classification

Fig No 4.2

Interpretation

Table 4.2 shows that 88 per cent of the respondents are under the age category in between 18-24. 8 per cent comes under 24–29 category and 4 per cent comes under 29–35 age category.

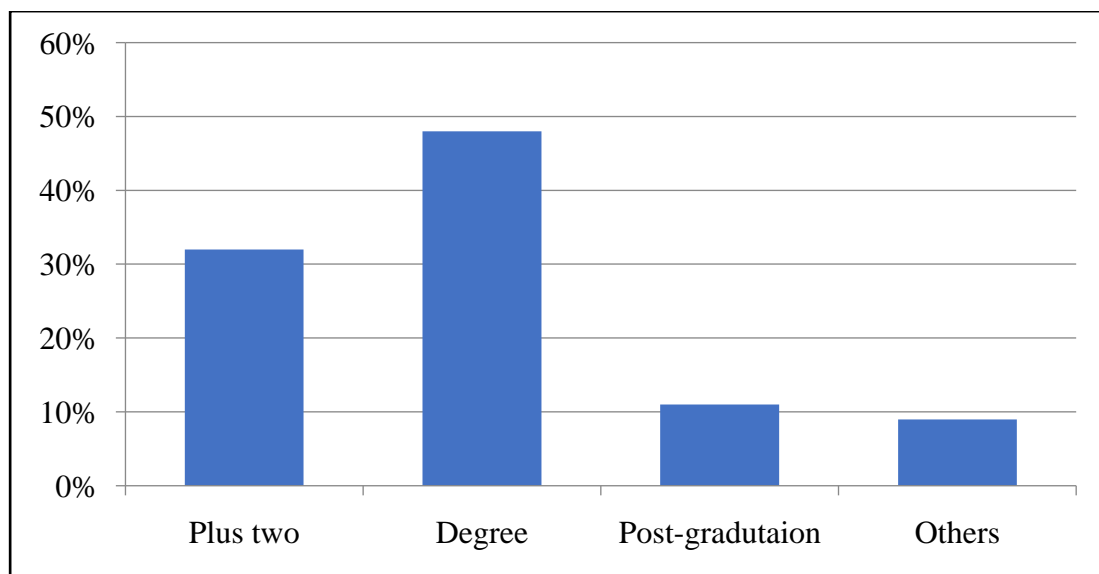
4.3 EDUCATION WISE CLASSIFICATION

Table No 4.3

Education wise classification

Particulars	No. of respondents	Percentage
Plus two	24	32
Degree	36	48
Post-graduation	8	11
Others	7	9
Total	75	100

Source: Primary data



Education wise classification

Fig No 4.3

Interpretation

Table 4.3 shows that 48 per cent of the respondents are qualified with degree. 32 per cent are with plus two and 11 per cent are post-graduates and remaining 9 per cent have other qualifications.

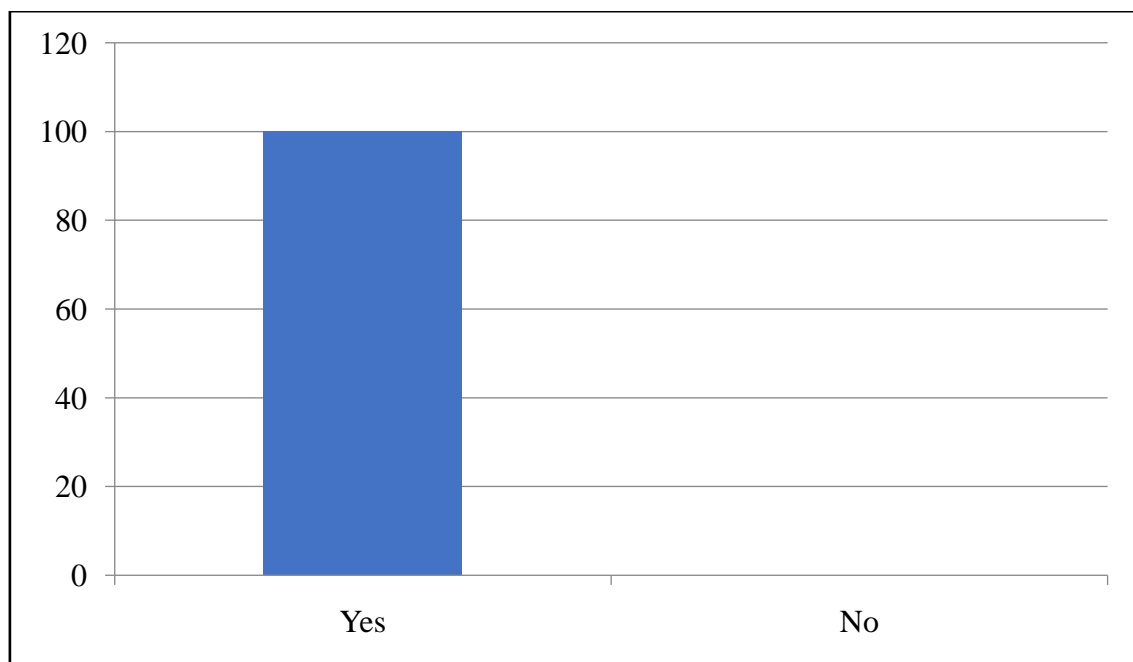
4.4 AWARENESS ABOUT DIGITAL MARKETING

Table No 4.4

Awareness about digital marketing

Particulars	No. of respondents	Percentage
Yes	75	100
No	0	0
Total	75	100

Source: Primary data



Awareness about digital marketing

Fig No 4.4

Interpretation

Table 4.4 shows that all the respondents are aware about digital marketing.

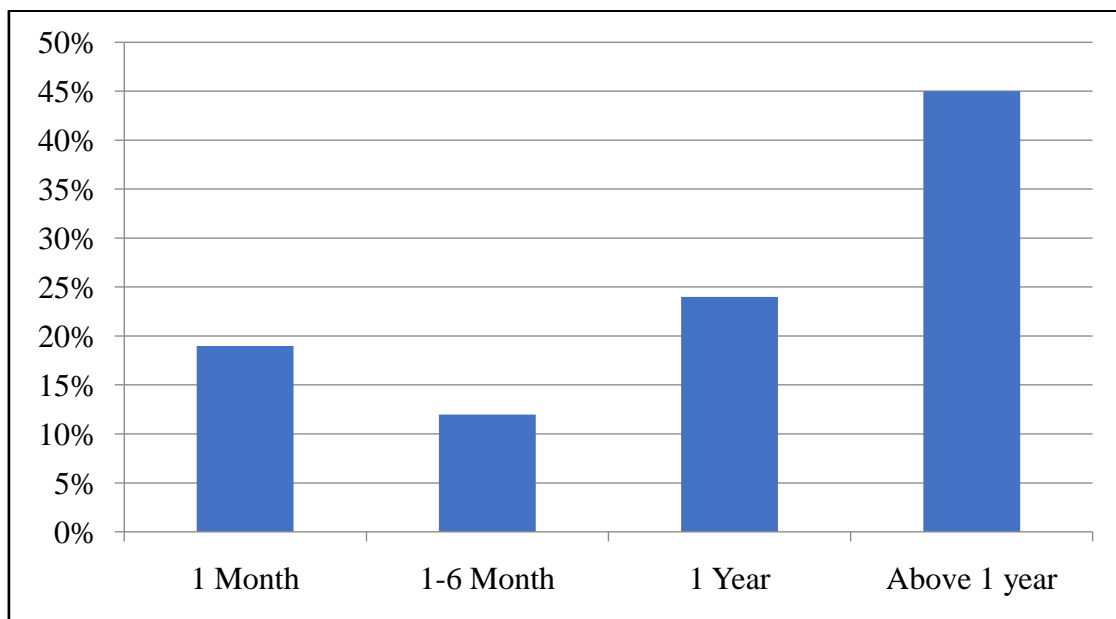
4.5 PERIOD OF EXPERIENCE WITH DIGITAL MARKETING

Table No 4.5

Period of experience with digital marketing

Particulars	No. of respondents	Percentage
1 month	14	19
1-6 month	9	12
1 year	18	24
Above 1 year	34	45
Total	75	100

Source: Primary data



Period of experience with digital marketing

Fig No 4.5

Interpretation

Table 4.5 shows that 45 per cent of the respondents are deals with digital marketing above 1 year, 24 per cent are familiar with it for 24 per cent, 19 per cent of are familiar with it for 1 month and remaining 12 per cent are familiar with it for 1-6 month.

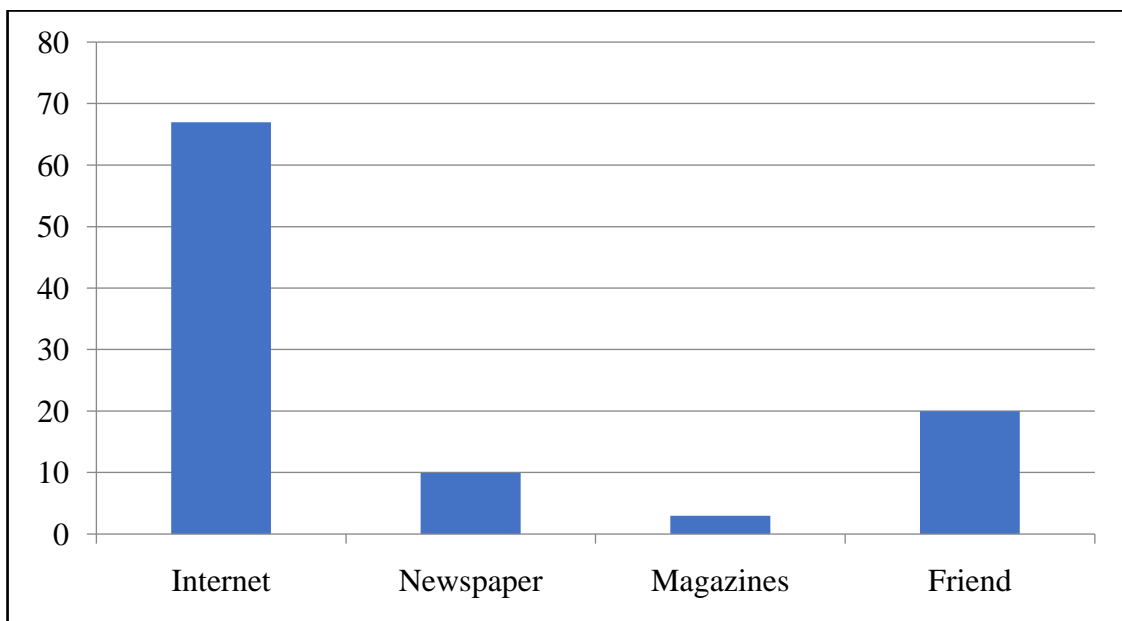
4.6 SOURCE OF INFORMATION ABOUT DIGITAL MARKETING

Table No 4.6

Source of information about digital marketing

Particulars	No. of respondents	Percentage
Internet	50	67
Newspaper	8	10
Magazines	2	3
Friend	15	20
Total	75	100

Source: Primary data



Source of information about digital marketing

Fig No 4.6

Interpretation

Table 4.6 shows that 67 per cent of the respondents about digital marketing from internet, 20 per cent get awareness from friends, 10 per cent get information from newspaper and remaining 3 per cent are from magazines.

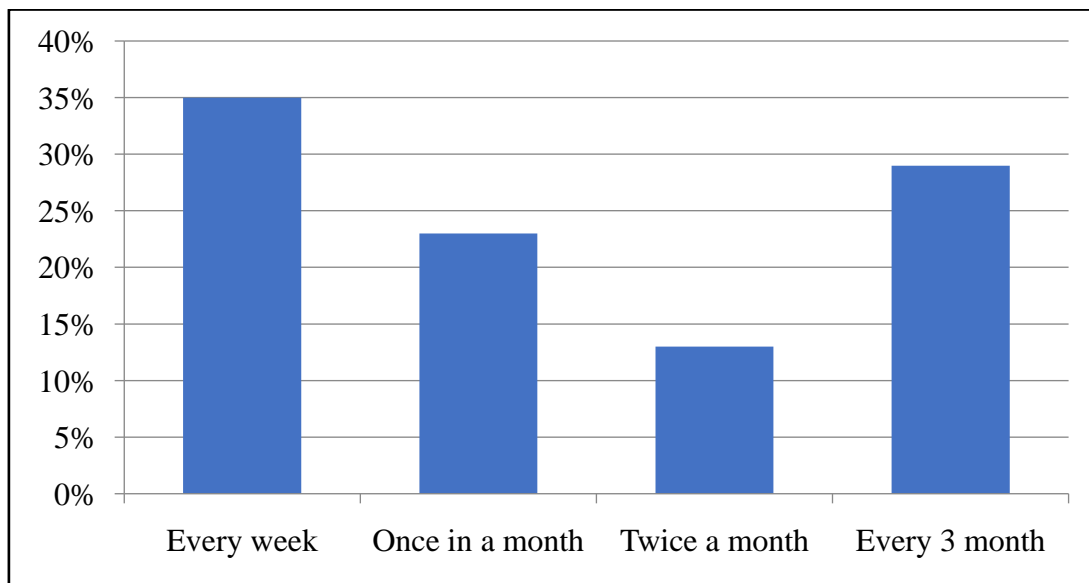
4.7 FREQUENCY OF USAGE

Table No 4.7

Frequency of usage

Particulars	No. of respondents	Percentage
Every week	26	35
Once in a month	17	23
Twice a month	10	13
Every 3 month	22	29
Total	75	100

Source: Primary data



Frequency of usage

Fig No 4.7

Interpretation

Table 4.7 shows that 35 per cent of the respondents are using digital marketing tools every week, 29 per cent are using every 3 month, 23 per cent are using digital marketing tools and services once in a month and remaining 13 per cent are using it in twice a month.

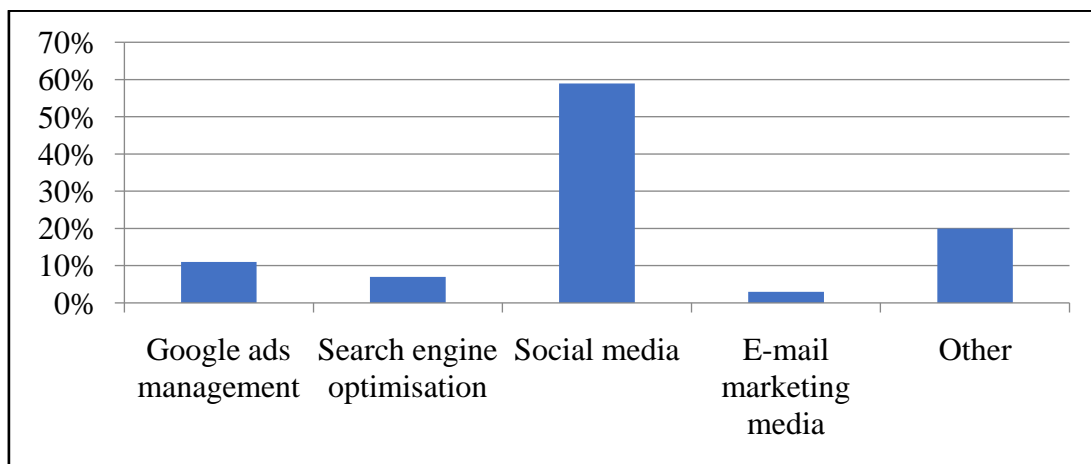
4.8 MOST FAMILIAR DIGITAL MARKETING TOOL

Table No 4.8

Most familiar digital marketing tool

Particulars	No. of respondents	Percentage
Google ads management	8	11
Search Engine Optimisation	5	7
Social media	44	59
E-mail marketing media	2	3
Other	16	20
Total	75	100

Source: Primary data



Most familiar digital marketing tool

Fig No 4.8

Interpretation

Table 4.8 shows that 59 per cent of the respondents are most familiar digital marketing tool is social media and 20 per cent are most familiar with other digital marketing tools, 11 per cent are with Google ads management, 7 per cent are with search engine optimisation and remaining 3 per cent mostly familiar with E-mail marketing media.

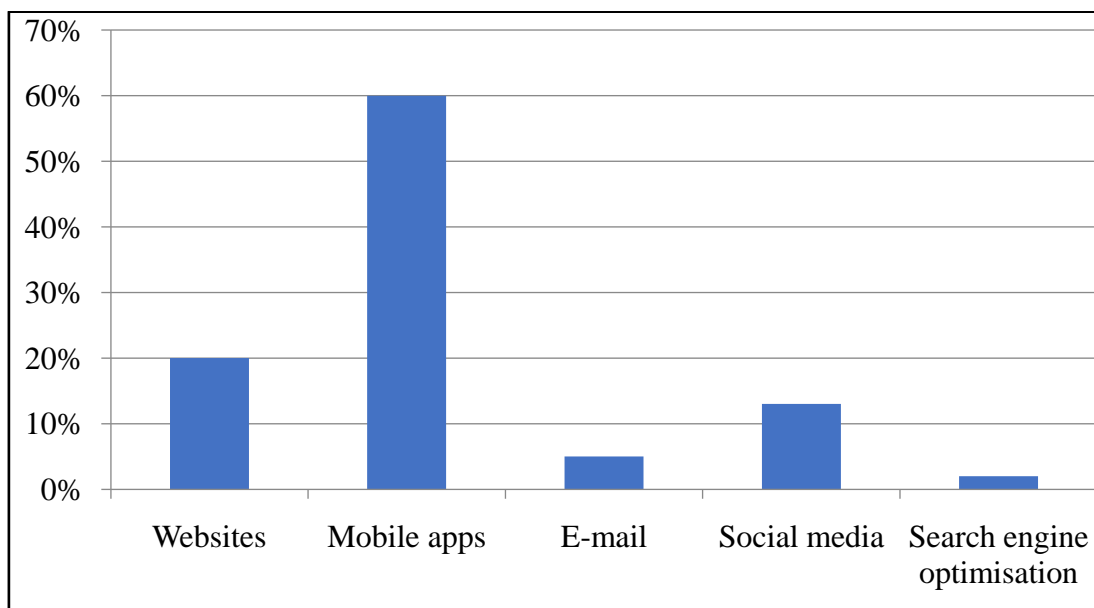
4.9 MEDIA PREFERRED FOR BUYING PRODUCTS

Table No 4.9

Media preferred for buying products

Particulars	No. of respondents	Percentage
Websites	15	20
Mobile Apps	45	60
E-mail	4	5
Social media	10	13
Search engine optimisation	1	2
Total	75	100

Source: Primary data



Media preferred for buying products

Fig No 4.9

Interpretation

Table 4.9 shows that 60 per cent of the respondents are prefer mobile apps for buying products, 20 per cent prefer websites, 13 per cent prefer social media, 5 per cent prefer E-mail and remaining 2 per cent prefer search engine optimisation for buying products.

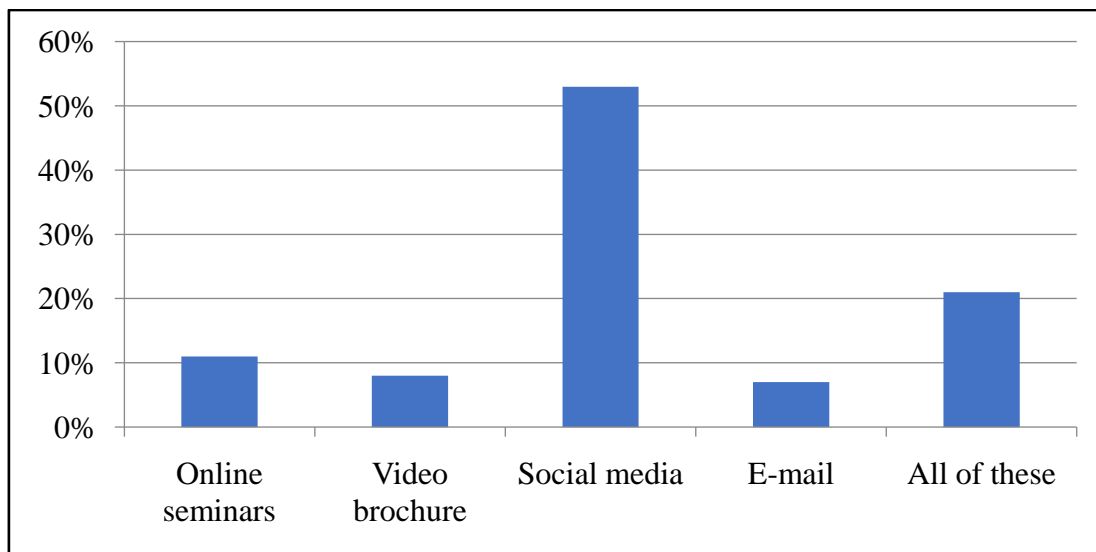
4.10 SOURCES OF INFORMATION ABOUT THE COMPANY'S PRODUCT

Table No 4.10

Sources of information about the company's product

Particulars	No. of respondents	Percentage
Online seminars	8	11
Video brochure	6	8
Social media	40	53
E-mail	5	7
All of these	16	21
Total	75	100

Source: Primary data



Sources for getting information about the companies product

Fig No 4.10

Interpretation

Table 4.10 shows that 53 per cent of the respondents are using social media for getting information about companies product, 21 per cent are using all of these, 11 per cent are using online seminars, 8 per cent are using video brochure and remaining 7 per cent are using e-mail.

4.11 MOST FREQUENTLY USED TOOLS

Table No 4.11

Most frequently used tools

Services	Rank					Total	Average
	1st	2nd	3rd	4th	5th		
Online Websites	16	22	15	18	4	253	3.4
Social media	36	20	10	6	3	305	4.1
YouTube	13	8	12	22	20	197	2.63
E-payment	8	10	30	16	11	213	2.84
Other	2	15	8	13	37	157	2.1

Source: Primary data

Interpretation

Table 4.11 shows that the respondents prefer the usage of social media as their frequently used tool of digital media.

4.12 MOST APPRECIATED BENEFIT OF DIGITAL MARKETING

Table No 4.12

Most appreciated benefits

Benefits	Rank			Total	Average
	1	2	3		
Branded products	28	27	20	158	2.11
Price benefits	7	38	30	127	1.69
Variety of products	40	10	25	165	2.33

Source: Primary data

Interpretation

Table 4.12 shows that the respondents are rated the most available benefit arising from digital marketing is variety of products.

4.13 QUALITY OF GOODS ACCORDING TO THE LEVEL OF SATISFACTION

Table No 4.13

Quality of goods according to the level of satisfaction

Particulars	No. of respondents	Mark
Excellent	5	25
Very good	29	116
Good	28	84
Average	9	18
Below average	4	4
Total	75	246
Mean value=247/75=3.29		

Source of data: Primary data

Interpretation

Table 4.13 shows that mean value is 3.29, on an average the respondents are opined that the qualities of goods are very good according to the level of satisfaction.

4.14 AVAILABILITY OF PRICE OFFERS FOR THE PRODUCTS

Table No 4.14

Availability of price offers for the products

Particulars	No. of respondents	Mark
Excellent	10	50
Very good	25	100
Good	31	93
Average	6	18
Poor	3	3
Total	75	264
Mean value=264/75=3.52		

Source: Primary data

Interpretation

Table 4.14 reveals that mean value is 3.52. On an average the respondent are agreed that the availability of price offers are very good with the products traded with digital marketing.

4.15 OPINION ABOUT BRAND AWARENESS THROUGH DIGITAL MARKETING

Table No 4.15

Opinion about brand awareness through digital marketing

Particulars	No. of respondents	Mark
Strongly agree	8	40
Agree	31	124
Neutral	29	87
Disagree	6	12
Strongly disagree	1	1
Total	75	264
Mean value=264/75=3.52		

Source: Primary data

Interpretation

Table 4.15 reveals that mean value is 3.52. On an average the respondents are agreed that digital marketing provides brand awareness.

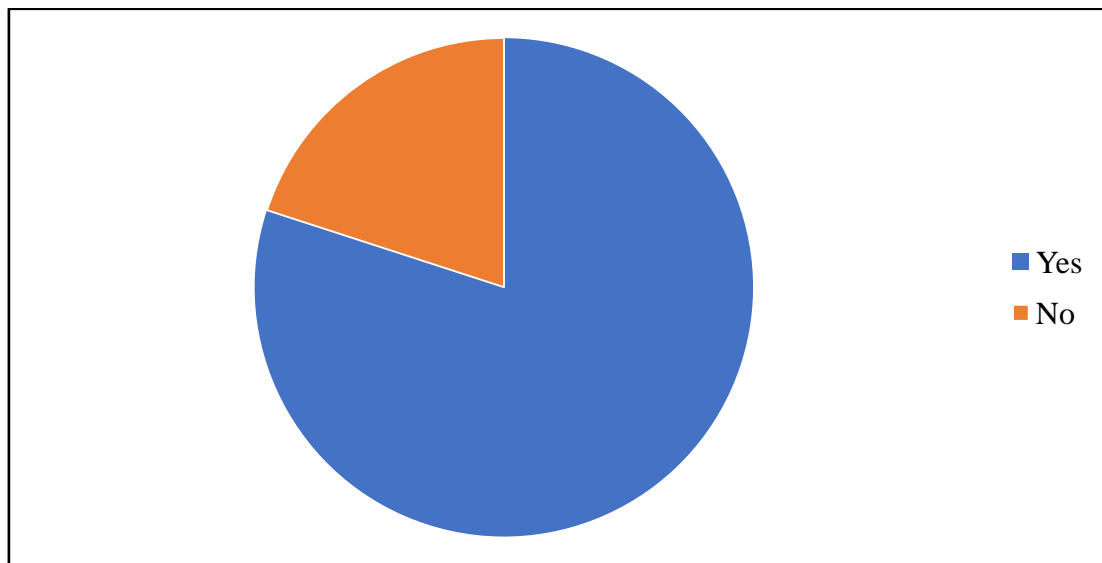
4.16 IMPACT OF ADVERTISEMENTS ON PURCHASING BEHAVIOUR

Table No 4.16

Impact of advertisements on purchasing behaviour

Particulars	No. of respondents	Percentage
Yes	60	80
No	15	20
Total	75	100

Source of data: Primary data



Impact of advertisements on purchasing behaviour

Fig No 4.16

Interpretation

Table 4.16 shows that 80 per cent of respondents are agrees that advertisement in digital marketing make an impact on their purchasing behaviour and 20 per cent of respondents are disagree with this.

4.17 BENEFIT OF DIGITAL MARKETING AS COMPARED TO TRADITIONAL MARKETING

Table No 4.17

Benefit of digital marketing as compared to traditional marketing

Particulars	Rank					Total	average
	1	2	3	4	5		
Wide range of information	21	13	17	19	5	251	3.35
Low cost	17	20	16	7	15	242	3.23
Ease of shopping	10	12	8	25	20	192	2.56
Time saving	17	11	14	19	14	223	2.97
Interactive medium	10	19	20	5	21	217	2.89

Source: Primary data

Interpretation

Table 4.17 shows that wide range of information is the most rated benefit of digital marketing compared to traditional marketing.

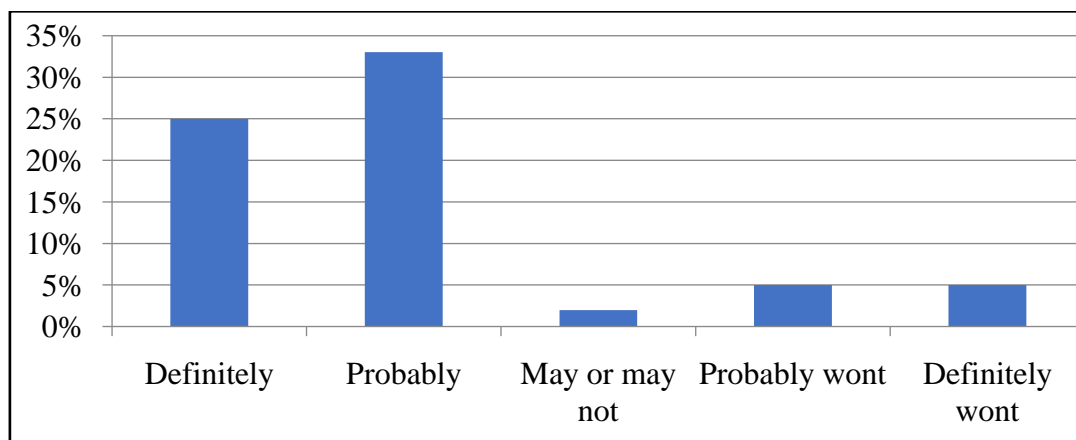
4.18 RECOMMENDATION OF DIGITAL MARKETING TO OTHERS

Table No 4.18

Recommendation of digital marketing to others

Particulars	No. of respondents	Percentage
Definitely	18	25
Probably	25	33
May or may not	24	32
Probably wont	4	5
Definitely wont	4	5
Total	75	100

Source: Primary data



Recommendation of digital marketing to others

Fig No 4.18

Interpretation

Table 4.18 shows that 33 per cent of the respondents probably recommend products marketed through digital marketing, 32 per cent may or may not recommend, 25 percent will definitely recommend and remaining 8 per cent probably and definitely won't recommend it to others.

4.19 SATISFACTION LEVEL OF DIGITAL MARKETING TECHNIQUES

Table No 4.19

Satisfaction level of digital marketing techniques

Particulars	No. of respondents	Mark
Highly satisfied	4	20
Satisfied	40	160
Neutral	23	69
Less satisfied	6	12
Highly dissatisfied	2	2
Total	75	263
Mean value= 3.51		

Source: Primary data

Interpretation

Table 4.19 shows that mean value is 3.51 which means respondents are satisfied with the digital marketing technique.

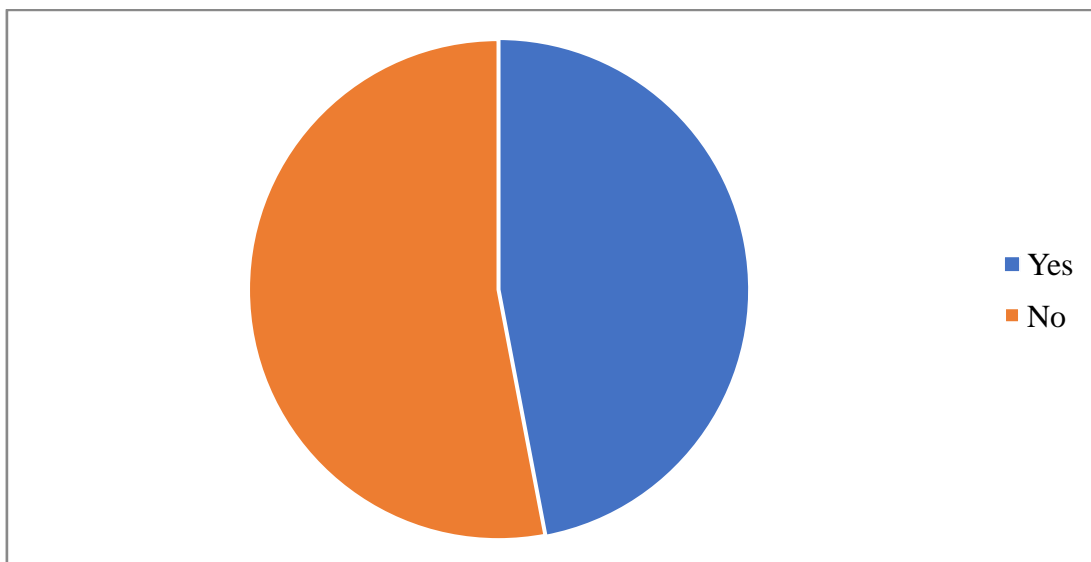
4.20 DIFFICULTIES FACED IN DIGITAL MARKETING?

Table No 4.20

Difficulties faced in digital marketing

Particulars	No. of respondents	Percentage
Yes	35	47
No	40	53
Total	75	100

Source: Primary data



Difficulties faced in digital marketing

Fig No 4.20

Interpretation

Table 4.20 shows that 53 per cent of the respondents are not faced any difficulties in digital marketing and remaining 47 per cent are faced difficulties in digital marketing.

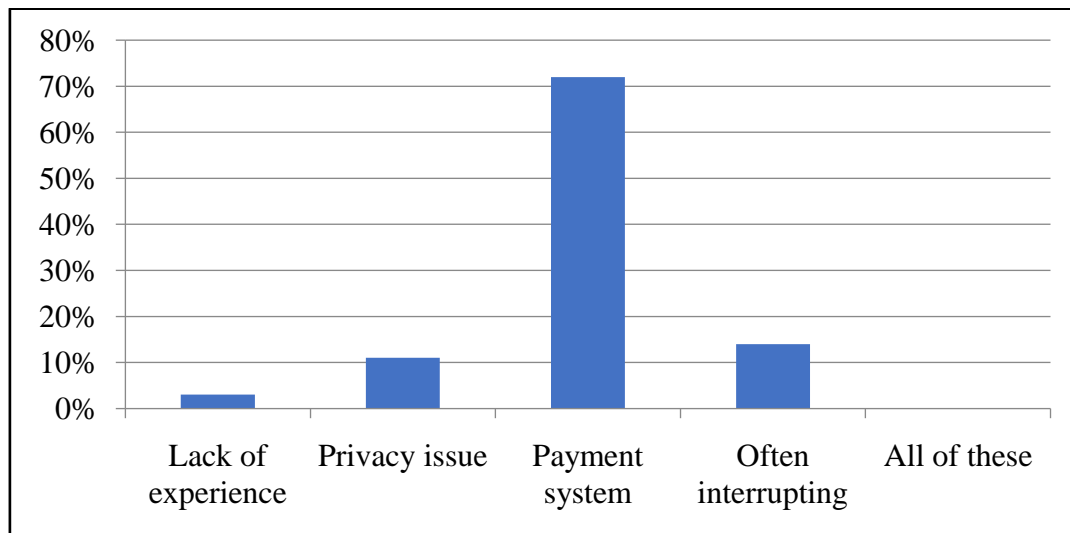
4.21 CONCERNS ABOUT DIGITAL MARKETING

Table No 4.21

Concerns about digital marketing

Particulars	No. of respondents	Percentage
Lack of experience	1	3
Privacy issue	4	11
Payment system	25	72
Often interrupting	5	14
All of these	0	0
Total	35	100

Source: Primary data



Concerns about digital marketing

Fig No 4.21

Interpretation

Table 4.21 shows that 72 per cent of the respondents are concerned in payment system, 14 per cent of respondent are faced problems of interruption, 11 per cent are concerned about privacy issue, 20 per cent have all of these concerns and the remaining 3 percent are faced problems in lack of experience.

4.22 PRICE OF GOODS TRADED THROUGH DIGITAL MARKETING IS LESS AS COMPARED TO TRADITIONAL MARKETING

Table No 4.22

Price of goods through digital marketing compared to traditional marketing

Particulars	No. of respondents	Mark
Strongly agree	10	50
Agree	35	140
Neutral	26	78
Disagree	2	4
Strongly disagree	2	2
Total	75	274
Mean value=274/75=3.65		

Source: Primary data

Interpretation

Table 4.22 reveals that mean value is 3.65 on an average the respondents are agrees that the price of goods traded through digital marketing is less as compared to traditional marketing.

4.23 RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND DIGITAL MEDIA FOR BUYING THE PRODUCT

H_0 : Educational qualification and digital media for buying the product are independent

H_1 : Educational qualification and digital media for buying the product are dependent

For testing the independence of two attributes we apply χ^2 -test.

$$\chi^2 = \sum (O-E)^2 / E$$

Where, O = Observed Frequency

E = Expected Frequency

Table No 4.23.1

Observed frequency

Particulars	Educational Qualification				
	Plus two	Degree	PG	Others	Total
Website	2	12	1	0	15
Mobile apps	15	20	5	5	45
Email	0	2	2	0	4
Social media	7	2	0	1	10
Search engine optimisation	0	0	0	1	1
Total	24	36	8	7	75

Table No 4.23.2
Chi-Square value

O	E	O-E	(O-E)²	(O-E)²/E
2	4.8	-2.8	7.84	1.63
12	7.2	4.8	23.04	3.2
1	1.6	-.6	.36	.23
0	1.4	-1.4	1.96	1.4
15	14.4	.6	.36	.025
20	21.6	-1.6	2.56	.12
5	4.8	.2	.04	.008
5	4.2	.8	.0256	.006
0	1.3	-1.3	1.69	1.3
2	1.9	.1	.01	.005
2	.43	1.57	2.46	5.7
0	.37	-.37	.137	.37
7	3.2	3.8	14.44	4.5
2	4.8	-2.8	7.84	1.6
0	1.1	-1.1	1.21	1.1
1	.93	.7	.49	.53
0	.32	-.32	.102	.32

0	.48	-.48	.23	.48
0	.11	-.11	.012	.11
1	.1	.9	.81	8.1
χ^2				30.7

Source of data: Primary data

$$\chi^2 = \sum (O-E)^2 / E = 30.7$$

Degree of freedom = (r-1) (c-1) = (5-1) (4-1) = 12

Level of significant is .05

Table value = 21.026

Calculated value is higher than table value so we reject the null hypothesis and accept alternative hypothesis. So educational qualification and digital media for buying the product are dependent.

CHAPTER V

SUMMARY, FINDINGS, SUGGESTIONS &

CONCLUSION

SUMMARY, FINDINGS, SUGGESTIONS & CONCLUSION

5.1 SUMMARY

The changes happened in the business environment rapidly, the consumers adopt various marketing strategies for satisfying their needs. One of the modern marketing strategies is the digital marketing. Digital marketing is the process of building and maintaining customer relationship through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties. The present study “impact of digital marketing among youth with special reference to Iritty taluk” was an attempt to test the effectiveness of digital marketing among the youth. For this study 75 respondents were selected from Iritty Taluk by using convenient sampling technique. For the analysis purpose percentage method, ranking method, Likert scale and chi-square were used. The following were the objectives of the study:

- To evaluate the impact of digital marketing among youth
- To identify the various services utilised by the people using digital medias
- To identify the most preferred service in digital marketing
- To understand the effectiveness of digital marketing over traditional marketing

5.2 FINDINGS

- Most of the (53 per cent) respondents are male.
- Majority of (48 per cent) respondents are graduates.
- The study reveals that, most (91 per cent) of the respondents are students.
- Majority of the (45 per cent) respondents are familiar with digital marketing above 1 year.
- Most of the (67 per cent) respondents get awareness about digital marketing through internet.
- 35 per cent of the respondents are often use digital marketing tools in every week.
- It is found that most of the (59 per cent) respondents are using social media as an important service in digital marketing.
- The study reveals that majority of the (60 per cent) respondents are preferred mobile apps for buying the product.
- Majority of the (53 per cent) respondents are dealing with social media as an important tool that are using in digital marketing for getting information about the company's product.
- The study showed that social media is the most frequently used tool in digital media.
- Most of the respondents give priority to variety products as the most available benefits arising from digital marketing.
- The most of the respondents are agreed that quality of goods traded through digital marketing is very good according to the level of satisfaction.
- Majority of the respondents are agreed that digital marketing provides brand awareness.
- It observed that 80 per cent of the respondents are influenced by the advertisements in digital markets for their purchasing behaviour.
- Most of the respondents agreed that wide range of information and low cost are the special advantages of digital marketing as compared to traditional marketing.

- 25 per cent of the respondents are willing to recommend digital marketing tools and services to others
- Majority of the respondents are satisfied with the digital marketing tools and techniques.
- The study reveals that majority respondents are not facing any difficulties with digital marketing and 47 per cent have faced difficulties.
- The majority of respondent are faced difficulty in payment system.
- Majority of the respondents are agreed that the price of goods through digital marketing is less than that of traditional marketing.
- Most of the (80 per cent) respondents opined that advertisement impacted their purchasing behaviour.
- The study reveals that the relationship between educational qualification and digital media for buying the product are dependent.

5.4 SUGGESTIONS

- The research shows that most of the digital marketing tools are used by males. So it is necessary to increase the practical and technical knowledge of women in various digital marketing transactions.
- The study shows that most of the people prefers to buy through mobile apps because of the trust issues of the other medias, so in order to gain the trust worthiness of the customers it is necessary to add more security to the other digital medias.
- Out of 75 respondents 25 are facing problems while dealing with digital medias. So the companies should take adequate measures to overcome such issues.
- It is better to take necessary measures and actions by the companies to overcome the troubles of E-payment security and safety problem at the time of using digital medias.
- Since the advertisements have influence on purchasing behaviour of customers it should be shown in adequate time not as interruption.
- Even though the respondents are satisfied with digital marketing techniques and services least amount of people are willing to recommend it to others, so adequate steps must taken to increase the trust worthiness of the people.

5.3 CONCLUSION

Present study which based on “IMPACT OF DIGITAL MARKETING AMONG YOUTH WITH SPECIAL REFERENCE TO IRITTY TALUK” evaluated the buying behaviour of the youth on digital marketing and its impact. In this digital era companies always tries to market their products through digital medias and consumers are also interested to buy products through digital medias. Thus digital marketing gains much relevance in the minds of both consumers and companies. With the advent of internet technology, consumer preference towards traditional marketing tools has decreased. Most popular traditional marketing tools are television & print media. The major benefits of digital marketing are its capability of interaction between consumers and advertisers followed by availability of wide range of information & low cost. These benefits make digital marketing superior than traditional marketing.

Present study “TSS She impact digital marketing among youth in Iritty Taluk” would like to conclude on a note that, respondents are using digital media’s such as online websites for browsing, for making E-payment, streaming on YouTube and also social media. Among these most frequently used digital media is social media. It is because of user friendly interface and availability of branded and variety of products traded through digital marketing. Even though the digital marketing tools are used by youth for a long period of time the digital media tools are not gained much trust of the people who are using it. Therefore only 25 per cent of the people are willing to recommend it to others and 33 per cent have doubt for whether it should be recommend it to others or not because of the issues they are facing with it. In order to overcome such issues necessary privacy and security measures should take.

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WEBSITES

- www.ask.com
- www.google.com
- www.studymode.com

APPENDIX

QUESTIONNAIRE

Sir /madam,

I am ANNJOSE student of fourth semester M.Com at Don Bosco Arts and Science College, Angadikadavu. As part of the curriculum, I am doing a project on “IMPACTS OF DIGITAL MARKETING AMONG YOUTH WITH SPECIAL REFERENCE TO IRITTY TALUK”. Kindly give necessary information through this questionnaire. I assure you that the information provided will be kept confidential and will be used academic purpose only.

Name:

1. Gender

- a. Male
- b. Female

2. Age

- a. 18-24
- b. 24-29
- c. 29-35

3. Educational qualification

- a. Plus two
- b. Degree
- c. Post graduations
- d. Other

4. Are you aware about digital marketing?

- a. Yes
- b. No

5. How long you are familiar with digital marketing

- a. 1 Month
- b. 1-6 Month
- c. 1 Year
- d. Above 1 Year

7. Where did you get awareness about digital marketing?

- a. Internet
- b. Newspaper
- c. Magazines
- d. Friends

8. How often you had use digital marketing tools and services?

- a. Every week
- b. Once in a month
- c. Twice a month
- d. Every 3 month

9. Which of the digital marketing tools that you are familiar with?

- a. Google ads management
- b. Search engine optimization
- c. Social media
- d. E-mail marketing services
- e. All of these

10. Which digital marketing media are you preferred for buying the product?

- a. Websites
- b. Mobile apps
- c. E-mail
- d. Social media
- e. Search engine optimization

11. What are the tools used by you in digital marketing for getting information about the company's product?

- a. Online seminars
- b. Video brochure
- c. Social media
- d. E-mail
- e. All of these

12. Rank the following services based on the frequency of its usage.

- a. Online websites
- b. Social media
- c. YouTube
- d. E-payment

13. Rank the following based on the most available benefits from digital marketing.

- a. Brand product
- b. Price benefit
- c. Variety of products

14. Evaluate the quality of goods traded with digital marketing according to your level of satisfaction.

- a. Excellent
- b. Very good
- c. Good
- d. Average
- e. Below average

15. Rate the price offers available for products that are traded with digital marketing.

- a. Excellent
- b. Very good
- c. Good
- d. Average
- e. Poor

16. "Digital marketing provides brand awareness". Do you agree?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

17. Whether the advertisements in digital marketing can have any impact on your purchasing behaviour?

- a. Yes
- b. No

18. Rank the benefits of digital marketing rather than traditional marketing.

- a. Wide range of information
- b. Low cost
- c. Ease of shopping
- d. Time saving
- e. Interactive medium

19. Do you recommend others to buy product that are marketed through digital marketing?

- a. Definitely
- b. Probably
- c. May or may not
- d. Probably won't
- e. Definitely not

20. Are you satisfied with digital marketing techniques and services?

- a. Highly satisfied
- b. Satisfied
- c. Neutral
- d. Less satisfied
- e. Dissatisfied

21. Have you face any difficulties with digital marketing?

- a. Yes
- b. No

22. Which one of the following are you concerned about in digital marketing?

- a. Lack of experience
- b. Privacy issue
- c. Payment system
- d. Often Interrupting
- e. All of these

23. "The price of goods bought through digital marketing is less than that of traditional marketing". Do you agree with this statement?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagrees

24. Any suggestions:

**IMPACT OF ONLINE ADVERTISEMENT
AMONG YOUTH WITH SPECIAL
REFERENCE TO KANNUR DISTRICT**

*A project report submitted to the Kannur University in partial
Fulfilment of the requirement for the award of degree of*

MASTER OF COMMERCE

(2021-2023)

BY

ARJUN V

REG.NO.C1PCOM3905

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. DEEPTHY JOSEPH

(DEPARTMENT OF COMMERCE)



**DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY-670706**

DECLARATION

I ARJUN V, student of 4th Semester M.Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled **“IMPACT OF ONLINE ADVERTISEMENT AMONG YOUTH WITH SPECIAL REFERENCE TO KANNUR DISTRICT”** is an authentic and original work done by me under the guidance and supervision of **Ms.DEEPthy JOSEPH**, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

ARJUN V

Date:

C1PCOM3905

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY-670706



CERTIFICATE

This is to certify that the project report entitled **“IMPACT OF ONLINE ADVERTISEMENT AMONG YOUTH WITH SPECIAL REFERENCE TO KANNUR DISTRICT”** is a record of genuine work done by the candidate **ARJUN V** during the period of his study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Ms. DEEPHYJOSEPH

Assistant Professor & Head of the Department

Examiner1:

Examiner2:

ACKNOWLEDGEMENT

I sincerely wish to express my deep sense of gratitude to all who helped me to complete project work. First and foremost I thank the **God Almighty**, for his blessing and grace for the successful completion of the project work.

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I am indebted to my beloved parents and other family members for your grate support and care.

ARJUN V

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CHAPTER I
INTRODUCTION

INTRODUCTION

Present 21st century is the advertising century. People in these days are governed by advertisements. Advertisement is used for communicating business information to the present as well as to prospective customers. The term advertising derived from the Latin word “advertise” which means “to turn the attention”. Advertisement is a notice or announcement in a public medium promoting a product, services or event. Advertisement is a non personal and paid form of communication which has an identified sponsor. The real purpose of advertisement is only to sell something. Advertisement changes the consumer’s attitude towards the product. In these days the most effective and efficient advertisements are online advertisements. Online advertisement is also known as online marketing or web advertisement.

Online advertisement is very important in these days. As it is promotional marketing message to consumers. Online advertisements are extremely helpful in increasing revenue and also in spreading awareness about particular product. Online advertisement refers to advertising through internet. Online advertisement is important because people spend most of their time by using internet.

Digital advertising includes many of the techniques and practices contained within the category of internet marketing with the internet becoming accessible by mobile phones now, the consuming class. Some companies like Amazon and Dell created success stories through the usage of the internet in marketing that it has made a large number of organizations motivated to harness the potential of internet in distinctive because of its ability to be interactive and enables potential and existing customer behaviour.

On the consumer side, the internet has given consumers more control in accessing information on products and services. There are several factors that contribute to consumers pull for online content consumers are the one who decide when, where, what and how much commercial content they wish to view. The internet enables consumers to access an unlimited range of products and services from companies around the world, and it has reduced the time and effort they spend on shopping. The present study attempts to investigate the effectiveness of online advertising in creating consumer.

Today's youth are way more exposed to information than they had a couple of years back. The development of technology has brought about massive change in the lifestyle of youth. The kind of involvement these youths have towards online media makes one rethink the degree of impact these all advertisements have on youth's perception. Online media is becoming one of the best ways of persuasive communication. Youth spends maximum time on online media to gather different types of information. Through advertisements from different media one gets know how of different cultures and lifestyles works. Different forms of advertising plays pivotal role in updating people's preferences of products and services. New media, largely the internet, has apparently become an essential source of information today, Advertisers all over the world eye covetously at the expanding opportunities provided by the webs seeking more effective communication channel with their target markets.

E-advertising includes email advertising, search engine advertising, social media advertising, display advertising, mobile advertising etc., like other advertising media online advertising frequently involves both the publisher who integrates advertisement into online contents and an advertiser who provides the advertisement to be displayed on the publisher content.

1.1 STATEMENT OF THE PROBLEM

The concept of advertising is as old as the human civilization. Today in the 21st century, the world of advertising has become a very dynamic, creative and challenging place which tells us the story of product, evolution and its endless possibilities in the world which we live. We live in the world of advertisements. Advertising is a unique and powerful tool of communicating ideas, information integrating writing, mixed and remixed images, layout, sound, gesture, speech and 3D objects. Many customers research businesses online before deciding whom to buy from. A well-designed website can entice customers to buy from you. There are a number of ways you can promote your business online via paid advertising or to improve your search engine rankings. Other ways to advertise your business online include promoting your products or services on social media sites, blogs and search engines and other websites that your target audience visits. This study aims to find the impact of online advertisements among youth and factors in online advertising that influence their buying decision. Hence the study is titled as "Impact of Online Advertisement among Youth".

1.2 SIGNIFICANCE OF THE STUDY

Advertisement on the internet is almost necessity for modern business especially for those who do business outside of their local community. The study may benefit marketers, businesses, government and academicians. This study is conducted to determine what factor will effect of online advertisement on buying behaviour among youth. This study is to identify different factors which influence buying behaviour and ascertain which type of online advertisement is preferred to them. Before adapting marketing practices to the internet, it is imperative to understand the characteristics of the youth towards online advertising as would be revealed by this study.

1.3 SCOPE OF THE STUDY

The studies mainly concentrated in Kannur District. The sample selected from the population is 75, it includes males and females. The study belongs to the area of marketing and it has been conducted on 2023. The main intention behind the study is to find out the impact of online advertisement among youth.

1.4 OBJECTIVES OF THE STUDY

- To identify the impact of online advertisement among youth.
- To assess the factors influencing in online advertisement among youth.
- To measure the reliability and satisfaction level of online advertisement among youth.
- To evaluate the frequency of purchasing products after watching online advertisement.

1.5 RESEARCH METHODOLOGY

In common words research means to search for knowledge. One can also define research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation. Research methodology is the way to systematically solve the research problems. It describes the procedure which has been used in the research. The present study titled “IMPACT OF ONLINE ADVERTISEMET AMONG YOUTH WITH SPECIAL REFERENCE TO KANNUR DISTRICT” is an analytical and descriptive study. The study has been undertaken to find out the impact of online advertisement among youth.

1.5.1 RESEARCH DESIGN

Research design is the arrangement of condition for collection and analysis of data in a manner that to combine relevance to the research purpose. The research design refers to preplanning of what a researcher does in this study. The study designed as an empirical one based on the survey method. The collected data were presented in tables and these tables were analysed systematically.

1.5.2 AREA OF THE STUDY

Kannur District is selected for conducting this study.

1.5.3 POPULATION

The total number of items or things in a particular study is known as population. Here the population is infinite that means the population cannot be measured. The population selected for the study is youth in Kannur district.

1.5.4 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. Here 75 samples are selected for the study.

1.5.5 SAMPLING TECHNIQUE

For data collection convenience sampling technique was used. Convenience sampling is one in which a sample is obtained by selecting such units of the universe which may be conveniently located and contacted.

1.5.6 SOURCES OF DATA

Different methods and techniques are used for conversion of raw data into scientific data. Both primary and secondary data were collected for the purpose of study.

➤PRIMARY DATA

Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Here primary data is collected from 75 people in Kannur district through a well-structured questionnaire.

➤ **SECONDARY DATA**

Data collected from a source that has already been published in any form is called as secondary data. These secondary data is collected from various sources like economic view, different books, magazines, and websites and so on.

1.5.7 TOOLS FOR DATA COLLECTION

In this study questionnaire is used to collect data. The questionnaire contains multiple choice questions.

1.5.8 TOOLS FOR DATA ANALYSIS

a) PERCENTAGE METHOD

The tool which is used for the data analysis is percentage. Percentage is a number or ratio expressed as a fraction of 100. It is often denoted using the percent sign “%”. Percentage is used to express how large or small one quantity is relative to another quantity. The formula used to calculate percentage is

$$\text{Percentage} = \text{amount}/\text{total} * 100$$

1.6 PERIOD OF THE STUDY

This study is conducted during the period of January 2023 to March 2023.

1.7 CHAPTER SCHEME

The present study consists of five chapters.

- Chapter 1 Introduction.
- Chapter 2 Review of literature.
- Chapter 3 Theoretical profile.
- Chapter 4 Data analysis and interpretation.
- Chapter 5 Summary, findings, suggestions and conclusion.

1.8 LIMITATIONS OF THE STUDY

- The response of the respondents may or may not be bias.
- The study is limited to Kannur district.
- Data collected electronically. There is no personal interview is being conducted.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

Understanding the Consumers attitude towards advertisements assume significance as it reflects his/her attitude towards the advertised products also, to an extent. The attitude of consumers is generally influenced by the type of advertising exposure and the intensity of attention towards such advertisements. The need for investigating the attitude of consumers towards TV / Radio / Internet advertisements is expressed in many national and international journals. With this notion, the researcher reviewed the literature related to attitude and are presented below.

A review of literature can be a type of review article. In this sense, a review of literature is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in academic journals and are not to be confused with book reviews, which may also appear in the same publication. Literature reviews are a basis for research in nearly every academic field.

Faraz Ahmad (2002) made a comparative study of TV and Internet advertising. The study focused perception of TV and Internet. The study found that new age medium, the Internet is a more effective medium in making information available than TV.

Numan Arif Daretal (2002) examined the perception of the value of advertising on Face book and television, among both male and female students of University of Gujarat. A Questionnaire was distributed among 300 students of the 6 major departments of University of Gujarat. Structural equation modelling was used in this study. The findings show that advertisement Value was not fit for both Face book and television. Irritation was also a factor that directly affects the attitude toward advertisement. Entertainment and irritation have direct impact on attitude towards advertising.

Rashid Saied (2003) examined the dimensions of internet advertisement on consumer attitude. Data was collected through the questionnaire. The sample size was 150 and the respondents were chosen through Convenience sample, regression and correlation techniques were used or analyzing the data collected. Advertising Utility, trust, price

and perception were the independent variables and cognitive, affective and behavioural attitudes were the dependent variables. The study revealed that there is positive and significant relationship among the consumer attitude and advertising utility. Further, it also revealed a positive and significant relationship between consumer attitude and trust on advertisement.

Thamaraiselvan Natarajan (2003) investigated the students' belief towards social media advertising. Seven factors via, Pleasure, Product Information, Social Image, Good for Economy, Materialism, Falsity, And Value Corruption was considered for the research. The study revealed that working people showed a negative attitude towards falsity of advertisements while a high positive attitude was shown towards the social role, good for the economy, hedonic. Both students and working professionals have opined that advertisements are materialistic and have value corruption. The study suggested that advertisements should be designed with a consciousness of the society.

Abdul Azeem and Zia UL Haq (2004) investigated the antecedents of consumer attitude towards internet advertisement among three demographic groups students, employees and entrepreneurs. The study identified Entertainment, Information, Credibility, Economy and Value Corruption as the significant predictors of attitude towards advertisement. It was found that entrepreneurs exhibited a positive attitude, whereas the overflow of information made the consumers to be cynical. Further the study stated that there is a gap between attitude and actual purchasing behaviours.

Morteza Jamal Zadeh, Navid Behraven, Roozbeh Masoidi (2004) analyzed the attributes of advertising through e-mail and attempted to measure its impact on consumer attitude. The study revealed that the factors entertainment and informativeness create a positive attitudes among the consumers while the factor privacy is negatively viewed by the respondents.

Ping Zhang (2005) examined the consumer's perception towards digital advertisements. The study was conducted in three phases with three focus groups consisting of 497 consumers. The study found that people often view digital advertisements online and also most of them used advertisement blockers to avoid the advertisements. The study further stated that consumers perceive the features informative, interactive and creativity among email advertisements while privacy is highly perceived compared to sponsor linked advertisements. The researcher suggested

that digital advertisement designers must design it in such a way to capture the attention of consumers.

Camilla Bond (2006) conducted an exploratory research to assess the perception and attitude of viewers towards social media advertising. The results revealed that the credibility of the advertisement, relevance of advertisements, entertainment were crucial factors preferred by viewers. Effective usage of social media to foster attitude formation through highly integrated, relevant messages are therefore suggested.

Idrisl (2006) examined the impact of personal and psychological factors on choice of medium. The study conducted among 100 respondents revealed that both the factors have a positive relationship with customer satisfaction. Among personal and psychological factors, personal factors were found to possess a significant relationship. The study suggested the advertisers to identify and be aware of the consumer's interest to design specific advertisements.

Fernando Toress (2007) assessed the consumer perception towards television advertisements among 80 resident employees of the university of Peradeniya by adopting stratified random sampling. Further the study attempted to examine the significance of the relationship between the respondent's socio-economic profile and their perception. The analysis showed that the respondents exhibited a positive perception towards the ad's ability to compare with other products while they felt that targeting the children, using celebrity endorsements, promoting materialism by persuading people to buy unnecessary items are undesirable and then factors created a negative attitude towards advertising. The study suggested that the need to design the advertisements with social responsibility.

Louisa Ha (2008) examined the factors affecting the perception of advertising clutter and the effects of online advertising clutter. The study found that attitudes towards advertisement in general & in specific media contexts, and task orientation are mediating factors that affect the perception of advertisement and response to advertising clutter.

Louise Kelly B bus (2008) studied the teenagers' perceptions of advertising in the online social networking environment. The findings of the study showed that teenagers have very high levels of advertising avoidance and are skeptical towards advertising on their online social networking sites.

Akihiro et al (2009) suggested that informativeness and credibility of advertising message have the greatest impact on consumer's attitude towards advertising and marketers should work hard on these aspects to bring positive advertisement attitude.

Hoo and Munusamy (2009) said that a positive correlation between favorable attitude and consumer's evaluation to a specific advertisement is observed as irritating, pleasure and likeable.

Soo Juan Tan and Lily Chia (2009) empirically explored the relationship between the attitude towards advertising and the attitude towards advertising in specific media: television and print. The results revealed that the proposition that attitude towards advertising in general is an abstract level idea while attitude towards television advertising and attitude towards print advertising are experiencing -based constructs in the consumer's structure of attitudes towards advertising. The study found a significant negative reciprocal relationship between TV advertisements and Print advertisements, a significant positive reciprocal relationship between TV advertisements and general advertisements. A non-significant relationship between print advertisements and general advertisements. Macro level belief factors like 'good for the economy' and 'materialism' are related positively and negatively to general advertisements, respectively. The personal experience belief factor of 'product information' is positively related to print advertisements while personal experience belief factors like 'hedonic' and 'falsity/no sense' are related positively, and 'social image' is related negatively, to TV advertisements.

Debora viana Thompson & Rebecea. W. Hamilton (2010) examined the effects of information processing mode on consumers' responses to comparative advertisements. The respondents were asked to view the advertisement and process the information about the advertisements. The analysis revealed that people were found to be more analytical when exposed to comparative advertisements than non comparative advertisements. It was found that processing of information embedded in advertisements and external information significantly influences the analytical ability of consumer's in comparative advertisements.

Asia Ashill and Yavas (2011) have examined the similarities and differences in the dimensionality of advertising attitude between Turkish and New Zealand consumers.

The study found that advertising attitudes consist of social and economic dimensions in both the countries.

Ping Zhang, Chingning Wang, (2011) measured consumers' perceived value and attitude toward advertising for different purposes (brand building and directional advertising) and different media (traditional and Internet-based). The findings showed that entertainment, credibility and interactivity directly contribute to favourable consumer attitudes and that interactivity has strong associations with all other independent variables. Interactivity of the Internet and Web technology has the potential to win favourable consumer attitudes.

Farid Erfatani (2012) empirically tested the relationship between advertisements and purchase of weight losing sports materials among 300 respondents in Iran. The findings indicated that television advertising is more influential in creating awareness and convincing the consumers. People preferred honesty, product display, accuracy and words in the advertisements so as to convince them. Radio advertisements were mostly preferred and influenced by the nature of the job.

Ravikumar T. (2012) investigated women's consumer's preferences towards visual media. The sample size 576 and statistical tools mean, SD, ANOVA, t test and regression were employed to analyze the data. The time spent on TV and advertisement are significantly influenced by age, income, occupation and maritalstatus an Ravikumar T. (2012), investigated women's consumer's preferences towards visual media. The sample size 576 and statistical tools mean, SD, ANOVA, t test and regression were employed to analyze the data. The time spent on TV and advertisement is significantly influenced by age, income, occupation and maritalstatus and not by education.

Amin Asadollahi (2013) studied the relation between advertising strategy and degree of consumer involvement. It was found that there was a positive relationship between consumer involvement and structure and content of the advertisement. Also, there was a positive relationship between the degree of consumer involvement and hierarchy of effectiveness of advertisements.

Arian Ghajarzadeh (2013) found that the effectiveness of online advertising on consumer responsiveness and brand awareness. The study considered four major factors namely online activity, social context, functional elements of advertisement (motives and behaviour) and structural elements of advertisement. (Physical

presentation and format of the advertisement). The study found that the online advertising effectiveness, top of mind, brand image and consumer preference were affected the consumer responsiveness to the advertisement.

Long – Yi Lin (2014) studied the impact of advertising appeals and advertising spokesperson on advertising attitudes. The statistical tools ‘t’ test, ANOVA and Regression were applied. It is found that rational appeal were dominating than emotional appeals.

Sohail Majeed and Sana Razzak (2014) examined the impact of television advertisements repetition on purchase decision, among the 150 users of detergent powders in Pakistan. The researcher found that advertisements repetition shares. A significant relationship with and impacts the purchase decision of the consumers. The study found that repeated advertisements create a positive impact in the minds of viewers regarding the size and the image of the company. It is suggested that advertisements must be repeated in between the programs that are frequently watched by the people.

Vithya Vivekanandan (2014) studied the influence of advertisements in consumer brand preference among 200 respondents from batticaloa in srilanka. The study considered three major factors namely Attractiveness, Attention and Awareness. It was found that the majority of the respondents was drawn towards attractiveness of advertisements. The message and the media are highly preferred by the respondents. The study suggested to develop interesting advertisements with reliability and furthermore to choose a reliable source for broadcasting the ad.

Nadia M. Taher (2015) attempted to study the cognitive and effective responses to the advertisement in general and dental advertisement in specific. The findings of the study revealed that, TV advertisements were the most attractive advertisements, media and females were interested to watch an advertisement on TV than males. It was found that males and females from different occupational classes were influenced by female attractiveness in the advertisement.

Xiaojing Yand and Robert E. Smith (2015) explored the persuasive and emotional mechanisms through which the creative advertisements exercise their influence on consumer viewing intentions. 151 respondents participated in the research and divergence, relevance and advertisements processing involvement were the

independent variables. The results showed that the low involvement of consumers result in less cognitive processing but creativity in advertisements can moderate this effect and make the consumer to be attentive to the advertisements.

Bauer et al (2016) found that active information seekers tend to have a positive attitude towards the advertisements in general. As advertising stimuli are among those external stimuli, consumers with a high OSL can be expected to be fond of taking in advertising stimuli and having a positive attitude towards advertising in general.

Klaus Backhaus et al (2016) studied consumer perceptions on advertising standardization. The research found that visual aspects have greater significance for perceptions of text-based advertisement than image-based advertisement and standardization of an advertisement largely depend on the advertisement category being used and not depend on the nationality of the respondent.

Many studies were conducted about impact of online advertisement among youth. But sufficient and in-depth studies are not identified in these matters. There is a gap in the matters relating to impact of online advertisement among youth. The present study is to find out the impact of online advertisement among youth and to fill the gap constructive and suggestive studies are needed.

CHAPTER 3

THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 ADVERTISEMENT

Advertisement is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short. The goal of advertising is to reach people most likely to be willing to pay for a company's products or services and entice them to buy.

3.1.1 Importance of advertisement

1. To The Customers

- **Convenience:** Targeted informative advertisements make the customer's decision-making process easier as they get to know what suits their requirements and budget.
- **Awareness:** Advertising educates the customers about different products available in the market and their features. This knowledge helps customers compare different products and choose the best product for them.
- **Better Quality:** Only brands advertise themselves and their products. There are no advertisements for unbranded products. This ensures better customer quality and a good business model as no brand wants to waste money on false advertising.

2. To The Business

- **Awareness:** Advertising increases brand and product awareness among the people belonging to the target market.
- **Brand Image:** Clever advertising helps the business to form the desired brand image and brand personality in the minds of the customers.
- **Product Differentiation:** Advertising helps the business differentiate its product from competitors' and communicate its features and advantages to the target audience.
- **Increases Goodwill:** Advertising reiterates brand vision and increases the brand's goodwill among its customers.

- **Value for Money:** Advertising delivers the message to a wide audience and tends to be value for money when compared to other elements of the promotion mix.

3.1.2 Advantages

1. Quickest Way to Demonstrate Your Product

The quickest approach for a company to demonstrate the level of industry knowledge it offers is through advertising. With this marketing strategy, a business can examine the specific problems that its products or services aim to solve so that potential customers can determine whether there is any value. The benefit of this situation is better communication between the business and the customer since the free-market system enables consumers to make decisions based on their demands for innovation.

2. Helps Cover Markets and Demographic Segments

One of the simplest methods to simultaneously reach out to various audiences is through advertising. With this investment, a business can comprehensively identify its key customers and the demographic groups they represent. Marketing on paid and free channels generates data that permits prospect duplication. A business can reach out to numerous new markets through advertising to assess the potential impact of its marketing messaging in the future.

3. Allows to Focus on a Specific Demographic

A business can precisely target one population segment through advertising. Direct mail campaigns, email marketing campaigns and television advertising help us notice this value daily. A good conversion is more likely to occur if you can plan these messages to coincide with moments or situations where a customer feels a pain point. Prospects can better interact with a branding strategy because they can recognize the produced value proposition, creating a natural networking opportunity.

4. Helps to Generate Economic Gains on all Fronts

Nearly 20 million jobs in the US are related to the advertising industry. It is accessible at every market and campaign level, from the most local to the most global. Almost any ability can be used in this profession, from sales-based jobs to creative ones like graphic design and writing. Businesses see a boost in sales when their outreach

initiatives are successful. As a result, more employment is created at all levels to support other businesses.

Every time there is a new advertising campaign, this cycle keeps going. Even if there are no assurances of success, a business needs to establish its presence in its neighbourhood to attract clients to its products or services. That implies that it will always have a home.

5. Shapes the World's Cultures

Advertising content is necessary to boost awareness for every international event that involves involvement, products, or services. Each cycle, the Olympic Games have a budget of several billion dollars. Companies utilize a range of tactics, including naming rights, sponsorships, and other tactics, to raise brand awareness. We can collaborate to advance the common good on every level. Even a collection of companies that donate to a young soccer league are eligible to gain from this. With that assistance, the advantages are more regionally focused, but a global culture is still being created inside that group.

7. Encourages Consumers to make Wise Decisions

Customers uniquely prefer particular goods or services based on their life problems. Because certain options will be more desirable than others, firms actively market what they offer. The possibility of a transaction occurring increases if a person can assess value propositions at the moment to decide which options offer the best value.

Businesses can foster this advantage by offering each demographic specialized or general information about their products or services. When used properly, it is an advantage that can create enormous growth prospects.

3.1.3 Disadvantages of Advertisement

1. Too Much Advertising Can Be an Issue

Due to advertising, customers are exposed to over 2,000 brand messages daily. This makes this marketing campaign only successful if there is a means for a business to cut through the clutter.

Most consumers decide whether to pay attention to an advertisement in less than five seconds. The rest of the advertisement is forgotten if that material doesn't work.

2. Results cannot be guaranteed

When businesses invest in advertising, they take a chance. There is no guarantee offered with this marketing campaign. Over \$5 million per segment was spent by the businesses on Super Bowl 2023 TV advertisements. That's a significant investment for something that might not bring in the expected return.

Although brand recognition is valuable, it only pays off as an investment when it leads to a conversion. To achieve results, most small firms concentrated on localized, targeted advertising.

3. Expensive Advertising Could Work Against Small Firms

Every 1,000 viewers for a 30-second commercial on local television stations can cost at least \$5 for advertising. The expense of creative development is another factor to consider when using this marketing strategy.

A corporation has probably invested around \$10,000 to produce the materials and buy the airtime by the moment the first advertisement airs. National advertisements cost significantly more. The average cost for businesses to buy a 30-second television slot on a nationwide broadcast in 2023 was \$115,000.

4. Only Potential Clients Can Use Multiple Platforms

A company may need to spend on various platforms if its advertising campaign aims to increase brand awareness to achieve the necessary levels of familiarity. It can advertise using any conventional means, including print media, online blogs, radio, TV, Online ad services, and print media. A business may use more than 100 different methods to contact its clients. Finding where most people are frequently increasing is important whenever an ad budget is constrained by money.

5. Interesting Content Needed for Effective Advertising

The most effective advertising campaigns give the target audience memorable experiences. If you enjoy science fiction, you may recall all the publicity Taco Bell received for itself through the film Demolition Man. If you enjoy old superhero films, you might recall the massive Coca-Cola billboard that exploded in Superman. A company's message is remembered if it can produce such an experience.

Due to this drawback, every company must continuously spend on cutting-edge marketing strategies to remain competitive. It's also the cause of the imitation of brand success in this industry that you observe.

6. It May Damage a Brand's Messaging

Advertising occasionally sticks out in the wrong ways, making viewers wonder what a company was thinking when creating a commercial. Sometimes it may negatively present the brand's image, which shakes the brand's trust among the public.

7. It May be Annoying

Extravagant advertising might help the economy. However, repeated use of the same promos tends to be detrimental to consumers. This drawback happens in the US every two years during election seasons when political advertisements take over radio and television. Additionally, it can occur when numerous advertisements appear in a single broadcast or publication.

A single election might involve the expenditure of several hundred million dollars on advertising, subjecting voters to conflicting messages that grow tiresome and inconvenient when they are broadcast multiple times an hour.

8. May Not Reach the Targeted Consumers

With the help of new technologies, people can actively choose not to view adverts more easily than ever before. Internet browser popup filters can eliminate practically all ads that might appear while users are online. When families record television programs to view later, they can skip commercials on broadcast networks. Some carriers even offer technology that automatically ends this marketing activity.

A commercial break allows viewers to turn the TV off while watching live television. Companies need to know if the people who will view their products can do so.

3.1.4 Types of advertising

1. Display Advertising

Display advertising, also known as banner advertising, is a form of advertising that can be seen as a sort of online billboard. Display ads can be static or moving, but typically follow the pattern of being at the top of a website in the form of a horizontal banner. This form of advertising usually is intended to tell a quick story visually while creating

an overall identifiable brand identity. Banner ads are quick conversations, not in-depth thought pieces.

One will typically find display ads on websites and some social media websites.

2. Video Advertising

Video ads are hugely popular forms of advertising because they are visually and audibly engaging. There are two main ways one can advertise with videos– through instream video and through outstream video. A lot of the time, brands will opt for both forms in order to get the most of their advertising campaign.

Instream video defines the placement of video ads in correlation to the content a consumer opted to view. Instream videos can involve pre-roll (before the chosen video is played), mid-roll (in the middle of the chosen video), and post-roll (after the video has finished) video advertisements. Outstream video advertisements (which goes hand-in-hand with native advertising) plays when a user navigates to the video within an article.

3. Mobile Advertising

Mobile advertising is exploding in popularity, and it certainly makes sense why. Potential customers are on their mobile devices more than their standard desktop or laptop computer, so mobile ads are one of the best ways to get viewers.

Mobile ads can include display, search, video, app, and social media ads that are targeted specifically for mobile consumption. Videos are probably one of the best ad forms for mobile devices.

4. Native Advertising

Pop-up advertisements and automatic video ads may seem like a quick way to get your product in front of eyeballs, but how often have you personally paid attention to disruptive ads like this?

Disruptive ads are not a recommended method for marketing. Its opposite, native advertising, is significantly better. Native advertising, also known as sponsored content, are advertisements that match the style, flow, and function of the platform or website where it appears. These ads are often in the form of articles, blog posts, videos, or photos and are designed to look as if they really belong on the platform. Businesses

must pay close attention to native ad specs in order to create effective native advertising campaigns. Our team has compiled some native advertising examples to show how you can use native advertising.

5. Audio Advertising

Popular programmatic audio advertising solutions include podcasts, online radio, and music streaming services. Typically, audio ads involve fifteen to sixty-second audio clips.

Audio advertising is useful because it can be used to reach music or podcast listeners who are already paying attention to their chosen listening channel. Programmatic advertising with audio aims to get that audio clip to relevant potential customers based on location and listening habits.

6. Social Media Advertising

Social media advertising is a very well-known form of advertising that is popular due to its low cost.

Businesses can make accounts on websites like LinkedIn, Facebook, Twitter, and Instagram. They can then post on those networks for free, essentially using social media as free advertising. Most social media websites also offer paid advertising opportunities that are also fairly inexpensive but tend to be difficult to track efficiently with analytics.

7. Pay Per Click Search Advertising

Pay Per Click (PPC) search advertising, also known as paid search advertising, involves the process of bidding on different specific keywords so that related search advertisements are placed on different specific areas of the results page. If you've ever searched for something via Google, for example, you've likely seen advertisements for different businesses on the side of the page, tops of the page, etc.

Advertisers pay a fee each time their ad is clicked. This mode of advertising tends to be less authentic. Popular PPC companies include Google Ads and Bing Ads.

3.2. Traditional Advertising

Traditional advertising refers to mass media that delivers commercial messages to mass audiences. Mass media is "paid media." It includes television, radio, outdoor

billboards and print media. Advertising's goal is to drive sales of products and services through persuasive communication tactics that influence human behaviour over the long term. Promotions share the advertising goal of driving sales. Promotions, however, drive sales by using short-term incentives that stimulate immediate sales.

3.2.1 Types of Traditional Advertising

1. Poster ads

Posters are one of the oldest ways of marketing for businesses. However, physical ads are still better for brand recall than digital ads as per a study by USPS and Template University. Back in the day, marketers couldn't create fancy designs on laptops; it was just ink and machines that printed posters. But we've got some tech to sprinkle onto this very old marketing tactic in the modern world. Essentially, it's an old marketing tactic combined with tech to create beautiful posters. Instead of paying for ads per click or per view, poster ads stick around for a long time without any cap on views. The cost is far lower, especially when partnering with an online poster printing service, and the reach can potentially be a lot higher as well.

2. Make attractive presentations

Presentations are a form of indirect marketing, especially relevant for B2B marketers. They have been around for a long, but people still slack when creating presentations. Applying transitions and adding backgrounds is a pain, right? Well, guess what? They can be critical for a good first impression. When marketers present their products to decision-makers, they'll focus on the benefits of the product more than anything else. However, a poorly created presentation can reflect poorly on the marketing team.

The last thing marketers want is to appear lazy, and presentations created in a rush can do just that. These days, it's easy and affordable to make a presentation with tools like Pitch's awesome presentation maker. There's no good reason to slack on creating top-notch presentations.

Make presentations attractive and easy to skim through. Sure, it's not the client's focus, but it can surely save you from a bad rep in case things don't go well this time around and you want a second meeting in the future.

3. Event marketing

Save this tactic for the post-pandemic strategies, but don't forget about it. Event marketing is face-to-face marketing on steroids. It gives marketers the opportunity to meet people in the relevant industry in bulk and showcase their product live. What's better than that?

Marketers have been setting up booths at industry and other events and are also holding events themselves to gain visibility among the potential clientele. Consistently marketing at events can bring substantial benefits to the brand. As people start to recognize you, your network will begin to grow, and you'll start reaping the benefits of referrals too.

4. Cold calls

Marketing doesn't get much more primitive than cold calls. It's a strategy that makes some marketers cringe. It's intrusive, it makes some people mad, but most importantly, it's effective.

However, marketers are in a better position to sell than they were three decades ago. The key to succeeding at cold calls is converting them into warm calls, at least to the extent possible. This is particularly important for higher-value products.

The cold calling list shouldn't just have a person's name and number. It should also have a person's occupation, their region, and their competitors (if it's a B2B arrangement).

Marketers now have the option to personalize cold calls and make them more effective, making it an excellent traditional marketing tactic.

5. Direct mail

There's a fairly good chance that a marketer who is still in the earlier years of their career hasn't ever used direct mail. But is direct mail gone for good? Not quite.

Pebble Post conducted a study and found that customers are more likely to consider items received in direct mail (like newsletters and postcards) when they're closer to buying. It also reveals that customers prefer receiving promotional offers the most through direct email. Direct mail isn't just for the elderly either. Are millennials your target audience? Direct mail may be good news. A USPS study reveals that there's a higher probability of millennials taking action to marketing collateral received via direct

mail than Gen X or Baby Boomers. The key to maximizing the ROI on direct mail is sending it to only those who have interacted with your brand at least once. People who already love your brand will not only love but even appreciate you sending them promotional offers and postcards every once in a while.

6. Billboards

Billboards are a traditional marketing tactic that has managed to stick around all these years. They still stand tall by giant roads with plenty of lighting just like they used to in the 80s. So, why have they stood the test of time?

Well, it's rather difficult to calculate the ROI on a billboard in most cases. They're not a direct response marketing tactic and focused on more creating brand awareness. It doesn't bring in any revenue right away; billboards are more about the long-term game than short-term sales. That said, billboards need no vouching. They're just as effective as they used to be in earning brand recognition at a national level. However, brands can still get creative with them. People see dozens of billboards every day, so you'll need to give them a reason to remember yours.

How? Well, start with letting your creative juices flow. Don't write an essay on your billboard. Use imagery as far as possible, and get creative with it and whenever possible, use

bright colours. There's no one-size fits all formula for billboard designs, so being creative and unique is key.

7. Broadcasting

With Netflix and similar platforms gaining traction, there's less demand for TV and radio. However, they're far from obsolete just yet. Broadcasting has been an important part of marketing strategies for decades, and it continues to be so even today. The reason is that it reaches a massive audience, and more importantly, has a relatively bigger barrier to entry. Think about it. Most small businesses can't afford to invest in a TV ad, can they?

That, of course, also means that TV ads are expensive. Radio ads are less expensive, but they're still more expensive than most other forms of traditional marketing.

Broadcasting channels are the perfect way to announce offers and earn the added benefit of brand awareness. People can ignore a poster ad, but when they're driving with the radio on, and your ad plays, most people will listen, at least subconsciously.

8. Sales people

Nothing beats face-to-face interactions where a salesperson can look at a potential customer's reactions.

A sale is a psychological gameplay as much as it about understands a customer's needs more closely. Plus, people can easily hang up their phones, but they're far less likely to shut the door in a salesperson's face. Sure, salespeople are an intrusive tactic, but it has worked for years and continues to produce results to date. However, they're still relatively expensive compared to other traditional marketing tactics because there's ample demand for people that can sell well.

3.3. Definition – What does Online Advertising mean?

Online advertising is a marketing strategy that involves the use of the internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared towards defining markets through unique and useful applications. Since 1990s there has been an exponential increase in the growth of online advertising, which has evolved in to a standard for small and large organizations. Online advertising is also known as Internet advertising or Digital advertising.

Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. In India, Internet has seen a phenomenal and exponential growth and today the country boasts of more than 28 million internet users and this figure is expected to rise way more.

As per recent studies - out of this 28 million internet users - nearly 85 percent users belong to the age group of 15 to 25 years of age and a majority of them are students who use it for obtaining diverse kinds of information. An expansion of internet and information technology has been witnessed and education related activities are already taking a major leap forward. It has opened up the fastest way of communication and has also become one of the cheapest available means of dissemination of all possible information and reaching out to people.

Educational Institutes and service providers need to reach a particular audience or target groups i.e., students and those seeking professional enhancements for programs and initiatives undertaken by them. It is very likely that every student in India who is interested in IT will be equally interested in Internet too. He will use it as an important tool for getting the desired information. Advertising in the print media was a conventional tool, highly effective when Internet was not available. The print media has lots of limitations as compared to a medium like the Internet.

Even the print media or the most known newspapers have dedicated sections for Education, Careers, IT as they also recognize the importance of addressing the particular user group. Not only can you track how engaged people are, but you also have the ability to get in front of specific groups of people that your business is trying to target. Thinking about your ideal customer is key when using targeting; once you've identified your perfect customer, online advertising comes into its own by giving you the option to narrow your adverts to people that are more likely to buy. For example, our local coffee shop could specify 'women, aged 20-60, with an interest in food and drink' when choosing their targeting options. If you're not sure where to start with targeting though, there are many providers who can help you get this right, including our own online advertising service. Ultimately, online advertising should be an important element of your local business marketing. It opens up a new realm of possibilities when it comes to reaching more people, and more importantly, your ideal customers. Alongside your traditional methods, advertising online is a great way to raise awareness of your business in the local community and help you win more customers.

3.3.1 Advantages of Online advertising:

□ Extensive coverage:

Network connection with computers worldwide, it is a global network of large and small throughout the world in accordance with a variety of unified communications protocol consisting of information transmission network. Thus, over the internet release wide range of advertising information, regardless of time and geographical constraints. From the advertising point of view, as an advertising medium, the wider the scope of dissemination of information, human contact, the more advertising effect will be. From the advertisers market, the consumer markets throughout every corner of the world, even a small business are likely to become international company overnight.

□ Large capacity information:

Capacity to provide information on the most internet companies is unrestricted. Businesses or advertising agencies can provide the equivalent of thousands of pages of advertising information and instructions, without having to worry every minute of the second increase on the expensive traditional media advertising costs. The network behind small banner ads, Companies can put their company and its products and services, including product performance, price, model, morphology, etc. It seem necessary to explain all audiences, including detailed information made into a webpage on their website. We can say that under certain circumstance the cost (for storing banner ads on their sites and pay for), companies can increase without limit advertising information, which in the traditional media cannot be imagined.

□ Strong interaction with sensory:

Online advertising carrier is basically a multimedia, hypertext format, as long as the audience interested in a kind of product, you can tap the mouse further to know more, much more detailed and vivid information so that consumers can personally “experience” products, services and brand. As virtual reality and other new technologies to online advertising, immense experience for customers such as goods or services, and to book online, trading and settlement, will greatly enhance the effectiveness of online advertising.

□ **Real– time and long –lasting unity:**

Internet media has the right to change the function the function of information, companies can make changes at any time according to need advertising information, 24 hour warehouse industry can adjust product prices, information, you can instantly get the latest product information dissemination to consumers and online media can also be long term preservation advertising information. Enterprise established for the product website, you can remain, waiting for consumer inquiries, enabling real-time and persistence unity.

□ **Accurate delivery goals:**

The accuracy of online advertising include two aspects: one is corporate advertising target market for the accuracy of the network is actually one of a group composed of members of these organizations tend to have common hobbies and interests, potentially forming a thin market of the target customer base , companies can be specific to a corresponding product advertising consumer site up, clear target market, thereby leading to target audiences and the information will be Gang- related advertising messages with their professional and more attention to such information; hand reflected in the accuracy of your audience, the internet is need to pay, when consumers browse the site, select the advertising information will only really interested in, so to reach the high accuracy of the information online advertising audience side.

□ **Non compulsory transfer information:**

As we all know, newspaper ads, magazine ads, TV ads ,radio ads, outdoor advertising and is a compulsive medium, all you have to do everything possible to attract visual and auditory, forced indoctrination into your brain .The online advertising belongs on demand advertising, newspaper classified ads with nature not need to completely view, which can be freely inquiries will focus on looking for information presented to you, thus saving time and avoiding ineffective passive attention.

3.3.2 Disadvantage of online advertising:

Internet advertising has obvious advantages over traditional advertising, and also unavoidably brings its disadvantages, mainly in the following aspects:

□ **Visitors to their online advertising “filtered”:**

Some visitors simply do not want to see, let alone have report responses. This situation is similar to other media, only a handful of consumers will buy your product, but that was it! Key is to be able to Canton. This part of the report information is passed to the consumer, the biggest difficulty lies in selecting the right online advertising target market, and otherwise it is difficult to bring about the final ad buying behaviour.

□ **Network technology to filter the ads:**

On the one hand for the advertising network itself provides more space, opportunities, tools, and the origin of internet culture itself is obnoxious commercialism, so there have been some network software and tools will plant a report as a network of cultural dregs filter out. In doing online advertising company, be sure to verify that the target market has a tendency to extreme aversion to commercial advertising, whether the use of these filters online advertising tool.

□ **Lack of skills and marketing skills:**

Internet advertising is the guiding ideology of the “information marketing” rather than the “impression inducement,” but the expression and transmission of information still need presentation skills to attract consumers. Therefore, only the aspects of the product and the information listed here is definitely not form a successful online advertising. Traditional advertising to generate irresistible impression and attractive presentation skills and marketing skills in online advertising is still needed, even more demanding. How to marketers to consumers in rich information resources at the same time, but also have a strong attraction for them is a huge challenge.

□ **Online advertising marketing personnel requirements are higher than other media:**

Compared to online advertising can almost be seen as a microcosm of the entire marketing, which involves how to attract customers impressed goals have to go very far. In short online advertising requires marketers integrated use of traditional advertising performance practices, providing information on the use of soft methods of marketing and network marketing technique.

3.3.3 Types of online advertisement

1. Face book Ads
2. Twitter Ads
3. Banner Ads
4. Google Display Ads
5. Gmail Ads
6. Video Ads
7. YouTube Ads
8. Instagram Ads

1. Face book Ads:



Face book ads exist in many different forms, each offering unique pros and cons for advertisers looking to market on face book. Promoted posts are Face book ads that let advertisers pay a flat rate to promote a single post on their Face book business page. The promoted post reaches more fans and friends of friends than a regular post. Sponsored stories show a user's interaction with an advertisers page or product to the user's friends and larger network. Sponsored stories are also one form of Face book ads that can appear in a user's newsfeed.

2. Twitter Ads:



Twitter ads refers to the paid boosts that brands on Twitter can use to extend the reach of their tweets, promote a chosen hash tag, or gain more followers. Promoted Tweets let advertisers tweets reach more peoples home feeds, Accounts, letting advertisers show up more often in Twitters who to follow recommendation feature. Promoted Trends gets your custom hash tag in the Trends bars, earning additional attention and notice from the Twitter verse.

3. Banner Ads:



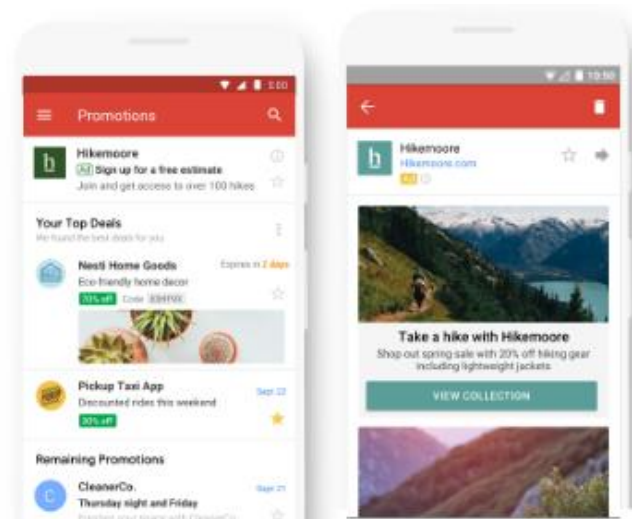
Banner ads are image- based advertisements that often appear in the side, top, and bottom sections of websites. They can range widely in term of size, design and function. You'll typically find them in all sorts of news-based websites blogs, and specialized web communities.

4. Google Display Ads:



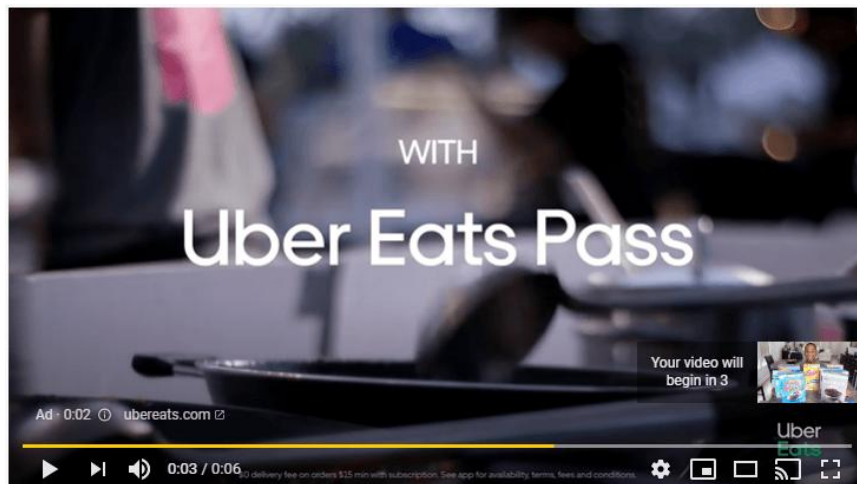
Google Display Ads are a form of contextual banner ads used in the Google Display Network, Google's collection of network sites that agree to host display ads. The Google Display Network also includes Google properties such as You Tube, Gmail, Blogger, etc. Google Display ads can be text, images, and even video based.

5. Gmail Ads:



Gmail ads in Google’s online email service are contextual ads that are generated by an automated process that scans a user’s emails to discover interests and topics that are relevant to the user. If a user is writing and receiving many emails about air conditioners, that user may see ads about air conditions appear within the Gmail client. While privacy advocates are wary of such practices, Gmail advertising is fully automated and Google asserts that no humans read user emails, only robots.

6. Video Ads:

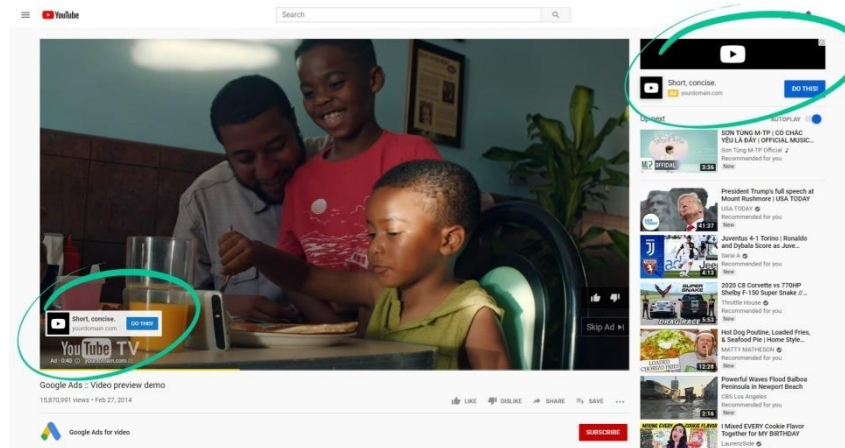


Trying ALL NEW WEIRD CEREALS OF 2020 | Taste Test | Alonzo Lerone

Video ads are growing in popularity as better internet speed performance and online advancements make it fast and easy to watch videos on the web. The most successful video ads avoid blatant advertising, opting instead for educational, how- to video content that naturally appeals to users, with some (if any) product suggestions

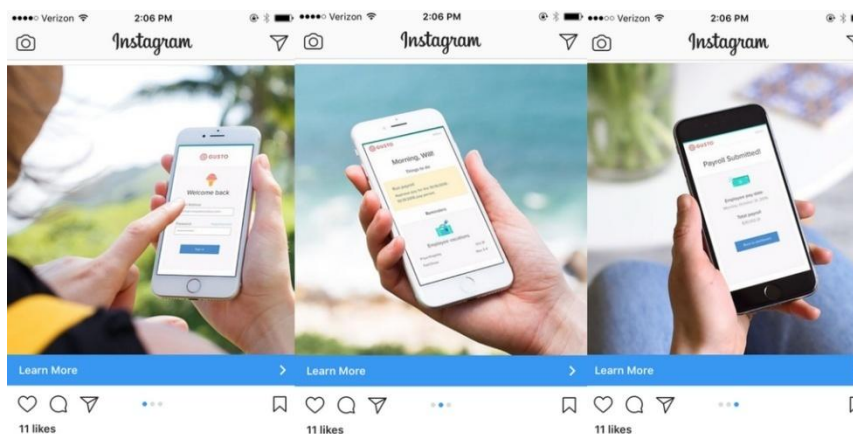
discreetly integrated. Humorous video ads also perform well, with some funny video ad network campaigns findings enormous success, especially when an interactive element is added.

7. YouTube Ads:



YouTube ads are ads that appear on Google’s video-sharing site. Since Google obtained ownership of You Tube, advertising on You Tube has become nearly as easy and customizable as advertising on Ad Words. You Tube ads provide a number of targeting options and several different ad formats. YouTube advertisements can appear as banner ads, in-video overlay ads, in-stream video ads (which are video ads that appear before or during another You Tube video), as well as several other setups.

8. Instagram Ads:



There are at the moment no “official” Instagram ads – just brands being creative and producing Instagrampics that can be shared right. Alongside user crafted content. Turn any post into an ad quickly with Promote, or use Ads Manager for more advanced

multi-platform campaigns. Turn any post into an ad. Just decide where to send users, who should see it and how much to spend. An advanced all-in-one tool for creating ads across different placements on Instagram, Facebook and more.

3.3.4 Reasons for Online advertisement

If you've been slow on the uptake when it comes to online advertising, you should begin ramping up your efforts. Online ad spend has seen consistent growth and is projected to overtake print, states a recent IAB report. If you haven't yet familiarized yourself with online advertising, it's time to do so. If you're of the belief that advertising online is wasting your ad budget, think again. These are 9 reasons you should be advertising online:

1. Insight

Know exactly which ads brought in the highest number of qualifying leads. Know how many impressions were served, where they were served, and when. Identify your optimal channels, ad copy, and ad locations. The metrics and analytics available with online advertising allow you to see the exact cost of acquiring and converting a customer. Advertising online provides you with endless insight allowing you to become a more effective marketer. Marketers went from having no data to more data than we know what to do with. This is a great problem to have.

2. Targeting

Do you know the profile of your perfect customer? Online advertising gives you the ability to target and retarget the ideal prospects. Retargeting will serve ads based on prior engagement, enabling you to identify your ideal customer profile. Once you know what your customers look like, you will know just who to target.

3. Creative

Your ability to target beyond reaching the right customers. You can take this one step further and serve the creative that will best resonate with each target. There is a common misconception that online ads are of poor quality, when in fact digital advertising provides the opportunity to be highly engaging with video and other rich media. Using animation and in- banner video ads can increase brand recognition and highlight your competitive edge. Is one of your ads underperforming? A/B tests your copy, your image, your headline and serves ads that are as dynamic as the online space

in which they are living. A well- designed banner ad can turn your digital campaign from good to great.

4. Brand Awareness

Online advertising can be used to drive traffic to your site and build brand awareness. Effectively targeted campaigns can create brand influencers and reach complementary audiences. Use the endless online display space to be creative with rich media, establish your online presence, make an emotional connection, and get online consumers excited about who you are and what you have to offer.

5. Flexibility

Online advertising campaigns can be adjusted with a few clicks or keystrokes. You have the flexibility to respond to incoming data and make changes instantly. Similarly, you have the ability to pause campaigns or adjust your strategy in minutes. This flexibility allows you to stay in front of your customers, anticipate customer needs and adjust your ads before anyone even notices.

6. Scale

Demand-side platforms, more commonly referred to as DSP's have centralized the buying of auction-based display media across multiple inventories and data suppliers online. Offline, you have to coordinate with multiple providers. As a marketer, DSPs allow you to scale your digital campaigns quickly and strategically, and you don't even need an agency! Many digital marketers are turning to self – service providers to manage their campaigns- create your own ads, choose your spend, scale and optimize across your networks as you see fit. You can also use a full –service provider who will optimize, scale and spend accordingly, but this often comes with a monthly minimum. Whichever service you choose, scaling your campaign has never been easier.

7. Cost

Digital channels are highly cost- effective for marketers. Rates are typically set through a combination of ad size, ad location, performance, and demand. Considering the reach allotted via digital Channels, moving your campaigns online is often much cheaper than more traditional offline channels like radio, television, or print. Furthermore, digital campaigns have great transparency, allowing you to adjust your cost easily based on

performance. In the offline world, once you've paid for the space in a print publication or a spot on the radio, there's no adjusting your investment after the fact.

8. Reach

We have heard a lot of this lately- people are watching less live TV and turning to their computers for their favourite shows, music, and to access their news . As marketers, being b effective requires staying in front of your customers; as it turns out, your customers are online, and so you should be too, and sooner rather than later! Moving online gives you access to a global audience, if you so desire and it means your ads can be working for you 24 hours a day. The options are practically limitless when it comes to your reach capabilities when you take your campaign online.

9. Engagement

Online advertising lets you know a customer's exact level of engagement. You might have circulation and readership data for a print publication, but you can't know how much time customers spent interacting with your ad, how much time they spent on your website, if they researched more of your products, and whether An online presence gives you all of this valuable data and places you in a position to learn where your most engaged prospects live. Online advertising is an essential element of anyone's marketing mix. It provides you with numerous benefits, including lower costs robust targeting, and valuable customer insights, that are not available through advertising mediums. Your customers, competitors, and prospects are online them the attention they deserve, while getting more out of your budget.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

This chapter attempt to analyse the impact of online advertisement among youth with special reference to Kannur district. 75 persons were selected from Kannur district. The information was collected through questionnaire. Percentage method used for data analysis.

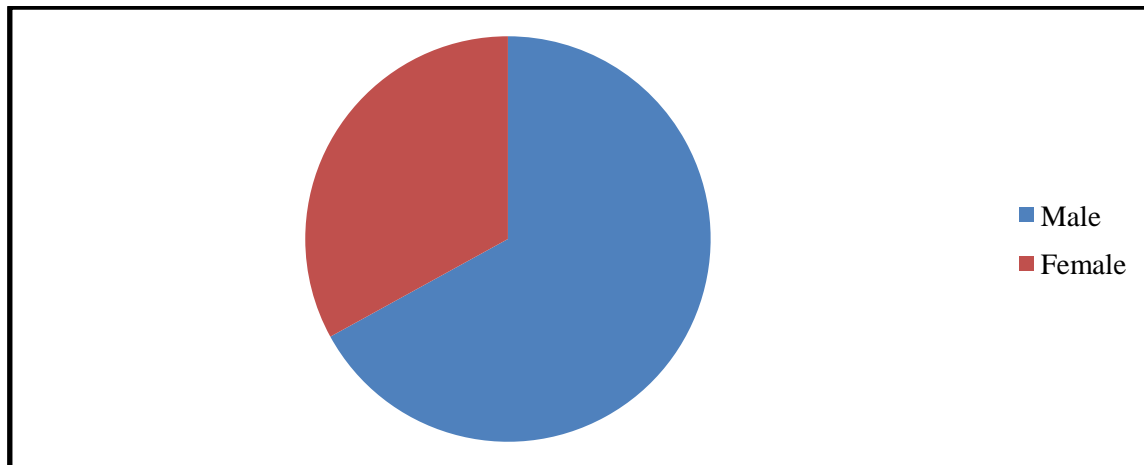
4.1 GENDER WISE CLASSIFICATION

Table No 4.1

Gender wise classification

Gender	No. of respondents	Percentage
Male	50	67
Female	25	33
Total	75	100

Source: Primary data



Gender wise classification

Fig No 4.1

Interpretation

Table 4.1 shows that 67 per cent respondents are male and the remaining 33 per cent are female.

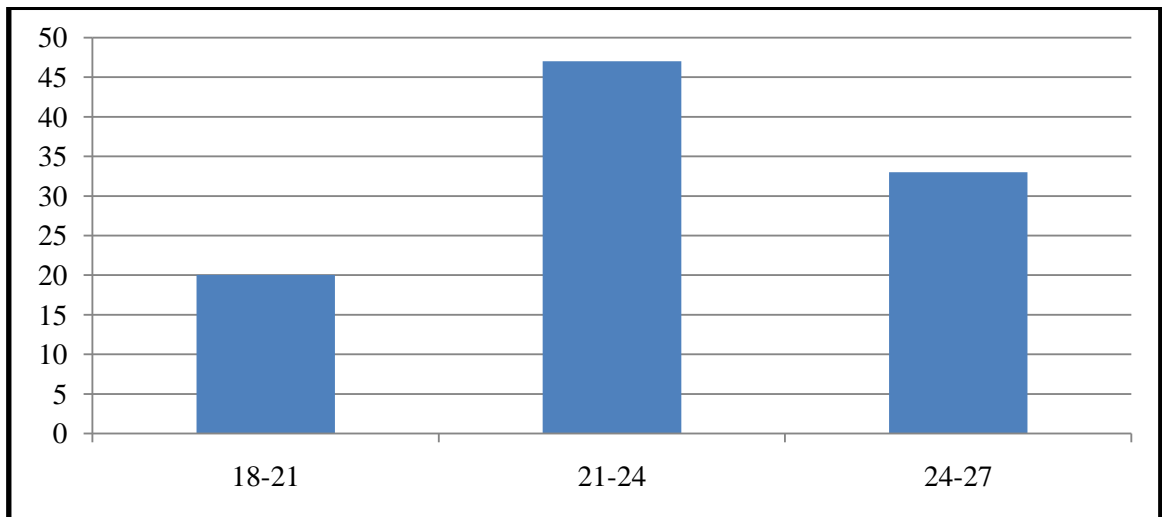
4.2 AGE WISE CLASSIFICATION

Table No 4.2

Age wise classification

Age	No. of respondents	Percentage
18-21	15	20
21-24	35	47
24-27	25	33
Total	75	100

Source: Primary data



Age wise classification

Fig No 4.2

Interpretation

Table 4.2 shows that 47 per cent of the respondents are under the age category in between 21-24, 33 per cent comes under 24-27 category and 20 per cent comes under 18-21 age category.

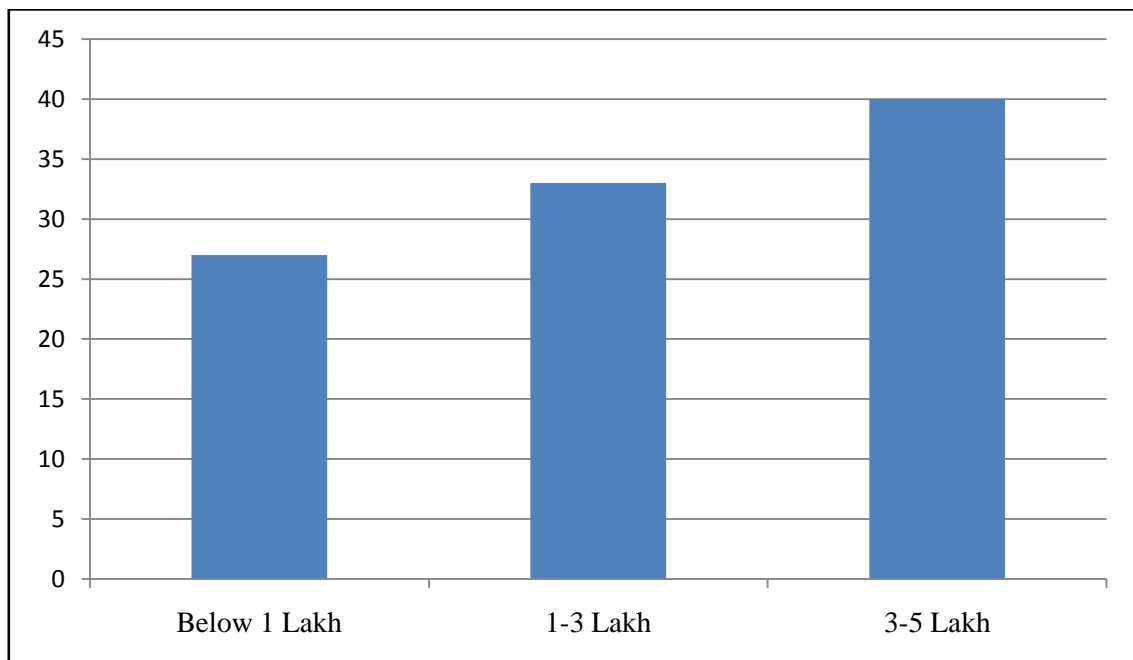
4.3 INCOME LEVEL CLASSIFICATION

Table No 4.3

Income level classification

Annual income	No. of respondents	Percentage
Below 1 Lakh	20	27
1-3 Lakh	25	33
3-5 Lakh	30	40
Total	75	100

Source: Primary data



Income level classification

Fig No 4.3

Interpretation

Table 4.3 shows that 40 per cent of respondents are comes under 3-5 lakh annual income category. 33 per cent are 1-3 lakh categories and remaining 27 per cent are below 1 lakh.

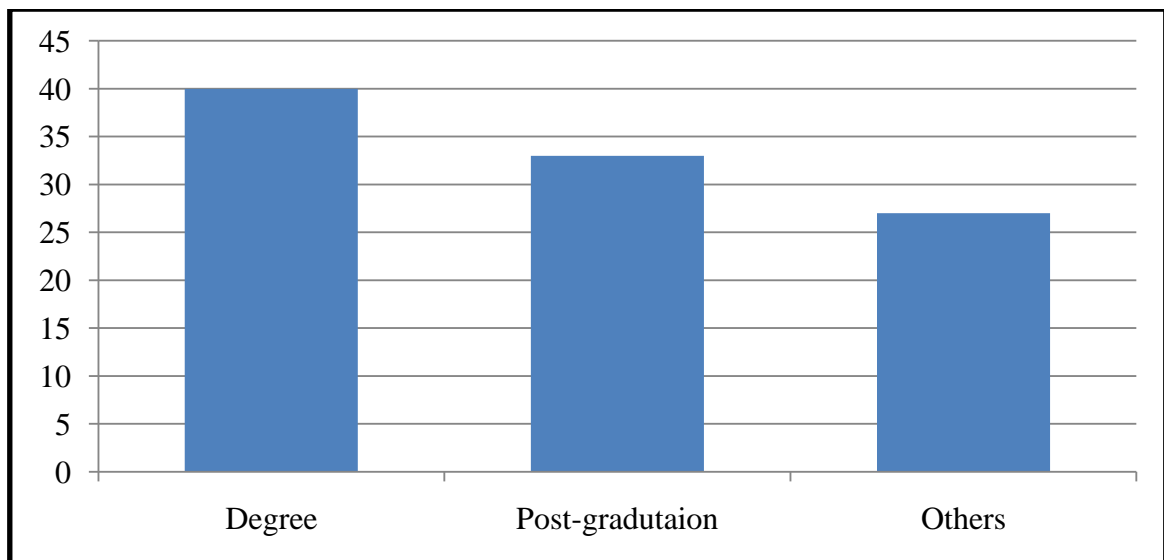
4.4 EDUCATION WISE CLASSIFICATION

Table No 4.4

Education wise classification

Particulars	No. of respondents	Percentage
Degree	30	40
Post Graduation	25	33
Others	20	27
Total	75	100

Source: Primary data



Education wise classification

Fig No 4.4

Interpretation

Table 4.4 shows that 40 per cent of the respondents are qualified with degree, 33 per cent are with post graduation and remaining 27 per cent have other qualifications.

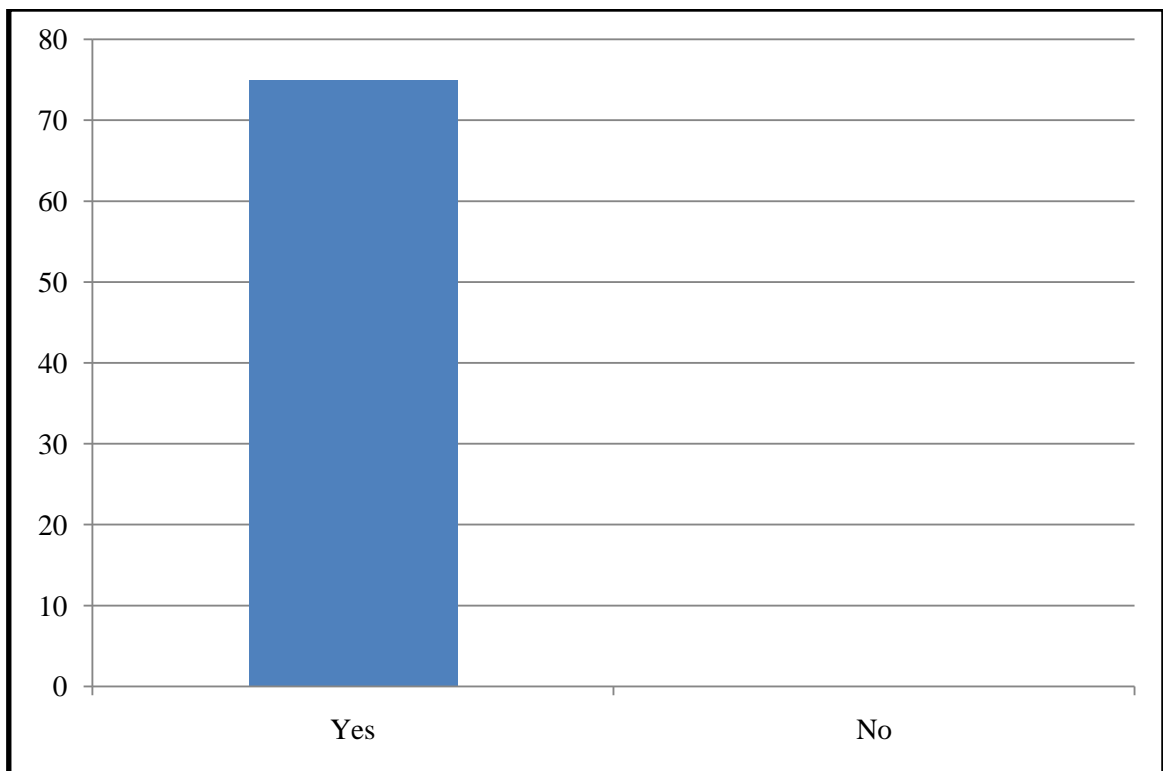
4.5 AWARENESS ABOUT ONLINE ADVERTISEMENT

Table No 4.5

Awareness about online advertisement

Awareness	No. of respondents	Percentage
Yes	75	100
No	0	0
Total	75	100

Source: Primary data



Awareness about online advertisement

Fig No 4.5

Interpretation

Table 4.4 shows that all the respondents are aware about online advertisement.

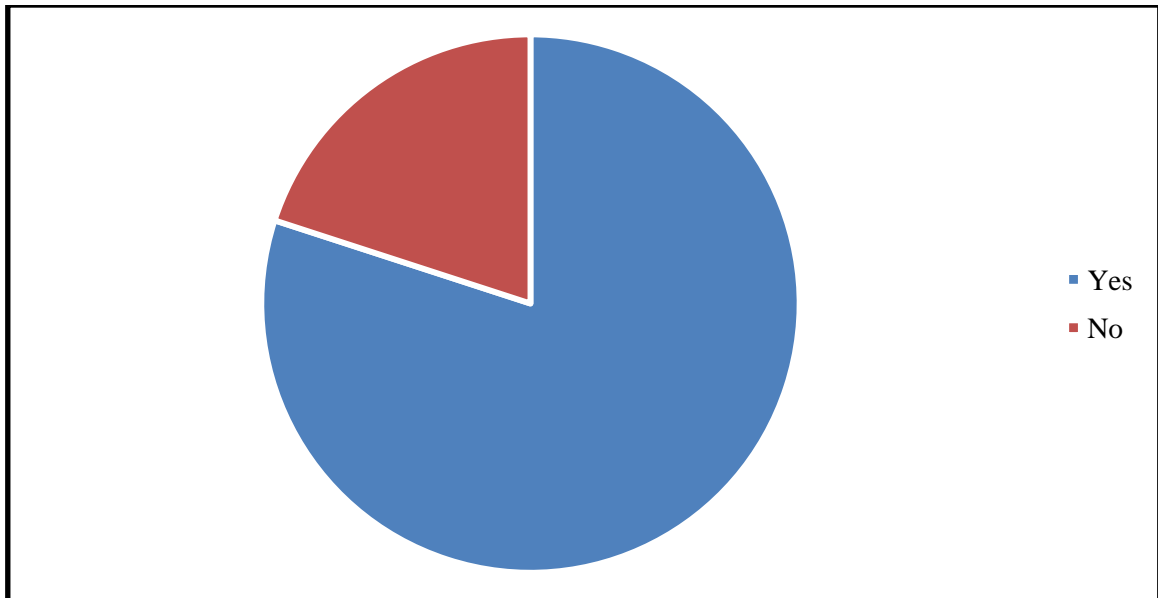
4.6 CHECKING ONLINE ADS WHILE BROWSING

Table No 4.6

Online ads while browsing

Response	No. of respondents	Percentage
Yes	60	80
No	15	20
Total	75	100

Source: Primary data



Online advertisement while browsing

Fig No 4.6

Interpretation

Table 4.6 shows that 80 per cent of respondents checks online ads while browsing and 20 per cent of the respondents are not checking online ads while browsing.

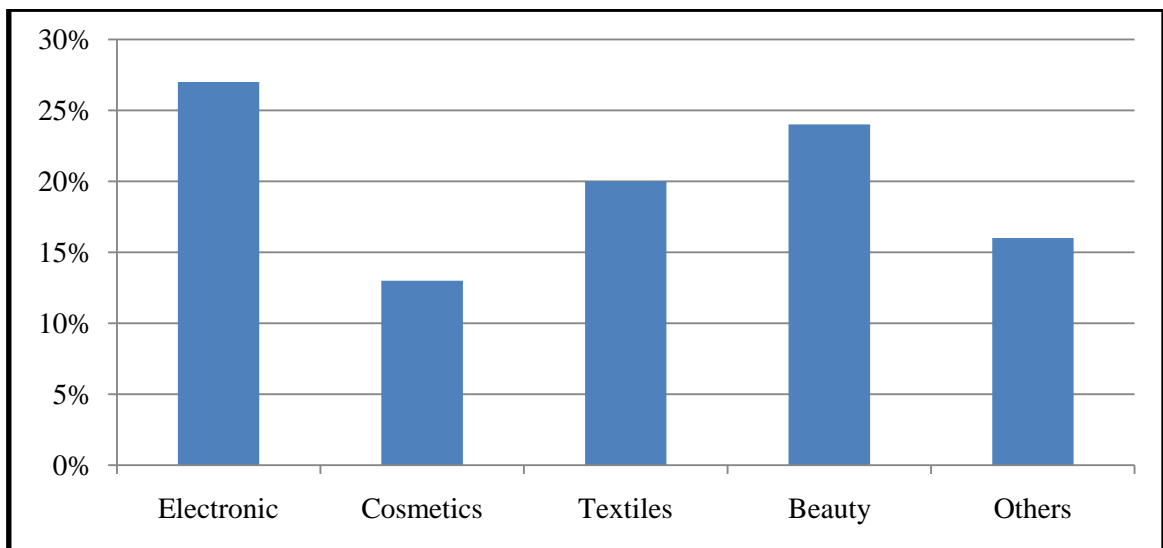
4.7 PRODUCTS PURCHASED BY THE INFLUENCE OF ADS

Table No 4.7

Products purchased by the influence of ads

Type of Product	No. of respondents	Percentage
Electronic	20	27
Footwear	12	16
Textiles	15	20
Beauty	18	24
Others	10	13
Total	75	100

Source: Primary data



Products purchased by the influence of ads

Fig No 4.7

Interpretation

Table 4.7 shows that 27 per cent of the respondents purchased electronic products, 24 per cent of respondents purchased beauty products, 20 per cent purchased textiles, 16 per cent purchased footwear and remaining 13 per cent of respondents purchased other kinds of products.

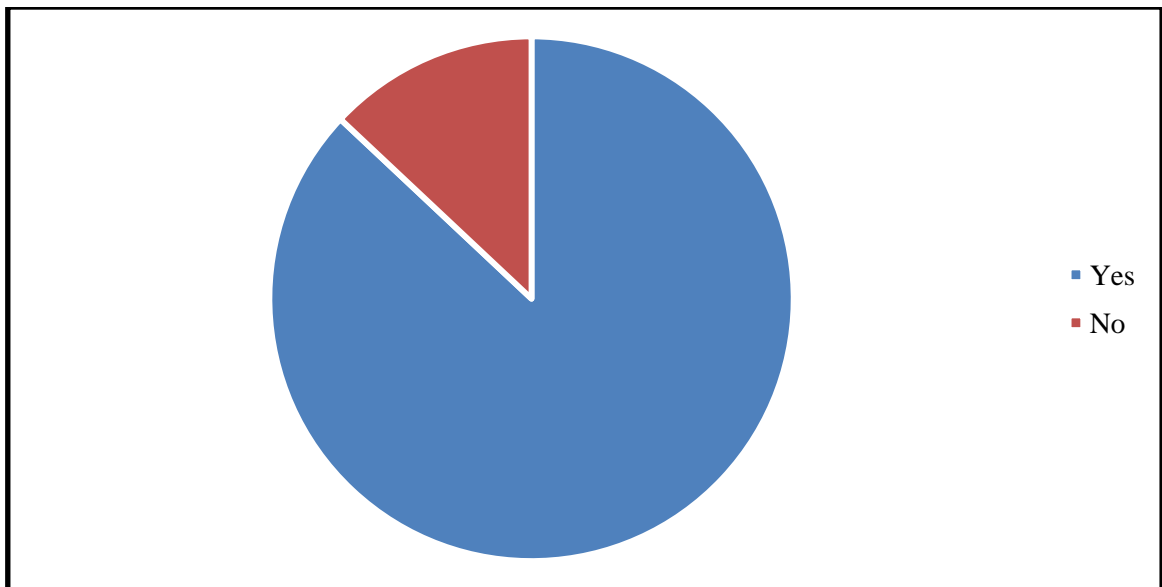
4.8 PREFERENCE TO PURCHASE ONLINE

Table No 4.8

Preference to purchase online

Preference	No. of respondents	Percentage
Yes	65	87
No	10	13
Total	75	100

Source: Primary data



Preference to purchase online

Fig No 4.8

Interpretation

Table 4.8 shows that 87 per cent of the respondents prefer to purchase online and remaining 13 per cent do not prefer to purchase online.

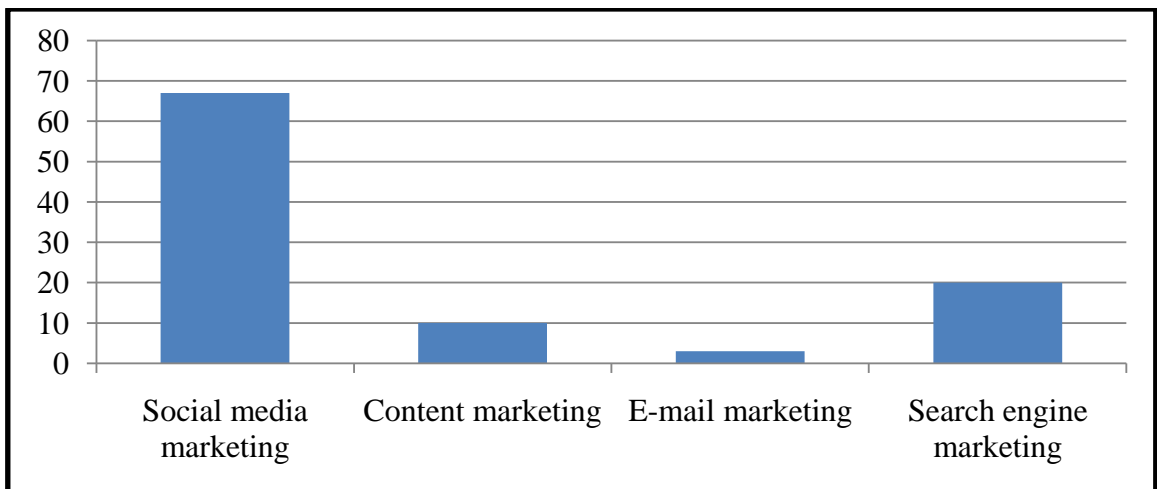
4.9 MOST EFFECTIVE ONLINE ADVERTISEMENT PLATFORM

Table No 4.9

Most effective online advertisement platform

Platform	No. of respondents	Percentage
Social media marketing	50	67
Content marketing	8	10
E-mail marketing	2	3
Search Engine Marketing	15	20
Total	75	100

Source: Primary data



Most effective online advertisement platform

Fig No 4.9

Interpretation

Table 4.9 shows that 67 per cent of the respondents find social media marketing as the most effective online advertisement platform from internet, 20 per cent find that search engine marketing as most effective, 10 per cent find that content marketing is most effective and remaining 3 per cent find e-mail marketing is the most effective platform.

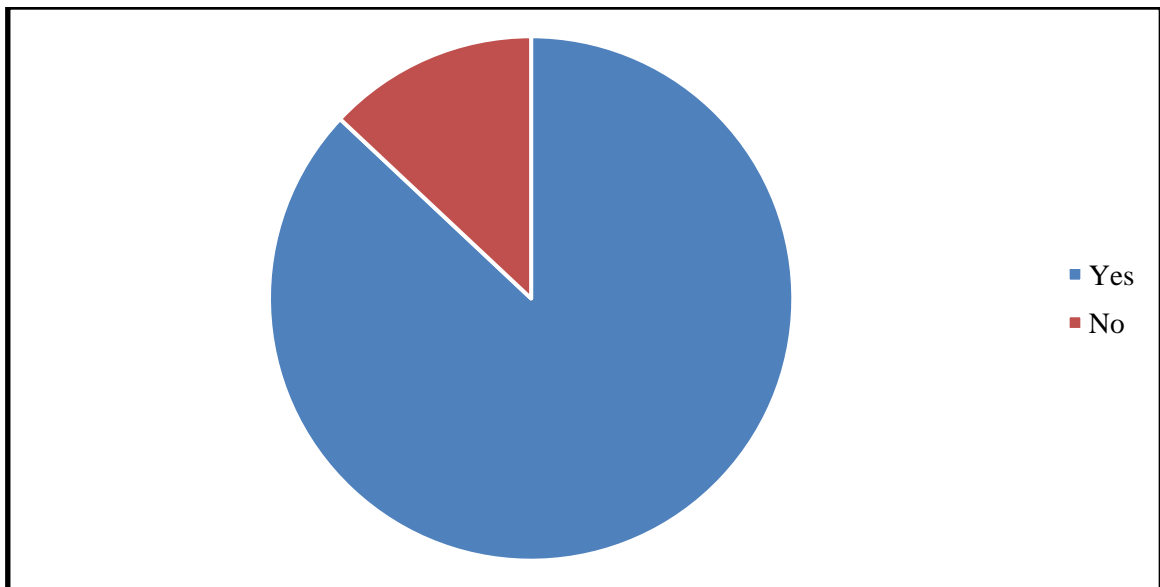
4.10 PURCHASE MADE AFTER WATCHING ADVERTISEMENT

Table No 4.10

Purchase made after watching advertisement

Response	No. Of respondents	Percentage
Yes	65	87
No	10	13
Total	75	100

Source: Primary data



Purchase made after watching advertisement

Fig No 4.10

Interpretation

Table 4.10 shows that 87 per cent of the respondents purchased products after watching advertisement and 13 per cent of the respondents did not purchase products after watching advertisement.

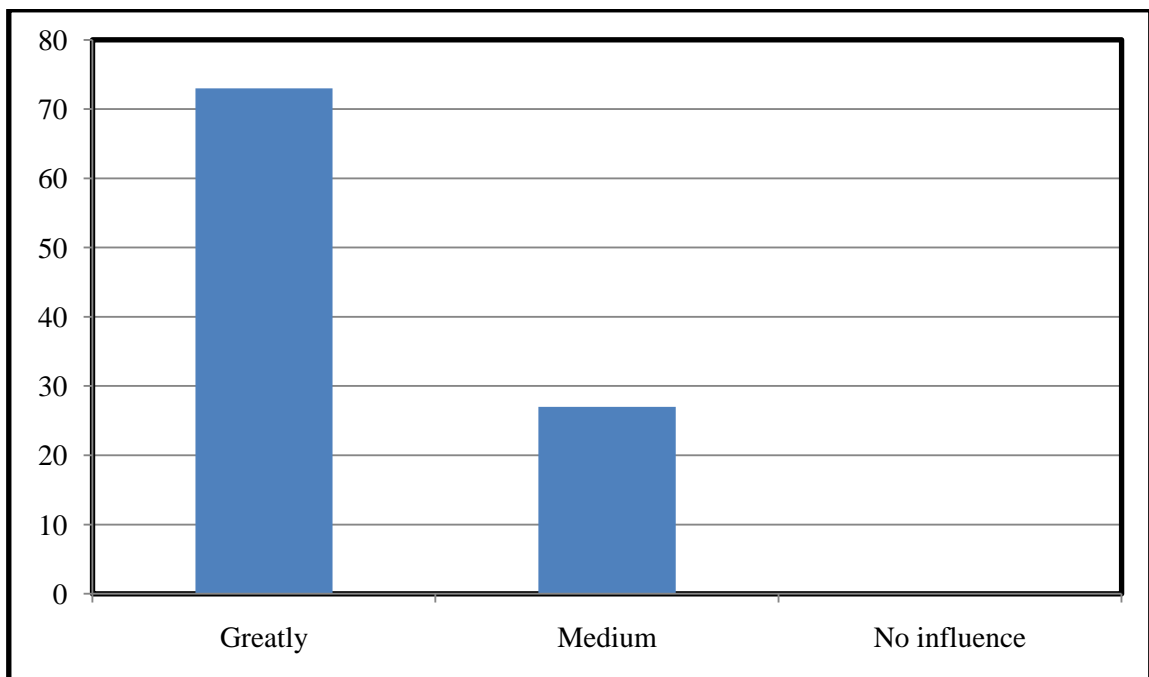
4.11 INFLUENCE OF ONLINE ADVERTISEMENT

Table No 4.11

Influence of online advertisement

Influence	No. of respondents	Percentage
Greatly	55	73
Medium	20	27
No influence	0	0
Total	75	100

Source: Primary data



Influence of online advertisement

Fig No 4.11

Interpretation

Table 4.11 shows that 73 per cent of the respondents are greatly influenced by online advertisements and remaining 27 per cent of the respondents are influenced only to a medium level.

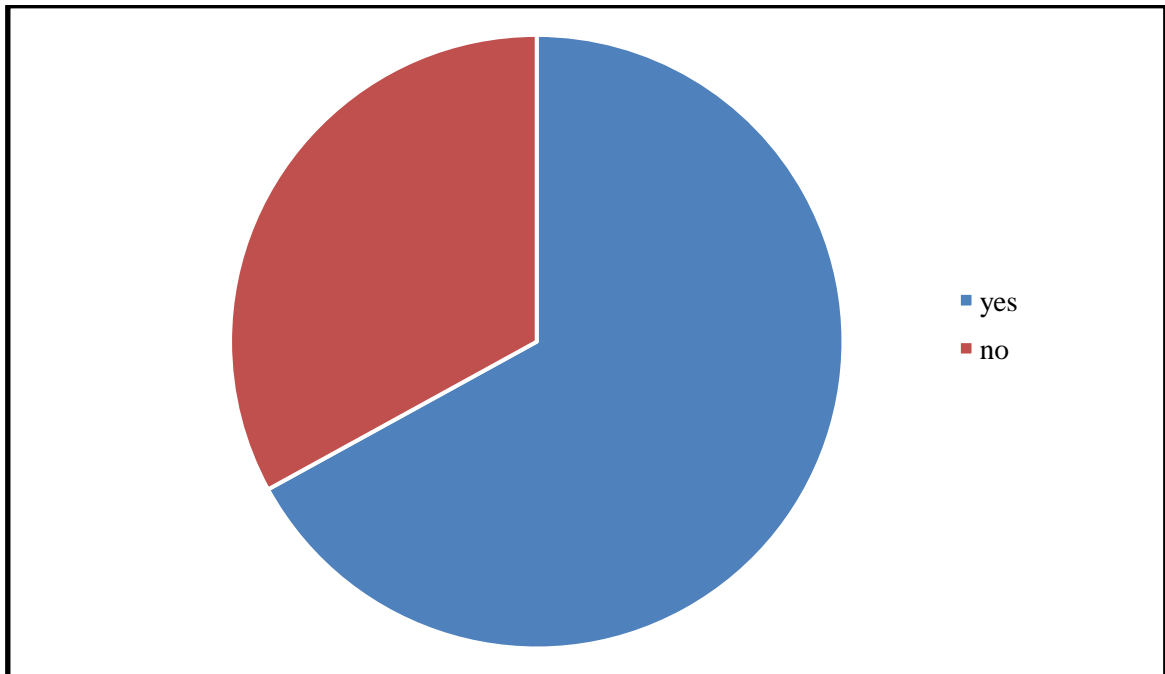
4.12 INFLUENCE OF ONLINE ADS ON PURCHASE DECISION

Table No 4.12

Influence of online ads on purchase decision

Response	No. of respondents	Percentage
Yes	50	67
No	25	33
Total	75	100

Source: Primary data



Influence of online ads on purchase decision

Fig No 4.12

Interpretation

Table 4.12 shows that 67 per cent of the respondents are decided to purchase after watching online ads and remaining 33 per cent of the respondents had no influence in their purchasing behaviour.

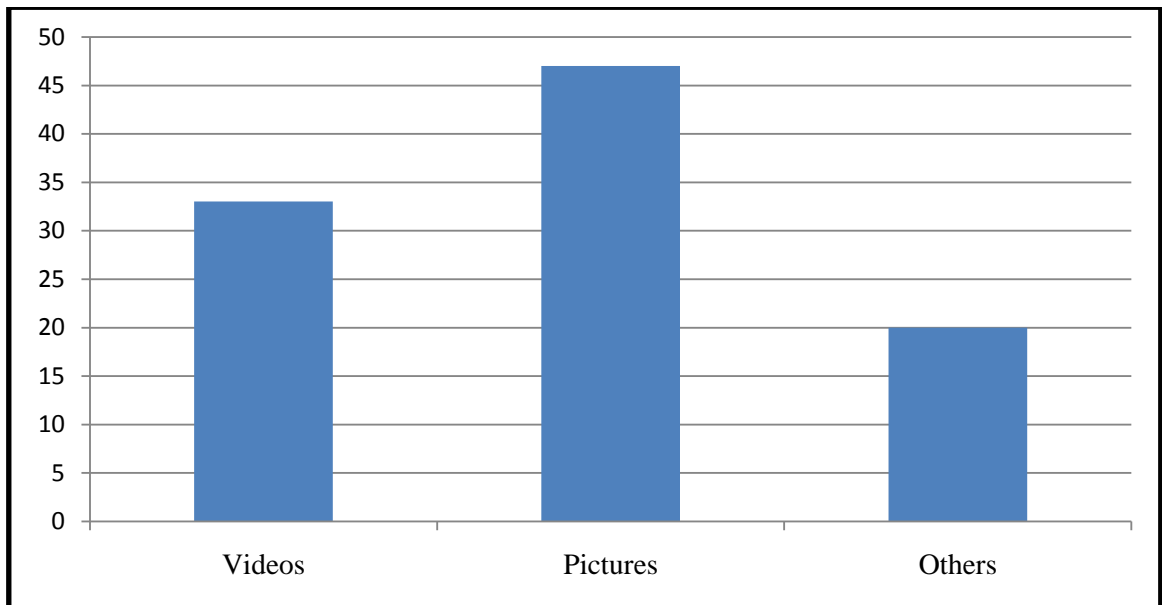
4.13 ADS YOU LIKE MOST

Table No 4.13

Ads you like most

Ads	No. of respondents	Percentage
Videos	25	33
Pictures	35	47
Others	15	20
Total	75	100

Source: Primary data



Ads you like most

Fig No 4.13

Interpretation

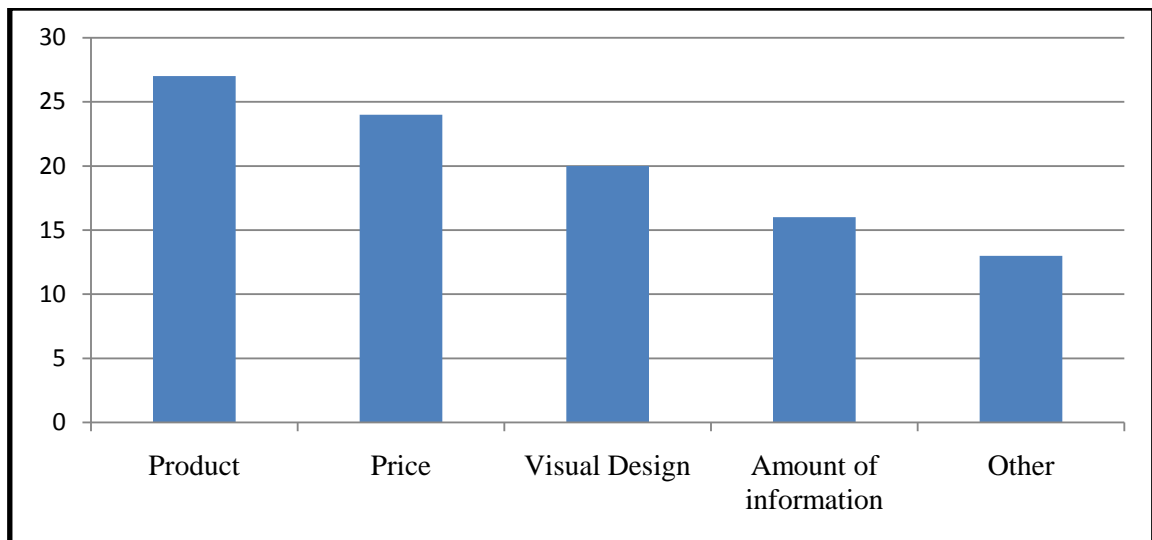
Table 4.13 shows that 47 per cent of the respondents liked picture ads most and 33 per cent of the respondents like videos ads most and remaining 20 per cent respondents like other type of ads.

4.14 FACTORS DRAWING ATTENTION IN ONLINE ADVERTISEMENT

Table No 4.14
Important factors

Factors	No. of respondents	Percentage
Product	20	27
Price	12	24
Visual Design	15	20
Amount of information	18	16
Other	10	13
Total	75	100

Source: Primary data



Important factors

Fig No 4.14

Interpretation

Table 4.14 shows that 27 per cent of the respondents says that product is the factor drawing attention in online advertisements and 24 per cent find price, 20 per cent find visual design, 16 per cent find amount of information and 13 per cent considers other factors as the factors drawing attention.

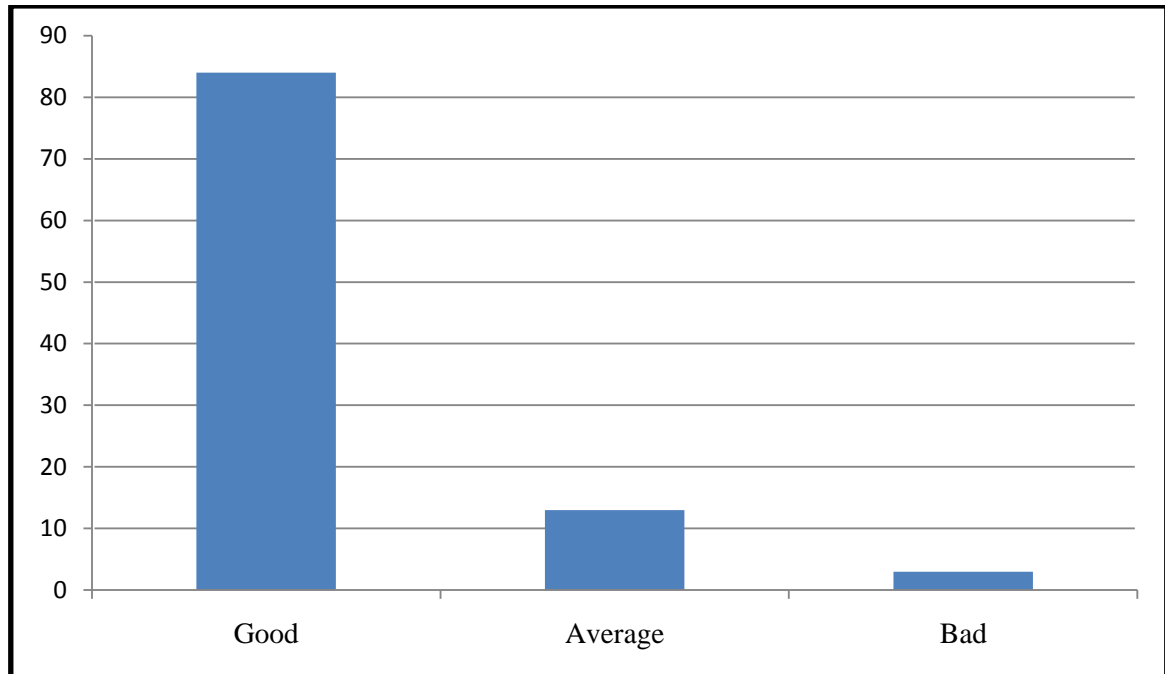
4.15 RELIABILITY OF THE PRODUCT

Table No 4.15

Reliability of the product

Reliability	No. of respondents	Percentage
Good	63	84
Average	10	13
Bad	2	3
Total	75	100

Source: Primary data



Reliability of the product

Fig No 4.15

Interpretation

Table 4.15 shows that 84 per cent of the respondents had good opinion about the reliability of the product that bought online and 13 per cent of the respondents had average opinion about reliability and remaining 3 per cent had negative opinion about the reliability of the product that bought.

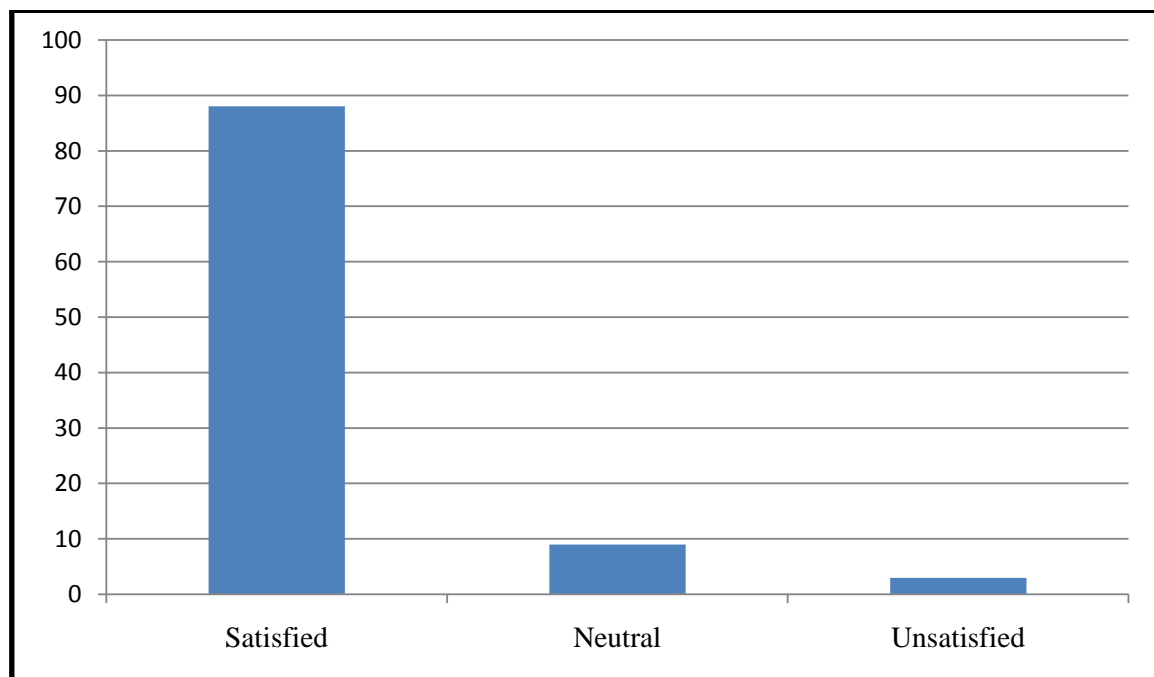
4.16 LEVEL OF SATISFACTION REGARDING ONLINE PURCHASE

Table No 4.16

Level of satisfaction regarding online purchase

Satisfaction L	No. of respondents	Percentage
Satisfied	66	88
Neutral	7	9
Unsatisfied	2	3
Total	75	100

Source: Primary data



Level of satisfaction regarding online purchase

Fig No 4.16

Interpretation

Table 4.16 shows that 88 per cent of the respondents are satisfied with the purchase, 9 per cent of the respondents have neutral satisfaction and remaining 3 per cent are unsatisfied.

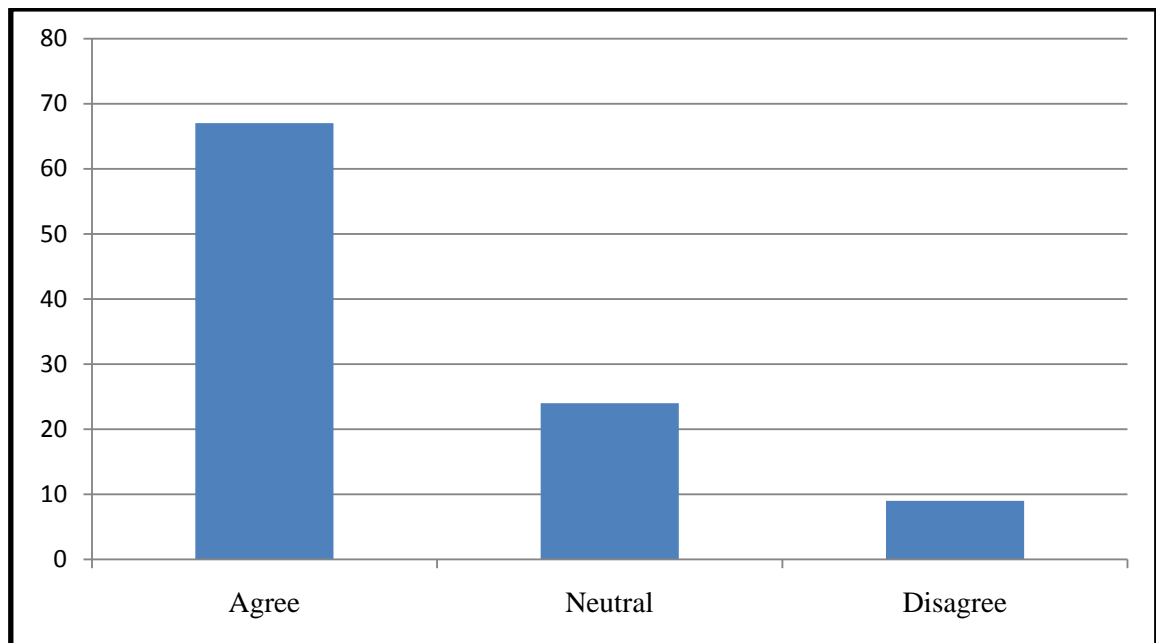
4.17 PROVIDING BRAND AWARENESS

Table No 4.17

Providing Brand awareness

Opinion	No. of respondents	Percentage
Agree	50	67
Neutral	18	24
Disagree	7	9
Total	75	100

Source: Primary data



Brand awareness

Fig No 4.17

Interpretation

Table 4.17 shows that 67 per cent of the respondents agree that online advertisement provides brand awareness, 24 per cent of the respondents have neutral opinion and remaining 9 per cent of the respondents disagree with the statement that online advertisement creates brand awareness.

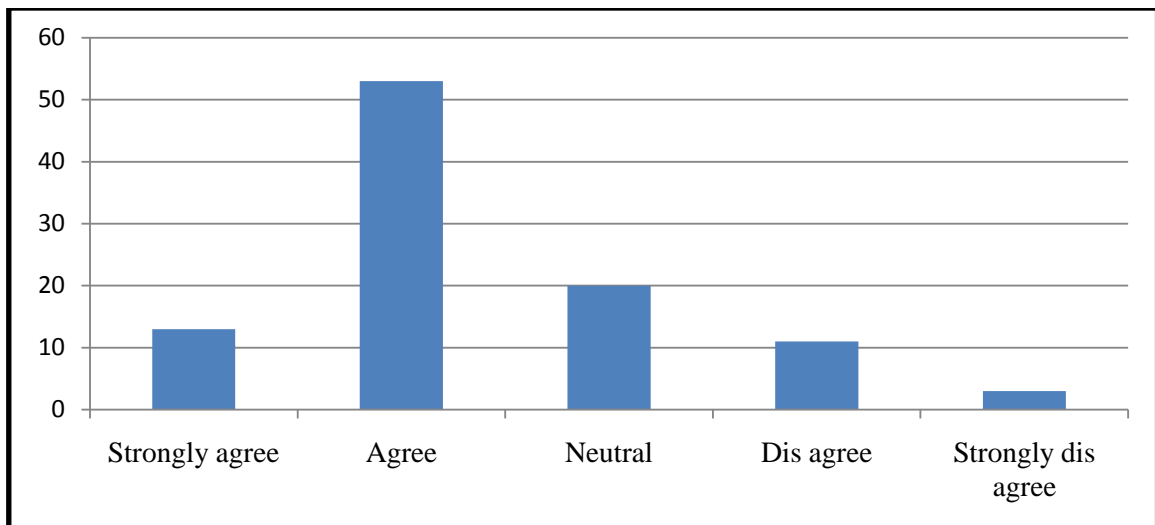
4.18 OPINION REGARDING PRICE OF GOODS IS FAIR

Table No 4.18

Opinion regarding price of goods is fair

Opinion	No. of respondents	Percentage
Strongly agree	10	13
Agree	40	53
Neutral	15	20
Disagree	8	11
Strongly Disagree	2	3
Total	75	100

Source: Primary data



Opinion regarding price of goods is fair

Fig No 4.18

Interpretation

Table 4.18 shows that 53 per cent of the respondents agree that goods are fairly priced, 20 per cent of the respondents have neutral opinion, 13 per cent of the respondents strongly agree that goods are fairly priced, 11 per cent of the respondents disagree with it and remaining 3 per cent strongly disagree.

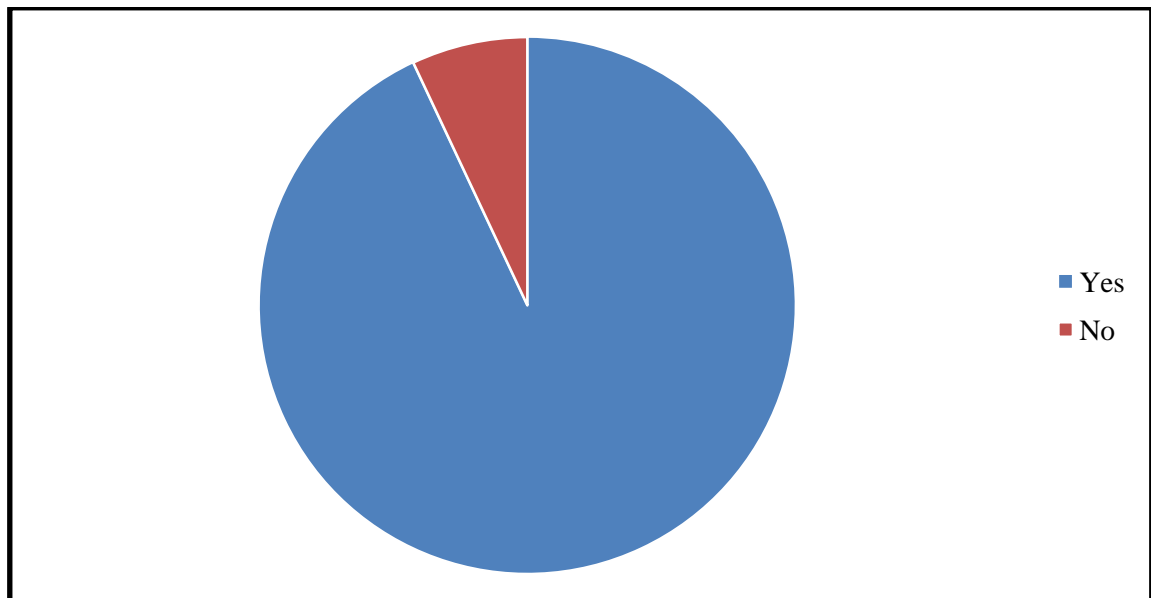
4.19 IMPACT OF ADVERTISEMENT IN PURCHASING DECISIONS

Table No 4.19

Impact in purchasing decisions

Response	No. of respondents	Percentage
Yes	70	93
No	5	7
Total	75	100

Source: Primary data



Impact in purchasing decisions

Fig No 4.19

Interpretation

Table 4.19 shows that 93 per cent of the respondents feel that advertisements influence their purchasing decisions and remaining 7 per cent feel disagree.

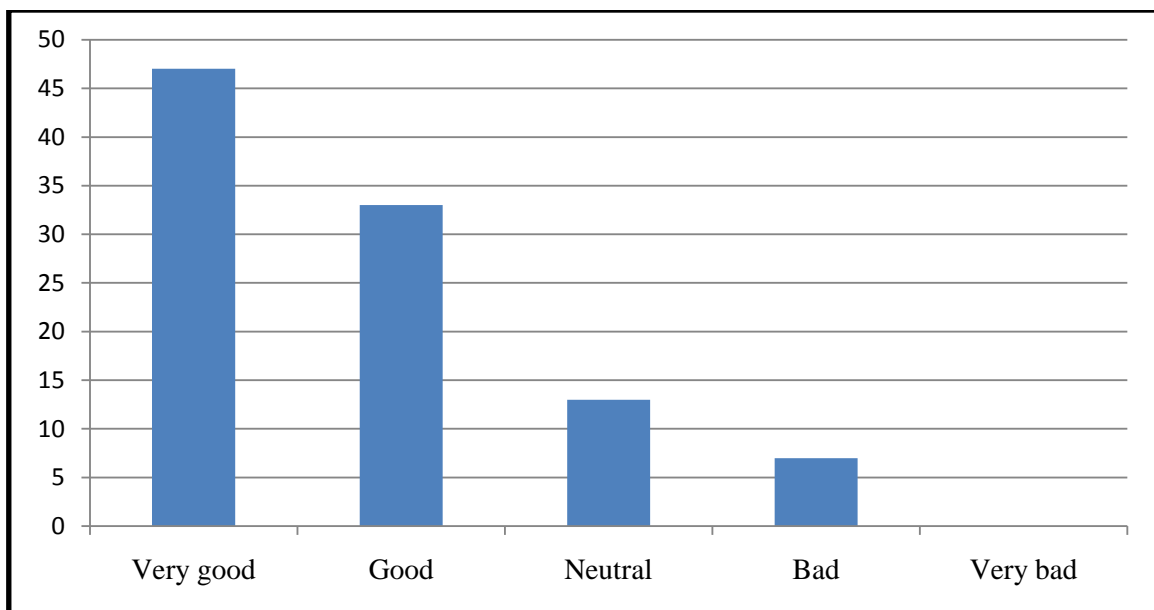
4.20 QUALITY OF THE PRODUCT

Table No 4.20

Quality of the product

Response	No. of respondents	Percentage
Very good	35	47
Good	25	33
Neutral	10	13
Bad	5	7
Very bad	0	0
Total	75	100

Source: Primary data



Quality of the product

Fig No 4.20

Interpretation

Table 4.20 shows that 47 of the respondents feel that the product quality is very good and 33 per cent feel that the quality is good and 13 per cent are neutral regarding quality of product and 7 per cent feel that product quality is bad.

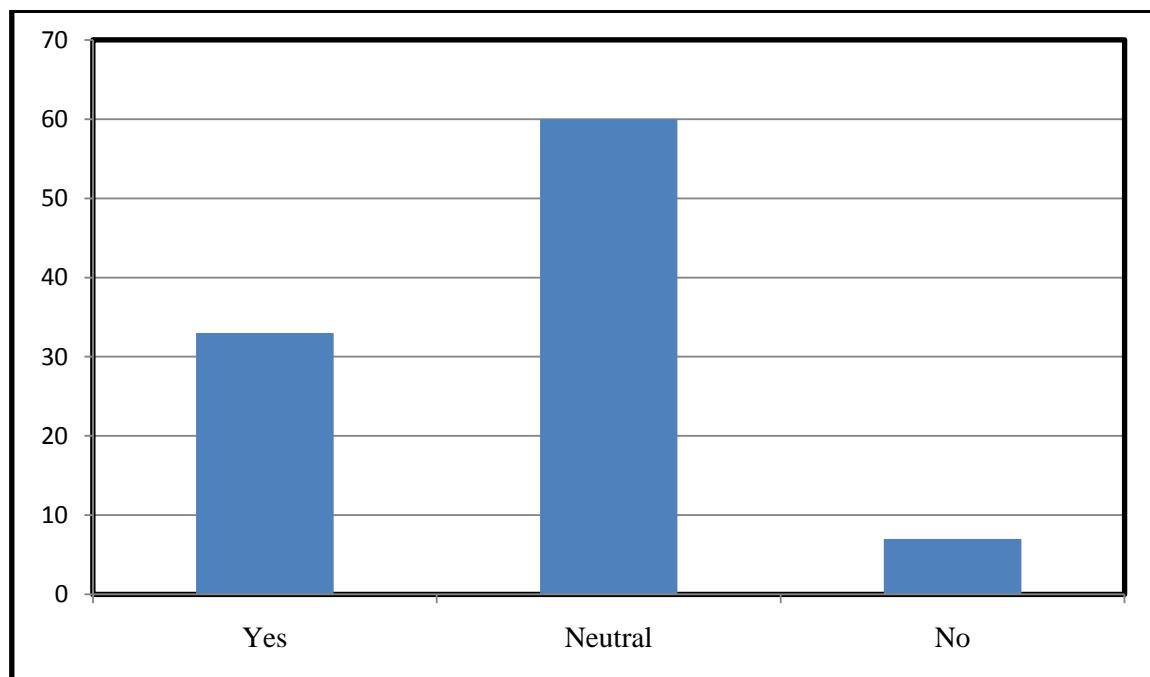
4.21 DISSIMILARITY BETWEEN PRODUCT SEEN AND RECEIVED

Table No 4.21

Dissimilarity between product seen and received

Opinion	No. of respondents	Percentage
Yes	25	33
Neutral	45	60
No	5	7
Total	75	100

Source: Primary data



Dissimilarity between product seen and received

Fig No 4.21

Interpretation

Table 4.21 shows that 60 per cent of the respondents have neutral opinion regarding dissimilarity between the product seen and received, 33 per cent respondents agree that there is dissimilarity between the product seen and received and remaining 7 per cent feel no dissimilarity between the product seen and received.

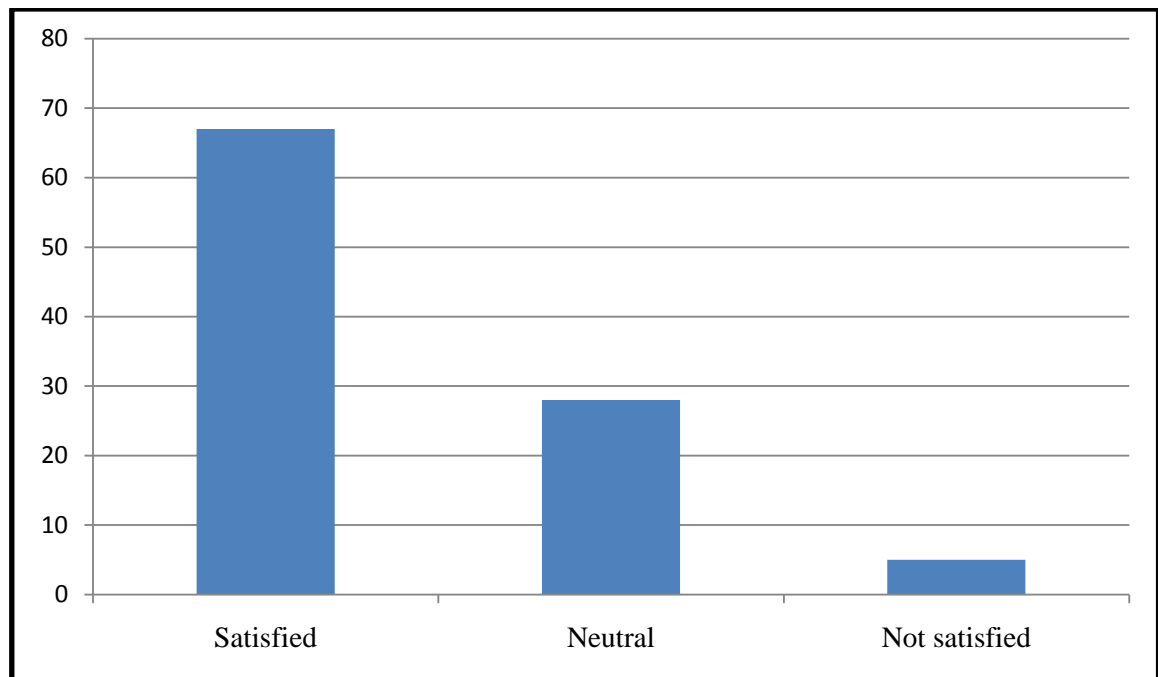
4.22 SATISFACTION WITH RETURN AND REFUND POLICY

Table No 4.22

Satisfaction with return and refund policy

Satisfaction Level	No. of respondents	Percentage
Satisfied	50	67
Neutral	21	28
Not satisfied	4	5
Total	75	100

Source: Primary data



Satisfaction with return and refund policy

Fig No 4.22

Interpretation

Table 4.22 shows that 67 per cent of the respondents are satisfied with return and refund policy, 28 per cent of the respondents are neutral level satisfaction and remaining 5 per cent are not satisfied with return and refund policy.

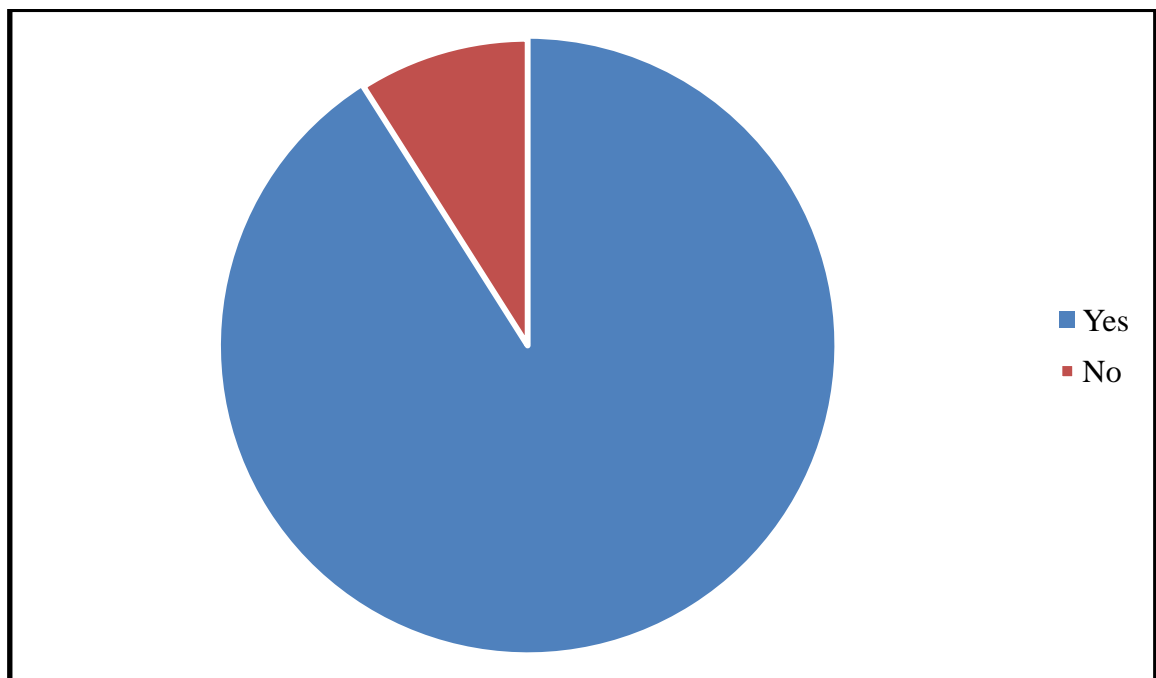
4.23 BETTER CUSTOMER CARE AND SERVICES

Table No 4.23

Better Customer care and services

Opinion	No. of respondents	Percentage
Yes	68	91
No	7	9
Total	75	100

Source: Primary data



Customer care and services

Fig No 4.23

Interpretation

Table 4.23 shows that 91 per cent of the respondents agree that online customer care and services are better than traditional customer care services and 9 per cent are disagree that online customer care and services are better than traditional customer care and services.

CHAPTER 5

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

SUMMARY, FINDINGS, SUGGESTIONS & CONCLUSION

5.1 SUMMARY

A study on “Impact of online advertisements among youth” is a relevant topic as online advertisements have a great influence on the purchase decision of youth. Advertisement is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses. Today’s youth are way more exposed to information than they had a couple of years back. The kind of involvement these youths have towards online media makes one rethink the degree of impact these all advertisements have on youth’s perception. Online media is becoming one of the best ways of persuasive communication. Youth spends maximum time on online media to gather different types of information. The objective of the research topic is as below

- To identify the impact of online advertisement among youth.
- To assess the factors influencing in online advertisement among youth.
- To measure the reliability and satisfaction level of online advertisement among youth.
- To evaluate the frequency of purchasing products after watching online advertisement.

5.2 FINDINGS

- Most of the (67 per cent) respondents are male.
- Most of the (47 per cent) respondents are comes under 21-24 age category.
- Majority of the (40 per cent) respondents are comes under 3-5 lakh category.
- Most of the i.e. 40 per cent of the respondents are graduates.
- All the respondents are aware about online advertisement.
- Majority of the respondents are checking online ads while browsing.
- 27% of the respondents are purchased electronic products by the influence of ads.
- Majority of the i.e. 87 per cent respondents are preferred to purchase online.
- Majority of the (67 per cent) respondents are find social media marketing is the most effective online platform.
- Majority of the i.e. 87 per cent respondents are purchased after watching advertisement.
- Majority of the (73 per cent) respondents are greatly influenced by online advertisement.
- Majority of the (67 per cent) respondents are decided to purchase after watching online ads.
- Most of the i.e. 47 per cent respondents like picture ads most.
- 27% of the respondents are important factor is product.
- Most of the i.e. 84 per cent respondents have good opinion about the reliability of the product that bought in online.
- Most of the (88 per cent) respondents are satisfied with purchase.
- Majority of the respondents are agreeing with brand awareness.
- Majority of the respondents are agreeing with price of goods.
- Most of the respondents are choose advertisement will have impact in purchasing decisions.
- Majority of the respondents are finds the quality of the product is very good.
- Majority of the respondents are neutral with dissimilarity between product seen and received.

- Most of the respondents i.e. 67 per cent are satisfied with return and refund policy.
- Most of the (97 per cent) respondents are finds online customer care and services are better than traditional customer care services.

5.3 SUGGESTIONS

- Use picture type advertisements which get more attention than the other type of advertisement.
- Accurate level of information must be provided according to the product.
- Provide good quality of product which gets more attention of youths.
- Use social media marketing more because it provides more attention of youths.
- Advertisement must be attractive and noticeable. Attractive advertisement can capture the attention of consumers.

5.4 CONCLUSION

The study entitled “Impact of online advertisement among youth with special reference to Kannur district” made an earnest attempt to ascertain the importance of online advertisement. The study helps to assess the impact of online advertisement on buying behaviour among youth. It is concluded that the online advertisements affects the youth most as compared to the other category of people. The price and product are the most important factors which draws the attention of youth. The advertisements with more visual treat can attract large number of respondents. Advertisements can increase familiarity and trust between a company and its customers. Through Internet advertising, you can highlight your business beyond your local area and reach out to your target audience worldwide. With this, your business will be accessible to millions of clients. Prospects may later turn into your customers and help you gain more profits. As your business widens its reach on the Internet, it will have more prospects and leads in future and ensure more profits.

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APPENDIX

QUESTIONNAIRE

I **Arjun V**, a post graduate student of M.Com Finance at Don Bosco Arts and Science College Angadikadavu is conducting a survey on **“IMPACT OF ONLINE ADVERTISEMET AMONG YOUTH WITH SPECIAL REFERENCE TO KANNUR DISTRICT”** I request you spent few minutes from your available time to answer these question attached here with which may help me to complete my project work .The data given are highly confidential and used only for academic purpose.

1. Name:

2. Age

18-21

21-24

24-27

3. Gender

Male

Female

4. Annual Income

1 Lakh

1-3 Lakh

3-5 Lakh

5. Educational Qualification

Degree

Post Graduation

Others

6. Are you aware about online advertisement?

Yes

No

7. Do you check online ads while Browsing?

Yes

No

8. Which of the product have you purchased after watching online ads?

Electronic

Footwear

Textiles

Beauty

Others

9. Would you prefer to purchase online?

Yes

No

10. Which of the following methods of online advertisement is most effective?

Social media marketing

Content marketing

E-mail marketing

Search engine marketing

11. Have you made any purchase after seeing the advertisement?

Yes

No

12. How much influence online advertisement has over your buying behaviour?

Large influence

Medium influence

No influence

13. Did you recently change your decisions after watching online ads?

Yes

No

14. Which type of ad you like the most?

Videos

Pictures

Other

15. Important factor drawing your attention in online advertising?

Product

Price

Visual Design

Amount of information

Other

16. What is your opinion about the reliability of the product that you bought in online?

Good

Average

Low

17. Level of satisfaction regarding the purchase of any product seeing online advertisement?

Satisfied

Neutral

Unsatisfied

18. "Online advertisement provides brand awareness". Do you agree?

Agree

Neutral

Disagree

19. "The price of goods bought through online advertisement is less than that of traditional advertisement". ?

Strongly agree

Agree

Neutral

Dis agree

Strongly disagree

20. Will advertisement have any impact in your purchasing decisions?

Yes

No

21. How will you rate quality of product you purchased through online advertisement?

Very good

Good

Neutral

Bad

Very bad

22. Is there any dis-similarity in the product that you seen online and the product received?

Yes

Neutral

No

23. Are you satisfied with the return and refund policies of e-purchase?

Satisfied

Neutral

Not satisfied

24. Do you think that online customer care and services better than traditional customer care services?

Yes

No

**PERCEPTION TOWARDS HERBAL
BEAUTY PRODUCTS AMONG COLLEGE
STUDENTS UNDER KANNUR UNIVERSITY**

*A project report submitted to the Kannur University in partial
fulfilment of the requirement for the award of degree of*

MASTER OF COMMERCE

(2021-2023)

BY

ALBIN MATHEW

REG.NO.C1PCOM3901

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. DEEPTHY JOSEPH

(DEPARTMENT OF COMMERCE)



DEPARTMENT OF COMMERCE

**DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY-670706**

DECLARATION

I ALBIN MATHEW, student of 4th Semester M. Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled “**PERCEPTION TOWARDS HERBAL BEAUTY PRODUCTS AMONG COLLEGE STUDENTS UNDER KANNUR UNIVERSITY**” is an authentic and original work done by me under the guidance and supervision of **Ms. DEEPTHY JOSEPH**, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier

Place: Angadikadavu

ALBIN MATHEW

Date:

C1PCOM3901

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY-670706



CERTIFICATE

This is to certify that the project report entitled **“PERCEPTION TOWARDS HERBAL BEAUTY PRODUCTS AMONG COLLEGE STUDENTS UNDER KANNUR UNIVERSITY”** is a record of genuine work done by the candidate **ALBIN MATHEW** during the period of his study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Ms. DEEPTHY JOSEPH

Assistant Professor & Head of the department

Examiner1:

Examiner2:

ACKNOWLEDGEMENT

I sincerely wish to express my deep sense of gratitude to all who helped me to complete project work. First and foremost, I thank the **God Almighty**, for his blessing and grace for the successful completion of the project work.

I acknowledge my gratitude to **Fr. Dr. Francis Karackat**, Principal, Don Bosco Arts and Science College Angadikadavu, for giving me an opportunity to undertake this venture.

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I express my gratitude to **Ms. Sojimol P.J**, In-charge, M.Com Finance and all who co-operated with me for doing my project.

I am indebted to my beloved parents and other family members for your grate support and care.

Albin Mathew

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CHAPTER I
INTRODUCTION

INTRODUCTION

Herbal beauty products have been used for centuries for their natural and therapeutic properties. These products are made from various plant extracts, such as flowers, leaves, stems, roots, and fruits. The use of herbal beauty products is gaining popularity due to the increasing awareness of the harmful effects of synthetic beauty products.

Herbal beauty products are free of harsh chemicals, artificial fragrances, and preservatives, making them safe for use on all skin types. They are also known for their therapeutic properties, providing numerous benefits to the skin and hair. Herbal beauty products are packed with vitamins, minerals, antioxidants, and other nutrients that help nourish and rejuvenate the skin and hair.

One of the biggest advantages of using herbal beauty products is that they are free from harmful side effects. Synthetic beauty products often contain harsh chemicals, which can cause skin irritation, rashes, and allergies. Herbal beauty products, on the other hand, are gentle and safe, making them ideal for sensitive skin types.

Herbal beauty products come in a variety of forms, including creams, lotions, oils, shampoos, conditioners, and serums. Each product is made from different plant extracts, providing a unique set of benefits. For example, Aloe Vera is known for its hydrating and soothing properties, while lavender is known for its calming and relaxing effects.

Herbal beauty products also offer a range of benefits for the hair. Natural oils, such as coconut oil, olive oil, and argan oil, are commonly used in hair care products due to their nourishing and moisturizing properties. These oils help to strengthen the hair, prevent breakage, and promote healthy growth.

The popularity of herbal beauty products has led to the growth of the herbal beauty industry. Many companies now specialize in producing natural and organic beauty products, providing consumers with a wide range of options to choose from. These products are often more expensive than synthetic products, but their benefits far outweigh the cost.

The use of herbal beauty products is not just limited to the beauty industry. Many people are now incorporating herbal remedies into their daily lives for various health

benefits. Herbal teas, supplements, and essential oils are just a few examples of how people are incorporating natural remedies into their lifestyles.

Despite the numerous benefits of herbal beauty products, it is important to note that not all herbal products are created equal. Some products may contain harmful additives, while others may not contain enough active ingredients to be effective. It is essential to do research and purchase products from reputable companies that use high-quality ingredients.

In conclusion, herbal beauty products have become a popular choice for those looking for natural and safe beauty solutions. These products provide numerous benefits for the skin and hair and are free from harmful side effects. The herbal beauty industry continues to grow, providing consumers with a range of natural and organic options. With proper research and selection, herbal beauty products can be an excellent addition to anyone's beauty routine.

1.1 STATEMENT OF THE PROBLEM

The use of herbal beauty products has gained popularity in recent years as people become more aware of the potential health and environmental risks associated with traditional beauty products. However, there are several problems associated with the use of herbal beauty products that need to be addressed.

Firstly, there is limited scientific research on the effectiveness and safety of herbal beauty products. Most of the available information on these products is based on anecdotal evidence, and there is a lack of standardized testing protocols to evaluate their efficacy and safety. This creates confusion for consumers who are seeking natural and safe beauty products.

Secondly, the lack of regulation and standardization in the herbal beauty industry raises concerns about the consistency and reliability of these products. It is difficult for consumers to know whether the products they are purchasing contain the ingredients advertised, and there is a risk of contamination or adulteration.

Thirdly, there is a need to address the cultural appropriation of traditional herbal remedies. Many of the ingredients used in herbal beauty products have been traditionally used by indigenous communities for medicinal and cosmetic purposes.

However, the commercialization of these ingredients raises concerns about cultural exploitation and the misappropriation of traditional knowledge.

Overall, there is a need to investigate and address these issues to promote a safe and effective herbal beauty industry.

1.2 SIGNIFICANCE OF THE STUDY

The use of herbal beauty products has been gaining popularity in recent years. As people become more health-conscious and environmentally aware, they are turning to natural remedies to meet their beauty needs. Herbal beauty products are made from plant extracts, and are believed to have numerous benefits for the skin and hair. The purpose of this study is to explore the significance of using herbal beauty products and their impact on the beauty industry.

1.3 SCOPE OF THE STUDY

The scope of a study on herbal beauty products may vary depending on the specific research questions being investigated. However, some possible areas of investigation within this topic could include:

Overview of herbal beauty products: The study may provide an overview of herbal beauty products, including their historical use, manufacturing processes, and popular ingredients.

Efficacy of herbal beauty products: The study may investigate the effectiveness of herbal beauty products in improving skin health or addressing specific beauty concerns, such as acne, wrinkles, or dark circles.

Safety of herbal beauty products: The study may examine the safety of herbal beauty products, including potential side effects, allergic reactions, and long-term use risks.

Consumer attitudes and behaviours: The study may explore consumer attitudes and behaviours towards herbal beauty products, including factors that influence purchasing decisions, brand loyalty, and willingness to pay a premium price.

Market analysis: The study may conduct a market analysis of herbal beauty products, including sales trends, market segmentation, and competitive landscape.

Regulatory framework: The study may examine the regulatory framework governing the production, labelling, and marketing of herbal beauty products in different countries, including compliance with international standards and best practices.

Overall, a study on herbal beauty products could encompass a variety of research questions and methods, depending on the specific aims of the research.

1.4 OBJECTIVES OF THE STUDY

- To study the level of awareness and effectiveness of herbal beauty products among respondents.
- To study the cultural appropriation of traditional herbal remedies among the respondents.
- To study the factors influencing buying behaviour towards herbal beauty products compared to other products.
- To study the customer reliability and satisfaction of the product.

1.5 RESEARCH METHODOLOGY

In common words research means to search for knowledge. One can also define research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation. Research methodology is the way to systematically solve the research problems. It describes the procedure which has been used in the research. The present study titled “PERCEPTION TOWARDS HERBAL BEAUTY PRODUCTS AMONG COLLEGE STUDENTS UNDER KANNUR UNIVERSITY” is an analytical and descriptive study.

1.5.1 RESEARCH DESIGN

Research design is the arrangement of condition for collection and analysis of data in a manner that to combine relevance to the research purpose. The research design refers to preplanning of what a researcher does in this study. The study designed as an empirical one based on the questionnaire method. The collected data were presented in tables and these tables were analysed systematically.

1.5.2 AREA OF THE STUDY

75 Students among 5 colleges in Kannur university was selected for the study.

1.5.3 POPULATION

The total number of items or things in a particular study is known as population. Here the population is finite that means the population can be measured. Population includes students in Kannur university.

1.5.4 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. Here 75 samples are selected from 5 different colleges.

1.5.5 SAMPLING TECHNIQUE

For data collection convenience sampling technique was used. Convenience sampling is one in which a sample is obtained by selecting such units of the universe which may be conveniently located and contacted.

1.5.6 SOURCES OF DATA

Primary Data:

Primary data refers to original data that is collected for the first time by a researcher or an individual or organization for a specific purpose. This data is collected through direct observation, surveys, experiments, or other methods of data collection.

Primary data was collected from 75 respondents from 5 colleges in Kannur university by using a well-structured questionnaire.

Secondary data:

Secondary data are already collected and analysed by some other person for their own use and later the same data are used by another person. These were collected from journals, books, related to the topic and websites, etc...

1.5.7 TOOLS FOR DATA COLLECTION

In this study questionnaire is used to collect data from students. A questionnaire is a data collection instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondent. The researcher used questionnaire method for the collection of data from the respondents. The questionnaire is formulated on the basis of meeting the objectives of the study. A questionnaire is a data collection instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondent.

1.5.8 TOOLS FOR DATA ANALYSIS

Percentage method:

The tool which is used for the study is percentage. Percentage is a number or ratio expressed as a fraction of 100. It is often denoted using the percentage sign “%”. Percentage used to express how large or small one quantity is relative to another quantity. The formula used to calculate percentage is:

$$\text{Percentage} = \text{amount}/\text{total} * 100$$

1.6 PERIOD OF STUDY

This duration of the study was from January 2023 to March 2023.

1.7 OVERVIEW OF THE REPORT

Present study consists of five chapters.

- Chapter 1 Introduction.
- Chapter 2 Review of literature.
- Chapter 3 Theoretical profile.
- Chapter 4 Data analysis and interpretation.
- Chapter 5 Summary, findings, suggestions and conclusion.

1.8 LIMITATION OF THE STUDY

The study is subject to the following limitation;

- The samples have been taken only from 75 respondents.
- This research was conducted only in a particular area so this result may not suitable for other area.
- The area was wide since it is confined only in Kannur university so results cannot be universally accepted.
- We have collected data by convenient sampling using questionnaire and there is a possibility of certain deviations.

CHAPTER II
REVIEW OF LITERATURE

REVIEW OF LITERATURE

This review of literature based on various studies conducted by the researchers, experts and from various other relevant sources. By means of the review of literature the researcher has tried to find out the studies conducted so far by the experts pertaining to the topic. This literature review was written to develop state of the art knowledge on the background of the study. The purpose of the review is to conceptualize the problem and its background, to review the existing body of knowledge on the topic and to orient the research consumers into the different dimensions of the problems and its backgrounds. The foundation of this system has been laid on the principle of pooling resources in small quantities for larger individual and collective social benefits.

This chapter makes an attempt to analyse the past studies relating to the research on impact of digital marketing among youth. The previous literature is reviewed so as to understand the different versions of digital marketing and it's use, popularity. This study also aims at providing a new insight into areas which have not already been touched.

Sthapit and Shakya (2010), there present study was on Patanjali herbal-based products, mostly consumer goods, whereas mobile phone sets are shopping goods. Based on the review of empirical studies, the present study has summarized and identified eight main factors as those that affect buyers' brand preference while making their purchase decisions in case of the Patanjali brand products. They are: price, quality, availability, varieties, packaging, and brand awareness, brand name/value and health consciousness.

Sowmya N (2012), in her research studies she states that the preferences of consumers for herbal products, mainly due to increased consciousness about the harmful side effects of chemical cosmetics. The formulation of herbal cosmetic products includes addition of various natural additives like oils, natural colour, fragrances and parts of plants like leaves, flowers etc by specific formulation methods. However, herbal cosmetics are not considered under the preview of drugs and regulations of Food and Drug Administrations. Therefore, strict guidelines have to be followed for the successful production of a quality herbal cosmetic. Among them are proper botanical identification, phytochemical screening, and standardization.

V.P.T. Dhevika, O.T.V Lata Sri and Libya Sangeetha Sharmila, (2013), their study is to investigate how the respondents are influenced by factors of brand loyalty towards hair oil brands. Brand loyalty is important for an organization to ensure that its product is kept in the minds of customers and prevent them from switching to other brands. Product quality plays a significant role in influencing customers to be brand loyal customers. Four hypotheses are accepted and two hypotheses are rejected.

Sawant, (2013), in his studies he mentioned that consumer's perception towards ayurvedic cosmetic products. The absence of side effect is the most important factor that influence women in the purchase of skin care products.

Miss Rupali Khanna (2015), The Findings in her paper show that there are many significant factors that together make up the buying decision of the product. Customer perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. It may be due to ability of the product to cure the problem. The satisfaction brings in the retention of customer. Patanjali in order to retain more customers and satisfy them must fulfil the claims made by the company before any other brand may mushroom up and take away the benefits of a marketing through spirituality.

Pednekar (2015), conducted a study on customer satisfaction with its special reference to fast moving consumer goods. He found that customer satisfaction is very crucial for the company to increase its sales and to build the value of the brand in the minds of the consumers. Author concluded that most of the consumers surveyed purchase products on the basis of factors like price, quality, brand value and status, availability, packaging, authenticity, reliability and self-esteem.

Md.Irshad Ali, Manmohan Yadav (June 2015), they said that the Indian herbal market was flooded with numerous well-known and recognized herbal brands. This study talks about other parameters like benefits/attributes consumer acquaintances with herbal products, awareness, preferential, source of knowledge, usage and attitude related to herbal products. The study was to understand "consumer perception of Herbal products in Bhopal with special reference" to local brand; Vindhya Herbal.

Prof. Nilesh Anute, Dr. Anand Deshmukh, Prof. Amol Khandagale (July 2015), they studied about the consumer buying behaviour towards cosmetic products. This study will be help to know the personal care industry was one of the largest consumer

sectors in the country. The purchasing power and disposable incomes of the Indian consumer have considerably increased and it has created a niche for leading organizations in this segment in the last decade, resulting in phenomenal growth in this sector.

Charwak B. (2016), he defined the customer satisfaction level as a key differentiator and increasingly has become a key element of business strategy. Within organizations, customer satisfaction ratings can have powerful effects. Marketing requires coordination, planning, implementation of campaigns and employees with the appropriate skills to ensure marketing success.

Anumesh Kariappa (2016), he said that the customer satisfaction is the important thing in the marketing concept because without satisfying customers a company which cannot sustain in the market forever, not only that customers mind is a changing one. In this study it is examine that most of the customers are satisfied with the brand Indulekha and overall satisfaction level is quite high compared to other Brands. All the customers are focused mainly on the quality of the product other than cost consideration.

Sarina Ismail, Sany Sanuri Mohd Mokhtar (2016), This study has enhanced the understanding of actual purchase of herbal products in Malaysia. It also examined the predictors of purchase intention of herbal products and as such generalizability may be limited to this product genre. Never the less the findings will be useful to entrepreneurs who are interested in knowing the underlying behavior of the actual purchase of herbal product. The result suggests very strongly that more customers are consent about the health will purchase herbal product to maintain their wellbeing. The result also found perceived risk does not moderate the relationship between attitude and actual purchase. The other finding of this study reveals that attitude is positively related to purchase intention and similar with previous study .it show that attitude toward herbal product play an important factor in influence the intention to herbal product.

Rashi Bansal (2016), as per her survey it was found that cosmetics and skin care products are part of most people's daily grooming habits. The average adult from the age of fifteen years uses at least five different skin care products each day. These include moisturizers, sunscreens, skin cleansers, hair care items, deodorants, colored cosmetics, and nail cosmetics. People consider quality and herbal nature of products most important factor while making a purchase. And herbal is very much synonyms

with good quality. Among all the herbal brands available in the market Himalaya is the most preferred one, followed by Lotus and Shehnaz Husain line of products and Biotique is the least preferred brand. People feel that the options of various cosmetics available in herbal range is very less, like, Kajal Eyeliner the most widely used cosmetic is not available in herbal range factor while purchasing a cosmetic. Therefore, it can be seen that for a cosmetic to be successful, it should be of good quality.

Mrs. Gurmeet Kaur (July 2016), she identified that the Customer satisfaction was a measure of how an organization's total product performs in relation to a set of customer requirements. Organizations have invested heavily in improving performance in areas that make a strong contribution to customer satisfaction, such as quality and customer service. It was found that the respondents were very much conscious about the quality rather than the price of the cosmetic products.

Nitya L, and Durai Eswari's (July 2016), they identified that the customer satisfaction level and the problem faced by the customer. Statistical tools such as percentage analysis, chi square analysis and weighted score analysis have been used to analyse the data. Finding of the study reveals that there is no significant relationship between personal information and level of satisfaction of Himalaya product. This research study was conducted to increase our current understanding of Himalaya personal care market in general and analyse consumer decision making in particular.

Dr. K. S. Kavitha, T. Anish Fathima(2017),they states that the herbs is one of the most oldest, widely accepted, highly appreciated herbal products. Today herbal products believe to help people build their good health with the help of natural sources. The research concludes that customer satisfaction plays a vital role in determining the usage of herbal products.

S Anupriya (February 2017), according to her Ayurveda products are reasonably cost effective and well accepted by customers. They are easily available and do not have side effects. The Findings in the paper show that there are many significant factors that together make up the buying decision of the product. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product.

K.Subbulakshmi, P.Geethamani(September 2017), they said that the cosmetic manufacturing company after realizing the need of the customer started providing herbal based cosmetics. Ayurveda and Herbal remedies are available in all Patanjali and organic stores and well accepted by customers. With its rich biodiversity and rich heritage of Indian medicinal system, India would draw world attention as an abode of eco-friendly medicinal systems that are in harmony with the nature. It is concluded that all the customers are aware of the product, and the customers are satisfied with the quality and price of the products.

Prof. Abhinav Kataria (January 2018), according to him Ayurveda or the 'science longevity' is the system of nature cure Ayurveda [Ayur + Veda] is considered to be a sub-veda or the branch of knowledge that is concerned with the physical health and happiness on earth which therefore assumes great significance to human life. This is an indication to the age old roots of Ayurveda. Ancient physicians segmented the universe into different types of manifested energy and attributed the very same energy to food and herbs. Patanjali is the leading producer of Ayurveda based products, and it is the only company to directly challenge the industry incumbents in India, such as Unilever, Dabur, P&G, Marico, and Nestle.

A. Saravanakumar, Santosh Kumar Bojan (2018), their study reveals that the people now are not considering the cosmetics as luxury, most of the customers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. Many respondents feel that there are more chemical combinations in the herbal cosmetics, which can be reduced by the manufacturers, so that it would increase its usage by the customers. This study enables the manufacturers to know the need and preference of the customers which can be implemented by them to improve their products.

Dr.P.Parimaladevi, V.Anitha (2018), their study reveals that the Indian health care industry had undergone a paradigm shift due to people's inclination to Ayurveda Herbal therapy in order to get rid of the various adverse post-treatment effects of allopathic medication. Patanjali products had attracted a lot of consumers within a short span of time, providing its loyal customers with exclusive quality and reasonable price products. The demand of Patanjali products had increased tremendously with few limitations such as non-availability of products at retail stores and availability of less number of retail outlets and if the suggestions offered based on the study are

considered, it will make the marketing of the Patanjali products easier and will enhance the consumers buying behaviour.

Ms. K. Sujatha, Ms. S. Amala (2018), according to their study using cosmetics in today's life has become a necessity, and people are not considering cosmetics as luxury. Every one want to use quality skincare products, and there is a shift over from chemical based cosmetics to Himalaya products, for its Ayurvedic base and quality. The study reveals that there is good awareness about Himalaya Skincare products both among men and women. In this situation of growing demand for skincare products and heavy competition, new strategies may be undertaken to convince and attract more consumers.

Many research studies have been undertaken periodically on the herbal beauty products and its effective utilisation but sufficient and in-depth studies are not done about perception towards herbal beauty products among college students. There is a wide gap in the matters relating to the studies that are conducted. So this study is to find out more about the perception of herbal beauty products and its effective utilisation among college students. To fill the gap constructive and suggestive studied are needed.

CHAPTER III
THEORETICAL PROFILE

THEORETICAL PROFILE

Herbal beauty products refer to cosmetics and personal care products that are made from natural ingredients such as herbs, flowers, roots, and plant extracts. These products are gaining popularity due to their perceived benefits of being safer and more natural than their synthetic counterparts. Here is a theoretical profile on the topic of herbal beauty products:

History: Herbal beauty products have been used for thousands of years in various cultures around the world. Ancient Egyptians, Greeks, and Romans used herbs and other natural ingredients for their medicinal and cosmetic properties. Traditional Chinese medicine and Ayurveda, the ancient Indian system of medicine, have also used herbal remedies for centuries.

Benefits: Herbal beauty products are believed to have several benefits over synthetic products. For one, they are considered safer as they do not contain harmful chemicals that may cause skin irritation, allergies, or other adverse effects. Secondly, they are believed to be more effective in improving the overall health and appearance of the skin and hair as they work with the body's natural processes. Lastly, they are considered to be more environmentally friendly as they are often biodegradable and do not contribute to pollution.

Ingredients: Herbal beauty products are typically made from a variety of natural ingredients such as aloe vera, chamomile, lavender, rose, and tea tree oil. These ingredients are chosen for their specific properties such as soothing, healing, moisturizing, or antibacterial effects. Many herbal beauty products also contain vitamins, minerals, and antioxidants that help to nourish and protect the skin and hair.

Types of Products: Herbal beauty products come in various forms such as creams, lotions, serums, oils, shampoos, conditioners, and soaps. These products are designed to cater to different skin and hair types, and specific concerns such as aging, acne, dryness, or sensitivity.

Market Trends: The herbal beauty products market is expected to grow significantly in the coming years due to increasing consumer awareness about the benefits of natural and organic products. Consumers are also becoming more concerned about the environment and are looking for eco-friendly alternatives to conventional beauty

products. The demand for herbal beauty products is also driven by the rise of social media and influencers who promote natural and holistic lifestyles.

Based on research and theoretical models on customer satisfaction, we can develop a theoretical profile of customer satisfaction for herbal beauty products.

Firstly, customer satisfaction is a subjective evaluation that reflects a customer's overall evaluation of a product or service based on their perceived expectations and experiences. Customer satisfaction can be influenced by various factors such as product quality, price, brand reputation, customer service, and other related factors.

For herbal beauty products, the following factors may play an essential role in determining customer satisfaction:

Product Quality: The quality of the herbal beauty products is a significant factor that influences customer satisfaction. Customers expect the products to be effective, safe, and made of high-quality natural ingredients that meet their expectations and needs.

Product Price: The price of the herbal beauty products should be reasonable and competitive compared to similar products in the market. Customers are willing to pay a premium for high-quality herbal products that provide value for money.

Brand Reputation: The reputation of the brand and its track record in providing high-quality herbal beauty products can influence customer satisfaction. Customers prefer to purchase products from reputable brands that have a history of delivering high-quality products.

Product Information: Customers rely on accurate product information to make informed purchasing decisions. The availability of detailed product information, including ingredients, usage instructions, and product benefits, can help customers understand the product better and increase their satisfaction with the purchase.

Customer Service: Excellent customer service is critical in providing customers with a positive experience. This includes prompt responses to customer inquiries, addressing complaints or issues in a timely manner, and ensuring that the customer's needs are met.

In summary, the theoretical profile of customer satisfaction for herbal beauty products is influenced by product quality, price, brand reputation, product information, and customer service. Meeting these factors can help increase customer satisfaction and

promote brand loyalty. Herbal beauty products are a growing trend in the beauty industry. They offer a range of benefits over synthetic products and are becoming increasingly popular with consumers who are looking for safer, more natural, and eco-friendly alternatives.

3.1 COSMETIC INDUSTRY

The cosmetic industry refers to the businesses involved in the manufacturing, marketing, and distribution of beauty products such as makeup, skincare, hair care, fragrance, and personal care products. The industry is a multi-billion-dollar global market that caters to both men and women and has a wide range of products designed to meet different needs and preferences.

The cosmetic industry is highly competitive, with many established and emerging brands vying for consumer attention. Some of the major players in the industry include L'Oréal, Procter & Gamble, Unilever, Estee Lauder, and Johnson & Johnson. In recent years, there has been a growing trend towards natural and organic products, as consumers become more concerned about the safety and sustainability of the products they use.

The industry is also subject to regulation by various government agencies, such as the Food and Drug Administration (FDA) in the United States, which oversees the safety and labelling of cosmetics. Additionally, there is ongoing debate around animal testing and the use of potentially harmful chemicals in cosmetics, which has led some companies to adopt more ethical and sustainable practices.

Cosmetics have been used by humans for thousands of years for a variety of purposes, including religious rituals, beautification, and social status.

Here is a brief overview of the history of cosmetic products:

Ancient Egypt: The ancient Egyptians used cosmetics extensively, including kohl eyeliner, red ochre for the cheeks and lips, and various perfumes and oils. They also used cosmetics for religious and spiritual purposes, as they believed that cosmetics had protective and healing properties.

Ancient Greece and Rome: The ancient Greeks and Romans also used cosmetics, including white lead face powder, rouge, and perfumes. They also used cosmetics to treat various skin conditions.

Middle Ages: During the Middle Ages, cosmetics fell out of favour in Europe due to the influence of the Christian church, which viewed the use of cosmetics as sinful. However, cosmetics continued to be used in other parts of the world, such as in China and Japan.

Renaissance: Cosmetics began to make a comeback during the Renaissance period, as wealthy Europeans began to view pale skin as a sign of beauty and began to use lead-based face powder to achieve this look.

19th and 20th centuries: The development of modern cosmetic products began in the 19th century, with the invention of new materials such as petroleum jelly and the creation of new production techniques. This led to the development of products such as cold cream, lipstick, and mascara. In the 20th century, the cosmetics industry continued to grow, with the introduction of new products such as sunscreen, self-tanner, and hair dye.

Today, the cosmetics industry is a multi-billion-dollar global industry, with a wide variety of products available for every imaginable beauty need.

3.2 OBJECTIVES OF HERBAL BEAUTY PRODUCTS

The objectives of herbal beauty products are to provide consumers with natural and organic options for their skincare and beauty needs. These products are formulated with plant-based ingredients that are believed to be gentler and safer for the skin than synthetic ingredients.

Some of the key objectives of herbal beauty products include:

1. **Promoting healthy skin:** Herbal beauty products are designed to nourish and protect the skin, leaving it looking and feeling healthy
2. **Providing anti-aging benefits:** Many herbal ingredients are believed to have anti-aging properties that can help to reduce the appearance of fine lines and wrinkles
3. **Enhancing skin tone and texture:** Herbal beauty products can help to even out skin tone and texture, leaving the skin looking smoother and more radiant

4. **Treating specific skin concerns:** Different herbal ingredients can be used to address specific skin concerns, such as acne, dryness, and hyperpigmentation
5. **Avoiding harmful chemicals:** Herbal beauty products are often formulated without harsh chemicals and synthetic fragrances, which can be irritating and damaging to the skin

Overall, the objective of herbal beauty products is to provide consumers with effective, natural, and safe options for their skincare and beauty needs.

3.3 HISTORY OF HERBAL BEAUTY

The use of herbs in beauty products has a long and rich history that spans thousands of years. Throughout history, people have recognized the beneficial properties of herbs and plants for enhancing beauty and promoting healthy skin and hair. This practice has continued to evolve and develop over time, with the use of herbs in beauty products becoming increasingly popular in modern times. In this article, we will explore the history of herbal beauty products in detail, from ancient civilizations to the present day.

Ancient Civilizations

The use of herbs in beauty products can be traced back to ancient civilizations such as Egypt, Greece, and China. In ancient Egypt, herbs such as aloe vera, myrrh, and henna were commonly used for beauty purposes. Aloe vera was used to soothe and moisturize the skin, while myrrh was used as a perfume and an ingredient in skincare products. Henna was used to dye hair and create intricate body art.

The ancient Greeks also recognized the benefits of herbs for beauty. Hippocrates, the father of modern medicine, was a proponent of using herbs for healing and skincare. Greek women used olive oil for its moisturizing properties and honey for its antibacterial properties.

In traditional Chinese medicine, herbs have been used for both internal and external beauty purposes. Herbs such as ginseng, green tea, and goji berries are known for their anti-aging and antioxidant properties, while chamomile and lavender are used for their calming and soothing effects on the skin.

The Middle Ages

During the Middle Ages, the use of herbs in beauty products continued to be popular. Herbal remedies were used for a variety of beauty concerns, including acne, wrinkles,

and dull skin. In Europe, rose water became a popular ingredient in skincare products, and women used herbs such as lavender and chamomile to create fragrant and soothing beauty treatments.

The Renaissance

During the Renaissance, the use of herbs in beauty products became more sophisticated. In Italy, herbal remedies were used to treat a variety of beauty concerns, including hair loss and dandruff. Cosmetics containing herbs such as rosemary and lavender were also popular, and women used these products to enhance their natural beauty.

The Industrial Revolution

During the Industrial Revolution, the use of herbs in beauty products became less common as synthetic ingredients were introduced. However, in the early 20th century, there was a renewed interest in natural and herbal remedies, and many women began to seek out natural alternatives to commercial beauty products. This led to the development of the modern herbal beauty industry.

Modern Times

Today, the use of herbs in beauty products is more popular than ever. Many consumers are seeking out natural and organic alternatives to commercial beauty products, and the herbal beauty industry has responded by developing a wide range of natural and organic skincare, haircare, and makeup products.

Herbs such as aloe vera, lavender, and chamomile are commonly used in skincare products, while herbs such as rosemary and peppermint are used in haircare products. Other popular herbal ingredients in beauty products include green tea, rosehip oil, and calendula.

One of the key advantages of using herbal beauty products is that they are often gentler on the skin and less likely to cause irritation or allergic reactions than synthetic ingredients. Herbal beauty products are also often free from harsh chemicals, artificial fragrances, and other potentially harmful ingredients.

In recent years, there has been a growing trend towards using plant-based ingredients in beauty products. This has led to the development of a wide range of

vegan and cruelty-free herbal beauty products that are both gentle on the skin and environmentally friendly.

The use of herbs in beauty products has a long and rich history that spans thousands of years. From ancient civilizations to the present day, people have recognized the beneficial properties of herbs for enhancing beauty.

3.4 IMPORTANCE OF COSMETIC C INDUSTRY

The cosmetic industry is highly relevant and important for several reasons:

Economic impact: The cosmetic industry is a major contributor to the global economy, generating billions of dollars in revenue and providing employment opportunities for millions of people around the world.

Personal care and beauty: Cosmetics play an important role in personal care and beauty routines, helping people to enhance their physical appearance, boost their self-confidence, and feel good about themselves.

Health and well-being: Many cosmetics contain ingredients that promote skin health and well-being, such as sunscreen, moisturizers, and anti-aging products.

Innovation and technology: The cosmetic industry is constantly evolving and innovating, with new products and technologies being developed all the time.

Social and cultural significance: Cosmetics have a social and cultural significance, with many people using them as a form of self-expression and cultural identity.

Overall, the cosmetic industry has a significant impact on many aspects of our lives, from our personal well-being to the global economy, and is likely to remain an important and influential industry for years to come.

3.5 HERBAL PRODUCT EVOLUTION

Herbal beauty products have been used for thousands of years in various cultures around the world. The use of herbs for beauty purposes can be traced back to ancient civilizations such as the Egyptians, Greeks, and Romans. Over time, the use of herbs in beauty products has evolved and has become increasingly popular in modern times. Here are some notable milestones in the evolution of herbal beauty products:

Ancient civilizations:

Herbs such as aloe vera, henna, and turmeric were used for beauty purposes in ancient civilizations. The Egyptians used henna to dye their hair and nails, while the Greeks and Romans used olive oil to moisturize their skin.

Traditional medicine:

In traditional medicine systems such as Ayurveda, Chinese medicine, and Native American medicine, herbs were used for various beauty purposes. For example, turmeric was used in Ayurvedic medicine to treat skin conditions such as eczema and psoriasis.

Modern cosmetics:

In the 20th century, the use of herbs in cosmetics became more widespread. Many cosmetic companies began using natural ingredients such as chamomile, lavender, and rosemary in their products. Some companies even specialized in herbal beauty products, such as Aveda and The Body Shop.

Green beauty movement:

In the 21st century, the green beauty movement emerged as a response to concerns about the safety of synthetic chemicals in cosmetics. Many consumers began seeking out natural and organic products, including herbal beauty products. This led to the development of many new herbal beauty brands and products.

Technology:

Advances in technology have allowed for the development of more sophisticated herbal beauty products. For example, companies are now able to extract and purify the active ingredients from herbs to create more potent and effective products.

Overall, the evolution of herbal beauty products has been a long and rich history, with many ancient practices still being used today. As consumers become more conscious of the ingredients in their beauty products, it is likely that the use of herbs will continue to play an important role in the beauty industry.

3.4 TYPES OF HERBAL BEAUTY PRODUCTS

There are many types of herbal beauty products available in the market. Here are some common types of herbal beauty products:

1. **Herbal skincare:**

Herbal skincare products are made with natural plant extracts and ingredients that are beneficial for the skin. These products can include cleansers, toners, serums, moisturizers, and masks

2. **Herbal hair care:**

Herbal hair care products are made with natural plant extracts and ingredients that are beneficial for the hair. These products can include shampoos, conditioners, hair oils, and hair masks

3. **Herbal body care:**

Herbal body care products are made with natural plant extracts and ingredients that are beneficial for the body. These products can include body lotions, body oils, body scrubs, and bath salts

4. **Herbal makeup:**

Herbal makeup products are made with natural plant extracts and ingredients that are safe and gentle for the skin. These products can include foundation, blush, eyeshadow, mascara, and lipstick

5. **Herbal aromatherapy:**

Herbal aromatherapy products are made with natural plant extracts and ingredients that are beneficial for the mind and body. These products can include essential oils, herbal candles, and herbal incense

6. **Herbal supplements:**

Herbal supplements are taken orally and are made with natural plant extracts and ingredients that are beneficial for the body. These supplements can include vitamins, minerals, and herbal remedies that promote overall health and wellbeing

Overall, there are many types of herbal beauty products available, each with its own unique benefits for the skin, hair, and body.

3.5 BENEFITS OF HERBAL BEAUTY PRODUCTS VS CHEMICAL PRODUCTS

Herbal beauty products are made from natural plant extracts and ingredients, while chemical beauty products are made with synthetic chemicals. Here are some benefits of using herbal beauty products over chemical products:

1) **Natural ingredients:**

Herbal beauty products are made from natural plant extracts and ingredients, which are generally considered safe and gentle on the skin. Chemical beauty products, on the other hand, may contain synthetic chemicals that can be harsh and irritating to the skin.

2) **Fewer side effects:**

Herbal beauty products are less likely to cause side effects than chemical products. This is because they contain natural ingredients that are less likely to cause an allergic reaction or skin irritation.

3) **Environmental benefits:**

Herbal beauty products are often eco-friendlier than chemical products. They are made from natural ingredients that are biodegradable and do not harm the environment. Chemical beauty products, on the other hand, can contain harmful chemicals that can pollute the environment.

4) **Nutrient-rich:**

Herbal beauty products often contain a wide variety of nutrients that can nourish and protect the skin. For example, herbs such as aloe vera, chamomile, and lavender contain anti-inflammatory and antibacterial properties that can help soothe and heal the skin.

5) **Long-term benefits:**

Herbal beauty products often provide long-term benefits to the skin. They can help improve the texture, tone, and overall health of the skin, rather than simply providing a temporary cosmetic effect.

Overall, herbal beauty products are a safe and effective alternative to chemical beauty products. They provide a range of benefits to the skin and are often eco-friendlier and sustainable than chemical products

3.6 ADVANTAGES OF USING HERBAL BEAUTY PRODUCTS

Herbal beauty products, made from natural plant-based ingredients, have become increasingly popular in recent years due to their numerous advantages. Some of the advantages of using herbal beauty products include:

A. Natural Ingredients:

Herbal beauty products are made from natural ingredients that are gentle on the skin. They do not contain harsh chemicals or synthetic fragrances, which can irritate the skin and cause allergic reactions.

B. Nourishing:

Herbal beauty products are often rich in vitamins, minerals, and antioxidants, which can help nourish and rejuvenate the skin. For example, ingredients like aloe vera, green tea, and chamomile can soothe and hydrate the skin.

C. Safe:

Since herbal beauty products are made from natural ingredients, they are generally considered safe to use. They are less likely to cause adverse reactions and are suitable for people with sensitive skin.

D. Eco-Friendly:

Herbal beauty products are often made from sustainably sourced ingredients and are packaged in environmentally friendly packaging, making them an eco-friendlier choice.

E. Cost-Effective:

In many cases, herbal beauty products can be more affordable than their synthetic counterparts. Additionally, since they are often made from readily available ingredients, they can be easily made at home, which can save money in the long run.

Overall, herbal beauty products can provide a safe, natural, and effective way to care for your skin without the harsh chemicals found in many conventional beauty products.

3.7 DISADVANTAGES OF HERBAL BEAUTY PRODUCTS

There are several disadvantages of using herbal beauty products, including:

a) Lack of scientific evidence:

While many herbal products claim to offer numerous benefits, there is often little scientific evidence to support these claims. As a result, it can be difficult to know whether these products will actually be effective or not.

b) **Allergic reactions:**

Just because a product is natural does not mean it cannot cause an allergic reaction. Many herbal ingredients can cause skin irritation, rashes, or other adverse reactions in some individuals.

c) **Inconsistent quality:**

Because herbal products are often made from natural ingredients, their quality and effectiveness can vary widely. There may be variations in the concentration of active ingredients, or contaminants that could be harmful.

d) **Limited shelf life:**

Herbal products may have a shorter shelf life than conventional beauty products, and they may need to be stored in specific conditions to maintain their effectiveness.

e) **Interference with medications:**

Some herbal products can interact with prescription medications, so it's important to consult with a doctor or pharmacist before using them.

f) **Cost:**

Herbal beauty products can be more expensive than conventional beauty products, and some people may not be able to afford them.

Overall, while herbal beauty products can be appealing because they are natural, it's important to weigh the potential advantages and disadvantages before using them.

3.9 VARIOUS HERBAL BEAUTY PRODUCTS

Aloe vera gel: Aloe vera is known for its healing properties and can be used as a moisturizer, face mask, or to soothe sunburned skin.

Rose water: Rose water is a natural toner that helps to balance the pH level of your skin. It can be used as a refreshing mist or added to your skincare routine.

Lavender oil: Lavender oil has a calming effect and can be used to soothe irritated skin, reduce inflammation, and promote relaxation.

Chamomile tea: Chamomile tea has anti-inflammatory properties and can be used as a natural remedy for skin conditions such as eczema and rosacea. It can also be used as a facial steam or added to a bath for a relaxing soak.

Tea tree oil: Tea tree oil is a natural antiseptic that can be used to treat acne, fungal infections, and dandruff.

Calendula cream: Calendula cream is made from the flowers of the calendula plant and can be used to soothe dry or irritated skin, reduce inflammation, and promote healing.

Turmeric powder: Turmeric powder has anti-inflammatory properties and can be used as a facial mask to brighten skin, reduce acne, and improve skin tone.

Neem oil: Neem oil is a natural insecticide and can be used to treat acne, psoriasis, and eczema.

Witch hazel: Witch hazel is a natural astringent that can be used to tone skin, reduce inflammation, and soothe sunburned skin.

Jojoba oil: Jojoba oil is a natural moisturizer that can be used to hydrate dry skin, reduce wrinkles, and improve skin elasticity.

CHAPTER IV
DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

This chapter attempt to analyse the perception towards herbal beauty products among college students. 75 students were selected from five colleges in Kannur university. The information was collected through questionnaire. Percentage method is used for data analysis.

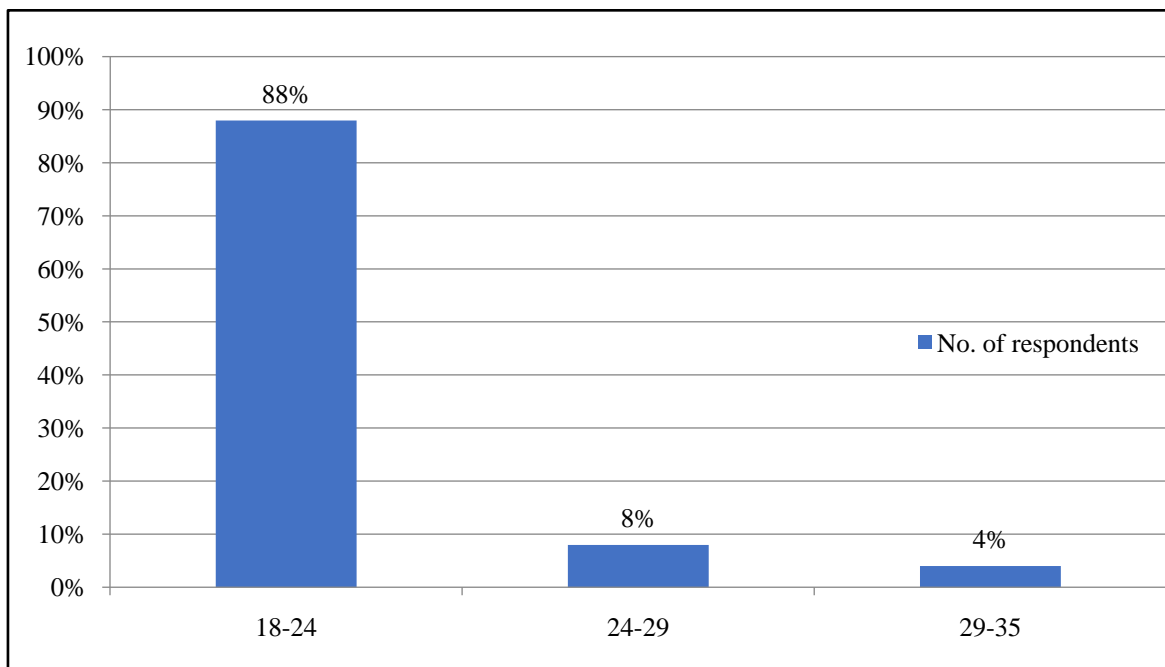
4.1 AGE WISE CLASSIFICATION

Table No 4.1

Age wise classification

Age	No. of respondents	Percentage
18-24	66	88
24-29	6	8
29-35	3	4
Total	75	100

Source: Primary data



Age wise classification

Figure No 4.1

Interpretation

Table 4.2 shows that 88 per-cent of the respondents are under the age category in between 18-24, 8 per-cent comes under 24–29 category and 4 per-cent comes under 29–35 age category.

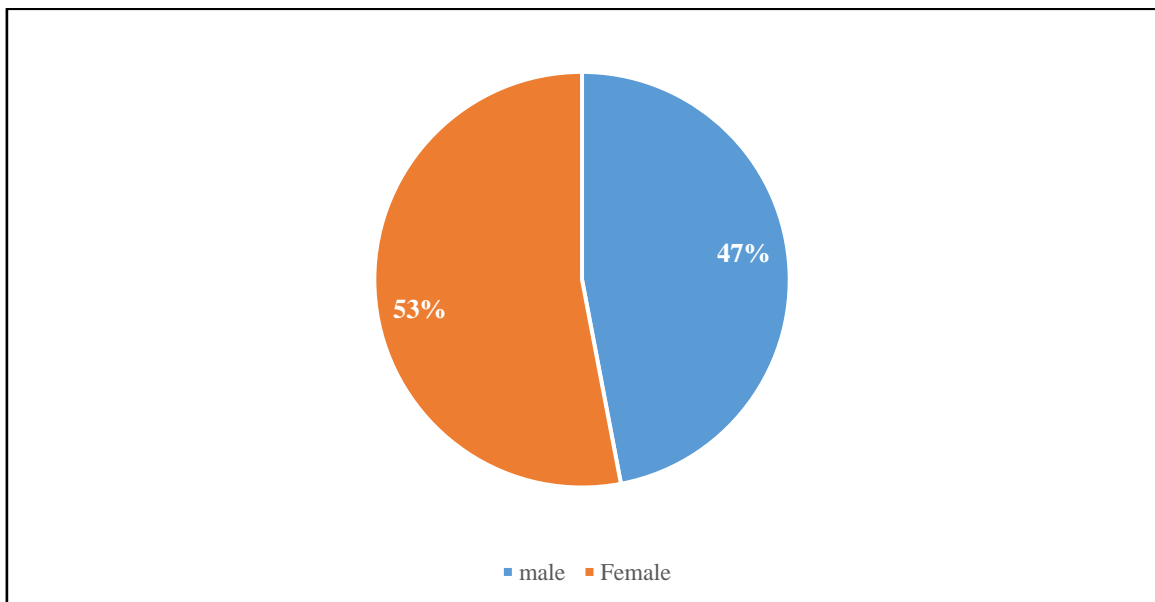
4.2 GENDER WISE CLASSIFICATION OF RESPONDENTS

Table No 4.2

Gender wise classification

Gender	No. of respondents	Percentage
Male	35	47
Female	40	53
Total	75	100

Source: Primary data



Gender wise classification

Figure No 4.2

Interpretation

Table 4.2 shows that 53per-cent respondents are female and the remaining 47per-cent are male.

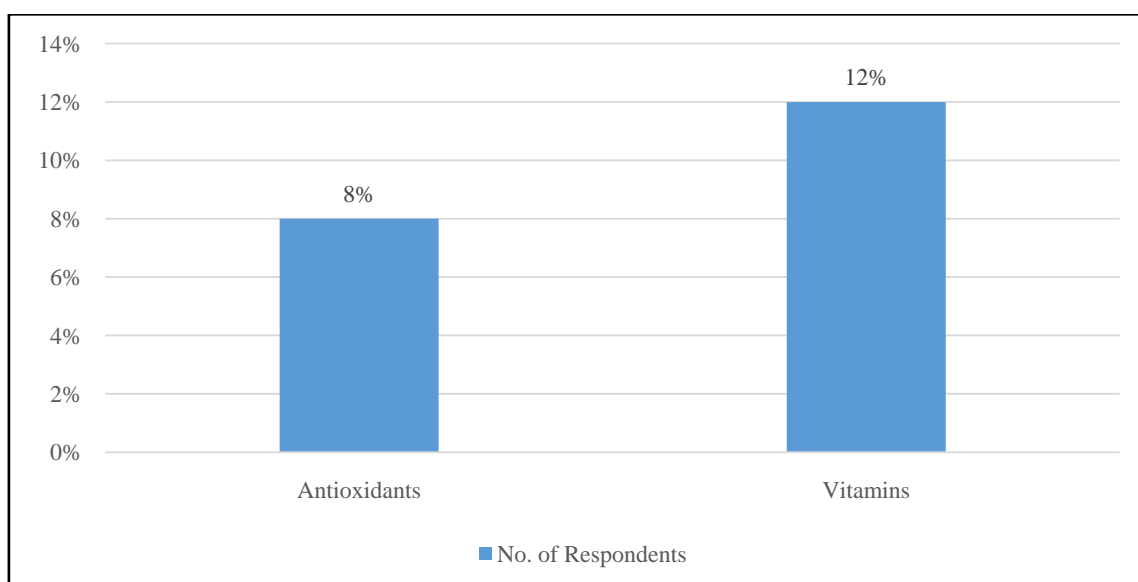
4.3 EDUCATION WISE CLASSIFICATION

Table No 4.3

Education wise classification

Education	No. of respondents	Percentage
Degree	48	64
Post-graduation	27	36
Total	75	100

Source: Primary data



Education wise classification

Figure No 4.3

Interpretation

Table 4.3 shows that 64 per-cent of the respondents are qualified with degree, 36 per-cent are post-graduate qualifications.

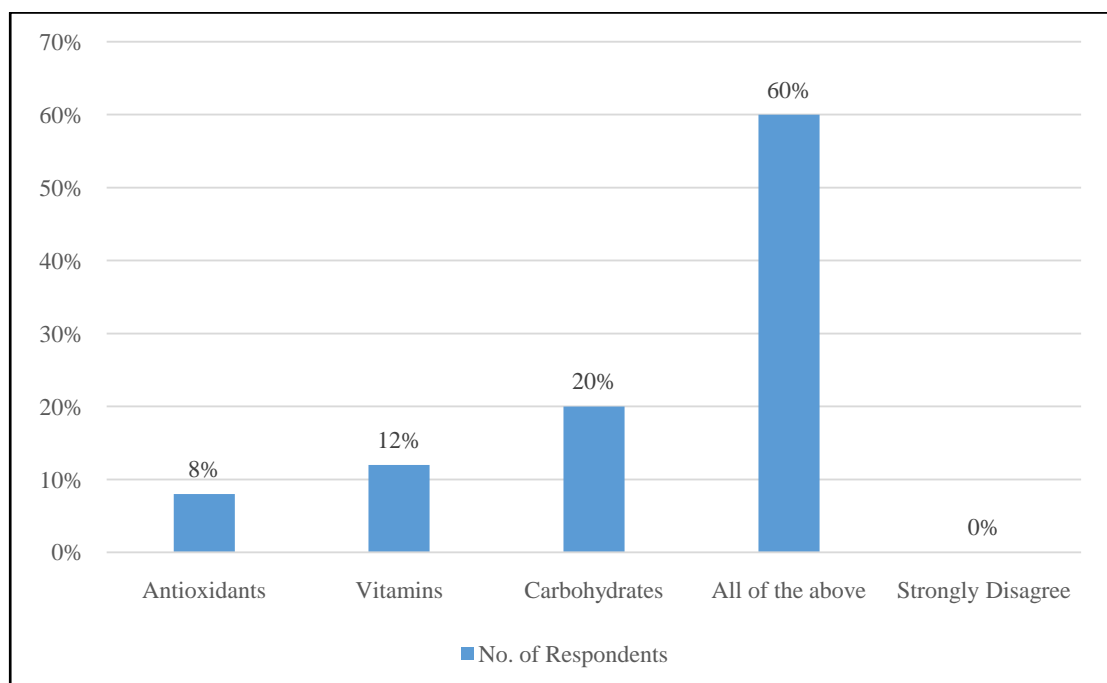
4.4 LEVEL OF AWARENESS

Table No 4.4

Level of awareness

Level of awareness	No of respondents	Percentage
Well known	15	20
Known	15	20
Neutral	9	12
Something about	36	48
Nothing about	0	0
Total	75	100

Source: Primary data



Level of awareness

Figure 4.4

Interpretation

Table 4.4 shows that 20per-centof respondents are well known about the herbal beauty products, 20per-cent are known about the product, 12per-cent are in the neutral state about the product while 48per-cent know something about the products.

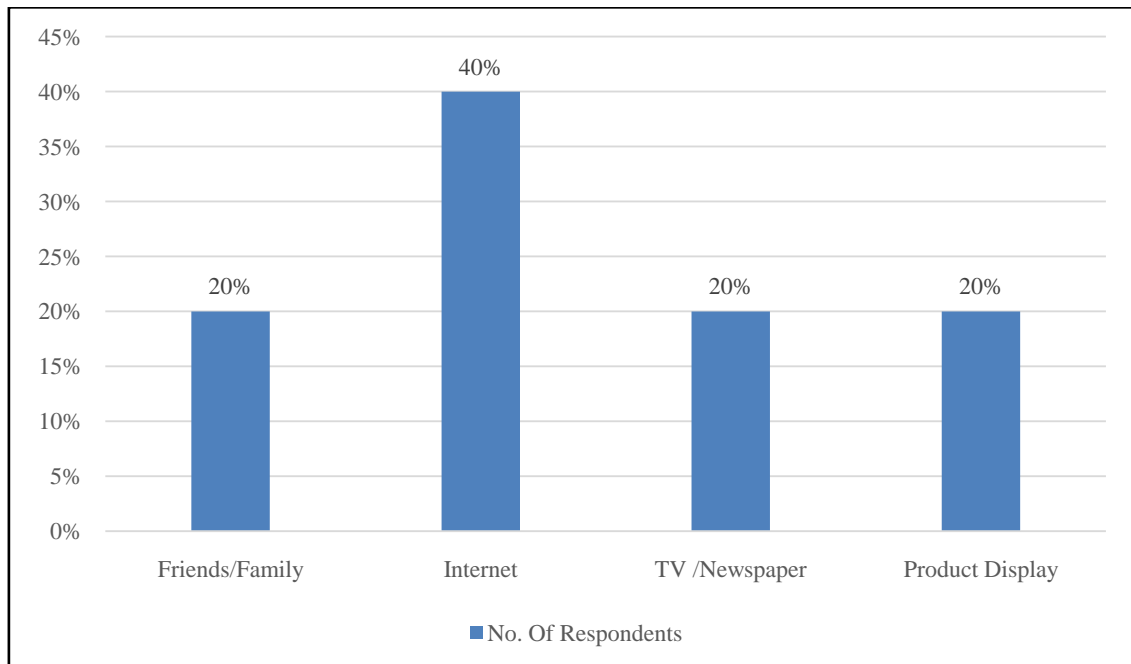
4.5 SOURCE OF AWARENESS

Table 4.5

Source of Awareness

Source of awareness	No. of Respondents	Percentage
Friends/Family	15	20
Internet	30	40
TV /Newspaper	15	20
Product Display	15	20
Total	75	100

Source: Primary data



Source of awareness

Figure 4.5

Interpretation

Table 4.5 shows that 20per-cent of respondents get brand awareness from friends and family, 20per-cent from internet, 40per-cent from TV and newspaper and 20 per-cent from product display.

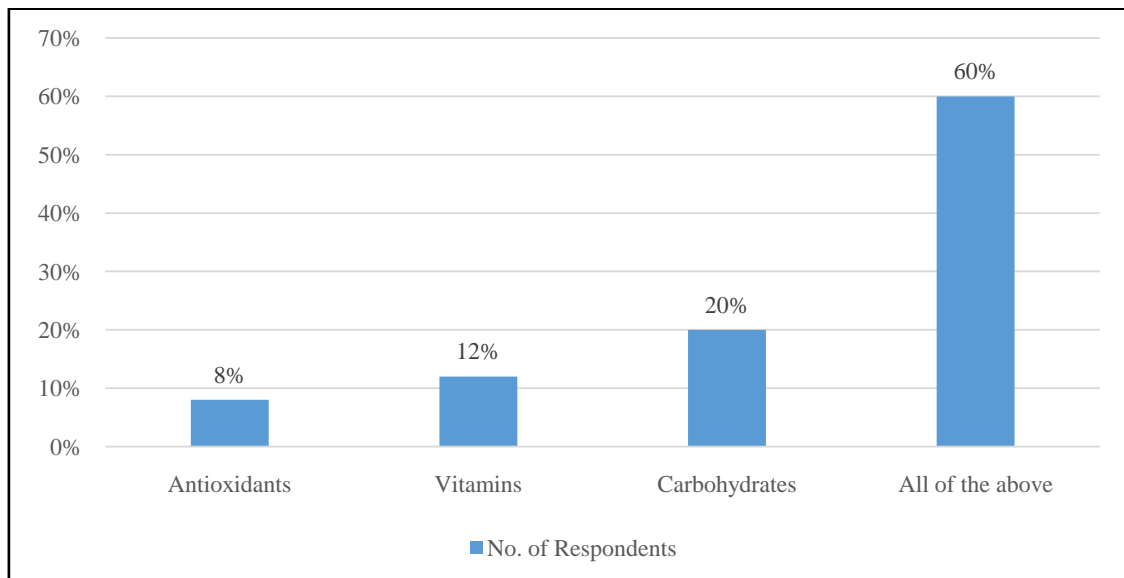
4.6 DURATION OF USING PRODUCT

Table 4.6

Duration

Duration	No. of respondents	Percentage
Last 6 Months	24	32
Last 6-1 Year	15	20
From 1-3 Years	15	20
More Than 3 Years	21	28
Total	75	100

Source: Primary data



Duration

Figure 4.6

Interpretation

Table 4.6 shows that 32per-cent of respondents use more than 6 months, 28per-cent use more than 3 years, 20% use last 6-1 years and 20per-cent from 1-3 years.

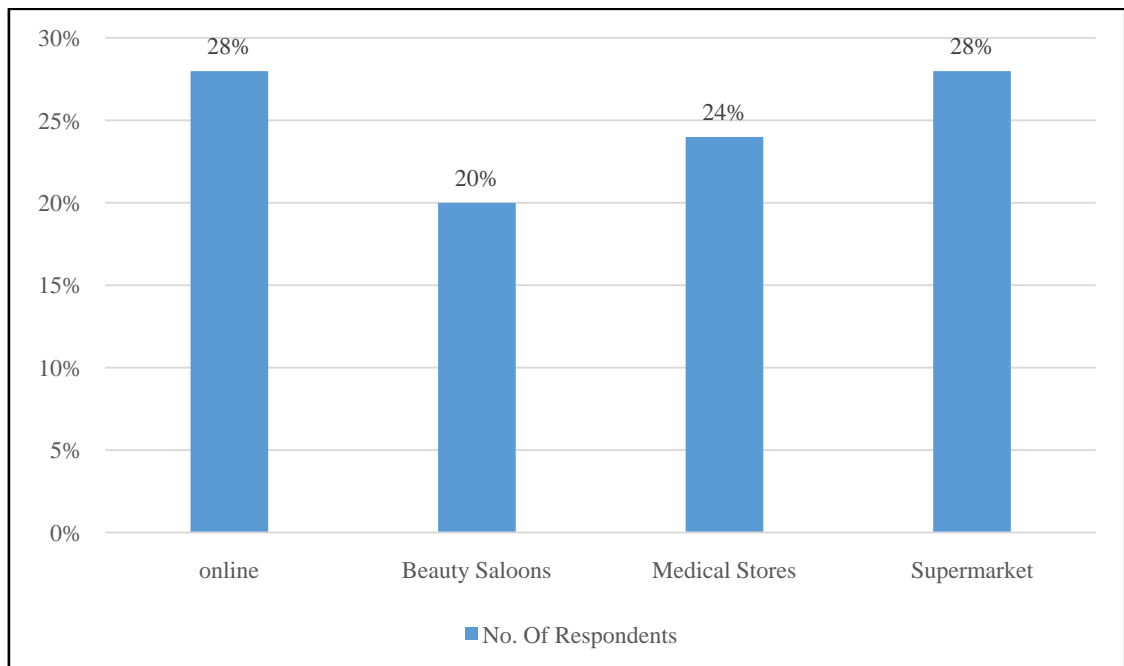
4.7 PLACE OF PURCHASE

Table 4.7

Place of purchase

Place of Purchase	No. of Respondents	Percentage
Online	21	28
Beauty Salons	15	20
Medical Stores	18	24
Supermarket	21	28
Total	75	100

Source: Primary data



Place of Purchase

Figure 4.7

Interpretation

Table 4.7 shows 28per-cent of respondents purchase from both online and supermarket, 24per-centfrom medical stores and 20per-cent from beauty salon.

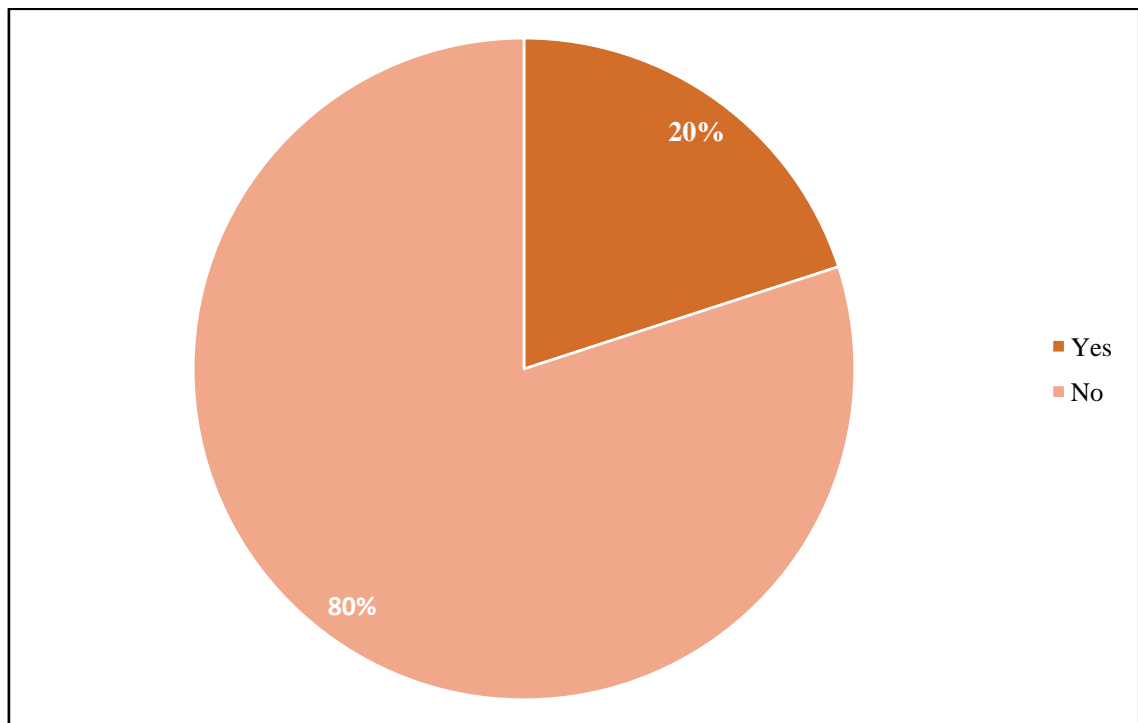
4.8 CHANCE OF SIDE EFFECT

Table 4.8

Chance of side effect

Chance Of Side Effects	No. of Respondents	Percentage
Yes	15	20
No	60	80
Total	75	100

Source: Primary data



Chance of Side Effect

Figure 4.8

Interpretation

Table 4.8 shows that 80per-cent believe that herbal beauty products do not have side effects and 20per-cent believe that it has side effects.

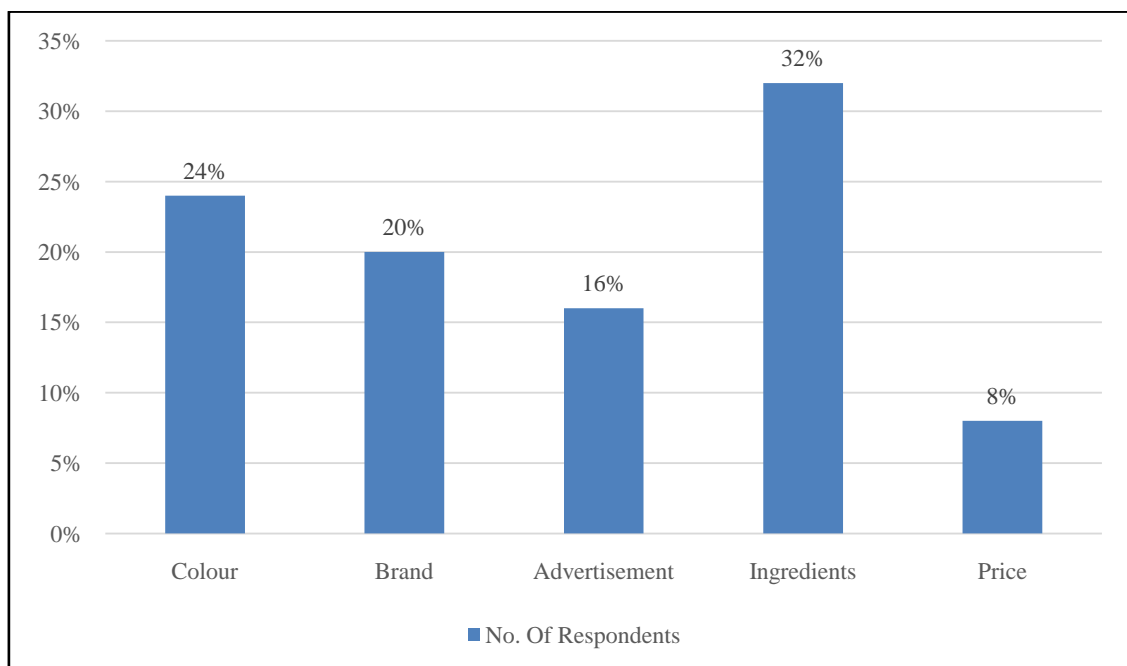
4.9 INFLUENCING FACTOR

Table 4.9

Influencing Factor

Influencing Factor	No. of Respondents	Percentage
Colour	18	24
Brand	15	20
Advertisement	12	16
Ingredients	24	32
Price	6	8
Total	75	100

Source: Primary data



Influencing Factor

Figure 4.9

Interpretation

Table 4.9 shows that 8per-cent sees colour as influencing factor, 16per-cent consider advertisement as the influencing factor, 20per-cent consider the brand, 24per-cent consider the colour and 32per-cent consider the ingredients as the influencing factor.

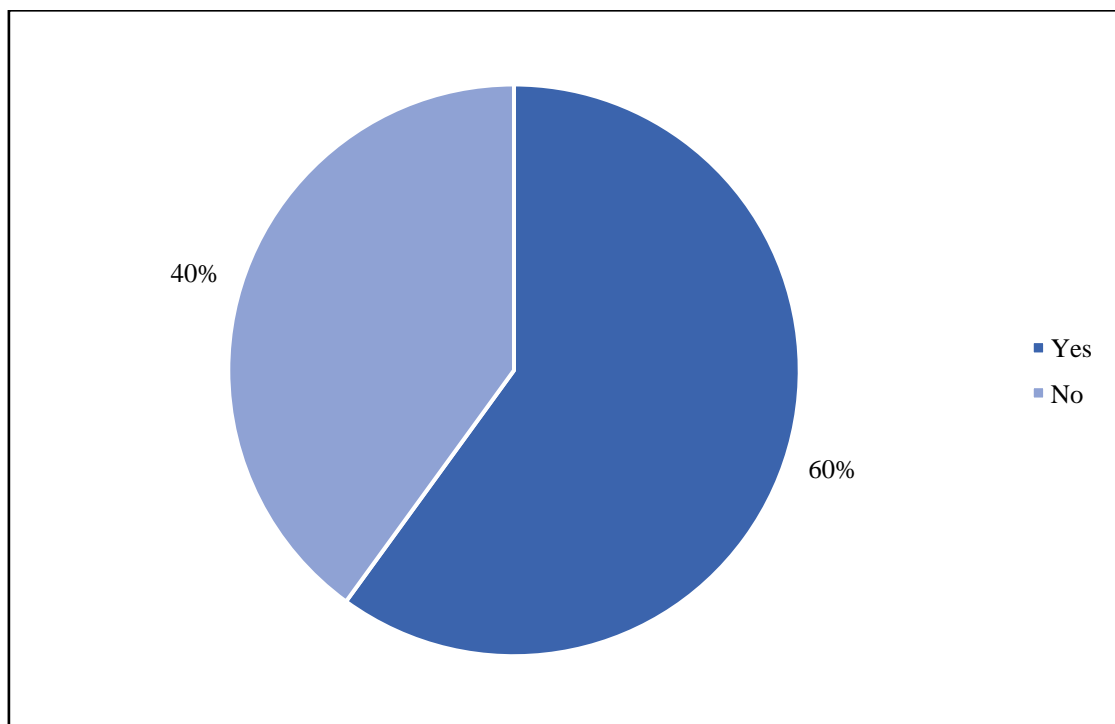
4.10 PRESCRIPTION OF DOCTOR

Table 4.10

Prescription of doctor

Prescription	No. of Respondents	Percentage
Yes	45	60
No	30	40
Total	75	100

Source: Primary data



Prescription of doctor

Figure 4.10

Interpretation

Table 4.10 shows that 40per-cent pf respondents don't take doctor's prescription to use herbal beauty products and 60per-centtakes the prescription.

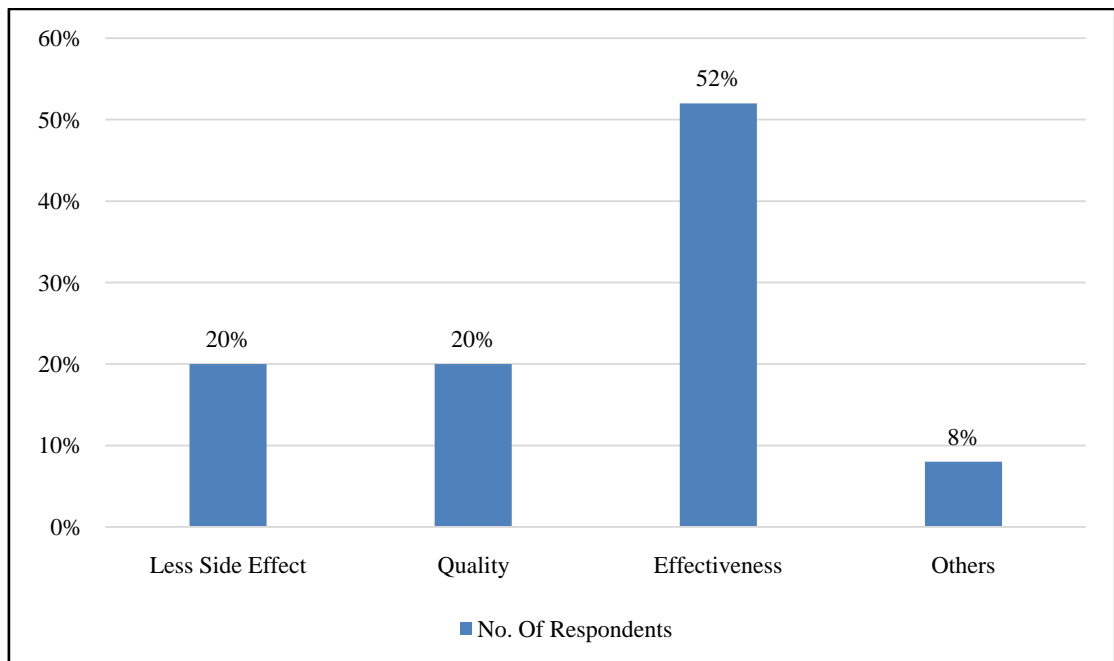
4.11 REASON FOR CHOOSING THE PRODUCT

Table 4.11

Reason for Choosing the Product

Reason	No. of Respondents	Percentage
Less Side Effect	15	20
Quality	15	20
Effectiveness	39	52
Others	6	8
Total	75	100

Source: Primary data



Reason for Choosing the Product

Figure 4.11

Interpretation

Table 4.11 shows that 8per-cent of the respondents choose the product due to other reasons, 20per-cent of respondents choose due to the quality and the reason of less side effects and 52per-cent choose due to the effectiveness of the product.

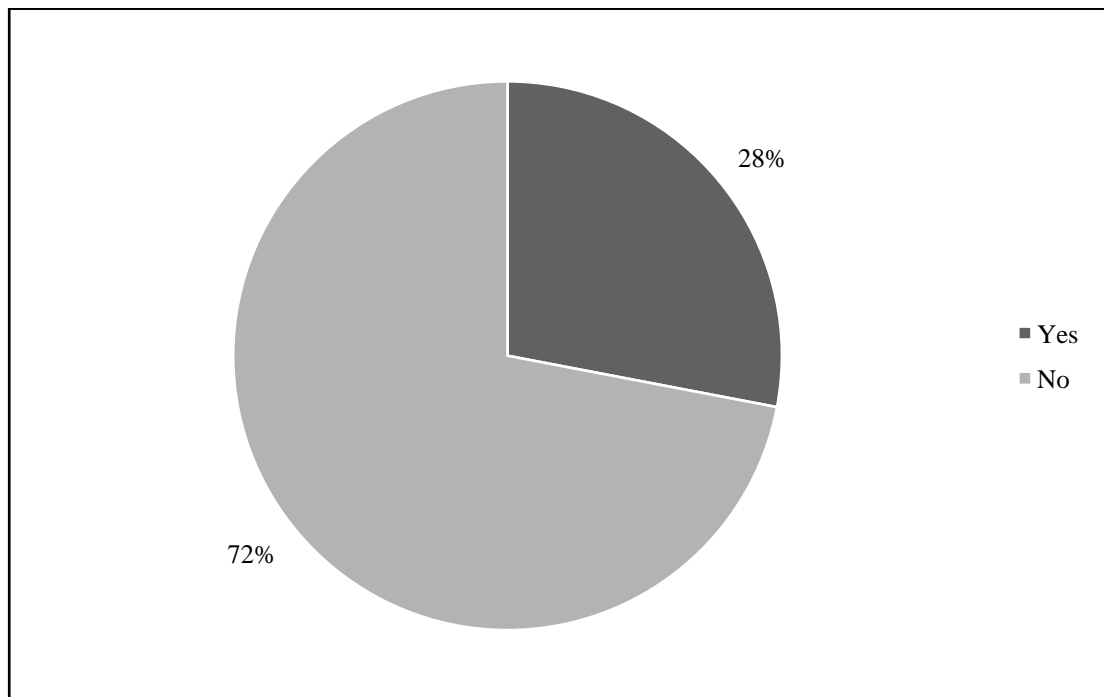
4.12 AWARENESS OF TRADITIONAL HERBAL REMEDIES

Table 4.12

Awareness of traditional herbal remedies

Awareness	No. of Respondents	Percentage
Yes	21	28
No	54	72
Total	75	100

Source: Primary data



Awareness of traditional herbal remedies

Figure 4.12

Interpretation

Table 4.12 shows that 28per-centof the respondents are aware of the traditional herbal remedies and 72per-cent are unaware of the traditional herbal remedies.

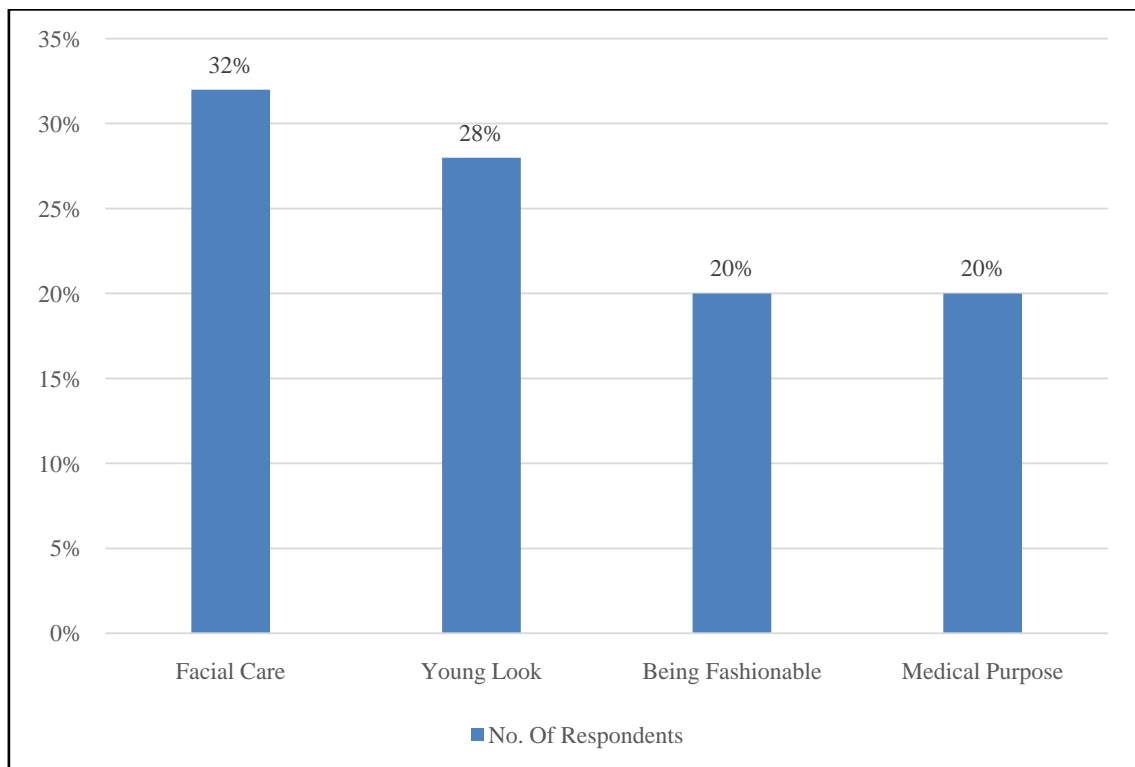
4.13 PURPOSE OF USING THE PRODUCT

Table 4.13

Purpose of the product

Purpose of The Product	No. of Respondents	Percentage
Facial Care	24	32
Young Look	21	28
Being Fashionable	15	20
Medical Purpose	15	20
Total	75	100

Source: Primary data



Purpose of the product

Figure 4.13

Interpretation

Table 4.13 shows that 20per-cent of the respondent's purpose of using the herbal beauty products is for being fashionable and for medical purposes, 28per-cent uses for young looking and 32per-cent uses for facial care.

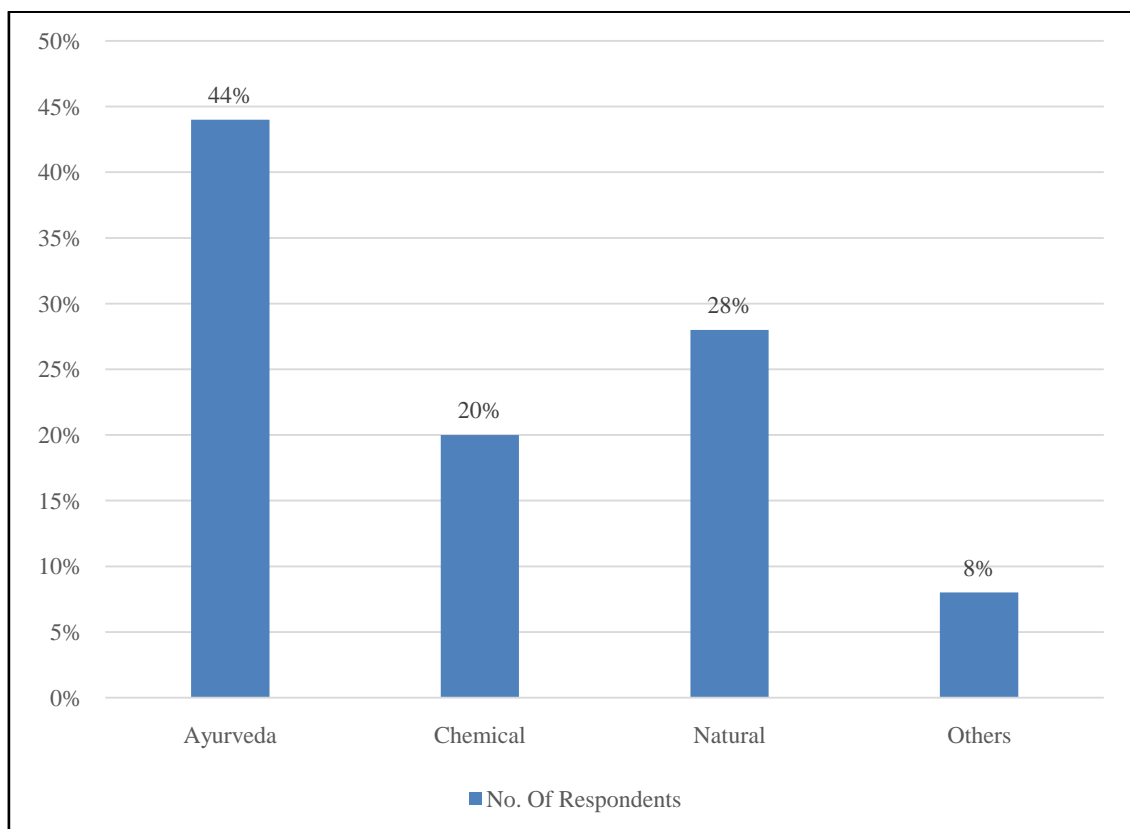
4.14 TYPE OF PRODUCT

Table 4.14

Type of product

Type Of Products	No. of Respondents	Percentage
Ayurveda	33	44
Chemical	15	20
Natural	21	28
Others	6	8
Total	75	100

Source: Primary data



Type of product

Figure 4.14

Interpretation

Table 4.14 shows that 44per-cent of the respondents uses AYURVEDA products, 28per-cent uses natural products, 20per-centuse chemical products and 8per-cent uses other products.

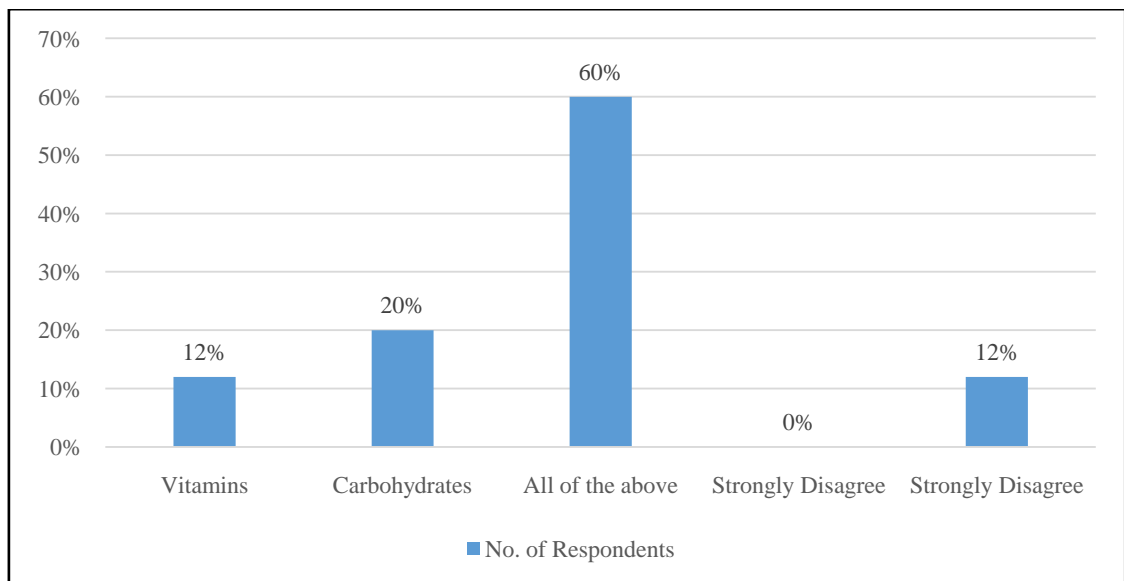
4.15 IMPACT OF ADVERTISEMENT IN PURCHASING

Table 4.15

Impact of advertisement in purchasing

Impact of Advertisement	No. of Respondents	Percentage
Strongly Agree	24	32
Agree	18	24
Neutral	12	16
Disagree	12	16
Strongly Disagree	9	12
Total	75	100

Source: Primary data



Impact of advertisement in purchasing

Figure 4.15

Interpretation

Table 4.15 shows that 32per-cent of the respondents strongly agree that advertisement has an impact in purchasing of herbal beauty products, 24per-centof the respondents agree and 16 per-cent of the respondents remains in neutral and 16per-cent disagree this statement.

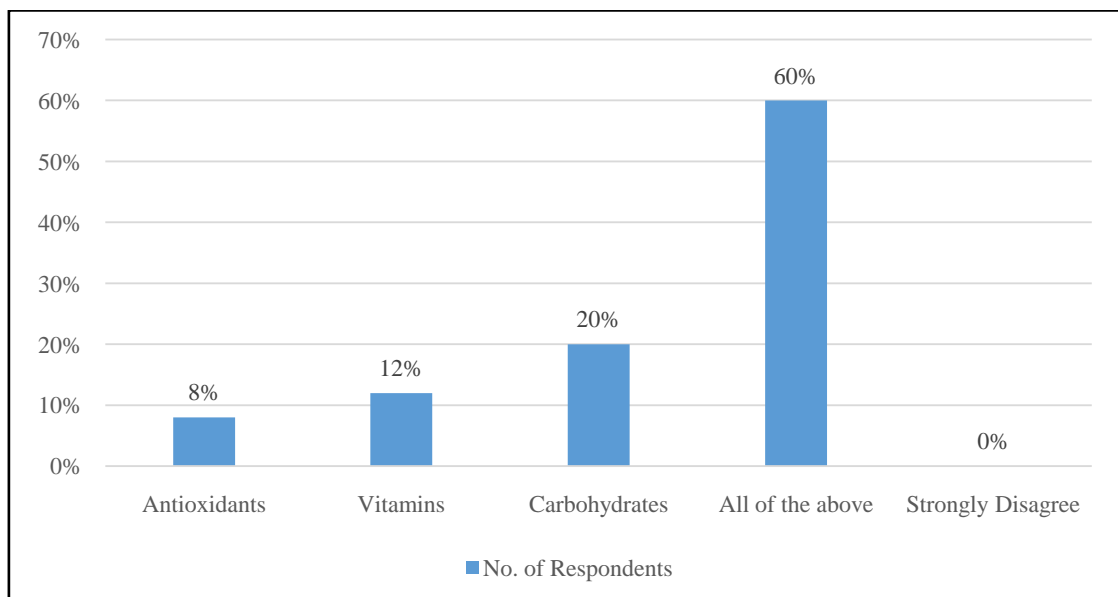
4.16 HERBAL BEAUTY PRODUCTS ARE GENUINE

Table 4.16

Herbal beauty products are Genuine

Genuine Product	No. of Respondents	Percentage
Strongly Agree	30	40
Agree	18	24
Neutral	9	12
Disagree	12	16
Strongly Disagree	6	8
Total	75	100

Source: Primary data



Herbal beauty products are genuine

Figure 4.16

Interpretation

Table 4.16 shows that 40per-cent of the respondents strongly agree that the herbal beauty products are Genuine, 24per-cent agree this statement, 16per-cent disagree this statement and 12per-cent are in the neutral.

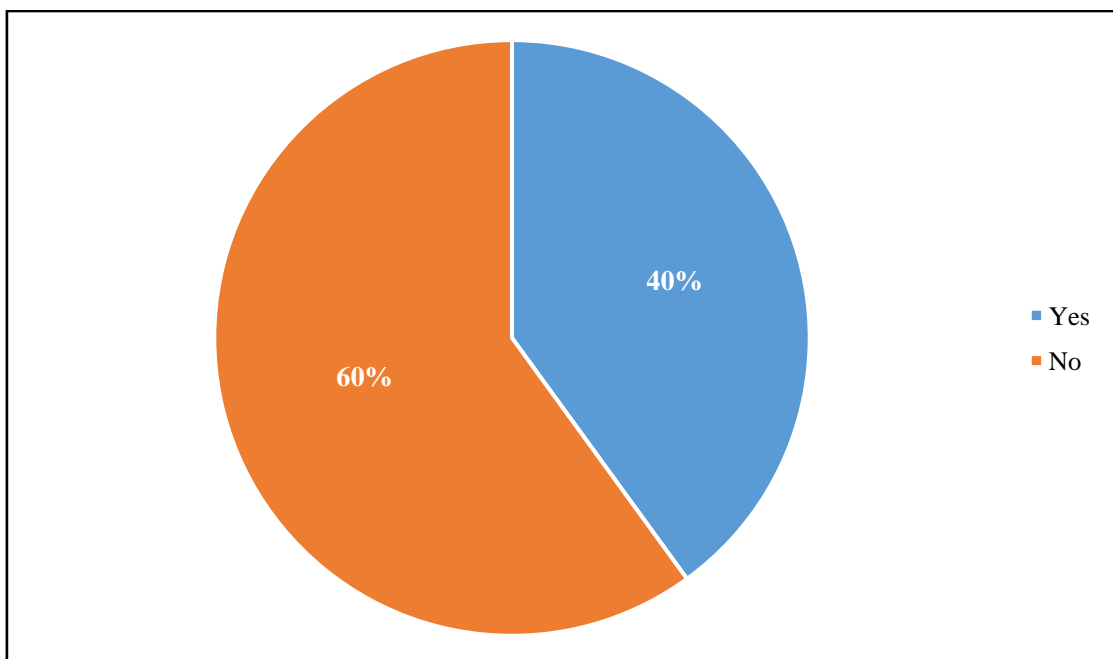
4.17 AWARENESS OF THE INSTRUCTIONS

Table 4.17

Awareness of the instructions

Awareness of instructions	No. of Respondents	Percentage
Yes	30	40
No	45	60
Total	75	100

Source: Primary data



Awareness of the instructions

Figure 4.17

Interpretation

Table 4.17 shows that 40per-cent of the respondents are aware of the contents in the packaging of the herbal beauty products and 60per-cent of the respondents are unaware of the instructions in the packaging.

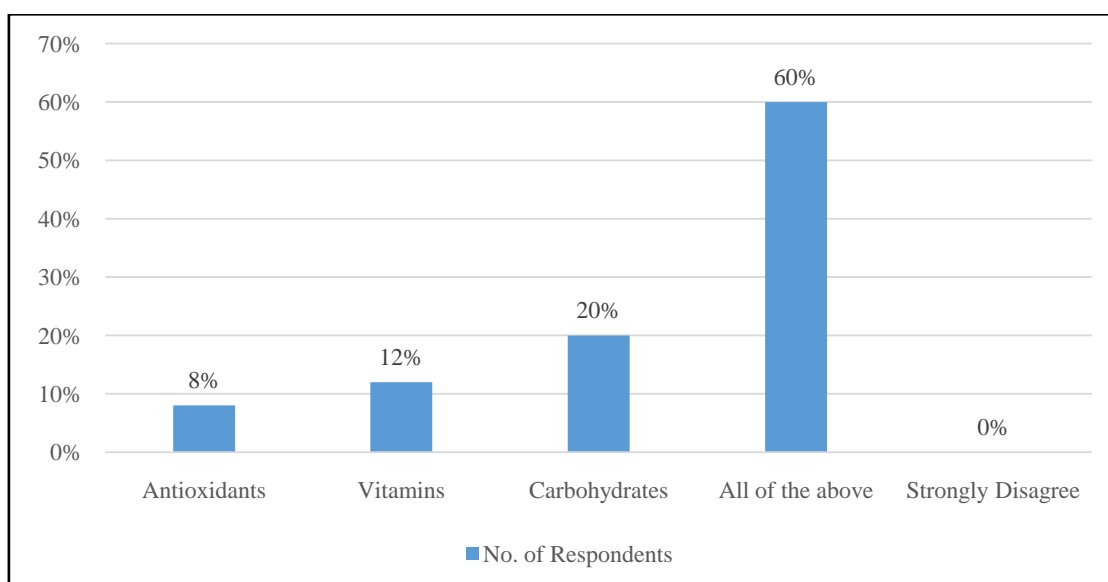
4.18 HIGH DEMAND FOR THE PRODUCT

Table 4.18

High demand for the product

Having High Demand	No. of Respondents	Percentage
Strongly Agree	33	44
Agree	24	32
Neutral	0	0
Disagree	18	24
Strongly Disagree	0	0
Total	75	100

Source: Primary data



High demand for the product

Figure 4.18

Interpretation

Table 4.18 shows that 44per-cent of the respondents strongly agree that herbal beauty products are having high demand in the market, 32per-cent agree in this statement and 24per-cent disagree that the herbal beauty products are having high demand.

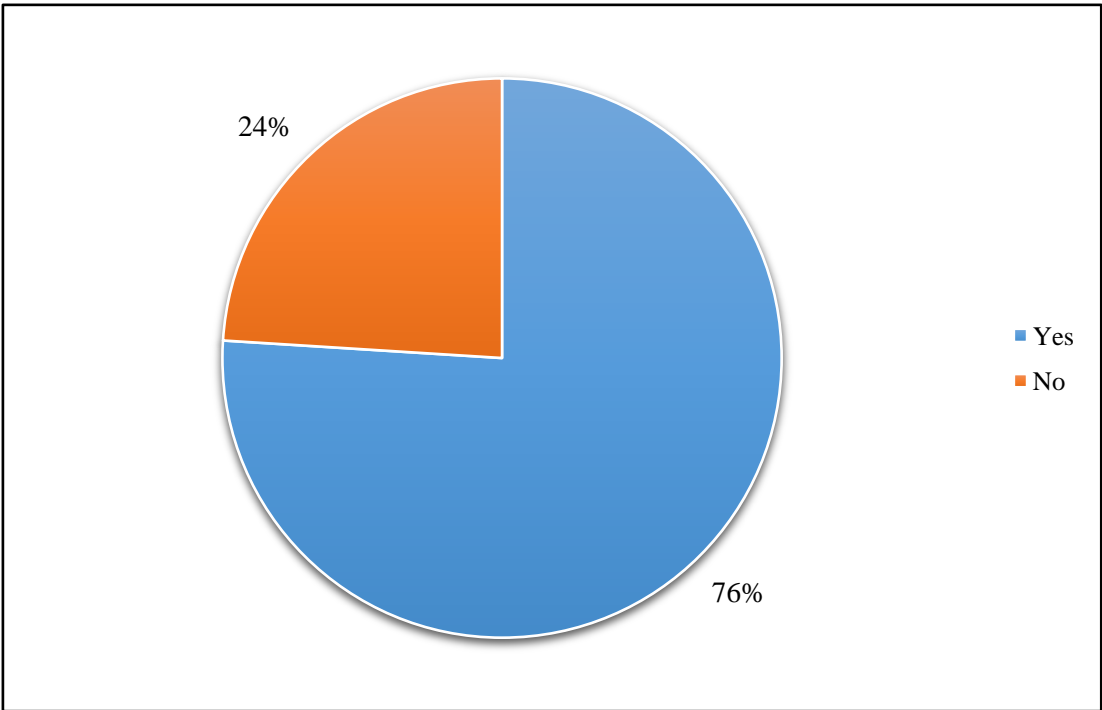
4.19 PREFERENCE OF FOREIGN OVER LOCAL

Table 4.19

Preference of foreign over local

Foreign Is Better	No. of Respondents	Percentage
Yes	57	76
No	18	24
Total	75	100

Source: Primary data



Preference of foreign over local

Figure 4.19

Interpretation

Table 4.19 show that 76per-cent of the respondents prefer foreign products than local products and 24per-cent prefer local products than foreign products.

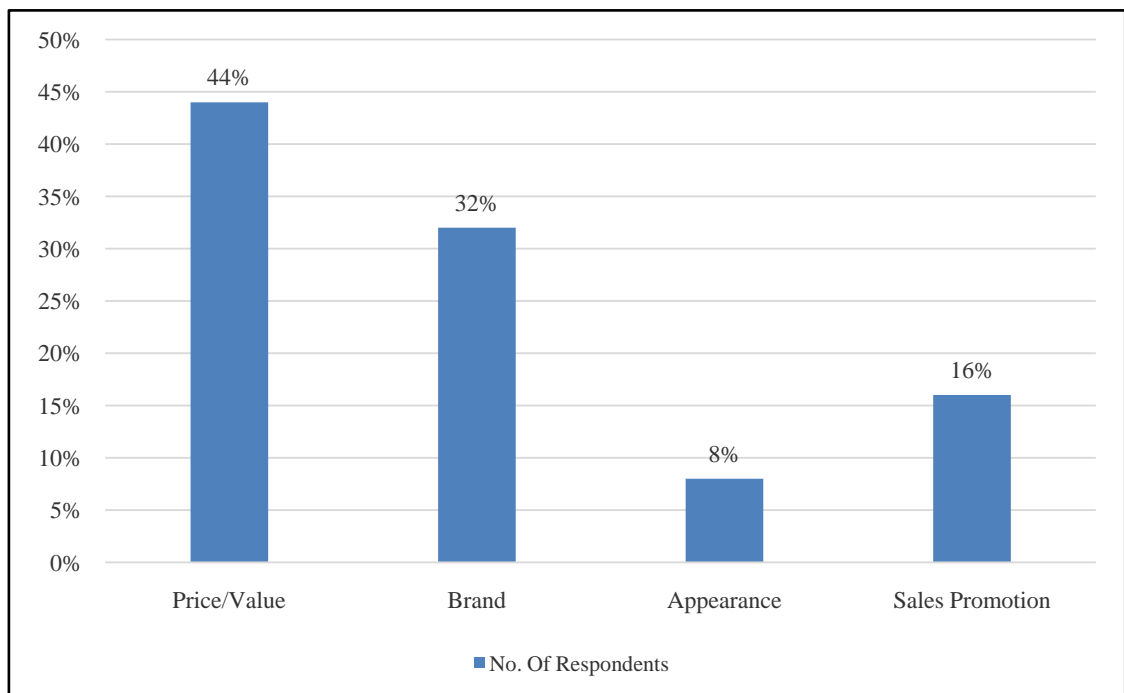
4.20 REASON FOR SHIFTING TO HERBAL

Table 4.20

Reason for shifting to herbal

Reason of Shifting	No. of Respondents	Percentage
Price/Value	33	44
Brand	24	32
Appearance	6	8
Sales Promotion	12	16
Total	75	100

Source: Primary data



Reason for shifting to herbal

Figure 4.20

Interpretation

Table 4.20 shows that the reason for the respondents to shift from cosmetics to herbal is 44per-cent of the price/value, 32per-cent of brand preference, 16per-cent sales promotion and 8per-cent appearance of the product.

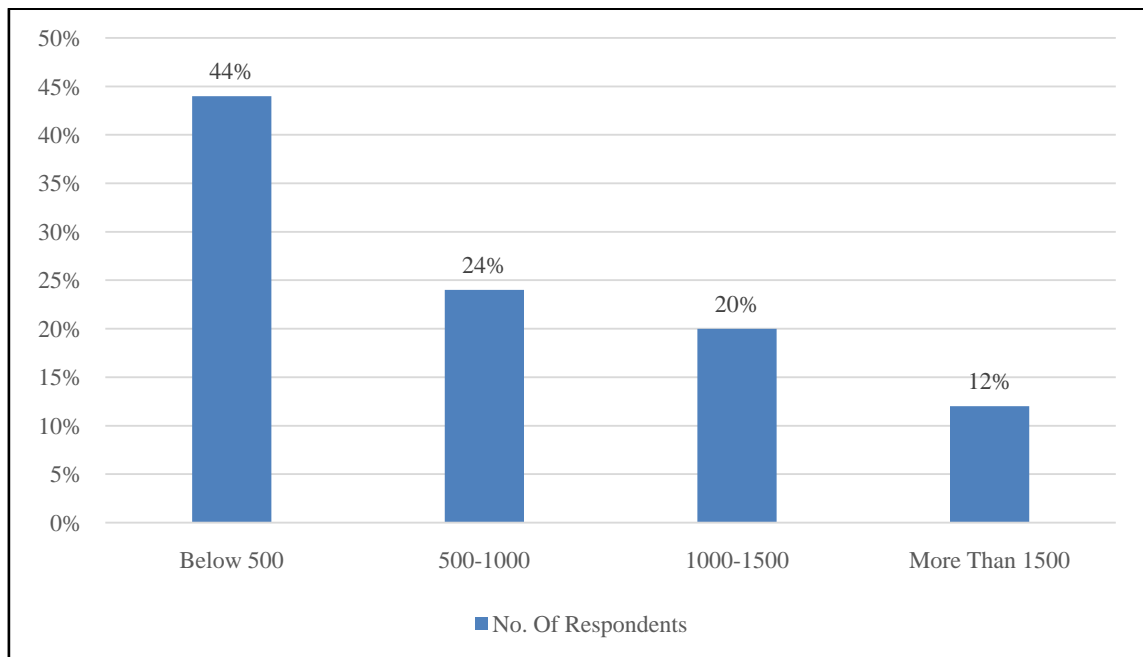
4.21 MONTHLY SPENDING

Table 4.21

Monthly spending

Monthly spending	No. of Respondents	Percentage
Below 500	33	44
500-1000	18	24
1000-1500	15	20
More Than 1500	9	12
Total	75	100

Source: Primary data



Monthly spending

Figure 4.21

Interpretation

Table 4.21 shows that 44per-cent of the respondents spent below 500, 24per-cent spend between 500-1000, 20per-cent spend between 1000-2000 and 12per-cent spend more than 1500.

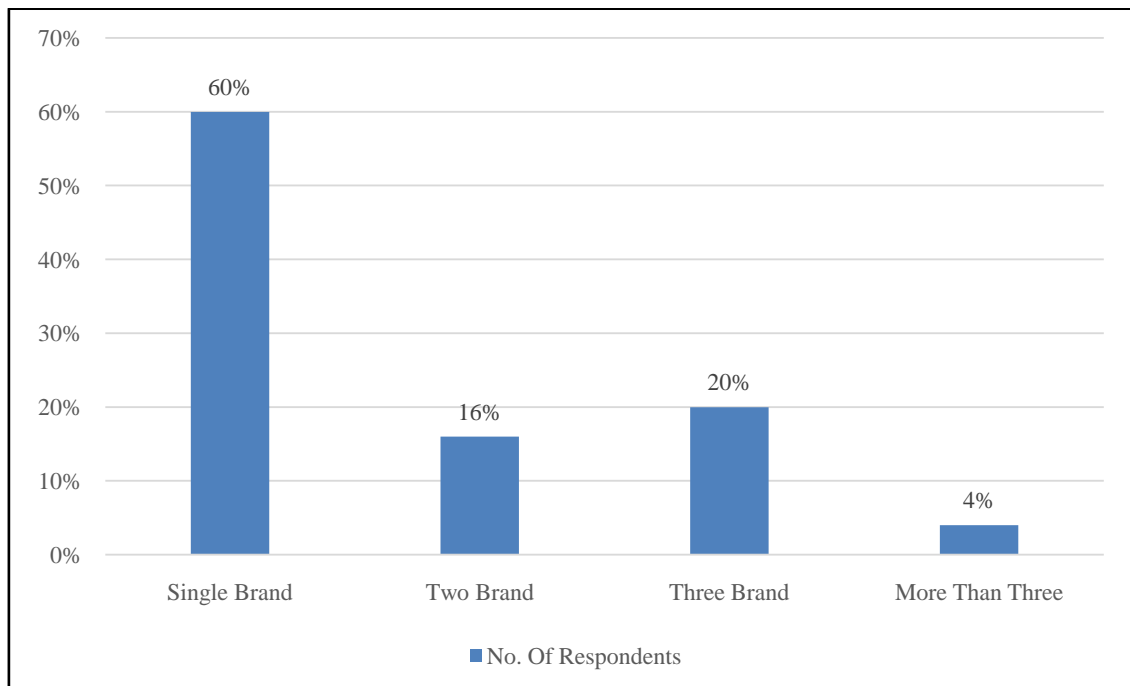
4.22 PREFERENCE OF BRAND

Table 4.22

Preference of brand

Preference of Brand	No. of Respondents	Percentage
Single Brand	45	60
Two Brand	12	16
Three Brand	15	20
More Than Three	3	4
Total	75	100

Source: Primary data



Preference of brand

Figure 4.22

Interpretation

Table 4.22 shows that 60per-centof the respondents uses single brand, 16per-cent uses two brands, 20per-cent uses three brands and 4per-cent uses more than three brands.

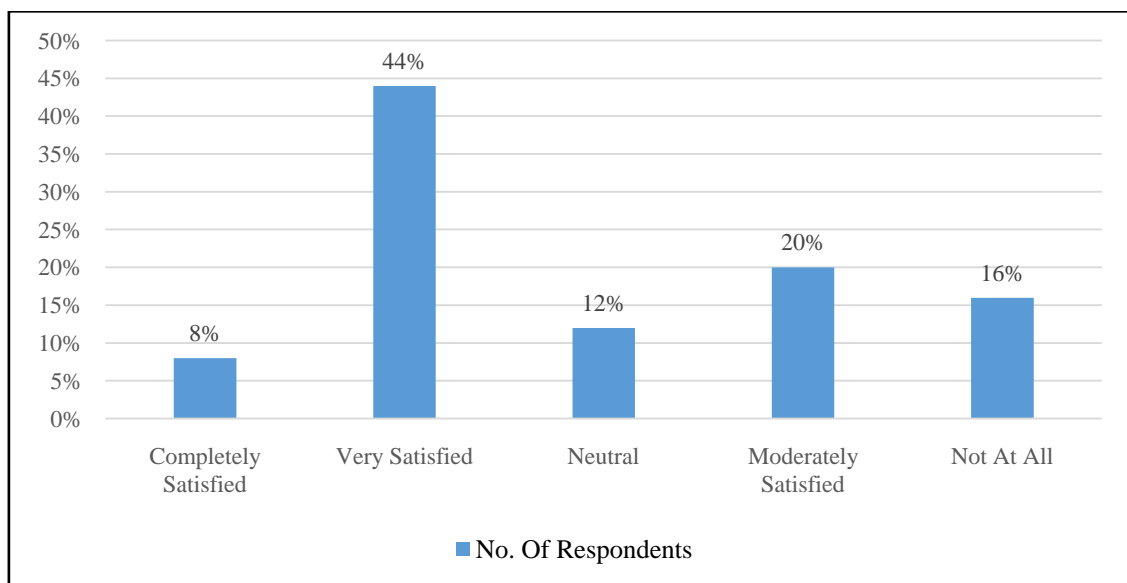
4.23 LEVEL OF SATISFACTION

Table 4.23

level of satisfaction

Level of Satisfaction	No. of Respondents	Percentage
Completely Satisfied	6	8
Very Satisfied	33	44
Neutral	9	12
Moderately Satisfied	15	20
Not At All	12	16
Total	75	100

Source: Primary data



Level of satisfaction

Figure 4.23

Interpretation

Table 4.23 shows that 8per-cent of the respondents are completely satisfied with the product, 44per-cent are very satisfied, 12per-cent are in neutral and 20per-cent are moderately satisfied.

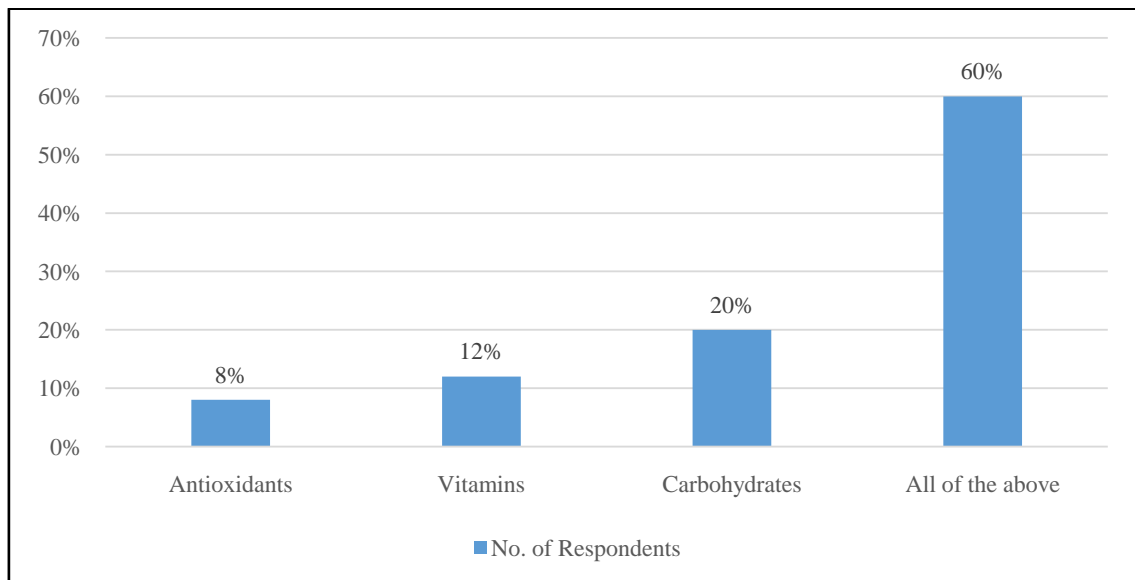
4.24 MAIN INGREDIENTS

Table 4.24

Main ingredients

Main Ingredients	No. of Respondents	Percentage
Antioxidants	6	8
Vitamins	9	12
Carbohydrates	15	20
All of the above	45	60
Total	75	100

Source: Primary data



Main ingredients

Figure 4.24

Interpretation

Table 4.24 shows that 8 per-cent of the respondents says that Antioxidants is the main ingredient in herbal beauty products, 12 per-cent says vitamins is the main ingredient, 20 per-cent says that carbohydrates are the main ingredient and 60 per-cent says that the entire above are included in the herbal beauty products.

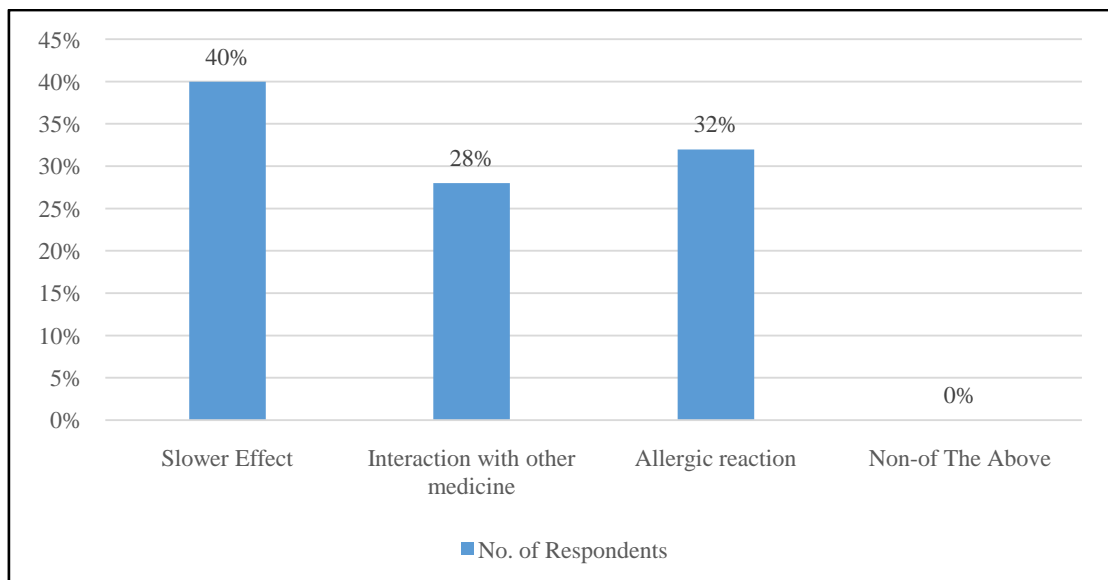
4.25 DISADVANTAGES OF THE PRODUCT

Table 4.25

Disadvantages of the product

Disadvantages	No. of Respondents	Percentage
Slower Effect	30	40
Interaction with other medicine	21	28
Allergic reaction	24	32
Non-of The Above	0	0
Total	75	100

Source: Primary data



Disadvantages of the product

Figure 4.25

Interpretation

Table 4.25 shows that 40per-cent of the respondents believe the slower effect is a disadvantage of the herbal beauty products, for 28per-cent it is the Interaction with other medicine and for 32per-cent respondents it has side effects.

CHAPTER V
SUMMARY, FINDINGS, SUGGESTION AND
CONCLUSION

SUMMARY, FINDINGS, SUGGESTION AND CONCLUSION

5.1 SUMMARY

The project topic is about exploring the perception of college students towards herbal beauty products. The study aims to investigate the factors that influence students' preferences for herbal beauty products, their knowledge of herbal ingredients, and their attitudes towards the safety and efficacy of such products. The research will use questionnaire methods approach, to collect data from 75 college students in 5 colleges in Kannur university. The findings of the study will provide insights into the consumer behaviour of college students towards herbal beauty products and their preferences for natural ingredients in personal care products. For the analysis purpose percentage method is used for study.

The following were the objectives of the study:

- To study the level of awareness and effectiveness of herbal beauty products among respondents.
- To study the cultural appropriation of traditional herbal remedies among the respondents.
- To study the factors influencing buying behaviour towards herbal beauty products compared to other products.
- To study the customer reliability and satisfaction of the product.

5.2 FINDINGS

- ❖ 53% of the respondents are female.
- ❖ Majority (83%) of the respondents are in between the age of 18-24.
- ❖ 64% of the respondents are degree students.
- ❖ 48% of the respondents know something about the herbal beauty products.
- ❖ 40% of the respondents get the awareness about the herbal products through internet.
- ❖ 32% of the respondents are using the product for more than 6 months.
- ❖ 28% of the respondents purchase the product from department stores and supermarkets.
- ❖ Majority (80%) of the respondents says that there is no side effect of the product.
- ❖ The ingredients of the product are considered as the influencing factor for the respondent.
- ❖ Majority (60%) of the respondents use the product with doctor's prescription.
- ❖ Majority (52%) of the respondents consider the effectiveness of the product as the influencing factor of it.
- ❖ 72% of the respondents are unaware of the traditional herbal remedies.
- ❖ 32% of the respondents uses the product for facial care.
- ❖ 44% of the respondents prefer AYURVEDIC products.
- ❖ 32% of the respondents agrees that advertisement play an important role in purchasing a product.
- ❖ 40% of the respondents agrees that herbal beauty products are genuine.
- ❖ Majority (60%) of the respondents are unaware of the instructions of the products us age.
- ❖ 44% strongly agree that herbal beauty products have high demand.
- ❖ Majority (76%) of the respondents prefer foreign products than local products.
- ❖ 44% of the respondents consider the price/value as the reason for shifting to herbal products.
- ❖ 44% of the respondents only use less than 500 for the products.
- ❖ Majority (60%) of the respondents prefer single brand of herbal beauty products.
- ❖ 44% of the respondents are very satisfied with the products.

- ❖ Majority (60%) of the respondents consider Antioxidants, Carbohydrates and Vitamins as the main ingredients in the herbal beauty products.
- ❖ 40% of the respondents consider slow effect as the disadvantage of the herbal beauty products.

5.3 SUGGESTION

- Conduct a survey among college students to gather their opinions on herbal beauty products. The survey can include questions about their awareness of herbal beauty products, their usage of these products, their perception of the effectiveness of these products, and their willingness to pay for them.
- Analyse the ingredients of popular herbal beauty products and compare them with their non-herbal counterparts. This can help determine whether the herbal products are safer, more effective, or have other advantages over traditional beauty products.
- Conduct interviews or focus groups with college students who regularly use herbal beauty products. This can provide insights into their motivations for using these products, their experiences with them, and their overall satisfaction with the products and also provide awareness of the traditional herbal remedies.
- Explore the marketing and advertising strategies used by companies that sell herbal beauty products. This can help determine whether these strategies are effective in attracting college students to these products and whether they influence their perception of the products.
- Compare the perception of herbal beauty products among college students from different cultural backgrounds. This can help identify cultural factors that may affect the way these products are perceived and used.

5.4 CONCLUSION

Based on studies, it appears that there is a growing interest in natural and herbal beauty products among college students. This trend may be driven by concerns about the harmful effects of synthetic chemicals, as well as a desire for more sustainable and environmentally friendly products.

However, it's important to note that not all natural or herbal beauty products are necessarily safe or effective. It's important to do research and carefully evaluate the ingredients and claims of any product before using it.

Overall, it seems that college students are increasingly interested in natural and herbal beauty products, but it's important to approach these products with a critical and informed perspective.

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APPENDIX

QUESTIONNAIRE

I am **ALBIN MATHEW**, a post graduate student of M.Com Finance at Don Bosco Arts and Science College Angadikadavu is conducting a survey on “**PERCEPTION TOWARDS HERBAL BEAUTY PRODUCTS AMONG COLLEGE STUDENTS UNDER KANNUR UNIVERSITY**” I request you spent few means from your available time to answer these question attached here with which may help me to complete my project work. The data given are highly confidential and used only for academic purpose.

1. Age: 18-24

24-29

29-35

2. Gender: Male Female

3. Course of study

UG

PG

4. The level of awareness about the herbal beauty products?

a) Well known

b) Known

c) neutral

d) Something about

e) Nothing about

5. How do you come to know about the herbal beauty products?

a) Friends/family

b) Internet

c) Tv /newspaper

d) Product display

6. Since how long you have been using the herbal beauty products?
- a) Last 6 months
 - b) Last 6-1 year
 - c) From 1-3 years
 - d) More than 3 years
7. Where do you buy your herbal beauty products?
- a) Online
 - b) Beauty salons
 - c) Medical stores
 - d) Supermarket
8. Any side effects while using the herbal beauty products?
- a) Harmful
 - b) Not harmful
9. What is the influencing factor in the product?
- a) Colour
 - b) Brand
 - c) Advertisement
 - d) Ingredients
 - e) Price
10. Do you take doctor's prescription for using herbal beauty products?
- a) Yes
 - b) No
11. What do you think the reason that all are prefer herbal beauty products?
- a) Less side effect
 - b) Quality
 - c) Effectiveness
 - d) Others
12. Are you aware of the traditional herbal remedies?
- a) Yes
 - b) no
13. What is the purpose of herbal beauty products?
- a) Facial care
 - b) Young look
 - c) Being fashionable
 - d) Medical purpose

14. What type of beauty products you preferred?

- a) Ayurveda
- b) Chemical
- c) Natural
- d) Others

15. Do advertisement activities make any impact on your purchasing behaviour?

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

16. Do you believe that all the herbal beauty products are 100% genuine?

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

17. Do you read the instructions labelled in the package?

- a) Yes
- b) No

18. Do you think that the herbal beauty products are having high market in the modern world?

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

19. Do you prefer foreign products than local products?

- a) yes
- b) No

20. What were the reasons for your shifting from cosmetics to herbal brand?

- a) Price/value
- b) Brand
- c) Appearance
- d) Sales promotion

21. How much do you spend on herbal beauty products per month?

- a) Below 500
- b) 500-1000
- c) 1000-1500
- d) More than 1500

22. How many brands of herbal beauty products have you used?

- a) Single brand
- b) Two brand
- c) Three brand
- d) More than three

23. Are you satisfied with current herbal beauty products?

- a) Completely satisfied
- b) Very satisfied
- c) neutral
- d) Moderately satisfied
- e) Not at all

24. What are the main ingredients used in the herbal beauty products?

- a) Antioxidants
- b) Vitamins
- c) Carbohydrates
- d) All of the above

25. What are the disadvantages of using herbal beauty products?

- a) Slower effect
- b) Interaction with other medicine
- c) Allergic reaction
- d) Non-of the above

**WORK LIFE BALANCE OF WOMEN TEACHERS IN
SELF FINANCING COLLEGES UNDER KANNUR
UNIVERSITY**

*A project report submitted to the Kannur University in partial
fulfilment of the requirement for the award of degree of*

**MASTER OF COMMERCE
(2021-2023)**

**By
TREESA P
REG.NO. C1PCOM3913**

**UNDER THE SUPERVISION AND GUIDANCE OF
Ms. ALPHONSA MATHEW
(DEPARTMENT OF COMMERCE)**



**DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 670706**

DECLARATION

I TREESA P, student of 4th Semester M.Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled “**WORK LIFE BALANCE OF WOMEN TEACHERS IN SELF FINANCING COLLEGES UNDER KANNUR UNIVERSITY**” is an authentic and original work done by me under the guidance and supervision of Ms. ALPHONSA MATHEW, Assistant Professor, Department of Commerce, in partial fulfilment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

TREESA P

Date:

C1PCOM3913

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY – 670706



CERTIFICATE

This is to certify that the project report entitled “**WORK LIFE BALANCE OF WOMEN TEACHERS IN SELF FINANCING COLLEGES UNDER KANNUR UNIVERSITY**” is a record of genuine work done by the candidate TREESA P during the period of her study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfilment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

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I feel privileged to acknowledge the contribution of those who helped me for the successful completion of my project.

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TREESA P

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CHAPTER 1
INTRODUCTION

INTRODUCTION

1.1 INTRODUCTION

Work life balance means how a person successfully manages his work and family responsibilities and how they impact one another. Work-life balance is that state in which a person give equal importance to his or her career and family responsibilities.

Work-life balance is a broad concept including proper prioritizing between “work” (career and ambition) on one hand and “life” (Health, pleasure, leisure, family and spiritual development) on the other.

Recent studies shows that more than 60% respondents are not able to find a balance between their professional and personal life. Thereby they engage less in social activities. Work life imbalance leading to more stress and lack of concentration in work. This will lead to greater absenteeism and increase in turnover rate.

Human being want to find out time for satisfying his self, family and social needs. An individual spends more than eight hours a day for his job, after this he is getting only less time for spending with his family and friends. This may create stress among them. In today’s highly competitive world people are giving more importance to their job career. They want to earn more because expenses are increasing. So they working hard, spending more time at the office, learning and adapting to the changing environment to remain up to date. The amount of the time spent by people for themselves and with their family, friends will definitely help the individuals to relax and perform their duties in a better way. This would automatically help organizations in improving the overall performance of the organization.

This present study is about work life balance of women teachers in self financing colleges in Kannur University. Major changes seen among women are that they started to be more involved in the societal matters. Many women started doing jobs. Thus, women needed to play dual roles throughout their life when they are working. This dual roles include the role of a working woman and other family roles like mother, wife and daughter. Men are also performing these dual roles. But the responsibility with this general roles is far less than that of women. When working women get married, they have to perform family responsibilities and when they become methods, they have to take care of children and extended family and are thus, under greater pressure to

continue on a job and career path. Working mothers of today try to fulfil family responsibilities and job related responsibilities at the same time.

Effective work-life balance is an important aspect in teacher efficiency and happiness, which as a result assist learning. The changing economic conditions and social needs have changed the nature of work. The concept of work life balance is becoming more and more important in ever changing working environment. Work is an important aspect of one's life and behaviour. Most active part of a persons life goes along with work and work related activities. But in this modern world, stress and anxiety have become inescapable features of one's work life. Majority of people all over the world nowadays experiencing high psychological stress in various areas of their life. It also plays major role in teaching profession also.

The concept of work life balance is becoming more and more relevant in an ever changing working environment.

1.2 STATEMENT OF THE PROBLEM

Work is an important facet of man's life. When women staff members have a successful work life balance they can accomplish more job satisfaction and become highly dedicated in their teaching profession. But in certain cases the women staff members are unable to achieve work life balance. This study sought to identify how work life balance is achieved or not achieved in their lives and their job satisfaction. As a result educational institutions may lose highly dedicated faculty, which will definitely affect the growth of educational institutions and the education of students. This proposed study would be socially relevant and useful for understanding work life balance of women faculty and various factors causing work life imbalance and this will help in improving quality of education.

1.3 SCOPE OF THE STUDY

The present study limited to Kannur University. This study is about to know the work life balance of women teachers in self financing colleges in Kannur University. This study tries to find factors influencing work life balance of women teachers and their satisfaction level. Years before female workforce in India was mainly employed in subordinate, non-managerial or low-profile positions. Now, they working in almost every positions in the workplace. These changes added several duties and responsibilities to their family as well as to society. These conflicts in work demands

and personal and family needs seem to be the most probable reason for this work-life imbalance. Therefore this study was conducted to study the factors influencing work life balance among women faculties in Kannur University.

1.4 SIGNIFICANCE OF THE STUDY

The significance of this research concerns with work life balance among faculty at higher education institutions. This research may also yield some discoveries concerning individuals abilities to achieve work life balance while managing a career as an institutional advancement professional. This information may encourage changes in policy and practice within their workplaces or those of other institutions. Additionally, as turnover of faculty in this profession continues to be a problem, it was hopeful that this study definitely identifies reasons why faculty leaves their positions and reveals some strategies to reverse the trend. Several groups may be interested in the results and conclusions of this research study. They include institutions such as colleges and universities in achieving higher levels of employee retention, institutional advancement hiring officers, and other development professionals who are striving to achieve work life balance in their lives.

1.5 OBJECTIVES OF THE STUDY

1. To study the factors influencing work life balance among women faculty under Kannur University.
2. To identify the practices followed by women staff members on managing their work life commitments.
3. To study the effect of work life balance on job satisfaction.

1.6 HYPOTHESIS OF THE STUDY

- HO : There is no association between marital status and work life balance.
H1 : There is association between marital status and work life balance.

1.7 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It describes the procedures which have been used in the research .The purpose of stating research methodology is to describe the research procedure. This provides the objective of researcher and the details of the research design, data collection methods, sampling field work, analysis and interpretation.

1.7.1 Research design

This study descriptive in nature. It include fact finding enquires of different kind. The major objective of the study to identify the factors influencing work life balance among women faculty and the practices followed by women staff members on managing their work life commitments.

1.7.2 Sample Design

Representative sample was drawn for the purpose of the study.

1.7.3 Sample population

The population for the study is the women faculty working in various self financing colleges under Kannur University.

1.7.4 Sampling technique

Convenience sampling technique was used for selecting the sample. Therefore the data were collected through google form, forward to teachers WhatsApp group.

1.7.5 Sample size

The sample of study consisted of 75 female teachers from various self financing colleges under Kannur University.

1.7.6 Sources of data

A. Primary Data

The primary data for the study were obtained from 75 female teachers of various colleges under Kannur University.

B. Secondary Data

Secondary Data were collected through various sources such as books, journal and websites etc. Most of the secondary data is collected through internet.

1.7.7 Collection of Data

In order to understand the unique problem experienced by the female college teachers and also to know about the various strategies adopted by them to balance their family and work, a study was conducted through a questionnaire method by designing a suitable questionnaire which would elicit clear response.

1.8 CHAPTERIZATION

Chapter 1 – Introduction.

Chapter 2 – Review of literature.

Chapter 3 – Theoretical Framework.

Chapter 4 – Data analysis and interpretation.

Chapter 5 – Findings, suggestions, conclusions.

1.9 LIMITATION OF THE STUDY

1. The present study is limited to the women employees of self-financing colleges. So we can't generalize the result to other institutions or industries.
2. The present study is based on the opinion of the respondents and it is based on their own experience; and their perceptions are subject to change in future.
3. Findings of the study may not be applicable to the future due to organizational change.
4. Responses of the respondents may or may not be biased.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

Susi .S and Jawaharrani K (2010) : in their study entitled “Work life balance among teachers” have opined that work life balance and employee engagement becomes a visible criteria among high performing organizations. The study indicated, many family friendly organizations feel the need for work life balance which includes recruitment and retention of valuable work force, reduced absenteeism, reduced employee stress, health benefits, job satisfaction and better life balance. The study suggested that an effectiveness of work life balance policies and practices must incorporate the effects of work place culture supervisor support of employee’s efforts to balance work and family responsibilities.

Loan Lazer and Patricia (2010) : in their study entitled “The role of work life balance to improve organizational performance” have opined that everyone benefits from good practice in work life balance. For instance: business through easier recruitment, improved retention and easier service delivery, as the labour markets grows more skilled and experienced people are available to work.

Deepak Chawla and Neenasondhi (2011) conducted a study on 'Assessing work life balance among Indian women professionals'. This study highlights that women have greater job autonomy. The work environment the more the commitment towards organization. This help to motivate the women staff to involve in decision making process and leads to executing the work at the desired level.

Adeebairfan, Dr. Feza Tabassum Azmi (2011) conducted a study on 'Work life balance among teachers: An empirical study'. The purpose of this study is to map the dimensions of work life balance among teachers. The major findings from the study are there is no significant difference was found among teachers on the any WLB dimensions. This study may give insight regarding the problem that teachers usually face. Balance should be established between work load distribution, time and extra-curricular activities so as to inculcate efficiency among teachers.

Dr.Ipseetasatpathy, Dr.B.Chandramohanpatnaik, MituAgrawal (2012) conducted a study on 'Work life balance at working couples'. From this study to understand the area of research carried out in connection with work life balance of working couples in private sector units in odisha, india. This study found that women employees need to

make more adjustment as compared to male counterpart and also couples working in some organization have more balance in their work and life and also support from children have for better work life balance.

Chaitra R, Ashok Kumar, Dr. T.P Renuka Murthy(2012) conducted 'A study on work life balance of the Employees at Bosch Ltd, Bangalore. The study found that work responsibilities negatively impact the personal life of employees. The factors like overtime, travelling to work, meeting and training after the working hours impact the work life balance of the employees.

Vijay mani(2013) conducted a study on a topic on 'work life balance and women professionals'. The findings revealed that role conflicts, lack of recognition, organizational politics, gender discrimination, elderly and children care issue, quality of health problems in time management and lack of proper social support are the major factor influencing the work life balance of women professionals in India.

T. Subha(2013) conducted a study on 'Work life balance among women faculties working in Arts and science college with special reference to coimbatore city'. This study concluded that modern organizations, especially educational institutions, should address the work life Balance related issues among their staff. Achieving a good balance between work and family commitments is a growing concern for contemporary employees and organizations.

K. Santhana Lakshmi and S. Gopinath Sujatha(2013) conducted a study on ' Work life Balance of women employees with special reference to teaching faculties'. This study analysed the rotated component matrix. It is clear that first component has four factors with heavy loading, viz marital status, working hours, requirement of flexibility, additional working hours and over time. The study concluded that WLB related issues among their staff, specifically women and take a holistic approach to design and implement policies to support the teaching staff to manage their WLB which would add to the performance of these members.

Hama marati (2013) conducted a study on 'perception of work life balance - An investigation of Education sector of east and west Asia". This study identifies Issues faced by employees in education sector when they have to work on weekends or take any special classes other than scheduled ones. These employees experience negative work life balance and health issues. This leads to family disturbance. However, if

adequate compensation is provided and prior information is given this will help to reduce the negative effect of work life of the employees.

Dr.Salonipahuja(2013) conducted a study on 'work life Balance of Female Employees: A case study'. This study mainly focused on the relationship and impact of work life balance on working female employees personal life and professional life. Majority of the respondents expressed that there is no separate policy for work life balance in their organization and many people were doing work overtime. Study also revealed some of the employees feel so stressed that they are not able to handle family responsibilities even after coming from workplace as they feel so tired, because of long working hours.

Mohammed Rahimuddin, Nazamulhaque, Abdullah Mohammed Ahsanulmamun, Md. Shahabuddin (2013) conducted a study on 'Work life Balance: A study on female Teachers of self financing Education institutions of Bangladesh' . In this article, a survey is conducted on 62 educational institution of Bangladesh taking sample of 320 teachers to know the real status of work life balance institution. The study finds that the work life balance situation is moderate which can be improved by ensuring flexible, child care center, reduce working hours etc.

Arun Raj R(2013), conducted a 'Study on work life Balance of Employees in pharmacy marketing' . The main objectives of the study are to the work life score of employees in pharmaceutical marketing. The role or work has changed throughout the world due to economic condition and social demands. The study concluded that there was an increased case of work life balance in the pharmaceutical marketing employees.

Sudha and Dr. P Karthikeyan (2014) was conducted a study on 'work life balance of women employee. This study has concluded that to achieve work life balance, every women should set the goal and excel both in career and family. some of the strategies and skill of work such as planning, organizing and setting limits can be used at home and work place for accomplishing a satisfying and fulfilling well balanced life both professionally and personally. This study is focused on impact of work life conflict on job performance of female school teachers. Result showed that work life conflict has a negative impact on job performance of female employees and organization politics do not moderate this relationship.

Shwetavarshney, Dr. Akansha Jain (2014) conducted a study on 'Effect of work related variables on work life Balance of women Employees". The main purpose of this study is to figure out the working atmosphere of different organisations specifically for women employees and what is the opinion of women about the ideas and policies of organization and effect of those ideas on their lives. The major findings of this study is work life balance of employees will be an important input in designing appropriate policies for employees to address work life balance issues. Work life balance initiatives should be designed to help employees to balance their work and personal life.

Dr. Deborah Ngozi (2015) conducted a study on work life balance and Employee performance in selected commercial Banks'. The problem identified in this study is poor working organizational culture in the commercial banks which may not encourage various types of work life balance practices. This study concludes that work life balance philosophy is associated with real benefit for an organization. This is because the social and psychological life of every employee needs to be rightly put in check for them to be an asset and not just an employee that is used to carry out the day to day operations of the organization.

M.A Rajarajeswari, Dr.R.sararana (2015) conducted a 'Study on work life balance of women employees A literature Review'. This study uncovers the diagram of the different difficulties and issues confronted by ladies workers to accomplish work life Balance. The study distinguishes the different angles for example, professional success, work stress, career desire, work family conflict, and family work conflict.

Ashok.P. Alexander and Khakhalari Ebria (2015) conducted a study on 'Work life balance: A study among teaching staffs of Bengtol college of Chirang District, Assam'. This study suggested that more time to be spent with the family members and try to know what they needed. Missing the quality time with family due to work pressure affects the family; once the family life gets affected then it leads to decline quality of work.

S.Vijaya Kumar Bharathi and E.Padma Mala (2016) Conducted 'a study on the determinants of work life balance of women employees in information technology companies in india'. This research article identifies certain factors that strongly impact the work life balance of women employees. These factors are related to the challenges and enhancers to the professional and personal lives of 186 women working in various

IT companies in India. The study also identifies the impact of 10 social media in their work lives.

J.S Dhanya and D.Kinslin (2016) conducted a study on 'Work life balance of teachers in Engineering colleges in Kerala'. This study concluded that best practices for WLB includes flexible time, work commuting, five days work per week, planned vacations, leave facilities including maternity leave, employee welfare scheme, and talent development initiatives. Some innovative ideas need to evolve in this context for reducing work life imbalance.

B.Arunkumar and Dr.R.Saminathan (2017) : Their study “Work Life Balance Among Women Teachers of Self Financing Colleges” list out certain dimensions and its impact over work life balance were identified. It also concluded from the present study that managing work life balance of individuals especially women channelized by the psychological makeup and it is purely an attitude based issue. Therefore, the study concludes that the quality of work life of working women improve the work life balance practices. Further work life balance among women teachers definitely lead to job satisfaction.

J. Johnsi Priya(2017) : Her study “an investigation on balance between professional and personal work of women teachers” measured women teachers' work–life balance and has identified important determinants of women teachers' work–life balance that are hours of work in a week, stress associated with work, occupations, age and caring responsibilities. Conflicts in work-life balance ie; work life imbalance of working women affects their health who report more stress, headaches, muscle tension, weight gain and depression than their male counterparts.

Shreyas B (2017) conducted a Study on work life balance of married female teaching staff of selected schools of Dakshinakannada district. This study identifies the work life balance of women employees has become an important subject since the time has changed from men earning the family living .

K Harichitra and Dr.A. Kavitha (2019) : their study entitled “a study on work life balance among the women teaching employees in arts and science colleges” find out that to achieve work life balance, every teacher should set a goal and shine both in career and family. Some of the strategies and skills like planning, organizing and setting limits can be used both at home and work place for achieving, satisfying or

fulfilling well balanced life both professionally and personally. It's concluded that Family Policy, Welfare state provision and labour market structure important to determine distinct models of work family balance and the financial consequences associated with them. Further the research revealed that working female determines their priorities and as a result they manage their time at home and work place. They try to get support from their family. Apart from this in order to save travelling time they try to work at their nearby school.

Dr. Shweta Sharma, Dr. Sanjeevni Gangwani, Dr. Latefa hamad Al Fryan (2019) : Their study “ Work Life Balance of Working Women Professionals: Scale Development” tried to develop a valid and reliable scale by considering the significant dimensions of Work Life balance of women professionals working in service sectors and also to discuss the future implications of the scale with respect to various sectors in India. An attempt is made to develop WLB scale for women professionals. A survey was done using a self designed questionnaire among 188 employees working in various service sectors of Madhya Pradesh. This study identified eight factors Employee's motivation, Flexible working conditions, Welfare and recreational activities, Work and total life space, Job enrichment, Grievance handling, Job satisfaction and Family support, and If these factors are taken care of, this would definitely result in WLB in women professionals.

Dr .D. Shoba, Dr. G. Suganthi (2020) : their study entitled “Work Life Balance and Job Satisfaction - An Empirical Analyses Using Structural Equation Modeling” is about work life balance and job satisfaction of School teachers working in Villupuram District. This study discloses that the attributes Emotional Intelligence, Organizational Commitment, and Attitude have positive effect on job satisfaction of teachers. And the attribute Work-life balance have negative influence on job satisfaction of teachers. And these factors have direct influence on job satisfaction. Job satisfaction through their work life balance indirectly influenced by the attributes Work-life conflict, Flexible working arrangement and Attitude of teachers. And these factors not affected by the type of school in which they are teaching. the work-life balance of teachers working various type of schools like Government school, Aided school and Private schools are same; also the job satisfaction of teachers is same regardless of the school in which teachers are working.

CHAPTER 3
THEORITICAL FRAMEWORK

THEORITICAL FRAMEWORK

INTRODUCTION

There is no agreed definition of work-life balance but it does appear that the ‘right’ balance for one person may differ from the next. Balance is achieved in different ways for different people and may have varying interpretations. Some people do it to balance their caring responsibilities for children with work, while others want more time to themselves, engaging in leisure activities.

Theoretical framework

Work-life balance refers to the conflict between personal and professional activities in an individual’s life and the level to which activities related to their job are influencing their personal life.

Work-life balance is a major issue due to the increased amount of technology eliminating the importance of physical location in explaining the work-life balance. Previously it was difficult or impossible to do work from home and so there was a clear line between professional and personal life.

The increase in mobile technology, cloud-based software and the proliferation of the internet has made it much easier for employees to be ‘permanently’ at work, blurring the distinction between professional and personal. Some commentators argue that smartphones and ‘always-on’ access to the workplace have replaced the authoritarian control of managers.

Stress is a common feature of a poor work-life balance. Difficulties in balancing work and private life are common, considering the fact that most people in employment spend a substantial number of hours at work.

In the information economy mental stress has been identified as a significant economic and health problem, causing by a perceived need of employees to do more in less time.

A key issue in the work-life balance debate is where responsibility lies for ensuring employees have a good work-life balance. The general feeling is that employers have a responsibility to the health of their employees; apart from the moral responsibility, stressed-out employees are less productive and more likely to make errors.

Work-life balance (WLB) and Work-life conflict (WLC)

Definitions

- Kirchmeyer views living a balanced life as “achieving satisfying experiences in all life domains, and to do so requires personal resources such as energy, time, and commitment to be well distributed across domains”.
- Clark views work-family balance as “satisfaction and good functioning at work and at home with a minimum of role conflict”.
- According to Kofodimos, balance refers to “a satisfying, healthy, and productive life that includes work, play and love.

Work-life balance (WLB) is a concept in human resource management (HRM) that has generated much debate and scrutiny in management literature over the past few years. Guest (2002) in his paper *Perspectives on the Study of Work-life balance* attempts to define WLB by giving two perspectives – subjective and objective. He purports that a subjective definition could be a perceived balance between work and the rest of life. Subjective perceptions of balance are central to any analysis of the issue (ibid, p. 264). This is because what constitutes a balanced work life ratio for one individual may be highly unbalanced for another depending upon the unique situation of the individual. Objective definitions are encountered when limitations are set upon the number of hours a person can spend at work beyond which the quality of life in terms of health and performance is expected to deteriorate. We find in literature that working hours matters a lot in balancing one's life and attaining a certain limit in working hours is absolutely necessary.

Several theories have been hypothesized to better understand work-life balance. Zedeck and Mosier (1990) note that there are five main models to explain the relationship between work and life-outside work. First is the segmentation model which hypothesizes that work and non-work are two distinct domains of life that are separate and do not influence each other. Second, is the spill over model that hypothesizes that one world can influence another positively or negatively. Third is the compensation model that supposes that what is lacking or deficient in one world in terms of demands or satisfactions can be made up in the other. Fourth is the instrumental model whereby activities in one sphere facilitate success in the other. The final model is the conflict model, which proposes that with high levels of demand in all spheres of life, some

difficult choices have to be made and some conflicts can occur. The conflict model has garnered a lot of attention recently because there is a general perception that modern life has become more stressful and demanding due to changes brought about by modernization and globalization.

Work-life Conflict (WLC) is said to occur when multiple roles (work and nonwork) a person has to satisfy are incompatible with one another. According to Duxbury and Higgins (2006), there are three main components to WLC. Firstly, role overload, which occurs when the cumulative demands of multiple roles on the individual's time and energy are excessive, such that the performance of one or more of the roles suffers. Secondly: interference from work to family – when demands from the work role make the fulfilment of family obligations more difficult. Thirdly: interference from family to work, when family demands inhibit performance of work requirements.

There are two major theoretical models to explain WLC: First is the rational model proposed by Greenhaus and Beutell (1985) according to which WLC increases in proportion to the number of hours spent in each of the work and family domains. Second is the job strain model proposed by Karasek (1979), which proposes that there are two main forces conducive to stress: role demands and perceived control.

Work life balance traditional perspective

Work-life balance reflects “the extent to which an individual is equally engaged in – and Equally satisfied with – his or her work role and family role”. According to Clark (2000) work life balance is defined as, “satisfaction and good functioning at work and at home with a minimum of role conflict”. Guest (2001) gives a more subjective definition of work life balance, as “a person's perceived balance between work and the rest of life”.

There are several types of conceptual models to explain the relationship between work and family or personal life have been proposed, and they represent different perspectives on how we fill both work and family. Zedeck and Mosier (1990) and O'Driscoll (1996) note that there are typically five main models used to explain the relationship between work and life outside work. The segmentation model hypothesizes that work and non-work are two distinct domains of life that are lived quite separately and have no influence on each other; spill over model hypothesizes that one world can influence the other in either a positive or negative way.

A compensation model which proposes that what may be lacking in one sphere, in terms of demands or satisfactions can be made up in the other; Instrumental model whereby activities in one sphere facilitate success in the other and Conflict model proposes that with high levels of demand in all spheres of life, some difficult choices have to be made and some conflicts and possibly some significant overload on an individual occur.

Different methodologies were used by the researchers to examine how increased work overload of layoff survivors relates to their work-life balance and job and life satisfaction. The study found that employees experience higher levels of 18 workload which impact overall role overload that negatively affects work-life balance. Another survey was conducted to check that happy employees have a good work life balance stated that flexible working helps to keep the staff motivated.

Women and WLB

In a survey conducted by Duxbury, Higgins and Lee (1994) of 20,836 Canadian public and private sector employees representing 408 different Canadian population centers in order to test both the rational model and the job strain model of WLC, it was found that women spent more total hours in work and family activities than men and also experienced greater role overload. They also found that women experienced greater work-to family interference than men even though they spent less time in their work roles than males. The authors suggested two possible explanations. First, gender role expectations may lead women to feel more conflict as a result of time spent in the non-traditional role of paid work. Second, women tend to shoulder more of the housework and childcare activities than men. Timings for such household activities may coincide with that of the paid work resulting in conflict. This may also lead to women experiencing something like a „second shift“ when they transit from „paid work“ to housework. Supporting the job strain model of WLC the authors also found that those participants with low control experienced significantly greater role overload, work-to-family interference and family to-work interference. Perceptions of control are important even when role demands are the same.

Teachers and WLB

According to Cinamon, Rich & Westman (2007), teachers work long hours and face different job stressors, such as large class sizes, student misbehaviour, parent management etc. Career women are challenged by the full-time work and at the end of each working day in a private educational institution, they carry more of the responsibilities and commitments home. Majority of the women are working 40-45 hours per week and 53% are struggling to achieve work-life balance. Work-life balance, in its broadest sense, is defined as a satisfactory level of involvement or „fit“ between the multiple roles in a person’s life.

Warren (2004) revealed that combining paid-work and motherhood remains a major source of emotional clutter & difficulties for women. Most recently, there has been a shift in the work place as a result of advances in technology. As Boswell and Olson-Buchanan (2007) stated, "increasingly sophisticated and affordable technologies have made it more feasible for employees to keep contact with work". Employees have many methods such as emails, computers, and cell phones, which enable them to accomplish their work beyond the physical boundaries of their office. Employees may respond to an email or a voice mail after-hours or during the weekend, typically while not officially "on the job".

Work-life balance for any one person is having the „right“ combination of participation in paid work (defined by hours and working conditions) and other aspects of their lives. This combination will change as people move through life and have changing responsibilities and commitments in their work and personal lives. They may show strong attachment to employment and, at the same time, what we call a “detached attitude” toward their job.

Results of Work-life balance /imbalances

Although we have defined many times as to what a good balance between work and life does to an individual and to the organization this segment defines the results of work life balance and imbalances in a more elaborate manner It is also often said that Work life balance policies and culture is the key factor and Employee performance can be increased by organizational support.

Yadav K Rajesh & Dabhade Nishant (2014) wrote in their article that work life balance and Job satisfaction are related in all ways to maximize the performance of the

employees in any organization and also for the life of the employees at home in balancing work and life which leads to better job satisfaction and productivity at work. The women who are perceived to be care takers of the family find themselves with more demands in either side of life and work, they perform numerous tasks at home and are responsible for family members at home and so find it more difficult to balance work and life and these imbalances causes work life conflict and job dissatisfaction especially in women and results in:

- Damage of family and social relationships
- Increases absenteeism
- Increases managerial stress
- Decreases productivity
- Reduces job satisfaction
- Increases employee turn over

Dimensions of work life balance

Greenhaus and Beutell, 1985 suggests that work life balance includes the following three dimensions:-

- Personal life interference with work (PLIW)

The personal responsibilities which are undertaken in personal life have various issues like family related responsibilities, health issues, mental and physical instability, depression and stress which make its impact on the behaviour and decision making process in work life.

- Work / personal life enhancement (WPLE)

The work and personal life enhancements needed to maintain a proper balance in work and family life. This has an impact on the behaviour, working method, responsibilities and issues related to the professional couple. The enhancement is supposed to be in positive way to improve the working quality. The development should be continuous which helps in both work and personal life.

- Work interference with personal life (WIPL)

The work responsibilities which are undertaken in work life have several targets, compliance and related stress which make its impact on the personal life.

History of work life balance

The work – leisure dichotomy was invented in the mid-1800s Paul Krassner remarked that anthropologists. Use of definition of happiness that is to have as little separation as possible “between your work and your play”. The expression “work life balance” was first used in the united kingdom in the late 1970s to describe the balance between an individual’s work and personal life. In the United States, this phrase was first used in 1986.

Most recently, there has been a shift in the work place as a result of advances in technology. Employees have many methods, such as emails, computers and cell phones which enable them to accomplish their work beyond the physical boundaries of their office. Researchers have found that employees who consider their work roles to be an important component of their identities will be more likely to apply these communication technologies to work while in their non-work domain.

Many authors believe that parents being affected by work life conflict will either reduce the number of hours one works where other authors. Suggest that a parent may run away from family life or work more hours at a work place. This implies that each individual views work life conflict differently.

Employee assistance professionals say there are many causes for this situation ranging from personal ambition and the pressure of obligations to the accelerating pace of technology. According to a recent study for the center for work life policy 1.7 million people consider their jobs and their work hours excessive because of globalization.

Components of work life balance

- **Self-Management**

Sufficiently managing one’s self can be challenging, particularly in getting proper sleep, exercise, and nutrition. Self-management is the recognition that effectively using the spaces in our lives is vital, and that available resources, time, and life are finite. It means becoming captain of our own ship; no one is coming to steer for us.

- **Time Management**

Effective time management involves making optimal use of your day and the supporting resources that can be summoned – you keep pace when your resources match your challenges. Time management is enhanced through

appropriate goals and discerning what is both important and urgent, versus important or urgent. It entails knowing what you do best and when, and assembling the appropriate tools to accomplish specific tasks.

- **Stress Management**

By nature, societies tend to become more complex over time. In the face of increasing complexity, stress on the individual is inevitable. More people, distractions, and noise require each of us to become adept at maintaining tranquility and working ourselves out of pressure-filled situations. Most forms of multi-tasking ultimately increase our stress, versus focusing on one thing at a time.

- **Change Management**

In our fast-paced world, change is virtually the only constant. Continually adopting new methods and re-adapting others is vital to a successful career and a happy home life. Effective change management involves making periodic and concerted efforts to ensure that the volume and rate of change at work and at home does not overwhelm or defeat you.

- **Technology Management**

Effectively managing technology means ensuring that technology serves you, rather than abuses you. Technology has always been with us, since the first walking stick, flint, spear, and wheel. Now, the rate of change is accelerating, brought on by vendors seeking expanding market share. Often there is no choice but to keep up with the technological Joneses, but you must rule technology, not vice versa.

- **Leisure Management**

The most overlooked of the work-life balance supporting disciplines, leisure management acknowledges the importance of rest and relaxation- that one can't short-change leisure, and that "time off" is a vital component of the human experience. Curiously, too much of the same leisure activity, however enjoyable, can lead to monotony. Thus, effective leisure management requires varying one's activities.

Practice of work life balance in organization

As per the research conducted so far it is observed that work life balance is more observed on a wider scale in western countries, In India these theories are

not so prominently practiced. The below points are the parameters which can be highlighted for further studies in this research. In organizations the topic can be related with different issues of work life balance:

- **Working time**

Employees related issues of working hours are observed in most of the organization 24 hours working a day, seven days, in a week, few employees are called on Saturday and Sunday, excess work load, shift works or increase in shift timings, long hours of work then regular timings, excessive work on periodic, imbalance in work allocation as per working time.

- **Communication**

As employee level of personal growth is depended on quality of communication in the organization. If there is no proper communication the results expected out of the work are not up to the mark. Organizations could improve the quality of work life through improving the nature and quality of communication of the mission and vision through the employee participation. Traditional method of information sharing through in house journals, notice boards, shop campaigns, magazines,...etc. are used for proper linkage in communication. Hierarchical communication was observed in initial business days but as years pass on the required communication is carried on as needed by employee skills and production process.

- **Organizational support**

This to be extent to which employee perceive organizational values with their contribution and care about their well-being. They key factors 24 are influencing employee commitment to organization, job satisfaction, general quality of work life, relationship between perceived organizational support and employee positive impact on organizational commitment, performance and job satisfaction.

- **Job satisfaction**

The relationship of job satisfaction with work life quality is another aspect of working life. An employee is satisfied to the extent to which or is enthusiastic about his job.

- **Career development and growth**

Employers can no longer promise job security but they can help people to maintain the skills needed by the job market. The concept of relations to quality work life suggest that there is comparison of employees perceptions of quality work tasks, the degree of involvement in decision making, career opportunities and job securities. As per the study there are three exogenous variables which are significant. Career satisfaction, career achievement and career balance with variance to quality work life. In the fact of high quality work life it is perceived that there is an opportunity developed to close personal ties and achieve career goals with absence of job stress. This also gives an impact on reducing working hours due to family responsibilities.

- **Organizational commitment**

As per the studies done by steers (1977) “commitment was significantly and inversely related to employee turnover”. This shows committed employees remained with the organization for longer period of time than those which are less committed have stronger desire to attend work and more positive attitude. Commitment has significance and positive impact on job performance and on work face retention. This shows that more committed employee will perform better at their job (Walton 1985)

- **Emotional supervisory support**

As per suggested by (Van Daallen 2006) that emotional support work helps balance work and family roles of the employees which also contribute towards employee’s energy level. A supportive supervisor may help improve employee’s energy by discussing family related issues which also gives positive self-image and reduce stress by showing concern towards family life. This also sometimes reduces heavier family demands where it is compared with work and family task.

- **Flexible work arrangement**

Flexible work arrangement is a combination of flex time and telecommunication. Which contribute to job motivation and dedication? This is basically scheduling activities in his / her suitable best time where you save the employees actual time which can neither be used in work or in family activities.

- **Family responsive culture**

If organizations have an understanding attitude towards the employee where they can contribute work and family roles, employees are not likely to worry about career opportunities, if they reduce their working hours due to family responsibilities.

- **Employee motivation**

This is the general perception that people leave organization for higher pay. As per it is already proved that money is not only motivator, where environmental factors also play a significant role for employee motivation and performance. Quality work life also focuses on all aspects of working life towards satisfaction and motivation of employees.

- **Organizational climate**

There are different facts by researchers who has studied organizational climate of which three are affective, cognitive and instrumental. The affective facet of organizational climate comprises of quality relationship in the organization. This is the most critical component of social relations. This cognitive facet consists of sense of deriving intrinsic rewards from work comprising of meaningfulness, competence, self-determination impact and work family interference. The instrumental facet follows work process structure and extrinsic rewards which includes access to resources and time control.

Approaches to promote work life balance

Family friendly policies involve all actions that support the compatibility of work and family/ private life. These measures are supposed to enhance choices between private and working obligations. Furthermore, they aim to assure appropriate private resources and the equal opportunities of women and men in working life. The following section will discuss what strategies, actions and policies employers can implement to promote work life balance; followed by a discussion of what employees themselves can do to manage their own work life balance.

What can employers do to address work life conflict

To improve work life balance, employers need to focus on strategies like providing flexibility around work, increasing employees' sense of control and creating a more supportive work environment. Employers should improve human resources

development within their organization and promote greater autonomy by enabling workers to make decisions about how to respond to demands.

According to Evans (2002) four types of family friendly measures can be differentiated:

- support of a gap in employment due to family commitments;
- flexible working arrangements;
- support of child care or care for family members in need of care;
- information and qualification. Each of these four measures are discussed in detail below.
- A gap of employment can be due to maternity, child care, or care for family member in need of care or emergency leave (e.g., to deal with a sick child, or when there has been a problem with child care or eldercare). Support can be given by job-protected maternity leave, parental leave for women and men, paid or unpaid special leave, time to be made up later or reduction in working hours.
- Flexible working time arrangements to enhance family friendly policies focus primarily on the possibility to individually adjust the position and length of working time. Flexible working time models allow employees to, or at least partially, individually tailor their own work schedule. Meeting/ addressing the interests of employees with family obligations can also be achieved by allowing flexible place of work (e.g. telecommuting) or mobile working.
- Support of child care or care for family members in need of care can be achieved through various possible measures: including, workplace or linked nursery; financial help or subsidies to parents for child care; child-care 28 provisions in holidays; breast-feeding facilities; workplace parent support group; and assistance with costs of eldercare.
- Information and qualification is an important aspect employers should consider when aiming to promote work life balance; especially for working women. Less well educated mothers are more likely to be absent from the labour force for extended periods of time, and this is likely to reduce their, already limited, occupational choice and lower their relative earnings. Relevant information and training policies may act to actively inform staff of the benefits available to them and, in turn, encourage their use.

Supportive managers and work environments

Supportive managers at all levels should be given the skills they need (e.g., communication, conflict management, time management and organizational skills, or how to give and receive feedback), as well as the tools they need to manage people (e.g., appropriate policies or training on how to implement alternative work arrangements).

Employers need to create more supportive work environments. To make the work environment more supportive, the following specific steps can be taken by employers: work with employees to identify which types of support they would like and which types could be implemented by the employer. Not all supportive policies are feasible and practical in every context. Three general categories are considered as central for employee's work life balance: working time arrangements; leave entitlements for those with care responsibilities; and child care.

Information for employees about the various policies that are available is essentially linked to the indication how these approaches can be accessed. To encourage employees to use these policies, senior management should model appropriate behaviour as a precondition. Employees must be made to feel that their careers will not be threatened if they take advantage of supportive policies. The use of the different supportive approaches should be measured; and the sections of the organization that demonstrate best practices in these areas should be rewarded.

Flexible work arrangements

Employers should provide employees with more flexibility around when and where they work, if possible. Employees need to meet job demands, but organizations should be flexible with respect to how work is arranged. The criteria under which these flexible arrangements can be used should be mutually agreed upon and transparent. There should also be joint liability around their use. The process for changing duration or location of work should be as flexible as possible.

It is very difficult to implement flexible work arrangements in organizations; where the focus is on hours rather than output, and on presence rather than performance. This means that organizations that want to increase employees' work life balance need to introduce new performance measures that focus on objectives, results and output. To do this they need to reward output, not hours; and what is done, not where it is done. They

also need to publicly reward people who have successfully combined work and non-work domains, and not promote those who work long hours and expect others to do the same.

Employers should give employees the right to refuse overtime work and consider with some caution promoting those who are always available. Some organizations may want to give management limited discretion to override the employee's right to refuse overtime (i.e. emergency situation, operational requirements); but this should be the exception, rather than the rule.

Paid leave for care of dependents

Employers could provide a limited number of days of paid leave per year for childcare, eldercare or personal problems. Employers need to make it easier for employees to transfer from full-time to part-time work, and vice versa. They should introduce pro-rated benefits for part-time work, guarantee a return to full-time status for those who elect to work part-time and allow an employee's seniority ranking and service to be maintained. Employers need to examine workloads within their organizations. If they find that certain employees are consistently spending long hours at work (i.e. 50 or more hours per week), they aim to understand why this is occurring (e.g. career ambitions, unbalanced and unrealistic work expectations, poor planning, too many priorities, lack of tools and/or training to do the job efficiently, poor management, culture focused on hours instead of output) and how workloads can be adjusted to be made more reasonable.

Work-life balance theories

The study of work life balance can be traced back to its roots basically at two areas, the first was the focus on programs for the children in terms of child care so that more women could better balance their life and work which was the effect of increasing number of women joining professional workforce sometime during the 1970's and the 1980's. The second was the result of the Employee Assistance Programs (EAP) that was introduced in most companies in the 1970's era. And soon the organizations around the world began to adopt to the programs and policies that encouraged and supported work life balance and focused on child care programs as the number of mothers working in the organizations grew who had difficulty in maintaining work and life.

Organizations that were focused on EAP also began to study the initial links between employee stress, depression and illness and decreased productivity. (Harrington Brad, 2007). These initial studies gave way for better and improved studies on work life balance and the links between various factors like culture, society, organization etc . towards work life balance and the various results of the imbalances were also focused on, these studies gave light to a number of theories that were defined by the early researchers that defined and explained what work life balance was to them and the meaning of the term work life balance. These models or theories can be briefly explained as follows:

1.Spillover theory: The “spill over theory” which was one of the first theory explaining the two worlds of work and family defines that all the values, behaviour and emotions that arise out of the employee’s working environment greatly influences and spills out into a person’s private life, exhibiting a direct link or relationship between the two spheres of work and family. Spill over can be both positive and negative. Positive spill over refers to a situation when satisfaction and achievement in one domain may influence and bring along satisfaction and achievement in another domain. On the other hand, negative spill over refers to the fact that difficulties and stress in one domain may bring along the same emotions in another domain (Xu,2009). This theory also further defines that the spill over could also happen vice versa and that the values, behaviour, emotions and stress that arises out of the family can also be poured out in to one’s working environment. Thus, there should be a good balance that prevents the spill over into either side of work and family. (Piotrkowski,1979; Staines, 1980; Crouter,1984; Evans & Batolome,1986).

2.The Compensation Theory: The second theory is that of the “compensation theory”. (Staines 1980) defines and explains an inverse relationship between work and family. Hesay’s that many people compensate their failures and wrong feelings that emerge in a part of their lives through a greater involvement in the other. And that one sphere of life compensates for the other sphere of life stating the importance for both sides of the sphere of life to be balance and this will result in a better and more comfortable life in work and family

3.The Segmentation theory: The theory is the “segmentation theory” (Payton Miyazak 1976; Bruke & Greenglass 1987; ambert 1990). described the absence of a relationship between work and family and say’s that these two are totally different things and do not

influence each other in any way. The theory says that people segment these two spheres of a person's life as they are two different areas of lives removing thoughts, emotions and behaviour related to a role when they are involved in the other sphere of life.

4. The Instrumental theory: The "Instrumental theory" (Payton-Miyazaki & Brayfield 1976; Bruke & Greenglass 1987; Lambert 1990) states and defines that one's achievements at his/her work place are merely a tool to accomplish results in the family sphere. This theory further states that one's job is derived from any form of satisfaction and personal gratification and eventually becomes an activity aimed exclusively at providing the necessary resources to lead a comfortable and successful personal life.

5. The conflict theory: The next theory is the "Conflict theory" (Greenhaus & Parasuram Greenhaus & Beutell 1985; Burke & Greenhaus 1987), states that conflict arises between the two spheres of work and life/family, and that the two are mutually incompatible and that in order to be successful in one area or sphere results in the sacrifice of the other sphere. This theory is based on a concept of role conflict as defined by Kahn, Wolf, Quinn and colleagues (1964). According to these researchers there exists a set of conflicting pressures, values and expectations that are specific to each role. It also states that individuals who are simultaneously involved in multiple roles inevitably experience one or the other form of conflict. (Greenhaus & Parasuram 2002). In other research work and family have also been referred to as two sides of the same coin that exist together in every person's life and they must be carefully be balanced in order to avoid conflict of any kind. (Carlson et al., 2000; Froneet al., 1992; Netemeyer et al, 1996).

6. The Border theory: this theory was presented by S.C. Clark, this new theory about Work family balance defines that each person's role takes place within a specific domain of life, and these domains are separated by borders that maybe temporal, physical or psychological. This theory also defines the various issues in crossing over between the borders that may or may not happen in the domain of life especially the domain of work and family. According to this theory the ease of crossing and its flexibility of the boundaries between work and family will affect the level of integration and the level of conflict between these two domains. The boundaries that are flexible and permeable will facilitate integration between work And family domains. And when these domains are integrated the transition between them is easier

but the chances of a conflict between the two is more likely. Likewise, when these two domains are segmented transition is more difficult but the chances of a conflict between the two is less likely. (Bellavia and Frone. 2005) The term work life balance was coined in 1986, but its usage has been irregular and sporadic for a number of years, work life balance programs were implemented and existed as early as 1930's before world war II W.K. Kellogg company introduced four six hour shifts to replace the traditional three-day eight-hour shift which resulted in increased and better employee morale and efficiency (Lockwood. 2003). Several studies show that female teachers are very busy in their work and that teaching is a very stressful profession for mothers especially.

Five Steps for Achieving Work Life Balance

Step 1: Get Real

The first step to work life balance is to get "real" using a simple SWOT (strengths, weaknesses, opportunities and threats) analysis, conduct a personal audit of your work life. Make a list of work time and personal time needs. Quantify and qualify how much work time and personal time are required. Assess where the balances and gaps are with the current work time, personal time and life style commitments.

Step 2: Purpose Driven

Reflect and analyse what values and purposes drive the need for your work life balance. List some three to five items and focus on them. These are very critical and often not at the top of our minds when work life balance is out of balance. Frustration and stress will result when these values and purposes are not met. They are signals that all is not right but remember that perseverance is needed to keep the balance.

Step 3: Goal Oriented

Setting attainable goals keeps us focused and goals are seen as an end result of perseverance keep to a few achievable goals and not be overly ambitious. Discuss these goals with people whose support is required or will be impacted by the choices made write down the goals and save them in your PDA or electronic appointment calendar "to do" list to receive reminders about them weekly.

Step 4: Adaptability

Work life balance requires conscious effort and determination. There are times to say “No” without having to feel guilty about it. There are also times to compromise and make sacrifices to achieve the set of goals work life balance will call for change to one’s life style. Accept the need to change and be adaptable if work life balance is to become a long term goal. Re look step 2 if adaptability becomes a struggle.

Step 5: Evaluation

Working through these steps is just one way to realize work life balance. Sustaining it is a greater challenge because it takes a continuous process of evaluation. At different stages of career and personal life, work life balance needs are different starting afresh at step 1. When embarking on major decisions affecting career and personal life can help to attune work life balance needs. Setting aside time for self-reflection to evaluate the journey of arriving at the set goals is an achievement in itself.

Work life balance is achievable and it is a journey choices, focus, and conscious evaluation to adapt and keep moving. The presence and support of others is 35 important when investment in work and personal time are set aside. Work life balance is about effectively managing act between paid work and the other activities that are important to people. It’s not about saying that work is wrong or bad, but that work shouldn’t completely crowd out the other things that matter to people like time with family, participation in community activities, voluntary work, personal development, leisure and recreation.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Introduction

This chapter contains the analysis and interpretation based on the available variables. The available variables are personnel life and work life satisfaction and their stress level. Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusion, significance and implementation of the findings the steps involved in data analysis are a function of type of information collected. However returning to the purpose of the assessment and the assessment questions will provide a structure for the organization of the data and focus for the analysis. So analysis and interpretation are the major part of the research. It connects the findings with established theories or available stock of knowledge in the particular area of the research.

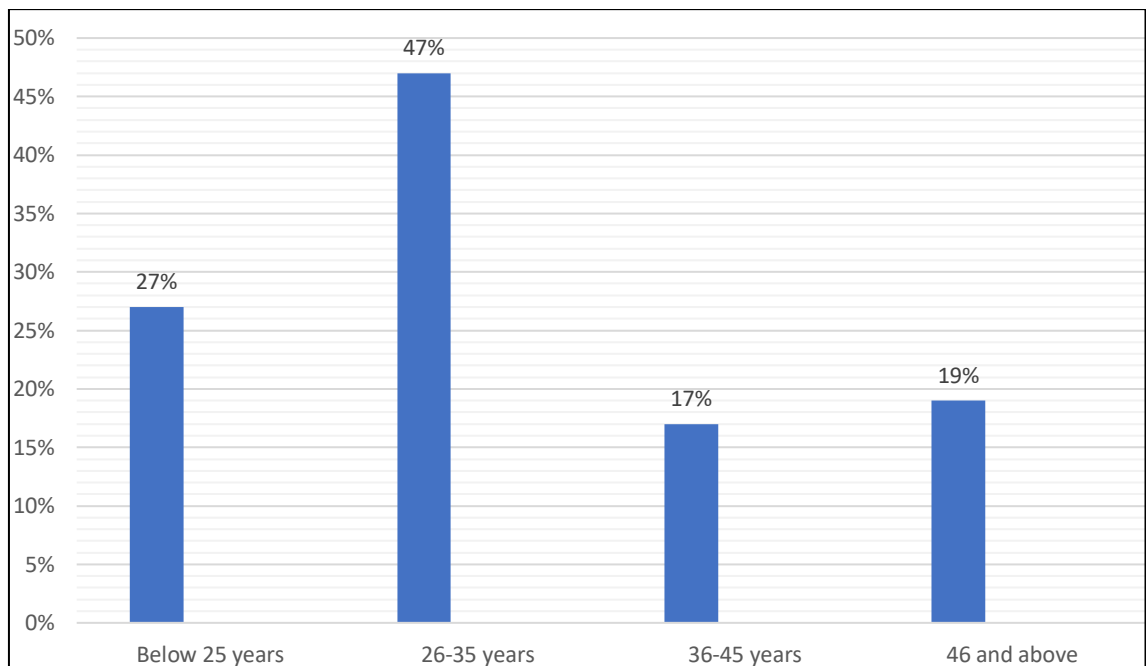
The following page includes the individual tables and their corresponding diagrams based on the percentage analysis and also interpretations based on the analysis.

4.1 AGE WISE CLASSIFICATION

Table No 4.1

Age	No of respondents	Percentage
Below 25 years	20	27
26-35 years	35	47
36-45 years	13	17
46 and above	7	9
Total	75	100

(Source: Primary data)



Age wise classification

Figure 4.1

Interpretation

The above table reveals about the age wise classification of the respondents. Most of them are between 26-35 years old, which is of 47 percent. About 17 percent of the respondents are under the age group 36-45. About 27 percent of respondents are below the age of 25. Only 9 percent respondents are above the age of 46 years.

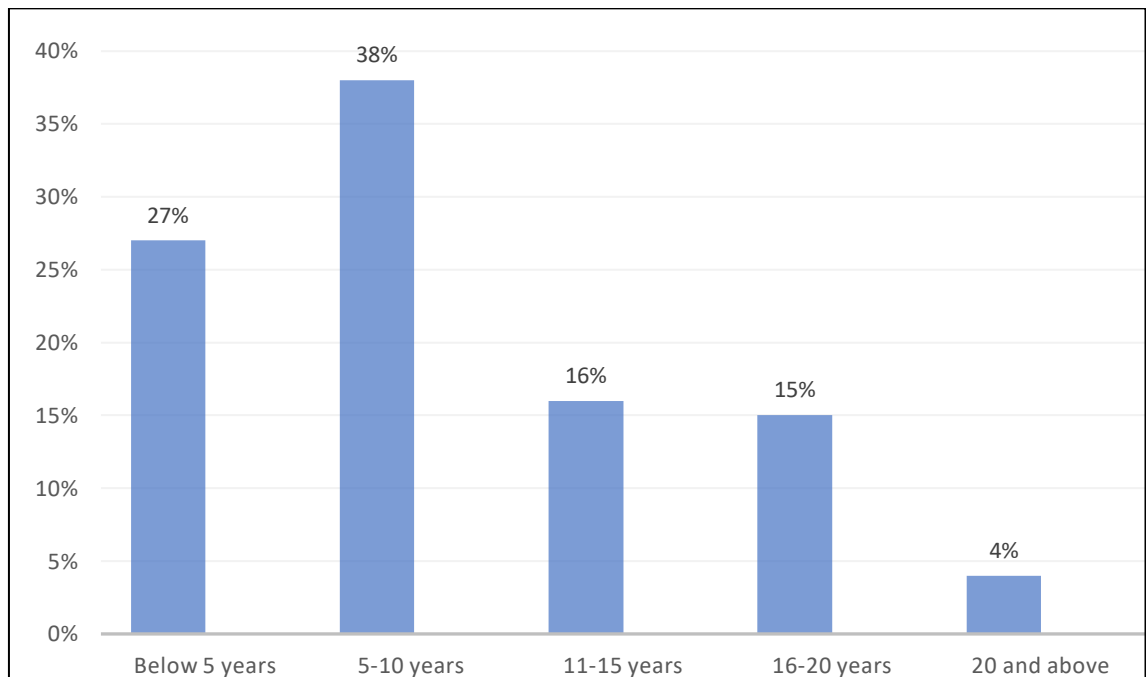
4.2 YEARS OF SERVICE

Table no 4.2

Years of service

Category	No of respondents	Percentage
Below 5 years	20	27
5-10 years	29	38
11-15 years	12	16
16-20 years	11	15
20 and above	3	4
Total	75	100

(Source: Primary data)



Years of service

Figure 4.2

Interpretation

Table 4.2 shows that 27 percent of respondents have less than 5 years experience. About 38 percent of respondents have 5-10 years of service experience. An experience of 11- 15 years is obtained by the 16 percent of the respondents.16-20 years of experience is acquired by 15 percent of the respondents and only 4 percent of respondents has the experience of 20 years and more.

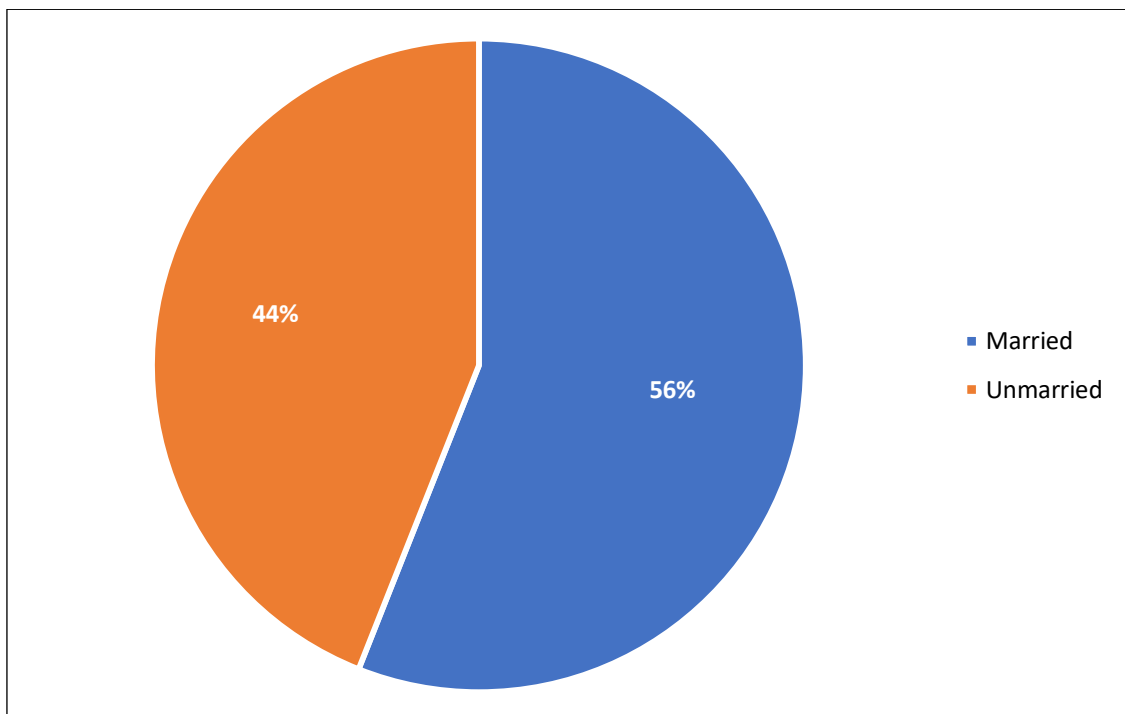
4.3 MARITAL STATUS

Table no 4.3

Marital status

Marital status	No of respondents	Percentage
Married	42	56
Unmarried	33	44
Total	75	100

(Source: Primary data)



Marital Status

Figure 4.3

Interpretation

Above table denotes the marital status of the respondent. More than 56 percent of respondents are married which is 42 respondents from the total 75 and 44 percent of respondents are single which is 33 of total.

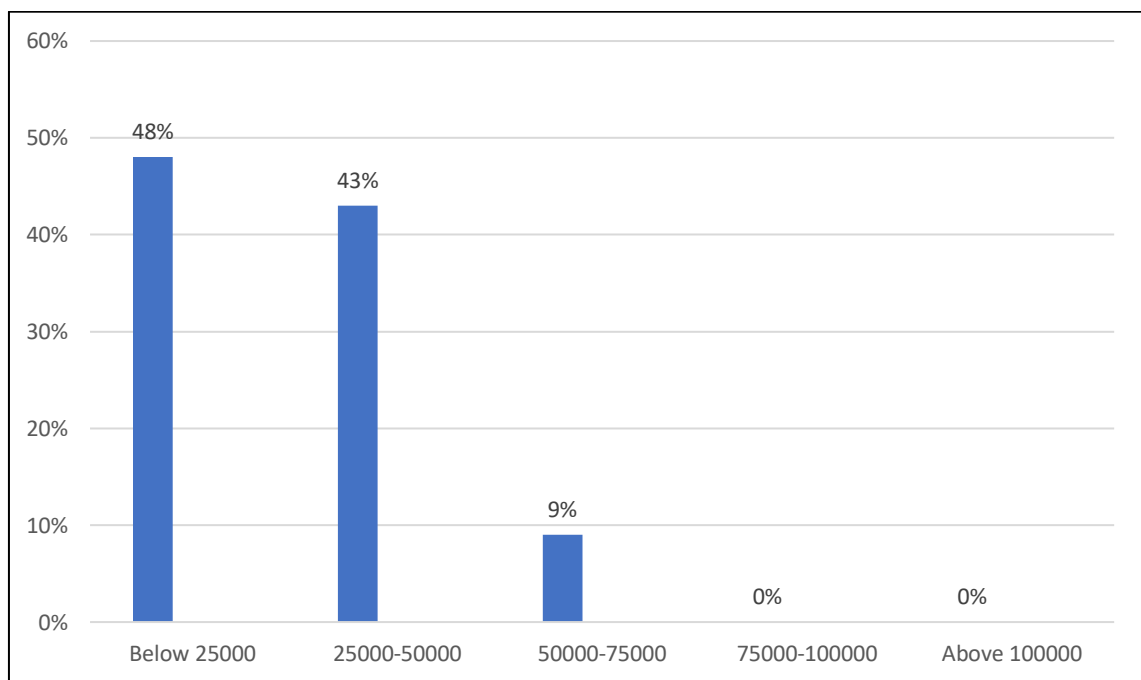
4.4 SALARY WISE CLASSIFICATION

Table no 4.4

Salary wise classification

Salary	No of respondents	Percentage
Below 25000	36	48
25000-50000	32	43
50000-75000	7	9
75000-100000	0	0
Above 100000	0	0
Total	75	100

(Source: Primary data)



Monthly salary

Figure 4.4

Interpretation

Table 4.4 shows the data regarding the monthly salary. 48 percent of the respondents have the salary Less than Rs. 25000. More than 43 percent of them have salary in between Rs. 25000- 50000. About 9 percent of them have the salary in between Rs. 50000 – Rs. 75000. No one among the respondent is getting salary above 75000.

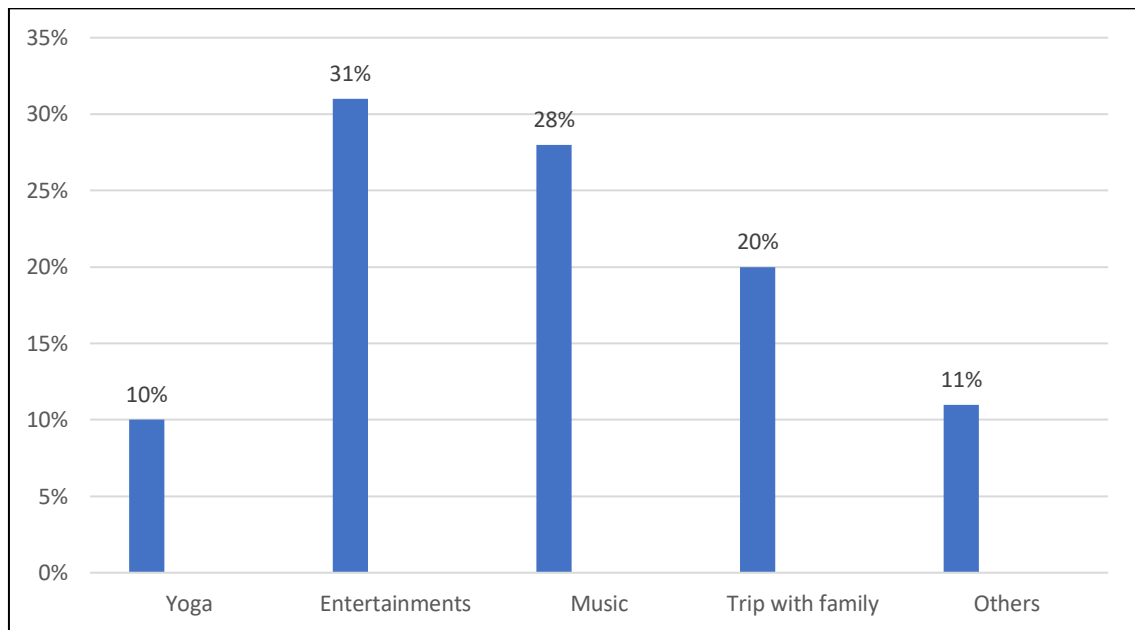
4.5 STRESS MANAGEMENT

Table no 4.5

Stress management

Stress management	No of respondent	Percentage
Yoga	8	10
Entertainments	23	31
Music	21	28
Trip with family	15	20
Others	8	11
Total	75	100

(Source: Primary data)



Stress management

Figure 4.5

Interpretation

The above table shows how the respondents manage their stress. Most of the respondents maintain stress through entertainments which is of 31 percent. 28 percent of the respondents seek happiness and stress relief from music, 20 percent from tripping with family 10 percent from yoga and 11 percent from other sources.

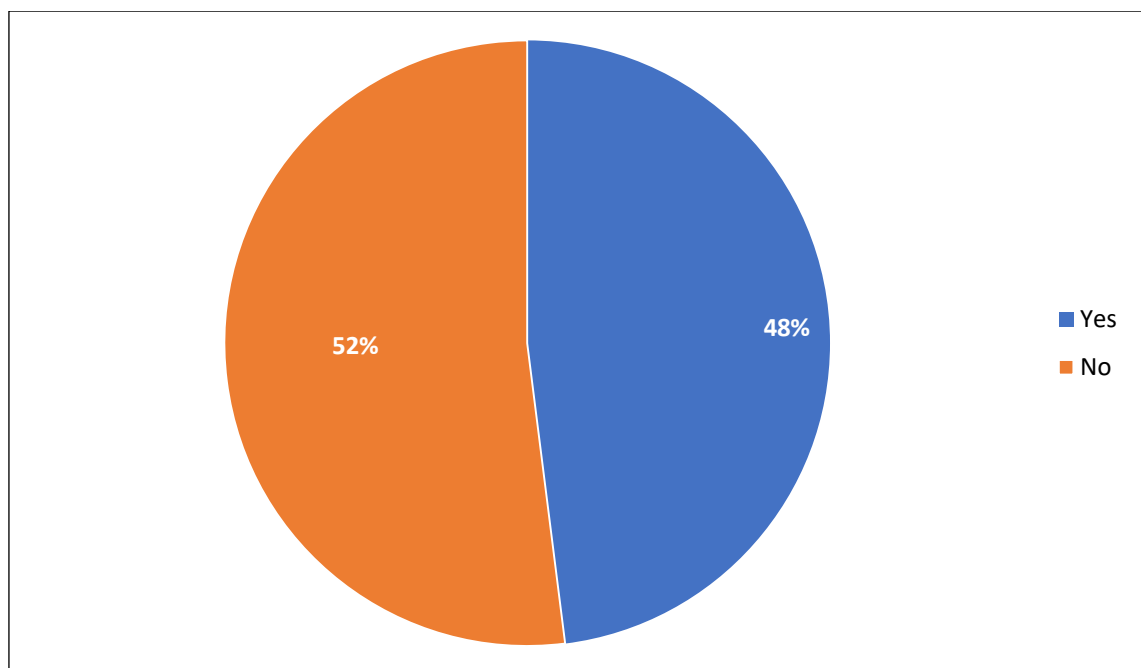
4.6 DEPRESSION BECAUSE OF HECTIC WORK SCHEDULE

Table no 4.6

Depression because of hectic work schedule

Response	No of respondents	Percentage
Yes	36	48
No	39	52
Total	75	100

(Source: Primary data)



Depression because of hectic work schedule

Figure 4.6

Interpretation

Table no 4.6 reveals the respondent's depression due to hectic work schedule. About 48 percent of respondents feel depressed with hectic work schedule and the 52 percent of the respondents doesn't feel depressed with hectic work schedule.

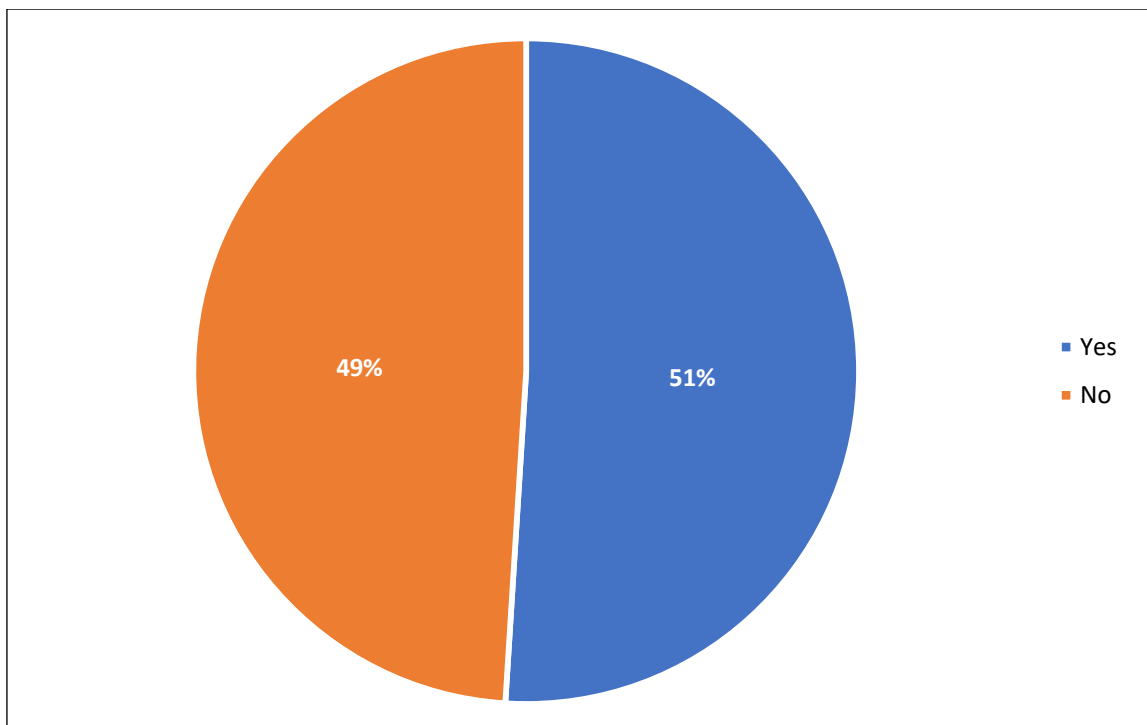
4.7 GENDER INEQUALITY

Table no 4.7

Gender inequality

Response	No of respondent	Percentage
Yes	38	51
No	37	49
Total	75	100

(Source: Primary data)



Gender Inequality

Figure 4.7

Interpretation

The table no 4.7 shows the data related to the experience of gender inequality. About 49 percent teachers doesn't experience any gender inequality and about 51 percent experienced gender inequality from co-workers and superiors.

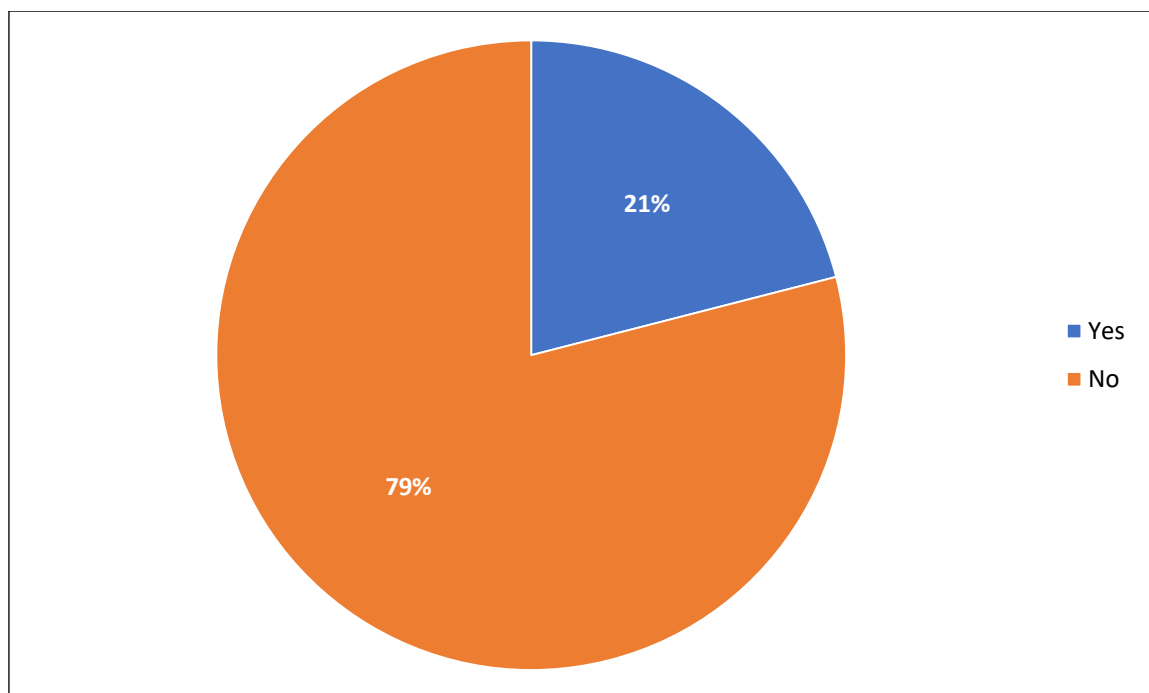
4.8 MENTAL OR PHYSICAL HARASSMENT

Table no 4.8

Mental or physical harassment

Response	No of respondents	Percentage
Yes	16	21
No	59	79
Total	75	100

(Source: Primary data)



Mental or physical harassment

Figure 4.8

Interpretation

The table no 4. 8 shows the data related to the mental or physical harassment from co-workers. About 79 percent teachers doesn't face any Mental or physical harassment from co-workers and about 21 percent face Mental or physical harassment from co-worker.

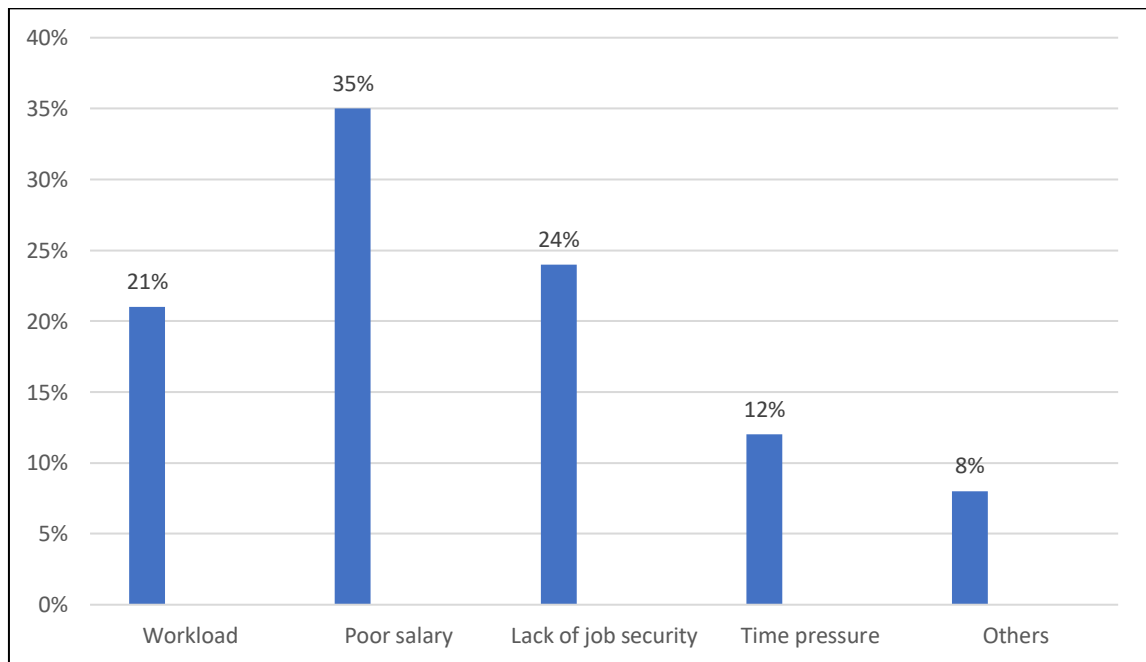
4.9 REASONS OF STRESS

Table no 4.9

Reasons of stress

Reasons	No of respondents	Percentage
Work load	16	21
Poor salary	26	35
Lack of job security	18	24
Time pressure	9	12
Others	6	8
Total	75	100

(Source: Primary data)



Reasons of stress

Figure 4.9

Interpretation:

The table no 4.9 shows the factors leading to stress in respondents' life. Work load is the cause of stress in 21 percent of respondents work life and for the 35 percent out of poor salary and for about 12 percent in time pressure is the cause. Lack of security is another factor which cause stress and for the balance 8 percent, respondent is affected by other factors.

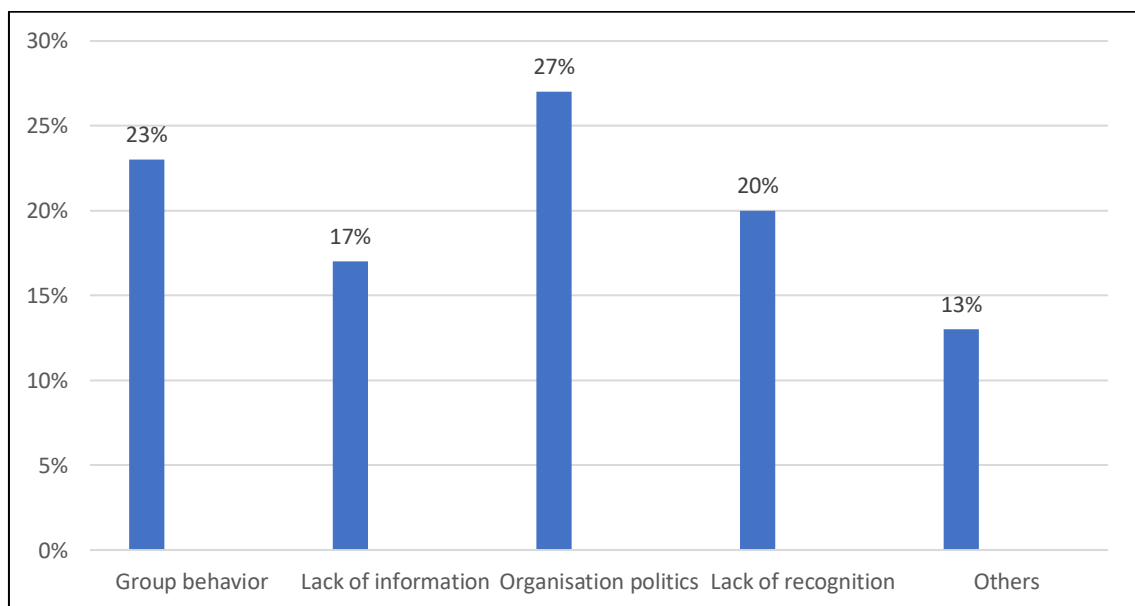
4.10 DIFFICULTIES FACED BY RESPONDENTS

Table no 4.10

Difficulties faced by respondents

Difficulties in job	No of respondents	Percentage
Group behavior	17	23
Lack of information	13	17
Organization politics	20	27
Lack of recognition	15	20
Others	10	13
Total	75	100

(Source: Primary data)



Difficulties faced by respondents

Figure 4.10

Interpretation:

Above data shows the difficulties faced by the respondents in the job. 17 percent of the respondents are feeling difficulties in lack of information. About 27 percent are facing difficulties in organization politics and 23 percent in group behaviour. About 20 percent of the total respondents are feeling difficulty with lack of recognition and 13 percent from other sources.

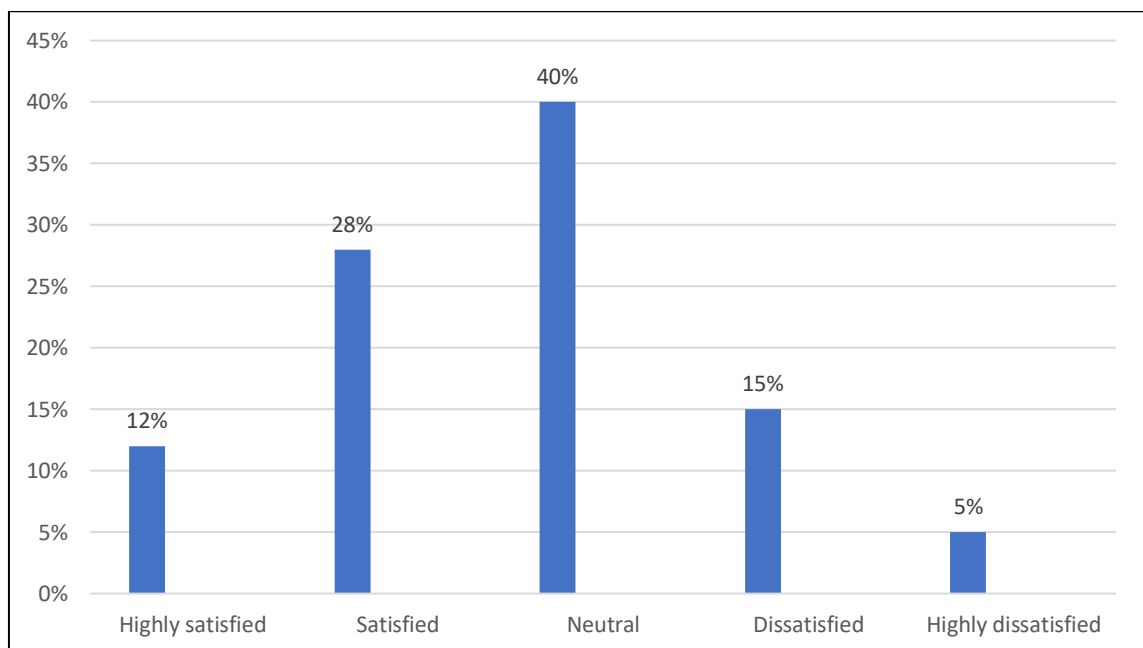
4.11 SATISFACTION WITH FREE HOURS

Table no 4.11

Satisfaction with free hours

Level of satisfaction	No of respondent	Percentage
Highly satisfied	9	12
Satisfied	21	28
Neutral	30	40
Dissatisfied	11	15
Highly dissatisfied	4	5
Total	75	100

(Source: Primary data)



Satisfaction with free hours

Figure 4.11

Interpretation

The table 4.11 shows that 40 percent of the respondent are neutrally satisfied with the free hours, 28 percent are satisfied with their free hours, 15 percent are dissatisfied, about 12 percent of them are highly satisfied and 5 percent of respondent are highly dissatisfied with the free hours. It is clear from the below graph.

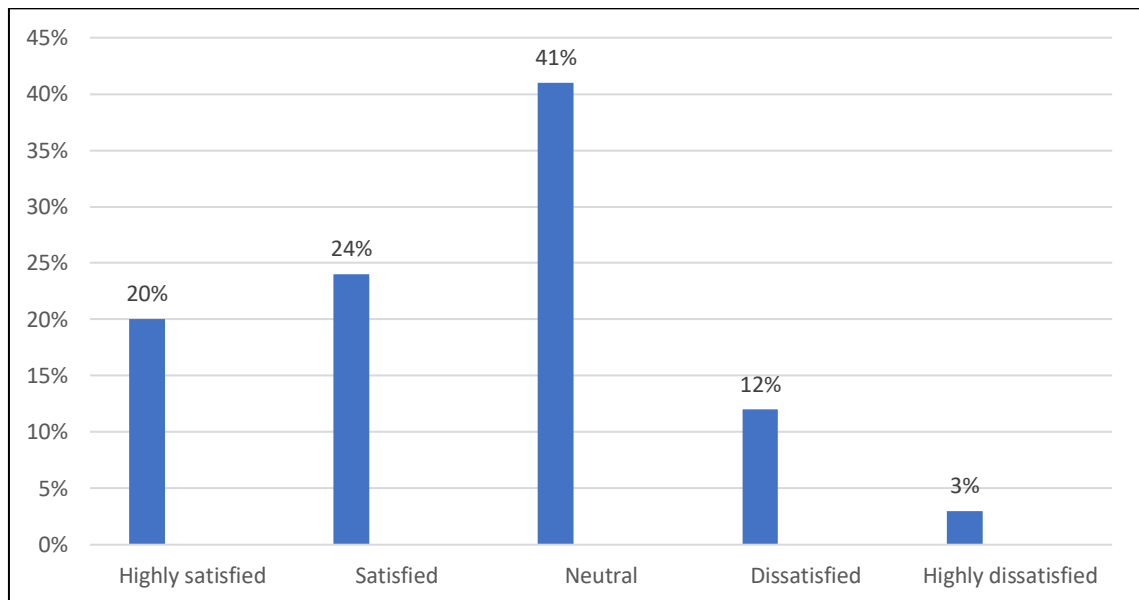
4.12 SATISFACTION WITH RULES AND POLICIES

Table no 4.12

Satisfaction with rules and policies

Level of satisfaction	No of respondents	Percentage
Highly satisfied	15	20
Satisfied	18	24
Neutral	31	41
Dissatisfied	9	12
Highly dissatisfied	2	3
Total	75	100

(Source: Primary data)



Satisfaction with rules and policies

Figure 4.12

Interpretation

Above chart denote the satisfaction of respondents with the rules and policies of the organization. About 24 percent respondents are satisfied with rules and policies of the organization. 41 percent, which is 31 of the total respondents are neutrally satisfied with rules and policies of the organization. About 12 percent respondents are dissatisfied and 20 percent respondents are highly satisfied. Only 3 percent are highly dissatisfied with the policies of organizations.

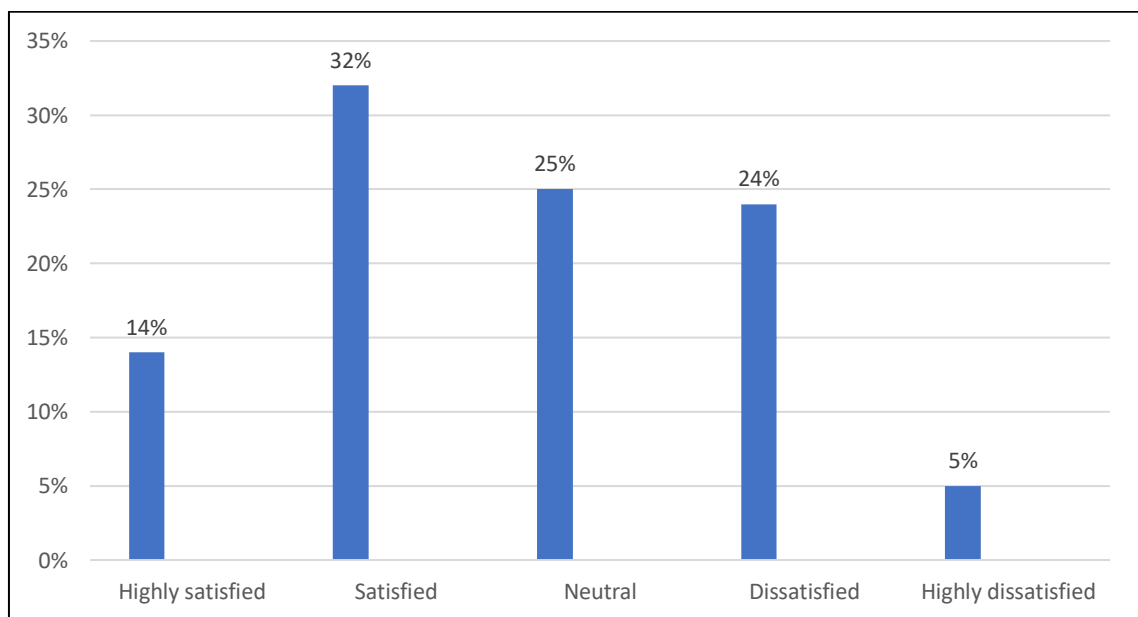
4.13 SATISFACTION WITH WORKING HOURS

Table no 4.13

Satisfaction with working hours

Level of satisfaction	No of Respondents	Percentage
Highly satisfied	10	14
Satisfied	24	32
Neutral	19	25
Dissatisfied	18	24
Highly dissatisfied	4	5
Total	75	100

(Source: Primary data)



Satisfaction with working hours

Figure 4.13

Interpretation

The table no 4.13 shows the level of satisfaction with the college working hours. 25 percent of the respondent are neutrally satisfied with the working hours, 32 percent are satisfied with their working hours, 24 percent are dissatisfied, about 14 percent of them are highly satisfied and 5 percent of respondent are highly dissatisfied with the working hours. It is clear from the above graph.

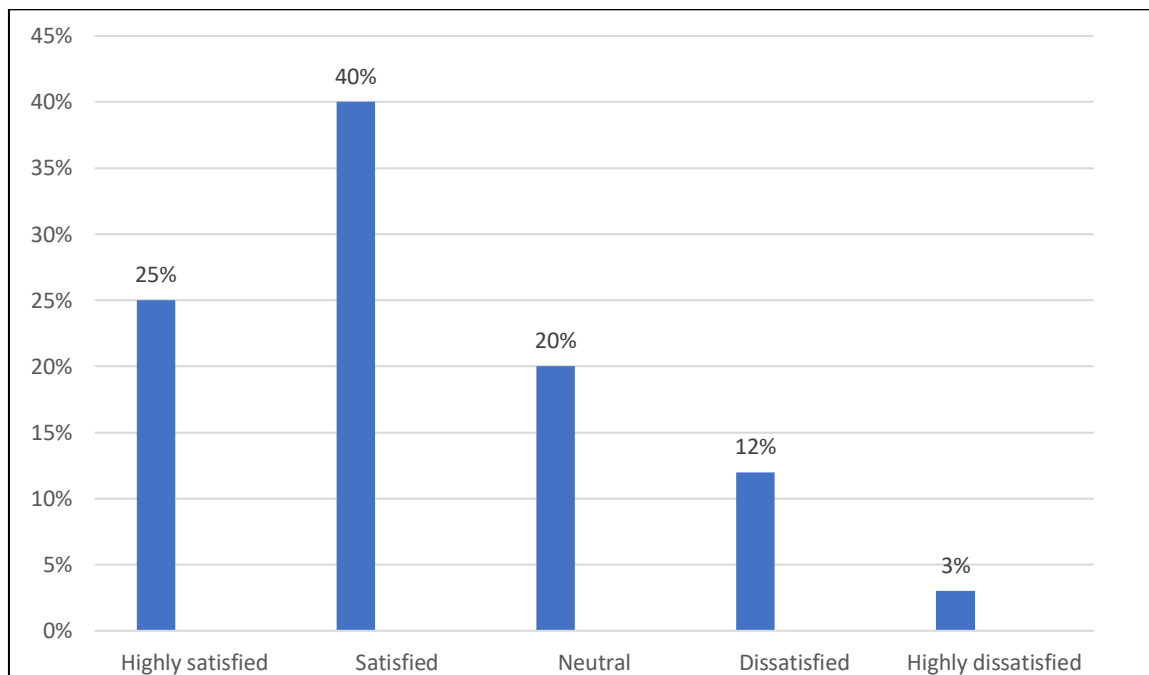
4.14 SATISFACTION REGARDING FAMILY SUPPORT

Table no 4.14

Satisfaction regarding family support

Level of satisfaction	No of respondents	Percentage
Highly satisfied	19	25
Satisfied	30	40
Neutral	15	20
Dissatisfied	9	12
Highly dissatisfied	2	3
Total	75	100

(Source: Primary data)



Satisfaction regarding family support

Figure 4.14

Interpretation

From the above table, data related to the satisfaction of respondent's family support can be found out. Among 75 respondents, 40 percent respondents are satisfied with their family support. About 25 percent respondents are highly satisfied with their family support. Among the total respondents, 20 percent respondents are neutrally satisfied and 12 percent respondents are dissatisfied with their family support. 3 percent of respondents don't get any support from family.

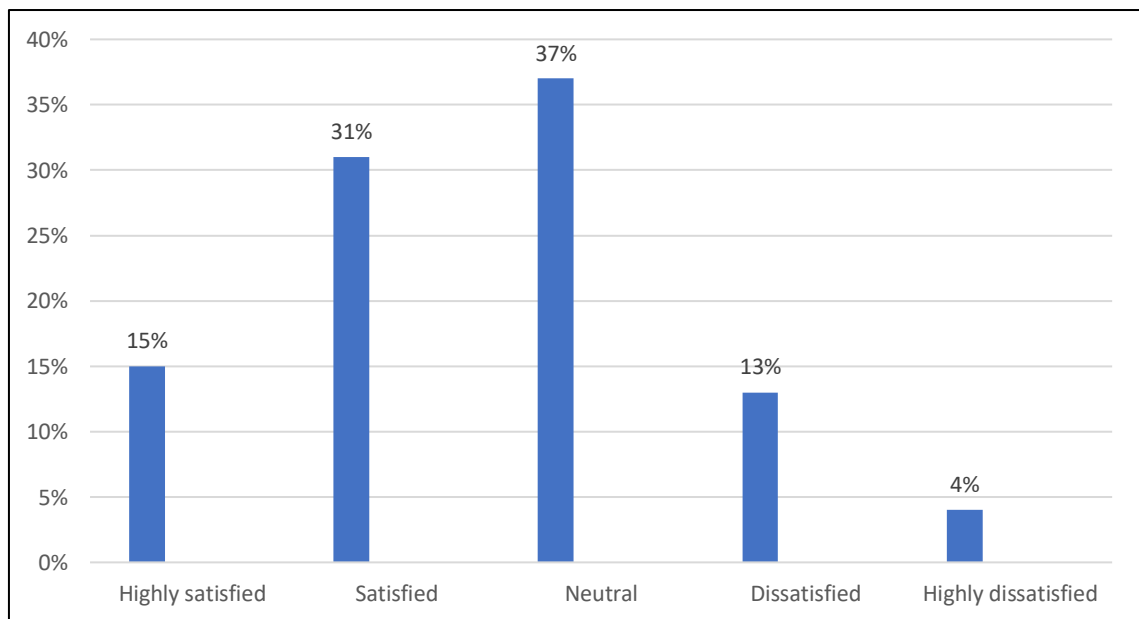
4.15 SATISFACTION WITH RELATIONSHIP AT WORK

Table no 4.15

Satisfaction with Relationship at work

Level of satisfaction	No of respondent	Percentage
Highly satisfied	11	15
Satisfied	23	31
Neutral	28	37
Dissatisfied	10	13
Highly dissatisfied	3	4
Total	75	100

(Source: Primary data)



Satisfaction with Relationship at work

Table no 4.15

Interpretation

Table 4.15 shows that 31 percent Respondents are satisfied with their relationship at work. About 37 percent Respondents are neutrally satisfied and 15 percent are highly satisfied with their relationship at work. Out of the total respondents, 13 percent Respondents which is about 10 respondents are dissatisfied. Only 4 percent Respondents are highly dissatisfied with their relationship at work.

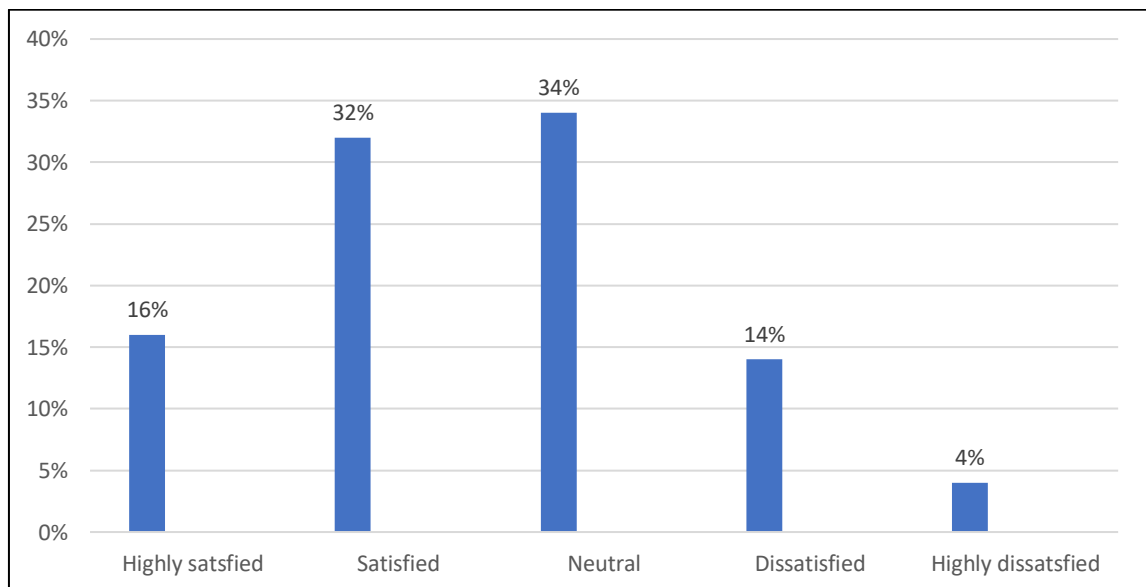
4.16 SATISFACTION WITH HOLIDAY

Table no 4.16

Satisfaction with holiday

Level of satisfaction	No of respondents	Percentage
Highly satisfied	12	16
Satisfied	24	32
Neutral	26	34
Dissatisfied	10	14
Highly dissatisfied	3	4
Total	75	100

(Source: Primary data)



Satisfaction with holiday

Figure 4.16

Interpretation

The table no 4.16 shows the level of satisfaction with the holidays. About 14 percent of the respondent are dissatisfied with the holiday. 34 percent are neutrally satisfied with the holiday. 32 percentage satisfied, about 4 percent of them are highly dissatisfied and 16 percent of respondent are highly satisfied with the holiday. It is clear from the below graph.

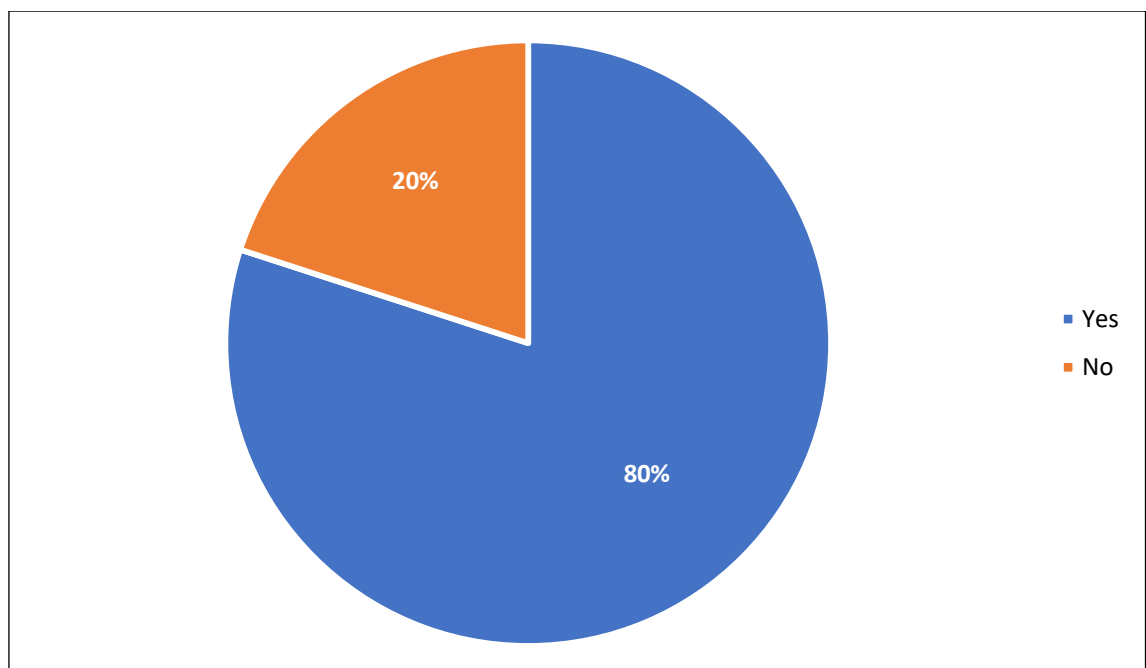
4.17 COUNSELLING BY THE INSTITUTION

Table no 4.17

Counseling provided by the institution

Opinion	No of respondent	Percentage
Yes	60	80
No	15	20
Total	75	100

(Source: Primary data)



Counseling sessions provided by the organization

Figure 4.17

Interpretation

The table no 4.17 shows the level of satisfaction with the Counselling provided by organization. About 80 percent of institutions provide counselling sessions and 20 percent of institutions does not provide counselling sessions.

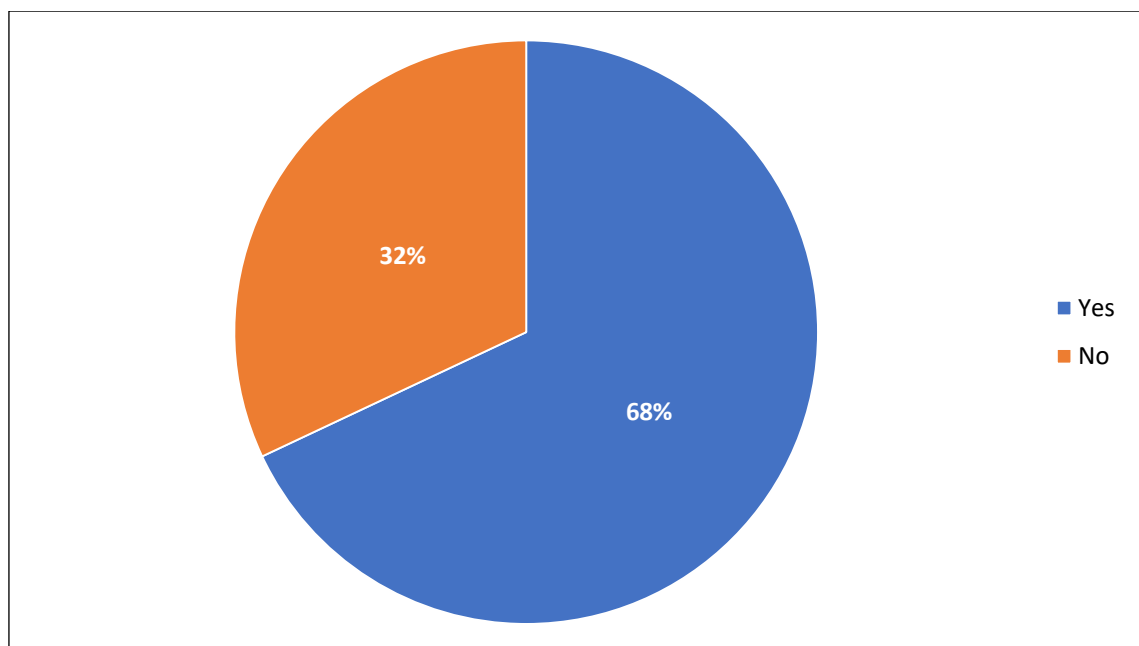
4.18 ABILITY TO BALANCE WORK AND PERSONAL LIFE

Table no 4.18

Ability to balance work and personal life

Opinion	No of respondents	Percentage
Yes	51	68
No	24	32
Total	75	100

(Source: Primary data)



Ability to balance work and personal life

Figure 4.18

Interpretation

Table no 4.18 reveals the respondents are able to balance work and personal life. About 68 percent of respondents have the ability to balance work and personal life while the 32 percent of the respondents, which is 24 respondents out of 75 doesn't have the ability to balance work and personal life.

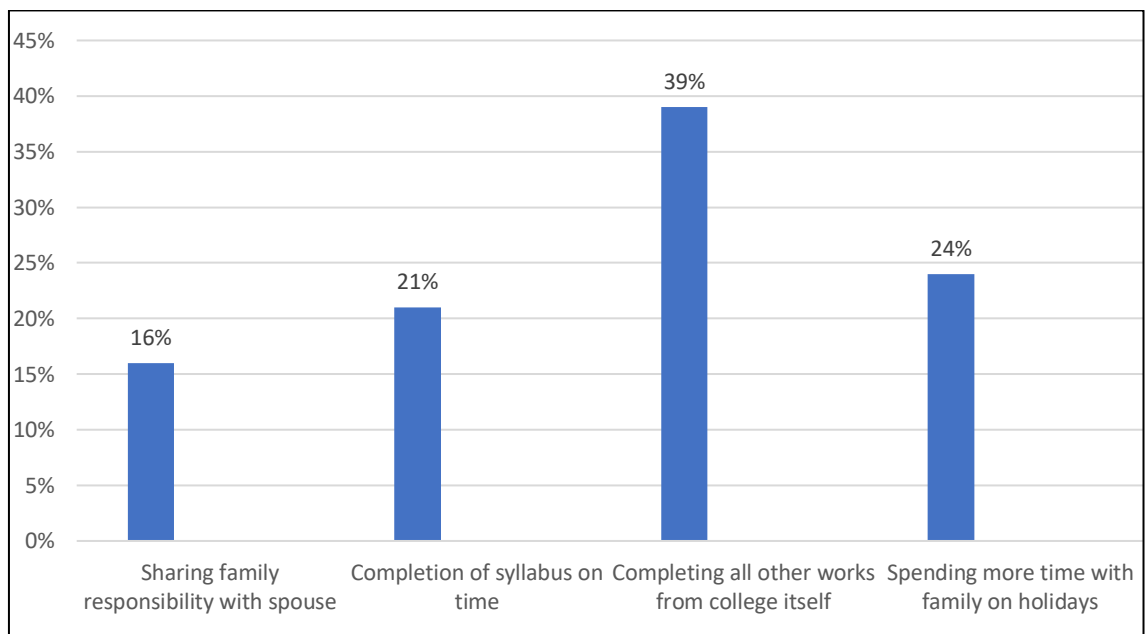
4.19 MANAGEMENT OF WORK LIFE COMMITMENTS

Table no 4.19

Management of work life commitments

Practices	No of respondents	Percentage
Sharing family responsibility with spouse	12	16
Completion of syllabus on time	16	21
Completing all other works from college itself	29	39
Spending more time with family on holidays	18	24
Total	75	100

(Source: Primary data)



Management of work life commitments

Figure 4.19

Interpretation

The table 4.19 shows the management of work life commitments among the respondents. 39 percent of the respondents manage work life commitments by completing all other works from college itself, 24 percent spent time with family on holidays, 21 percent in completion of syllabus on time and 16 percent share responsibility with spouse.

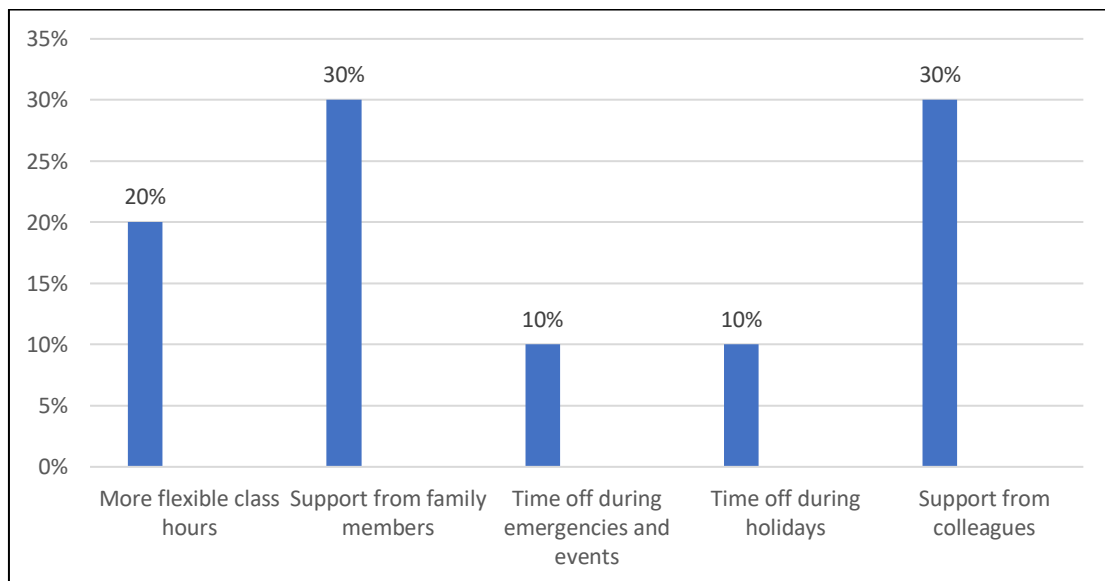
4.20 MAINTENANCE OF WORK LIFE BALANCE

Table no 4.20

Maintenance of work life balance

Factors	No of respondents	Percentage
More flexible class hours	15	20
Support from family members	23	30
Time off during emergencies and events	7	10
Time off during holidays	7	10
Support from colleagues	23	30
Total	75	100

(Source: Primary data)



Maintenance of work life balance

Figure 4.20

Interpretation

The table no 4.20 shows the importance of maintaining of work life balance in respondents life. 30 percent of respondents maintain work life balance by the support from family members and other 30 percent from support from colleagues.20 percent from more flexible class hours, 10 percent from time off during emergencies and events and other 10 percent time off during holidays.

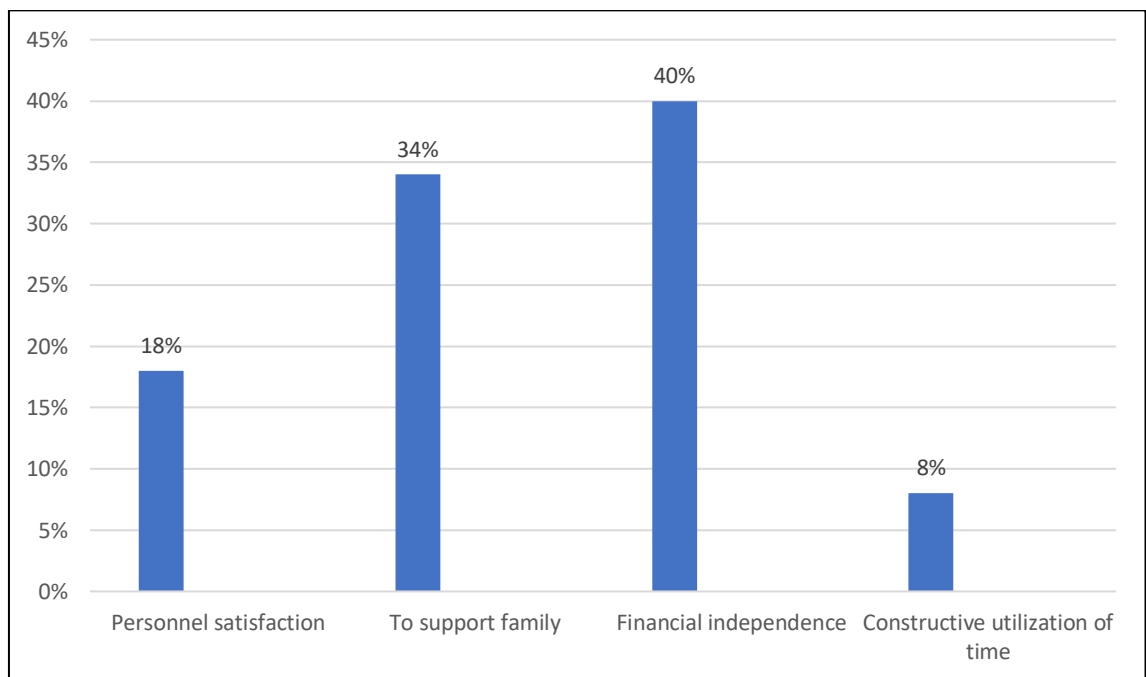
4.21 MOTIVATION TO WORK

Table no 4.21

Motivation to work

Factors	No of respondents	Percentage
Personnel satisfaction	14	18
To support family	25	34
Financial independence	36	40
Constructive utilization of time	6	8
Total	75	100

(Source: Primary data)



Motivation to work

Table no 4.21

Interpretation

The table no 4.21 shows the factors that motivate the respondents to work. 40 percent of the respondents motivation to work is the financial independence. 34 percent to support their family members, 18 percent for their personnel satisfaction and 8 percent for constructive utilization of time.

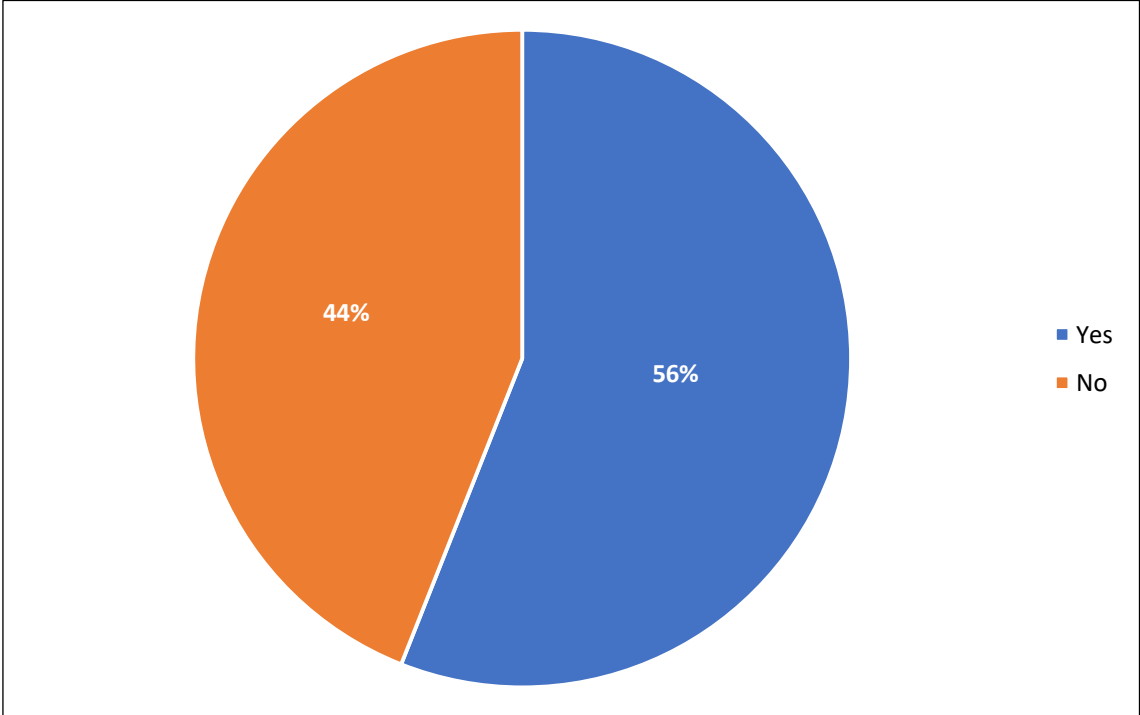
4.22 DIFFICULTY IN BALANCING WORK LIFE IN A SELF FINANCING INSTITUTE

Table no 4.22

Difficulty in balancing work life in a self financing institute

Response	No of respondents	Percentage
Yes	42	56
No	33	44
Total	75	100

(Source: Primary data)



Difficulty in balancing work life in a self financing institute

Figure 4.22

Interpretation

The table no 4.22 shows the difficulty in balancing work life in a self financing institute. About 56 percent faces difficulty in balancing their work life while 44 percent does not face difficulty in balancing their work life in a self financing institute.

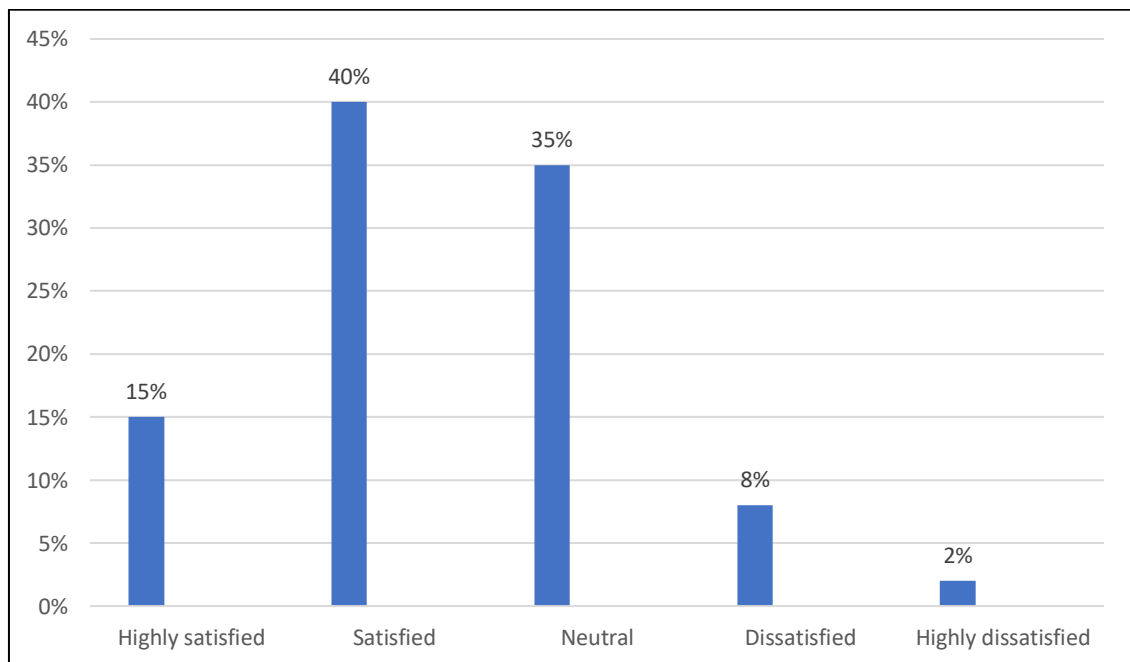
4.23 SATISFACTION WITH YOUR JOB

Table no 4.23

Satisfaction with your job

Level of satisfaction	No of respondents	Percentage
Highly satisfied	12	15
Satisfied	30	40
Neutral	26	35
Dissatisfied	6	8
Highly dissatisfied	1	2
Total	75	100

(Source: Primary data)



Satisfaction with your job

Figure 4.23

Interpretation

The table no 4.23 shows that 40 percent of the respondents are satisfied with their job ,35 percent are neutrally satisfied with their job, 15 percent are highly satisfied while 2 percent are highly dissatisfied and 8 percent are dissatisfied.

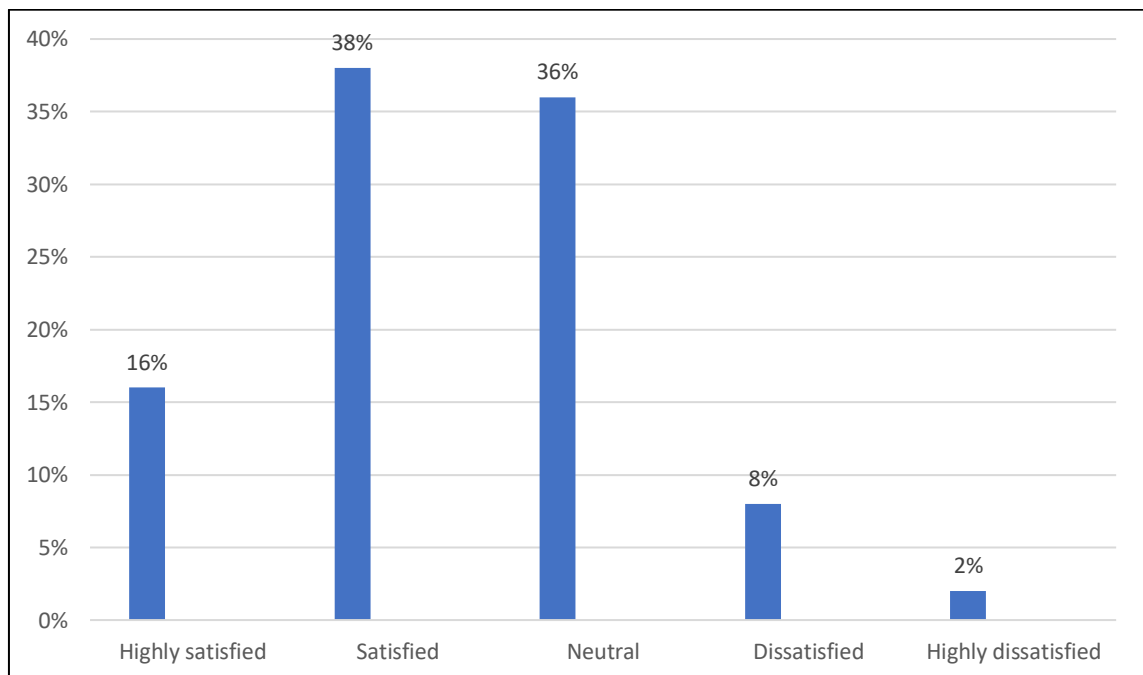
4.24 SATISFACTION WITH WORK LIFE BALANCE

Table no 4.24

Satisfaction with work life balance

Level of satisfaction	No of respondents	Percentage
Highly satisfied	12	16
Satisfied	29	38
Neutral	27	36
Dissatisfied	6	8
Highly dissatisfied	1	2
Total	75	100

(Source: Primary data)



Satisfaction with work life balance

Figure 4.24

Interpretation

The table no 4.24 shows that 38 percent of the respondents are satisfied with their work life balance ,36 percent are neutrally satisfied their work life balance, 16 percent are highly satisfied while 2 percent are highly dissatisfied and 8 percent are dissatisfied.

HYPOTHESIS TESTING

Relationship between work life balance and marital status

H₀: There is no association between marital status and work life balance.

H₁: There is association between marital status and work life balance.

For testing the independence of two attributes we apply χ^2 test.

$$\chi^2 = \sum (O-E)/E$$

Where ,

O = Observed frequency

E = Expected frequency

Marital status	Work life balance		Total
	Yes	No	
Married	32	10	42
Unmarried	22	11	33
Total	54	21	75

Expected frequency (E)=Row total * column total/Grand total

O	E	O-E	(O-E)²	(O-E)²/E
32	30.24	1.76	3.1	0.103
10	11.76	-1.76	3.1	0.264
22	23.76	-1.76	3.1	0.130
11	9.24	1.76	3.1	0.335
X²				0.832

$$x^2 = \sum(O-E)/E = 0.832$$

$$\text{Degree of freedom} = (r-1) * (c-1)$$

$$= (2-1) * (2-1)$$

$$= 1*1$$

$$=1$$

$$\text{Level of significance} = .05$$

$$\text{Table value of } x^2 \text{ at 5\% level of significance at 1 degree of freedom} = 3.841$$

Here the calculated value (0.832) is less than the table value (3.841), so we accept the null hypothesis.

So there is no association between marital status and work life balance.

CHAPTER 5
SUMMARY, FINDINGS, SUGGESTIONS AND
CONCLUSIONS

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 SUMMARY

Work life balance of women college teachers is a relevant topic since female work life balance is very much discussed during the past years. So 75 respondents from Kannur University have been taken for the research study. The objectives of the research topic are as follows:

- To study the factors influencing work life balance among women faculty under Kannur University.
- To identify the practices followed by women staff members on managing their work life commitments.
- To study the effect of work life balance on job satisfaction.

5.2 FINDINGS

- Most of the respondents are 26-35 years old.
- 38% of respondents have 5-10 years of experience.
- 56% of respondents are married which is 42 respondents from the total 75.
- 48% of the respondents have the salary less than Rs. 25000.
- 31% of the respondents deal with stress through entertainment activities.
- 52% of respondents do not feel depressed with hectic work schedule.
- 51% of respondents experienced gender inequality.
- 79% of respondents have not faced any mental or physical harassment.
- 35% of the respondents are stressed due to poor salary.
- 27% of respondents face difficulty with organisational politics.
- 40% of respondents are neutrally satisfied with free hours.
- 41% of the respondents have a neutral opinion with rules and policies of the organization.
- 32% of respondents are satisfied with working hours.
- 40% of respondents are satisfied with family support.
- 37% of respondents are neutrally satisfied with relationship at work.
- 34% respondents are neutrally with holidays provided by institutions.
- 80% respondents are provided with counselling session in organisation.
- 68% of respondents are able to balance work and personal life.
- 39% of respondents manage life commitments by completing their works from college itself.
- Majority of the respondents are able to maintain work life balance due to support from family and colleagues.
- 40% of respondents are motivated to work because of financial independence.
- 56% of respondents face difficulty in balancing work life.
- 40% of respondents are satisfied with their job.
- 38% of respondents are satisfied with work life balance.

5.3 SUGGESTIONS

1. Consider female staffs. they have their own personal or family difficulties during their job.
2. Ensure work satisfactory circumstances.
3. Try to organize female teachers association to improve the female social issues in the locality.
4. They need a free hour to spend quality time with the students and to hear and solve their personal problems.
5. Reduce unwanted rules and regulations in the organization.
6. To give transport facilities for women teachers when they work early morning or until late night.
7. To conduct seminars, workshops and training program of stress reduction, time Management and help teachers to achieve good work life balance.
8. To give some flexibility in strict deadlines and heavy workload.
9. To encourage teachers to maintain good relationship among co-workers and encourage team work.
10. Provide some free hours.
11. Avoid continuous classes. Continues teaching will be stressful for them.
12. Women are facing many difficulties during their menstrual period time. So organization should support them by providing leave or by reducing their workload during these days.
13. Organization should provide proper counselling facilities.
14. Conduct faculty refreshment schemes in colleges.
15. By reducing works other than teaching work life balance can be ensured.
16. First preference must be given to teaching than any other work.

17. Completing teaching portions on time will be helpful for maintaining work life balance.
18. Allocate time for works other than teaching without affecting students education.
19. Appoint non-teaching staffs for doing non-teaching.

5.4 CONCLUSION

Achieving a good balance between work and family responsibilities is a major concern for employees in all sector. If these two are not properly maintained will leads to work life imbalance, stress and job dissatisfaction. If this is happening in case of teachers will affect students education. Therefore this study undertaken to know the work life balance of women faculty in colleges.

Education system becoming more and more competitive teachers need to spent more time in colleges and need to spent time after reaching home for completing their work and prepare for following day.

This study identified various factors causing work life imbalance and it is revealed that work life balance and job satisfaction are related to each other. So if organization can provide work life balance to faculties it can achieve more job satisfaction on faculty. This in turn helps the organization to achieve new heights. This study revealed that faculty satisfied with work life balance even they are going through work pressure. Majority of respondents also having job satisfaction also. In case if there is work life imbalance management should take proper measures for ensuring work life balance and thereby ensure quality education for students.

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APPENDIX

Questionnaire

I TREESA P student of 4th semester M.com finance at Don Bosco Arts and Science College Angadikadavu as a part of curriculum. Am doing a project on "**WORK LIFE BALANCE OF WOMEN TEACHERS IN SELF FINANCING COLLEGES UNDER KANNUR UNIVERSITY**". I request you to kindly fill in the questionnaire so that I can have the necessary information.

Name:

1. Age :

- a) Below 25 years
- b) 26-35 years
- c) 36-45 years
- d) 46 and above

2. Years of service:

- a) Below 5 years
- b) 5-10 years
- c) 11-15 years
- d) 16-20 years
- e) 20 and above

3. Marital status:

- a) Married
- b) Unmarried

4. Monthly salary:

- a) Below Rs.25000
- b) Rs.25000 - Rs.50000
- c) Rs.50000 – Rs.75000
- d) Rs.75000 – Rs.100000
- e) Above Rs.100000

5. How do you manage stress from work life?

- a) Yoga
- b) Entertainments
- c) Music
- d) Trip with family
- e) Others

6. Do you ever feel exhausted or depressed because of hectic work schedule?

- a) Yes
- b) No

7. Have you ever experienced gender inequality in your workplace?

- a) Yes
- b) No

8. Have you ever experienced mental or physical harassment from coworkers or superiors?

- a) Yes
- b) No

9. What are the reasons for stress in your work life?

- a) Workload
- b) Poor salary
- c) Lack of job security
- d) Time pressure
- e) Others

10. Which is most difficult in your work life?

- a) Group behavior
- b) Lack of information
- c) Organization politics
- d) Lack of recognition
- e) Others

11. Your level of satisfaction with the free hours provided by the organization.

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

12. Your level of satisfaction with the rules and policies of the institution.

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

13. Your level of satisfaction with the working hours.

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

14. Your level of satisfaction regarding your family support in work.

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

15. Your level of satisfaction with your relationship at work.

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

16. Your level of satisfaction with the holidays provided by the institution.

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

17. Do your institution provide counseling sessions.

- a) Yes
- b) No

18. Are you able to maintain balance with your work and personal life.

a) Yes

b) No

19. What are the practices followed by you for managing work life commitments.

a) Sharing family responsibility with spouse.

b) Completion of syllabus on time.

c) Completing all others works from college itself.

d) Spending more time with family on holidays.

20. To maintain work life balance which of the following is more important for you.

a) More flexible class hours.

b) Support from family members.

c) Time off during emergencies and events.

d) Time off during holidays.

e) Support from colleagues.

21. Select the factor that motivate you to work.

a) Personnel satisfaction.

b) To support family.

c) Financial independence.

d) Constructive utilization of time.

22. Do you feel difficulty in balancing your work life due to workload in a self financing institute.

a) Yes

b) No

23. Your overall satisfaction with your job.

a) Highly satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly dissatisfied

24. Overall satisfaction with your work life balance.

a) Highly satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly dissatisfied

**A STUDY ON AGRICULTURAL FINANCING POLICIES
OF COMMERCIAL BANK AND ITS EFFECTIVE
UTILISATION AMONG FARMERS IN IRITTY TALUK**

*A project report submitted to the Kannur University in partial
fulfillment of the requirement for the award of degree of*

MASTER OF COMMERCE

(2021-2023)

BY

ALOSHIOUS CHERIAN

REG.NO. C1PCOM3902

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. DEEPTHY JOSEPH

(DEPARTMENT OF COMMERCE)



**DEPARTMENT OF COMMERCE
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ANGADIKADAVU, IRITTY - 670706**

DECLARATION

I ALOSHIOUS CHERIAN, student of 4th Semester M.Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled **“A STUDY ON AGRICULTURAL FINANCING POLICIES OF COMMERCIAL BANK AND ITS EFFECTIVE UTILISATION AMONG FARMERS IN IRITTY TALUK”** is an authentic and original work done by me under the guidance and supervision of Ms. DEEPTHY JOSEPH, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

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ANGADIKADAVU, IRITTY - 670706



CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON AGRICULTURAL FINANCING POLICIES OF COMMERCIAL BANK AND ITS EFFECTIVE UTILISATION AMONG FARMERS IN IRITTY TALUK**” is a record of genuine work done by the candidate **ALOSHIOUS CHERIAN** during the period of his study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Ms. DEEPTHY JOSEPH

Assistant Professor & Head

Examiner 1:

Examiner 2:

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ALOSHIOUS CHERIAN

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CHAPTER 1
INTRODUCTION

INTRODUCTION

Agricultural finance is made to farmers for farming activities. Agricultural finance makes up about 1 per cent of all bank loans but is an important form of lending by small rural banks. Smaller banks used about 6 per cent of their assets to make agricultural finance. Short –term agricultural finance is usually seasonal and is used to finance the purchase of seeds, fertilizer and livestock. Agricultural finance assumes vital and significant importance in the agro- socio economic development of the country both at macro and micro level. It is playing a catalytic role in strengthening the farm business and augmenting the productivity of scarce resources. When newly developed potential seeds are combined with purchased inputs like fertilizers & plant protection chemicals in appropriate/requisite proportions will result in higher productivity. Agricultural finance is available for different farming purposes. Farmers may apply for loans to buy input for the cultivation of grains, crops as well as for horticulture, aquaculture, animal husbandry, and floriculture and sericulture business. There are also special loans to finance the purchase of agricultural machinery such as tractors, harvesters and trucks. Construction of biogas plants and irrigation system as well as purchase of machineries for agricultural activities may also be financed through special type of agricultural loans. The customers can also avail of working capital term loans for setting up farm related projects like poultry project. Flexible repayment pattern and tenure to align to the cash flow of the customers are also provided by modern commercial banks. For a long time, the major source of agricultural credit was private moneylenders. But this source of credit was inadequate, highly expensive and exploitative. The commercial banks credit has been adopted to provide cheaper, timely and adequate credit to farmers

Agricultural growth has multi-faceted dimensions which involve a change in structure of production, allocation of resources, changes in process of production, changes in cropping pattern etc. which is not possible without affordable and sufficient credit. Commercial bank have plays a major role as an institutional agency for providing funds to agricultural operations. Commercial banks help finance the agricultural sector in developing countries in multiple ways. They

provide loans to traders in agricultural commodities. They also open a network of branches in rural areas by providing agricultural credit. Commercial banks provide direct financing to farmers for the commercialization of their products, modernization, and technification of their farms, by providing irrigation technologies, resources for land development, etc. These banks also provide financial assistance for industrial-scale animal husbandry, cattle raising, sheep farming, chicken farming, fish farming, and horticulture. In some cases, small farmers are also reached by microcredit tools from commercial institutions or microfinance institutions. Commercial banks, in theory, are prepared to provide financial assistance for all economic activities in rural areas. Agriculture is the foundation of Indian economy. Hence, development of this sector is essential for placing the economy on a sound footing.

This study aims to find out the level of consumer utilization from the Agriculture finance provided by the commercial Banks in Iritty Taluk.

1.1 STATEMENT OF THE PROBLEM

The topic is selected to analyse the utilization level of people towards the availability of agriculture finance in Kerala. Agriculturists occupy a crucial place in the process of economic development of a country. Agriculturists in Kerala faced many problems to get agriculture finance for their agriculture. The main problem faced by the agriculturists are financial constrains. Therefore the present investigation is conducted in Iritty Taluk to know the utilisation level of agricultural finance from commercial banks by the farmers.

Hence this study is titled as “A Study on Agricultural Financing Policies of Commercial Bank and its Effective Utilisation among Farmers in Iritty Taluk”.

1.2 SIGNIFICANCE OF THE STUDY

Agriculturist's face a series of problem right from the beginning itself. The main problem faced by the Agriculturist's are financial constrains. Many commercial Banks offering agriculture finance but it is Himalayans task to get an approval for the loans. Many applications are rejected because non compliance of certain rigid provisions. This study has a vital role in this era, because agricultural activities are declined due to the uneconomic and low productivity. The agriculturist balances their needs through

agriculture loans. But the various norms and high rate of interest badly affect the agriculturists. These topics are under the discussion of government, banks, medias, public etc. So this study is relevant to find out the level of satisfaction towards agriculture finance provided by commercial bank.

1.3 SCOPE OF STUDY

This study reveals the information related to consumer satisfaction from agricultural finance provided by commercial Banks. This study will help to gain the true knowledge on agricultural finance and banking industry also enhances the academic experiences. This study will help the society to know the agricultural financing activities among various commercial banks. The study analyzes with the farmers in Iritty Taluk and the satisfaction level of them from agricultural finance by taking seventy five farmers as samples.

1.4 OBJECTIVES OF THE STUDY

The objectives of the study include:

- To know the satisfaction level of consumer from the agricultural finance provided by the commercial banks.
- To study the awareness of agricultural finance.
- To assess the effective utilisation of agricultural finance by farmers.

1.5 RESEARCH METHODOLOGY

In common words research means to search for knowledge. One can also define research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation. Research methodology is the way to systematically solve the research problems. It describes the procedure which has been used in the research. The present study titled **“A STUDY ON AGRICULTURAL FINANCING POLICIES OF COMMERCIAL BANK AND ITS EFFECTIVE UTILISATION AMONG FARMERS IN IRITTY TALUK”** is an analytical and descriptive study.

1.5.1 RESEARCH DESIGN

Research design is the arrangement of condition for collection and analysis of data in a manner that to combine relevance to the research purpose. The research design refers to

preplanning of what a researcher does in this study. The study designed as an empirical one based on the survey method. The collected data were presented in tables and these tables were analyzed systematically.

1.5.2 AREA OF THE STUDY

Iritty Taluk is selected for conducting this study.

1.5.3 POPULATION

The total number of items or things in a particular study is known as population. Here the population is infinite that means the population cannot be measured. The population selected for the study is farmers of Iritty Taluk.

1.5.4 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. The study covers 75 respondents of Iritty Taluk for the purpose of collecting data.

1.5.5 SAMPLING TECHNIQUE

For data collection convenience sampling technique was used. Convenience sampling is one in which a sample is obtained by selecting such units of the universe which may be conveniently located and contacted.

1.5.6 SOURCES OF DATA

Different methods and techniques are used for conversion of raw data into scientific data. Both primary and secondary data were collected for the purpose of study.

- **Primary Data:** Primary data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Here primary data is collected from 75 farmers of the study area viz; Iritty taluk through a well-structured questionnaire
- **Secondary Data:** Secondary data are those which are collected from secondary sources. Secondary data are collected through reference texts, websites etc.

1.5.7 TOOLS FOR DATA COLLECTION

In this study interview schedule is used to collect data from farmers. This method of data collection is very much like the collection of data through questionnaire, with little difference which lies in the fact that schedules (proforma containing a set of questions)

are being filled in by the researcher himself. These researcher along with schedules, go to respondents, put to them the questions from the proforma in the order the questions are listed and record the replies in the space meant for the same in the proforma.

1.5.8 TOOLS FOR DATA ANALYSIS

a) PERCENTAGE METHOD

The tool which is used for the data analysis is Percentage. Percentage is a number or ratio expressed as a fraction of 100. It is often denoted using the per cent sign “per cent”. Percentage is used to express how large or small one quantity is relative to another quantity. The formula used to calculate Percentage is

$$\text{Percentage} = \text{amount}/\text{total} * 100$$

b) RANKING METHOD

Ranking method is a non-quantitative method of comparing different alternatives. In statistics “ranking” refers to the data transformation in which numerical or ordinal value are replaced by their rank when the data are stored. Ranks are related to the indexed list of order statistics, which consist of the original dataset rearranged into ascending order. A ranking is a relationship between a set of items such that, for any two items, the first is either ‘ranked higher than’, ‘ranked lower than’, or ‘ranked equal to’ the second. In mathematics, this is known as a weak order or total pre-order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The ranking themselves are totally ordered.

c) CHI- SQUARE TEST

The statistical test in which the test statistic follows chi square distribution is called chi square. There for chi square test is a statistical test, which tests the significance of difference between observed frequencies and the corresponding expected frequencies of a distribution. Here in this research chi square test is used to test the independence of 2 attributes. Chi - square test is calculated as;

$$\chi^2 = \sum (\text{O} - \text{E})^2 / \text{E}$$

Where,

O = observed frequency

E = expected frequency

$E = (\text{Row Total} * \text{Column Total}) / \text{No. Of Respondent}$

In the case of contingency table degrees of freedom is worked out as follows;

Degree of freedom = $(c-1) * (r-1)$

Where "c" means the number of column and "r" means the number of rows.

Level of significance is considered as 5 per cent.

Null hypothesis is accepted or rejected by comparing the calculated value with table value. If the calculated value is less than the table value then the null hypothesis is accepted, otherwise rejected.

1.5.9 HYPOTHESIS

H0: There is no relationship between awareness and satisfaction of agricultural finance

H1: There is a relationship between awareness and satisfaction of agricultural finance

1.6 PERIOD OF THE STUDY

This study is conducted during the period of January 2023 to March 2023

1.7 CHAPTER SCHEME

Chapter I : Introduction

Chapter II : Review of Literature

Chapter III : Theoretical Framework

Chapter IV : Data Analysis and Interpretation

Chapter V : Summary, Findings, Suggestion, and Conclusion

1.8 LIMITATIONS OF THE STUDY

- While collecting primary data, respondents are reluctant to give some information related with the study.
- The data collected is very much personal in nature and therefore, the data collected may be subjective.
- The scope of the study is limited to Irritty Taluk.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

A review of literature includes the extensive survey of literature the availability of literature depends upon the secondary sources of information. It is written by somebody else and include reference book, research paper, speeches of eminent persons, previous Ph.D. thesis etc. following are the important review of literature on agricultural finance.

Subash Basu (1976): has conducted a study on "commercial banks and agricultural credit - a study in regional disparity in India". The study reveals that the financing of agriculture by commercial banks has not been regionally equitable and failed to maintain uniformity in distributing agricultural credit. The study suggested that instructions should be given to the commercial banks to promote equitable regional distribution of agricultural credit and it will enable the banks to avoid pressures from big- land owners classes and big asset holders classes in releasing agricultural credit.

Velayudhan and Sankaranarayanan (1990): in their study analyzed RBs represent an innovation in Indian banking. The innovation is not only institutional but relates to objectives, functions and area of operation. They state the objective of RBs is to bring about progress with social justice to the rural.

NaquiUddin (2003): in his study identified that economic development of rural areas is still not up to the mark and needs special attention. The RBs could not fulfill the objectives for which they are established. However merger with sponsor banks is not a solution because there are no institutions for serving the weaker sections of rural population. The study found that RBs are confronting with some serious problems in Uttarakhand. There is defective control and monitoring. The organizational set up of the RBs need to be examined and suitably strengthened, separate training institute should be set up for RRBs at State level with the support of state Government and NABARD.

Antony M.P (2003): Submitted his doctoral thesis on 'Institutional financing of Agriculture in Kerala' to the Mahatma Gandhi University, Kerala. The scope of this study is primarily limited to the production credit. Such production credit was supplied only to three crops namely paddy, banana and coconut. Likewise the survey for collecting the primary data limited to the public sector bank, public sector bank and

only three PACs. The sources like various publications of reserve Bank of India, the Central and State Government, Lead Bank, National Bank for Agricultural and Rural Development, Center for Monitoring Indian Economy, National Council of Applied Economic Research, Central Statistical organization, Planning Commissions, Kerala State Planning Board, Development of Agriculture, co-operatives, Revenue, Directorate of Economics and Statistics- Kerala, various research papers and papers read in seminar etc. were used for collecting secondary data. After the comprehensive examination, the researcher found that credit institution did not follow a common procedure. There was lack co-ordination and complimentary in credit institution. He identified that irrespective of the efforts made for simplifying the loan procedure; about 42 per cent of the beneficiaries were facing problems in obtaining loans. He therefore, suggested that the improvement in the agricultural credit delivery system will reduce the transaction cost involved in the disbursement of agricultural credit. He felt an urgent need for refreshing the activities of PACs to make them real instruments of agricultural development. He observed that a professional, strong, viable, and need based arrangement of credit allocation is essential for meeting the credit needs adequately

Deepak Kumar (2005): Talks about the emerging roles of banking in agriculture and allied sectors and private-public partnership in agricultural credit. Study noticed that Government policies forcing bank to lend more to the agricultural sector and banks engage in agrclinic and marketing of agricultural produce. It was suggested that the need of the hour is to leverage the existing resources and make bank more participative in agricultural sector.

Mathew John (2010): made a study on agricultural financing by commercial banks in Kerala from borrowers as well as bankers level. The borrowers' level analysis revealed that the agricultural credit has made a positive impact on the income of the majority of the borrowers.

Damodaran (2012): Analyzed in his research study the South Malabar Garmin Bank, the Kerala based RRB played an important role in the socio-economic process of individual customers. The chi-square test was applied to examine the significant variation in the opinion among respondents in the four districts of Kerala. The study further disclosed that the probability of SMGB is showing a declining trend during the period of study.

V. Balakrishnama Naidu, A. Siva Sankar and P. Surya Kumar (2013): Started that about 66 per cent population in India depends on agriculture. Therefore, agricultural credit is an essential input for higher agricultural productivity. Agricultural production and productivity should improve to produce food for all population. Together with agricultural credit, other factors like seed quality, minimum support prices, rainfall, irrigation and environmental conditions were also considered significant in improving agricultural productivity. Because of the minus of credit, it was very difficult to estimate the exact of credit for agricultural purpose.

Shashikumar, Rangaswamy and Kiran (2013): their study reveals that since from their inception the RBs have rendered services to the rural people and play an important role along with other financial institutions. It is suggested that we need to inject new policies and programmes to stabilize the banking to achieve the maximum social welfare.

Biju John (2016): identified certain problems of financial inclusion among farmers in Kerala, of which the prominent problem is the insufficient income of the farmers.

Report of the working Group on Outreach of Institutional Finance, The 12th Five Year Plan (2012-17): In November, 2011, the Planning Commission of the Government of India formed above working group under the Chairmanship of Dr.Y.S.P Thorat, (the former chairman of NABARD) to review the flow of credit to agriculture and allied sectors during the 12th five year plan. This working group was also directed for giving subsector analysis and recommending measures to ease the flow of credit at reasonable rate of interest throughout the country with special reference to disadvantaged sections including small and marginal farmers, women farmers, tenant farmers, landless laborers etc. The working group was also asked asses the performance of credit co-operatives and suggest measures for their increased participation. The group observed that after implementation of the Debt waiver Scheme, a large number of units providing short-term co-operative credit were in profit as a result, their mounting losses started to declined. According to this working group, poor resource base poor management, inefficient governance and lack of active members were the significant barriers to credit flow.

Many research studies have been undertaken periodically on the agricultural financing policies of commercial bank and its effective utilisaton but sufficient and in-depth

studies are not done about impact of agricultural finance among farmers. There is a wide gap in the matters relating to the studies that are conducted. So this study is to find out more about the agricultural financing policies of commercial bank and its effective utilisation among farmers. To fill the gap constructive and suggestive studies are needed.

CHAPTER 3
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 AGRICULTURAL FINANCE

Agricultural finance is made to farmers to finance farming activities. Agricultural finance makes up about 1 per cent of all bank loans but is an important form of lending for small rural banks. Smaller banks used about 6 per cent of their assets to make agricultural finance. Short-term agricultural finance is usually seasonal and is used to finance the purchase of seeds, fertilizer and livestock. These types of loans usually require a lending officer to inspect the borrower's farm once a year.

Agricultural finance generally means studying, examining and analyzing the financial aspects pertaining to farm business, which is the core sector of India. The financial aspects include money matters relating to production of agricultural products and their disposal.

3.2 DEFINITION OF AGRICULTURAL FINANCE

Murray (1953) defined agricultural finance as “an economic study of borrowing funds by farmers, the organization and operation of farm lending agencies and of society's interest in credit for agriculture.”

Tendon and Dhondyal (1962) defined agricultural finance “as a branch of agricultural economics, which deals with and financial resources related to individual farm units”.

3.3 SIGNIFICANCE OF AGRICULTURAL FINANCE

Agricultural credit is one of the most crucial inputs in all agricultural development programmes. Commercial banks credit has been adopted to provide cheaper, timely and adequate credit to finance. Significance of agricultural finance is

- Agricultural finance assumes vital and significant importance in the agro- socio economic development of the country both at macro and micro level.
- It is playing a catalytic role in strengthening the farm business and augmenting the productivity of scarce resources. When newly developed potential seeds are combined with purchased inputs like fertilizers & plant protection chemicals in appropriate/ requisite proportions will result in higher productivity.

- Use of new technological inputs purchased through farm finance helps to increase the agricultural productivity.
- Accretion to in farm assets and farm supporting infrastructure provided by large scale financial investment activities results in increased farm income levels leading to increased standard of living of rural masses.
- Farm finance can also reduce regional economic imbalances and is equally good at reducing the inter-farm asset and wealth variations.
- Farm finance is like a lever with both forward and backward linkages to the economic development at micro and macro level.
- As Indian agriculture is still traditional and subsistence in nature, agricultural finance is needed to create the supporting infrastructure for adoption of new technology.

3.4 NEEDS FOR AGRICULTURAL FINANCE

Credit needs of the farmers can be examined from two different angles

3.4.1 ON THE BASIS OF TIME

Agricultural credit needs of the farmers can be classified into three categories on the basis of time

- i. Short –term
- ii. Medium term
- iii. Long –term

Short term

Short- term loans are required for the purchase of seeds, fertilizers, pesticides feeds and fodder of livestock, marketing of agricultural produce and a variety of conception and unproductive purposes. The period of such loans is less 15 months. Main agencies for granting of short-term loans are the money lenders and cooperative societies.

Medium term

Medium term loans are generally obtained for purchase of cattle, small agricultural implements, repair and construction of wells etc. The period of such loans extends from 15 months to 5 years. These loans are generally provided by money lenders, relatives of

farmers, cooperative societies and commercial banks.

Long-term loans

Long term loans are required for effecting permanent improvements of land, digging tub wells, purchase of large agricultural implements and machinery like tractors, harvesters etc, And repayment of old debts. The period of such loans extends beyond 5 years. Such loans are normally taken from primary cooperative agricultural and rural development banks. (PCARDBs)

3.4.2 ON THE BASIS OF PURPOSE

Agricultural credit needs of the farmers can be classified on the basis of purpose into the following categories:

- i. Productive
- ii. Consumption needs
- iii. Unproductive

Productive

Under productive needs we can include all credit requirements which directly affect agricultural productivity. Farmers needs loans for the purchase of seeds, agricultural implements, digging and repair of wells and tube wells, payment of wages, effecting permanent improvements of lands, marketing of agricultural produce, etc.

Consumption

Between the moments of marketing of agricultural produce and the most of the farmers do not have sufficient income to sustain them through this period in the time of droughts or floods, the crop is considerably damaged and farmers, who otherwise avoid taking loans for consumption, have also to incur such loans. Institutional credit agencies do not provide loans for consumption purposes. Accordingly, farmers are forced to fall back upon money lenders and maharanis to meet such requirements.

Unproductive

Unproductive purposes such as litigation, performance of marriages, social ceremonies on the birth or death of a family member, religious functions, Festivals etc. It is often very difficult to repay such loans because they do not contribute to the productivity of

farmer these are important needs of farmers for taking agricultural finance.

3.5 TYPES OF AGRICULTURAL FINANCE

Agricultural production loans to individual borrowers can be provided for different purposes and different lending terms. The most important loan types are:

- **Seasonal Loans for Working Capital:** These loans are used to buy working capital for agricultural production such as seeds, fertilizer, and tools, as well as for financing operating costs such as wages for hired farm labour. These loans are usually given according to the seasonal nature of agricultural production.
- **Harvest Loans:** These are short-term loans to finance hired labour or machine rent for harvesting the crops. These loans can also be addressed at the time of financing marketing measures.
- **Improvement Loans:** These loans are invested in durable improvement measure to increase farm productivity, such as a water pump for irrigation.
- **Investment Loans:** These loans are used for purchasing real estate or heavy machinery for long-term use, such as tractors. In livestock activities, buying animals can also be classified as an investment loan. In addition, investment loans are also used for financing the plantation of perennial crops such as coffee or lemon trees that will require several years before generating returns.

Loan term can include short, middle and long-term loans. The definition of the three types of terms differs from country to country and institution to institution. A possible classification refers to short term loans with a long term of up to 6-18 months depending on the gestation period, mid-term loans up to 36 months. Mid- to long term loans are more difficult to obtain for farmers, as they involve substantially higher lending risk for the agricultural lender.

Establishing to a long term client relationship, however, can reduce the default risk and provide the lending institution with the information basis necessary to appropriately assess longer term investment risk. Whether the entire loan is paid out at once or in various installments can also vary according to the loan purpose, i.e. the activities to be financed. In the case of wheat production, for example, there are different financial needs during the production cycle. At the beginning of the production cycle, seeds are purchased. During the gestation period, fertilisers and pesticides are applied in different

moments. At the end of the production cycle, there might be a need for financing harvest labour and/ or renting a combine.

3.6 BASIC FEATURES OF AGRICULTURAL FINANCE

Agricultural finance offers specific challenges for lending institutions which need to be addressed by appropriate methods, procedures and policies through the loan cycle from the first contact with a loan applicant to repayment procedures and follow up activities.

Agricultural lending tick:

- i. Knowledge about agricultural markets.
- ii. Agricultural loan cycle.
- iii. Loan officer profile.

3.6.1 KNOWLEDGE ABOUT AGRICULTURAL MARKETS

A thorough understanding of the agricultural sector is a primary prerequisite for lending successfully to farm households. Sound knowledge about crop markets, production methods, and external factors that impact on agricultural production is keys to obtain better insights into the income and risk profile of potential borrower's. This does not only contribute to a better product design that addresses the existing customer needs, but also helps to do better loan appraisals and, hence, to enhance loan portfolio quality.

3.6.2 AGRICULTURE LOAN CYCLE

The relationship between borrower's and a financial institution is characterized by the fact that there is a gap between the moment when a loan application is submitted and the loan is fully repaid. Because of his particular nature of loan transactions, where money is disbursed today in exchange for the promise of future repayments, moral hazards must be controlled by decreasing asymmetric information between and lending institution. This is done through various stages that aim at obtaining sufficient information to base the loan decision on and to do appropriate follow-up to ensure that the loan is repaid on time. These various stages are referred to as the loan cycle.

3.6.3 LOAN OFFICER PROFILE

As in any other service industry, the human resource factor is crucial for business success. Therefore, the loan officer plays a key role in agricultural lending and shows various characteristics that differ from urban lending.

3.7 THE RISK OF AGRICULTURAL FINANCE

As in any lender borrower relationship, there is a general problem of **moral hazard** that is the result of specific personal characteristics and decision of each individual borrower. In this regard, farmers do not differ from any other borrower group in terms of information, incentives, monitoring and enforcement problems associated with the lending process.

Firstly, it is obvious that the lender does not have the same information as the borrower. The latter knows exactly his/ her own management capacity and how the loan will be used. The lender does not know the potential borrower to such an extent. In rural financial markets, information about low income loan applicants is particularly difficult to obtain.

Secondly, even if the loan applicant frankly shares all relevant information for the credit decision, his/her future actions cannot be fully predicted. Therefore, it is crucial for financial institutions to apply incentives so that borrowers behave in such a way that repayment is assured.

Thirdly, the farmer may decide to change his/her economic behaviour, invest the money elsewhere or simply move to another part of the country. Many subsidised agricultural credit programmes tried to manage this risk by imposing very costly regular monitoring of the borrower. Finding cost efficient methods of monitoring borrower's is a particular challenge in agricultural lending.

Fourthly, if the borrower does not repay on time, the agricultural lender must enforce the loan payment. In traditional lending, collateral is used to compensate for the potential loan loss. Traditional collateral, however, is rarely available from small farmers. Also, legal procedures to use collateral are often cumbersome and costly. Designing enforcement in an efficient way is another challenge to control loan loss risk. However, there are other risks beyond the general behavioral risks of a borrower. This second category of loan loss risks is associated with the agricultural sector or agricultural production. It refers to factors external to the farmer's repayment attitude. Farming is a risky business. Crops may fail weather influences the productivity sale prices fluctuate and are difficult to predict when the crops are planted. If productivity is lower than expected, farmers may not be able to repay loans. These risks and many other aspects of agricultural risk will need to be identified, measured and actively

managed in order to avoid that lending institutions turn away from this client. In this section we will outline the various external risk categories that need to be taken into account in agricultural lending.

3.7.1 PRODUCTION AND YIELD RISK

Agricultural yields are generally uncertain, as natural hazards such as the weather, pests and diseases and other production calamities impact on farm output. Even slight changes in weather conditions less rain than usual can seriously impact on farm production. Pests and diseases may spread quickly leading to a loss of part or all of the crop's produce. The soil quality of the plots as well as their location also significantly influence productivity and yield risk.

Experienced farmers know the specific risk profiles for their agricultural products and try to manage these risks. Strategies applied by many small farmers include diversification of products to outweigh the risk of losing all production. Many small farmers can be considered as risk averse, i.e. not venturing into new crops in which they are as yet inexperienced. Weather impact is managed through various approaches. For examples, irrigation systems may limit the risk of drought. Greenhouse production among other benefits can limit the risk of frost damage and increase overall productivity significantly. On the other side, however modern farm technologies can also increase the risk exposure of a farmer if they are poorly managed. Approaches to the management of the risk of pests and diseases include the use of insecticides or other chemical products. Animal illness and mortality can likewise be managed through vaccination and strict hygiene precautions. Contacting agricultural extension services or veterinarians for advice may also complement the farmer's personal knowledge and experience in production and yield risk.

For all these risk management techniques the experience of the small farmer is the core requirement for good results. Risk of in appropriate management forms part of the production risk.

3.7.2 PRICE AND MARKET RISK

Price uncertainty due to market fluctuation is particularly significant where market information is lacking or scanty, or where markets are imperfect features which are prevalent in many developing countries. The relatively long period of time between

planting a crop or starting livestock activities and the realisation of farm output implies that market prices may change from what has been projected. This problem is particularly relevant from what has been projected. This problem is particularly relevant for longer term agricultural activities, such as perennial tree crops like cocoa or coffee, as several years lie between planting and first harvest. Price fluctuation may be particularly severe in export markets. Over production however may also considerably influence domestic market prices. In many countries, price uncertainty has increased with liberalization of agricultural marketing. As opposed to the earlier system of parastatal marketing board with fixed prices, agricultural prices today fluctuate freely in many countries. Private buyers rarely fix a blanket-buying price prior to harvest, even though inter-linked transactions for specific crops have become more common. These arrangements almost always involve the setting of fixed prices prior to planting. Market risk also includes the potential losses involved in marketing agricultural produce. Transportation, as has been pointed out earlier, is a major challenge in many rural areas. Substantial losses may also occur due to a lack of appropriate storage facilities. Lower quality of badly stored produce may also reduce prices.

3.7.3 LACK OF DIVERSIFICATION

Price and market risk, as much as production and yield risk, is higher for farmers concentrating on a single crop or livestock activity. Accordingly, many farmers apply risk diversification techniques alongside risk mitigation techniques to reduce these risks. Complementing market oriented production with subsistence farming is one particular safety net arrangement, which provides survival measures once yield production, price and market risks diminish the profits made. Small farmer's annual income still often depends to a large extent on one main crop. This is particularly challenging if harvests are no more frequent than semi annually. This situation turns even more difficult if the plot is very small. Accordingly, an alternative strategy for diversification is the generation of additional income between seasons by engaging in off- farm activities. While diversification of agricultural production is a commonly applied technique, the resulting effect on reducing income insecurity is insufficient. Small farmers very often have a long history of going through bad years when cash income came close to zero, and good years, in which only a small surplus was generated. As income risks directly translate into the potential performance of an agricultural loan, the lack of sufficient diversification and risk mitigation remains a

major challenge with agricultural lending. Many farm households incorporate in their overall diversification strategy also non-farm activities. This is particularly important for farmers that are engaged in high risk agricultural production, i.e. face a continuous threat of droughts or floods.

3.7.4 LACK OF COLLATERAL

Most small farmers possess little to no assets. Even fewer small farmers possess land titles or good which are traditionally used as loan collateral by banks. The most accepted asset for use as loan collateral is land, because it cannot be removed but can generally be transferred at a specific market price. Small farmer's land may also have a very limited value if there is no land market. Land titles may also be unavailable or costly to obtain. Finally, land registration is often imperfect in many countries.

3.8 INTRODUCTION TO COMMERCIAL BANK

Banking is the king pin of the chariot of economic progress. I play a pivotal role in the development of the economy of any nation. Proper banking facilities are necessary for the development agriculture. Industry, tinder commerce and transport banking institutions mobilize savings and use them for productive purposes. It is the life blood of economic progress.

The banking system in India consists of two main sectors. The organized sector and unorganized sector- The organized sector is composed of the reserve bank of India and the commercial bank. The commercial banks are of two types namely, the scheduled banks and non scheduled banks. Scheduled banks are those banks whose name appears in the second schedule to the reserve bank India Act 1934. Non –scheduled banks are those banks whose name is not include in the second schedule to the **RBI** Act 1934. The scheduled banks are of two types Nationalized and Non- Nationalized. It also includes the new generation banks, foreign banks the co-operative banks. The unorganized sector comprises of indigenous bankers and the money lenders besides these two sectors there are also some institutions in the Indian banking system such as post office savings bank the Industrial finance corporation. State finance Corporation etc. The Reserve Bank of India is the leader of the Indian banking system.

The word "Bank" seems to have been derived from the Italian word '**BANCO**' at the time of the establishment of the Bank of Venice in 1157 which is considered to be the first institution regarded as a bank, the Germans were influential in Italy. '**BANK**' was

the German word for joint stock fund meaning a heap or mound Italians converted the word into BANCO which denotes an accumulation of either stock or money.

There is another group of persons who believe that the word bank has been derived from the Latin word „BANCUS“ or French word, BANQUE“ which denotes a bench. In olden days Jives transacted their money changing business in Lombardy at the market place titling on benches. When the banker was unable to meet his obligation, the bench on which he was carrying on banking business was broken in to pieces and that led to the origin of the word „bankrupt“.

Section 5 of the Banking Regulation Act of 1949 defines the learn banking as “accepting for the purpose of lending or investment of deposits of money from the public repayable on demand or otherwise, and withdraw able by cheque. Draft order or otherwise Banking Company”.

According to section 5(c) of the Banking regulation Act, banking company means “any company which transacts the business of banking in India”.

3.9 COMMERCIAL BANK

The term commercial bank refers to all those institutions, which accept deposits repayable on demand and lend money for short periods for genuine commercial and industrial purposes. They are the oldest banking institutions in the organized sector of the Indian money market and cater to the needs of trade, commerce, industry. Agriculture, small business and even other sectors with a wide network of branches throughout the country, commercial banks command a major share in the total banking operation. Most of these banks were established as joint stock companies with share holdings by private individuals, but in the second half of the 20 century all the big bank have been nationalized and presently 27 banks constitute the strong public sector commercial banks including the new generation banks and a large number of foreign commercial banks are also operating in India.

3.10 HISTORY OF BANKING

The History of banking in India dates back to the early half of the 18th century. Three presidency Banks that were established in the country namely the Bank of Hindustan, Bank of Madras and Bank of Bombay can also be referred to as some of the oldest banking institutions in the country. The state Bank of India that was earlier known as

the Bank of Bengal is also one of the oldest in the genre. To know about the types of banks in India, it is necessary that we first comprehend the banking system so as to be distinguish about its various types.

The first banks were probably the religious temples of the ancient world, and were probably established in the third millennium BC. Banks probably predated the invention of money. Deposits initially consisted of grain and later other goods including cattle, agricultural implements, and eventually precious metals such as gold, in the form of easy-to-carry compressed plates. Temples and palaces were the safest places to store gold as they were constantly attended and well built. As sacred places, temples presented an extra deterrent to would be thieves. There are extent records of loans from the 2nd century BC in Babylon that were made by temple priests/monks to merchants.

Banking in the modern sense of the word can be traced to medieval and early renaissance Italy, to the rich cities in the north like Florence, Venice and Genoa. Braid and Peruzzi families dominated banking in 14th century Florence, establishing branches in many other parts of Europe. Perhaps the most famous Italian bank was the Medici bank, set up by Giovanni Medici in 1397. Modern western economic and financial history is usually traced back to the coffee houses of London. The London Royal Exchange was established in 1565. At that time moneychangers were already called bankers, through the term „bank“ usually referred to their offices, and did not carry the meaning it does today. There was also a hierarchical order among professionals; at the top were the bankers who did business with heads of state, next were the city exchanges, and at the bottom were the pawn shops or Lombard's. Some European cities today have a Lombard street where the pawn shop was located.

After the siege Antwerp trade moved to Amsterdam. In 1609 the *Amsterdam wissel bank* (Amsterdam Exchange bank) was founded which made financial centre of the world until the Industrial revolution.

Banking offices were usually located near centres of trade, and in the late 17th century, the largest centres for commerce were the ports of Amsterdam, London and Hamburg. Individuals could participate in the lucrative East India trade by purchasing bills of credit from these banks, but the price they received for commodities was dependent on the ships returning (which often didn't happen on time) and on the cargo they carried (which often wasn't according to plan). The commodities market was very volatile for

this reason, and also because of the many wars that led to cargo seizures and loss of ships.

In the 1970s, a number of smaller crashes tied to the policies put in place following the depression, resulted in deregulation and privatization of government owned enterprises in the 1980s, indicating that governments of industrial countries around the world found private sector solutions to problems of economic growth and development preferable to state operated, semi- socialist programs. This spurred a trend that was already prevalent in the business sector, large companies becoming global and dealing with customers, suppliers, manufacturing, and information centres all over the world.

Global banking and capital market services proliferated during the 1980s and 1990s as a result of a great increase in demand from companies, governments, and financial institution , but also because financial market conditions were buoyant and, on the whole, bullish. Interest rates in the United states declined from about 15 per cent for two year U.S. Treasury notes to about 5 per cent during the 20 year period, and financial assets grew then at a rate approximately twice the rate of the world economy. Such growth rate would have been lower, in the last twenty years, were it not for the profound effects of the internationalization of financial markets especially U.S. Foreign investments, particularly from Japan, who do not only provided the funds to corporations in the U.S, but also helped finance the federal government; thus, transforming the U.S. stock market by far into the largest in the world.

Nevertheless, in recent years, the dominance of U.S. financial markets has been disappearing and there has been an increasing interest in foreign stocks. The extraordinary growth of foreign financial markets results from both large increases in the pool of savings in foreign countries, such as Japan, and, especially, the deregulation of foreign financial markets, which has enabled them to expand their activities. Thus, American corporation and banks have started seeking investment opportunities abroad, prompting the development in the U.S. of mutual funds specializing in trading in foreign stock markets.

Such growing internationalization and opportunity in financial services has entirely changed the competitive landscape, as now many banks have demonstrated a preference for the „universal banking“ model prevalent in Europe. Universal banks are free to engage in all forms of financial services, make investments in client companies,

and function as much as possible as a, one- stop“ supplier of both retail and wholesale financial services.

Many such possible alignments could be accomplished only by large acquisitions, and there were many of them many of them. By the end of 2000, a year in which a record level of financial services transactions with market value \$10.5 trillion occurred, the top ten banks commanded a market share of more than 80 per cent and the top five,55 per cent. Of the top ten banks ranked by market share, seven were large universal type banks (three American and four European), and the remaining three were large U.S. Investment banks who between them accounted for a 33 per cent market share.

This growth and opportunity also led to an unexpected outcome: entrance into the market of other financial intermediaries: non bank. Large corporate players were beginning to find their way into the financial service community, offering competition to established banks. The main services offered included insurances, pension, mutual, money market and hedge funds, loans and credit and securities. Indeed largest financial services providers included four non banks.

In recent years, the process of financial innovation has advanced enormously increasing the importance and profitability of non bank finance. Such profitability priory restricted to the non banking industry, has prompted the office of the comptroller of the currency (OCC) to encourage banks to explore other financial instruments, diversifying banks business as well as improving banking economic health. Hence, as the distinct financial instruments are being explored and adopted by both the banking and non banking industries, the distinction between different financial institutions is gradually vanishing.

3.11 DIFFERENT SCHEMES OF AGRICULTURAL FINANCE PROVIDED BY COMMERCIAL BANK

Different schemes of agricultural finance provided by commercial banks are discussed below:

3.11.1 FEDERAL BANK

Federal bank branches have covered a whole agricultural activity like crop production, horticultural, plantation crops, farm mechanization, land development go downs, processing of agricultural product, Allied activities like dairy, fisheries, poultry, sheep-goat, piggery and rearing of silk worms. Federal bank provides different types

agricultural loans. Those are:

- **Federal agricultural Gold loan (FAGL)**

Agricultural gold loan are targeted to provide financial assistance to all direct/ indirect agricultural and allied activities like raising crops, meeting working capital requirements of all allied activities like dairy, fisheries, poultry, inputs seeds, agricultural equipment etc. Agricultural Gold loan is available against pledge of ornaments owned by the borrower.

Salient features of Agricultural Gold loan: More money at Lower interest rates, No Hidden Charges or Heavy penalties, processed within a few minutes, Loan up to a maximum amount of 1000000, No collateral security required and Lump sum payment option

Eligibility: Individuals engaged in agriculture and allied activities are eligible to avail Agricultural Gold Loan.

Duration: Agricultural Gold loan can be availed up to Maximum duration of 12 months

Security: Pledge of 22 ct loan ornaments

Repayment: Agricultural Gold loan can be repaid as Lump sum with interest

- **Federal Kisan Credit Card Scheme (FKCC)**

This is the comprehensive scheme of the bank to extend adequate and timely support to the farmers to meet both their short-term (working capital) and term credit (investment credit) needs.

Loan Amount	Security to be furnished
Up to Rs.50,000	<ul style="list-style-type: none"> • Hypothecation of crops/ asset acquired
Above Rs.&50,000 and up to Rs.1,00,000	<ul style="list-style-type: none"> • Hypothecation of crops • Mortgage of land or Third party guarantee
Above Rs.1,00,000	<ul style="list-style-type: none"> • Hypothecation of crops • Mortgage of land

Eligibility: All the categories of farmers.

Documents Need: Working capital as revolving cash credit limit with any number of withdrawals and deposits. Investment credit as term loan for 3-15 years payable in monthly, quarterly, half-yearly/ annual installments depending on the cash flow available to the borrower.

Repayment: Working capital as revolving cash credit limit with any number of withdrawals and deposits. Investment Credit as Term Loan for 3-15 years payable in monthly, quarterly, half yearly/ annual installments depending on the cash flow available to the borrowers. These are the main schemes. But federal bank provided other schemes. These are:

- **Animal Husbandry (Allied) Activities Scheme**

Agricultural term Loan is provided for the purchase of assets/ creation of assets/ infrastructure relating to poultry, dairy development, piggery, sericulture, Apiculture, and Fisheries Development etc.

Eligibility: Persons taking up all kinds of activities under animal husbandry sector are eligible.

Documents needed: Estimate for the assets to be acquired/ created. Project report in the case of large projects.

Repayment: Repayment varies from 3 to 9 years

Loan Amount	Security to be furnished
Up to Rs.50,000	Hypothecation of assets acquired Mortgage of party guarantee land or Third
Above Rs. 1,00,000	Hypothecation of crops Mortgage of land

- **Federal Agricultural mobile scheme**

For acquiring all types of vehicles (except passenger cars) farm machinery for agricultural purpose/ farm supervision/ transportation of agricultural produce and inputs/ labourers/ managing allied activities and farming related activities (including new two wheelers and three wheelers)

Highlights of Agricultural Mobile Loan

- Simple interest for direct Agricultural activities
- Agricultural mobile is applicable to all range of utility vehicles, jeeps, tractors with or without trailers, pickup, trucks, vans, JCB's, Lorries/Trucks etc
- Borrower categories: Individuals, Partnership firms, companies, societies, trusts, co-operative, NGOs, SHGs etc.

Eligibility: Basic agricultural purposes of Individuals, partnership firm, corporate planters, companies, societies, trusts, co-operatives, NGOs, SHGs etc Period: Tractors, tillers, HMTV & Earth moving equipments

New Vehicle - Up to 60 months

If fully secured by collateral immovable security or 50 per cent secured by liquid security-up to 84 months

Used Vehicle – Up to 36 months

If fully secured by collateral immovable security or 50 per cent secured by liquid security- up to 48 months

All other vehicles

New vehicle-Up to 84 months Used vehicle- Up to 48 months

If fully secured by collateral immovable security or 50 per cent secured by liquid security –Up to 60 months

Security: Hypothecation of vehicle& accessories purchased out of the loan amount as primary security.

For Tractor, power Tiller, Truck, earth moving equipments& Light commercial vehicles collateral security is needed. Other condition for used vehicles maximum age of used vehicles and heavy vehicles & earth moving equipments are 24 months from the date of original registration. And all other vehicles (Except two & three wheelers) 48

months from the date of original registration.

- **Fed Farm Hospitality (scheme for Farm House and Farm Tourism)**

Construction of farmhouses (with stores etc), farm roads, rest house, restaurant/ catering facilities, other public utility services, expansion/ maintenance/ repairs and renovation of existing farm houses, marketing outlets for farm produces etc(For own use or for farm tourism related activities).

Eligibility: All agriculturists carrying out investments in farm houses and farm tourism infrastructure in the agricultural properties owned by them with required approvals are eligible for loans under the package.

Loan Amount: For new construction maximum Rs 50Lakhs (Higher amount can be considered for applicants having sufficient cash flows) with a maximum margin of 15 per cent. For expansion, repairs and renovation of existing farm houses- Maximum Rs 25Lakhs with a minimum margin of 15 per cent.

Security: Hypothecation of assets created and mortgage of land

Repayment: 3 to 15 years depending upon the income generation and repayment capacity.

- **Scheme for Financing Small Rubber Growers**

The scheme aims at providing adequate and timely working capital to well run rubber producers societies (RPS) and Rubber Trading Companies (RTC) jointly promoted by the Rubber producers Societies and the rubber Board, having their own processing and/or marketing facilities from the bank in a flexible, hassle free and cost effective manner.

Eligibility: Rubber trading companies jointly promoted by the Rubber producer's societies and the Rubber Board are also eligible for need based working capital limits under the scheme.

Loan Amount: Minimum Rs.25000/- to maximum Rs.500000/-

Repayment: Limit shall be in the form of a revolving cash credit for a period of three years and will be reviewed every year.

Security:

- **Primary security:** Hypothecation of stock and receivables

- Collateral security: Nil
- **Irrigation Infrastructure:**

Credit for creating irrigation facilities from underground/ surface water source. Scheme covers various activities like digging of new wells (open/bore wells), deepening of existing wells (traditional/bore well), energisation of wells (oil engine/ electrical pump set), laying of pipe lines, installing drip/ sprinkler system and lift irrigation.

Eligibility: All farmers having known source of water, which can be exploited for irrigation purpose.

Loan Amount: Up to Rs.50000/- 100 per cent of the cost of the asset/
project Above Rs. 50000/- Up to 85 per cent of the cost of the asset /project

Loan amount and security

Amount	Security to be furnished
Up to Rs.10, 000	Personal Guarantee
Above Rs. 10, 000/- & up to Rs 1 Lack	Personal Guarantee Mortgage of land or third party guarantee at the discretion the Bank
Above Rs 1 Lack	Hypothecation of the assets created if any. Mortgage of land

Repayment: Repayment of loan will be in quarterly/ half yearly/ yearly installments depending on the harvest of the crops or the liquidity created by the agriculture activity undertaken.

- **Land development schemes**

Loans under this category is for various activities like land clearance (removal of bushes, trees, etc), land leveling and shaping, contour/ graded binding, bench terracing for hilly areas, contour stone walls, staggered contour trenches, disposal drains, formation of roads, reclamation of saline/ alkaline soils and fencing etc.

Eligibility: All farmers owning agricultural land.

Loan Amount: Up to 85 per cent of the cost of the Asset/ Project

Documents to be produced: Land records and project report supported by estimates.

Security: Hypothecation of the assets created and mortgage of land.

Repayment: Repayment of loan will be in the quarterly/ half yearly/ yearly installment over a period of 3 to 9 years.

- **Rural Go downs Cold storage &Marketing infrastructure**

To set up Godowns, warehouses, Cold storages, functional infrastructure for collection/ assembling, drying, cleaning, grading, standardization labeling, packaging, ripening chambers, retailing and wholesaling, value addition facilities, Market user common facilities in the project area like shops/ offices auctioning of the produces, parking sheds, infrastructure for direct marketing of agricultural commodities from producers to consumers / processing units/ bulk buyers, infrastructure for supply of production inputs and need based services to the farmers, infrastructure for E- trading, market intelligence, extension and market oriented production planning, mobile infrastructure for post-harvest operation (excluding transport equipment) will be eligible for assistance under the scheme.

Eligibility: Individuals, partnership, non – Government organizations (NGOs), self help Groups (SHGs), companies, corporation, cooperatives, cooperative marketing Federations, Local Bodies, Agricultural produce Market committees and marketing Boards in the entire country.

Loan Amount: Up to 75 per cent of cost of the project

Documents to be produced: Project report along with plan and estimate duly certified by a civil engineer.

Security: Hypothecation of asset created and mortgage of land

Repayment: The period of loan shall be 60 to 84 months depending on the repaying capacity of the applicant repayable in monthly/ quarterly/ half yearly/ annual installments depending on the cash flows available to the borrower.

Interest rate of Federal bank: Federal bank interest rate is 10.45. Loan can

renewed after 3 year. The common rate of interest or base rate is 10.45 per cent.

3.11.2 STATE BANK OF INDIA (SBI)

State Bank of India's branches have covered a whole gamut of agricultural activities like crop production, horticulture, plantation crops, farm mechanization, land development and reclamation, digging of wells, tube wells and irrigation projects, forestry, construction of cold storages and godowns, processing of agricultural products, finance to agricultural input dealers, allied activities like dairy, fisheries, poultry, sheep-goat, piggery refurbished second hand tractors, loan against pledge of warehouse receipts, loans against produce stored by the farmer at his own premises, loans against book debts of Altheas, mulberry cultivation, rearing of silk worms and grain ages. In fact Bank can cover any other agricultural related activities undertaken.

- **Agricultural Gold Loans**

Bank extends hassle free finance to farmers/ agriculturists against Gold Ornaments / gold wares to increase their liquidity to meet crop production expenses, Investment expenses related to agricultural and / or allied agricultural activities.

Eligibility: Any person engaged in agriculture or allied activities as well as persons engaged in activities permitted to be classified under agriculture.

Security: Pledge of gold ornaments.

Repayment: Credit / Overdraft Like KCC, it is a running account for a period of three years.

- **Demand Loan / Terms Loan:**

The repayment period of the loan should be fixed so as to coincide with the harvesting and marketing season / generation of the income from the activity, allowing 2 to 3 months time after harvesting to market the produce and realize the proceeds. However, the total period will not generally exceed one year from the disbursement of the loan in the case of short-term loan/ production credit and 36 months in other cases.

- **Kisan Credit Card (KCC)**

To provide timely and adequate credit to farmers to meet their production credit

needs (cultivation expenses) besides meeting contingency expenses and expenses related to ancillary activities through simplified procedure facilitating a ailment of the loan as and when needed.

Eligibility:

- Owner cultivators, tenant cultivators and share coppers.
- Creditworthy new borrowers and also be financed.
- Agricultural borrowers having good track record for the last 2 years (i.e. maintaining standard loan accounts)

Loan Amount: Loan amount is based on operational land holding, cropping pattern and ancillary and contingency needs of the farmer for the full year. 100 per cent of the cultivation crop available as loan up to Rs 50000/ and 85 per cent of the cost as loan above Rs 50000/. Expenses to meet important ancillary activities to production can also be financed in addition to the above the total limit is inclusive of 20 per cent of production credit, which include crop production expenses and working capital for allied agricultural activity, as contingency credit / consumption loan.

Security: For Loans up to Rs 1 lack to farmers having legal ownership of agricultural lands with good track record for last 2 years, no collateral is required

Amount	Security
Loan amount up to Rs 50000/	Hypothecation of crops
Above Rs 50000/ up to Rs 100000	Hypothecation of crops Mortgage of land or third party guarantee*
Above Rs 100000/	Hypothecation of crops Mortgage of lands

Repayment: It is revolving cash credit limit with any number of withdrawals and repayments and limit is valid for 3 year.

Interest Rate of SBI Bank: The Interest rate agricultural gold loan is 4 per cent for below one year. 1 year to 3 year interest rate is 7 per cent. Above 3

year is 14 per cent.

3.11.3 SOUTH INDIAN BANK

- **Agricultural flex**

Purpose: Any agricultural/ allied activity.

Eligibility: Based on unit cost of NABARD/ Scale of finance of the Agricultural/ allied activity undertaken by the borrower.

Quantum of loan: Term loan – Minimum Rs.1.00 lack

Maximum Rs.25.00 lack

Security:

Primary: Hypothecation of crops/ assets created.

Collateral: Hypothecation of crops/ assets created.

Repayment: Up to 7 years in monthly/ quarterly/ half yearly installment

Disbursement: Loan processed to be created to the SB/CD account of the borrower.

Interest Rate of south Indian bank: Interest rate of south Indian bank is 11 per cent

3.11.4 SYNDICATE BANK

Syndicate bank provides different type loan to agricultural sector for help in financial problem. The provided different type schemes that are:

Agricultural Term Loans

Syndicate bank provides different agricultural term loans to farmers. Those are;

Land development: Financial assistance for Land reclamation, Soil conservation measures and on farm development works like Land levelling, terracing, contouring, fencing etc.

Minor Irrigation: Term Loans are extended for construction of wells, for deepening/ renovating the existing wells and for boring in the existing dug wells to augment water supply.

Farm Mechanization: Financing for purchase of machinery/ implements like Tractors, power Tillers, seed drill, seed cum fertilizer, planters, power sprayers, seed cleaners,

weed removers, power threshers, chaff cutters, cane crushers, harvester combines etc.

Plantation/ Horticulture crops: Term loans for cultivation of coconut, coffee, tea and Rubber plantations, Floriculture, vegetable and Fruit cultivation etc

Loan for Allied Activities: Credit facilities extended for activities related to dairy, poultry, duck, rearing of goat and sheep, Fisheries etc.

Short term Loan: Syndicate provides different type of short term loans provided to farmers. Those are:

New Kisan Credit card

Investment credit need and allied activities. Revolving cash credit for crops & for allied activities

Objective: To meet investment and credit requirements of farmers **Eligibility:** Existing farmer clients & also the prospective farmers **Security:**

Amount	Security to be furnished
Up to Rs 100000/-	Hypothecation of crops/ assets created out of loan.
Above Rs 100000/-	Suitable collateral or TPG at the discretion of the bank & Hypothecation of crops/ assets created out of loan.

Repayment: Term loan maximum 5 years

Agricultural General purpose credit card

To provide liquidity to meet any financial needs relating to Agricultural Investment or consumption.

Eligibility: Customers in rural and semi-urban areas, members of self Help Groups and Joint Liability Groups

Purpose: For any genuine purpose

Amount: Maximum Rs; 25000

Repayment: Cash Credit Periodically Reviewed

Agricultural Clinic

To supplement the efforts of Government extension system, to make available supplementary sources of input supply and services to needy farmers and to provide gainful employment to agricultural clinic.

Eligibility: Agriculture graduates or graduates in horticulture, animal husbandry, fisheries, and dairy, veterinary, poultry & other allied activities can apply for a loan under the scheme.

Amount: Maximum of Rs.10 lacks for individuals and Rs 50 lacks for group of 5.

Security: Up to Rs. 3 lacks – Hypothecation Above Rs; 3 lacks- Collateral/ guarantee

Repayment: 5 -10 years depending upon the activity

Rate of interest: Up to Rs: 300000

MCLR+1.40 per cent Above Rs: 300000

MCLR+2.30 per cent

Interest rate of Syndicate bank

The common rate interest is 10.5 per cent but loan is gold loan interest rate is 7 per cent.

3.11.5 UNION BANK

Union bank provide two types of agricultural loan to farmers.

Those are given below:

Union Green Card: Union Green Card is provided to meet working capital requirements of farmers for cultivation of crops. Under this loan, investment credit like minor irrigation, farm mechanization, etc. and allied activities to agriculture are provided. Besides, to meet other consumption needs such as education, consumable items, medical expenses etc. Up to 25 per cent of the limit are available at or Rs.50,000/-, whichever is lower.

Quantum of Loan: For conventional as well as high yielding crops, investment credit viz. Minor irrigation, and farm mechanization, etc. allied activities and consumption needs:-

Avreage (Irrigated Lands) Maximum loan limit

- Up to 1 acre --- Rs.20, 000/-
- Above 1 acre and up to 3 acre --- Rs. 75, 000/-
- Above 3 acre and up to 6 acre --- Rs.2.00 lacks
- Above 6 acre and up to 8 acre --- Rs.3.00 lacks
- Above 8 acre --- Rs.3 to Rs.5 lacks
- Lower limits can be sanctioned in each category

However, for medicinal and herbal plants, hi-tech agricultural, plantation of special crops like vanilla, safe muesli and medium term loans like minor irrigation, farm mechanization, etc. actual cost of cultivation plus medium term loan and allied activities and consumption needs may be considered in which case above mentioned maximum ceiling will not be applicable. In such case, proper proof for cost of cultivation should be produced and value of land must be more or equal to amount of produce.

Security:

Up to Rs.1, 00,000/-: Only hypothecation of assets/ crops be taken.

Above Rs.1, 00,000/-: Mortgage of land and/or third party guarantee is taken in addition to Hypothecation of assets/ crops. Value of land should not be less than the amount of the loan.

- **Union Gold Loan**

Union Gold Loan provides alternative source of credit to needy farmers as well as individuals.

Eligibility: All individuals are eligible to avail loan under this scheme.

- Priority sector – Need based / project based.
- Consumption loan- Up to Rs.2, 000/-.
- Non- priority sector – Up to Rs. 2.00 lack. However, Up to Rs.5.00 lack

Lending rate: The lending rate of the Union Gold scheme is Rs.1800 per gram of gold ornaments of 22 carats or 80 per cent of appraised value of gold, whichever is less, subject to periodical revision by the Bank on the basis of gold price.

Repayment: Each draw has to be repaid within 10 months. Although it is advisable to get the draws adjusted before arrival of new crop

- **Loan against Receipt of Warehouse/Cold Storage (For Farmers)**

Loan against receipt of warehouse/ cold storage is available to provide liquidity to the farmers and prevent them from resorting to distress sale of their produce at the time of harvest.

Eligibility:

- Non- defaulting farmers who have availed crop loans from our bank.
- Other farmers in service area/ command Area having no dues/ on objection with/from other banks.
- Advance can be granted to a farmer against produce stored in central, state warehouses, NBHC warehouse or approved warehouses /cold storages.
- Advance can also be granted to a farmer against produce stored separately in his rural go down/ house itself.
- **Quantum of loan:** Up to 75 per cent of the market value or value as per minimum support price of commodity as declared by the Government whichever is lower, subject to a maximum of Rs.50.00 lacks.
- **Repayment:** Each drawl has to be repaid within 10 months.
- **Objective:** Purchase of Raw materials for food& Agro processing industries during harvesting season when commodity Food and Agro based processing unit using agriculture commodities as raw material, proprietorship concerns/ partnership firms/ corporate/ individuals trading in agricultural commodity and Artigas in rural and semi urban .
- **Documents:** DPN, Pledge agreement, declaration by borrowers and letter of convince.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

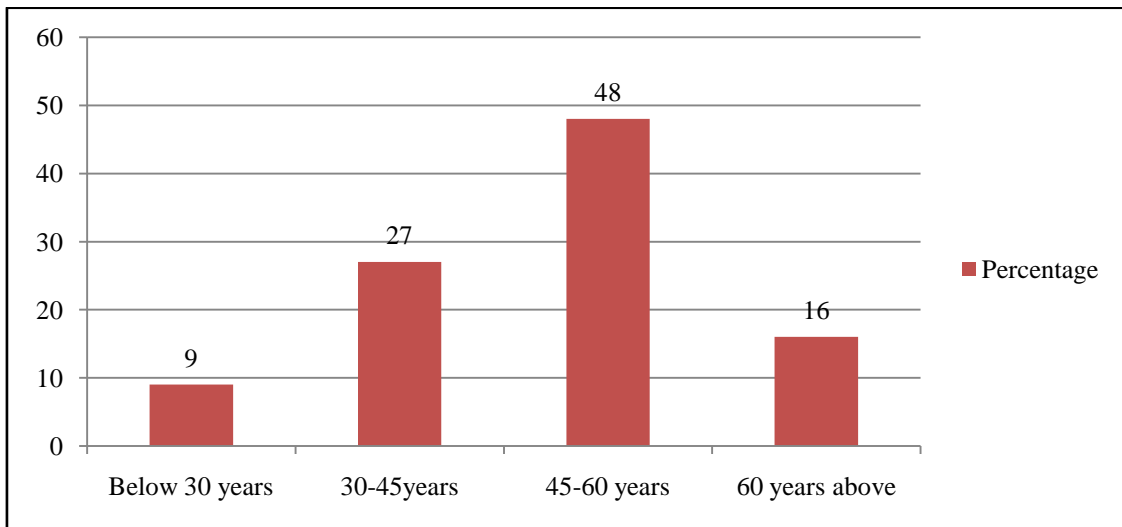
4.1 AGE WISE CLASSIFICATION

Table No. 4.1

Age wise classification

Age	No. of respondents	Percentage
Below 30 years	7	9
30-45years	20	27
45-60 years	36	48
60 years above	12	16
Total	75	100

Source: primary data



Age wise classification

Figure No. 4.1

Interpretation

Table 4.1 shows that 48 per cent of the respondents were in the age group 45- 60, 27 per cent were belongs to 30-45 group, 16 per cent were in the group 60 years above and the remaining 9 per cent were in the group below 30.

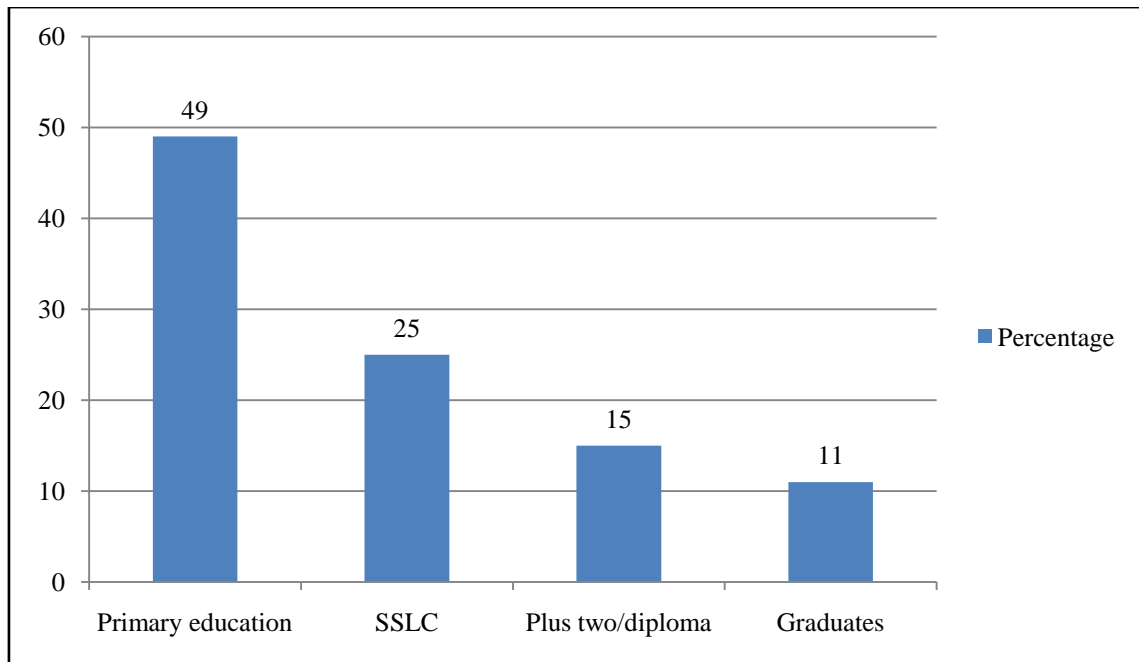
4.2 EDUCATIONAL QUALIFICATION

Table No. 4.2

Educational qualification

Education	No. of respondents	Percentage
Primary education	37	49
SSLC	19	25
Plus two/diploma	11	15
Graduates	8	11
Total	75	100

Source: primary data



Educational qualification

Figure No. 4.2

Interpretation

Table 4.2 shows that 49 per cent respondents had only primary education, 25 per cent respondents had SSLC level of education, 15 per cent were plus two or diploma holder and remaining 11 per cent were graduates.

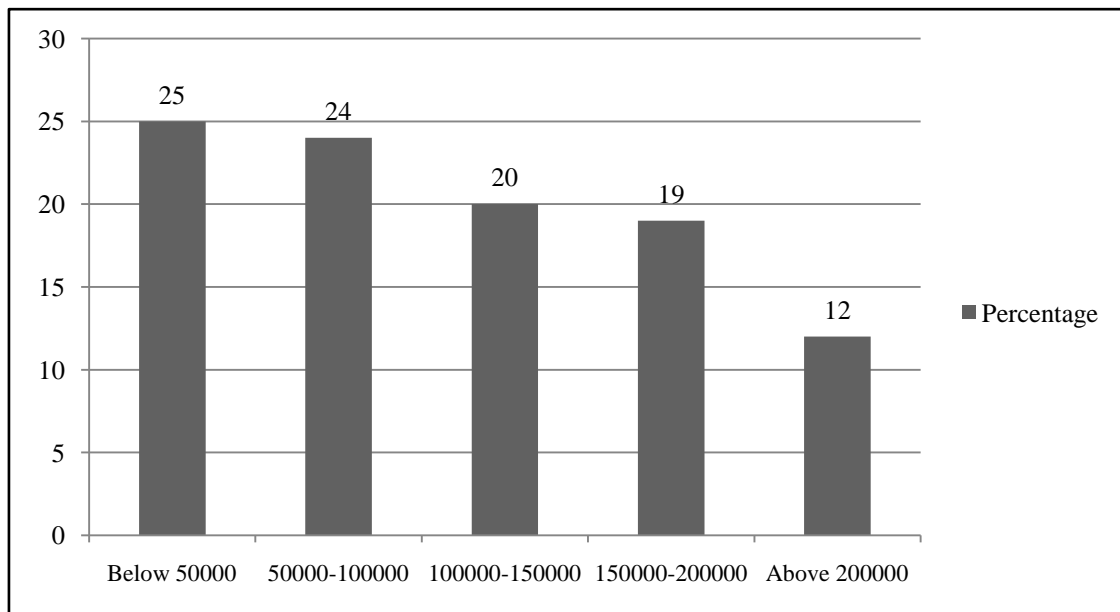
4.3 INCOME WISE CLASSIFICATION

Table No. 4.3

Income wise classification

Annual Income	No. of respondents	Percentage
Below 50000	19	25
50000-100000	18	24
100000-150000	15	20
150000-200000	14	19
Above 200000	9	12
Total	75	100

Source: primary data



Income wise classification

Figure No. 4.3

Interpretation

Table 4.3 shows that 25 per cent of the respondents were in the income group below 50000, 24 per cent of them are 50000-100000, 20 per cent were in the group 100000-150000, 19 per cent belongs to 150000-200000 group, remaining 12 per cent were in the income group above 200000.

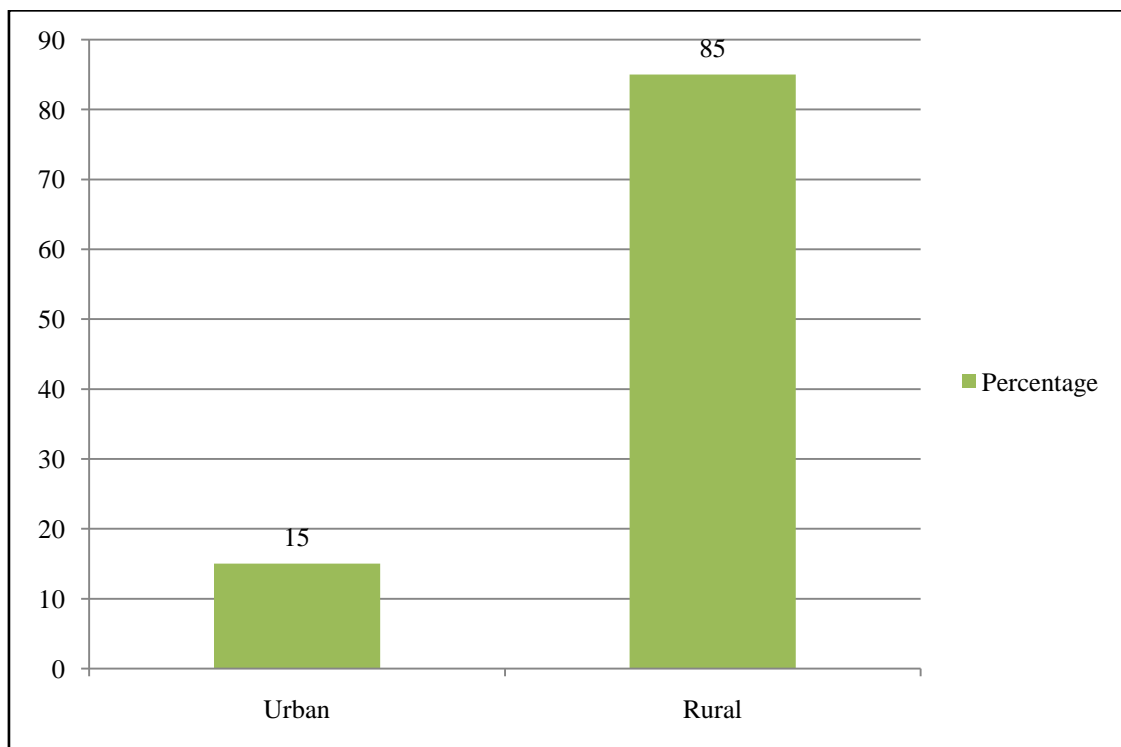
4.4 AREA WISE CLASSIFICATION

Table No. 4.4

Area wise classification

Area of living	No. of respondents	Percentage
Urban	11	15
Rural	64	85
Total	75	100

Source: Primary data



Area wise classification

Figure No. 4.4

Interpretation

Table 4.4 shows that 85 per cent were living in rural area and remaining 15 per cent of the respondents were living in urban area.

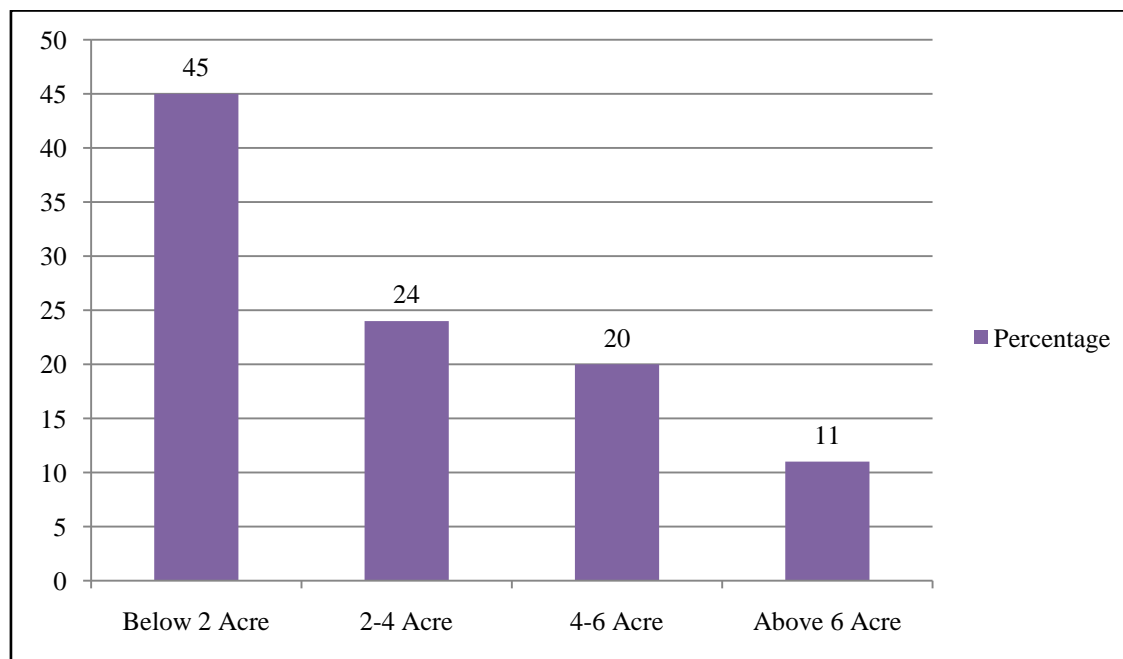
4.5 AREA OF LAND USED FOR AGRICULTURE

Table No. 4.5

Area of land used for agriculture

Area of land	No. of respondents	Percentage
Below 2 Acre	34	45
2-4 Acre	18	24
4-6 Acre	15	20
Above 6 Acre	8	11
Total	75	100

Source: primary data



Area of land used for agriculture

Figure No. 4.5

Interpretation

Table 4.5 shows that 45 per cent respondents used below 2 acres of land, 24 per cent respondents had 2-4 acres of land, 20 per cent respondents had 4-6 acres of agriculture land and the balance 11 per cent i.e.8 respondents were using above 6 acre of land.

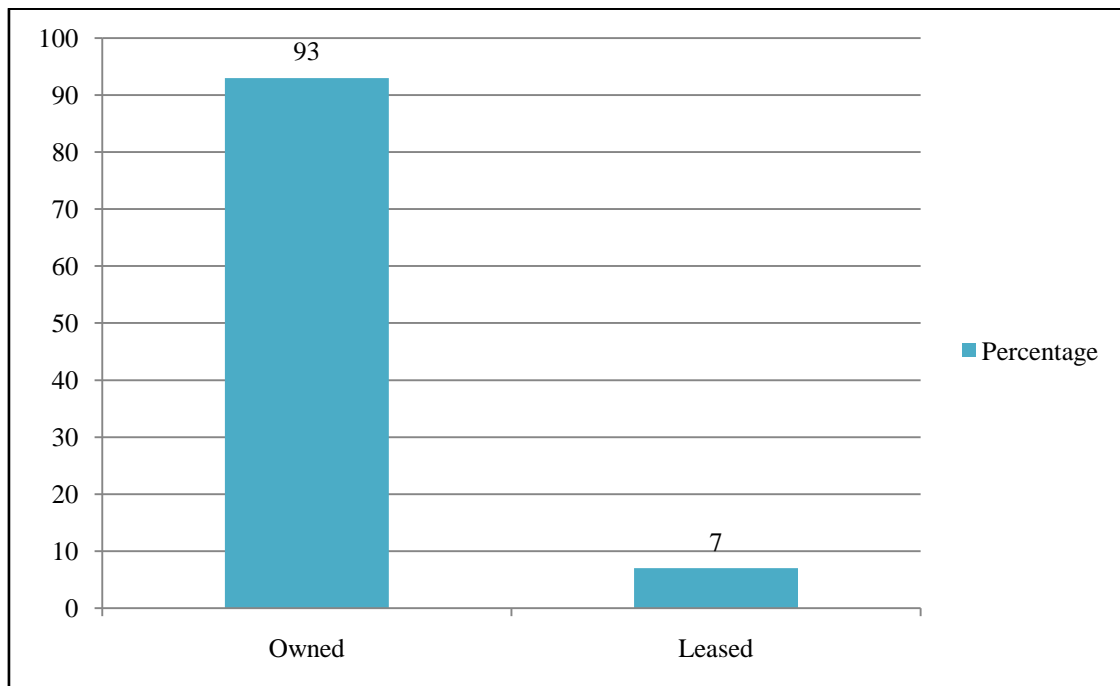
4.6 PROPORTION OF RESPONDENTS ON THE BASIS OF LAND TYPE

Table No. 4.6

Proportion of respondents on the basis of land type

Land type	No. of respondents	Percentage
Owned	70	93
Leased	5	7
Total	75	100

Source: primary data



Proportion of respondents on the basis of land type

Figure No. 4.6

Interpretation

Table 4.6 shows that 93 per cent of the respondents were using their own land and at the same time 7 per cent of the respondents were using lease holds land for agricultural purpose.

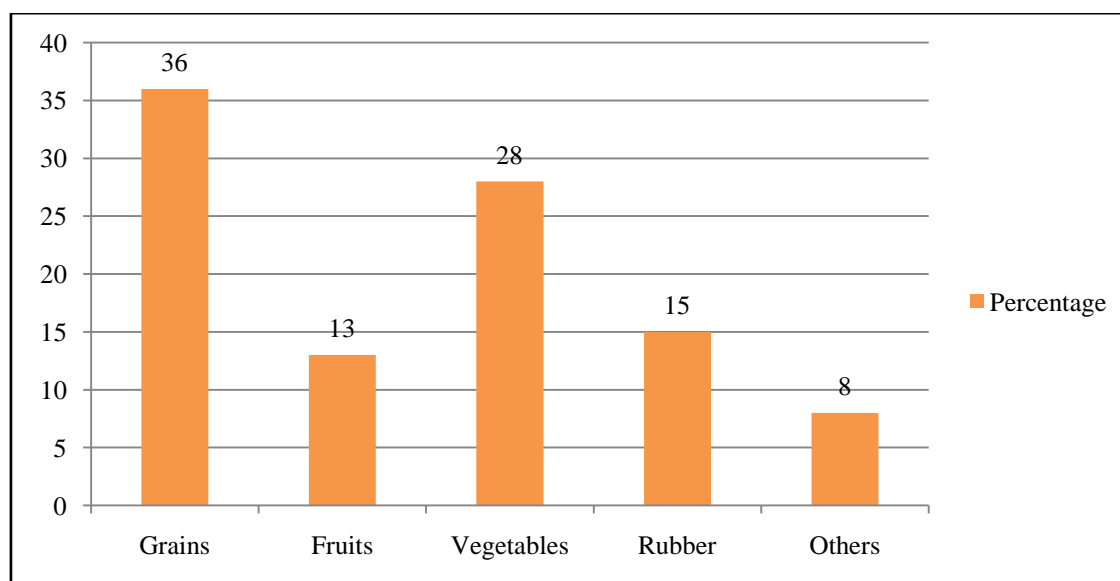
4.7 PURPOSE OF USING AGRICULTURAL FINANCE

Table No. 4.7

Purpose of using agricultural finance

Purpose	No. of respondents	Percentage
Grains	27	36
Fruits	10	13
Vegetables	21	28
Rubber	11	15
Others	6	8
Total	75	100

Source: primary data



Purpose of using agricultural finance

Figure No. 4.7

Interpretation

Table 4.7 shows that 36 per cent of the respondents use agricultural finance to produce food grains, 28 per cent produce vegetables, 15 per cent of respondents engaged in rubber, 13 per cent of the respondents produce fruits, and the remaining 8.7 per cent respondents engaged in other type of activities.

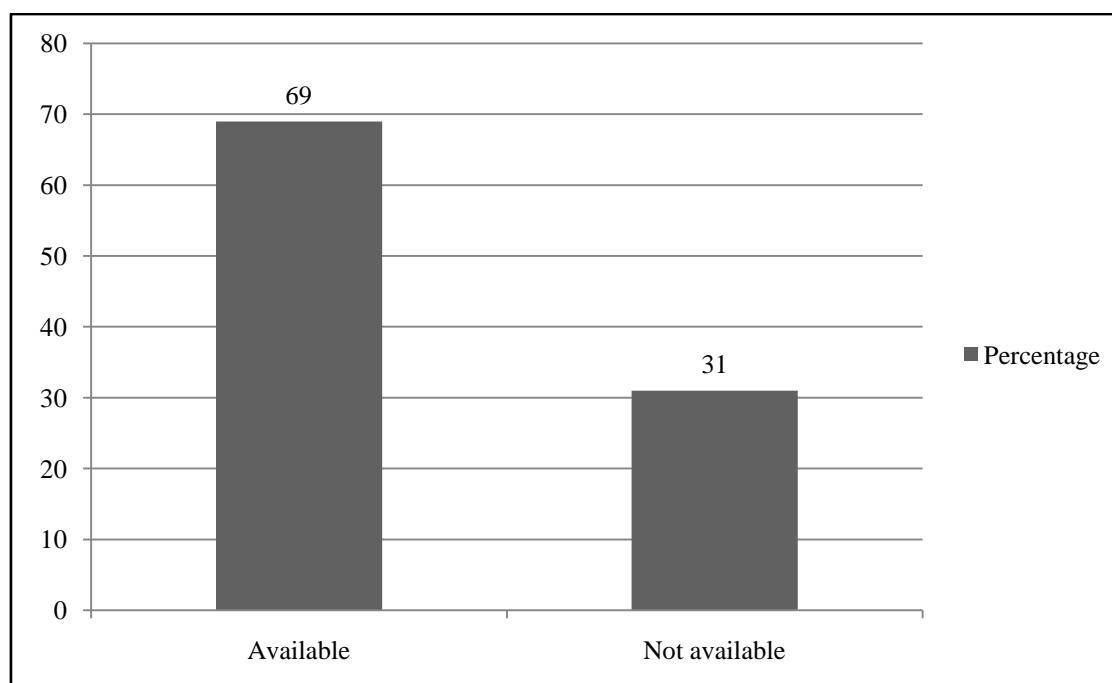
4.8 AVAILABILITY OF AGRICULTURAL FINANCE AT RIGHT TIME

Table No. 4.8

Availability of agricultural finance at right time

Response	No. of respondents	Percentage
Available	52	69
Not available	23	31
Total	75	100

Source: primary data



Availability of agricultural finance at right time

Figure No. 4.8

Interpretation

Table No.4.8 state that 69 per cent of respondents had the opinion that agriculture finance is available at the right time, but 31 per cent of respondents had the view that agricultural finance is not available at the right time.

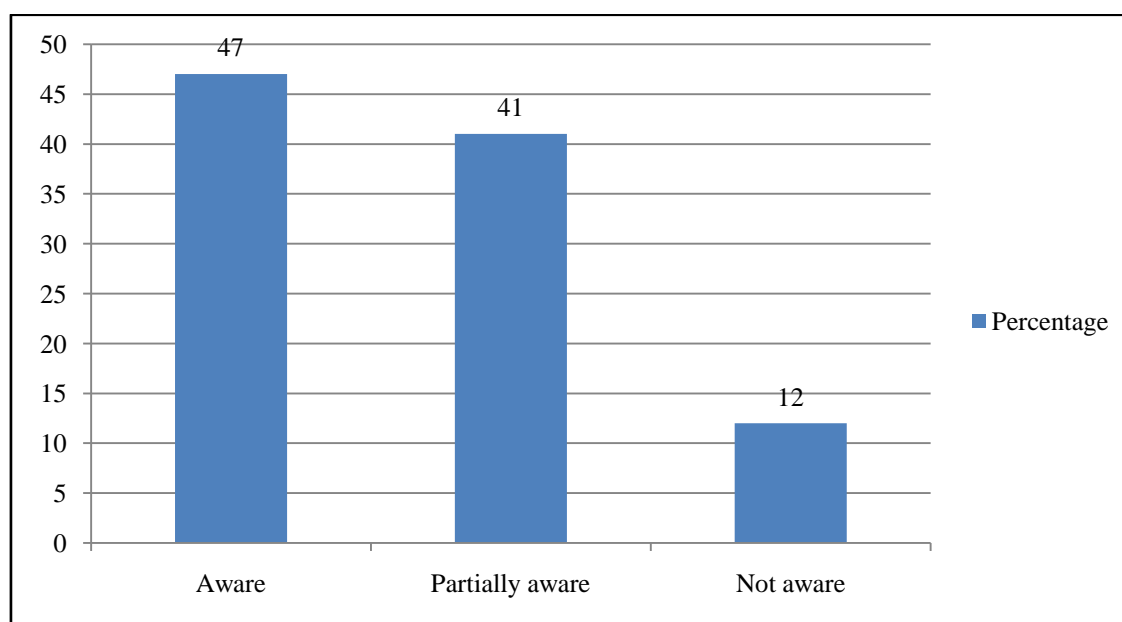
4.9 AWARENESS ABOUT DIFFERENT AGRICULTURAL FINANCE PROVIDED BY COMMERCIAL BANKS

Table No. 4.9

Awareness about different agricultural finance provided by commercial banks

Response	No. of respondents	Percentage
Aware	35	47
Partially aware	31	41
Not aware	9	12
Total	75	100

Source: primary data



Awareness about different agricultural finance provided by commercial banks

Figure No. 4.9

Interpretation

Table 4.9 shows that 47 per cent respondents were aware about different agriculture finance of commercial banks. But, 41 per cent respondents had only partially aware and remaining 12 per cent is not aware about different agriculture finance of commercial banks.

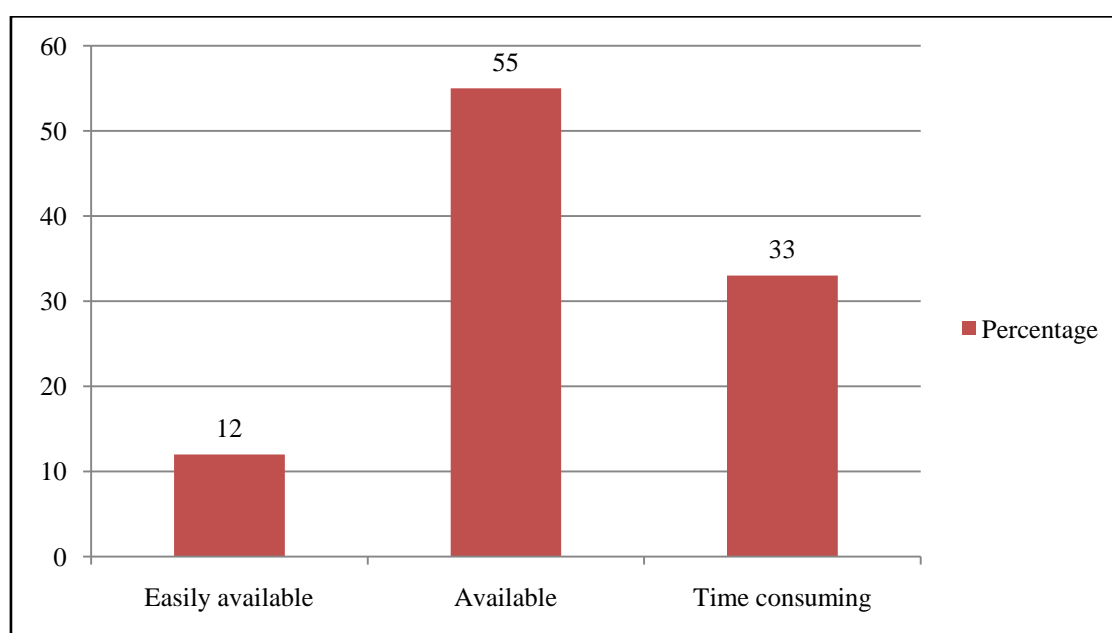
4.10 OPINION REGARDING AVAILABILITY OF AGRICULTURE FINANCE

Table No. 4.10

Opinion regarding availability of agriculture finance

Opinion	No. of respondents	Percentage
Easily available	9	12
Available	41	55
Time consuming	25	33
Total	75	100

Source: primary data



Opinion regarding availability of agriculture finance

Figure No. 4.10

Interpretation

Table 4.10 shows that 55 per cent of the respondents had the view that agricultural finance is available, 33 per cent had the view that agricultural finance is time consuming and remaining 12 per cent respondents had the opinion that agriculture finance is easily available.

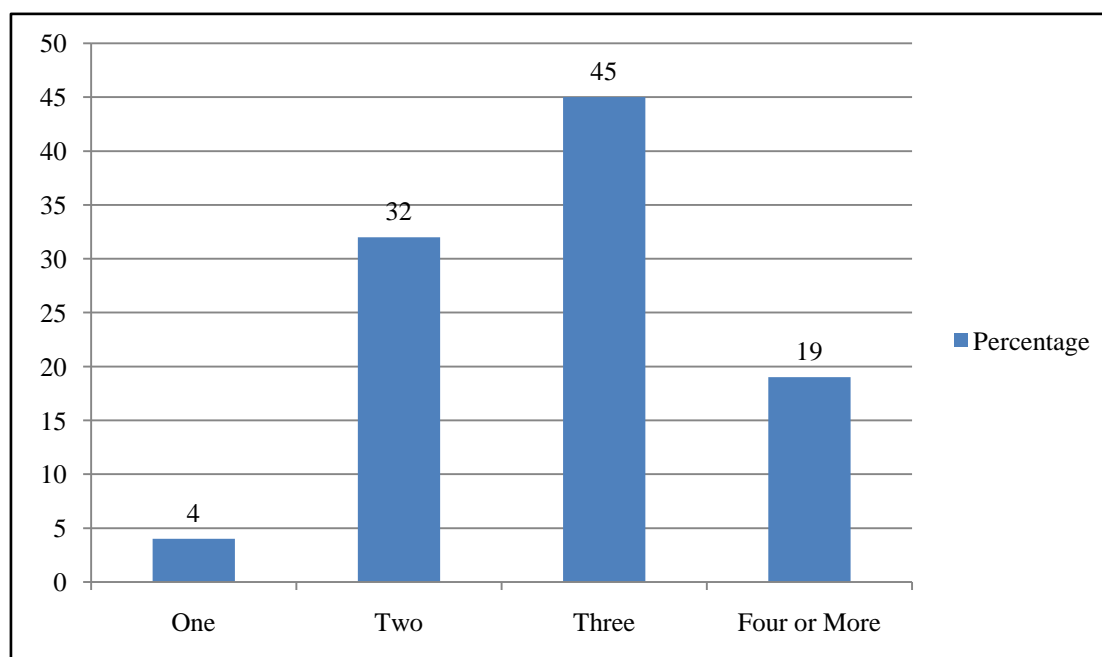
4.11 NUMBER OF COMMERCIAL BANKS IN THE LOCALITY

Table No. 4.11

Number of commercial banks in the locality

No. of banks	No. of respondents	Percentage
One	3	4
Two	24	32
Three	34	45
Four or More	14	19
Total	75	100

Source: primary data



Number of commercial banks in the locality

Figure No. 4.11

Interpretation

Table 4.11 shows that 45 per cent of the respondents says that three commercial bank is functioning, 32 per cent are says two banks, 19 per cent says four banks and remaining 4 per cent says only one commercial banks are available in their town.

4.12 PREFERENCE OF LENDING BANK

Table No. 4.12

Preference of lending bank

Opinion	Rank					Total	Average
	1st	2nd	3rd	4th	5th		
Syndicate Bank Agricultural loan	18	20	15	7	15	244	3.39
Federal Bank Agricultural loan	15	12	14	20	14	219	3.93
SBI Agricultural loan	23	13	17	18	4	258	2.87
South Indian Bank Agricultural loan	11	18	20	5	21	218	2.15
Union Bank Agricultural loan	8	12	9	25	21	186	2.67

Source: primary data

Interpretation

Table 4.12 shows that the SBI Agricultural loan is the most preferred agricultural loan by the farmers.

4.13 FACTORS LEADS TO PREFER THE PARTICULAR BANK FOR AGRICULTURAL LOAN

Table No.4.13

Factors leads to prefer the particular bank for agricultural loan

Response	Rank					Total	Average
	1st	2nd	3rd	4th	5th		
Easy availability on loan	17	21	15	18	4	254	3.39
Low interest rate	32	21	11	7	4	295	3.93
Easy formalities compared to others	9	10	29	16	11	215	2.87
Good treatment of customers	3	15	8	13	36	161	2.15
Submission of mortgage	14	8	12	21	20	200	2.67

Source: primary data

Interpretation

Table 4.13 shows that low interest rate is the most rated factor to prefer the particular bank for agricultural loan.

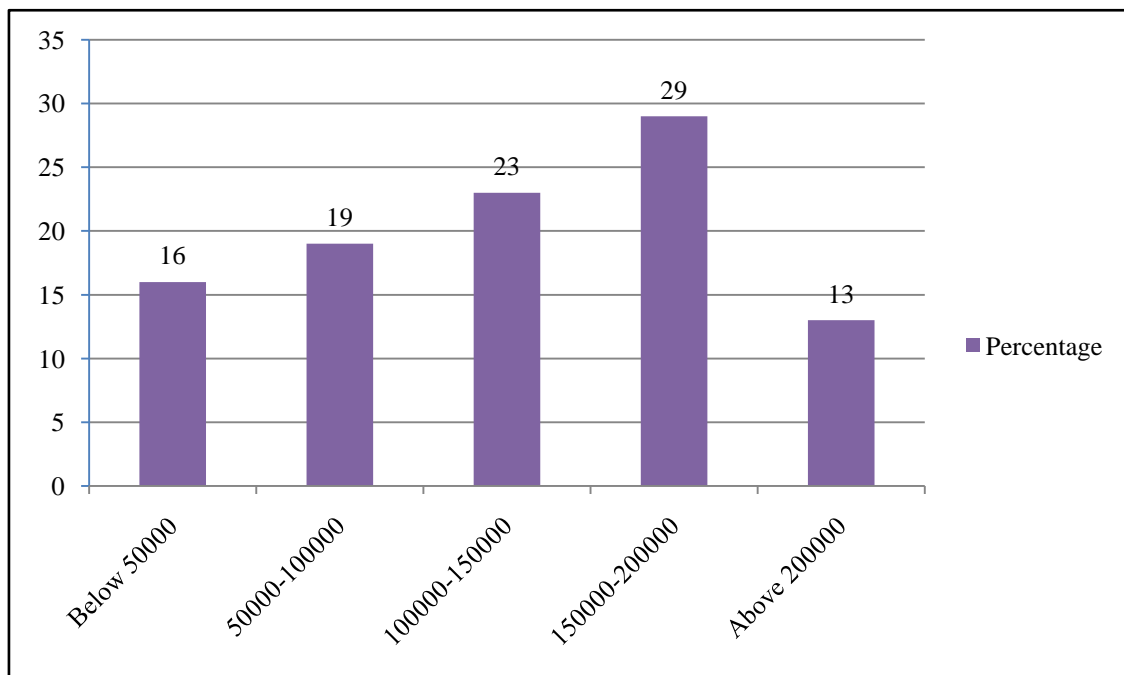
4.14 AMOUNT OF LOAN TAKEN

Table No. 4.14

Amount of loan taken

Amount of loan	No. of respondents	Percentage
Below 50000	12	16
50000-100000	14	19
100000-150000	17	23
150000-200000	22	29
Above 200000	10	13
Total	75	100

Source: primary data



Amount of loan taken

Figure No. 4.14

Interpretation

Table 4.14 shows that 29 per cent were borrow loan amount 150000-200000, 23 per cent borrow money between 100000-150000, 19 per cent borrow in between 50000-100000, 16 per cent of respondents borrow money below 50000, and remaining 13 per cent were borrow above 200000.

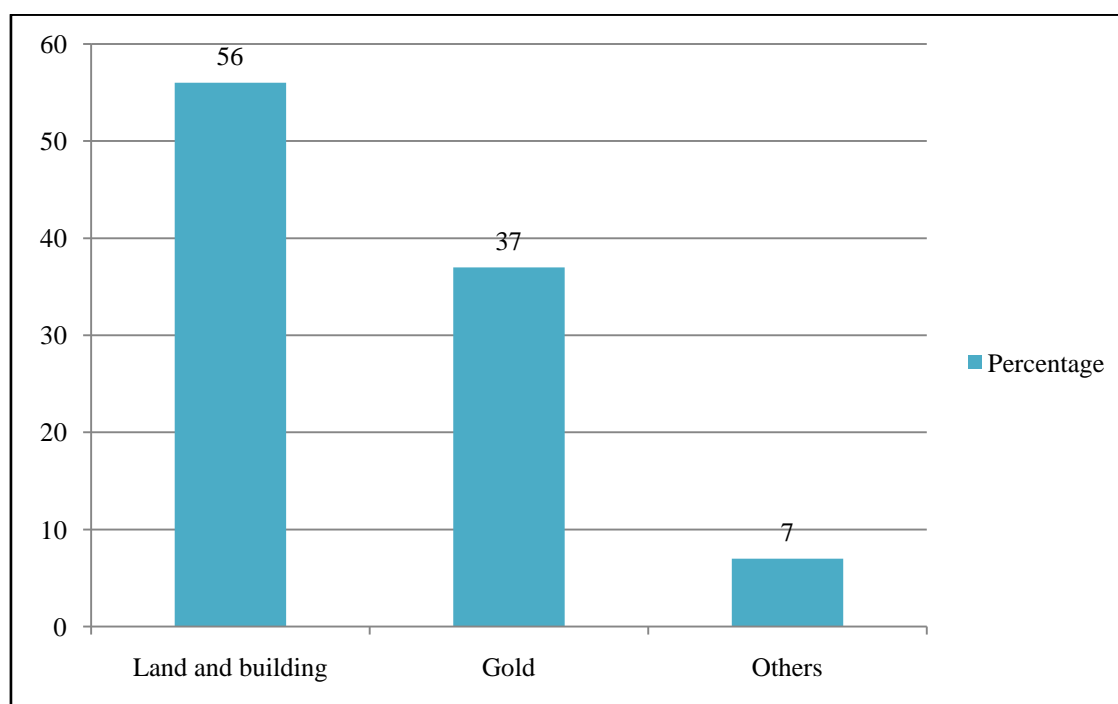
4.15 TYPES OF PROPERTY MORTGAGED FOR LOAN

Table No. 4.15

Types of property mortgaged for loan

Property	No. of Respondents	Percentage
Land and building	42	56
Gold	28	37
Others	5	7
Total	75	100

Source: primary data



Types of property mortgaged for loan

Figure No. 4.15

Interpretation

Table 4.15 shows that 56 per cent of respondents pledge land and building, 37 per cent of respondents pledge gold and remaining 7 per cent were pledge other securities against agricultural loan.

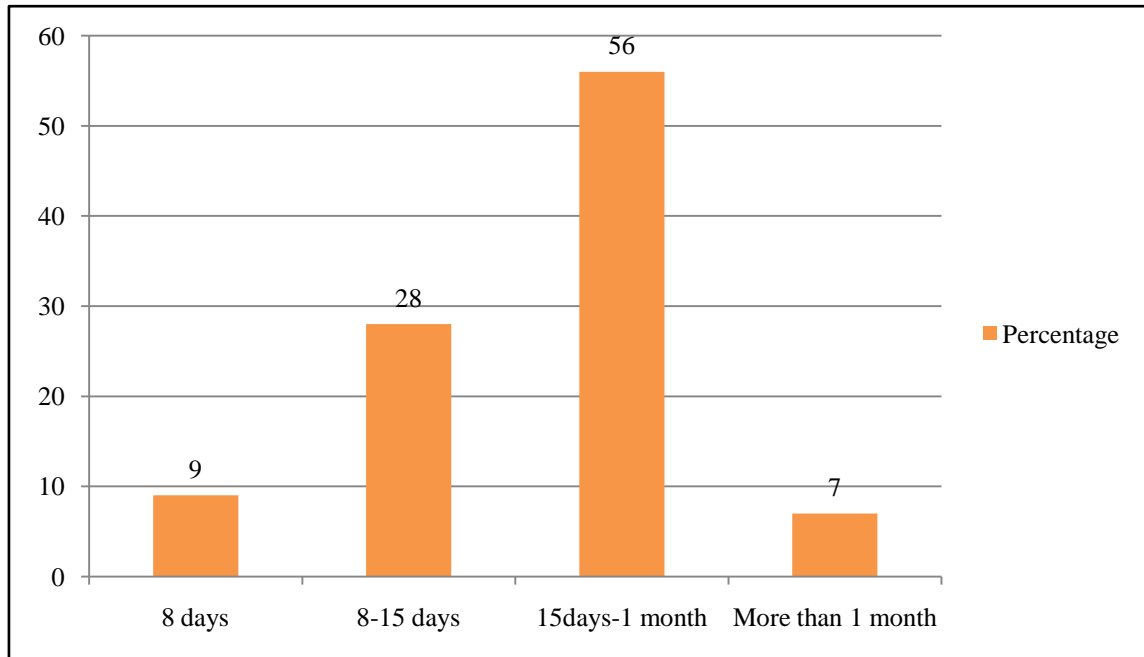
4.16 TIME TAKEN FOR LOAN SANCTIONING PROCESS

Table No. 4.16

Time taken for loan sanctioning process

Time duration	No. of Respondents	Percentage
8 days	7	9
8-15 days	21	28
15days-1 month	42	56
More than 1 month	5	7
Total	75	100

Source: primary data



Time taken for loan sanctioning process

Figure No. 4.16

Interpretation

Table 4.16 shows that 56 per cent of respondents says 15days-1 month, 28 per cent respondents says 8-15days required for loan sanctioning, 9 per cent of respondent says that 8 days required for loan sanctioning, and remaining 7 per cent were says more than 1 month required for loan sanctioning process.

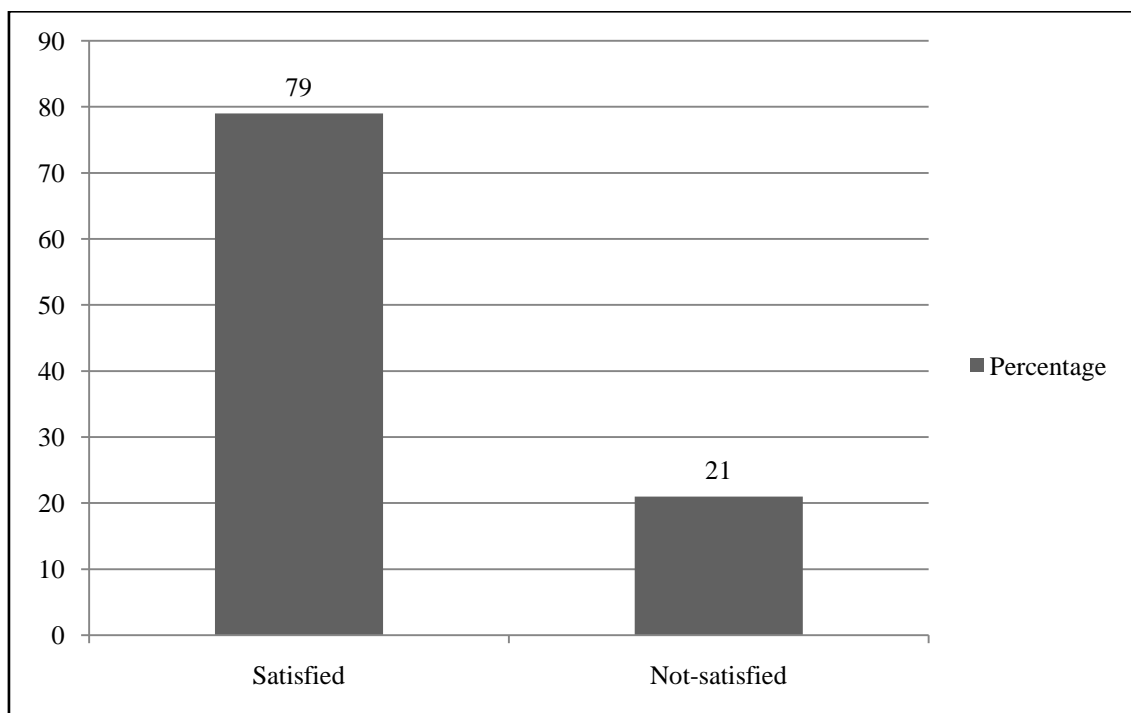
4.17 SATISFACTION WITH AGRICULTURAL LOANS PROVIDED BY COMMERCIAL BANK

Table No. 4.17

Satisfaction with agricultural loans provided by commercial bank

Response	No. of Respondents	Percentage
Satisfied	59	79
Not-satisfied	16	21
Total	75	100

Source: primary data



Satisfaction with agricultural loans provided by commercial bank

Figure No. 4.17

Interpretation

Table 4.17 shows that 79 per cent of the total respondents were satisfied with the agriculture finance and remaining 21 per cent of respondents was not satisfied with the agriculture finance.

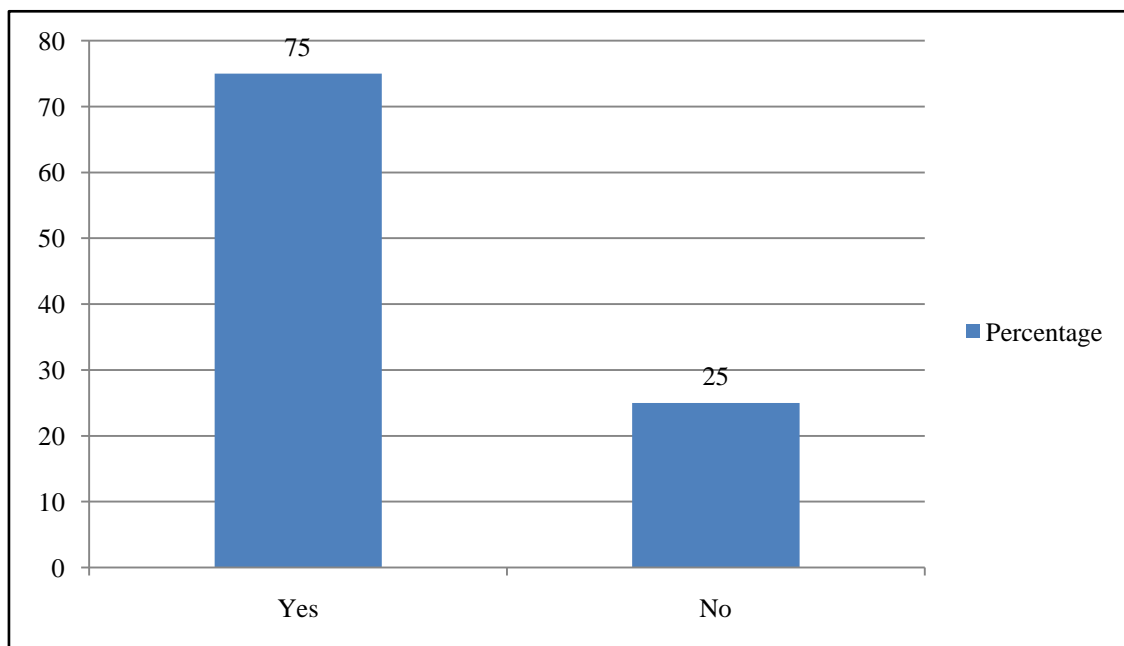
4.18 AWARENESS ABOUT THE PROCEDURE TO AVAIL AGRICULTURAL FINANCE FROM COMMERCIAL BANK

Table No. 4.18

Awareness about the procedure to avail agricultural finance from commercial bank

Response	No. of respondents	Percentage
Yes	56	75
No	19	25
Total	75	100

Source: primary data



Awareness about the procedure to avail agricultural finance from commercial bank

Figure No. 4.18

Interpretation

Table 4.18 shows that 75 per cent of the respondents are aware about the procedure to avail agricultural finance from commercial bank and remaining 25 per cent are not aware.

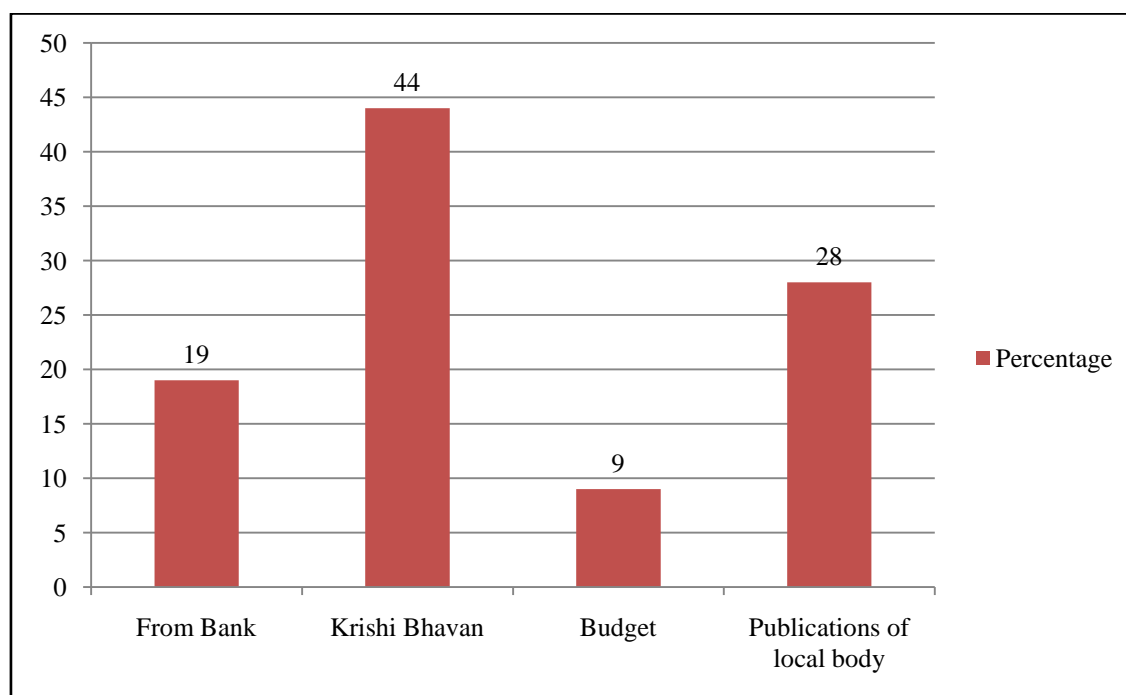
4.19 KNOWLEDGE ABOUT THE PROCEDURAL DETAILS TO AVAIL AGRICULTURAL FINANCE

Table No. 4.19

Knowledge about the procedural details to avail agricultural finance

Response	No. of respondents	Percentage
From Bank	15	19
Krishi Bhavan	33	44
Budget	7	9
Publications of local body	21	28
Total	75	100

Source: primary data



Knowledge about the procedural details to avail agricultural finance

Figure 4.19

Interpretation

Table 4.19 shows that 44 per cent of respondents get to know the procedural details to avail agricultural finance from krishi bhavan, 28 per cent of respondents from publications of local body, 19 per cent from the bank and remaining 9 per cent from the budget.

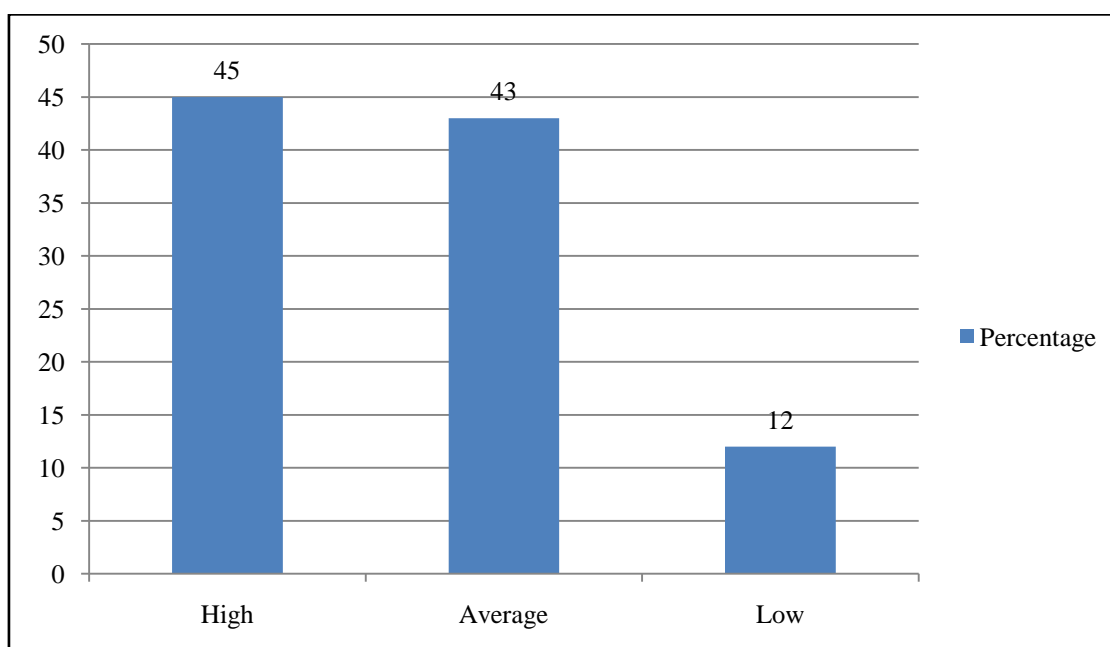
4.20 INTEREST RATE OF AGRICULTURAL FINANCE

Table No. 4.20

Interest rate of agricultural finance

Response	No. of respondents	Percentage
High	34	45
Average	32	43
Low	9	12
Total	75	100

Source: primary data



Interest rate of agricultural finance

Figure No. 4.20

Interpretation

Table 4.20 shows that 45 per cent of the respondents had the view that the interest rate of agriculture loan is high, 43 per cent of the respondents reported that the interest rate of agriculture loan is average and 12.5 per cent of the respondents said that interest rate of agriculture loan is low.

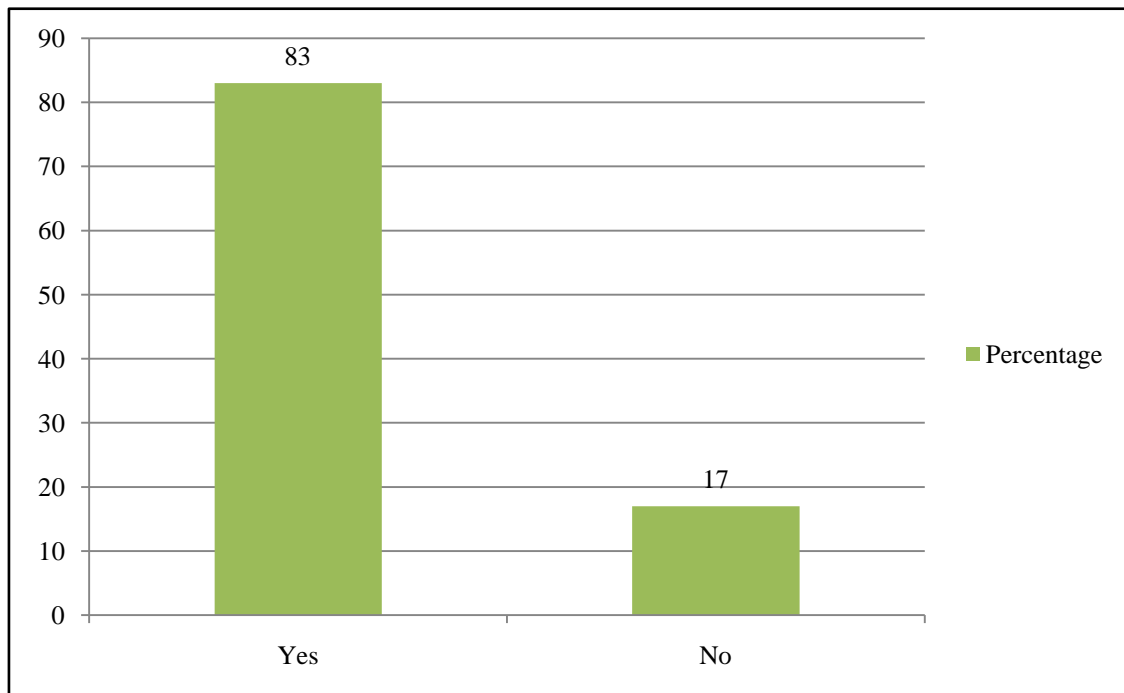
4.21 SUBSIDIES RECEIVED FROM BANKS

Table No. 4.21

Subsidies received from banks

Response	No. of respondents	Percentage
Yes	62	83
No	13	17
Total	75	100

Source: primary data



Subsidies received from banks

Figure No. 4.21

Interpretation

Table 4.21 states that 83 per cent get subsidies from bank and remaining 17 per cent of respondents not received any amount as subsidies.

4.22 UTILISATION OF THE LOAN

Table No. 4.22

Utilisation of the loan

Response	No. of respondents	Percentage
To buy seed	14	19
To give wages	23	31
To buy fertilizer	10	13
For all the above	28	37
Total	75	100

Source: primary data



Utilisation of the loan

Figure No. 4.22

Interpretation

Table 4.22 shows that 37 per cent of the total respondents use loan amounts for seeds, fertilizers and for paying wages, 31 per cent of the farmers borrowed funds solely for giving wages, 19 per cent of the respondents used for purchasing seeds and remaining 13 per cent take loan for buying fertilizers.

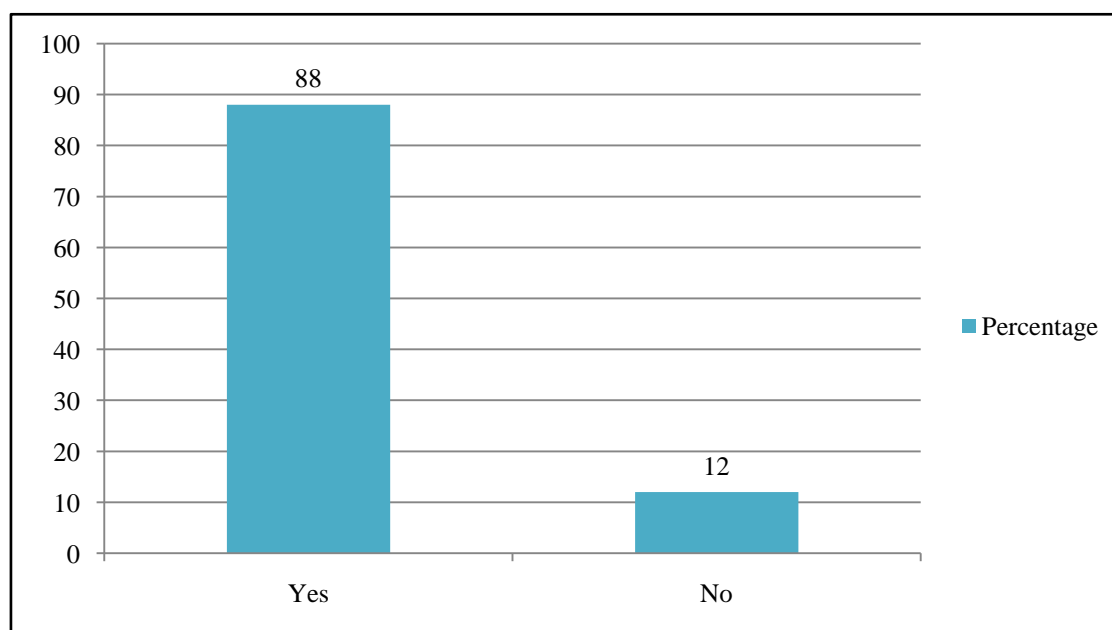
4.23 AGRICULTURAL LOANS ARE ONLY USED FOR AGRICULTURAL ACTIVITIES

Table No. 4.23

Agricultural loans are only used for agricultural activities

Response	No. of respondents	Percentage
Yes	66	88
No	9	12
Total	75	100

Source: primary data



Agricultural loans are only used for agricultural activities

Figure No.4.23

Interpretation

Table 4.23 shows that 88 per cent of the respondents are using the agricultural loans only for agricultural activities and remaining 12 per cent are not using only for agricultural activities.

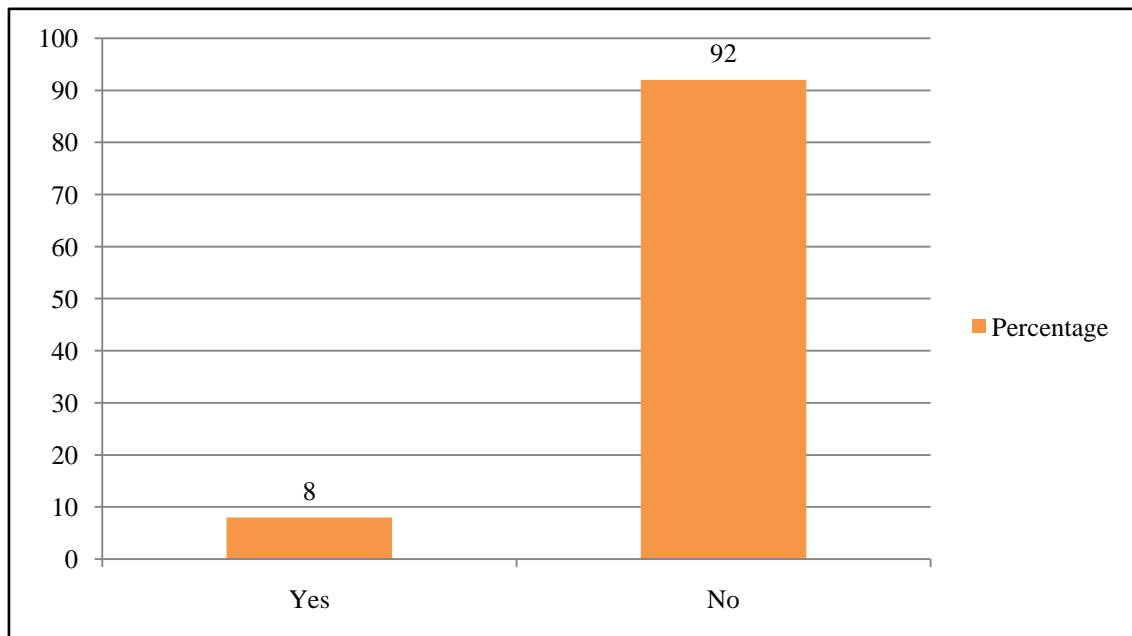
4.24 AGRICULTURAL LOANS BEING WRITTEN OFF BY THE BANK

Table No. 4.24

Agricultural loans being written off by the bank

Response	No. of respondents	Percentage
Yes	6	8
No	69	92
Total	75	100

Source: primary data



Agricultural loans being written off by the bank

Figure No. 4.24

Interpretation

Table 4.24 states that 92 per cent of respondents agricultural loans not being written off by the bank and remaining 8 per cent of respondents agricultural loans being written off by the bank.

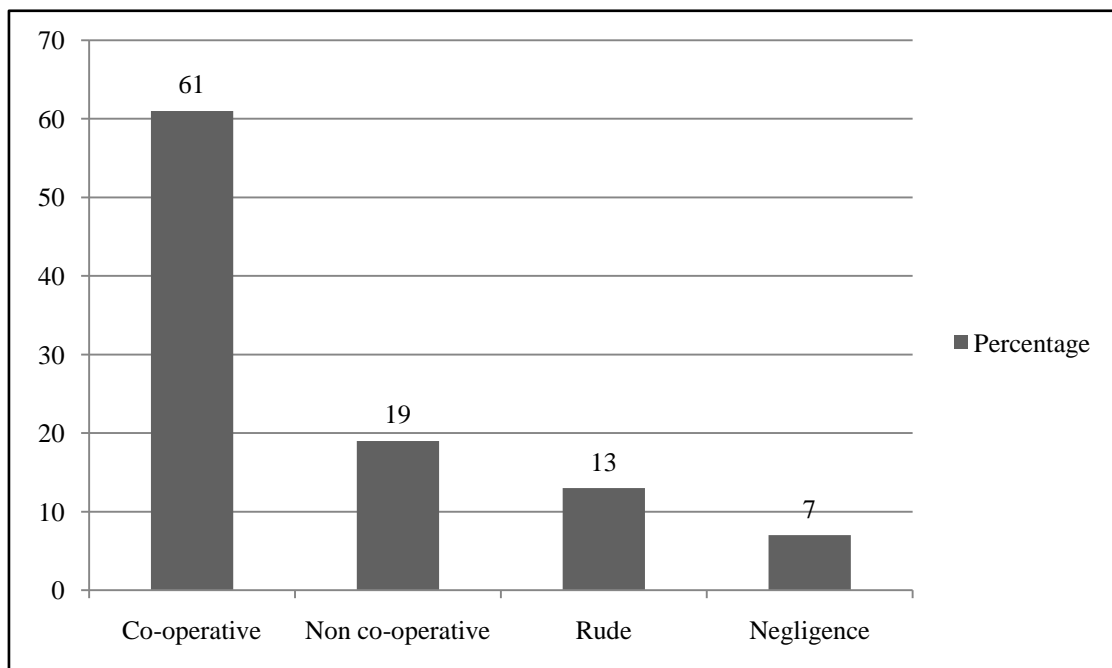
4.25 OPINION REGARDING BEHAVIOUR OF BANK EXECUTIVES AND EMPLOYEES

Table No. 4.25

Opinion regarding behaviour of bank executives and employees

Opinion	No. of respondents	Percentage
Co-operative	46	61
Non co-operative	14	19
Rude	10	13
Negligence	5	7
Total	75	100

Source: primary data



Opinion regarding behaviour of bank executives and employees

Figure No. 4.25

Interpretation

Table 4.25 shows that 61 per cent of the respondents had the opinion that cooperative behaviour, 19 per cent of the respondent had the opinion non cooperative behaviour, 13 per cent of respondent had the opinion rude behaviour and remaining 7 per cent had the opinion negligence behaviour of bank executives and employees.

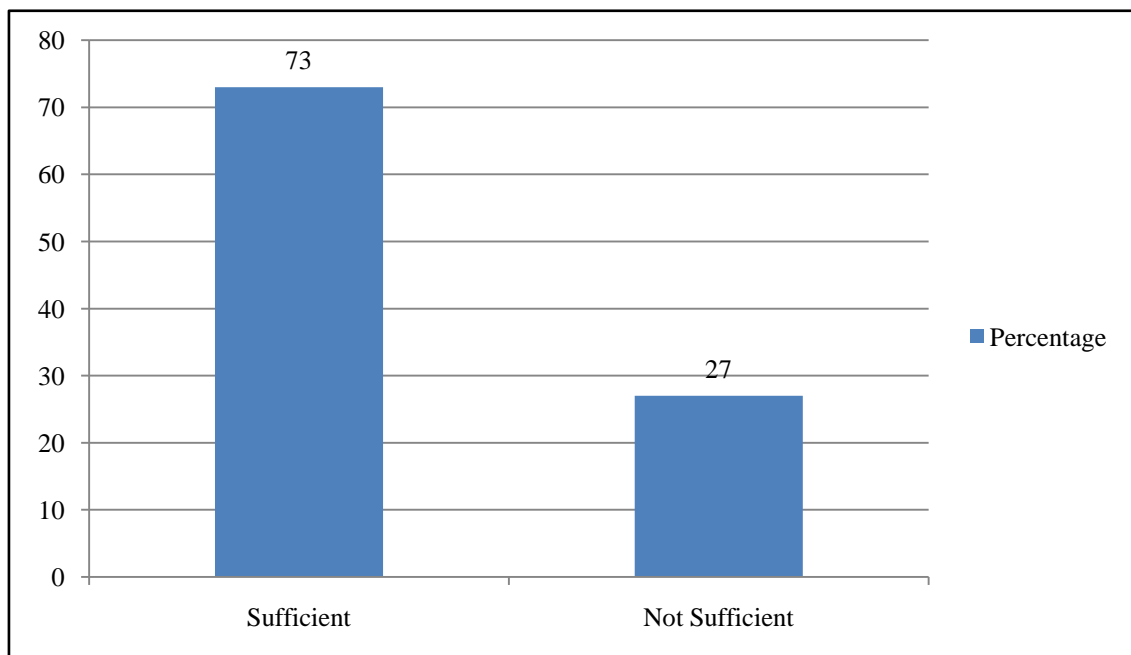
4.26 SUFFICIENCY OF THE REPAYMENT PERIOD OF THE LOAN

Table No. 4.26

Sufficiency of the repayment period of the loan

Opinion	No. of respondents	Percentage
Sufficient	55	73
Not Sufficient	20	27
Total	75	100

Source: primary data



Sufficiency of the repayment period of the loan

Figure No.4.26

Interpretation

Table 4.26 shows that 73 per cent of the total respondents were satisfied with the tenure of the loan and remaining 27 per cent per cent of the total respondents had negative opinion in this regard.

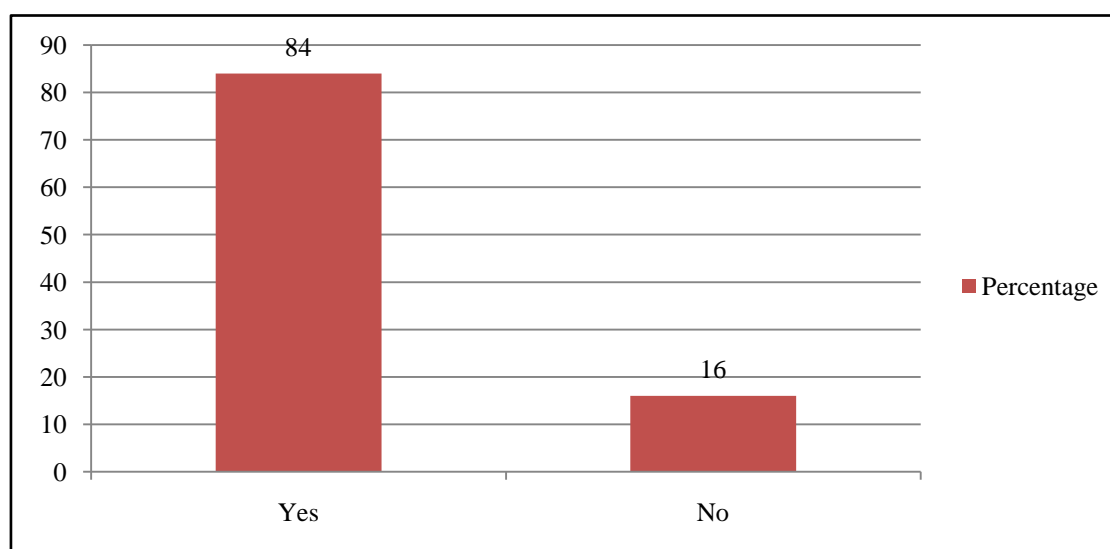
4.27 WHETHER AGRICULTURAL PRODUCTION IS INCREASED DUE TO FINANCIAL ASSISTANCE PROVIDED BY COMMERCIAL BANKS

Table No.4.27

Whether agricultural production is increased due to financial assistance provided by commercial banks

Response	No. of respondents	Percentage
Yes	63	84
No	12	16
Total	75	100

Source: primary data



Whether agricultural production is increased due to financial assistance provided by commercial banks

Figure No. 4.27

Interpretation

Table 4.27 shows that 84 per cent the respondents had the opinion that agricultural production/turnover is increased due to financial assistance provided by commercial bank and remaining 16 per cent of respondents had the opinion that agricultural production is not increased due to financial assistance provided by commercial bank.

4.28 AWARENESS AND SATISFACTION

Table No. 4.28

Awareness and satisfaction

Satisfaction	Awareness			Total
	Aware	Partly aware	Not aware	
Satisfied	30	24	5	59
Not Satisfied	5	7	4	16
Total	35	31	9	75

CHI SQUARE TABLE

O	E	O-E	(O-E) ²	(O-E) ² /E
30	27.53	2.47	6.1009	0.2216
24	24.39	-0.39	0.1521	0.0062
5	7.08	-2.08	4.3264	0.6111
5	7.47	-2.47	6.1009	0.8167
7	6.61	0.39	0.1521	0.0230
4	1.92	2.08	4.3264	2.2533
Chi square total				3.9319

Expected frequencies of less than 5 are pooled with the presiding or succeeding frequency. So that number of expected frequency is less than 5, then the df is based on, the related number of frequencies.

O	E	O-E	(O-E)²	(O-E)²/E
30	27.53	2.47	6.1009	0.2216
24	24.39	-0.39	0.1521	0.0062
5	7.08	-2.08	4.3264	0.6111
5	7.47	-2.47	6.1009	0.8167
11	8.53	2.47	6.1009	0.7152
Chi square total				2.3708

Chi square value = 2.3708 Degree of freedom

(r-1) (c-1)

(2-1) (3-1)

Degree of freedom = 2

Level of significance = 5 per cent (0.05) Table value = 5.991

Calculated value of chi-square, 2.3708 is lower than table value 5.991 therefore the test accept null hypothesis. Therefore analysis concludes that there is no relationship between awareness and satisfaction.

CHAPTER 5

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY

A Study on Agricultural Financing Policies of Commercial Banks and Its Effective Utilization among Farmers is a relevant topic in present scenario as agricultural sector is the backbone of Indian economy. Agriculture is a dominant sector of our economy and credit plays an important role in increasing agriculture production. Availability and access to adequate, timely and low cost credit from institutional sources is of great importance especially to small and marginal farmers. The need of the hour is to leverage the existing resources and make commercial banks more participative through policy implementation and create a conducive environment so that the agriculture sector can be cared for like any other sector. So 75 respondents from Irritty taluk have been taken for the research study. The study has helped us to know about the various agricultural financing policies of commercial banks and whether these funds are being effectively utilised by farmers. The objective of the research topic is as below

- To know the satisfaction level of consumer from the agricultural finance provided by the commercial banks.
- To study the awareness of agricultural finance.
- To assess the effective utilisation of agricultural finance by farmers.

5.2 FINDINGS

- Majority of the respondents i.e. 49 per cent respondents had primary education
- One by fourth of respondents in 25 per cent were annual income below 50000.
- Majority of the respondents i.e. 85 per cent were living in rural area.
- These analyses made it clear that majority of the farmers were marginal farmers who were using lands below 2 acres. And also majority of them were living in rural area.
- Majority of the respondents i.e. 93 per cent were using their own land.
- 69 per cent of respondents said that, agriculture finance is available at the right time.
- 47 per cent respondents were aware about different schemes for agriculture finance of commercial banks
- Majority of the respondents i.e. 55 per cent had the view that agricultural finance is available.
- Majority of the respondents preferred SBT agriculture loan scheme.
- 45 per cent of the respondents said that the interest rate of agricultural loan is high.
- Majority of the respondents take loan amount in between 150000-200000.
- It is clear from the study that, most of the respondents i.e. 55 per cent pledge land and building against agricultural loan.
- Majority of the respondents says that, 15 days -1 month required for loan sanctioning process.
- 79 per cent of the total respondents were satisfied with the agriculture finance provided by commercial bank.
- 75 per cent of the respondents is aware about the procedure to avail agricultural finance from commercial bank.
- 44 per cent of the respondents gets knowledge about the procedural details to avail agricultural finance from krishi bhavan

- Majority of the respondents i.e. 83 per cent got subsidies from banks.
- 37 per cent farmers utilized the loan amount for all purposes, 31 per cent farmers used loan amount for paying wages, 19 per cent for purchasing seeds and the remaining 13 per cent for purchasing fertilizers.
- From the study it can easily understand majority of the respondents had the opinion that cooperative behavior of bank executives and employees.
- 73 per cent farmers were satisfied with the repayment period. But, 26.25 per cents of farmers were not satisfied with the period allowed for repaying loan amount.
- 88 per cent of the respondents were using agricultural loans only for agricultural activities
- It is clear from this study majority of the respondents had the opinion that agricultural production/ turnover is increased due to financial assistance of commercial bank.

5.3 SUGGESTIONS

- Some farmers were not aware about the agricultural finance. So, steps must be taken to educate farmers about the availability of agricultural finance.
- Considerable number of farmers had the opinion that the procedure for getting agricultural loan is not simple. This must be properly studied and remedial steps must be taken.
- Banks should improve service extended to the customers by providing attractive offers and easy documentations.
- Farmers are not aware about the rate of interest charged by commercial banks for different types of loan. Of course, the rate of interest of agricultural loan is low. But there are some farmers who had the view that rate of interest for farm loan is high. This may lead to non-utilisation of the facility of agricultural loan by farmers. This can be avoided only through proper propaganda.
- There were some farmers who were not satisfied with the repayment tenure. So, there is a need to enhance the repayment period for agricultural loan.
- More publicity & advertisements are needed for popularizing bank agricultural finance and to reduce the tendency of uneducated farmers from borrowing funds from the village money lenders.

5.4 CONCLUSION

Farmers occupy a crucial place in the process of economic development of a country. Agriculturists in Kerala face many problems to get agriculture loan. Agriculturists face a series of problem right from the beginning till the enterprise functions. The majority of people are satisfied with the services of banks. Most of the banks provide different agricultural finance to farmers. Use of new technological inputs purchased through farm finance helps to increase the agricultural productivity. Even though both Central and State Governments are taking several steps for helping farmers financially, many marginal and medium sized farmers are yet to get the benefits of the new schemes of the Governments. So, it is the duty of the Government and other agencies to monitor and evaluate all the schemes in such a way that the end result is reached at the bottom level of the society.

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APPENDIX

QUESTIONNAIRE

I **Aloshious Cherian**, a post graduate student of M.Com Finance at Don Bosco Arts and Science College Angadikadavu is conducting a survey on “**A STUDY ON AGRICULTURAL FINANCING POLICIES OF COMMERCIAL BANK AND ITS EFFECTIVE UTILISATION AMONG FARMERS IN IRITTY TALUK**” I request you spent few means from your available time to answer these question attached here with which may help me to complete my project work .The data given are highly confidential and used only for academic purpose

A. Personal Information

1. Identification no:

2. Age

Below 30-45
45-60 Above 60

3. Educational Qualification

Primary Education SSLC
Plus Two/ Diploma PG

4. Annual Income

Below 50000 50000-150000 100000-150000
150000-250000 Above 250000

5. Area of living:

Urban Rural

B. Information about Agricultural finance

1. Area of your land

Below 2 Acre 2-4 Acre
4-6 Acre Above 6

2. What types of land are using for agriculture?

Owned Leased

3. What are the crops?

Grains Fruits Vegetables

Rubber Others

4. Did you get agricultural finance at the right time?

Yes No

5. Are you aware about different agricultural loans provided by Commercial Banks?

Aware Partially Aware Not aware

6. What is your opinion regarding Availability of Agricultural loans?

Easily Available Available Time Consuming

7. How many commercial banks are there in your town?

One Two

Three Four or more

8. Rank the banks agricultural loan that you prefer the most?

Syndicate Bank's agricultural loan Federal Bank Agricultural Loan SBI

Agricultural Loan South Indian Bank Agricultural Loan

Union Bank Agricultural Loan

9. Rank the factor that leads you to prefer the particular banks agricultural loan?

Easy availability of loans Low interest rate

Easy formalities compared to others Good treatment of customers

Submission of mortgage

10. How much amount of loan you have taken?

Below 50000 50000-100000 100000-150000

150000-200000 Above 200000

11. What property you have mortgaged for loan?

Land Gold Other securities

12. After the submission of application how many days required for loan sanctioning process?

8 Days 15 Days Month More than 1 month

13. Are you satisfied with the Agricultural loans provided by Commercial banks?

Satisfied Not Satisfied

14. Are you aware about the procedure to avail agricultural finance from commercial banks?

Yes No

15. How did you get to know the procedural details to avail agricultural finance?

From Bank Krishi Bhavan Budget Publications of Local body

16. What is your opinion about interest rate of Agricultural Loans?

High Average Low

17. Have you received any subsidies from bank?

Yes No

18. How to utilize the fund?

To Buy Seeds To Give Wages To Buy Fertilizers For all

19. Do you think the agricultural loans provided by commercial banks are only used for agricultural activities?

Yes No

20. Have any of your agricultural loans being written off by the banks?

Yes No

21. What is your opinion regarding behavior of bank executives and employees?

Co-operative Rude

Non co-operative Negligence

22. Is the tenure for repaying agricultural loan provided by the commercial banks are sufficient or not?

Sufficient Not sufficient

23. Whether your agricultural production / turnover is increased due to financial assistance of commercial bank?

Yes No

**A STUDY ON AWARENESS AND CUSTOMER
SATISFACTION OF MOBILE BANKING SERVICES OF
SBI WITH SPECIAL REFERNCE TO ALAKODE
PANCHAYAT**

*A project report submitted to the Kannur University in partial
fulfillment of the requirement for the award of degree of*

MASTER OF COMMERCE

(2021-2023)

**By
MERIN SHIBU**

REG.NO. CIPCOM3911

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. SOJIMOL P. J.

(DEPARTMENT OF COMMERCE)



**DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY – 670706**

DECLARATION

I **MERIN SHIBU**, student of 4th semester M Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled “**A STUDY ON AWARENESS AND CUSTOMER SATISFACTION OF MOBILE BANKING SERVICES OF SBI WITH SPECIAL REFERENCE TO ALAKODE PANCHAYAT**” is an authentic and original work done by me under the supervision and guidance of **Ms. SOJIMOL P.J.**, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

MERIN SHIBU

Date:

C1PCOM3911

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY -670706



CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON AWARENESS AND CUSTOMER SATISFACTION OF MOBILE BANKING SERVICES OF SBI WITH SPECIAL REFERENCE TO ALAKODE PANCHAYAT**” is a record of genuine work done by the candidate **MERIN SHIBU** during the period of her study at Don Bosco Arts and Science College, Angadikadavu, Iritty – 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidates.

Ms. SOJIMOL P.J.

Supervisor

Ms. DEEPTHY JOSEPH

Assistant Professor & Head

Examiner 1:

Examiner 2:

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I am indebted to my beloved parents and friends for their encouragement and support and all others who helped me directly and indirectly for the successful completion of this project report.

MERIN SHIBU

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CHAPTER 1
INTRODUCTION

INTRODUCTION

Dr. Man Mohan Singh says that, if you don't have a functioning financial system the world economy won't be revived. All the major economies have their responsibility to assist at a pace which is required to clean up the balance sheet of the banking system and to ensure that credit flows are resumed.

The Banking sector is the lifeline of any modern economy. It is one of the important financial pillars of the financial sector, which plays a vital role on the functioning of an economy. It is very important for economic development of a country that its finance requirements of trade, industry and agriculture are met with higher degree of commitment and responsibility. Thus, the development of a country is integrally linked with the development of banking. A bank is a financial intermediary and money creator that create money by lending money to a borrower, thereby creating a corresponding deposit on the bank's balance sheet. Lending activities can be performed directly by loaning or indirectly through capital markets.

SBI provides lot of mobile application which provide banking services to the customers as per their requirements. This application can be downloaded to the smartphones from app store and are free to experience the freedom to Access anywhere anytime the banking services. Some of the most commonly used mobile applications of SBI are SBI ANYWHERE, SBI –E-PAY, YONO and SBI-QUICK SBI-BUDDY.YONO is the latest application of SBI where the user's savings bank account can be opened digitally using new YONO app and portal. SBI ANYWHERE is a banking app which launched for SBIS retail banking clients where the Client can get easy access to the retail bank account using the smart phone. SBI-EPAY is a payment service by SBI Which provides electronic connection with various banks and financial institution on the other hand merchants thus They create a ecommerce transaction among the customers, merchants and financial institution .SBI-QUICK is a banking service which is free of cost where you can give a missed call or a SMS to know about your account balance, mini statement and more. SBI-BUDDY it is known as the Mobile wallets on the smart phones which can be used to transfer money to other wallets users and bank accounts, anytime, anywhere.

The state bank of India (SBI) offers various mobile banking services to its customers through SBI anywhere Personal Banking App. The mobile banking feature of SBI bank allows users to use banking services anywhere at any time. With the mobile banking app of the SBI, customers can easily do online financial transactions, check account balance, make mobile/TV/Credit card/other payments, fixed/ recurring deposits, etc. with just a few clicks on their smartphone.

In India, we have more than 900 million mobile users but still mobile banking is used by 40 million customers approximately. There can be various reasons behind this, such as need of active collaborations between banks and Telecom Company, lack of accessibility to customers, cost, awareness about mobile banking app etc. Banks have to work on creating mobile banking awareness among customers. They need to promote the benefits of mobile banking and its effectiveness.

The customers in mobile banking services are increasing day by day due to the security measures taken by the banks. More and more number of customers are being drawn to the mobile banking as they have been satisfied due to the measures taken by banks to secure the mobile banking transactions. Through mobile banking customers can now add as many beneficiaries as they want for fund transfer etc. and it saves huge of the amount of time for those kind of transactions. Therefore the customers to complete the financial transactions by sitting at home but the customers were having problems of carrying but mobile phones are free from these difficulties. Mobile phones can be carried everywhere and used by large number of people. In the age of globalization and digitalization mobile banking has shown a way to reach the top of the pyramid in the banking business through its variety of services. This Study also shares the initiatives taken by customers in their banking usage after switching to mobile banking, it also reflects the change in transactions

Mode of customers through online mobile banking. For this study, we have selected seventy five respondents and tried to identify the awareness and satisfaction of mobile banking services of SBI.

1.1 STATEMENT OF THE PROBLEM

The mobile banking services are increasing day by day. This study of awareness and customer satisfaction towards SBI bank helps to know about the knowledge, usage, motivational factors which leads people to use mobile banking in this era. This study

will provide a new insight towards the mobile banking services provided by SBI. Hence this study focus on identifying the factors and those factors which influence them to prefer mobile banking services, to examine the level of satisfaction of customers and identify various usage and difficulties of online banking and how well they were aware about the mobile banking services provided by State Bank of India.

1.2 SIGNIFICANCE OF THE STUDY

Timely adoption of internet banking is significant for all banks to have secure future business. Banks are facing extremely intensive completion from non-banking sector, thus they have adopted a more aggressive approach to fight competitors for financial services market share. As bank wants to move very nearer to the customers, increase its basic operational strategies, move towards international trade, need of quick transfer of money which motivational researchers to introduce a new structure and era i.e.; mobile banking .

This study about the recent trends and development of mobile banking in SBI. This research objectives is to investigate various factors influencing customer's perception and satisfaction level towards E-banking. It further throws light on types of mobile banking services ,certain emerging issues and challenges , benefits available to them and the factors influencing the decision of customers towards SBI mobile banking services.

1.3 SCOPE OF THE STUDY

In future by using mobile banking services people will be able to perform many kind of financial transactions. Mobile banking will provide service for both debit and credit card holders. This study intends to analyze some of the factors of mobile banking services. This study is limited to mobile internet banking users of SBI in Alakode. So this study mainly focuses on the awareness and satisfaction of mobile banking services among 75 customers inAlakode panchayat.

1.4 OBJECTIVES OF THE STUDY

- To study the awareness on mobile banking services.
- To identify various usage and difficulties of mobile banking services provided by SBI.
- To identify the factors that motivate the customers to use mobile banking.
- To examine the level of satisfaction of customers.

1.5 RESEARCH METHODOLOGY

Research is a common term refers to the search of knowledge. One can also define research as a systematic and scientific search for pertinent information on a specific topic. Research is the art of scientific investigation. Research is an academic activity and as such the term should be used in technical sense.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically to understand the problems. It's important to understand the logic behind them thus it is necessary not only to know about the research methods but also methodology.

Methodology is the study consisting of both primary and secondary data. The primary data were collected from 75 customers using a structured questionnaire and the secondary data from published books, reports of banks, journals and websites. It includes search framework, sample design and selection, collection of data, sources of data and technical tools.

1.5.1 RESEARCH DESIGN

A research design is purely and simply the framework or plan for the study that guides the collection and analysis of the data. It's a blue print that follows incompleteness of a study. Research is a plan, structure and strategy of investigation conceived to us to obtain answer to research question and control variance. The present study "Study on awareness and customer satisfaction of mobile banking services of SBI with special reference to Alakode panchayat"

Has been designed as descriptive and analytical study based on primary data.

1.5.2 AREA OF STUDY

The area of study is confined to customers in Alakode Panchayat in Kannur district, Kerala, India.

1.5.3 POPULATION

The total number of items or things in a particular study is known as population. Here the population includes bank customers in Alakode panchayat.

1.5.4 SAMPLE SIZE

The population is infinite and sample size consists of 75 samples.

1.5.5 SAMPLING TECHNIQUE

The convenience sampling technique is used for the completion of this project. That means convenience sampling is one in which the only criterion for selecting the sampling which is convenience of the sampler.

1.5.6 SOURCE OF DATA

Data is the fact of an event. Data is the base for every search works. The data is mainly classified into two ways.

A. Primary data

It's the first hand data .Which are selected as fresh and thus happen to be original in character. Primary data is collected from 75 bank customers of Alakode panchayat in Kannur district.

B. Secondary data

Those data's which have been collected by someone else and which already have been passed through statistical process. Secondary data has been taken from internet, newspaper, Magazines and banks web sites.

1.5.7 TOOLS FOR DATA COLLECTION

The tool used for the collection of primary data mainly comprises of questionnaire.

QUESTIONNAIRE

A questionnaire is a research instrument consisting of a serious of questions for the purpose of gathering information from respondents. In other words, a data collection technique where in the respondents are asked to give answers to the series of questions, written or verbal, about a pertinent topics is called as a questionnaire.

It includes ranking analysis.

1.5.8 TOOLS FOR DATA ANALYSIS AND PRESENTATION

1) PERCENTAGE METHOD

The present study used percentage analysis method. Percentage analysis is the method to present raw streams of data as a percentage for better understanding. Simple percentage method has been used for analysis of primary data collected.

Percentage of respondents = Number of respondents / Total number of respondents*100.

2) MEAN

Mean is the sum of all numbers in a list divided by the number of items in the list. In working with an average of mean, there is one central formula that is used to answer questions pertaining to an average. The following is the formula for the mean, stated in a more readable and understandable form.

$$A = S/N$$

A= Average of the mean

N= the number of items

S= Sum of the numbers in a set of interest.

3) WEIGHTED AVERAGE MEAN

Weighted average is a calculation that takes into account the varying degrees of importance of the numbers in a data set. Multiplying each data point by its weight and summing those products. Then sum the weights for all data points. Finally, divide the weight*value products by the sum of the weights.

1.6 PERIOD OF THE STUDY

The study has been conducted from January 2023 to March 2023.

1.7 CHAPTER SCHEME

The study consists of 5 chapters;

- Chapter 1- Introduction
- Chapter 2- Review of literature
- Chapter 3- Theoretical profile
- Chapter 4- Data analysis and interpretations
- Chapter 5- Summary, Findings, Suggestions, Conclusion

1.8 LIMITATIONS OF THE STUDY

- Duration of the study is not sufficient for a detailed analysis so, the sufficient is not available for the study.
- This is subjected to the bias of respondents, 100 per cent accuracy cannot be assured.
- It's difficult to collect all information within a short span of time.
- The demerit of survey is applicable to the present study.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

A literature review is comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, objectively evaluate and clarify this previous research.

Cai et al (2001), in their research article entitled on ‘the key Determinants of Internet Banking Service Quality: A content analysis’ the researchers focus on the issue associated with internet banking service quality. The researcher analyzed 17 dimensions of internet banking service quality. Which can be classified into three broad categories first is customer’s service quality second is banking service product quality and third is online system quality. Customer’s service quality includes responsiveness, competitiveness, credibility, access, communication, understanding, collaboration, continuous improvement. In banking service product includes content, accuracy, easy to use, timeliness, authentic, security. In the third dimension online system quality involves product verity and driver features. The researcher said that high level of customer service quality can exert a positive influence on customer satisfaction. Online service quality based on series of focus group interview sessions, tangibility, reliability, responsiveness, competence, communication, credibility, security, access and understanding the customer. The researchers found out customer service quality identified in reliability, responsiveness, competence, access, communication, credibility, understanding, collaboration and continuous improvement. Most frequently sources of satisfaction are responsiveness, ease of use, access and competence. The researcher finally concluded the quality initiatives should be begin with depending on customers’ needs and preferences and their related quality dimensions. The researchers also identified the customer service quality, online system quality and banking service product quality very are the important aspects to improving customer satisfaction of online banking.

Lin (2005), in his research paper entitled on ‘Customer Perception of E-service quality in Online Shopping’ the main purpose of this paper was to examine the relationship among e-service quality orientation and over all service quality customer satisfaction and purchase intentions. The main findings are the dimensions of website design, reliability, and responsiveness affect over all services quality and customer satisfaction.

The researcher suggest that to enhance customer purchase intentions, online stores should develop marketing strategies to better address trustworthiness reliability and responsiveness of web based services. Finally the study makes contribution is two main areas, first the instruments dimension of e-services quality by modifying the service quality model to consider online shopping context. Second, this study indentified e-service quality dimension that affects overall service quality and customer satisfaction which in turn are significantly related to customer intention to purchase.

Vyas (2007), in his research article entitled ‘Impact of E-banking on Traditional Banking Services’ examined the functions of e-banking. The inquiry about information of account, Card accounts transfer, bank securities accounts transfer, the transaction of foreign exchange, the B2C disbursement on NET, client service, account management and reporting the loss the amount. He also studied the types of e-banking and its advantages and limitations. He also found that e-banking transactions are much cheaper than phone transaction. E-banking is a borderless entity permitting anytime, any ware and anyhow banking with many advantages as compared to traditional banking services

Gad.et.al (2008), in research article entitled on ‘Customer Satisfaction with Online Banking: A case Study on HSBC Egypt’ examined the five online service quality dimensions reliability, efficiency, responsiveness, fulfillment and privacy. In that 1 fulfillment and reliability, 2 website design including navigation information search order processing, appropriate personalization, 3 customer service 12 and security / privacy these dimensions studied by the researchers. The main objective of the study is to measure the customer satisfaction concerning HSBC online banking service quality among five dimensions and to measure the impact of demographic variables on customer satisfactions concerning HSBC online banking service quality. The researchers used the survey method in which they analyzed response of 109 respondents. The survey includes two sections one is demographic section and second one is satisfaction scale concerning the five online service quality dimensions. The researchers found that the HSBC customers are more satisfied with online banking services and privacy of their HSBC online banking experiences.

Out of the five dimensions responsiveness, reliability and efficiency of the HSBC bank are prominent in ascending order. The researcher concluded that in respect of privacy,

fulfillment and efficiency dimensions the customers are highly satisfied with the online banking services provided by the HSBC bank during the study period.

Pho. (2009), in his research on ‘Drivers of Customer Intention to use online Banking: An empirical Study in Vietnam’ examined the GDP growth of banking, which is approximately 15 per cent and these industries play vital role in the economy. In online banking comes a new person in Vietnam and rare rates of adoption of online banking. This paper is based on theoretical framework. The researcher formulate the four hypothesis out of them one important hypothesis service quality is positively related to brand (a) experience and (b) banking service providers trustworthiness was accepted. The researcher analyzed data by using correlation and T-test regarding the customer’s satisfaction. The researchers finally concluded that online banking services and customer intension are receiving attention of new researchers. Online banking is attracting customer attention. The reliability, validity and transparency are highly satisfactory. Customer intentions are affected by information system quality, information quality and service quality.

Bello et.al (2010), in his research article entitled on ‘Impact of E-banking on Customer Satisfaction in Nigeria’ examined and assessed the impact of e-banking services on customer satisfaction. He has studied three banks in Nigeria He draw a sample of 180 people (60 in each bank) that maintain current account with these banks. He analyzed the data using descriptive statistics and Chi-square. He found that many banks customers in Nigeria are fully aware of the positive developments in information technology and telecommunication. Customers perception of and reaction to their developments are issues of concern to both Government and Banking Industry. He concludes that electronic banking has become one necessary survival weapon and is fundamentally changing the banking industry worldwide. Banks have to upgrade and constantly think of new innovative customized products and services to remain competitive. Government should provide adequate regulatory framework that will ensure customer protection and security of transaction. That way bank customer’s confidence in electronic banking would be secured.

Hamadi (2010), in his research article entitled on ‘The impact of quality of Online Banking on Customer Commitment’ researcher demonstrate the existence of a causal relationship between perceived quality, satisfaction and commitment in the context of online banking. Researcher studied electronic quality, commitment, satisfaction. The

researcher used convenience sampling method and selected 203 sample. Researcher also measuring the perceived quality of internet banking has been developed for this research. In this articles results are the consumers satisfied with internet banking in the future and to visit there banks websites first for necessary banking services. Researcher analyzed data with standardized regression coefficient of SEM model of the perceived quality of internet banking.

Nupur (2010), in his research on “E-banking and Customer Satisfaction in Bangladesh: An Analysis”, estimated that e-banking can provide faster and reliable services to the customers. They are relatively happy. The study period was 2006-09. This paper elaborates the impact of variables of e-banking on customer pleasures in Bangladesh. The main objective of this paper has to find out whether E-banking can satisfy customers or not. The researcher selected 400 samples and used random sampling method. Finally researcher concluded a number of private banks are operating their online banking activities in Bangladesh.

Akinyosoye (2011), in his research article entitled on ‘Customer Preference for E-Banking services: A Case study of Selected Banks in Sierra Leone’, researcher his found that online banking has a lot of benefits which added to customers satisfaction in terms of better quality of service offering and at the same time enable the banks gain more the success of e-banking service and thus constitute major concern to financial institutions and customers. Researchers selected 360 respondents and used four point likrt scale method for purpose of measurement of customer’s satisfaction. He finally concluded that many people are increasingly using this service. E-banking has become more important phenomenon in the banking industry with continuous progress in information technology. Finally e-banking experiencing transformation from cost based system to a paperless system that is more convenient and reliable.

Al-Zubi (2011), in his research paper entitled on ‘E-banking functionality and outcomes of customers satisfaction: An empirical Investigation’, stated that the adoption of e-banking had a positive effects on customer satisfaction, loyalty and positive WOM (Word of Mouth).

The study was aimed to reveal the adoption of E-banking factors in the Jordain commercial banks, to determine the factors which constitute e-banking functionality in the Jordian Commercial banks and to examine the effect of customer satisfaction. The

researcher gathered the 185 questionnaires, yielding a response of 179 respondents. Researcher formulated various hypotheses pertaining to accessibility, convenience, security, and privacy, content, design, speed, fees and charge have positive influence on customer satisfaction. Apart from this security, privacy and content appeal have the greatest impact on customer's satisfaction.

Ankit (2011), in his research article entitled on 'Factors Influencing Online Banking Customer Satisfaction and Their Importance in Improving overall Retention Levels: An Indian Banking Perspective' focused on investigation of the 10 major factors that influence online customers satisfaction with the overall service quality of their banks. Today more and more Indian banks are trying to differentiate themselves in a fiercely competitive Industry. The objectives of the paper are to investigate the factors that influence the level of satisfaction of online customer (i.e. customer using online or internet banking services) of selected retain banks and assessment of relative significant of those factors on overall satisfaction of these online banking customers. Researcher selected 250 sample sizes and used the primary source like questionnaire and interview. His finding shows that a majority of the sample customers were in general, satisfied with the overall service levels of their banks. Finally he has concluded that core services, problem resolution, cost saved, convenience risk, privacy concerns were the major factors that strongly affect the overall satisfaction of online customers.

A.T.Mohammed (2012), in his research article entitled on E-Service quality strategy: Achieving customer Satisfaction in online', has emphasized that online banking requires formulating a strategy of building of framework for web based e-service quality model in internet banking services. Online banking for the customer satisfaction which can lead to build and measure an innovative e-services 9 model that is applicable to evaluate the web based internet banking services quality. The researcher said the services quality determines the customer satisfaction of online banking. Researcher also studied the 1. Gap model in service marketing, 2. Theory of gap model, 3. Magnitude and direction of each gap, 4. Application of the gap model, 5. Cronrons 1984 model, 6. Evaluated performance of normalized quality model, 7. Technology acceptance model and existing technology service quality model. The researcher measures E-service quality and evaluated 1. Service information gap, 2. Service standard gap, 3. Service performance and service communication gap.

Cheng.et.al (2012), in their research entitled on ‘An analysis of customer Switching Internet Banks in Hong Kong’ examined that the main direct effects of customer satisfaction loyalty and switching costs on split internet bank behavior. The model also examines the moderating role of socio- economic characteristics on the relationship between customer satisfaction, loyalty and switching costs- split of internet bank behavior. The researcher also examined their relationship between different socio-economic characteristics. Researcher collected primary data by using questionnaire on internet survey on screen of www.my3g.com and respondents could participate in this survey via the internet. In all 557 respondents given response. However, only but 271 respondents gave proper response. Researcher tested his hypothesis with t-test. Final result of this research provided substantial support for the proposed research model. Split internet banking behavior is widespread and is heavily influenced by such factors as risk reduction, relative advantage of selected internet banks, prestige needs for credit and special circumstances.

Kumbhar (2012), in his research article entitled on ‘Factors affecting on customer Satisfaction in E-banking: a case study of Public and Private Sector Banks’ examined and found that demographics of the customers are of the most important factors which is influencing internet banking services. There is significant difference in the customer’s perception in internet banking services provided by the public and private sector banks. In this research paper main objective is to observe major users group of internet banking services, service quality and their satisfaction between customer’s demographics and their satisfaction in internet banking. He is using Likert scale method of analyzing observations. His overall results show that lightly educated, a person who are employees, businessmen and belongs to higher income group and younger group are using this service. However, remaining customers are not using this services. The private sector banks are providing better service quality of internet banking than service provided by the public sector banks.

Rangsan Nochai.et.al (2013), in their research on ‘The Impact of Internet Banking Service on ssss Customer Satisfaction in Thailand: A Case study in Bangkok’ they were intended to find out internet banking service dimensions that have the impact on customer satisfaction among top three banks in the Bangkok. They studied safety, reliability of the services and transactions efficiency. Customer support including before sell support and after sell support services security as the freedom from danger, risk or

doubt. It involves physical safety, financial security and confidentiality, Ease of use as the factors influencing the adoption of interest banking and related an easy to remember URL address. Researchers studied six major banks in Thailand.

The literature review of any field forms the foundation upon which all the future research work will be built. A literature review is a description of the literature relevant to a particular field or topic. This is often written as part of a thesis proposal, or at the commencement of a thesis. A critical literature review is a critical assessment of the relevant literature. There is a wide gap in the matters relating to the studies that are conducted. So this study is to find out more about the customer satisfaction and awareness on mobile services given by SBI. Hence to fill this gap I conducted this constructive and suggestive studies.

CHAPTER 3
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted. Mobile banking is dependent on the availability of an internet or data connection to the mobile device.

Transactions through mobile banking depend on the features of the mobile banking app provided and typically includes obtaining account balances and lists of latest transactions, electronic bill payments, remote check deposits, P2P payments, and funds transfers between a customer's or another's accounts. Some apps also enable copies of statements to be downloaded and sometimes printed at the customer's premises. Using a mobile banking app increases ease of use, speed, flexibility and also improves security because it integrates with the user built-in mobile device security mechanisms.

From the bank's point of view, mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawals or deposits. Many apps now have a remote deposit option; using the device's camera to digitally transmit cheques to their financial institution.

Mobile banking differs from mobile payments, which involves the use of a mobile device to pay for goods or services either at the point of sale or remotely, analogously to the use of a debit or credit card to effect an EFTPOS payment.

3.1 HISTORY OF MOBILE BANKING

The earliest mobile banking services used SMS, a service known as SMS banking. With the introduction of smart phones with WAP support enabling the use of the mobile web in 1999, the first European banks started to offer mobile banking on this platform to their customers.

Mobile banking before 2010 was most often performed via SMS or the mobile web. Apple's initial success with iPhone and the rapid growth of phones based on Google's Android (operating system) have led to increasing use of special mobile apps, downloaded to the mobile device. With that said, advancements in web technologies such as HTML5, CSS3 and JavaScript have seen more banks launching mobile web based services to complement native applications. These applications are consisted of a web application module in JSP such as J2EE and functions of another module J2ME.

A recent study (May 2012) by Mapa Research suggests that over a third of banks have mobile device detection upon visiting the banks' main website. A number of things can happen on mobile detection such as redirecting to an app store, redirection to a mobile banking specific website or providing a menu of mobile banking options for the user to choose from.

A mobile banking conceptual

In one academic model, mobile banking is defined as:

Mobile Banking refers to provision and availment of banking- and financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank and stock market transactions, to administer accounts and to access customized information."

According to this model mobile banking can be said to consist of three inter-related concepts:

- Mobile accounting
- Mobile financial information services

Most services in the categories designated accounting and brokerage are transaction based.

The non-transaction-based services of an informational nature are however essential for conducting transactions – for instance, balance inquiries might be needed before committing a money remittance. The accounting and brokerage services are therefore offered invariably in combination with information services. Information services, on the other hand, may be offered as an independent module.

3.2 FEATURES OF MOBILE BANKING

M-banking has features that ensure customers can access their accounts and carry out financial transactions on the go. Some key features of m-banking are:

1 – Accessibility

M-banking offers 24-hour access to all customers. Customers can log in to their app and view and track their account balances anytime. Besides, they can engage in fund transfers even during bank holidays.

2 – Security

The banks recognize the importance of providing a secure environment to customers for transactions based on the banking app. Hence, m-banking asks for SMS access, location access, biometric access, and application password from the customers to ensure their privacy and security.

3 – Transferability

Transferring funds from one bank account to another is the most basic m-banking activity. All the banking app-based transfers are now secured using two-step verification via app password and OTP-based transactions. The two-step verification is applicable in fund transfers, utility bill payments, and online shopping for the safety and convenience of customers.

4 – Investment Management

Many big banks offer the facility of securities trading through their banking app. It makes it easier for the customers to trade hassle-free. Also, m-banking enables customers to track their deposits and other investments from the convenience of their homes.

5 – Digital Payments

At present, all m-banking apps have a QR code reader for payment at merchant locations. So the customer has to point at the QR code of the merchant at their shops and pay the price of the goods using the account details from the QR code.

6 – Customer Service

M-banking provides personalized service to customers through live chat, phone, notifications, etc. This helps customers to get the required assistance without visiting the bank directly.

3.3 IMPORTANCE OF MOBILE BANKING

This digital system is now used by all of us and has a number of benefits. In this section, we will discuss the reasons that add to the importance of mobile banking. Let us get started.

1. 24 x 7 banking services

This is one of the biggest benefits of mobile banking. As a bank customer, you may have an urgent need for transferring or withdrawing money. This is where digital services like mobile banking play a huge role. There is no need to visit the bank branch, wait in long queues or delay an urgent transaction. You can do that instantly through your mobile phone. You can even do bill payments anytime.

2. Instant Transactions

Instant transactions are one of the biggest plus points of this type of banking. If you rely on visiting the bank branch, you will be unable to conduct urgent transactions outside bank hours. You can instantly transfer funds at any time of the day regardless of day and night or bank holidays.

3. Availability of all banking services

Through mobile banking, you can avail yourself of almost every banking service. You do not need to visit the bank branch. For instance, you can transfer money, make payments, create an FD in seconds, pay bills and get your bank statements through this service. These features are so easily available that most of us can use them without help.

4. Breaks the linguistic barrier

Mobile apps of many financial institutions are available in multiple languages. This makes it easier for most people to perform mobile banking on their own. This reduces any confusion that you would otherwise face. These multilingual banking apps make the country more banking centric as the rural population is also actively using them.

5. Improved security in Mobile Banking Apps

These applications tighten security through features like multiple pins, face id, fingerprint lock and multi-factor authentication. Through these security features, your bank accounts become more secure against thefts. In case your phone gets lost or stolen, banks offer the facility to disable the application remotely.

6. Better control of finances

Through mobile banking, you can always keep a check on your finance. You can monitor your expenditure and prevent overspending. This can be a part of your budget planning. Over time, you will become better at financial management and save more money.

7. Better Support

Banks offer customer care services that help confused customers in using the app. Customers can call, chat or email their queries to the support team. You can report fraudulent transactions and get your debit card blocked during suspicious transactions.

3.4 BENEFIT OF MOBILE BANKING

➤ Accessing the bank 24/7

The ability to call the shots is a boon, and mobile banking is no exception: Unlike a bank branch, mobile banking lets you determine the hours of when you access your accounts with some exceptions, such as planned maintenance updates and unexpected outages.

Ultimately, this accessibility saves you time. Consider mobile check deposit, a feature most mobile banking apps offer. In using remote deposit, you can deposit a check from the comfort of your couch.

Mobile banking can also help you avoid taking on in-person risks and not just pandemic-related health concerns that many of us have right now.

People don't want to have to go into bank branches anymore, especially during these Covid times. But for people whose identity might still not be well received, especially in smaller towns or for trans or binary people, the idea of being able to do everything via your phone is super attractive because it allows you a certain layer of safety and convenience that branch banking just can't provide, says Billie Simmons, co-founder

and chief of staff of Daylight, a startup building a digital-only financial services and lifestyle brand for the LGBTQ community.

Optimizing your money

Nowadays, the best mobile banking apps are evolving to help you do less thinking about the comings and goings of your money. For example, Ally Bank offers checking account customers a feature to help organize their digital money and optimize how much money they can regularly save. U.S. Bank messages customers when its algorithms spot an opportunity to save money, or alternatively, forecast when they are at risk of over drafting an account. Varo, a challenger bank with a federal bank charter, also includes automatic savings tools and something less expected: the digital bank partners with Apex Edge, a service that tries to lower your bills for you.

Optimizing your money also includes the little things, like spending alerts, to keep you informed. You are seeing a lot of people say, hey, I want to know every time there is a transaction over \$150 or over \$250 or whatever that threshold the consumer happens to care about is, and says Zach Bruhnke, co-founder at HMBradley, a challenger bank. A lot of people want to go and understand things like _what are my daily limits? ‘Things you’d probably ask your banker or call a branch for, now you are not one to do it. The push is for more and more information to be available at customers’ fingerprints.

➤ Paying IOUs

When you are logged into your mobile banking app, it’s easy to pay back someone you know. Banks across the country partner with Zelle (their version of Venmo) so that you can send someone money in minutes through their mobile banking app rather than pay them back with physical cash or IOU slips. You will only need to know your recipient’s email address or phone number to send someone money. If your bank doesn’t offer Zelle, it will usually let you transfer funds to someone else’s bank account if you know their routing and account number.

➤ Strengthening security

Banks are in the business of guarding your assets including your interactions on their mobile apps. Of course, nothing is foolproof. But there are steps you can take to step up security precautions if you’re worried about mobile banking security. While you may still use a username and password to log in to a mobile banking app, your financial institution may let you enroll in added safety features. You could, for example, enroll in multifactor authentication where you need two (or more) kinds of verification to prove

that it's really you. For example, a bank could send a code to your phone for money transfers above a certain amount. In order for the payment to go through, you would need to enter the code in addition to logging in through the app to help verify you are who you say you are.

These days, mobile devices and some bank apps will let you log in by scanning your face or fingerprint as yet another way to protect your digital bank account without trading convenience. In mobile banking, you can really leverage biometrics for authentication, says ABA's Morgan. That also means if your phone goes missing, you will have an added lock to keep fraudsters out. You can also disable your mobile phone remotely. Your bank app may also let you share your location to help you spot payment fraud. It can be better for security for the consumer because we are getting to the world where we can do things like _we know where your phone is and if your card is a long way from your phone, it might not be you, 'HMBradley's Bruhnke says. There are a lot of interesting security controls that can come out of actually having the app installed'.

➤ **Providing added controls**

Think of a mobile banking app as a remote control for your money. The app lets you deposit a check and send someone money whenever you wish. These controls are getting more advanced. Some bank apps let you activate a new credit or debit card, for example. If someone tries to use their card that is not activated, a bank for years would just decline the card. That's the default, Bruhnke says. Now if you have the mobile app, you can get a push notification hey your card hasn't been activated. Do you want to activate that?

It's not the only way banks let you control your cards. A growing number of banks, like Wells Fargo, Ally Bank and Bank of America, let you use your mobile banking app to turn your debit or credit card off if it goes missing or is stolen. It's a nice feature to help you feel instantly secure in a moment of panic. Calling a 1-800 number is not required if you want to turn your card back on, either.

➤ **Offering clarity of where your financial data is going**

Many of us share our bank data to use services like Venmo and Mint. Depending on how many outside apps you use, it can be quite taxing to remember which company has what bank data. So a number of banks are trying to help customers understand where it's going by changing the way data is shared behind the scenes.

We are seeing a lot more banks offer that functionality that gives consumers proactive control over where their data is going,|| ABA's Morgan says. It's not just the added security ... But it's also the importance of transparency so you see where your data is going, how it is being used and control, the ability to turn off this thing when you are no longer using the service.

At Wells Fargo, for example, customers are able to see their recurring payments connected to their payment card and turn their cards on and off under one hub. It's called Control Tower, and it's meant to help you when you're in a life transition, like when you're moving to a new city and want to make sure you aren't paying for services you no longer use.

➤ **Giving you tailored options**

If you are looking for a like-minded community, mobile banking provides a variety of options to serve specific pockets of the population. Daylight, for example, is building its brand to solve for problems the LGBTQ community experiences, like lower mortgage approval rates and the hassles associated with changing their dead names (the name they were assigned at birth) on bank cards or within online banking if they transition. Rob Curtis, co-founder and CEO of Daylight, says going into a bank as a LGBT person is largely an exercise in futility. They won't understand who you are,|| Curtis says. They will ask you the wrong questions and they will give you a service that is designed for people that don't act like us. While it's early days, Daylight is partnering with Visa to build a digital brand focused on the community's needs. There are also startups building mobile financial services experiences for the Black community, young adults, women and other groups.

3.5 LIMITATIONS OF MOBILE BANKING

a) Restricted Plans

Though there were many plans to enhance mobile banking offerings and services, in reality the initiatives were very restricted. Most applications are informative such as bank balances or credit card or bank amounts rather than interactive services like buying or trading.

b) Technical Problems

There are problems of technical issues, security concerns and cost constraints. WAP proved to be too slow and cumbersome to satisfy the customer. People think about security. But, their concerns are not adequately fulfilled by purveyors of m-banking.

c) High Charges

The most significant problem of m-banking is that costs exceed perceived benefits. The charges for data transmitted are still too high to develop mobile banking in several countries.

d) Negative Experience in European Countries

Experience about m-banking in European countries has not been positive. E.g. the British leader in on-line banking decided to abort its mobile offering. It saw little enthusiasm for mobile banking among its customers.

PROS AND CONS OF MOBILE BANKING

Instead of walking into a physical branch of their bank, customers have access to their account balance, payments received, funds transferred, and can easily organize their finances on the go. This can be done regardless of where the customers are, at a time and place that suits their needs, rather than waiting in long queues. Authenticated mobile banking apps have a security assurance or SMS verification code that needs to be input to authorize a payment. Hence, mobile banking is said to be much more secure than its predecessor banking methods. With the introduction of mobile banking, customers have access to their financial information even after their bank's working hours.

It assists them to utilize banking services at their convenience. Mobile banking operations are efficient and competent. It helps in de-congesting the bank lobbies and reducing the amount of tedious administration for bankers and the customer. Customers are being assisted in real-time to

Manage their investments as well. The customer can track their account balance, review all transaction activities, locate ATMs, deposit cheques, and also manage investments. It is accessible round the clock throughout the year and is an ideal option for gaining financial services for those mobile phone users who reside in rural areas.

However, mobile banking users are at a higher risk of phishing through scam messages and e-mails. Hackers have to do the least amount of effort to cause severe damage to the mobile banking users. Criminals can easily gain access to the customers' mobile banking PIN and other sensitive data if the device is lost. Latest mobile devices such as smartphones are more suitable for mobile banking than older mobile devices, demanding the customer to upgrade out of compulsion and necessity. Significant charges from banks are accumulated with the regular use of mobile banking services. There is also a lack of a substantial operating system supporting mobile banking for many regional rural banks in India.

Today, mobile banking apps require an internet connection to function, leaving rural areas at a great disadvantage if the internet connection is poor. They also consume mobile battery and is not compatible with those customers who cannot purchase better mobile devices with good battery life. An additional disadvantage is that many domestically manufactured mobile devices, which are economic for tight budgets, are not still attuned with an anti-virus system. Certain mobile devices are not even compatible with their existing anti-virus software available, making it impossible to register them. Not all banks offer the same level of security for mobile banking that they do for online or on-counter bank transactions. Because the risks are yet to be known, certain banks have been slow to make clear about their facilities covered through mobile banking.

3.6 CHALLENGES IN MOBILE BANKING

Customer Awareness

The lack of awareness about mobile banking is among the several reasons for the lack of trust, and it is also the reason for the higher threat to security in mobile banking. Because it is a new technology in the banking industry, not all banking customers are aware of it and find it difficult to adopt it. This has been a great challenge faced by mobile banking services in India.

- **Privacy Concerns**

The security of mobile banking is a big issue. In mobile banking PIN or Password is used which may be sneaked by any unauthorized user if that mobile device has been lost without the knowledge of the owner. Customers often store sensitive information of their bank accounts on their mobile devices, which is at risk if the banking

application services are provided by a third party. It may be hacked and infiltrated using a virus, therefore it is essential to download only legitimate and authorized applications for transaction through mobile banking, with the assistance of banks if necessary.

- **Virus Attacks and System Malware**

There is always a threat of virus outbreaks and system malware that can expose the customer's bank account details such as their username and password. In almost every mobile device there is the threat of viruses and systems through the circulation of malicious codes to defect mobile banking, such as 'Zeus' that is used to target SMS banking and steal mobile transaction verification passwords and PIN.

- **Wireless Link**

All operations of mobile banking are carried out through wireless medium resulting in a security breach of the mobile device location and committed circuit for the transmission of services. If there is any fault in the network, the threat to security increases.

- **Risk through SMS**

End-to-end encryption is unavailable in simple SMS text formats. The only encryption existing is during communication at the root level of the receiver and the SMS server. There is a risk in mobile banking through SMS. There have been various instances of SMS deceptions where an attacker could send messages on the system by manipulation of end-users numbers.

- **Verification Concerns**

There exists verification risks at the time of logging in to access the bank account on a mobile device. For purpose of verification, PIN numbers are still used which an old method is involving numerous concerns of identity theft by stealing the user ID and password. It often results in an unauthorized entry to the customer's bank account by an outsider. The same risk is associated when the mobile device is lost or stolen.

3.7 TYPES OF MOBILE BANKING SERVICES

M-banking allows banks to offer a range of financial services to customers. From accessing account information to utilizing transaction, investment, loan, and support services, m-banking has assumed all roles traditionally requiring the help of a bank representative.

#1 – Account Information

The account holders can:

- Extract the details related to accounts like bank statements
- Enable or disable SMS alerts of transactions
- Manage the fixed deposits and recurring deposits
- Know the loan details and statements
- Get debit card details
- Obtain credit card statements
- Understand and invest in insurance details
- Perform investment in securities

#2 – Transaction

Customers can transfer funds between self-operated accounts, make payments to third-party bank account holders, and undertake utility bill payments, premium payments, and **loan repayment** using the mobile-based application. Moreover, many banking apps also integrate online shopping for the ease of customers laced with offers, cash backs, and rewards upon using these services.

#3 – Investments

Many banks offer the facility of managing the investments like deposits, insurance, and equities from their m-banking interface embedded in the app.

#4 – Loans

Banks provide the window of loans management to their customers. Customers can check the status of their loans, pay their EMIs, and even avail small digital loans using the app-based mobile utility.

#5 – Customer Support

All banks provide a dedicated menu in their m-banking app to submit requests for services like cheques book, debit & credit card, and loan applications. The account holders can also check their ATM card and credit card reward points from the banking app.

#6 – Content services

Several banks serve their customers with various loyalty programs, online shopping discounts, recharge offers, and other finance-related news through m-banking.

#7 – Consumer Complaints

Customers can lodge complaints about any forgery or invalid transaction from their accounts using the app.

3.8 TOP 10 MOBILE BANKING APPS IN INDIA

In the last few decades, we have seen massive progress in technology. The digital era is all around - from desktops to laptops and iPads, software to applications, and mobile phones to Android gadgets. The use of a mobile banking app is common these days. A mobile banking app offers speed, flexibility, and ease while doing online transactions. Now, many people in India are not comfortable with traditional banking anymore. Hence, they have adopted mobile banking. As a result, almost every PSU bank and private sector bank is providing mobile banking apps for online transactions. This reduces the requirement for a laptop or desktop and above all, you don't need to visit the bank physically for performing any banking task. After downloading and installing a mobile banking app on your mobile device, you can perform all banking tasks according to your feasibility. Here, we have compiled the top 10 mobile banking apps in India along with the crucial features a mobile banking app should have.

1. Kotak-811 & Mobile Banking

In our list of top 10 mobile banking apps in India, Kotak-811 is number one. The prime reason behind this is you can open a zero-balance savings account with Kotak-811 with an internationally enabled virtual debit card. The app has an attractive UI with many in-app features. Recently, Kotak Mahindra Bank has launched the first WhatsApp banking in India as well.

2. HDFC Bank Mobile Banking

- HDFC is considered one of the largest Indian banks. Its mobile banking application allows all customers to check their account summary, make credit card payments, transfer funds, and pay utility bills. The application enables customization of the 'My Menu' tap on the app where the most commonly used services are available.

- This mobile banking app is available in Hindi as well and features a LITE version that has compatibility with lower internet speeds. Although the LITE version doesn't feature everything like the regular one, it covers the most commonly used services.

3. YONO Lite SBI

Previously known as SBI Anywhere Personal, YONO Lite SBI is the mobile app for the State Bank of India account holders. This application supports Punjabi, Gujarati, Tamil, Hindi, and

English languages. Having lots of features, this mobile banking app is easy to use and secure. Alongside click-based transactions, you can utilize voice-assisted transactions also in this application.

4. Axis Mobile

- Due to its amazing stability, the Axis Mobile application is extremely famous. This banking app allows all customers a lot of services and functions. Along with the basic funds transfer and checking account statements, users can schedule credit card payments for a particular date according to their suitability through this app, change credit card payments to EMIs, deactivate debit cards temporarily, set limits on purchases through debit card, block cards, and replace them.
- Application users also can set auto-pay bills and standing instructions for more than 200 utility services. Through this banking app, you can make a Favorite list with the 10 most common transactions done on the app. Moreover, customers can tweet and email feedback straight from the application and ask for a call back from the customer care representative

5. IDBI Bank GO Mobile+

- IDBI Bank GO Mobile+ application boosts the customer banking experience with a tailored, simple UI offering an extensive array of services and features. IDBI mobile banking enables users to avail multiple banking services anywhere and anytime.
- Consumers of IDBI bank can sign up and log in to this app and check account statements, payments, make bill payments, transfer funds, and more. Furthermore,

customers can also recharge prepaid mobile or make utility bill payments through this app.

6. Baroda M-Connect Plus

- The M-Connect Plus app of Bank of Baroda is an extremely user-friendly mobile banking app. It enables customers to make credit card payments, pay utility bills, and transfer funds immediately. Moreover, the app enables consumers to make cash withdrawals without using a card from BOB ATMs.
- The app gives a complete view of account details and transaction history and allows consumers to ask for a new cheque book. One of the most noteworthy features of M-Connect Plus is that it is now available in seven regional languages. And this enhances its availability among all consumers across the nation.

7. I Mobile Pay by ICICI Bank

- IMobile Pay, the mobile banking application of ICICI Bank is one of the highest-rated banking apps in India. This app enables its consumers to pay credit card bills, transfer money, open RDs & FDs, pay utility bills, and handle Life Insurance policies.
- Moreover, this banking app helps customers transfer money immediately through UPI payments, locate ICICI Bank ATMs, and transfer money to a mobile number or email ID. The latest update of this app reflects bug fixing and allows users to avail immediate personal loans against their credit cards, check loan eligibility, and upgrade debit cards

8. CANDI – Mobile Banking App!

CANDI – Mobile Banking App of Canara Bank is introduced by the bank with a big goal of executing ‘One Bank, One App’. This multi-channel app supports many banking services incorporating opening an FD or RD, money transfer, loan payments, EMI payments, and more.

9. BOI Mobile

- BOI Mobile is the official mobile banking app of the Bank of India. This is the most secure and detailed app that provides any type of banking facility you need

on your mobile. You just need to sign up for availing yourself of the mobile banking services of the Bank of India.

- BOI Mobile allows its users to view and make transactions from all your accounts incorporating Deposits and Loans. Also, you can check your account balance, passbook, And email detailed bank statements, transfer money to any bank account through RTGS, NEFT, or IMPS, and get customized offers on your mobile.
- BOI Mobile boasts the Favorite feature that helps you transact the fastest way. You can fast access and finish your transactions for money transfer by tagging a transaction as favorite. Moreover, this mobile banking app offers multiple banking services like locating an ATM, checking the status of or stop your cheques facility, track your service requests, order a cheque book, and so forth.

10. PNB ONE

PNB ONE is the official initiative of Punjab National Bank. It integrates several banking procedures being served through one platform. This mobile banking app allows you to check account statements, transfer money, handle credit and debit cards, invest in term deposits, and several other amazing services just a click away.

3.9 QUIENTESSENTIAL FEATURES OF MOBILE BANKING APPS

Payment System – The best mobile banking app in India should include every payment system available these days. For instance, the app should incorporate IMPS, BHIM-UPI Payment system, NFC Technology, RTGS or NEFT, QR Payment, etc.

- **Security** – Before installing a mobile banking app, you need to consider security also. It must have a two-factored and secured registration process. There should be smartphone specific application installation and biometric authentication must also be there.
- **Credit Card Handling** – The best mobile banking app in India should have an individual Credit Card segment for seamless handling of credit card transactions.
- **Beneficiary Handling** – The application should enable beneficiary adding for IMPS, UPI payment, or NEFT payments so you don't need to make a similar payee for transactions done again.

- **Notification** – T The app should notify all updates, banking transactions, or offers through email, SMS, or the notification center of your mobile.
- **Branch or ATM Locator** – A good mobile banking app should have the feature to locate the nearest branch or ATM.
- **AI-Enabled Chabot** – The app must have an in-app Chabot for fixing user-specific issues.
- **Bill Payment System** – A banking app must include Bill payment and register features. For instance, the best mobile banking app in India must allow for registering bills like Mutual Fund online SIP UIN, LIC Premium, Visa Credit Card Bill, etc. for seamless banking from home.
- **Non-Traditional Banking Facilities** – The app must integrate some non-traditional facilities like NPS or PPF account opening, budget tracking service, flight or hotel booking, IRCTC rail ticketing, purchasing movie tickets from the app, etc.
- **Other Traditional Facilities** – A good banking app should incorporate all conventional banking facilities, such as PIN generation, ATM card issue, block, cheque book requests, balance inquiry, current offers section, linking multiple accounts, tracking your deliverables, etc.

All the aforesaid apps meet the needs of a perfect banking app. We have only compiled the list of the top 10 mobile banking apps in India. Aside from these apps, many other banking platforms are also there to meet your requirements. So, consider all the parameters while choosing the best mobile banking app in India and download it on your iOS or Android mobile device.

3.10 DIFFERENCE BETWEEN ONLINE AND MOBILE BANKING

While online banking made financial transactions highly convenient, the launch of Mobile Banking in India was highly appreciated by the modern on-the-go digital users.

With online banking, users get to manage a host of financial and non-financial transactions from the comfort of their home through computer or laptop. But with Mobile Banking, this comfort has moved a step ahead as it allows users to conduct transactions anywhere and anytime right from their mobile phone. But, what is Mobile

Banking? Isn't it similar to online banking? No, online banking and mobile banking have some important differences like-

1. The functionality of online and mobile banking

The biggest difference between the two is their functionality. Internet Banking allows you to conduct online transactions through your PC or laptop and an internet connection. On the other hand, mobile banking can be done with or without internet.

Many banks nowadays have their mobile apps for mobile banking. Although, you need to have an internet connection to use such mobile banking apps; banks also offer mobile banking through SMS. So, even if you have a very basic mobile and not a smartphone, you will still be able to use some features of mobile banking through SMS.

2. Transaction Facilities

The next difference between Mobile Banking and Internet Banking is the transaction facilities they offer. Generally, the online portal of a bank through which Internet Banking transactions are conducted provide more facilities. From checking account statement, transferring funds, ordering a new cheque book, to opening new FD, you can do a host of transactions with online banking.

But banking is limited when compared to online banking, especially when you are not using the mobile app of your bank. However, bank apps now do offer several facilities like fund transfer, ordering cheque book, checking account statement, locate ATM, and more.

3. Access to online banking portal and Mobile Banking app

To use online banking on your computer or laptop, you are not required to download any particular software or program. You can use any browser to access the Internet Banking website of your bank.

But most of the features of mobile banking can only be used with the help of a mobile app. Depending on whether you use an Android or iOS device, you will have to download the appropriate app of your bank to use this facility.

4. Opening an online banking and mobile banking account

If you know what Internet Banking is and use this facility, you might already have a username and password to log in to your bank's online banking portal.

However, your online banking credentials cannot be used to log in to your bank's mobile app. You will have to apply for Mobile Banking separately. Your bank will then send you a password for the same. Most banks allow you to apply for Mobile Banking through their online banking portal.

5. Push notifications

The last significant difference between the two is push notifications. Just like the other apps you use on your smartphone, the Mobile Banking app also sends push notifications. Many of these notifications consist of amazing deals and discounts for the users. So, you are not required to log in to the app to get these offers.

However, this feature is not available with Internet Banking. You will have to visit the online banking portal of your bank to check out the latest offers or subscribe to the e-mail newsletter.

Banking Revolutionized

Both Online Banking and Mobile Banking are ways to use digital banking services. Both are highly convenient, secure, and help you save a lot of time. Check the features of Internet Banking and Mobile Banking offered by your bank to start using these digital facilities as soon as possible and experience banking in an entirely new way.

3.11 OPPURTUNITIES IN MOBILE BANKING

Mobile Commerce has gained increasing acceptance amongst various sections of the society in previous years. The reasons for its growth can be traced back to technological and demographical developments that have influenced many aspects of the socio-cultural behavior in today's world. The need (and/or wish) for mobility seems to be the driving force behind Mobile Commerce. The launch of UMTS technology has provided Mobile Commerce with the necessary

Verve. Mobile Banking presents an opportunity for banks to retain their existing, technology-savvy customer base by offering value-added, innovative services and to attract new customers from corresponding sections of the society. The customer survey provides evidence that such sections in the meanwhile include the affluent and financially relevant groups of the society in Germany. The time seems to be ripe to convert this non-negligible customer interest into business-driving customer demand. A proactive attitude on the part of the banks seems to be therefore recommendable. Many

banks in Germany have come to regard Mobile Banking as a necessary tool for thwarting negative differentiation vis-à-vis rivals and to foster/retain an innovative image. This self-reinforcing dynamism is expected to gain currency in near-future so that Mobile Banking services could soon advance to a standard product - on the lines of Online Banking - offered by more or less each and every bank.

3.12 STATE BANK OF INDIA (SBI)

State Bank of India (SBI) is an Indian multinational, public sector banking and financial services statutory body headquartered in Mumbai, Maharashtra. SBI is the 43rd largest bank in the world and ranked 221st in the Fortune Global 500 list of the world's biggest corporations of 2020, being the only Indian bank on the list. It is a public sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market.

The bank descends from the Bank of Calcutta, founded in 1806 via the Imperial Bank of India, making it the oldest commercial bank in the Indian Subcontinent. The Bank of Madras merged into the other two presidency banks in British India, the Bank of Calcutta and the Bank of Bombay, to form the Imperial Bank of India, which in turn became the State Bank of India in 1955. The Government of India took control of the Imperial Bank of India in 1955, with Reserve Bank of India (India's central bank) taking a 60% stake, renaming it State Bank of India.

3.13 HISTORY OF SBI

The roots of State Bank of India lie in the first decade of the 19th century when the Bank of Calcutta later renamed the Bank of Bengal, was established on 2 June 1806. The Bank of Bengal was one of three Presidency banks, the other two being the Bank of Bombay (incorporated on 15 April 1840) and the Bank of Madras (incorporated on 1 July 1843). All three Presidency banks were incorporated as joint stock companies and were the result of royal charters. These three banks received the exclusive right to issue paper currency till 1861 when, with the Paper Currency Act, the right was taken over by the Government of India. The Presidency banks amalgamated on 27 January 1921, and the re-organized banking entity took as its name Imperial Bank of India. The Imperial Bank of India remained a joint-stock company but without Government participation.

Pursuant to the provisions of the State Bank of India Act of 1955, the Reserve Bank of India, which is India's central bank, acquired a controlling interest in the Imperial Bank of India. On 1 July 1955, the Imperial Bank of India became the State Bank of India. In 2008, the Government of India acquired the Reserve Bank of India's stake in SBI so as to remove any conflict of interest because the RBI is the country's banking regulatory authority.

In 1959, the government passed the State Bank of India (Subsidiary Banks) Act. This made eight banks that had belonged to princely states into subsidiaries of SBI. This was at the time of the First Five Year Plan, which prioritized the development of rural India. The government integrated these banks into the State Bank of India system to expand its rural outreach. In 1963 SBI merged State Bank of Jaipur (est. 1943) and State Bank of Bikaner (est. 1944).

SBI has acquired local banks in rescues. The first was the Bank of Bihar (est. 1911), which SBI acquired in 1969, together with its 28 branches. The next year SBI acquired National Bank of Lahore (est. 1942), which had 24 branches. Five years later, in 1975, SBI acquired Krishna ram Baldeo Bank, which had been established in 1916 in Gwalior State, under the patronage of Maharaja Madho Rao Scindia. The bank had been the Dukan Pichadi, a small moneylender, owned by the Maharaja.

The new bank's first manager was Jall N. Broacha, a Parsi. In 1985, SBI acquired the Bank of Cochin in Kerala, which had 120 branches. SBI was the acquirer as its affiliate, the State Bank of Travancore, already had an extensive network in Kerala. There was, even before it actually

Happened, a proposal to merge all the associate banks into SBI to create a single very large bank and streamline operations.

The first step towards unification occurred on 13 August 2008 when State Bank of Saurashtra merged with SBI, reducing the number of associate state banks from seven to six. On 19 June 2009, the SBI board approved the absorption of State Bank of Indore, in which SBI held 98.3%. (Individuals who held the shares prior to its takeover by the government held the balance of 1.7%)

The acquisition of State Bank of Indore added 470 branches to SBI's existing network of branches. Also, following the acquisition, SBI's total assets approached 10 trillion.

The total assets of SBI and the State Bank of Indore were 9,981,190 million as of March 2009. The process of merging of State Bank of Indore was completed by April 2010, and the SBIndore branches started functioning as SBI branches on 26 August 2010.

On 7 October 2013, Arundhati Bhattacharya became the first woman to be appointed Chairperson of the bank. Mrs. Bhattacharya received an extension of two years of service to merge into SBI the five remaining associate banks.

3.14 SMART BANKING SERVICES PROVIDED BY SBI

1. Internet banking

The Internet banking portal, enables its retail banking customers to operate their accounts from anywhere anytime, removing the restrictions imposed by geography and time. It's a platform that enables the customers to carry out their banking activities from their desktop, aided by the power and convenience of the Internet. Internet banking, also known as online banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website.

Different types of online financial transactions are:

➤ National Electronic Fund Transfer (NEFT)

National Electronic Funds Transfer (NEFT) is a nation-wide payment system facilitating one-to-one funds transfer. Under this Scheme, individuals, firms and corporates can electronically transfer funds from any bank branch to any individual, firm or corporate having an account with any other bank branch in the country participating in the Scheme. Individuals, firms or corporates maintaining accounts with a bank branch can transfer funds using NEFT. Even such individuals who do not have a bank account (walk-in customers) can also deposit cash at the NEFT-enabled branches with instructions to transfer funds using NEFT. However, such cash remittances will be restricted to a maximum of Rs.50, 000/- per transaction. NEFT, thus, facilitates originators or remitters to initiate funds transfer transactions even without having a bank account. Presently, NEFT operates in hourly batches - there are twelve settlements from 8 am to 7 pm on week days (Monday through Friday) and six settlements from 8 am to 1 pm on Saturdays.

➤ **Real Time Gross Settlement (RTGS)**

RTGS is defined as the continuous (real-time) settlement of funds transfers individually on an order by order basis (without netting). 'Real Time' means the processing of instructions at the time they are received rather than at some later time; 'Gross Settlement' means the settlement of funds transfer instructions occurs individually (on an instruction by instruction basis). Considering that the funds settlement takes place in the books of the Reserve Bank of India, the payments are final and irrevocable. The RTGS system is primarily meant for large value transactions. The minimum amount to be remitted through RTGS is 2 lakh. There is no upper ceiling for RTGS transactions. The RTGS service for customer's transactions is available to banks from 9.00 hours to 16.30 hours on week days and from 9.00 hours to 14:00 hours on Saturdays for settlement at the RBI end. However, the timings that the banks follow may vary depending on the customer timings of the bank branches.

➤ **Electronic Clearing System (ECS)**

ECS is an alternative method for effecting payment transactions in respect of the utility-bill-payments such as telephone bills, electricity bills, insurance premia, card payments and loan repayments, etc., which would obviate the need for issuing and handling paper instruments and thereby facilitate improved customer service by banks / companies / corporations / government departments, etc., collecting / receiving the payments.

➤ **Immediate Payment Service (IMPS)**

IMPS offers an instant, 24X7, interbank electronic fund transfer service through mobile phones. IMPS is an emphatic tool to transfer money instantly within banks across India through mobile, internet and ATM which is not only safe but also economical both in financial and non-financial perspectives.

Features

Using Internet banking services, you can do the following normal banking transactions online:

- Funds transfer between own accounts.
- Third party transfers to accounts maintained at any branch of SBI
- Inter Bank Transfers to accounts with other Banks

- Online standing instructions for periodical transfer for the above
- Credit PPF accounts across branches
- Request for Issue of Demand Draft
- Request for opening of new accounts
- Request for closure of Loan Accounts
- Request for Issue of Cheque Book
- Earn reward points for transactions through Internet Banking

2. SBI pay

BHIM SBI Pay” (UPI App of SBI) is a payment solution that allows account holders of all Banks participating in UPI (unified payment interface) to send money, receive money and do online bill payments, recharges, shopping, etc. using their smartphones.

“SBI Pay” (UPI App of SBI) is a payment solution that allows account holders of Banks participating in UPI to send and receive money from their smart phones with a virtual payment address which is the identifier. No additional details are required to be used other than the Virtual payment address.

3. SBI epay

SBI ePay is the payment aggregator service by State Bank of India which provides electronic connectivity with various Banks and financial institutions on the one hand and merchants on the other, thus facilitating e-Commerce/m-Commerce transactions between merchants, customers and various financial institutions for all kinds of payments. SBIEPay Service is developed using the latest cutting edge technology and tools. Merchants/Billers/Gov. Merchants/Schools/ institutions who are interested in collecting their dues/bills/payments etc., are requested to utilize the services.

Features

SBI is the only bank to have its own payment aggregation solution – **SBIEPay**

SBIEPay enables:

- Quick & Easy payment facility to customers on Merchant site.
- Diversified and cost-effective payment’s options to Merchants.

- Various value-added services such as detailed MIS, user-controlled merchant panel.

Our clientele ranges from Central and State Gov. bodies, Govt. and Autonomous department, educational institutes like colleges, private coaching classes, etc.

We provide electronic connectivity between merchants and customers through various payment channels such as:

- Internet Banking
- Debit Card
- Credit Card
- UPI
- NEFT
- CSCs
- Branch Payment

4. Mobile banking

Mobile banking is the act of making financial transactions on a mobile device (cell phone, tablet, etc.). This activity can be as simple as a bank sending fraud or usage activity to a client's cell phone or as complex as a client paying bills or sending money abroad. Advantages to mobile banking include the ability to bank anywhere and at any time. Disadvantages include security concerns and a limited range of capabilities when compared to banking in person or on a computer.

Mobile banking is very convenient in today's digital age with many banks offering impressive apps. The ability to deposit a check, to pay for merchandise, to transfer money to a friend or to find an ATM instantly are reasons why people choose to use mobile banking. However, establishing a secure connection before logging into a mobile banking app is important or else a client might risk personal information being compromised.

5. SBI yono

YONO (**Y**ou **O**nly **N**eed **O**ne) is an integrated digital banking platform offered by State Bank of India (SBI) to enable users to access a variety of financial and other services

such as flight, train, bus and taxi bookings, online shopping, or medical bill payments. YONO is offered as a smartphone app for both Android and iOS.

The launch of YONO had a code name project Lotus. The YONO is developed by IBM and launched in around 13 months. The cost of development was expected around 4,000 crore.

YONO was launched on 24 November 2017.

Features

YONO offers services from over 100 e-commerce companies including online shopping, travel planning, taxi booking, train booking, movie ticket booking, online education and offline retail with special discounts. YONO also offers conventional mobile banking services such as bank account opening, fund transfers, cashless bill payments, and loans. The smartphone app can be used to make ATM withdrawals without using any ATM card through "Yono Cash" feature.

❖ Yono lite

Yono Lite is a mobile banking application from the State Bank of India. Earlier, it was available as "SBI Anywhere Personal" but it was rebranded as "Yono Lite" in 2018, after the introduction of YONO app. In 2021, Yono Lite saw several updates to protect its users from digital frauds.

6. WhatsApp Banking

WhatsApp is a direct platform that allows banks and customers to meet in an instant window. Banking services on WhatsApp were launched in India in 2020 partnering with NPCI (National Payments Corporations of India). Customers can receive direct messages from the bank on new product notifications and alerts in their messenger. Customers can send direct messages to their bank seeking answers to their queries. From typical banking inquiries on fixed deposits, preapproved loans, credit cards, outstanding amounts and reward points, the option allows you to carry out fund transfers and bill payments too.

7. SBI rinb

Retail banking also known as consumer banking or personal banking, is banking that provides financial services to individual consumers rather than business. Retail banking is a way for individual consumers to manage their money, have access to credit, and

deposit their money in a secure manner. Retail internet banking provides financial services to the general public. Also referred to as consumer or personal banking, this side of the industry allows consumers to manage their money by giving them access to basic banking services, credit, and financial advice.

Retail banking encompasses a wide variety of products and services including:

- Checking and savings accounts
- Certificates of deposit (CDs)
- Mortgages
- Automobile financing
- Credit cards
- Lines of credit such as home equity lines of credit (HELOCs) and other personal credit products
- Foreign currency and remittance services

Retail banking clients may also be offered the following services, generally through another division or affiliate of the bank:

- Stock brokerage (discount and full-service)
- Insurance
- Wealth management
- Private banking

8. SBI securities

SBI Securities is no longer just an investment company; we are now an Investor's company. We have transformed our Brand Identity to become a Trusted Investment Partner to every Indian Investor. Our ever-evolving trading and investment platform offers a Simple, Seamless, and Informed Trading experience.

9. SBI card

SBI Cards & Payment Services Ltd., previously known as SBI Cards & Payment Services Private Limited, is a pure play credit card company and payment solutions provider in India. SBI Card was launched in October 1998 by State Bank of India,

India's largest bank, and GE Capital. In December 2017, State Bank of India and the Carlyle Group acquired GE Capital's stake in the company. SBI Card is headquartered in Gurgaon, Haryana/Delhi NCR and has branches in over 100 cities across India. The company is the only publicly listed pure-play credit card issuer in India.

10. Krishi khatha

This is also known as “Khata Book for Agriculture”. The ledger is free, all-in-one accounting software for Agribusiness. It helps manage and record your financial transactions. You can create transactions, bills and invoices with just a few clicks.

This app is the best ledger for you if you are looking for an easy way to manage your finances and stay on top of your numbers! 5.6 million Indian farmers, input sellers, traders and agribusiness are already using Krishi Khata (Krushi Katha) to manage their farming and agricultural business.

11. SBI quick

SBI Quick – MISSED CALL BANKING is a new feature from State Bank of India which involves Banking by giving a Missed Call or sending an SMS with pre-defined keywords to pre-defined numbers. This feature can only be activated for the mobile number that is registered for a particular account with the Bank.

3.15 RECENT TRENDS IN MOBILE BANKING

With evolving technology, just like every other sector, banking and finance evolved as well. Currently, users find it more convenient to manage finances over smartphones instead of traditional banking hassles. According to a statistic shared by Think with Google, 73 percent of smartphone users have signed up for financial services and are using them regularly.

Statista mobile banking trends 2021 show that around 48 percent of banking app users belong to the age group of 18- 24 years. Banking apps have reduced long queues and waiting time in banks. Now, customers can execute almost every bank-related task with a click on their smartphone.

Therefore, the future of mobile banking apps looks brighter. Moving forward, you will see a few mobile banking trends 2022 supported by statistics and facts. Moreover, if you are a developer planning to build a financial app, you will have a sound understanding of the market once you are done reading this blog!

Top cutting-edge trends in mobile banking .Now, without wasting much time, let's discuss these mobile banking technology trends in detail. It will give you an insight into the financial segment and usage of mobile apps.

1. Elimination of ATM cards for withdrawing the cash

One of the most popular future trends in mobile banking is Cardless ATM withdrawals. Some banks have already introduced this feature into their ATMs. Using this feature will reduce or eliminate the need for debit cards in the future. With the usage of the banking app, users will be able to login into their bank account and do the transaction. According to a report by Small Business Trends, in the U.S., around 70,000 banks will offer Cardless withdrawals in the future.

2. Biometric authentication to use the app

For the security of your financial information and bank balance, the mobile banking future is focusing on growing the usage of biometric authentication in mobile apps. Many banking apps have started using these mobile banking trends 2022. Instead of using PINs or Passwords to log in to the banking app, users are supposed to use their fingerprint through the touchpad of the smartphone. However, it will require fingerprint compatible devices as well.

3. AI-supported customer service

One of the latest trends in mobile banking is the use of AI. Many banking services have started using Artificial Intelligence to respond to queries faster. Moreover, these AI-supported chatbots are smart enough to solve basic banking queries. With the speed their adoption is growing, it is expected that the mobile banking market will have a major role in Artificial Intelligence Technology.

4. A-B-C-D verification process

One of the best future trends of mobile banking will include seamless Know Your Customer (KYC) verification. ABCD refers to AI, block chain security, cloud space, and data. In this process, banking apps will collect a few personal information like transactions, ID, utility bills, etc.

Moreover, the data will be secured in the cloud space protected by block chain technology. In the final step, AI will generate a report on the eligibility of the user for loans and other financial services.

5. Mobile apps to execute banking activities

Well, the mobile banking industry has adapted the mobile banking trends 2022 long back. With time, banking developers are adding new features and making these apps more secure and efficient.

Many banks have implemented their mobile banking technologies mainly into banking apps compared to their website. The reason behind this approach is that it is more convenient for users to use apps than a web browser. Therefore, they prefer banking apps for their financial needs.

6. Convenient debt management

Debts can give many banking users anxiety. However, it is expected that the future of mobile banking might have a more convenient approach for customers to manage their credits and EMIs. Top financial apps like Wally and Pocket Guard are helping customers already in breaking down their expenses. Moreover, these apps also suggest convenient ways of paying back the credit to its users.

7. Voice banking facility

Voice commands are already a part of the latest trends in mobile banking which answers, Will mobile technology influence future of banking industry?. Banks are using technology like Google to use voice commands as instructions to execute app functions. Moreover, voice commands can also be used for an extra layer of security. If enabled, users will have to verify with their voice to get access to the information secured within their banking app.

8. Other mobile banking statistics

To understand the mobile banking market, it is important to understand what is already going on in this segment. Furthermore, I will discuss a few mobile banking statistics to make you understand the market better.

- According to a 2018 survey published by Statista, among all users of the mobile banking industry, 69.3 percent were millennial in the U.S.;
- Currently, there are 57 million mobile banking users in the U.S.;
- 86 percent U.S. based mobile banking apps offer bill payment services;

- According to Statista, global mobile payment touched approximately 760 million users in 2020.

As mobile banking technologies are improving, users of different age groups are adjusting with the same. After all, nobody likes to go to the bank and do all the hassle to make transactions.

Now with 57 million mobile banking users, the banking app sector will keep expanding. Moreover, safety requirements of these apps will increase as well. Therefore, we can use this growing market as the opportunity of establishing a good career as a financial or banking app developer.

CHAPTER IV
DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

Data analysis is a process of inspecting, cleaning, transforming, and modelling data with the goal of discovering useful information, suggesting conclusions, and supporting decision making. Data interpretation is the study of scientific measurements and observations to develop evidence for responding to a query. The common tools used for data interpretation are electronic spread sheet which are capable of sorting, graphing and searching data.

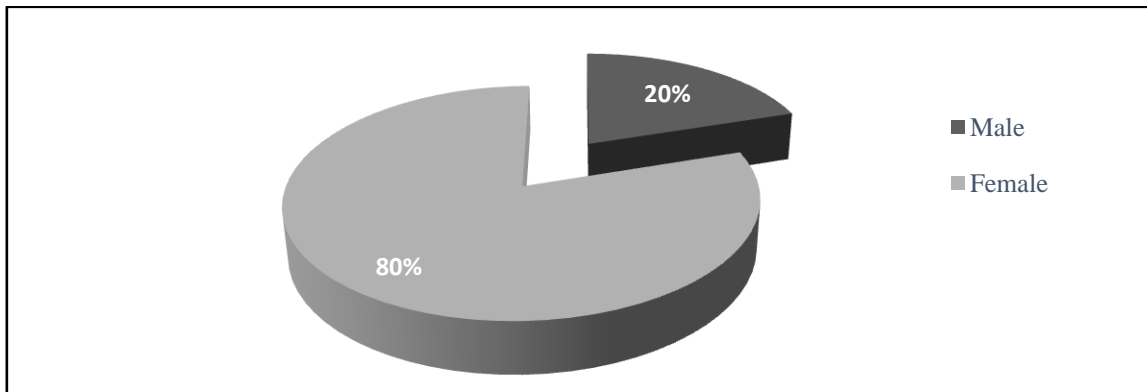
4.1 GENDER WISE CLASSIFICATION OF RESPONDENTS

Table No 4.1

Gender of respondents

Gender	Number of respondents	Percentage
Male	60	80
Female	15	20
Total	75	100

Source: Primary data



Gender of respondents

Figure No 4.1

Interpretation:

Table 4.1 indicates that 80 per cent of the respondents belongs to the female category and the remaining 20 percent belong to female category.

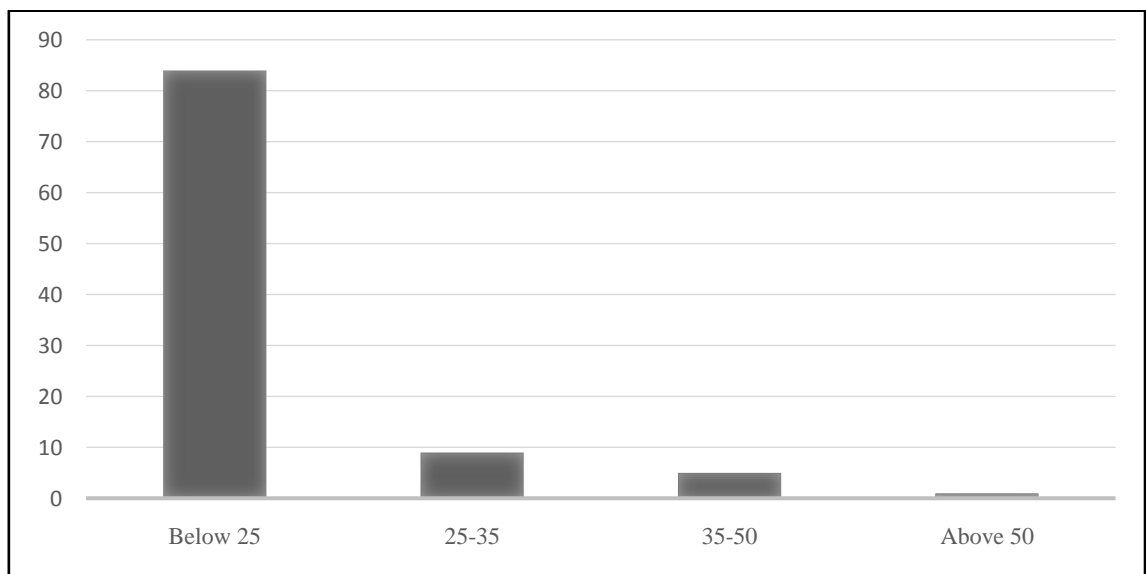
4.2 AGE OF THE RESPONDENTS

Table No 4.2

Age of respondents

Age	Number of respondents	Percentage
Below 25	63	84
25-35	7	9
35-50	4	5
Above 50	1	1
Total	75	100

Source: Primary data



Age of respondents

Figure No 4.2

Interpretation:

Table 4.2 shows that 84 per cent of the respondents that lies in the age group below 25 prefer mobile banking, 9 per cent in the age group 25-35, 5 per cent in the age group 35- 50 and the remaining 1per cent account to the age group of above 50.

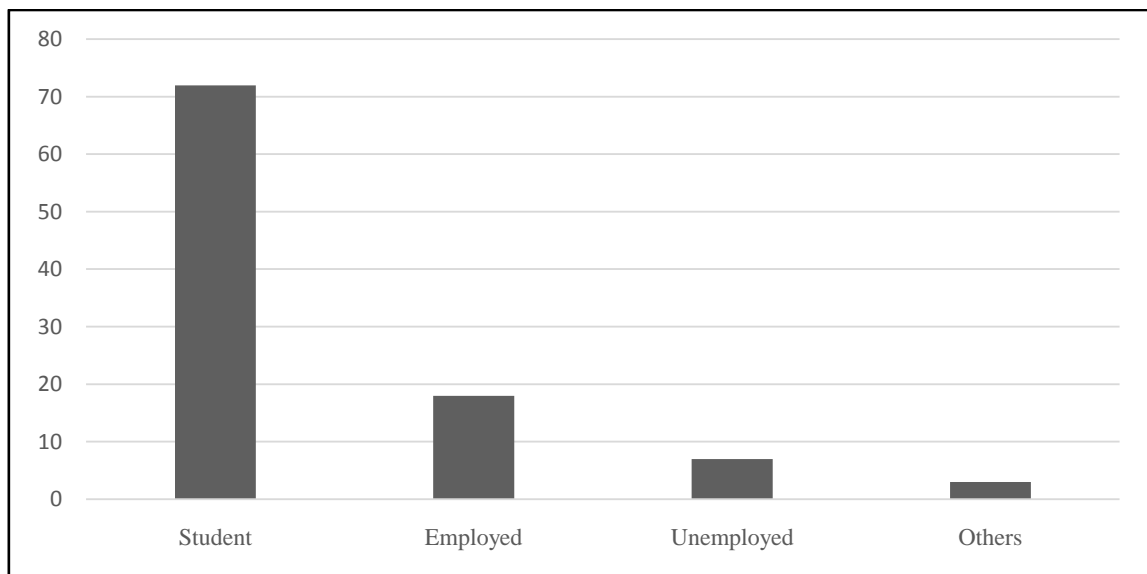
4.3 CLASSIFICATION ON THE BASIS OF PROFESSION

Table No 4.3

Occupation of respondents

Occupation	Number of respondents	Percentage
Student	54	72
Employed	14	18
Unemployed	5	7
Others	2	3
Total	75	100

Source: Primary data



Occupation of respondents

Figure No 4.3

Interpretation:

Table 4.3 shows that 72 per cent of the respondents belongs to students, 18 per cent of them are employed and 7 per cent of respondents are unemployed and only 1 per cent belongs to category of others.

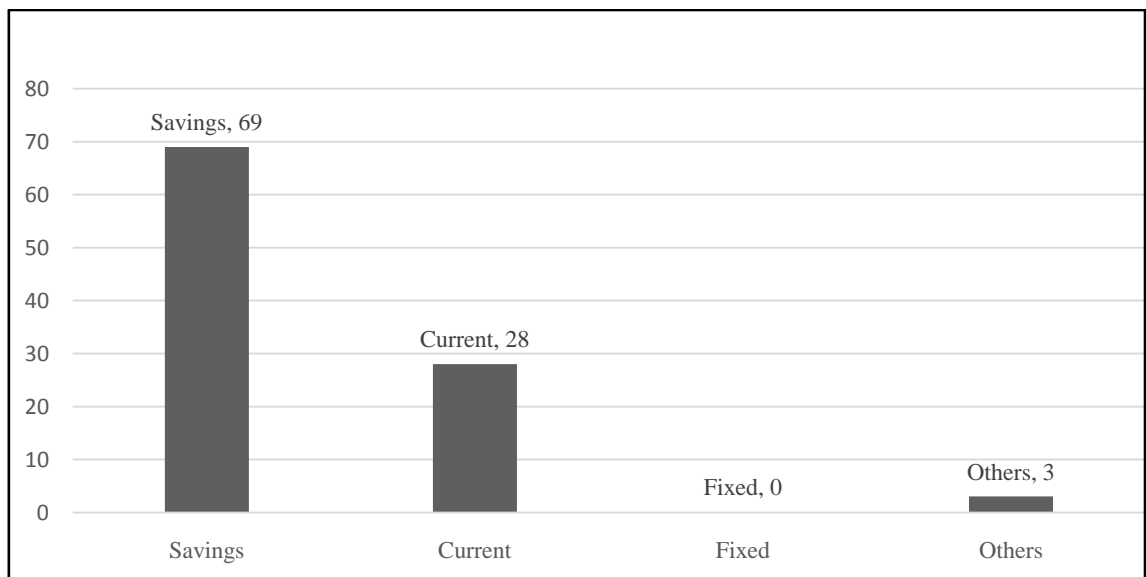
4.4 CLASSIFICATION ON THE BASIS OF TYPES OF ACCOUNT

Table No 4.4

Types of account

Accounts	Number of respondents	Percentage
Savings	54	69
Current	22	28
Fixed	0	0
Others	2	3
Total	75	100

Source: Primary data



Types of account

Figure No 4.4

Interpretation:

Table 4.4 depicts that about 69 per cent of respondents have savings account, 28 per cent of them having current account and none of them prefer fixed account and 3 per cent of respondents held other kinds of accounts.

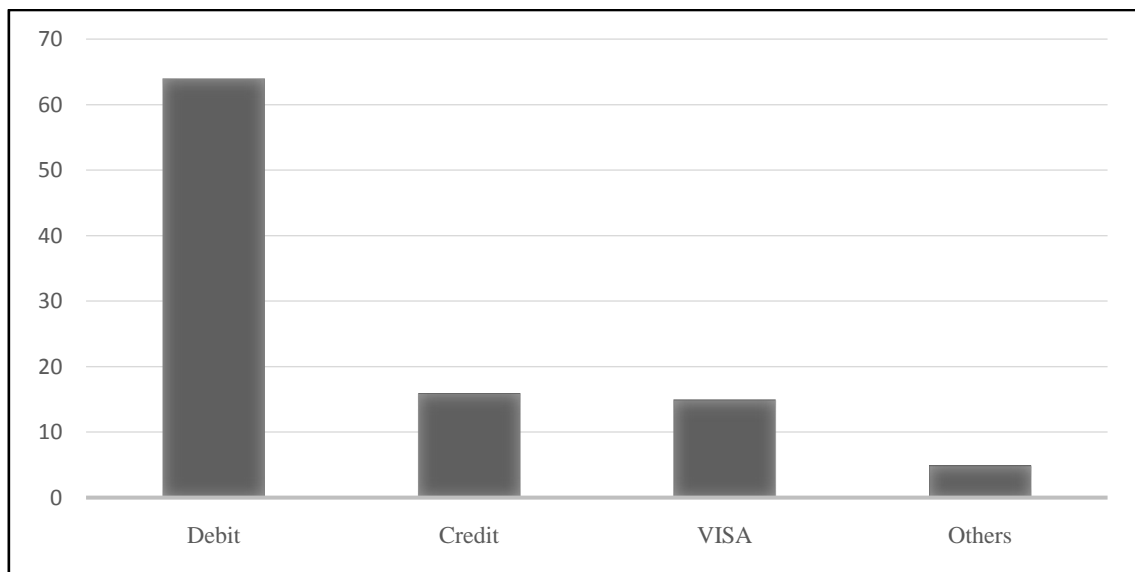
4.5 CLASSIFICATION BASED ON TYPES OF CARD

Table No 4.5

Types of card

CARD	Number of respondents	Percentage
Debit	48	64
Credit	12	16
VISA	11	15
Others	4	5
Total	75	100

Source: Primary data



Types of card

Figure No 4.5

Interpretation:

Table 4.5 reveals that 64 per cent of respondents are having debit card, 16 per cent of respondents having credit card and 15 per cent of them having VISA card and only 5 per cent of them holds other kinds of cards.

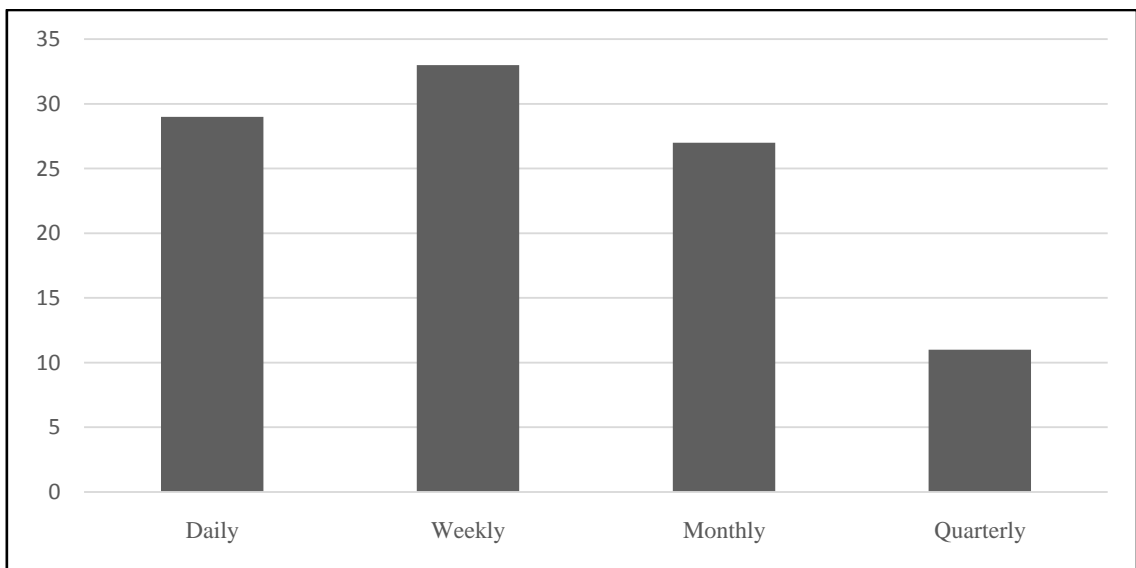
4.6 CLASSIFICATION BASED ON FREQUENCY OF USAGE

Table No 4.6

Frequency of usage

Base	Number of respondents	Percentage
Daily	22	29
Weekly	25	33
Monthly	20	27
Quarterly	8	11
Total	75	100

Source: Primary data



Frequency of usage

Figure No 4.6

Interpretation:

Table 4.6 indicates that 29 per cent of respondents are daily using online banking, 33 per cent of them weekly using it and 27 per cent of respondents monthly banking through online and only 10 per cent are quarterly doing banking activities through online.

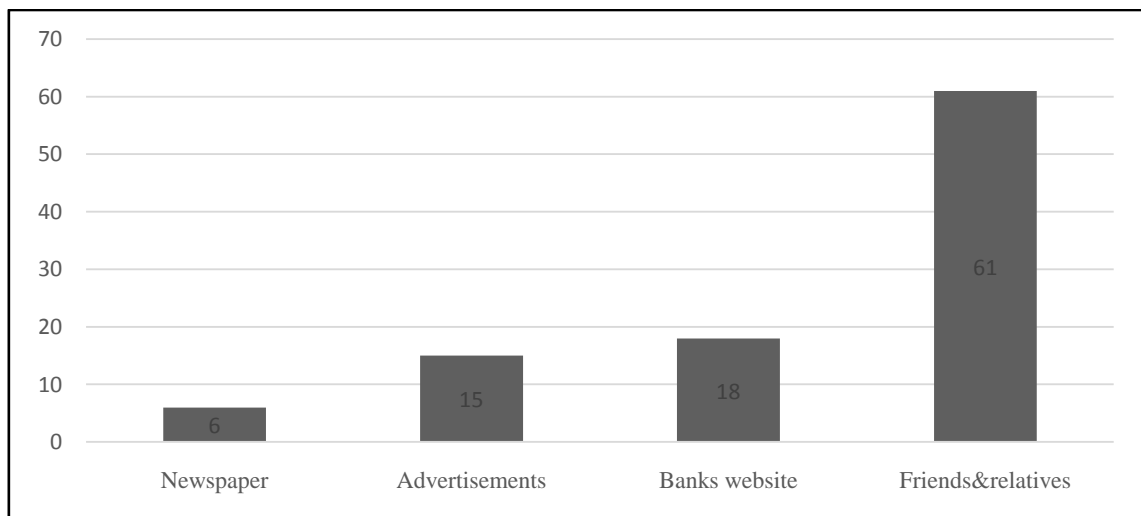
4.7 SOURCE OF INFORMATION ON MOBILE BANKING

Table No 4.7

Source of information

Sources	Number of respondents	Percentage
Newspaper	5	6
Advertisements	13	15
Banks website	15	18
Friends & relatives	51	61
Total	75	100

Source: Primary data



Source of information

Figure No 4.7

Interpretation:

Table 4.7 states that, 61 per cent of respondents get this knowledge through friends and relatives, 18 per cent of them get this knowledge from banks website and 15 per cent of them from advertisements and only 5 per cent of customers have got knowledge about mobile banking through newspaper.

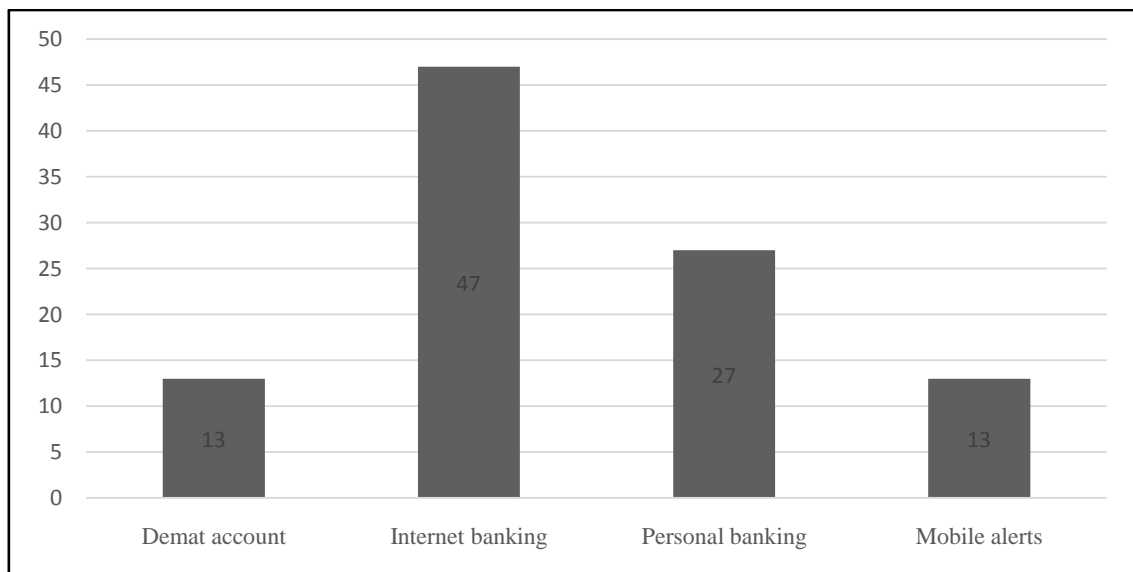
4.8 AWARENESS OF RESPONDENTS ON ONLINE BANKING

Table No 4.8

Awareness on online services

Particulars	Number of respondents	Percentage
Demat Account	10	13
Internet banking	35	47
Personal banking	20	27
Mobile alerts	10	13
Total	75	100

Source: Primary data



Awareness on online services

Figure No 4.8

Interpretation:

Table 4.8 depicts that, 47 per cent of respondents were aware about the internet banking offered by banks and 27 per cent of them were aware on the personal banking and only 13 per cent of respondents having awareness about the demat account and mobile alerts offered by banks respectively.

4.9 OPINION ABOUT CONVENIENCE OF MOBILE BANKING SERVICES

Table No 4.9

Convenience in mobile banking services

Response	Number of respondents	Mean
Good	50	150
Average	23	46
Bad	2	2
Total		= 198
Mean value = $198/75 = 2.64$		

Source: Primary data

Interpretation:

The mean value lies in between 2-3 i.e. 2.64 so most of the respondents were having a good opinion regarding the convenience in online mobile banking services by the SBI.

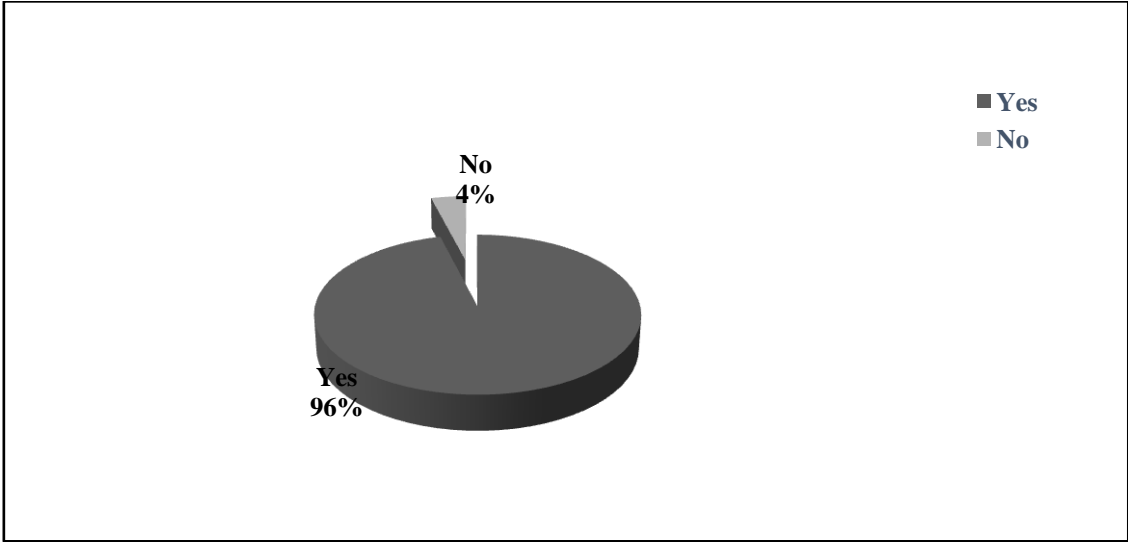
4.10 OPINION ABOUT ONLINE BANKING IS BETTER THAN TRADITIONAL BANKING

Table No 4.10

Reach and frequency than traditional banking

Option	Number of respondents	Percentage
Yes	72	96
No	3	4
Total	75	100

Source: Primary data



Reach and frequency than traditional banking

Figure No 4.10

Interpretation:

Table 4.10 shows that almost 96 per cent of people agrees that modern banking provides more reach than traditional banking, remaining 4 per cent support with the traditional banking services.

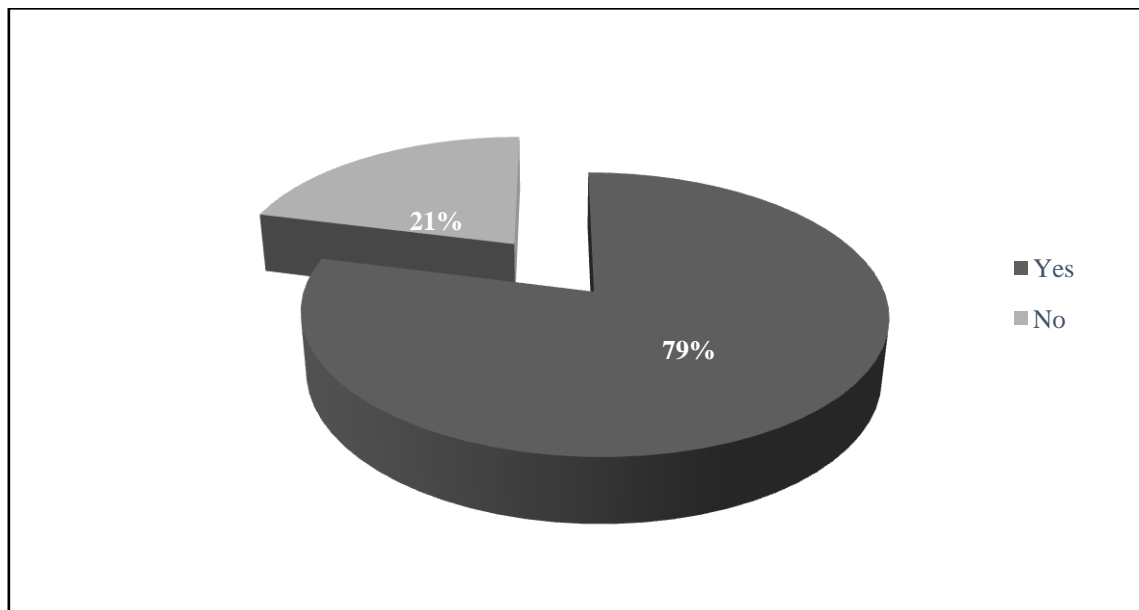
4.11 GETTING INFORMATION ON THE SERVICES PROVIDED BY SBI

Table No 4.11

Guidelines provided by banks

Instructions	Number of respondents	Percentage
Yes	59	79
No	16	21
Total	75	100

Source: Primary data



Guidelines provided by banks

Figure No.4.11

Interpretation:

Table 4.11 depicts that about 78 per cent of people lies with the opinion that they have been provided with enough instructions from banks for mobile banking and 21 per cent says that not getting any guidelines from banks.

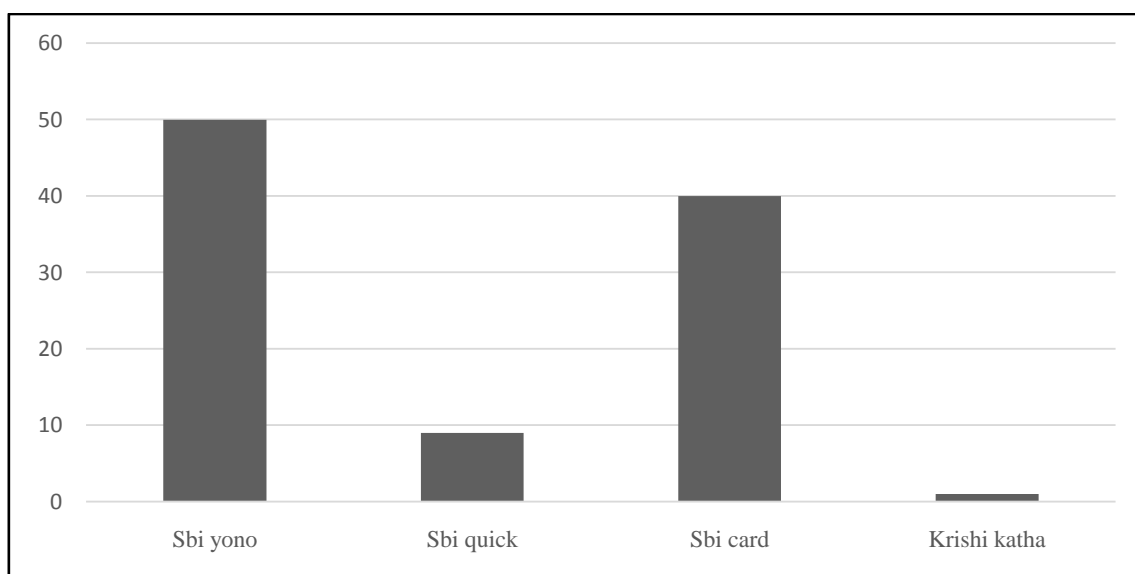
4.12 THE SMART BANKING SERVICES PROVIDED BY SBI

Table No 4.12

Smart banking services of SBI

Services	Number of respondents	Percentage
SBI yono	37	50
SBI quick	7	9
SBI card	30	40
Krishi Katha	1	1
Total	75	100

Source: Primary data



Smart banking services of SBI

Figure No 4.12

Interpretation:

Table 4.12 reveals that 50 per cent of people received the SBI yono service and 9 per cent of them are getting SBI quick and 40 per cent of them having SBI card service and 1 per cent of them were provided by Krishi katha services by SBI.

4.13 THE PURPOSE OF USING MOBILE BANKING

Table No.4.14

Purpose of mobile banking services

Particulars	Ranks					Total	Average
	1st	2nd	3rd	4th	5th		
For self-transfer	16	20	18	11	10	246	3.28
To pay bills	23	12	11	18	11	243	3.24
To open an account	22	20	11	17	5	262	3.49
To transfer money	32	10	12	11	10	268	3.57
To pay goods and services	25	10	14	14	12	247	3.29

Source: Primary data

INTERPRETATION:

Table 4.13 indicates that, in regards with purpose of using to transfer money scored first rank with weighted value of 268 points, opening an account scored second rank with weighted value of 262 points, pay goods and services scored third rank with weighted value of 247 points, self-transfer scored fourth rank and pay bills scored fifth rank respectively.

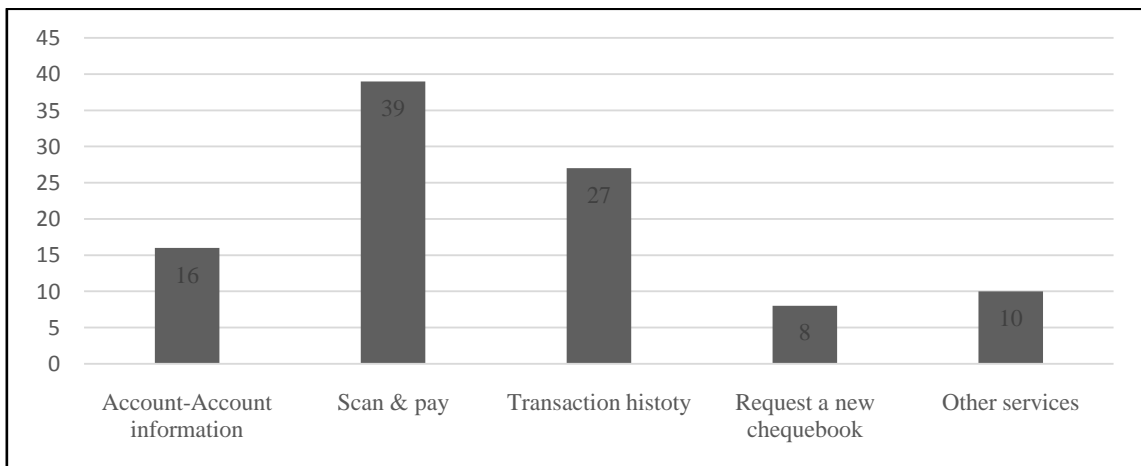
4.14 MOST PREFERRED MOBILE BANKING SERVICES

Table No 4.14

Most preferred online services

Service	Number of respondents	Percentage
Account-Account information	12	16
Scan & pay	29	39
Transaction history	20	27
Request a new chequebook	6	8
Other services	8	10
Total	75	100

Source: Primary data



Most preferred online services

Figure No 4.14

Interpretation:

Table 4.14 shows that, 13 per cent of people preferred account-account information and 57 per cent respondents mostly preferred banking services are scan and pay and 21 per cent of people prefer transaction histories more and remaining 9 per cent only prefer other modes of services.

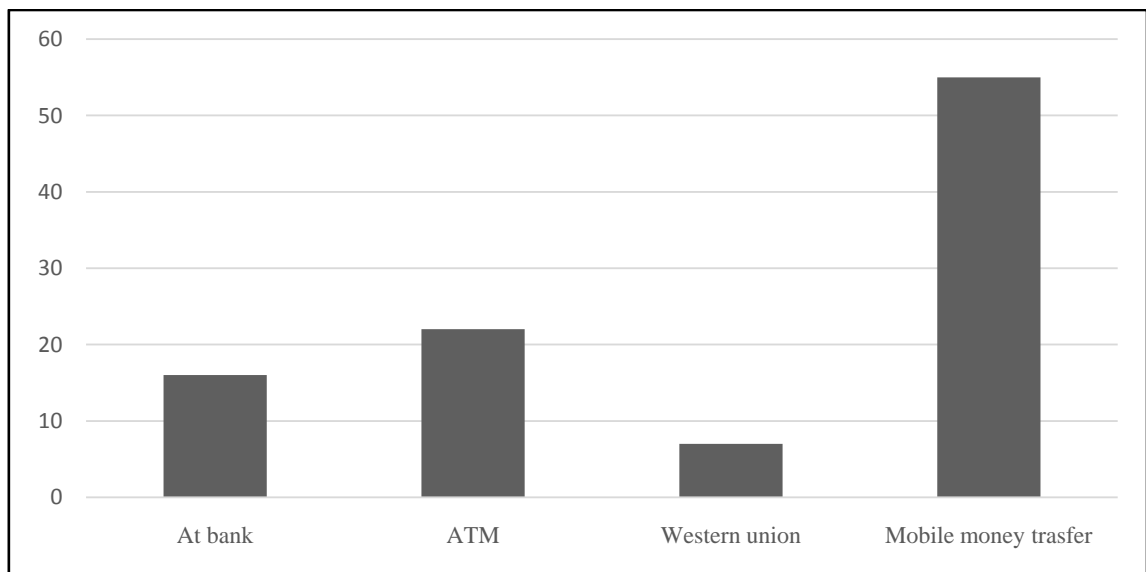
4.15 THE MODE OF TRANSFER OF MONEY

Table No.4.15

Mode of transfer

Modes	Number of respondents	Percentage
At bank	15	16
ATM	20	22
Western union	6	7
Mobile money transfer	51	55
Total	75	100

Source: Primary data



Mode of transfer

Figure No.4.15

Interpretation:

Table 4.15 depicts that about 16 per cent of respondents have transfer money at bank itself and 22 per cent of them through the ATM, 7 per cent of people transfer money by way of western union and almost 55 per cent of people typically transfer money with mobile money transfer.

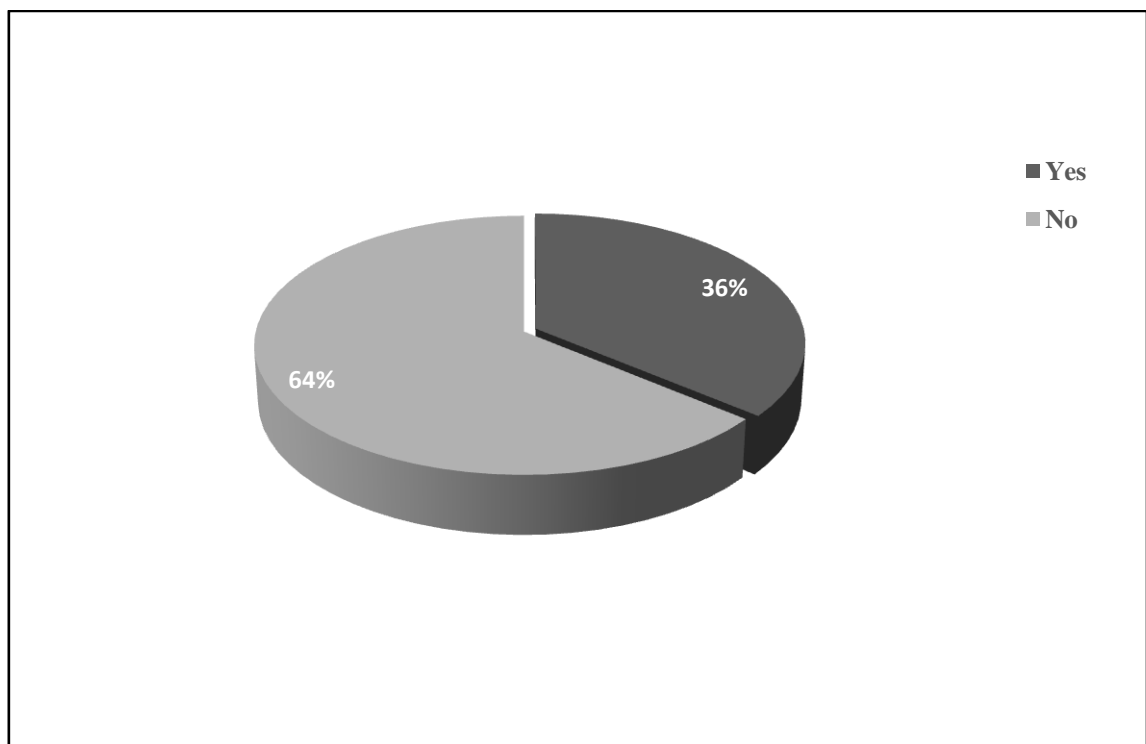
4.16 USAGE OF CREDIT CARD

Table No 4.16

Credit card holder

Opinion	Number of respondents	Percentage
Yes	27	36
No	48	64
Total	75	100

Source: Primary data



Credit card holder

Figure No 4.16

Interpretation:

Table 4.16 indicates that 64 per cent of people says that they are not credit card holders and only 36 per cent of respondents are having credit cards and they are credit card holders.

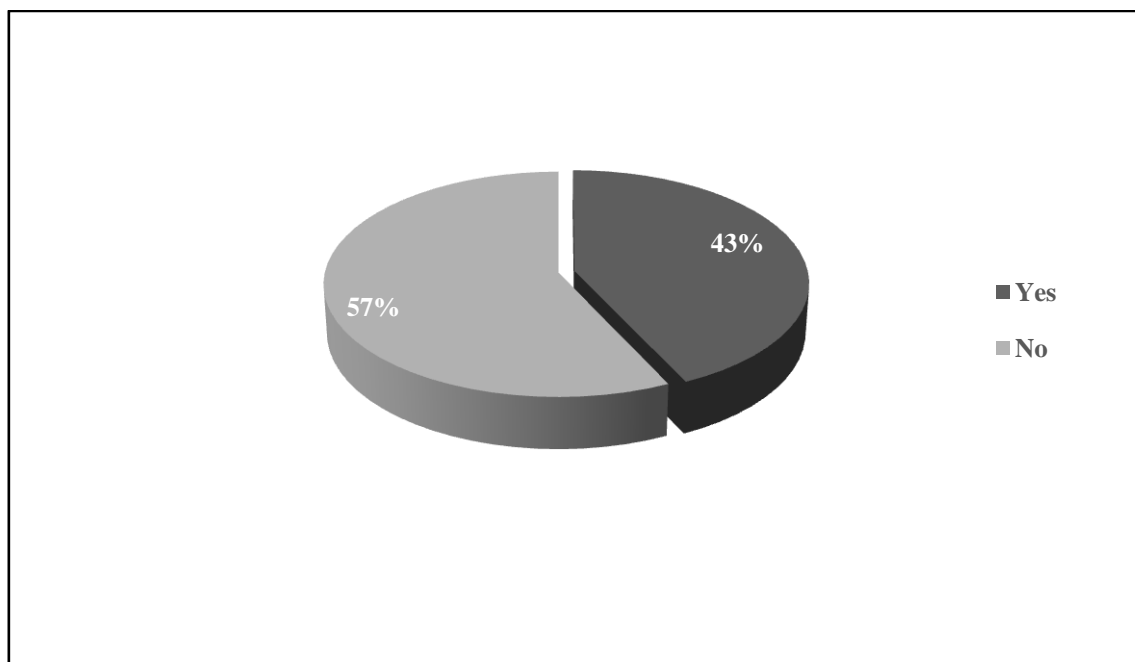
4.17 FAVORABILITY TOWARDS THE CREDIT CARD LIMIT

Table No 4.17

Favorability of credit card limit

Option	Number of respondents	Percentage
Yes	32	43
No	43	57
Total	75	100

Source: Primary data



Favorability of credit card limit

Figure No 4.17

Interpretation:

Table 4.17 reveals that 43 per cent of respondents are favorable with the credit card limit, 57 per cent oppose that the credit card limit is not favorable to them.

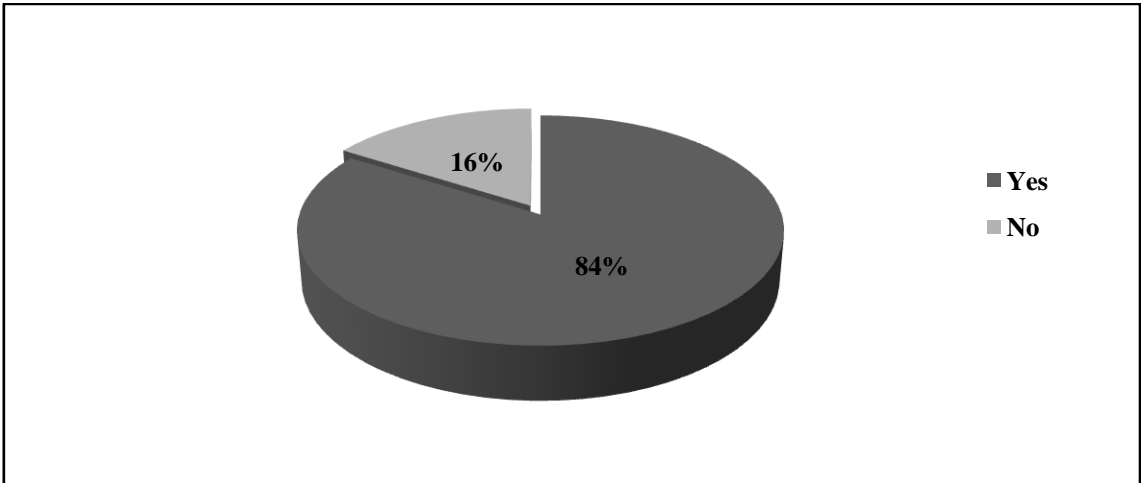
4.18 UP TO-DATE INFORMATION ON THE TRANSACTIONS

Table No 4.18

Up to-date information on transaction

Option	Number of respondents	Percentage
Yes	64	84
No	12	16
Total	75	100

Source: Primary data



Up to-date information on transaction

Figure No 4.18

Interpretation:

Table 4.18 depicts that, majority of respondents 84 per cent claims that they were getting up to-date information on transactions and only 15 respondents claims not getting latest information relates to their transactions.

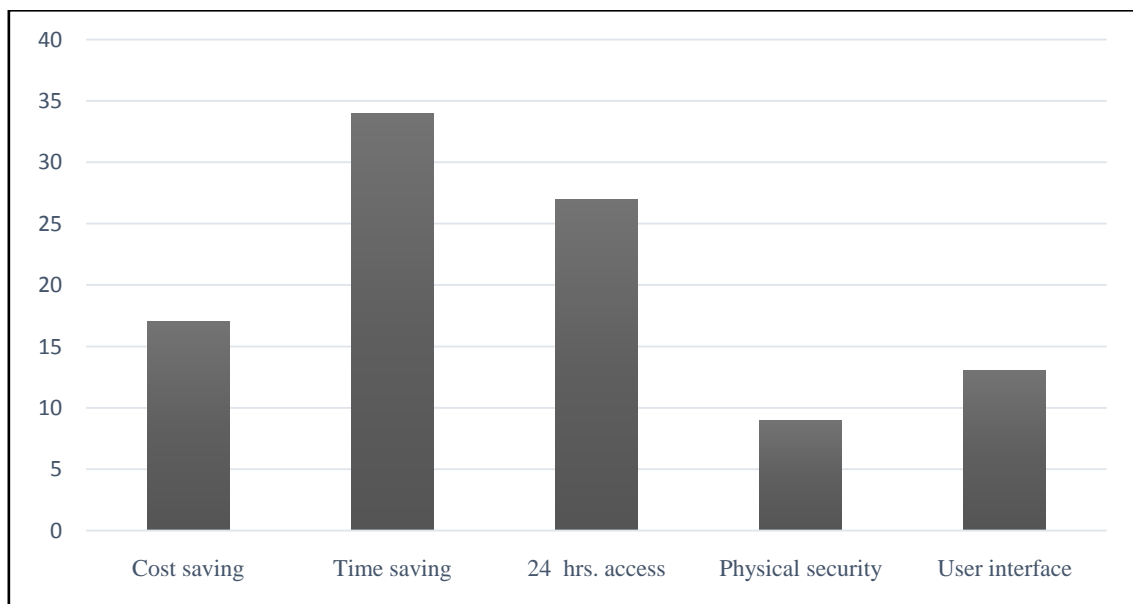
4.19 FACTORS INFLUENCED TO USE MOBILE BANKING

Table No 4.19

Factors influenced to use mobile banking

Opinion	Number of respondents	Percentage
Cost saving	13	17
Time saving	25	34
24 hrs. access	20	27
Physical security	7	9
User interface	10	13
Total	75	100

Source: Primary data



Factors influenced to use mobile banking

Figure No 4.19

Interpretation:

Table 4.19 reveals that, about 34 per cent of respondents are influenced by the time saving factor, 27 per cent of them influenced by the 24 hrs. Access, 17 per cent of them by the cost saving factors, 13 per cent by the user interfaces given by mobile banking and remaining 9 per cent are influenced by the physical security in the online banking services.

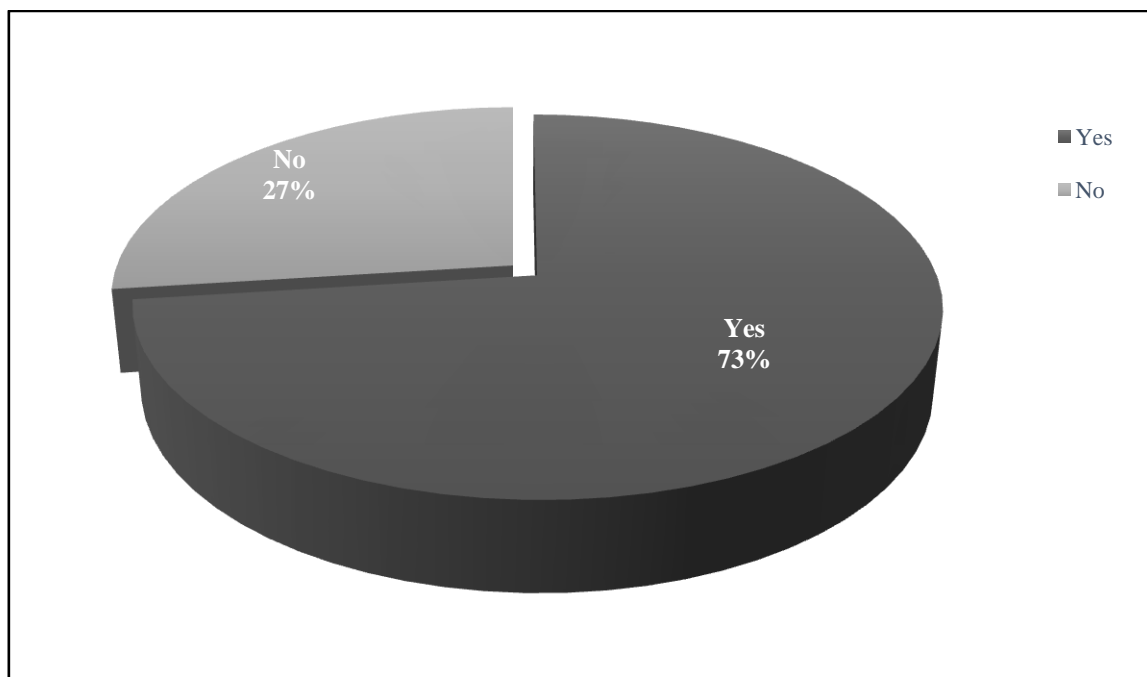
4.20 OPINION ABOUT SAFETY OF USING ONLINE BANKING

Table No 4.20

Safety of online banking

Option	Number of respondents	Percentage
Yes	55	73
No	20	27
Total	75	100

Source: Primary data



Safety of online banking

Figure No 4.20

Interpretation:

Table 4.20 depicts that about 73 per cent of respondents perceive mobile banking as a secured mode of banking and only 27 per cent of them deny that mobile banking is not a secured mode of banking.

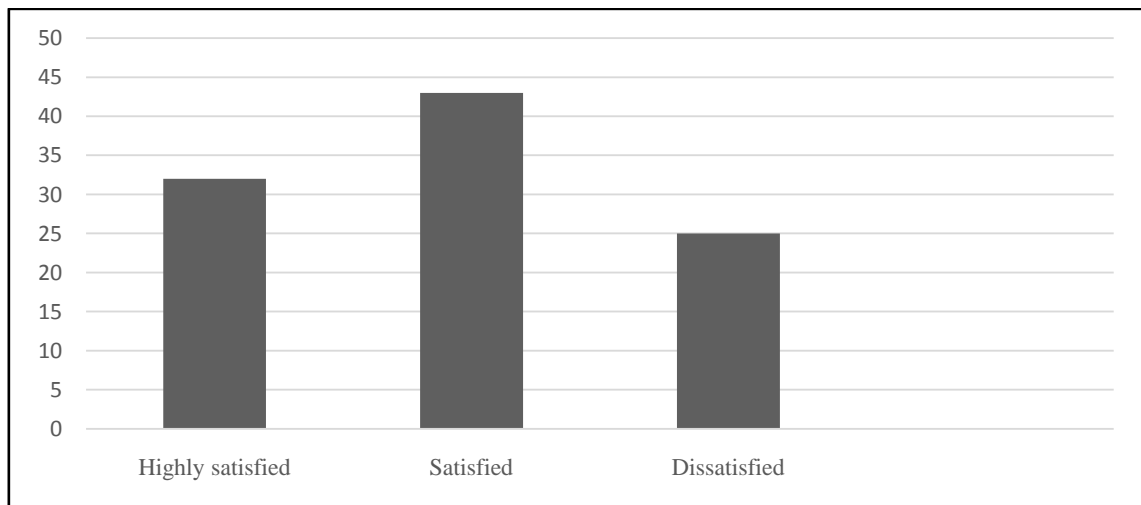
4.21 SATISFACTION LEVEL ON RESPONDENTS ON THE CSP PROVIDED BY SBI

Table No.4.21

Satisfaction on the CSP provided by banks

Satisfaction	Number of respondents	Percentage
Highly satisfied	24	32
Satisfied	32	43
Dissatisfied	19	25
Total	75	100

Source: Primary data



Satisfaction on the CSP provided by banks

Figure No 4.21

Interpretation:

Table 4.21 reveals that, 19 per cent of respondents were highly satisfied with the csp services of banks and 21 per cent of respondents were just satisfied and dissatisfied with the csp services respectively, remaining 39 percent of them were highly dissatisfied with the csp services provided by banks.

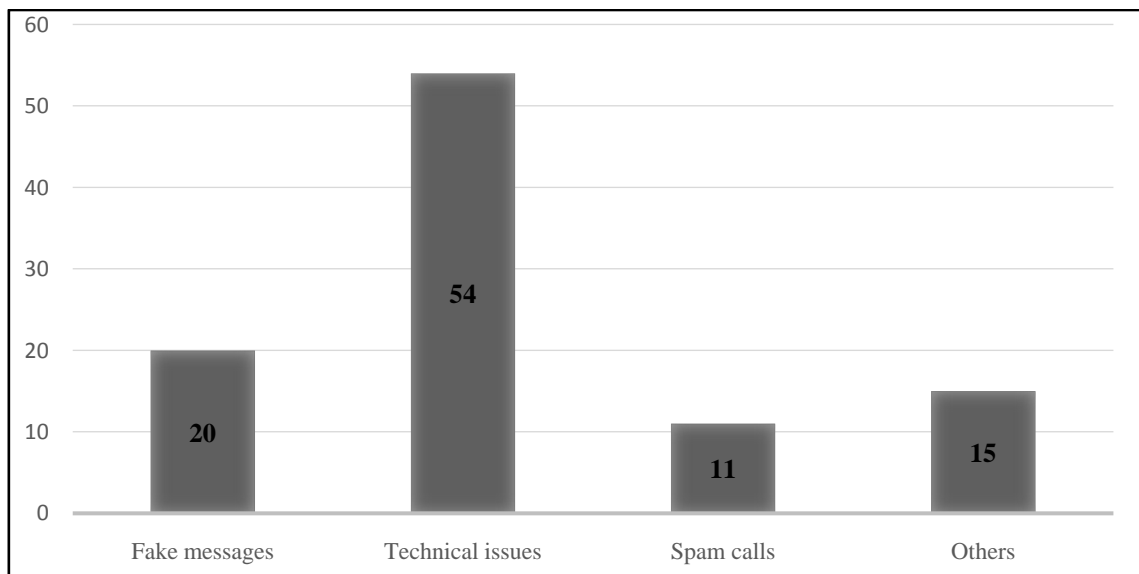
4.22 DIFFICULTIES OF ONLINE BANKING

Table No 4.22

Difficulties with online banking

Problems	Number of respondents	Percentage
Fake messages	19	20
Technical issues	51	54
Spam calls	11	11
Others	14	15
Total	75	100

Source: Primary data



Difficulties with online banking

Figure No 4.22

Interpretation:

Table 4.22 reveals that, 20 per cent of the respondents are facing problems with online banking and 54 per cent of them facing technical issues and 11 per cent of them having spam calls and remaining 15 per cent of them facing with other kinds of difficulties with online banking.

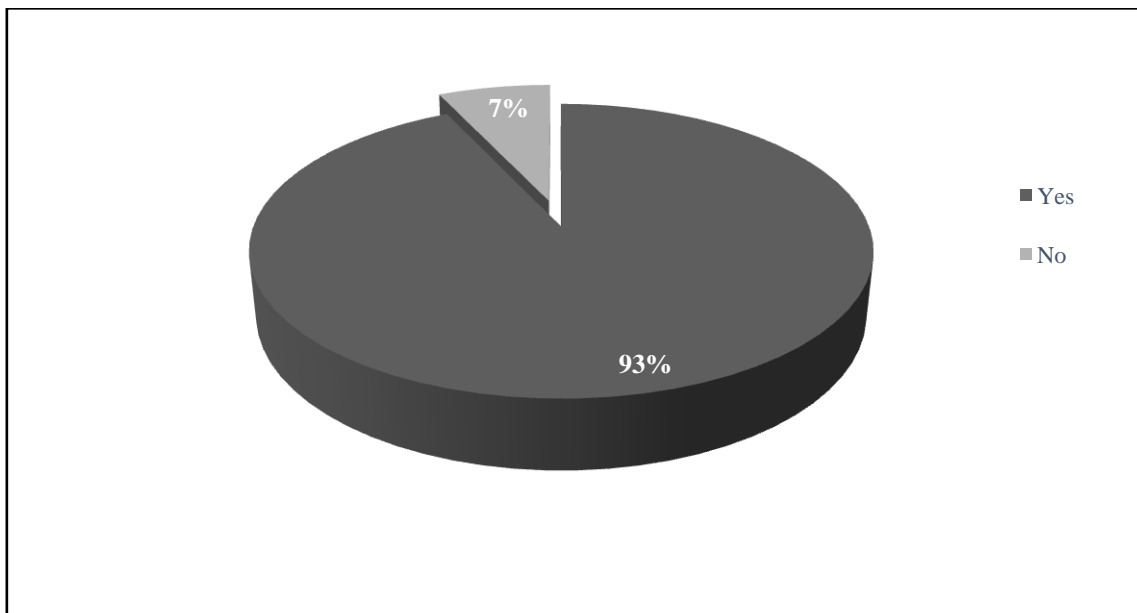
4.23 THE RECOMMENDATION OF MOBILE BANKING TO OTHERS

Table No.4.23

Recommendation to others

Opinion	Number of respondents	Percentage
Yes	70	93
No	5	7
Total	75	100

Source: Primary data



Recommendations to others

Figure No.4.23

Interpretation:

Table 4.23 depicts that, almost 93 per cent of people says that they will definitely recommend mobile banking to others and only 7 per cent of people oppose that they didn't recommend it to others.

CHAPTER 5
SUMMARY, FINDINGS, SUGGESTIONS AND
CONCLUSION

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

This chapter deals with findings, suggestions and conclusions of the study. These are derived from analyzing the collected data. The data were analyzed using tables and graphs.

5.1 SUMMARY

The customers in mobile banking services are increasing day by day due to the security measures taken by the banks. More and more numbers of customers are being drawn to the mobile banking as they have been satisfied due to the measures taken by banks to secure the mobile banking transactions. Through mobile banking customers can now add as many beneficiaries in the list as they want for fund transfer etc. and it saves huge of the amount of time for those kind of transactions. Therefore the customers to complete the financial transactions by sitting at home but the customers were having problems of carrying but mobile phones are free from these difficulties. Mobile phones can be carried everywhere and used by large number of people. It offers services of banking such as payments, investments, account information, withdrawals, transfers and other content services. In the age of globalization and digitalization online banking has shown a way to reach the top pyramid in the banking business through its variety of services. It's the third era of technological innovation of banking after phone and net banking and its growth is phenomenal.

The present study is related with “Awareness and Customer Satisfaction of Mobile Banking Services of SBI, with special reference to Alakode panchayat”. For the study 75 respondents were selected by using convenience sampling technique. For the analysis, percentage and ranking method has been used .Following are the objectives of the study:

1. To study the awareness on mobile banking services.
2. To study various usage of services provided by SBI.
3. To identify the factors those motivate the customers to use mobile banking.
4. To examine the level of satisfaction of customers.

5.2 FINDINGS

- Majority (80 per cent) of respondents are male.
- (84 per cent) of respondent's age is less than 25.
- Majority of respondents are students (72 per cent).
- Out of respondents, majority (69 per cent) of them hold savings accounts.
- Majority of respondents are debit card holders (64 per cent).
- Most of the respondents are weekly doing transactions through mobile banking (33 per cent).
- Majority of them get knowledge on online banking through their friends and relatives (61 per cent).
- Most of the respondents (47 per cent) were aware of the internet banking services provided by SBI banks.
- Majority of respondents having a good opinion about the convenience of mobile banking services.
- (96 per cent) agrees that modern banking provides more reach and frequency than traditional banking.
- Out of respondents, (79 per cent) of them receives instructions for using online services.
- Majority of respondents uses mobile banking to transfer their money.
- Majority of the respondents (34 per cent) were influenced by the time saving factor in opting mobile banking.
- (50 per cent) of them agrees that SBI yono is the mostly provided smart banking service by the SBI.
- Majority of the respondents prefer scan and pay as the best service provided by mobile banking (39 per cent).
- Out of respondents, (55 per cent) of them were using mobile money transaction as their mode of transfer.
- About (36 per cent) of respondents are credit card holders.
- Out of respondents, (57 per cent) of them deny that the credit card limit is not favorable to them.
- (73 per cent) of them believes that mobile banking as a secured mode of transfer.

- Majority of respondents (43 per cent) of them are satisfied with the CSP provided by SBI.
- (25 per cent) of respondents were highly dissatisfied with the customer services provided by the SBI banks.
- Most of the respondents (54 per cent) of them are facing technical issues with online banking.
- Out of the respondents , some of them were facing the difficulty of fake messages through online banking (20 per cent)
- (93 per cent)of them surely recommend mobile banking to others.

5.3 SUGGESTIONS

- The banks may promote emerging technologies and services and making their way into mainstream.
- The personalisation customer services are to be encouraged.
- Keep the procedure for money transfer simple.
- Banks should educate customers about mobile banking services by more advertisements, messages .e .t. c.
- Offers real-time text and email alerts to transactions.
- Activate zero transaction fee for mobile banking services.
- Add enhanced authentication features and more security to customers money transfer.

5.4 CONCLUSION

The project entitled “A study on awareness and customer satisfaction of mobile banking services of SBI with special reference to Alakode panchayat” is undertaken to find out the role of mobile banking services in modern days. From this study it is clear that mobile banking apps and online platforms have made the banking processes convenient for people. However, there is also a larger risk of hackers compromising the data resulting huge chaos situation. So, the key is to implement these online security measures with utmost care. Creating a secure and user friendly mobile banking apps in different operating systems seems quite challenge. Recent times seen a surge in mobile banking Trojans which topped the threats related to mobile banking. Mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branches for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawals or deposits. Many apps now have a remote deposit option; using the device's camera to digitally transmit cheques to their financial institution.

This study concluded that mobile banking has influenced the customer’s concepts of banking immensely. Majority of them were satisfied with the mobile banking and time saving, physical security were the motivational factors made them to choose this online banking. Most of them were weekly users of mobile banking and through friends and relatives they were get aware about this banking and besides certain technical issues mobile banking is better.

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APPENDIX

QUESTIONNAIRE

1. Name:
2. Gender: Male Female
3. Age: Less than 25 Less than 25-35
Less than 35-50 More than 50
4. Profession: Student Employed
Unemployed Others
5. Which kind of account do you hold?
Savings Current
Fixed Others
6. Which type of card do you have?
Debit card Credit card
VISA card others
7. How often you are banking through online?
Daily Weekly
Monthly Quarterly
8. Are you a regular customer on the use of mobile banking?
Yes No
9. Where did you get this knowledge on online banking services?
From newspaper from banks website
From advertisements Friends and relatives
10. Are you aware of the following mobile banking services offered by banks?
Demat Account Personal banking
Internet banking Mobile alerts
11. How convenient is mobile banking up to you? (Rate it on your preference).
Good Average Bad
12. Do you agree with that online banking provides more reach and frequency than traditional banking?
Yes No

13. Whether the bank gives you instruction for using online services?

Yes No

14. What are the smart banking services provided by SBI?

SBI yono SBI quick

SBI card Krishi katha

15. What are the purposes of using mobile banking? (Rank them).

For self-transfer To pay goods and services

To pay bills To open an account

To transfer money

16. Do you believe that mobile banking services have any role in this modern era?

Yes No

17. Which is your most preferred online banking services?

Account-Account information Scan and pay

Transaction Histories Other services

Request a new chequebook

18. How do you typically transfer money?

At bank ATM

Western union Mobile money transfer

19. Are you a credit card holder?

Yes No

20. If yes, whether the card limit is favorable to you?

Yes No

21. Are you getting up to- date information relates to your transaction?

Yes No

22. What are the motivational factors that influenced you to use mobile banking?

Cost saving 24 hours access

Time saving Physical security

User interface

21. Do you perceive mobile banking as a secured mode of banking?

Yes No

22. How well you are satisfied with the customer services (csp) provided by bank?

Highly satisfied Satisfied Dissatisfied

23. What are the difficulties you are facing with online banking?

Fake messages Technical issues

Spam calls Others

24. Have you recommend mobile banking services to others?

Yes No

25. Do you have any suggestions _____

**A STUDY ON CONSUMERS PERCEPTION
TOWARDS GREEN PRODUCTS AMONG STUDENT'S
UNDER UNIVERSITY OF KANNUR**

*A project report submitted to the Kannur University in partial
fulfillment of the requirement for the award of degree of*

MASTER OF COMMERCE

(2021-2023)

By

MELVIN THOMAS

REG.NO. C1PCOM3908

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. ALPHONSA MATHEW

(DEPARTMENT OF COMMERCE)



**DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 6707**

DECLARATION

I **MELVIN THOMAS**, student of 4th Semester M.Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled “**A STUDY ON CONSUMERS PERCEPTION TOWARDS GREEN PRODUCTS AMONG STUDENTS UNDER UNIVERSITY OF KANNUR**” is an authentic and original work done by me under the guidance and supervision of **Ms. ALPHONSA MATHEW**, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

MELVIN THOMAS

Date: 24-03-2023

C1PCOM3908

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 670706



CERTIFICATE

This is to certify that the project report entitled **“A STUDY ON CONSUMERS PERCEPTION TOWARDS GREEN PRODUCTS AMONG STUDENTS UNDER UNIVERSITY OF KANNUR”** is a record of genuine work done by the candidate MELVIN THOMAS during the period of his study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Ms. ALPHONSA MATHEW

Ms. DEEPTHY JOSEPH

Supervisor

Assistant Professor & Head

Examiner 1:

Examiner 2:

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CHAPTER 1
INTRODUCTION

INTRODUCTION

A green product is one that is less harmful to the environment than comparable products. Making use of ecologically friendly materials, manufacturing techniques, and packaging, as well as being energy-efficient or biodegradable, are just a few strategies to do this. Green products frequently aim to minimize a product's total environmental impact over its entire life cycle, from the extraction and processing of raw materials to usage and disposal. Many people decide to purchase eco-friendly goods in an effort to lessen their own carbon footprint.

A person who is ecologically and socially concerned and chooses to buy environmentally friendly products is referred to as a "green consumer".

The changing consumer's perceptions towards the products have a significant role making environmentally friendly. The idea of green product is very much important in this decade to popularize among all sections of society to save the planet Earth.

In the last decades consumers have become more enlightened about environmental issues. In order to solve these problems there raised a system, called green marketing or green consumerism. Green marketing refers to selling products or rendering services based on environmental benefit. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. Both green marketing and green consumerism are the two sides of a coin both have a great role to keep the responsibility towards environment and themselves.

Green marketing consists of marketing products and services based on environmental factors and awareness. Companies involved in green marketing make decisions relating to the entire process of the company's product, such as method of processing, packaging and distribution. Green marketing companies seeks to go above and beyond traditional marketing by promoting environmental core values in the hope that consumers will associate these values with their company or brand. Engaging in these sustainable activities can lead to creating a new product line that caters to a new target market.

The unsustainable patterns of consumption in the world today have caused severe environmental problems such as pollution, natural resources depletion, growing greenhouse gas emissions and global warming. These mentioned difficulties have led to the process of going "green" and eventually created attention for green products

awareness and consumption. Basically, these theories, responsible consumption, ecological marketing and ecologically concerned consumer, have created a platform for green consumption across the globe

Green products have become the most reliable resolution for environmental sustainability in many developed countries. The value of green products has a significant impact on the growth and development of individuals as well as the environment, and this is part of the reasons that the sustainable development goals.

This study about the customers perception towards the green products and also know about the green awareness among the consumers.

1.1 STATEMENT OF THE PROBLEM:

The current rapid growth and the pattern of consumption are the main causes of environmental degradation. This is one of the main problems to be concern for the future of our generation. So, the green products play a significant role for sustainable future. This study is conducted to know about the consumer's perception towards the green products hence this study is titled as 'A Study on Consumers Perception towards Green Products among Students of University of Kannur'.

1.2 SIGNIFICANCE OF THE STUDY:

This study is relevant because it can help to reduce the negative environmental impacts of consumption and production, and can also contribute to the development and support of sustainable business practices. Green products can play a role in this by encouraging businesses to prioritize sustainability in their operations and by supporting the development and availability of environmentally friendly products.

1.3 SCOPE OF THE STUDY:

Purpose of the study is mainly to understand the customer's perception towards green products. There are several factors that influence the consumer's perception towards green products. This study mainly focused on the students in university of Kannur studying at various colleges both urban and rural areas. For this purpose 75 student respondents are selected.

1.4 OBJECTIVES OF THE STUDY:

The main objectives of this study:

1. To study the consumer awareness and consumers perception about the green products among Students of University of Kannur.
2. To identify and evaluate the factors influence consumer buying behavior towards green products.
3. To find out the level of consumer's satisfaction and challenges faced by consumer's for purchasing green products by the college students of University of Kannur.

1.5 RESEARCH METHODOLOGY

Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data. . The purpose of research methodology is to describe the research procedure used in the research. It includes research design, data collection method and analysis procedure which are used to explore the insight information from the research problem. Because of the descriptive nature of research study survey method is adopted here.

1.5.1 RESEARCH DESIGN

Here research design is an arrangement of condition for collection and analysis of data in a manner that to combine relevance to the research purpose. The research design refers to the preplanning of what researcher does on this study. The research scholar wanted to study the topic as: A Study on Consumers Perception towards Green Products among Students of University of Kannur.

1.5.2 AREA OF THE STUDY

Kannur University is purposely selected for the area of the study in this project.

1.5.3 POPULATION

The total number of items or things in a particular study is known as population. Here the population is students of university of Kannur.

1.5.4 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. Here 75 samples are selected for the study.

1.5.5 SAMPLING TECHNIQUE

The convenient sampling technique is used for the completion of this project. Convenient sampling is one in which a sampling is obtained by selecting such units of the universe which may be conveniently located and contacted.

1.5.6 SOURCES OF DATA

Both primary and secondary data were used for this study.

PRIMARY DATA

Primary data collected with the help of questionnaire. Primary data are obtained from 75 students through a well-structured questionnaire through online.

SECONDARY DATA

Secondary data are already collected and analyzed by some other person for their own use and later the same data are used by another person. These were collected from books related to the topic and websites, etc...

1.5.7 TOOLS FOR DATA COLLECTION

Google forms are used as the tool of data collection.

1.5.8 TOOLS FOR DATA ANALYSIS AND PRESENTATION

1. Percentage analysis

It is simply means to analysis the data with specifies rate or percentage used to making comparison between two or more series of data.

Percentage of respondents = $\frac{\text{number of respondents}}{\text{total number of respondents}} * 100$

2. Graph

It is used to determine the data results to use graphical representations that make comparison between two types of objects at in one time.

3. Charts

The chart analysis is based on a specified study of data that represents the movements of results.

1.6 PERIOD OF THE STUDY

Limited to 3 months begins from January 2023 to March of 2023.

1.7 CHAPTER SCHEME

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Theoretical Profile

Chapter4: Data Analysis and Interpretation

Chapter5: Summary, Findings, Conclusion and Suggestions.

LIMITATIONS OF THE STUDY:

- The area of the study was limited to Kannur
- Data mainly depend upon the responds of the participants; it may be colored by personal bias.

CHAPTER II
REVIEW OF LITERATURE

REVIEW OF LITERATURE

The literature has been reviewed from the reputed journals of both National and International Journals pertaining to Green Marketing and its related issues. The literature has also been viewed from Text Books, Magazines, & Websites.

Peattie and Charter (2003) stated that green marketing as the holistic management process responsible for identifying, anticipating and satisfying customer needs in a profitable and sustainable manner. This definition emphasizes the holistic approach towards green marketing. It means green marketing involves green strategies from new product development to modifications in the marketing mix and from packaging to advertising

Charles W Lamb (2004) explained that —Green Marketing has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

Jacquelyn A. Ottoman (2006) explained that Green Marketing must satisfy two objectives; Improved Environmental Quality and Customer Satisfaction. Research indicates that many green products have failed because of green marketing myopia—marketers ‘myopic focus on their products ‘—greennessl over the broader expectations of consumers or other market players (such as regulators or activists.

Meenakshi Handa (2006) has indicated that Activist groups and the media have played a major role in enhancing the environmental awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environmental behavior of consumers across countries, educational levels, age and income groups may differ, environmental concerns are increasing worldwide.

Sherlekar (2007) has identified that using a titled earthen pitcher as its symbol, the Eco mark label is intended to enable consumers to choose products which are environmental friendly. The products demanding immediate Eco marking are textiles, toilet soaps, detergents, paper, paints, packages, pesticides, drugs etc.

Manakotla K & Jauri V (2007) explored the factors that influence the attitude and consumer behavior towards environmentally friendly practices in the housing sector in India and also to explore consumer intentions to pay for these practices and found that

consumers using hotel services are aware of environmentally friendly practices India: consumers sponsor hotels that have adapted ecological practices without compromising quality of service, consumers would prefer to use accommodations that follow these practices but are not willing to pay more for these services Indian hotels have the competitive advantage over similar products.

Kaman Lee (2008) that influences the green purchasing behavior of the adolescents followed by the environmental concern as the second, the concern for self-image in the protection of the environment as a third and environmental responsibility perceived as the fourth best predictor.

Vemuri Lakshmi Narayana & Dhinesh Babu (2008) a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.

Murugesan (2008) underlined that firms may use green marketing as an attempt to address cost or profit related issues. Disposing of environmentally harmful byproducts, such as polychlorinated biphenyl contaminated oil are becoming increasingly costly and the firms that can reduce harmful wastes may incur substantial cost savings.

Belz and Peattie (2008) revealed that green marketing stressed on green consumers. These consumers would be eager to pay extra cost for the products that do not harm the environment. There are many consumers who would pay extra premium and decide to purchase green products.

Baker J. Pand Ozaki.R (2008)" studied whether marketing and branding techniques can help establish ecological brands and introduce more ecological consumption patterns into contemporary lifestyles in the Current context in which organic products are increasingly available. The results show a correlation between consumer confidence in the performance of organic products and their pro-environmental beliefs in general. The results suggest that most consumers are not able to easily identify the most environmentally friendly products (in addition to cleaning products), although they would favor products made from greener companies and do not consider current marketing to be particularly current or attractive of product.

Hansla 2008) he stated that hard core environmentalist does not see price before buying the green product and does not let prices determine their buying behavior. Having a positive attitude towards green products and recycling is different from willingness to pay more for such products. There can be a buying behavior where consumers support the green products and recycling but are not ready to pay extra cost.

Arun Kumar & N. Meenakshi (2009) Consumers have to play an important role if companies have to be made responsible for preservation of the environment. They should stop buying products of companies which are polluting the environment. Apart from companies, NGOs also have very important roles to play. NGOs should carry out research and tell the companies how they can make their process more environments friendly.

Chamorr (2009) reviewed the main characteristics of research papers on green marketing during the period 1993-2003. The study concluded that a total of around 26 percent of the research papers under analysis were theoretical in content, while around 74 percent were empirical studies; the most commonly used data collection technique was the survey; a majority of the empirical studies were based on national level or lower; the empirical studies made use of very diverse statistical techniques with regression analysis and structural equation models were most widely used followed by descriptive analyses; the topics of interest of most of the researchers were 'green consumer' and 'green communication'.

Lee (2009) the perception that the planet is already reaching a high level of environmental pollution has continued to contribute to the rise and growth of movement towards environmental protection. To this extent, a new parallel segment is observed to the rapid expansion in the new market and consumers are likely to engage in green behavior. The appropriation and adoption of green behavior is a dimension to the attainment of sustainability whereby environmental issues and problem will be solved.

Rajan Saxena (2010) maintained that Green products and services are today increasingly being accepted by both the companies and customers. Following are some of the arguments in favor of green marketing which makes it profitable for the firm/organization. An aware customer now insists on a 'green product' and packaging material. Aware customers are joining together to form interest groups which lobby for

eco-friendly products and legislation to protect their environment. Given the choice, customers tend to buy eco-friendly products.

Biji P Thomas & H Nanje Gowda (2010) highlighted that environmentally friendly buildings are also known as Green Buildings. Some of the visible —green features, such as exterior window shading, good day-lighting, green (landscaped) roofs, and natural ventilation chimneys are often considered as the signals of being green.

Dileep Kumar (2010) analyzed that how far the hotel business organizations in the tourism sector meet the customer's needs through green marketing effort and how they influence the consumer behavior and their satisfaction by inducing environmentally responsible behavior.

Peattie (2010) opined that green consuming is a choice for the consumer to choose between the availability of product based on a different level of environmental performance. Although the high cost of the environmental product may be sometimes considered as “being wrong” but the main cost may be significant for consuming the survival of the product or exists as their offering must be internalized in some market externalities. Therefore, the compromise is an important issue to bear in the green consumption and hence, the consumer will spend extra effort to sacrifice quality. The consumer may not search for green product availability if they have perceived the total benefit to be lower than the total gains “cost” even if they have a strong will and intention to behave greenly.

Sanjit Kumar Dash (2010) identified the marketing strategies for green marketing include Marketing Audit (including internal and external situation analysis) It was found that Challenges ahead include green products require renewable and recyclable material, which is costly requires a technology, which requires huge investment in R&D. that is, the company must find an opportunity to enhance their product's performance and strengthen the customer's loyalty and command a higher price.

Banumathi Mannarswamy (2011) proved that World Wide evidence shows people are concerned about the environment and are changing their behavior accordingly. As a result, there is a growing market for sustainable and socially responsible products and services.

Moloy Ghoshal (2011) examined that green marketing was still in infancy. In the perception of marketing scholars, green marketing refers to eco-level and market

segmentation and the role of structural factors and economic incentives in influencing consumer behaviour. The green marketers must understand to satisfy two objectives: improved environmental quality and customer satisfaction.

Rohit Nema(2011) stated that consumers are not willing to pay extra price for green products. The level of willingness exhibited by India consumers is low which suggests that India marketers should make strategies for cutting the cost.

Robert Dahlstrom (2011) examined that Green Marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing. Green marketing firms establish strategic alliances with government, local communities, nongovernmental organizations (NGOs), industry experts, and competitors.

Philip Kotler & Kevin Lane Keller (2011) Companies that mound —green programs| can face two main problems: consumers may believe that product is of inferior quality of being green and consumers feel the product is not really that green to begin with.

Dr. Gunjan Malhotra (2011) stated in his study that consumers are not overly committed to their environment and look to lay too much responsibility on industry and government. Green marketing should be combined with educating people about the benefits; the consumer must not feel being cheated purchasing green products.

Sandhya Joshi (2011) pointed that Environmental issues have gained importance in business as well as in public life throughout the world. Clearly green marketing is part and parcel of overall corporate strategy; along with manipulating the traditional marketing mix - product, price, promotion and place. Smart business houses have accepted green marketing as a part of their strategy.

Altaf Khan (2011) about the Indian companies practicing the Green Marketing Concepts as follows:

- Samsung Electronics has adopted modern environmental conservation activities, such as the developing of environmental-friendly products and service and maintaining a safe and pleasant working environment at factories, based on Green Management and the Life-Cherishing philosophy.

- Tuna manufacturing company has modified their fishing techniques because of the increased concern over drift-net fishing and the resulting death of dolphins.
- Toyota, the most popular automobile industry, introduced the Prius, which is the first hybrid car that is more environmental-friendly compared to other cars.
- Xerox, the pioneer photo copier company introduced a —high quality‖ recycled photocopier in an attempt to satisfy the demands of firms for less environmentally harmful products.

Vinay (2011) determined that the concept of green marketing has been around at least since the first earth day in 1970. But the idea did not catch on till 1980's, when rising public interest in the environment led to a demand for more green products and services. The companies like Wipro, HCL, TNPL, IBM, ONGC etc., implemented the concept of green marketing in their organization.

Joseph & RupaliKorlekar (2012) there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers 'perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.

Ann Kronrod (2012) highlighted and explained the surprising prevalence of assertive environmental messages in the media. Environmental agencies, which are populated with people who perceive protecting the environment as a highly important issue, should understand that not all consumers are as informed and concerned about the environment.

Boztepe (2012) he has shown a relationship between green product, green promotions, green price, environmental awareness and green buying behavior and found price is biggest factor. There are many related papers which are discussed in this paper.

Nazanin Shabani (2013) stated that Green consumers are the consumers who are concerned about the environment in their purchase behavior; activities associated with the marketplace and consumption habits and consider the effect of their behavior on the natural environment around them. However, these concerns are not only about the goods, but it is possible to influence on how green consumers travel or place they choose for working or vacation. In general, each consumer who shows the environmentally friendly behavior is called a green consumer.

Alves, Shiel, and Filho (2013) the buying behavior of environmentally friendly product not only yield unequal benefit but contribute to the reduction of pollution and preservation of the natural environment hereby solving environmental issues and challenges. Green buying is generally associated with buying in a more ethical and sustainable environmental principle. The buying decision will also take the principles of supporting green firm and local communities on adopting sustainable consuming practices and being compared to utilize more on green product thereby helping the environmental challenges and issues.

Suki NM (2013) examined the effects of environmental knowledge, food healthy and healthy lifestyle in the ecological behavior of young consumers and also studied the influence of control variables (e.g. sex and age) on the ecological behavior of young consumers. The empirical analysis through hierarchical regressions confirmed that a healthy lifestyle and environmental knowledge have influenced the ecological behavior of young consumers. Demographic profiles such as gender and age have shown contradictory results.

Dr.M.Nagamani (2014) studied on Awareness and Usage of Green Products and found that people are aware about environmental issues and green products but still not purchasing them because of price and product quality.

Rahul Argha Sen (2014) he stated that the majority of the buyers are not willing to pay an extra amount for the green products offered in the market and they are not affected by the green marketing activities undertaken by the companies.

Agyeman (2014) he stated that there is a positive relationship between the price and consumer buying behaviour for green products. He said that quality and price of the product and environmental concerns play a vital role when it comes to actual purchase of the green products. He recommended that green marketers should make strategies after the proper understanding of the segment market and plan marketing mix strategies accordingly.

Dr. Meghna Sharma, Prachi Trivedi (2016) suggested that prices of the green products should be kept at an economical level so that even an average income earner can also afford them. The biggest barrier in the purchase of green products is high prices.

Lavanya.K & Dr.P. Madhan Kumar (2019) Researcher conducted the study with the aim of understanding the consumer's perception regarding green products and green marketing strategies. It elaborates that environmental issues are highly considered by all the stakeholders like consumers, marketers, government etc. Study found that customers are willing to purchase the environment friendly products having very less harm to the nature. Customers have a positive attitude towards green products. Irrespective of the type of products customer's acceptance for green product has been increased.

Bikramjit Singh Hundal (2019) quantitative research approach was used by the researcher to examine the consumer perception towards purchase of green products. Researchers found that customer preferences for products are changing from traditional to environment friendly products due to increase in awareness. Researcher urged the need of green product promotion for customer's awareness so masses can adopt it and use it. Researcher found that consumer acceptability for green product is still to take momentum as lack of awareness, no proactive promotion and no stringent regulations. Researcher conducted the study through focussing on consumer desire, trustworthiness of marketer, preferences of consumers, green products awareness and customer awareness etc.

Sanjeev Kumar, Radha Garg (2012) In the given research it has been observed that researcher conducted the study focusing on young customers in India and their intention to buy green products. Study conclude that majority of the respondents perceive green products as the product that protects the environment where as some customers feel it as energy saving product. Study found that male respondents observed keener to purchase green products compared to female respondents. Consumers observed with the willingness to pay even higher than the regular prices of the products. But interesting thing came out of the research is that consumers are not well aware about exact ingredient of green products. Hence researcher suggested marketer regarding promoting the green products with environmental concerns.

R. Dharmalingam (2019) It was an attempt made by the researcher to determine the extent of acceptance the change of life style with the objective of protecting the environment by the consumers. Researcher explored that consumers can give their contribution for environment protection by consuming the green products. Manufacturer should manufacture the products by reducing use of natural resources and

adopting recyclable practices etc. Manufacturer should avoid the use of toxic materials in the production. Research observed that consumers had a positive perception towards the use of green products but still their awareness of green product is still lagging behind. Study also highlighted that consumers buying decision affected by the demographic factors. Intentions to buy these products vary from individual to individual.

Dr. B. Subatra (2020)In this research paper researcher studied the green marketing concept and green products potential through consumers perception. This research paper highlighted the effect of brand, brand name, and brand evaluation on consumers buying decision of green products. Research found that customers have a positive attitude towards the use of green products. Consumers were observed giving preferences to the green labelled products. Researcher observed that higher prices had hardly any effect on buying decision of green products. Consumers were observed giving preferences for recycled products.

Dr. M. Gurusamy Prof. A. Chakraborty (2020) Researcher explored the changing behaviour of Indian consumer especially in terms of increasing environmental concerns and awareness. Here researcher hypothesized and proved that buyers environmental belief influences their buying decision of green products. Packaging and design also found significant factors impacting on consumers choices for green products.

(Ansu-Mensah, 2021) This Study's major goal was to determine university students' awareness of green items affected their intentions to make green purchases. The precise goals were to determine if student intentions to buy green products are influenced by awareness, price, availability, value, and quality, as well as to look into how awareness, price, availability, value, and quality predict student intentions to buy green products. The findings indicate that green perceived quality has the most influence on university student's inclinations to buy green items, whereas green perceived availability had the least influence. The study is the first to draw the conclusion that university students' knowledge of green products is affected by price, high value and extraordinary quality.

(Anitha & Vijai, 2021)This paper examines the consumer's perception towards green products and green marketing. Convenient sampling method is used for the study. Data collected from selected Bangalore city by using google form. It aims to understand the concept of green marketing, green products and eco labels and consumers awareness about green products and green marketing.

CHAPTER III
THEORETICAL FRAMEWORK

INTRODUCTION

A green product is one that is less harmful to the environment than comparable products. Making use of ecologically friendly materials, manufacturing techniques, and packaging, as well as being energy-efficient or biodegradable, are just a few strategies to do this. Green products frequently aim to minimize a product's total environmental impact over its entire life cycle, from the extraction and processing of raw materials to usage and disposal. Many people decide to purchase eco-friendly goods in an effort to lessen their own carbon footprint.

Green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption and disposal of eco-friendly products. Green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods.

A person who is ecologically and socially concerned and chooses to buy environmentally friendly products is referred to as a "green consumer".

CONCEPT OF GREEN CONSUMERISM

The concept of the "green consumer" has become the pivot around which marketing strategies relating to the environment have been concentrated by marketing professionals and scholars. Green consumers are those consumers who make the intense effort to avoid purchasing potentially hazardous products. They can also be referred to as those who avoid any product which causes harm or damage to any living organism and destroys the environment during manufacturing or consumption. Again, green consumers are considered as those consumers who are conscious and loyal to the environment and knowledgeable in environmental issues. Green consumers are those inclined with perceived behavioral control and green advertisement. Although the prices of green products may be quite higher than the traditional products, GCs still patronize them because of the potential long-term gains. Again, green consumers consider the effect of their consumption on other people and this distinguishes them from ordinary consumers. Moreover, the presence of green consumers indicates that there should be green marketing.

BIRTH OF GREEN MARKETING AND GREEN CONSUMERISM

The concept of green marketing has been around at least since the first Earth day in 1970. But the idea did not catch on until the 1980s, when rising public interest in the environment led to a demand for more green products and services. Manufacturers responded to public interest by labeling hundreds of new products “environmental friendly” making claims that products were biodegradable, compostable, energy efficient, or the like. The term green marketing came on to prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975.

The proceedings of the workshop resulted in one of the first books on green marketing entitled “Ecological marketing”. The first wave of green marketing occurred in the 1980s. Corporate Social Responsibility (CSR) report started with the ice cream seller Ben & Jerry’s where the financial impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as “meeting the needs of the present without compromising the ability of future generation to meet their own need”.

This became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as “Ecological” green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environment problems. 2nd phase was “Environmental” green marketing and the focus shifted on clean technology that involved designing of innovating new products, which take care of pollution and waste issues. Third phase was 12 “Sustainable” green marketing. It came into prominence in the last 1990s and early 2000.

EVOLUTION OF GREEN CONSUMERISM

The green has evolved over a period of time. The evolution of green marketing has three phases. First phase was termed as “Ecological” green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environment problems. Second phase was “Environmental” green marketing and the focus shifted on clean technology that involved designing of

innovating new products, which take care of pollution and waste issues. Third phase was “Sustainable” green marketing. It came into prominence in the last 1990s and early 2000.

Three keys to successful Green Consumerism

Show potential customers that you follow green business practices and you could reap more green on your bottom line. Green Marketing isn't just a catchphrase; it's a marketing strategy that can help you get more customers and make more money. But only if you do it right. For green marketing to be effective, you have to do three things; be genuine, educate your customers, and give them the opportunity to participate.

BEING GENUINE

Being Genuine means that a) that you are actually doing what you claim to be doing in your green marketing campaign and b) that the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. 13 Educating the Customers Educating your Customers isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it Matters Otherwise, for a significant portion of your target market, it's a case of “So what?” And your green marketing campaign goes nowhere.

- Giving the customer an opportunity to participate: Giving your customer an opportunity to participate means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action. Adoption of Green Marketing: There are basically five reasons for which a marketer should go for the adoption of Green marketing. They are

- Opportunities or competitive advantage
- Corporate social responsibilities
- Government pressure
- Competitive pressure
- Cost or profit issues

WHY GREEN COMSUMERISM?

As resources are limited and human wants are unlimited. It is important for the marketers to utilize the resources efficiently without waste as well as to achieve 14 the organization's objectives. So green marketing is inevitable. There is growing interest

among the consumers all over the regarding of environment. Worldwide evidence indicates People are concerned about the environment and are changing their behavior.

As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

BENEFITS OF GREEN CONSUMERISM

Companies the develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability. They enjoy a competitive advantage over the companies which are n not concerned for the environment. Some of the advantages of green consumerism are;

- It ensures sustained long term growth along with profitability.
- It saves money in the long run, through initially the cost is more
- It helps the companies market their products and services keeping the environment aspects in mind.
- It helps in accessing the new markets and enjoying the competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

GREEN MARKETING MIX

Every company has its own favorite marketing mix. Some have 4P's and some have 7P's of marketing mix. The 4P's of green marketing are that of a conventional marketing but the challenge before marketers is to use 4P's in an innovative manner.

Product: The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources (Keller man, 19789)

Price: Price is a critical and important factor of green marketing mix. Most consumers will be prepared to pay an additional value if there is a perception of extra products value. This value may be due to improved performance, function, design, visual appeal or taste. Green marketing should take all these facts into consideration while charging a premium price.

Promotion: There are three types of green advertising: -

- Ads that address a relationship between a product service and the biophysical environment.
- Those that promote a green lifestyle by highlighting a product or service Ads that present a corporate image of environment responsibility.

Place: The choice of where and when to make a product available will have a significant impact on the customers. Very few customers will go out of their way to buy green products.

GREEN CONSUMERISM AND SUSTAINABLE DEVELOPMENT

According to the world commission on Environmental Development (1978), Sustainable Development is “meeting the needs of the present without compromising the ability of the future generation to meet their own needs”. The common theme throughout this strategy of sustainable development is the need to integrate economic and ecological considerations in decision making by making policies that conserve the quality of agricultural development and environmental protection.

This is what the end product of green marketing is, environmental protection for the present and the future generation. The development energy-efficient operation, better pollution control, recyclable and biodegradable packaging, and ecologically safe products are all the part of green marketing which also leads to sustainable development. Green Marketing in terms of Price, Product, Place and Promotion Green Marketing begins with “green design”. Product design constitutes an active interface between demand (consumers) and supply (manufactures). An example by Ottoman, super concentrated laundry detergents are associated with energy saving, reduced packaging, space and money.

The product itself has to be made in such a way that it satisfies consumer and manufacture’s needs. For ecologically sustainable products to be successful, green branding attributes have to be efficiently communicated. Most buyer decisions are influenced by the labelling, (green labelling) that states all that makes the products green compliant. The price of green product has to be affordable for the customer to encourage purchase. Industrial differentiation works only when products reduce client’s cost. Most buyers are influenced by advertisement that reflects a company’s commitment to environment.

Companies that do green advertisement that tend to portray an image of environmental friendliness, influences their customer purchase decisions. Consumers love to associate themselves with companies that are environmental stewards. When a company communicates this through their advertisements, promotions, publicity and corporate social responsibilities, they are sure to get many loyal customers. Green distribution is a very delicate operation. Customers must be guaranteed of the “Ecological nature” of the product. The green environment is a constantly regulated environment and as such high level of compliance is necessary when carrying out distribution of green products.

This is a common procedure in the United States. Stakeholders in Green Marketing Strategy Based on marketing literature, Stakeholders play one of the most influencing roles in any organization and market. They influence all aspect of green strategy also in areas such a purchase of green products, nature of the products, the packaging, advertisements, promotions and also Green awareness programs. When a particular company wants to “go green”, the Stakeholders are at the fore front of their green marketing strategy. Jaime Rivera-Camino said that Stakeholders in green marketing include the plant, various animals, plant species and the future generation.

GREEN PRODUCTS AND MARKETING PRACTICES

Actually there is no consensus on what exactly is green. There is no accepted definition of green product. However, based on different definitions of green marketing, some common characteristics of products generally accepted as green, including the products are:

1. Energy efficient (both in use and in production)
2. Water efficient (both in use and in production)
3. Low emitting (low on hazardous emissions)
4. Safe and /or healthy products
5. Recyclable and / or with recycled content
6. Durable (long-lasting)
7. Biodegradable.
8. Renewable

9. Reused products

Many consumer durable companies are now marketing their products with Energy Star Label stating that their use will reduce the energy consumption and consumers can save a lot of money on electricity consumption over a period of time. For example, Godrej Consumer Products is marketing its products through green marketing and gives additional incentive to buyers to exchange their old product with latest green and environmental friendly products. The advertisement tries to persuade the buyers to adopt a green lifestyle and contribute in development of a greener planet.

Philips is marketing its Compact Fluorescent Light (CFL) as “Marathon”, highlighting its new “super log life” and energy efficiency. Many companies are now offering more eco – friendly alternatives for their customers; re-cycled products are one of the most popular alternatives that benefit the environment. Companies are now focusing on not to use plastic bags, instead they use carry bag made up of recycled paper (for example, Titan, Tanishq have made a corporate policy that the goods will be delivered or given to customers only in the carry bags made out of recycled paper). India Cellular Limited also launched an advertisement stating saving trees towards their corporate social responsibility.

Kansai Nerolac Paints is marketing themselves as green as they have removed hazardous heavy metal from their paints and are marketing their lead free paints in India. Dell focuses on producing green IT products under their strategy called “Go Green with Dell”. Dell products are also coming in eco-friendly packing with a system recycling kit bundled along. They are also focusing on green innovations from date-centre efficiency to the use of eco-friendly material for everything from chassis design to product packaging. Efforts are being made at government and industry level to protect environment.

In India Environment Protection Act in was implemented in 1986 and Environment Audit in 1992 for the protection of the environment. New Delhi, Indian capital, was one of the most polluted cities until Supreme Court of India intervened to change to alternative fuels. In 19 2002, Supreme Court issued a directive to completely adopt CNG in all public transport system to curb pollution. Many greenhouse gas reduction markets have emerged over a period of time that can catalyze projects with important local, environmental, economic, and quality-of-life benefits.

CUSTOMER SATISFACTION AND GREEN MARKETING

Customer satisfaction has been defined in two basic ways: as either an outcome or as a process. As an outcome, satisfying the end state resulting from the consumption experience. As a process, it is the perceptual evaluative and psychological process that contributes to satisfaction. The definition is varied with regards to their level of simplicity which includes;

- Products satisfaction
- Satisfaction with the purchase decision experience
- Satisfaction with the performance attribute
- Satisfaction with the store or institution
- Satisfaction with pre-purchase experience

Marketing literature suggests that there is a relationship between customer satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. It could be seen as the intension to purchase. Satisfaction is an outcome that occurs without comparing expectations. Customer satisfaction could also be defined as an evaluative response to perceived outcome of a particular consumption experience. It is an overall judgment on satisfaction, based on the assumption that satisfaction is the outcome of service quality.

Many Authors believe that customers have a high level of involvement regarding environmental issues as a consequence of growing environmental consciousness. Studies have shown the significant influence of environmental knowledge and consciousness on consumer environmental attitude. Consequently, companies that communicate their “green product” in their packaging, advertisement or manufacturing process, gain satisfied customers. Because of the green trend, companies that fail to “go green” are not failing to fail in their industry. Customers want to associate themselves with companies and products that are eco - friendly.

ENVIRONMENTAL SAFETY

Environment is simply our surrounding. The increased awareness or environmental issues is as a result of increased publicity on the media on issues as, the warring off of the ozone layer and increased pollution of the environment by industries. Customers have become concern about their everyday habit and the impact it has on their environment. Managing environmental safety issue is highly challenging, time consuming and expensive.

There are many laws on environmental safety that have made companies liable to any wrongdoings. These laws cover areas such as, harmful pollution, managing of hazardous materials and soon. As a result, several hazard control, pollution control and prevention Programs are held in different parts of the world on emergency procedures, contingency planning and employee training. Similarly, many regulatory bodies and acts are set to ensure environment safety and protection, some of which include, OSHA (Occupational Safety and health Act), CERCLA (Comprehensive environmental respond Compensation liability Act), TSCA (Toxic Substance Control Act), HMTA (the Hazardous Material Transportation Act), FIFRA (Federal Insecticide, Fungicide and Rodenticide Act), FFDC (Federal food, Drug and Cosmetic Act, Clean Air Act, Clean water Act, GHS (Globally Harmonized system of classification and labelling of Chemicals) .

Environmental Safety is not an easy task to implement. Implementing the GHS standardization policies of a single frame work of the classification and labelling of chemical so hazards are consistently defined across different national jurisdiction is beneficial but highly challenging, especially in countries like U.S, Japan and Korea that have multiple regulatory authorities. EH&S 21 (Environmental Health and Safety) regulatory compliance and CSR (Cooperate Social Responsibility) initiative throughout the supply chain can help promote and sustain ongoing improvement within an organization. The improvements will help the company achieve regulatory compliance and position itself as a socially responsible company.

GREEN CONSUMERISM: SWOT ANALYSIS

SWOT analysis of green consumerism involves the following;

Strengths

- Marketers get access to new markets and gain an advantage over competitors that are not focusing on “greenness”.
- Marketers can charge a premium on products that are seen as more economical responsible.
- Organization that adopts green marketing are perceived to be more socially responsible

- Green marketing builds brand equity and wins brand loyalty among customers. E.g. research and development capabilities for clean processes and green products and human resources committed to environmental protection. Weakness
- Most customers choose to satisfy their personal needs before caring for environment.
- Overemphasizing greenness rather than customer needs can prove devastating for a product.
- Many customers keep from products labelled “green” because they see such labelling as a marketing gimmick, and they may lose trust in an organization that suddenly claims to be green.

Opportunities

- Marketing to segment which are becoming more environmentally aware and concerned. These consumers are demanding products that conform to these new attitudes.
- Organizations perceive green marketing to be a competitive advantage, relative to the competitors. Firms, therefore, strive to improve upon their societal awareness. The complements the increase in consumers’ socially conscious behavior and will therefore give them an advantage over competitors who do not address these issues. Threats
- Uncertainty as to the environmental impact of present activities, including that is perceived to be less environmentally harmful.
- Uncertainty as to which green marketing activities are acceptable from a government perspective.
- The possibility of a backlash from consumers or government based on existing green marketing claims, threat above may cause backlash to arise.

CHALLENGES IN GREEN CONSUMERISM

- Need for standardization It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate the claims. There is no standardization currently in place to certify product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any

verifiable means. A standard quality control board needs to be in place for such labelling and licensing.

- New concept 23 India literate and urban consumer is getting more aware about the merits of green products. But it is still a new concept for the masses. The consumer needs to be educated and made an aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's Ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumers are exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumers are already aware and will be inclined to accept the green products.

- Patience and perseverance The investors and corporate needs to view the environment as a major long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea. It will have its own acceptance period.

- Avoiding green Myopia The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motive consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customers satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

GREEN CONSUMERSIM IN INDIA

In India consumers are high on the ladder when it comes to being concerned about the challenges and opportunities. It has been identified three broad strategies that companies can use to align their green goals with their capabilities. 24 In the present scenario challenge is to keep the customers as well as consumers in fold and even keep our natural environment safe-which is the biggest need of the time. Companies may lose many loyal and profitable customers and consumers due to absence of green management.

In today's innovative business world of high technology due to growing community and consumer interest in green and socially responsible products, increased community pressure on companies to internalize externalities, such a health issues neighborhood

amenity, climate change, environmental and governmental legalizations and initiatives and innovative technologies and approaches of dealing with pollution, improved resource and energy efficiently, and to retain old (loyal and profitable) customer and consumers , it is very much urgent to implement green marketing. Further green management produces new environment friendly customers which leads to increase in sales and profits of an organization that leads to growth and development of business, it also leads to good public image of organization.

ROLE OF THE GOVERNMENT IN GREEN CONSUMERISM

The Indian government has also done its mite in promoting green marketing and eco friendliness by way of banning plastic bags from daily use, helping its automotive industry to develop greener vehicles. The government took the initiative of promoting green building construction, usage of alternate source of energy by companies.

It has developed a framework of legislations to reduce the production of harmful goods and by products so that there is reduction in the industry's production and consumers' consumption of harmful goods. Governmental Bodies are forcing firms to become more responsible. In most cases the government forces the adopt policy which protects the interest of the consumers. Conclusion: Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing.

If you think customers are not 25 concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. You must find an opportunity enhance the products' performance and strengthen your customer's loyalty and command a higher price. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretations of primary data collected from 75 students under University of Kannur through google form on the topic “A Study on Consumers Perception towards Green Products among Students under University of Kannur”.

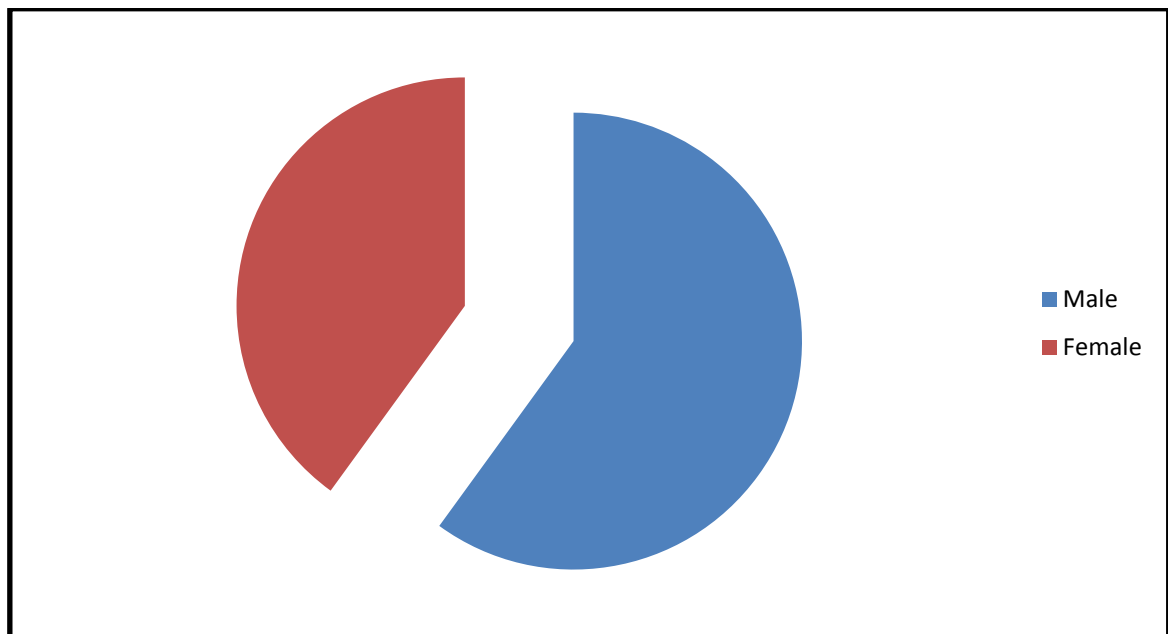
4.1 GENDER WISE CLASSIFICATION

Table 4.1

Gender wise classification

Type	No. of Respondents	Percentage
Male	45	60
Female	30	40
Total	75	100

(Source: Primary data)



Gender wise classification

Figure4.1

Interpretation: The above table shows the Gender wise classification of respondents. It can be noted that 40 Percentage of respondents are female and the remaining 60 percentage are male.

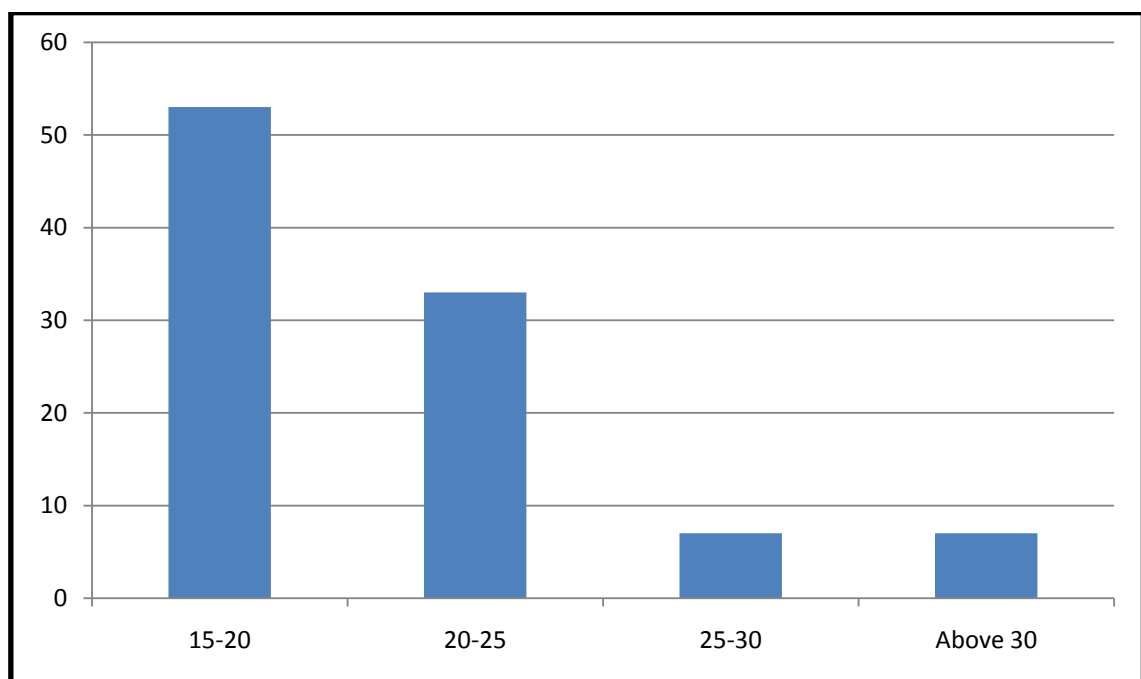
4.2 AGE WISE CLASSIFICATION

Table 4.2

Age wise classification

Age Group	No. of Respondents	Percentage
15-20	40	53
20-25	25	33
25-30	5	7
Above 30	5	7
Total	75	100

(Source: Primary data)



Age wise classification

Figure 4.2

Interpretation: Table 4.2 show that, 53 percent respondents come under the category of 15-20 agegroup,33 percentage come under the category 20-25 years age group.7 percentagecome under the category 25-30 years age group and 7 percentage come under above 30 age group. Majority of the respondents comes under the category 15-20 years.

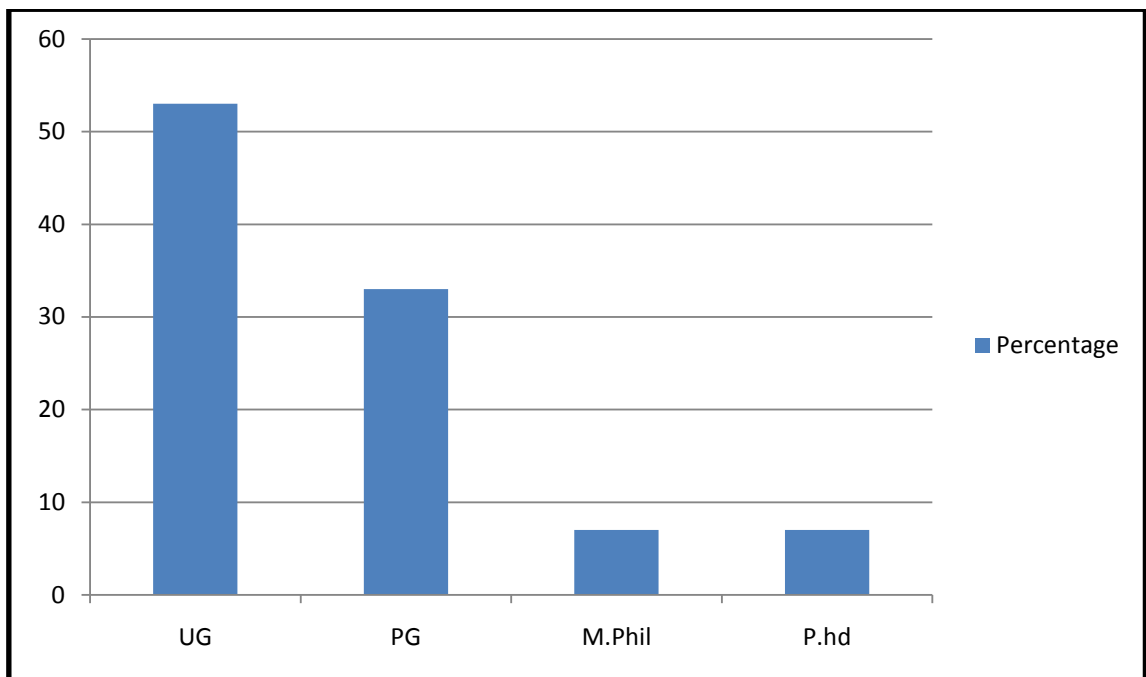
4.3 EDUCATION WISE CLASSIFICATION

Table 4.3

Education wise classification

Qualification	No. of Respondents	Percentage
UG	40	53
PG	25	33
M.Phil	5	7
Phd	5	7
Total	75	100

Source: Primary data



Education wise classification

Figure 4.3

Interpretation: Table 4.3 the table shows the educational qualification of respondents. It is clear that 53percentages of each respondents are UG graduates and 33 percent are PG graduates 7 percent of respondents are M.phil and Phd holders.

4.4 INCOME WISE CLASSIFICATION

Table 4.4
Income wise classification

Income level	No of Respondents	Percentage
Below 200	5	7
200-400	10	13
400-1000	20	27
Above 1000	40	53
Total	75	100

Source: Primary data

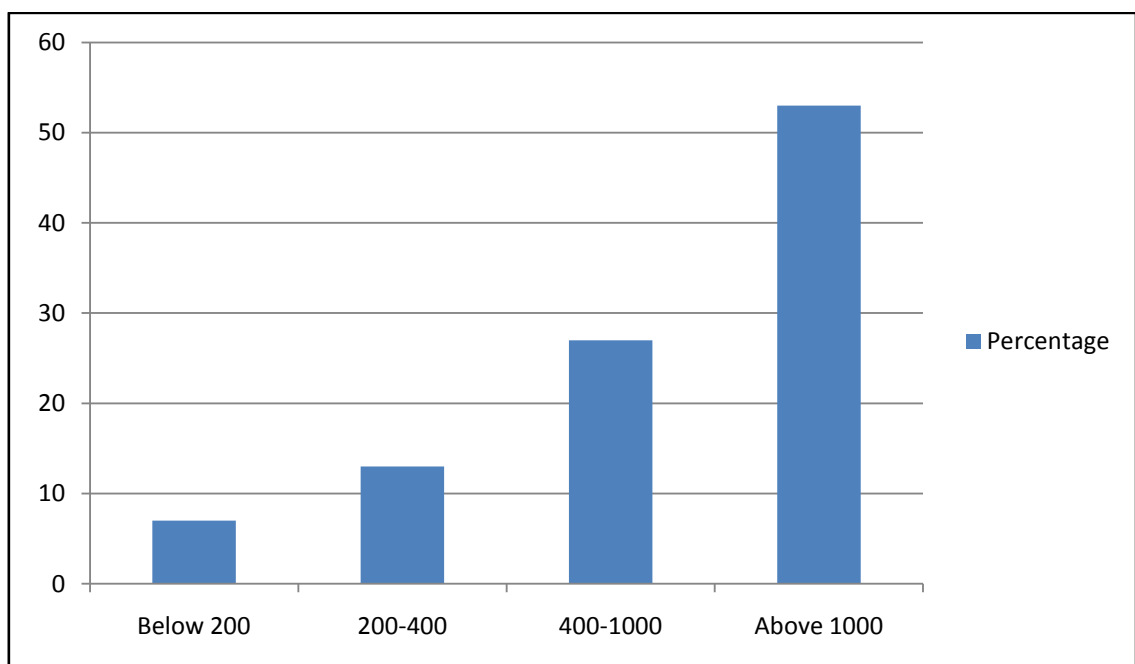


Figure 4.4
Income wise classification

Interpretation: Table 4.4 shows that, 7 percent of the respondents belong to the income level of Rs. Below 200 and 13 percent belongs to the income level of Rs 200-400. 27 percent belongs to the income level of Rs 400-1000 and 53 percent above 1000.

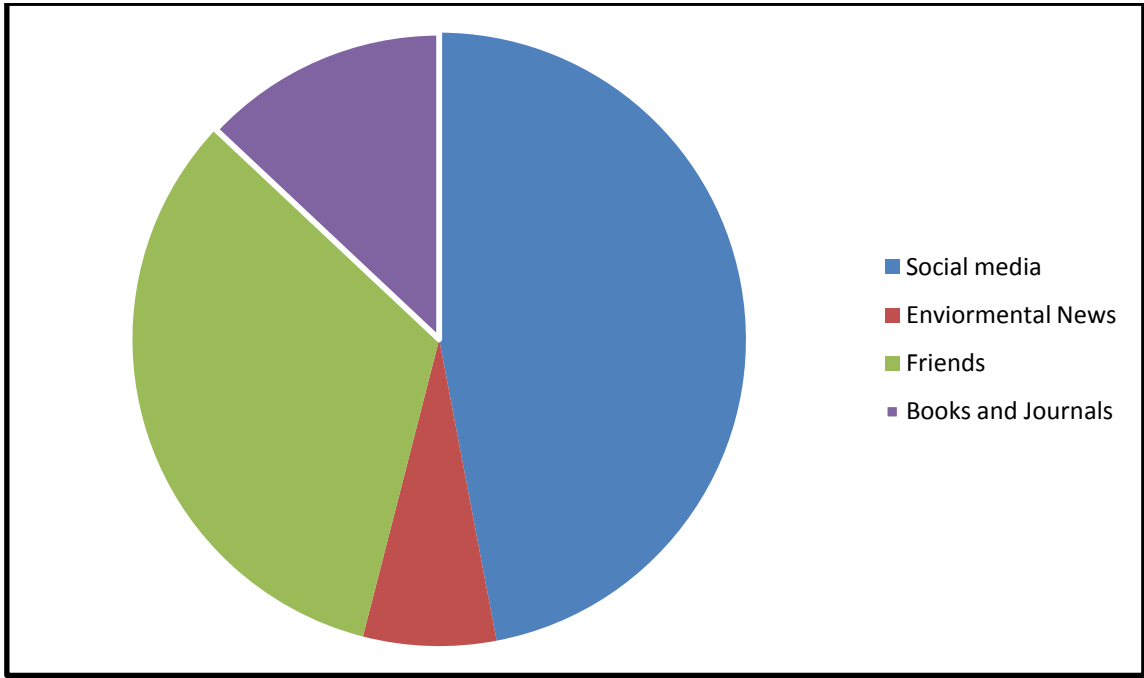
4.5 BASIS OF INFORMATION

Table 4.5

Information wise classification

Basis	Respondents	Percentage
Social media	35	47
Environmental news	5	7
Friends	25	33
Books and journals	10	13
Total	75	100

Source: Primary data



Information wise classification

Figure 4.5

Interpretation: Table 4.5 shows that, 47 percent of the respondents gets the information about green products from social media and 7 percent belongs to environmental news 33 percent belongs to the circle of friends and 13 percent from books and journals.

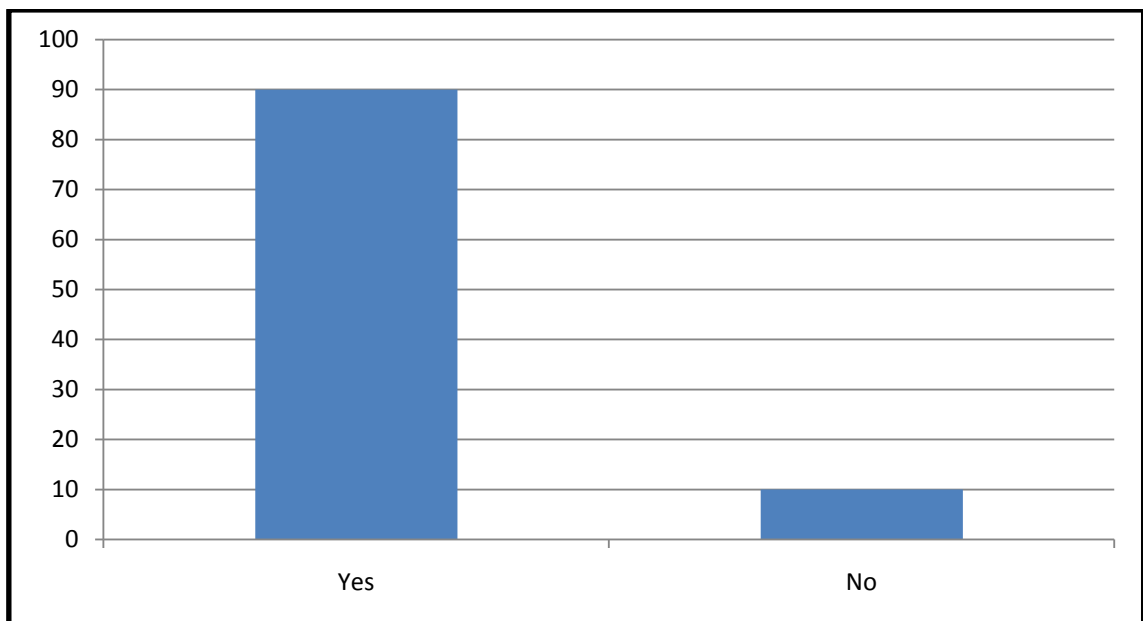
4.6 GREEN PRODUCTS REDUCES ENVIRONMENTAL PROBLEMS

Table 4.6

Green products helps in reduction of environmental problems

Opinion	Respondents	Percentage
Yes	68	90
No	7	10
Total	75	100

Source: Primary data



A green product helps in reduction of environmental problems

Figure 4.5

Interpretation: Table 4.6 shows that, 90 percent of the respondents believes that green products helps in reduction of environmental problems and 10 percent belongs to the category that green products doesn't helps in reduction of environmental problems.

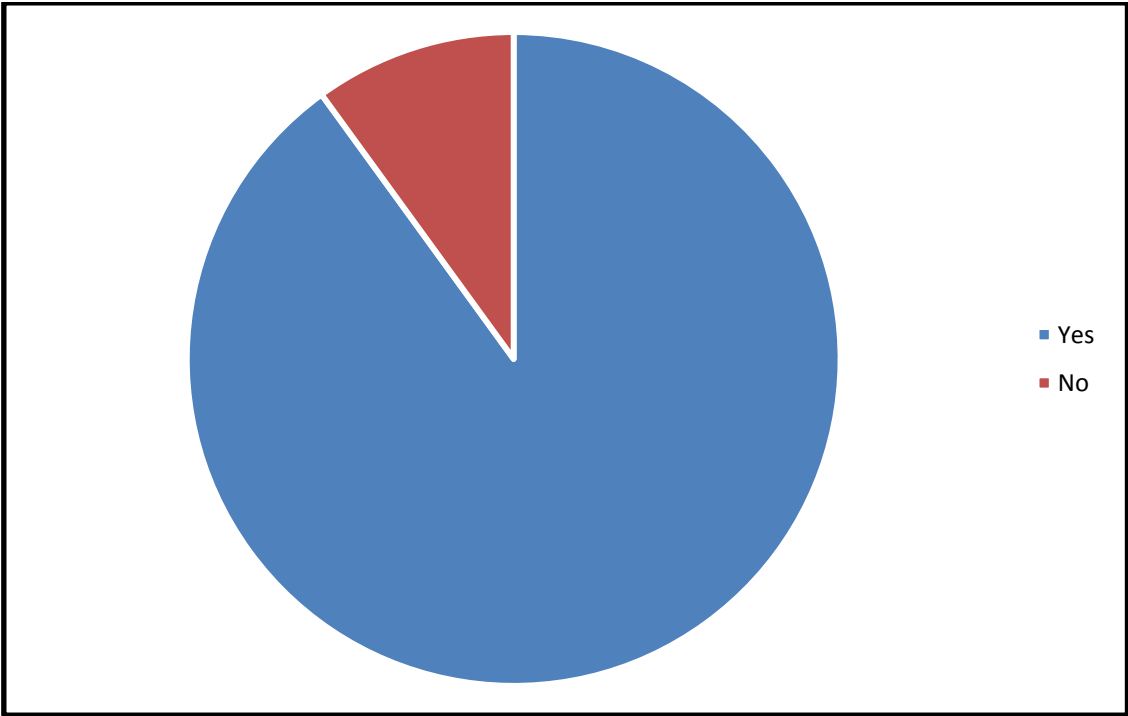
4.7 FUTURE IMPACTS OF GREEN PRODUCTS

Table 4.7

Future impacts of green products

Opinion	Respondents	Percentage
Yes	68	90
No	7	10
Total	75	100

Source: Primary data



Future impacts of green products

Figure 4.7

Interpretation: Table 4.7 shows that, 90 percent of the respondents believe that green products have future impact in this world and 10 percent believes that it doesn't have any future impact.

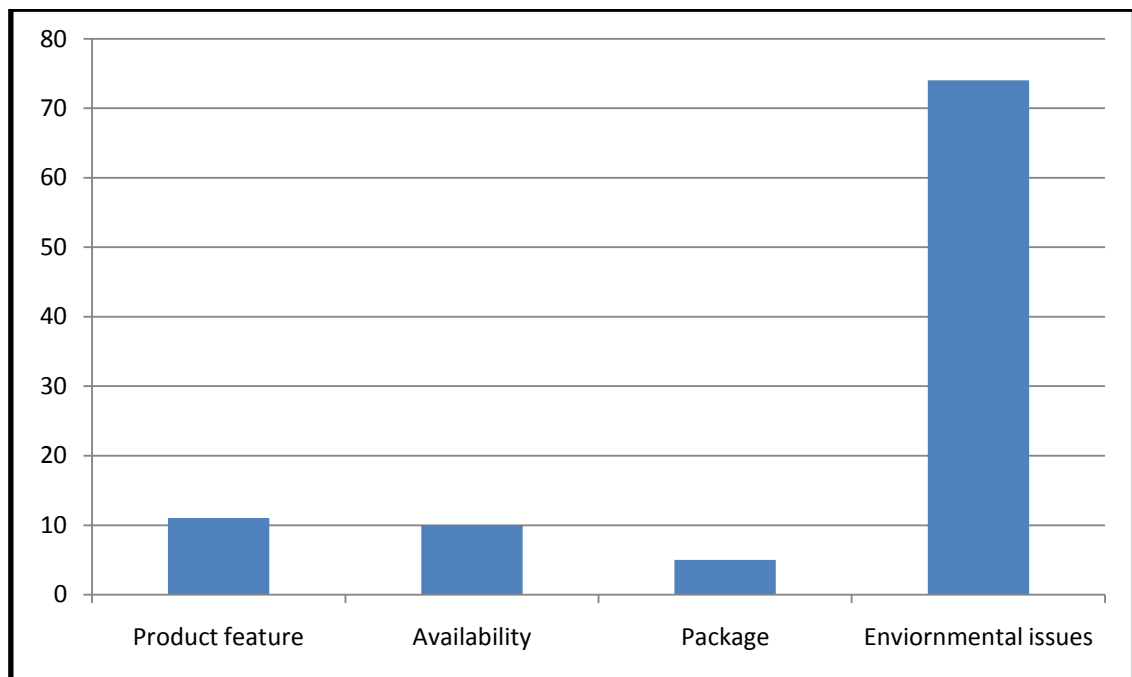
4.8 MOTIVE TO BUY GREEN PRODUCTS

Table 4.8

Motive to buy green products

Motives	Respondents	Percentage
Product features	8	11
Availability	7	10
Package	4	5
Environmental issues	56	74
Total	75	100

Source: Primary data



Motive to buy green products

Figure 4.8

Interpretation: Table 4.8 shows that, 11 percent of the respondents motivated to buy green products by the product features, 10 percent buys green products because of its availability and 5 percent buys by attracted its package and the last 74 percent buys by knowing the environmental issues.

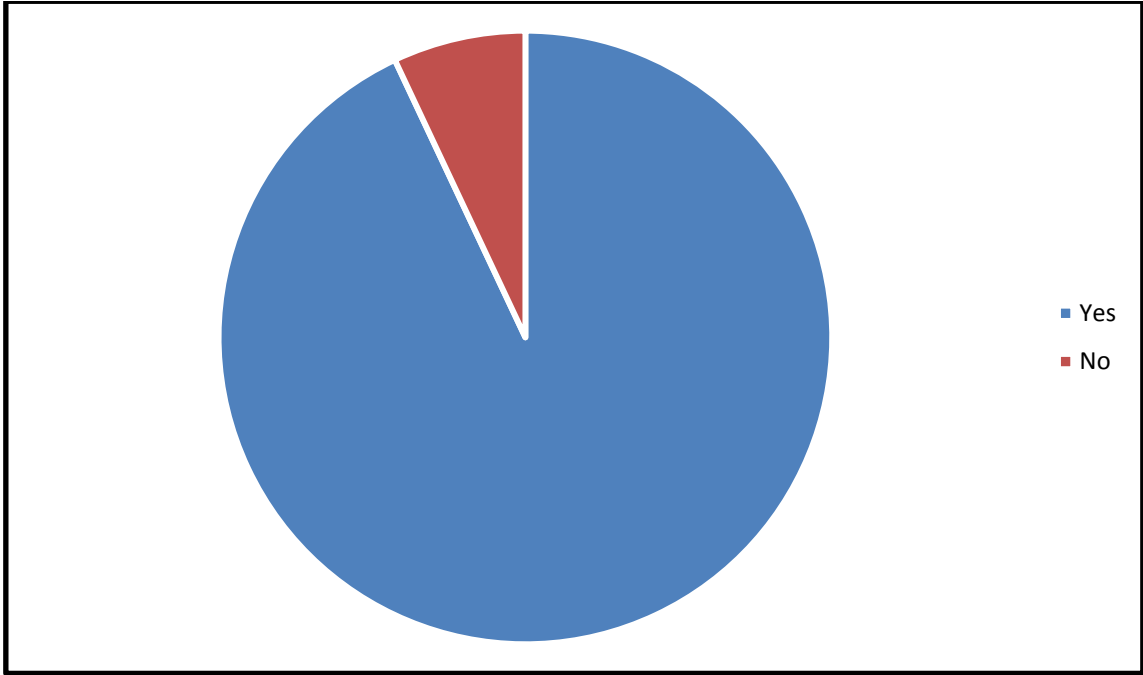
4.9 WILLINGNESS TO PAY MORE ON GREEN PRODUCTS

Table 4.9

Willingness to pay more on green products

Opinion	Respondents	Percentage
Yes	70	93
No	5	7
Total	75	100

Source: Primary data



Willingness to pay more on green products

Figure 4.9

Interpretation: Table 4.9 shows that, 93 percent of the respondents are willingness to pay more on green products and 7 percent of the respondents are not willingness to pay more on green products

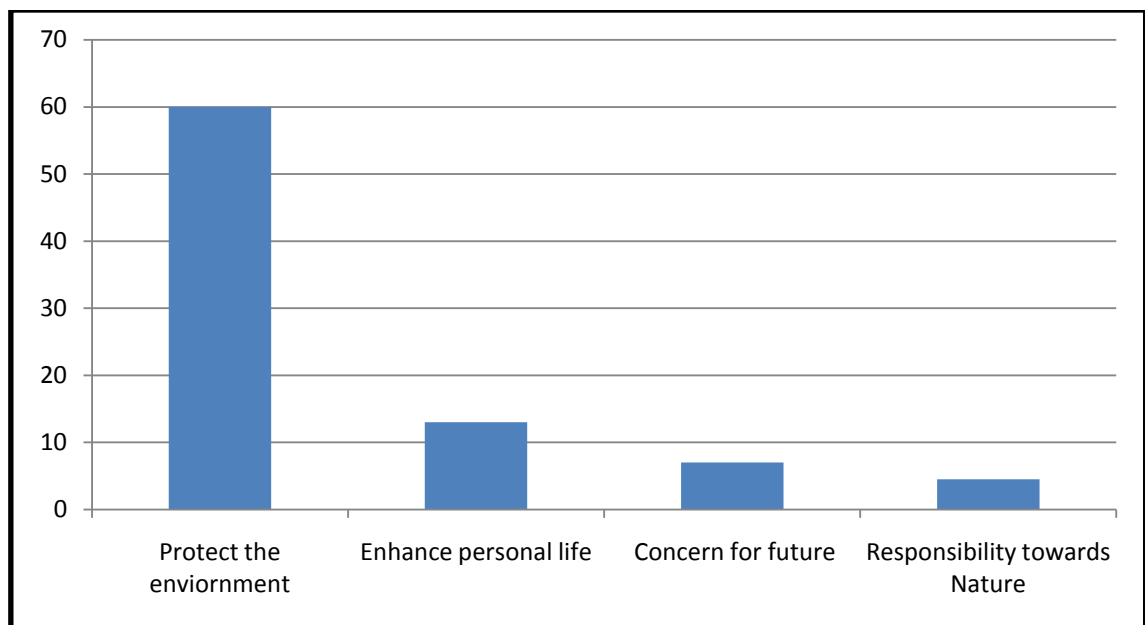
4.10 MAIN REASON TO BUY GREENPRODUCTS

Table 4.10

Main reason to buy green products

Basis	Respondents	Percentage
Protect the environment	45	60
Enhance personal life	10	13
Concern for future	5	7
Responsibility towards nature	15	20
Total	75	100

Source: Primary data



Main reason to buy green products

Figure 4.10

Interpretation: Table 4.10 shows that, 60 percent of the respondents main reason to buy green products are to protect the environment and 13 percent belongs to enhance the personal life of the individual and 7 percent belongs to the circle of concern to the future and 20 percent as their responsibility towards nature

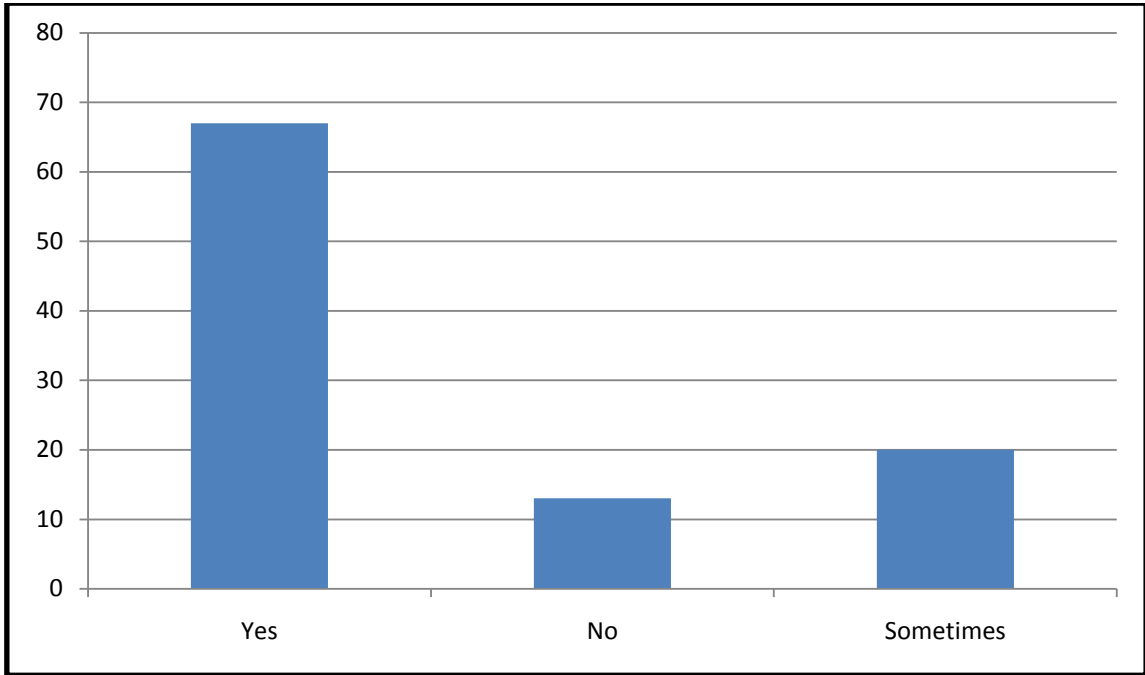
4.11 CONSIDERATION FOR GREEN PRODUCTS

Table 4.11

Consideration for green products

Basis	No of Respondents	Percentage
Yes	50	67
No	10	13
Sometimes	15	20
Total	75	100

Source: Primary data



Consideration for green products

Figure 4.11

Interpretation: Table 4.11 shows that, 67 percent of the respondents have consideration for green products and 13 percent doesn't belong to the group of consideration for green products. 20 percent belongs to the circle of sometimes it gives consideration for green products.

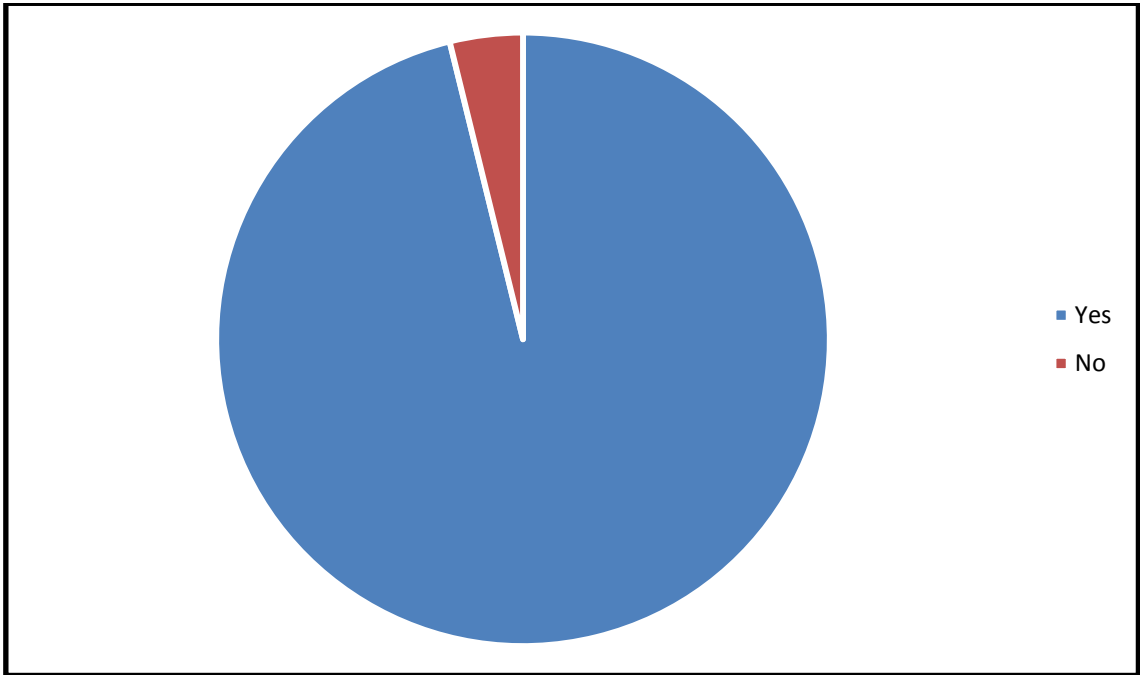
4.12 AWARENESS AND EDUCATION ABOUT GREEN PRODUCTS

Table 4.12

Awareness and education about green products

Opinion	Respondents	Percentage
Yes	60	80
No	15	20
Total	75	100

Source: Primary data



Awareness and education about green products

Figure 4.12

Interpretation: Table 4.12 shows that, 80 percent of the respondents get the information, awareness and education about green products and 20 percent belongs to the group of people doesn't have awareness and education about green products

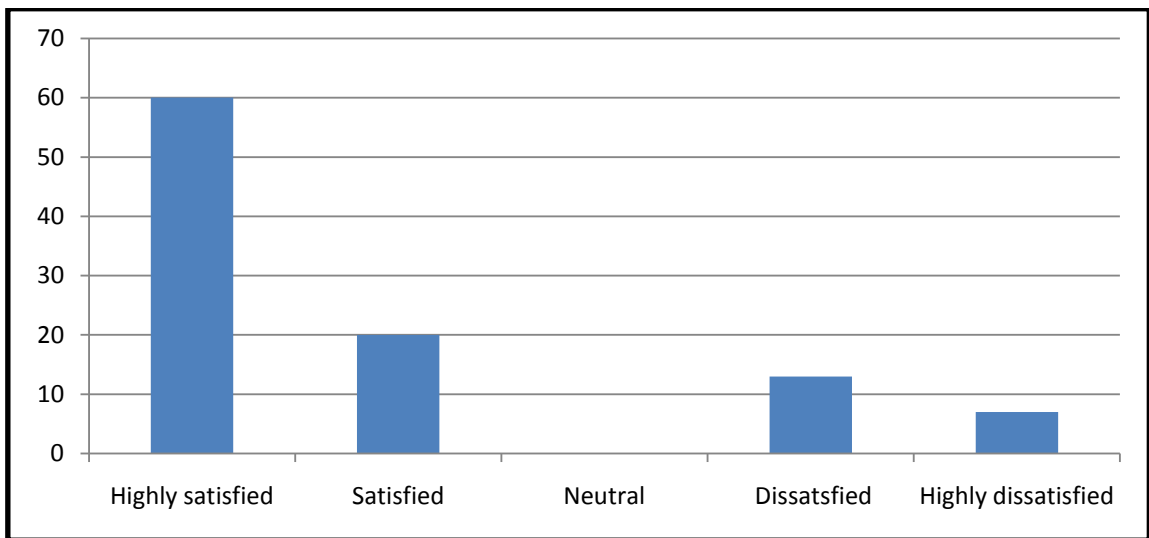
4.13 COMPARISON OF GREEN PRODUCTS WITH TRADITONALS

Table 4.13

Comparison of green products with traditionals

Basis	Respondents	Percentage
Highly satisfied	45	60
Satisfied	15	20
Neutral	0	00
Dissatisfied	10	13
Highly dissatisfied	5	7
Total	75	100

Source: Primary data



Comparison of green products with traditionals

Figure 4.13

Interpretation: Table 4.13 shows that, 60 percent of the respondents makes comparison of green products with traditionals and they are satisfied with their decisions where as 20 percent are satisfied but 13 percent are dissatisfied by green products and 7 percent are highly dissatisfied.

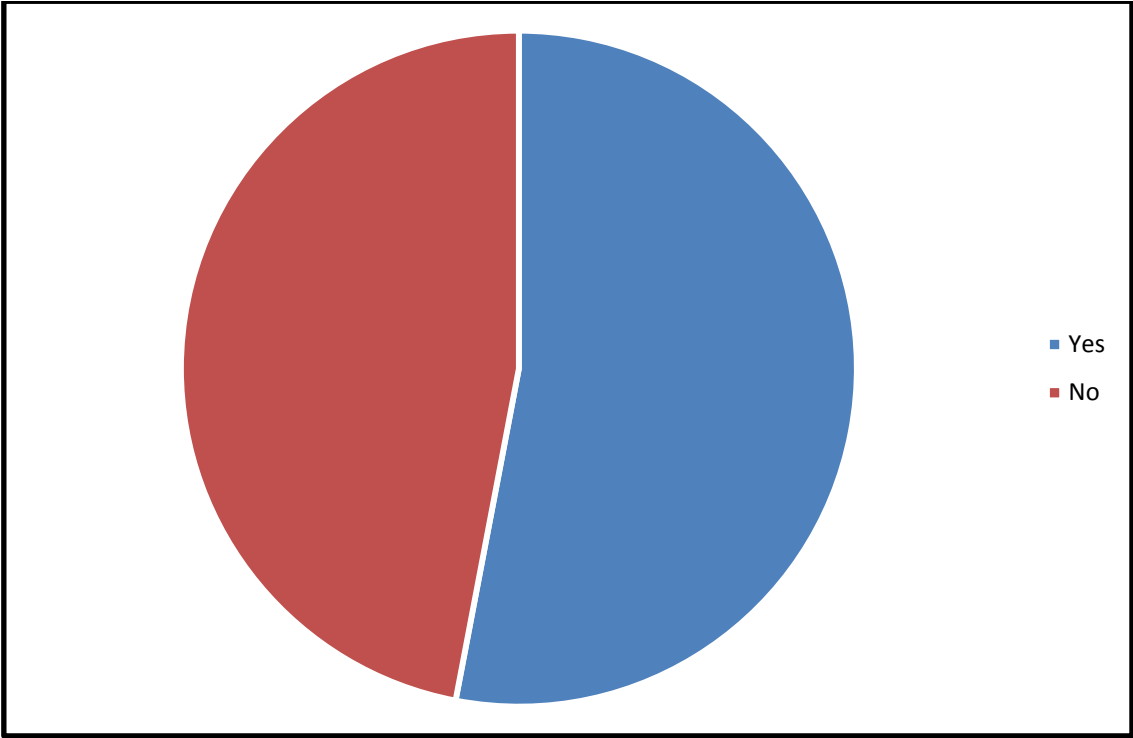
4.14 GREEN PRODUCTS ARE OVERPRICED

Table 4.14

Green products are overpriced

Basis	Respondents	Percentage
Yes	40	53
No	35	47
Total	75	100

Source: Primary data



Green products are overpriced

Figure 4.14

Interpretation: Table 4.14 shows that, 53 percent of the respondents believes that green products are overpriced and 47 percent belongs to the circle of the group don't believe that green products are not overpriced.

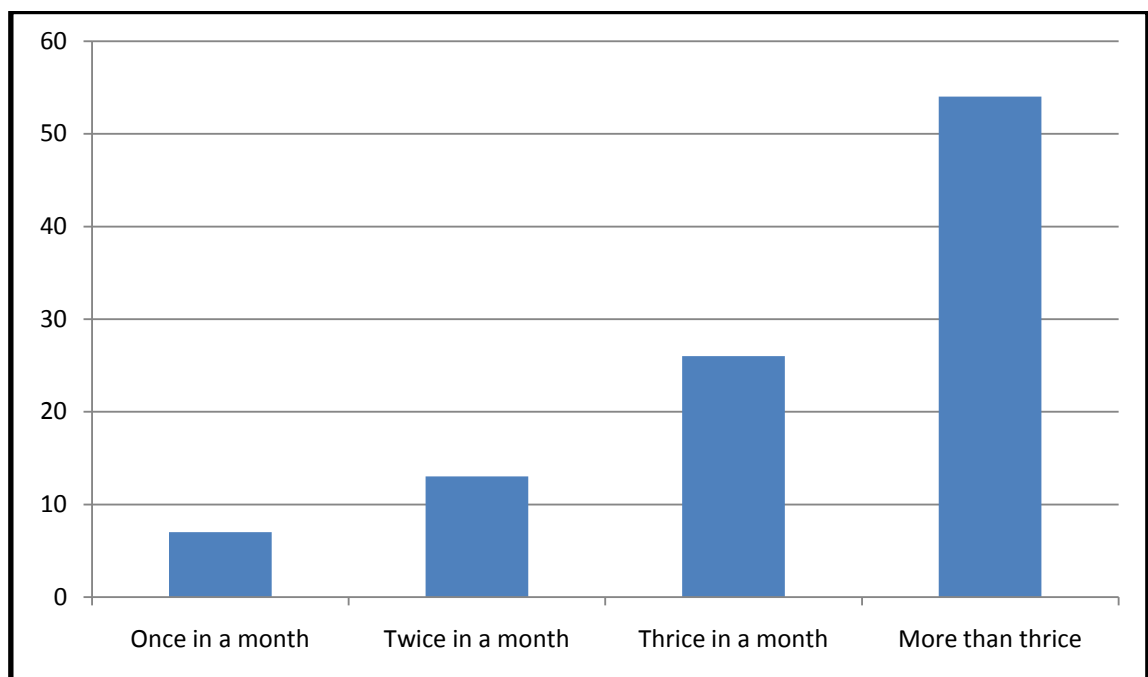
4.15 FREQUENCY OF GREEN PRODUCTS PURCHASE

Table 4.15

Frequency of green products purchase

Basis	Respondents	Percentage
Once in a month	5	7
Twice in a month	10	13
Thrice in a month	20	26
More than thrice	40	54
Total	75	100

Source: Primary data



Frequency of green products purchase

Figure 4.15

Interpretation: Table 4.15 shows that, 7 percent of the respondents buys green products once in a month and 13 percent buys green products twice in a month 26 percent buys thrice in a month and at last 54 percent buys more than thrice in a month.

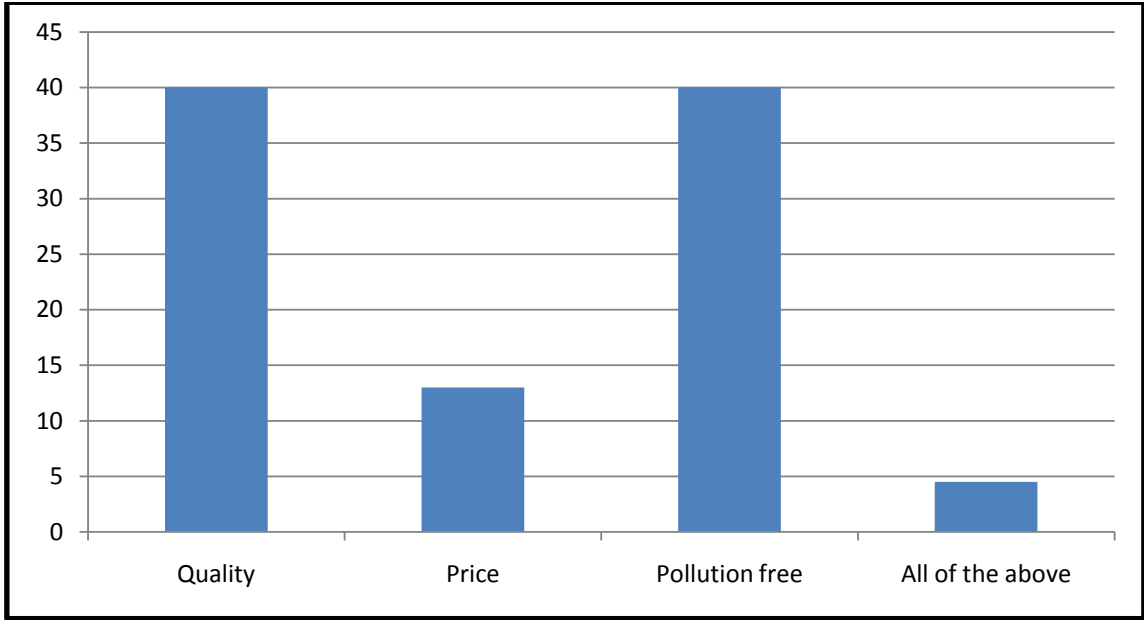
4.16 KEY FACTOR OF GREEN PRODUCTS THAT YOU PURCHASE

Table 4.16

Key factor of green products that you purchase

Basis	Respondents	Percentage
Quality	30	40
Price	10	13
Pollution free	30	40
All of the above	5	7
Total	75	100

Source: Primary data



Key factor of green products that you purchase

Figure 4.16

Interpretation: Table 4.16 shows that, 40 percent of the respondent’s key factor of green products that you purchase is quality and 7 percent belongs to the group of price based circle and 40 percent gives priority to pollution free products and 7 percent consider all of the above is the key factor of their purchase.

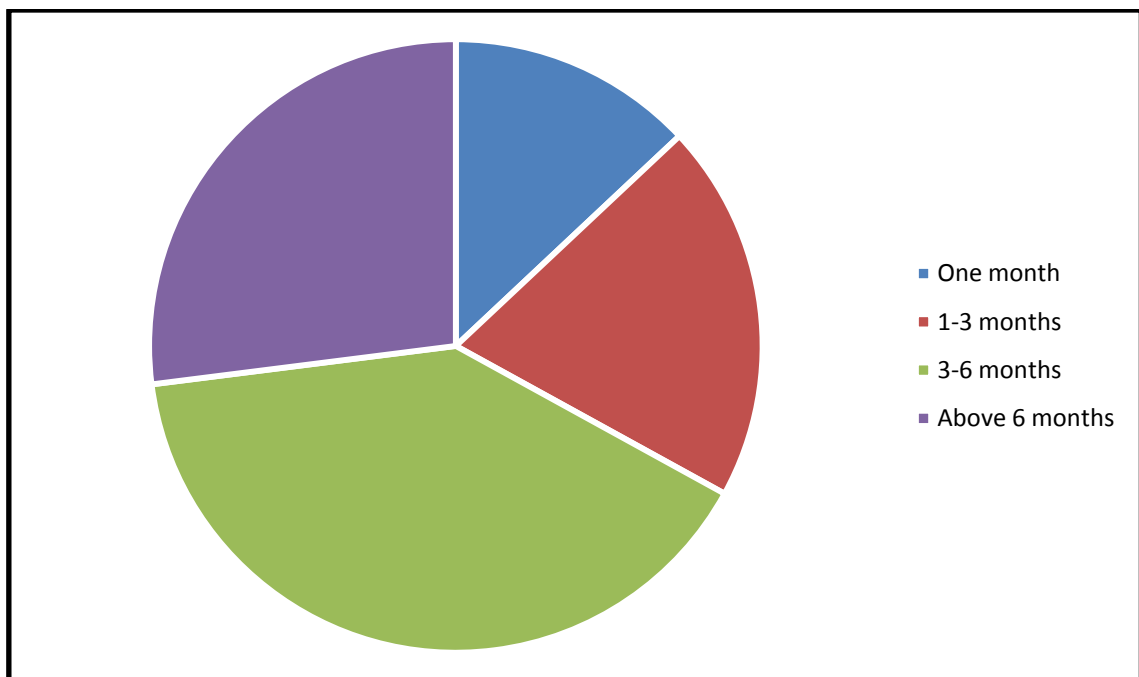
4.17 PERIOD OF USING GREEN PRODUCTS

Table 4.17

Period of using green products

Basis	Respondents	Percentage
One month	10	13
1-3 months	15	20
3-6 months	30	40
Above 6 months	20	27
Total	75	100

Source: Primary data



Period of using green products

Figure 4.17

Interpretation: Table 4.17 shows that, 13 percent of the respondents using green products for past one month and 20 percent uses the period belongs to 1-3 months 40 percent uses green products for 3-6 months and 27 percent uses more than six months,

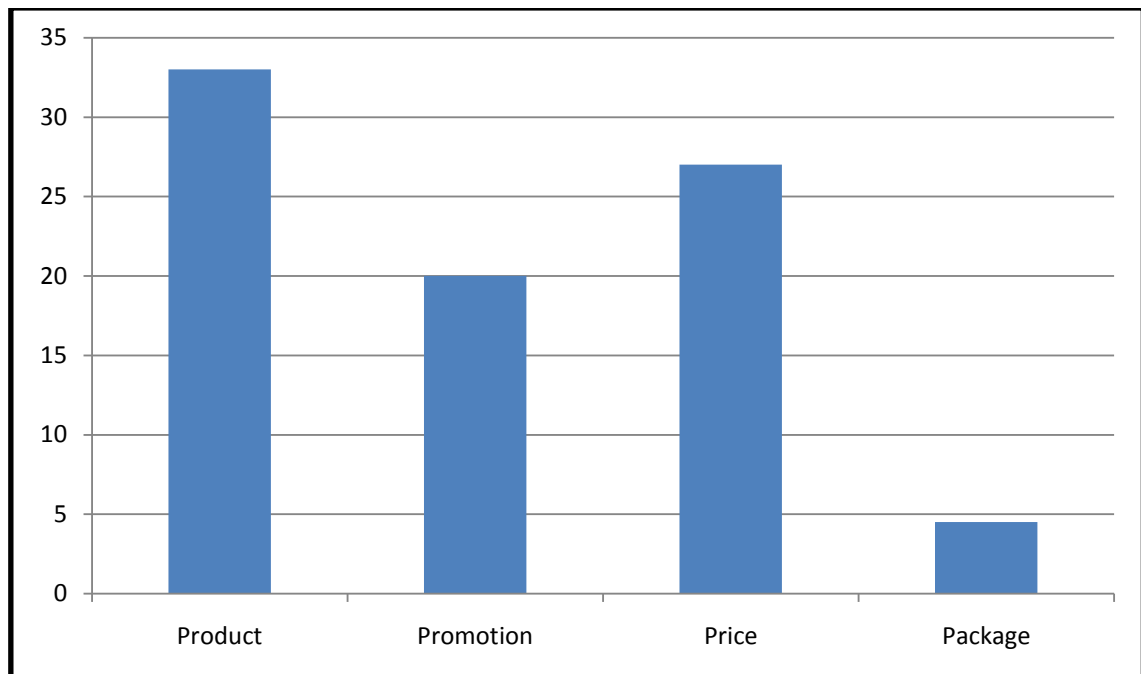
4.18 INFLUENCE OF MARKETING ELEMENTS IN BUYING GREEN PRODUCTS

Table 4.18

Influence of marketing elements in buying green products

Basis	Respondents	Percentage
Product	25	33
Promotion	15	20
Price	20	27
Package	15	20
Total	75	100

Source: Primary data



Influence of marketing elements in buying green products

Figure 4.18

Interpretation: Table 4.18 shows that, 33 percent of the respondents are influenced by product as the marketing elements in buying green products, 20 percent are influenced by promotion 27 percent are by price and 20 percent by package.

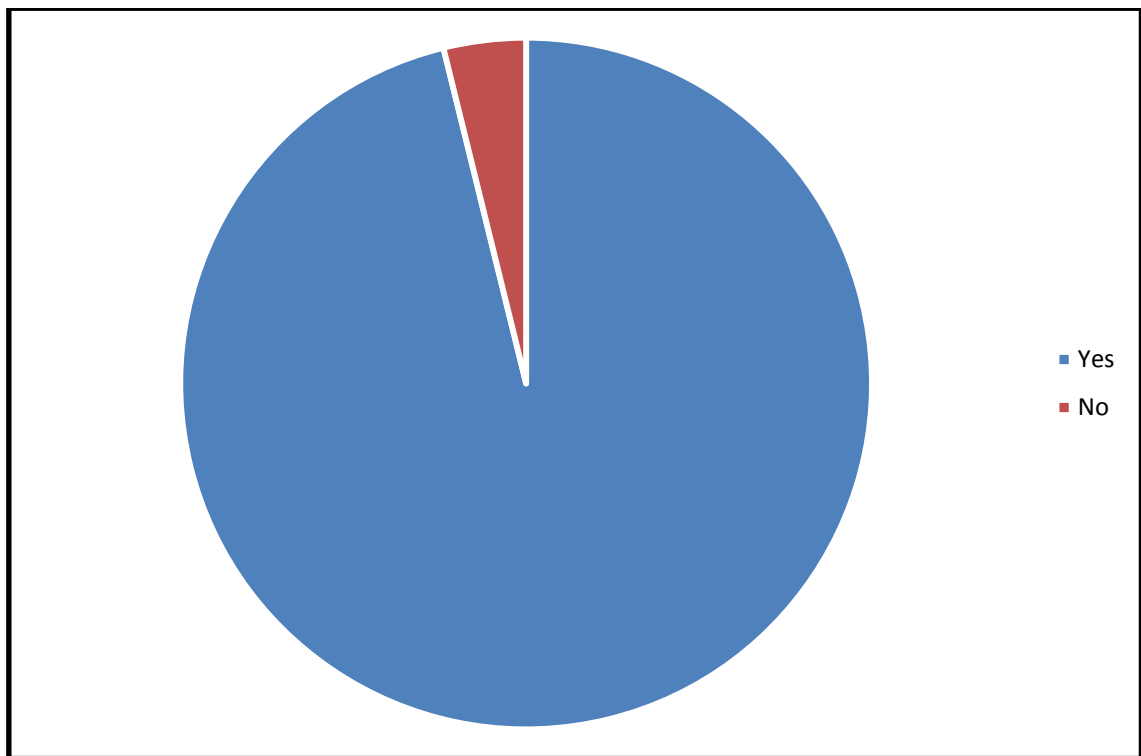
4.19 WILLINGNESS TO SPEND MORE ON GREEN PRODUCTS

Table 4.19

Willingness to spend more on green products

Basis	Respondents	Percentage
Yes	60	80
No	15	20
Total	75	100

Source: Primary data



Willingness to spend more on green products

Figure 4.19

Interpretation: Table 4.19 shows that, 80 percent of the respondents have the willingness to spend more on green products and 20 percent does not believe that it is willing to spend more on green products.

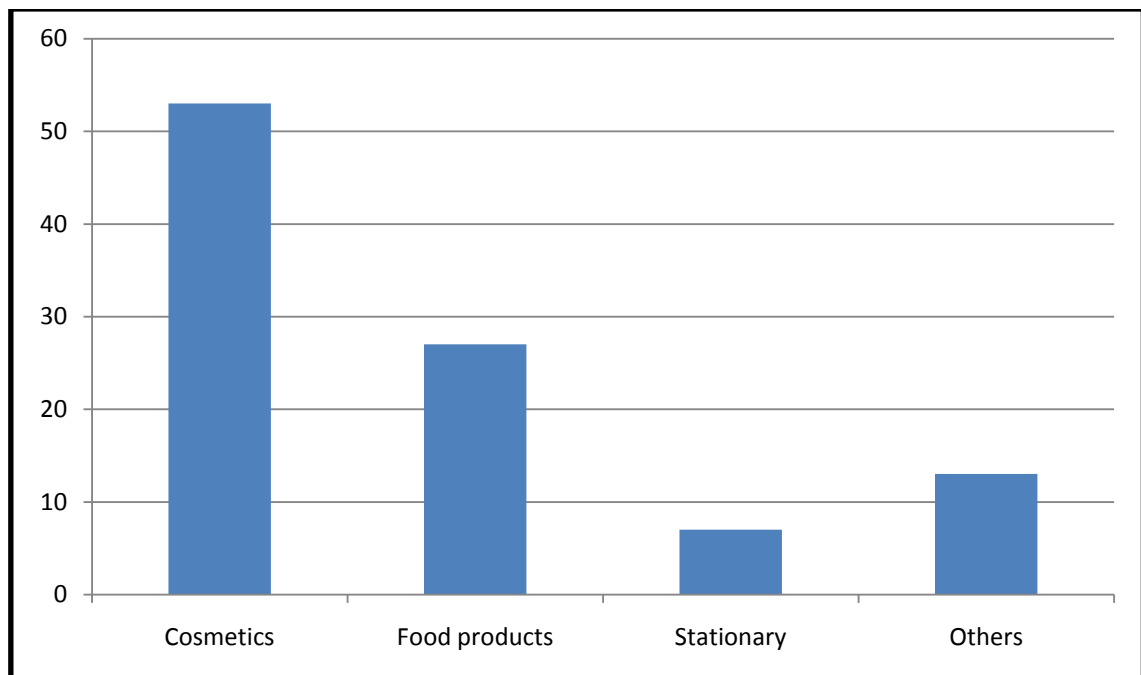
4.20 PRIORITY TO SPEND MORE ON GREEN PRODUCTS

Table 4.20

Priority to spend more on green products

Basis	Respondents	Percentage
Cosmetics	40	53
Food products	20	27
Stationary	5	7
Others	10	13
Total	75	100

Source: Primary data



Priority to spend more on green products

Figure 4.20

Interpretation: Table 4.5 shows that, 53 percent of the respondents give priority to cosmetics spend more on green products and 27 percent for food products 7 percent for stationary and 13 percent for other items.

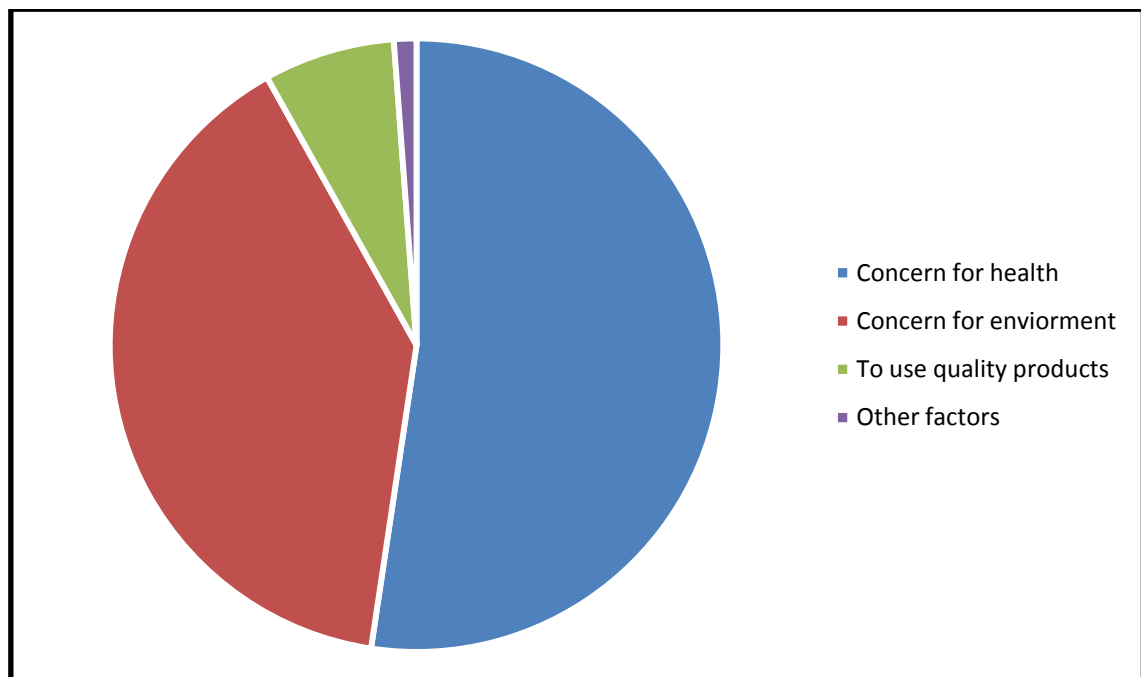
4.21 MOTIVES TO USE GREEN PRODUCTS

Table 4.21

Motives to use green products

Basis	Respondents	Percentage
Concern for health	40	53
Concern for environment	30	40
To use quality products	5	7
Other factors	0	00
Total	75	100

Source: Primary data



Motives to use green products

Figure 4.21

Interpretation: Table 4.21 shows that, 53 percent of the respondent's motives to use green products is concern for health and 40 percent argue that their concern is for the environment and 7 percent belongs to the use of quality products.

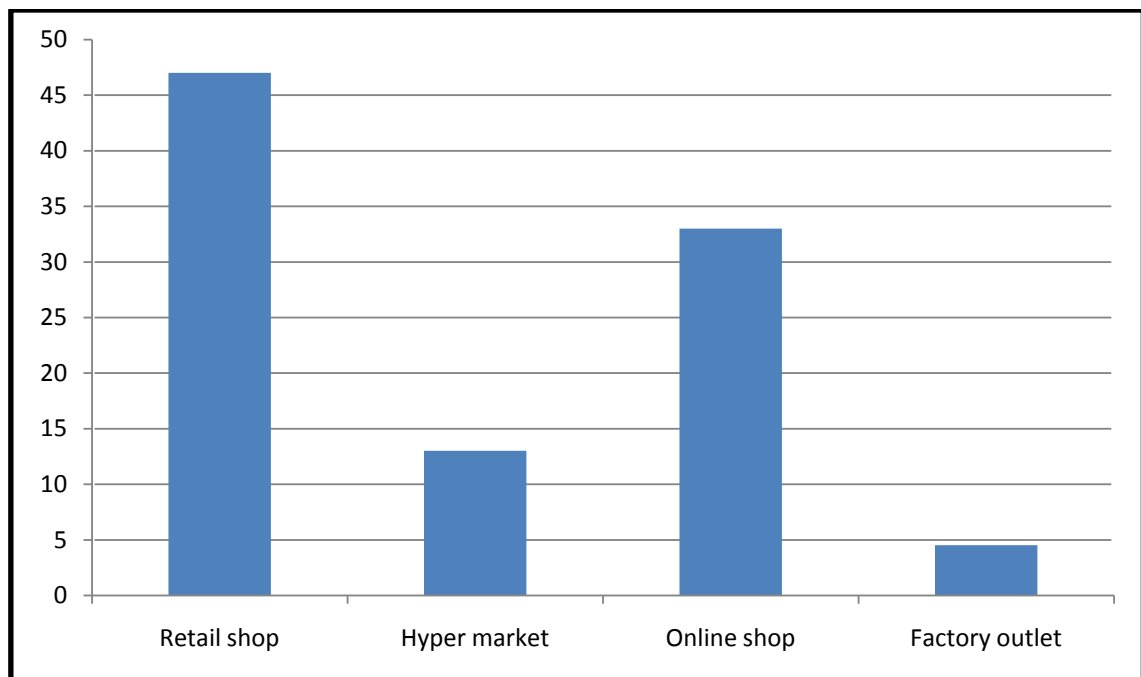
4.22 PLACE OF PURCHASING GREEN PRODUCTS

Table 4.22

Place of purchasing green products

Basis	Respondents	Percentage
Retail shop	35	47
Hyper market	10	13
Online shop	25	33
Factory outlet	5	7
Total	75	100

Source: Primary data



Place of purchasing green products

Figure 4.22

Interpretation: Table 4.22 shows that, 47 percent of the respondents gets the green products from retail shop and 13 percent belongs to the group of hyper market purchasing 33 percent belongs to the circle of online shopping and 7 percent from factory outlet.

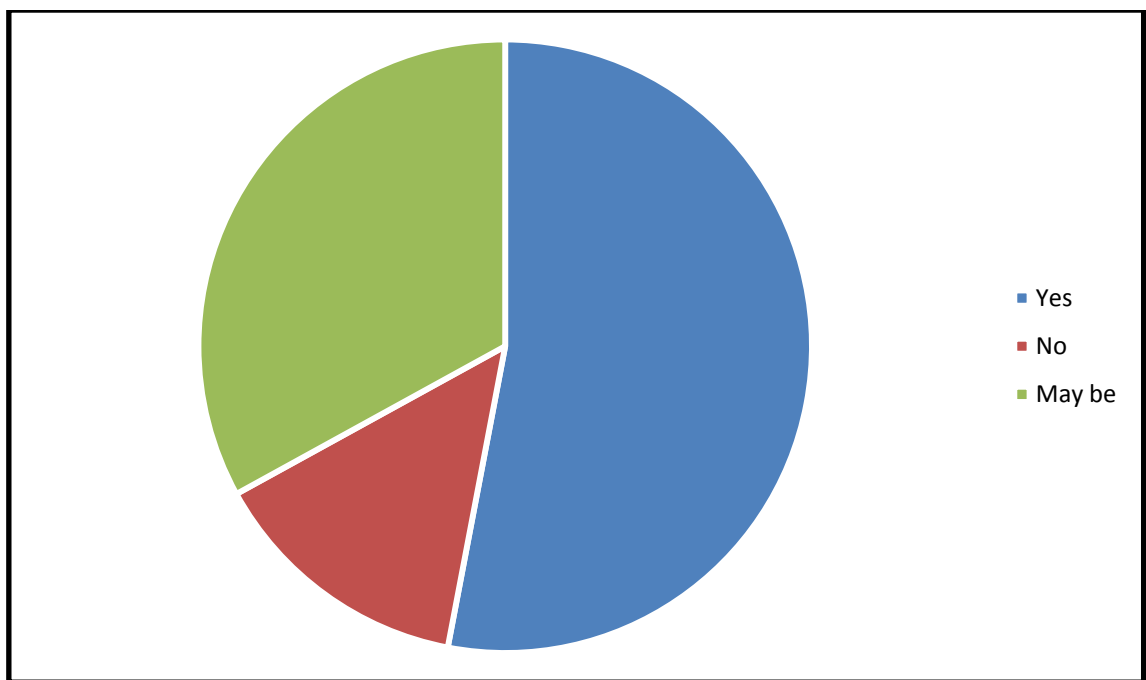
4.23 GREEN PRODUCTS SAVES THE ENVIRONMENT

Table 4.23

Green products save the environment

Basis	Respondents	Percentage
Yes	40	53
No	10	14
May be	25	33
Total	75	100

Source: Primary data



Green products save the environment

Figure 4.23

Interpretation: Table 4.23 shows that, 53 percent of the respondents believes that green products save the environment and 14 percent belongs to green products won't save the environment and 33 percent belongs to the circle of it may or may not save the environment.

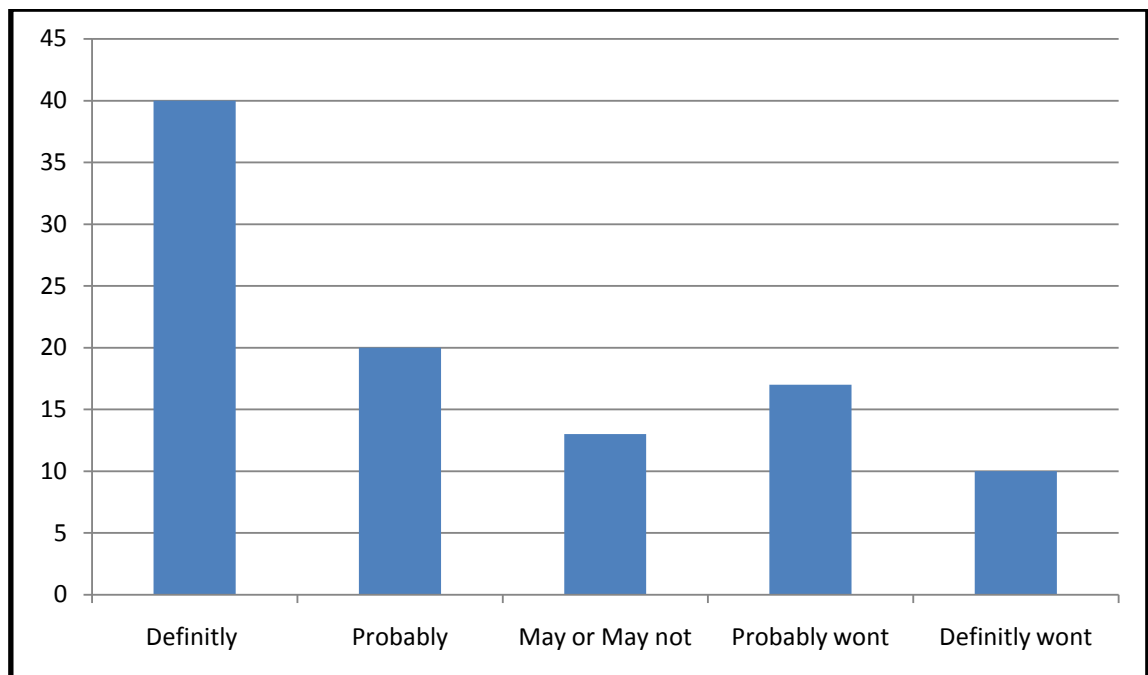
4.24 RECOMMENDATIONS TO USE GREEN PRODUCTS

Table 4.24

Recommendations to use green products

Basis	Respondents	Percentage
Definitely	30	40
Probably	15	20
May or may not	10	13
Probably wont	13	17
Definitely wont	7	10
Total	75	100

Source: Primary data



Recommendations to use green products

Figure 4.24

Interpretation: Table 4.24 shows that, 40 percent of the respondents gets the information about green products and states that green products should definitely use and 20 percent belongs to probably use and 13 percent belongs to the circle of may or may not be used and 17 percent for probably won't use green products and 10 percent states that definitely won't recommend green products.

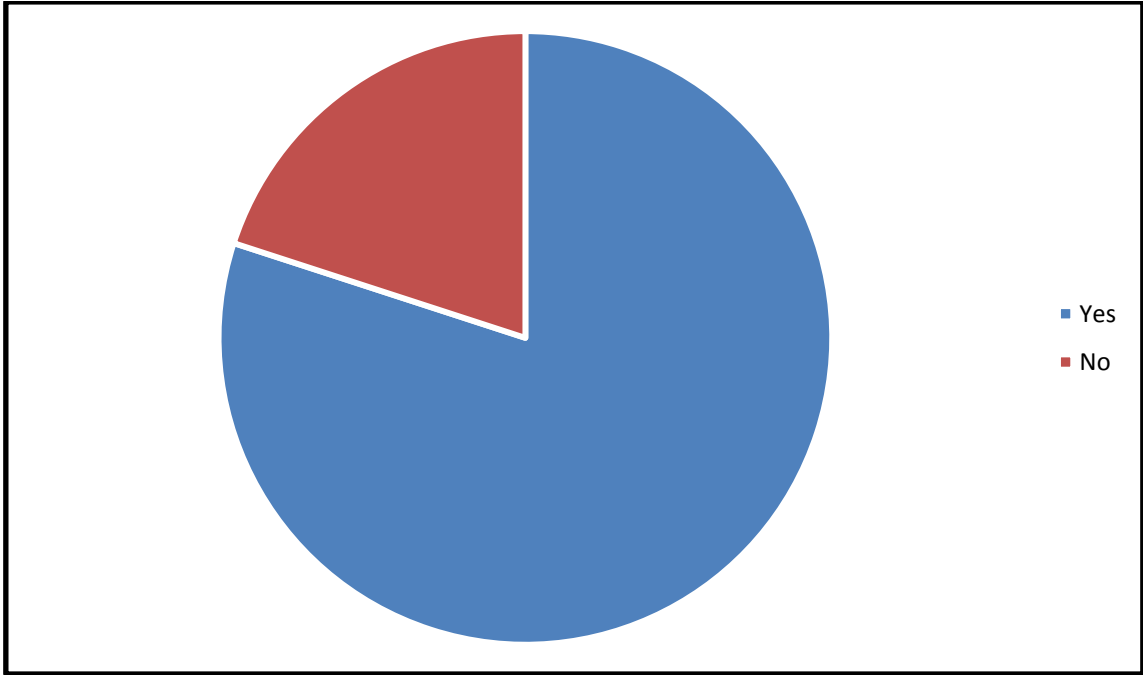
4.25 GREEN PRODUCTS LEADS TO DRASTIC CHANGE IN ENVIRONMENT

Table 4.25

Green products leads to drastic change in environment

Basis	Respondents	Percentage
Yes	60	80
No	15	20
Total	75	100

Source: Primary data



Green products leads to drastic change in environment

Figure 4.25

Interpretation: Table 4.25 shows that, 80 percent of the respondents give the information about green products that it leads to drastic change in environment and 20 percent believes that Green products will not leads to drastic change in environment.

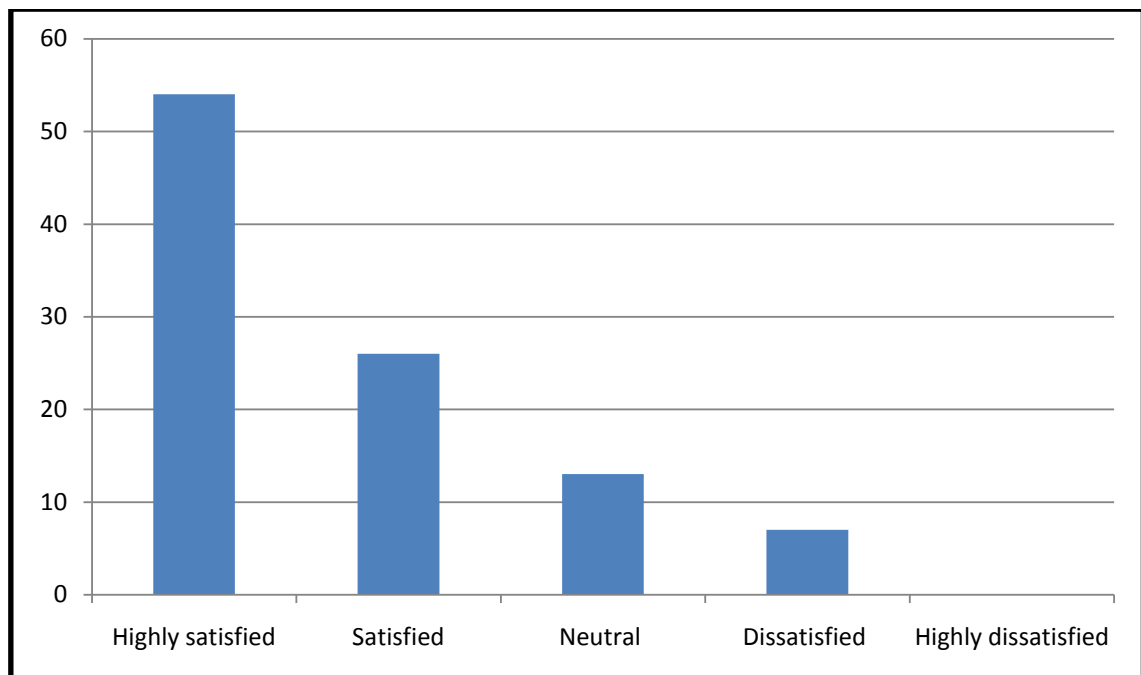
4.26 SATISFACTION WITH GREEN PRODUCTS

Table 4.26

Satisfaction with green products

Basis	Respondents	Percentage
Highly satisfied	40	54
Satisfied	20	26
Neutral	10	13
Dissatisfied	5	7
Highly dissatisfied	00	00
Total	75	100

Source: Primary data



Satisfaction with green products

Figure 4.26

Interpretation: Table 4.26 shows that, 54 percent of the respondents highly satisfied with green products and 26 percent belong to the group of satisfied with green products. 13 percent belongs to the circle of neutral and 7 percent are dissatisfied but no one is highly dissatisfied with green products.

CHAPTER V

SUMMARY, FINDINGS, SUGGESTIONS AND

CONCLUSION

5.1 SUMMARY

This chapter deals with findings, suggestions and conclusion of study “A Study on Consumers Perception towards Green Products among Students under University of Kannur”. The indiscriminate consumption patterns worldwide have brought in its wake severe problems like pollution and global warming, and this has ultimately called for green products awareness and consumption. The main purpose of this study was to assess the effect of university students’ awareness of green products on their green purchasing intentions. The specific objectives were to identify whether awareness, price, availability, value and quality influence university students’ intention to purchase green products, and to investigate how awareness, price, availability, value and quality predict university students’ intention to purchase green products.

A person who is ecologically and socially concerned and chooses to buy environmentally friendly products is referred to as a “green consumer”. The changing consumer’s perceptions towards the products have a significant role making environmentally friendly. The idea of green product is very much important in this decade to popularize among all sections of society to save the planet Earth.

This study about the customers perception towards the green products and also know about the green awareness among the consumers. The objective of the study was to analyze the consumer awareness about the green products and to study the consumer’s perception towards green products then to identify and evaluate the factors influence consumer buying behavior towards green products. Also this study focused on to find out the level of consumer’s satisfaction towards green products and challenges faced by consumers for purchasing green products.

5.2 FINDINGS

- Majority (60%) of the respondents are male.
- Most of the respondents (44%) are under the age category in between 15- 20.
- According to the qualification, most of the respondents (53%) qualified Degree.
- Most of the respondents (53%) have personal income above 1000.
- The present study reveals that all the respondents (100%) are students.
- Majority (47%) of the respondents get information about green products from social media.
- Most of the respondents (54%) buy the products more than thrice in a month.
- Most of the respondents (40%) are keeping quality as key factor of the product.
- It is found that most of the respondents (36%) use the green product in between 3- 6 months and above 6 months.
- Out of total respondents, 42 percent of respondents determine the trustworthiness of the product.
- It is found that most (33%) influencing marketing element in the buying behavior is product.
- Majority (80%) of the respondents are willing to spend more for environmental friendly product.
- The study reveals that majority (53%) of respondents spend more on purchasing cosmetics.
- Most of the respondents (36%) use green product to the usage of better quality products.
- Majority (93%) of the respondents are aware about the green product.
- The study reveals that most of the respondents (47%) buy green products from local shops.
- Majority (53%) of the respondents opined that green product is doing enough to save the environment.
- 80 per cent of respondents opined that green product will lead to a drastic change in world and also 20 percent opined that green product will not lead to a drastic change in world.

- Majority (54%) of the respondents are satisfied with green product.
- Majority (53%) of the respondents says that green product save the environment.
- Majority (40%) of the respondents are willing to recommend the green product to their friends and relatives.

3.3 SUGGESTIONS

- The government should publish the environmental aspect of product in Social media, magazine, and journals.
- Government is expected to provide more incentives to industries those who are produced green product.
- Consumer's imagination of the accumulated benefits from the usage of a green product should be increased.
- The quality of consumer's comprehensive decision must be based on reliability of the green product.
- Consumer's commitment or decision to purchase a particular product should be based on the marketing strategies.
- Provide public awareness programs to purchase green products.
- Exhibit the advantages of green product from other rivalry product.
- Make direct marketing of green products.
- Exhibit the advantage of green product in the package itself.
- Free gift or cash discount can be provided with green product to attract the attention of consumers.

5.4 CONCLUSION

Green consumers are those consumers who make the intense effort to avoid purchasing potentially hazardous products, they can also be referred to as those who avoid any product which causes harm or damage to any living organism and destroys the environment during manufacturing or consumption. Again, green consumers are considered as those consumers who are conscious and loyal to the environment and knowledgeable in environmental issues.

Green products are commodities which normally bear characteristics such as energy efficient, recyclable, low emitting, healthy products and the likes. Green products are normally produced through natural friendly processes in a more durable and toxic-free manner. Green products are the environmentally friendly product which production processes does not exert much influence on the environment.

As the demand for green products undoubtedly exists, green marketing provides an opportunity to the companies to increase their market share by introducing eco-friendly products. Stricter environmental regulation across the world, growing customer preference for eco-friendly companies, and the inherent cost advantages in lowering toxic waste, are encouraging industries big and small to clean up. The study results that, consumers are not fully aware about green marketing. Most of the consumers agrees that green marketing activities are good.

Consumers are overly committed to improving their environment and may be looking to lay too much responsibility on industry and government. Though the responsibility of the firms to produce products which are having minimum impact on environment. Consumers are not too much concerned about the environment but as they have become more sophisticated, they require clear information about choosing one product over another. Consumer education result in their empowerment. Empowered consumers choose environmentally preferable products when all else is equal.

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APPENDIX

QUESTIONNAIRE

Sir /madam,

I am MELVIN THOMAS student of fourth semester M.Com at Don Bosco Arts and Science College, Angadikadavu. As part of the curriculum, I am doing a project on “Consumers Perception towards Green Products among Students of Kannur University”. Kindly give necessary information through this questionnaire. I assure you that the information provided will be kept confidential and will be used academic purpose only.

Name:

1. Gender

- a. Male
- b. Female
- c. Other

2. Age

- a. 15-20
- b. 20-25
- c. 25-30
- d. 30 Above

3. Qualification

- a. UG
- b. PG
- c. M.Phil
- d. PhD

4. How did you come to know about the green product?

- a. Social media
- b. Environmental news
- c. Friends
- d. Books and Journals

5. How much you spend from personal income for green products?

- a. Below 200
- b. 200 to 400
- c. 400 to 1000
- d. Above 1000

6. Do you think the use of green products help to reduce environmental products?

- a. Yes
- b. No
- c. Maybe

7. Do you think the green products will have a future impact others to use such products?

- a. Yes
- b. No

8. What makes you to buy a green product?

- a. Product feature
- b. Availability
- c. Package
- d. Environmental issue

9. Are you willing to pay more on green products?

- a. Yes
- b. No

10. What is the main reason that makes you to buy and more on green products?

- a. Protect the environment
- b. Enhance my personal life
- c. Concern for the future
- d. Keeping my responsibility towards nature

11. When purchasing a product will you consider Eco-friendly product?

- a. Yes
- b. No
- c. Sometimes

12. Do you think that you have enough education and awareness about green product?

- a. Yes
- b. No

13. How do you evaluate the performance of green products compared to traditional Products?

- a. Highly satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly satisfied

14. Do you think green products are overpriced?

- a. Yes
- b. No

15. Frequency of shopping of green products?

- a. Once in a month
- b. Twice a month
- c. Thrice a month
- d. More than thrice

16. Opinion about key factor of green products that you purchase?

- a. Quality
- b. Price
- c. Pollution Free
- d. All of these

17. Period of using green products?

- a. 1 month
- b. 1-3 month
- c. 3-6 month
- d. Above 6 month

18. Which market element that influence your behaviour?

- a. Product
- b. Price
- c. Promotion
- d. Package

19. Willingness to spend on environmental friendly products

- a. Yes
- b. No
- c. Maybe

20. Basis of purchase of environmental products.

- a. Cosmetics
- b. Food products
- c. Stationary
- d. Others

21. Opinion about motives to use green products?

- a. Concern of health
- b. Concern of environment
- c. To use better quality products
- d. Others factors

22. Awareness about green products?

- a. Very high
- b. High
- c. Average
- d. Low
- e. Very low

23. Where did you purchase green product?

- a. Retail shop
- b. Hyper market
- c. Online shop
- d. Factory outlet

24. Do you think that, “green products saving environment”?

- a. Yes
- b. No
- c. Maybe

25. Do you think, “Green products will lead to a drastic change in personal and environmental life”?

- a. Yes
- b. No

26. Satisfaction with green products?

- a. Very satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Very dissatisfied

27. Recommendation for the use of green products

- a. Definitely
- b. Probably
- c. May or may not
- d. Probably won't
- e. Definitely won't

**A STUDY ON INVESTOR'S
PREFERENTIAL PATTERN IN STOCK
MARKET WITH SPECIAL REFERENCE TO
KANNUR DISTRICT**

*A project report submitted to the Kannur University in partial
fulfillment of the requirement for the award of degree of*

MASTER OF COMMERCE

(2021-2023)

BY

AMAL JOSEPH

REG.NO.C1PCOM3903

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. DEEPTHY JOSEPH

(DEPARTMENT OF COMMERCE)



**DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY-670706**

DECLARATION

I AMAL JOSEPH, student of 4th Semester M.Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled “**A STUDY ON INVESTOR’S PREFERENTIAL PATTERN IN STOCK MARKET WITH SPECIAL REFERENCE TO KANNUR DISTRICT** ” is an authentic and original work done by me under the guidance and supervision of **Ms.DEEPTHY JOSEPH**, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

AMAL JOSEPH

Date:

C1PCOM3903

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 670706



CERTIFICATE

This is to certify that the project report entitled entitled “**A STUDY ON INVESTOR’S PREFERENTIAL PATTERN IN STOCK MARKET WITH SPECIAL REFERENCE TO KANNUR DISTRICT**” is a record of genuine work done by the candidate **AMAL JOSEPH** during the period of his study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Ms. DEEPHYJOSEPH

Assistant Professor& Head

Examiner1:

Examiner2:

ACKNOWLEDGEMENT

I sincerely wish to express my deep sense of gratitude to all who helped me to complete project work. First and foremost, I thank the **God Almighty**, for his blessing and grace for the successful completion of the project work.

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AMAL JOSEPH

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CHAPTER 1
INTRODUCTION

INTRODUCTION

Investment is the process of sacrificing the present needs to generate some income in the future. There are various investment avenues. One among the best avenues is investing in the stock market.

The market in which shares of publicly held companies are issued or traded either through exchanges or over-the-counter markets is known as the stock market. Also known as equity market, stock market is one of the most vital components of a free-market economy as it provides companies with access to capital in exchange for giving investors a slice of ownership in the company. The stock market makes it possible to grow small initial sum of money into larger ones.

People invest in stock market for capital appreciation, good returns in the form of dividends, ability to vote and influence the company, diversification option, ensures liquidity than any other investment

People who invest in any investment are called investors. They invest in various avenues depending on certain factors which according to them are the reason for their investments. Investors also invest in stock market and are influenced under various factors.

Normally factors that influence investors are Risk, Return, Time factor, Market Volatility, Subject Knowledge, Confidence control, Age, Peer influence, etc.

All these are merely factors, they are aids to investment. Factors alone cannot supplement investment. There are other behavioral patterns too that influences them.

Investors depend on various sources of information for their investment decision. They consider these sources along with other factors while making their investment decisions. Investors also get influence form other people for their investments.

Investments are mostly done through word of mouth and hence influencers are also an important element in the investment decisions.

Most of the trading in the Indian stock market takes place on its two stock exchanges the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). Trading at both the exchanges takes place through an open electronic limit order book in which

order matching is done by the trading computer. There are no market makers and the entire process is order-driven, which means that market orders placed by investors are automatically matched with the best limit orders.

According to market experts one of the reasons for this growth in the number of investors is the emergence of new technology. Online trading and investment has drastically changed the way Indians trade. The 'one-click' investment option has created a space for novice traders and investors to learn on the go. Prior to the introduction of online trading, individuals would hold shares in physical forms. Each share held was issued a receipt which had to be kept protected and in shape to claim the returns. This was not only hard but also made the market unsecured.

1.1 STATEMENT OF THE PROBLEM

The term stock market refers to several exchanges in which shares of publicly held companies are bought and sold. Such financial activities are conducted through formal exchanges and via over-the-counter (OTC) marketplaces that operate under a defined set of regulations. The investor plays an important role in the stock market because of their big share of savings in the country. The regulators of the stock market cannot ignore the behavior of individual investor. This study aims to understand the perception of individual investors regarding investment in stock market and also to understand various factors that influences the investors to invest in stock market. The study also aims to evaluate investor's satisfaction from the returns in stock market. Hence the study is titled as "A study on investor's preferential pattern in stock market with special reference to Kannur District".

1.2 SIGNIFICANCE OF THE STUDY

The stock market of a country plays a vital role in the growth of its industries, commerce, economy and government. Hence knowing the preferential pattern of various investors while investing in different stocks will help in better understanding of those particular stocks and also help in guiding people to get better profit margins while investing. The study will help us to understand the various factors that influence investors to select a particular instrument in stock market and the sources of information that has influenced their decision. Securities market help in transfer of resources from those with idle resources to others who have a productive need for them. Essentially, the securities market contributes to the efficient allocation of

resources in the economy. Without the securities market, savers would have to spend significant resources finding individuals, companies, and governments offering suitable investment opportunities.

1.3 SCOPE OF THE STUDY

This study is done to understand investor preferential pattern in stock market so as to help one in understanding the scope of stock market and to increase investor participation in stock market. It includes the opinions of several investors based in Kannur district on different stocks present in the stock market. This study will also help us to understand various sources of information that enhances investor's decision.

1.4 OBJECTIVES OF THE STUDY

The objectives of the study include:

- To study investor's preferential pattern in stock market with special reference to Kannur District.
- To know the perception of investors regarding investment in stock market.
- To evaluate the medium or source of information influencing the investment decision.
- To evaluate the satisfaction of investors from returns in stock market.

1.5 RESEARCH METHODOLOGY

In common words research means to search for knowledge. One can also define research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation. Research methodology is the way to systematically solve the research problems. It describes the procedure which has been used in the research. The present study titled **“A STUDY ON INVESTOR'S PREFERENTIAL PATTERN IN STOCK MARKET WITH SPECIAL REFERENCE TO KANNUR DISTRICT”** is an analytical and descriptive study. The study has been undertaken to find out the investors preferential pattern in stock market.

1.5.1 RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success. Research

design for descriptive and diagnostic studies is used in this research.

1.5.2 AREA OF THE STUDY

This project is mainly based on investors residing in Kannur district.

1.5.3 POPULATION

The total number of items or things in a particular study is known as population. Here the population is infinite that means the population cannot be measured. The population selected for the study is investors in Kannur district.

1.5.4 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. A sample size of 75 investors was taken for this study.

1.5.5 SAMPLING TECHNIQUE

The sampling technique used for this study is convenience sampling. Convenience sampling is one in which a sample is obtained by selecting such units of the universe which may be conveniently located and contacted.

1.5.6 SOURCES OF DATA

The required information for the study has been collected both from primary and secondary sources.

- **Primary Data:** - The Primary data has been collected from the respondents by survey method through a questionnaire. Primary data has not been published yet and is more reliable, authentic and objective. Here primary data is collected from 75 investors in Kannur district through a well-structured questionnaire.
- **Secondary Data:** - Data collected from a source that has already been published in any form is called as secondary data. These secondary data is collected from various sources like economic review, different books, magazines, websites and so on.

1.5.7 TOOLS FOR DATA COLLECTION

A Questionnaire was used for data collection. Questions were framed in accordance with the objectives set.

1.5.8 TOOLS FOR DATA ANALYSIS

a) PERCENTAGE METHOD

The tool which is used for the data analysis is percentage. Percentage is a number or ratio expressed as a fraction of 100. It is often denoted using the percent sign “per cent”. Percentage is used to express how large or small one quantity is relative to another quantity. The formula used to calculate percentage is

$$\text{Percentage}=\text{amount}/\text{total}*100$$

b) WEIGHTED MEAN METHOD

Weighted average is a calculation that takes into account the varying degrees of importance of the numbers in a data set. In calculating a weighted average, each number in the data set is multiplied by a predetermined weight before the final calculation is made. The weighted average takes into account the relative importance or frequency of some factors in a data set. A weighted average is sometimes more accurate than a simple average. In a weighted average, each data point value is multiplied by the assigned weight, which is then summed and divided by the number of data points. For this reason, a weighted average can improve the data’s accuracy.

1.6 PERIOD OF THE STUDY

The study is conducted from January 2023 to March 2023.

1.7 CHAPTER SCHEME

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Theoretical Framework

Chapter 4: Data Analysis and Interpretation

Chapter 5: Summary, Findings, Suggestion and Conclusion

1.8 LIMITATIONS OF THE STUDY

- Small sample size: number of respondents is restricted to only 75.
- Investment in stock market is a wide area; the study may not cover the entire market as such.

- Human behavior is unpredictable, there are chances for ambiguity from investors
- Study is confined to only small equity investors institutional investors are not included.
- This study mainly concerns people within Kannur only.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

This review of literature based on various studies conducted by the researchers, experts and from various other relevant sources. By means of the review of literature the researcher has tried to find out the studies conducted so far by the experts pertaining to the topic. This literature review was written to develop state of the art knowledge on the background of the study. The purpose of the review is to conceptualize the problem and its background, to review the existing body of knowledge on the topic and to orient the research consumers into the different dimensions of the problems and its backgrounds. The foundation of this system has been lid on the principle of pooling resources in small quantities for larger individual and collective social benefits.

This chapter makes an attempt to analyze the past studies relating to the research on investors preferential pattern in stock market. The previous literature is reviewed so as to understand the investors investor's preferential pattern and factors influencing their investment decision. This study also aims at providing a new insight into areas which have not already been touched.

Henry Allen Latanel (1960): in his study, "Individual Risk Preference in Portfolio Selection", measured individual risk preference. The study was based on the choice between the risky portfolio and the safe portfolio, carried out by three college investment classes. The noteworthy result of the study is that the majority preferred to hold the safe portfolio rather than risky portfolio. Students liked returns as measured by Geometric mean and disliked risk as measured by Standard deviation Results contradicted the hypothesis that people must be paid a premium to induce them to undertake moderate risks instead of subjecting themselves to either small or large risks.

Gooding Arthur E13 (1975): in his study on, "Quantification of Investors Perception of Common Stocks: Risk and Return Dimensions", examined the role of expected risk and return in making asset decisions. Three investor groups were asked to judge nine common stocks in an investment context. Psychometric techniques were used to estimate each investor group's average stock perception. Three investor groups with potentially dissimilar perceptions were identified on the basis of their investment related experience and education. The most interesting finding of the study was that, each investor group's average uni-dimensional return perceptions were almost identical to the exposed return measures and secondly their risk perceptions correlated

significantly

Lewellen Wilbur G15, et.al. (1977): in their study, “Patterns of Investment Strategy and Behavior among Individual Investors”, ascertained the portfolio decision processes of individual equity investors. Data was collected from 972 individual investors residing in the US. The result shows that age has a strong influence on the portfolio goals of the investors. Older investors have interest in long-term capital gains and young investors have a desire for short-term capital gains. Age and risk taking propensities were found to be inversely related. Women investors were found to be broker-reliant unlike men.

Reckers and Stagliano 19 (1980): conducted a survey entitled, “How Good are Investor’s Data Sources?” whereby the investors were asked to determine the type of data they considered most useful in making investment decisions. These are the three major conclusions:

- 91% of the investors indicated a somewhat thorough reading of the annual report, but half of the respondents apparently disregarded the financial statement footnotes.
- Forecasts generally were thought to poses some positive use of decision making
- Quality of management assessment and operational credits appear to be the most inaccessible or unavailable major item of decision relevant data, even though this information was used by investors

Ledereich and Siegel 22 (1988): in their study entitled, “Planning your Portfolio today and Tomorrow”, emphasized the role of factors like age and health, marital status, family status, objectives, risk tolerance, investment preferences, liquidity, employment stability and tax rate in personal financial planning. This paper, though not an empirical one, explained the need for accountant’s involvement in personal financial planning of their clients. It provides a background of the variables to be analyzed in a research concerned with individual investors.

Riley Jr. and Chow27 (1992): in their study entitled, “Asset Allocation and Individual Risk Aversion”, used the data on the investments of a random sample of the US population to derive relative risk-aversion indexes from actual asset allocations of individuals. A model of risk aversion was developed by the authors who considered the age, education, total household wealth and annual income of individuals as important

variables. The analysis found that relative risk aversion decreases as one rises above the poverty level and decreases significantly for the very wealthy. It also decreases with age, but only up to a point. The model showed that after the age of 65, risk aversion increased with age.

Brennan M.J 29 (1995): In his article entitled, “The Individual Investor”, he analyzed several phenomena that arose from the limited information possessed by the individual investors. He studied the sources through which investors received information about securities and found out the extent of information disseminated by brokers. An individual investor who did not possess expert knowledge of financial markets had to venture unaided into the treacherous waters of the market for primary securities, guided perhaps by the sometimes-unreliable advice of friends or stock brokers.

Zvi Bodie and Dwight Crane 31 (1997): in their article entitled “Personal Investing Advice, Theory and Evidence”; made an attempt to know whether the advice available to individuals from newspapers, magazines and other providers of financial products were in agreement with economic theory and to examine the actual behavior of a group of survey respondents to see whether they behaved in accordance with the advice. The study revealed that the survey respondents were better informed and more experienced about investing than their counterparts at other places. The percentage of equity in total financial assets declined with age and rose with wealth. Apart from age and wealth, there were still substantial differences among individuals in the fraction of their total assets invested in equity

Bloomfield, Libby and Nelson 37 (2002): in their study entitled, “Confidence and the Welfare of Less Informed Investors”, have indicated that less informed investors are over-confident in investments. Providing more information to professional investors only could harm the welfare of less informed investors if, less informed investors are not aware of the extent of their informational disadvantage.

Statman 38 (2002): in his research entitled, “A Century of Investors”, compared the investors a century ago with investors today. He concluded that today’s investors are more rapidly informed than their predecessors, but they are neither better informed nor better behaved.

Prof Mohd Akbar Ali Khan, A. Kotishwar (2013): “Investor Behaviour towards Investment in Mutual Funds – A Comparative Study in Telangana region in the State of

Andhra Pradesh” had research through an questionnaire with 500 respondent out which it was equally segregated for public and private sectors and they were analysed through chi-square test.

E Geetha, TM Swaminathan (2015): “A study on the factors influencing stock price A Comparative study of Automobile and Information Technology Industries stocks in India” the research understanding is an attempt to analyze the influencing factors which affects the movement of stock price either upward or down trend in order to prove the risk being taken and being the decision currently taken.

Jeet Singh & Preeti Yadav (2016): “A Study on the Factors Influencing Investors Decision in Investing in Equity Shares in Jaipur and Moradabad with Special Reference to Gender” had a research study through a structured questionnaire with the understanding of 100 investors through collective sampling method it has been understood that the variables such as economic, social, cultural, psychological.

Amit B. Mirji, Dr. Prashantha C (2016): “Preference pattern of Investors in Stock Market-A case study of Investors in North Karnataka Region “the research has been done through a questionnaires and through the respondent analysis they have made an conclusion through making an better understanding of risk aversion approach amidst the investment which requires more attention and the other understanding.

Zhu & Zhang (2021): “The understanding from the research is the investors investing in stock market should have a fundamental of stock market and risk perceptions where the investors understand to move a better in market” had a research under a questionnaires and they used with the primary and secondary data.

Many research studies have been undertaken to study investment behaviour of investors. But there is a wide gap in the matters relating to the studies that are conducted so far. So this study is to find out the factors that influence the investment decision of investors as to why they prefer a particular instrument in stock market. To fill the gap, constructive and suggestive studied are needed.

CHAPTER 3
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 INDIAN STOCK MARKET

The Stock Market refers to the collection of markets and exchanges where regular activities of buying, selling, and issuance of shares of publicly-held companies take place. Such financial activities are conducted through institutionalized formal exchanges or over-the-counter (OTC) marketplaces which operate under a defined set of regulations. There can be multiple stock trading venues in a country or a region which allow transactions in stocks and other forms of securities.

Though it is called a stock market or equity market and is primarily known for trading stocks/equities, other financial securities such as bonds, debentures, etc. are also traded in the stock markets.

➤ Types of Investors in stock market:

1. **Active Investor:** She/he is a form of investor who involves actively in buying and selling assets in the hope of making profits and outperforming a benchmark or index.
2. **Passive Investor:** A passive investor invests for the long haul. Passive investors limit the amount of buying and selling within their portfolios, making this a very cost-effective way to invest. The strategy requires a buy-and-hold mentality. That means resisting the temptation to react or anticipate the stock market's every next move. They tend to invest in stress free avenues such as mutual funds.
3. **Speculators:** A speculator looks for a chance to make money fast. They search the market for stocks that are poised to go up because of an impending deal. They tend to sell after a stock after it makes them a little money, reasoning that they can repeat the process of buying and selling frequently and therefore outperform the market.

The stock market refers to the collection of markets and exchanges where the issuing and trading of equities or stocks of publicly held companies, bonds, and other classes of securities take place. This trade is either through formal exchanges or over-the-counter (OTC) marketplaces.

Also known as the equity market, the stock market is one of the most vital components of a free-market economy. It provides companies with access to capital in exchange for giving investors a slice of ownership

The stock market allows companies to raise money by offering stock shares and corporate bonds. It lets investors participate in the financial achievements of the companies, making money through dividends. Dividends are cuts of the company's profits as they may pay-outs. Investors also make a profit by selling appreciated stocks. This is known as a Capital Gain. Of course, the downside is that investors can lose money as well if the share price falls or if the investor must sell the shares at a loss.

One of the whole points of open exchange is to provide transparency and opportunity for all investors. Furthermore, laws and governing bodies, such as the SEC, exist to "level the playing field" for investors. However, there are undeniable advantages that institutional investors and professional money managers have over the individual investor.

Advantages of large institutional investors include the timely access to privileged information, full-time research departments, vast amounts of capital to invest, discounts on commissions, transaction fees and even share prices based on the large dollar amount they invest, political influence and more significant experience.

While the Internet has been somewhat of an equalizing factor, the reality is that many institutional clients get news and analysis before the public does and can act on information more quickly.

Stock market includes a lot of investment avenues for a person. An investor can invest according to his own choices and preference. There are also a lot of factors that influences an investor to invest in the stock market. The investors may or may not get influenced while investing in equities. There are a lot of sources or parties that influences an investor to invest in the market. Also based on their investment decision one can identify what type of investor a person is. There are also several sources of information for the investor to get all the updates of the stock market and take the investment decision.

The BSE and NSE

Most of the trading in the Indian stock market takes place on its two stock exchanges: the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The BSE has been in existence since 1875. The NSE, on the other hand, was founded in 1992 and started trading in 1994. However, both exchanges follow the same trading mechanism, trading hours, and settlement process.

As of November 2021, the BSE had 5,565 listed firms, whereas the rival NSE had 1,920 as of Mar. 31, 2021.

Almost all the significant firms of India are listed on both the exchanges. The BSE is the older stock market but the NSE is the largest stock market, in terms of volume. Both exchanges compete for the order flow that leads to reduced costs, market efficiency, and innovation. The presence of arbitrageurs keeps the prices on the two stock exchanges within a very tight range.

Trading Mechanism

Trading at both the exchanges takes place through an open electronic limit order book in which order matching is done by the trading computer.⁷ There are no market makers and the entire process is order-driven, which means that market orders placed by investors are automatically matched with the best limit orders. As a result, buyers and sellers remain anonymous.

The advantage of an order-driven market is that it brings more transparency by displaying all buy and sell orders in the trading system. However, in the absence of market makers, there is no guarantee that orders will be executed.

All orders in the trading system need to be placed through brokers, many of which provide an online trading facility to retail customers. Institutional investors can also take advantage of the direct market access (DMA) option in which they use trading terminals provided by brokers for placing orders directly into the stock market trading system.

Settlement and Trading Hours

Equity spot markets follow a T+2 rolling settlement. This means that any trade taking place on Monday gets settled by Wednesday. All trading on stock exchanges takes place between 9:55 a.m. and 3:30 p.m., Indian Standard Time (+ 5.5 hours GMT),

Monday through Friday. Delivery of shares must be made in dematerialized form, and each exchange has its own clearing house, which assumes all settlement risk by serving as a central counterparty.

Market Indexes

The two prominent Indian market indexes are Sensex and Nifty. Sensex is the oldest market index for equities; it includes shares of 30 firms listed on the BSE.¹⁰ It was created in 1986 and provides time series data from April 1979, onward.

Another index is the Standard and Poor's CNX Nifty; it includes 50 shares listed on the NSE.¹¹ It was created in 1996 and provides time series data from July 1990, onward.

Market Regulation

The overall responsibility of development, regulation, and supervision of the stock market rests with the Securities and Exchange Board of India (SEBI), which was formed in 1992 as an independent authority. Since then, SEBI has consistently tried to lay down market rules in line with the best market practices. It enjoys vast powers of imposing penalties on market participants, in case of a breach.

The Bottom Line

Emerging markets like India are fast becoming engines for future growth. Currently, only a very low percentage of the household savings of Indians are invested in the domestic stock market, but with gross domestic product (GDP) growing at 7% to 8% annually for the last few years, though in the 6% range for 2018 and 2019, and a stable financial market, we might see more money joining the race. Maybe it's the right time for outside investors to seriously think about joining the India bandwagon.

3.2 DIRECT AND INDIRECT TRADING

3.2.1 Direct Investment method in the stock market

To invest in the stock market, you can open a securities account with your bank or an online broker specializing in the stock market. Investing in the stock market directly involves significant risks. Before making investment in the stock market directly or trading it by yourself, one should be very clear about different concepts of stock market and also have practical knowledge of technical analysis, fundamental analysis, options and derivatives call and puts, portfolio management, arbitraging etc. Another important

thing that you should learn in the stock market is the timing of trade i.e when to buy and when to sell. This is something which is even the well-versed technical analyst would not be able to analyse properly. Taking a position at the right time is generating better profitability on your investments in the stock market and you will be able to learn it after rigorous research in the stock market. To get an idea about the timings of the trade one can use different charts, patterns, candlesticks, technical analysis tools etc.

3.2.2 Indirect Investment in the stock market

If you do not feel able to build up a stock market portfolio, you can invest in the stock market via investment funds or mutual funds. These mutual funds can in most cases be incorporated into a life insurance contract. There are then three ways to invest in the stock market:

Free management: This type of management allows you to choose yourself the investment funds in which you wish to invest. You decide entirely on the allocation of your assets between these different mutual funds. You have the option of making changes for the duration of your investment.

Mandate management: You allocate your money to a manager who is in charge of the allocation of your assets. It is he who decides which funds to invest in. Your opinion does not fit into the choice of funds. The manager has full powers over your account and can carry out arbitrations if he wishes.

Managed management: You allocate your money to a manager but by giving him instructions. For example, you can tell him that any profits are only reinvested in equities, or ask for a gradual increase in risk each year. All fantasies are possible as long as the manager agrees to the signing of the contract.

3.3 RISK PROFILE OF INVESTORS

Before making investment in the stock market, you must determine your risk profile. Whether you are investing directly or indirectly, you must analyze your risk factors with a help of a professional trader who would help you to know the different risk factors before making investment in the stock market. There are 3 main risk profiles:

1) Prudent investors: This category includes investors with a high risk aversion. They are not very much care loses their money and are not looking for better performance and profits. Their objective is just to make their capital work while ensuring a high

profitability of their stock market portfolio.

With a direct stock market investment method, you must then favour defensive stocks, large caps and yield stocks.

With an indirect stock market investment method, the allocation of your assets will be oriented towards money market and bond funds. Equity funds will be lightly weighted so as not to expose your portfolio to risk.

2) Balanced investors: This category includes investors with a moderate risk aversion. They are willing to take a few risks to get some performance. It is the category of investors that will have the greatest diversification of their stock market portfolio.

With a direct stock market investment method, there will be total diversification between defensive / cyclical stocks, Large Caps / Small Caps, growth stocks / yield stocks.

With an indirect stock market investment method, the distribution will be equitable between equity, bond and money market funds.

3) Dynamic investors: This category includes investors with a low risk aversion. They are above all in search of performance and are ready to take risks to achieve their objectives.

With a direct stock market investment method, you should therefore favour cyclical stocks, small caps and growth stocks.

With an indirect stock market investment method, the allocation of your assets will be oriented towards equity funds which will allow you to seek performance and boost the profitability of your stock market portfolio.

3.4 STOCK TRADING

Meaning of Trading

Trading is essentially the exchange of goods and services between two entities. In this context, the entities are investors/traders who are exchanging stocks of different companies. Stock trading takes place in the stock market. With online trading and investing, stock markets have become accessible to a larger section of people.

1) Intraday Trading

Purchasing and selling securities listed in a stock exchange on the same day is known

as intraday trading. The primary purpose of transacting in this method is to realize capital gains on purchased securities as well as minimize risks by keeping money invested for an extended period. It is essential to identify the best intraday stocks while undertaking such investments, as it has relatively higher risks.

2) Position Trading

Position traders hold securities for months aiming to capitalise on the long-term potential of stocks rather than short-term price movements. This style of trade is ideal for individuals who are not market professionals or regular participants of the market.

3) Scalping

It is also known as micro-trading. Scalping and day-trading are both subsets of intraday trading. Scalping involves reaping small profits repeatedly ranging from a dozen to a hundred profits in a single market day.

However, every transaction does not yield profits, and in some cases a trader's gross losses might exceed the gains. The holding period of securities, in this case, is shorter compared to day-trading, i.e. individuals hold stocks spanning a maximum of a few minutes.

This feature allows for the frequency of transactions. Similar to day-trading, scalping requires market experience, proficiency, awareness of market fluctuations, and prompt transactions.

4) Swing Trading

This style of stock market trading is used to capitalise on the short-term stock trends and patterns. Swing trading is used to earn gains from stock within a few days of purchasing it; ideally one to seven days. Traders technically analyse the stocks to gauge the movement patterns they are following for proper execution of their investment objectives.

5) Momentum Trading

In case of momentum trading, a trader exploits a stock's momentum, i.e. a substantial value movement of stock, either upwards or downwards. A trader tries to capitalise on such momentum by identifying the stocks that are either breaking out or will break out.

In case of upward momentum, the trader sells the stocks he/she is holding, thus yielding higher than average returns. In case of downward movement, the trader purchases a

considerable volume of stocks to sell when its price increases.

3.5 TERM OF INVESTMENT

3.5.1 Short Term Investment

A short-term investment is between one hour and one week. We are not talking about investment but trading. Below one hour, we talk about very short term trading which includes scalping and also some day trading positions. If you use technical analysis you will view charts ranging from 15 minutes to 4 hours.

Short-term advantage

- Ability to get performance quickly

Short term disadvantages

- Time consuming: short term trading requires regular trade monitoring (stop loss modification, trend reversal, etc.)

- Significant transaction costs: A short-term trader places a large number of orders and pays the spread and/or commissions for each round trip. This has a negative impact on performance.

- More stress: Watching the price charts creates stress.

3.5.2 Medium Term Investment

A medium term placement is between one week and several months. We can then call it an investment. You can then integrate the notion of fundamental analysis as a complement to technical analysis. If you use technical analysis, you will view daily charts.

Medium-term advantages

- Suitable for a wider range of individuals
- Performance determined by the trend of assets in the portfolio
- Reduced stress

Medium term disadvantages

- Requires more analysis than short term for asset selection.
- Impact of macroeconomics/microeconomics

3.5.3 Long term Investment

A long-term investment is between one year and several years. In this case, the rules of portfolio management apply. If you use technical analysis, you will view weekly or monthly charts.

Long-term advantages

- No stress
- Requires very little time: No need to regularly monitor changes in positions
- Very low transaction costs: There is no frequent round trip and you only pay the spread and/or commissions once.
- High earning potential: the longer the investment horizon, the greater the earning potential.
- Ability to invest large amounts with reduced risk (with good diversification)

Long term disadvantages

- Necessity of not needing your savings for the duration of the investment
- Requires in-depth analysis: technical analysis is insufficient, fundamental analysis is also required
- Can have a significant negative impact on your assets in the event of poor investment timing.

3.6 FINANCIAL INSTRUMENTS TRADED IN STOCK MARKET

1. Shares

Shares are the most popular financial product of the stock exchange. When you buy shares of a company, you are actually taking a partial stake in that company and becoming a shareholder of the company. Share prices fluctuate every moment. Profits and losses are determined by this fluctuation.

2. Derivatives

A derivative is a contract between two parties. In derivatives, the investor contracts to buy or sell an asset on a specific day and at a specific rate. This asset can include shares, currencies, commodities, etc. Derivatives are also used for gold and oil. There

are basically four types of derivatives – futures (futures trading), options, forwards, and swaps.

3. Mutual fund

Mutual funds invest money in various assets such as equities, money markets, bonds, and other financial instruments by raising money from multiple investors. In this, your portfolio is managed by the fund manager, whose job is to provide high returns to the investors. Mutual funds can be a good option for new investors and those who have little knowledge of the stock market.

4. Bonds

The government or companies issue bonds to raise money. In fact, by buying a bond, you are in a way lending to the issuer. The issuer pays you interest for this loan. Bonds are considered a safe investment option as they offer a fixed rate of interest to the investors. Bonds are also called fixed income securities because of their fixed income.

5. Debentures

Debentures are unsecured investment options unlike bonds and they are not backed by any collateral. The lending is based on mutual trust and, herein, investors act as potential creditors of an issuing institution or company.

3.7 FACTORS AFFECTING STOCK MARKET

Knowing what stock market is not enough. To earn returns you should also know about factors affecting stock market returns. Here they are:

Supply And Demand

One of the main factors affecting the share market is the imbalance between supply and demand which leads to the increase or decrease in the price of stocks. In addition, factors such as economic data and interest rates affect the demand for stocks leading to fluctuations in the value of stocks.

Interest Rates

The governing body, the Reserve Bank of India (RBI), regulates interest rates, directly influencing the price of stocks. When the interest rate is low, the companies can borrow a considerable amount at a lower interest, resulting in their profits due to an increase in the stock price. On the other hand, higher interest rates lead to lesser profits and

reduced stock prices.

Political Factors

There have been multiple political factors affecting stock markets. For instance, the price of stocks goes down in case of risk of war, weak government, public outrage against the government, etc. Budget announcements or elections significantly impact the volatility of the market, affecting the stock prices. Moreover, the new government policies introduced regarding the Indian economy can affect the share market. In addition, the value of stocks is also reduced in case of riots or political turmoil in the country.

In addition, there is also a possibility that stock market(s) and traders respond in a biased manner for right-winged government, as compared to the left-winged.

Natural Calamities

Natural calamities and pandemics such as floods, earthquakes, and pandemics such as Yellow Fever, Ebola and the recent COVID-19 one too, can drastically affect the value of stocks. Due to the stock prices are bound to fall due to the destruction of property, finances, and other assets. It affects not only a company's performance but also people's capability to spend.

Inflation

Inflation directly affects the finances of people resulting in reduced capacity to invest. Moreover, increased inflation rates discourage people from investing, making companies suffer. Hence, inflation has a critical role in affecting one's investing power, purchasing power, and the country's overall economy.

3.8 SOURCES OF INFORMATION FOR INVESTORS

1. National Stock Exchange (NSE)

When accessing NSE, you can get the details of the financial reports such as shareholding patterns, bulk/block deal details, etc. Also, you can take a deep dive into the historical database, domestic and foreign investors, IPOs, new listings, etc.

The information above guides you through the present statuses and the potential growth of the companies whose stocks you consider for investments.

2. Bombay Stock Exchange (BSE)

BSE and NSE are the two biggest stock exchange platforms in India. With the advantage of a long history and more than 150 years of establishment, BSE offers more databases than NSE.

Specifically, you can access details of market information, indexes, charts, public offers, OFS, IPOs, domestic investors, foreign investors, etc. In a nutshell, all kinds of information that you can find in NSE, you can draw the same or even more from BSE India. Like NSE, BSE also develops a subsidiary of the BSE Institute Ltd. to provide online courses specializing in stock investments in India.

3. Money Control: Financial Market News and Discussion

Money Control has many sections updating and deep diving into the news of crypto, commodities, bonds, mutual funds, personal finance, etc.

You can check on the in-time market actions and listed IPOs, etc. The top lists of high/low and active stocks are also great for your consideration on the watch list or investment portfolios. The fact that Money Control is available on all mobile platforms such as Android, IOS, and Microsoft makes this platform popular. The user-friendly interface and superior navigation features are what you can expect when accessing the website.

4. Screener: An Online Stock Analysis Tool for Investors in India

Every stock trader and investor need insights from fundamental analysis and technical analysis to pick profitable stocks for their portfolio. Screener is a great source to draw important information such as financial ratios, analysis, competitors, quarterly or annual results, balance sheets, cash flows, etc.

The best parts include the free charge of costs for stock analysis and the freedom of customization of analysis on Screener. For example, you can have useful financials in chunks despite their long original form.

5. The Economic Times: The Best Website for Updated Market News

It provides a wide range of financial news on cryptocurrencies, stocks, IPOs/FPOs, etc. Also, you can find valuable insights into technical, market data, opinions by experts, etc. The real-time updates and deep dives into financial analysis by the Economic Times can help you capture opportunities to earn higher profits and foresee pitfalls to avoid big losses.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

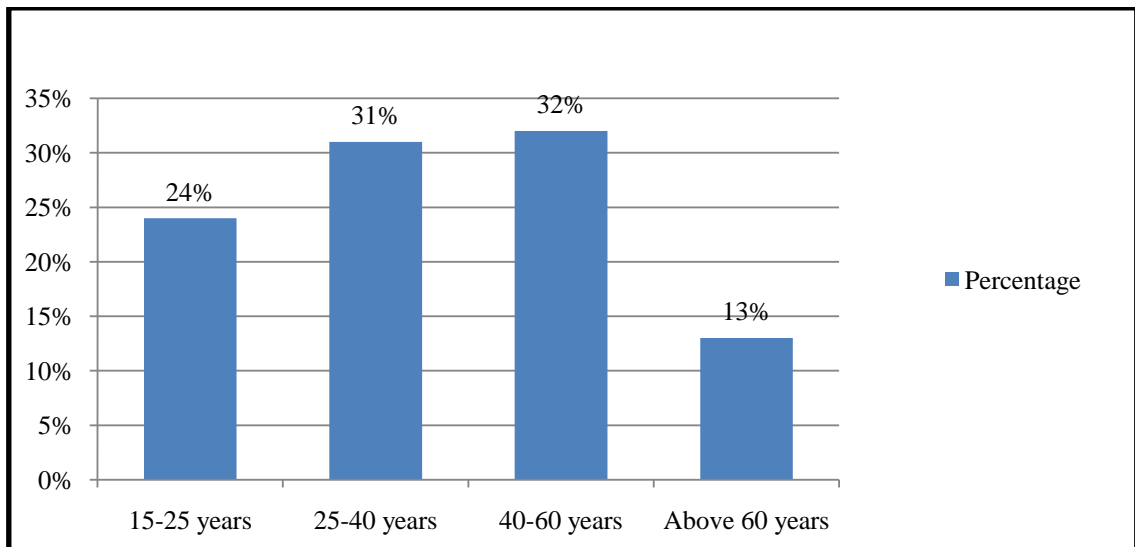
4.1 AGE WISE CLASSIFICATION

Table No. 4.1

Age wise classification

Age	No. of respondents	Percentage
15-25 years	18	24
25-40 years	23	31
40-60 years	24	32
Above 60 years	10	13
Total	75	100

Source: primary data



Age wise classification

Figure No. 4.1

Interpretation

Table 4.1 shows that 32 per cent respondents are between 40-60 years of age, 31 per cent of the respondents are between 25-40 years, 24 per cent of the respondents are between 15-25 years and 13 per cent respondents are above 60 years of age.

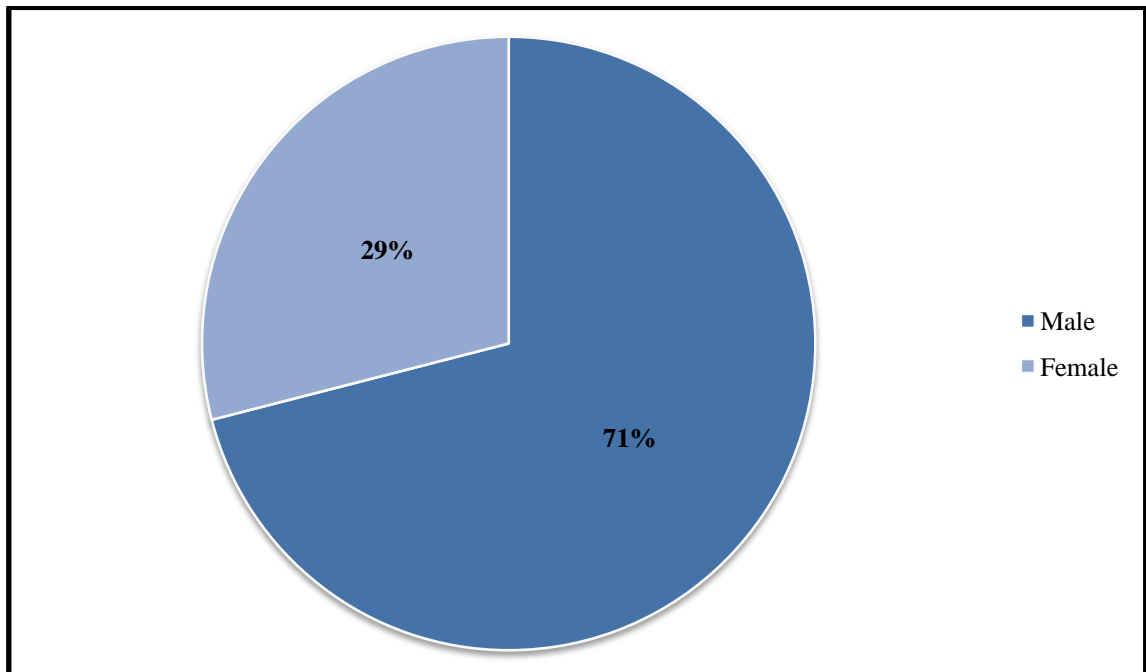
4.2 GENDER WISE CLASSIFICATION

Table No. 4.2

Gender wise classification

Gender	No of Respondents	Percentage
Male	53	71
Female	22	29
Total	75	100

Source: primary data



Gender wise classification

Figure No. 4.2

Interpretation

Table 4.2 shows that 71 per cent of the respondents are male and remaining 29 per cent are female.

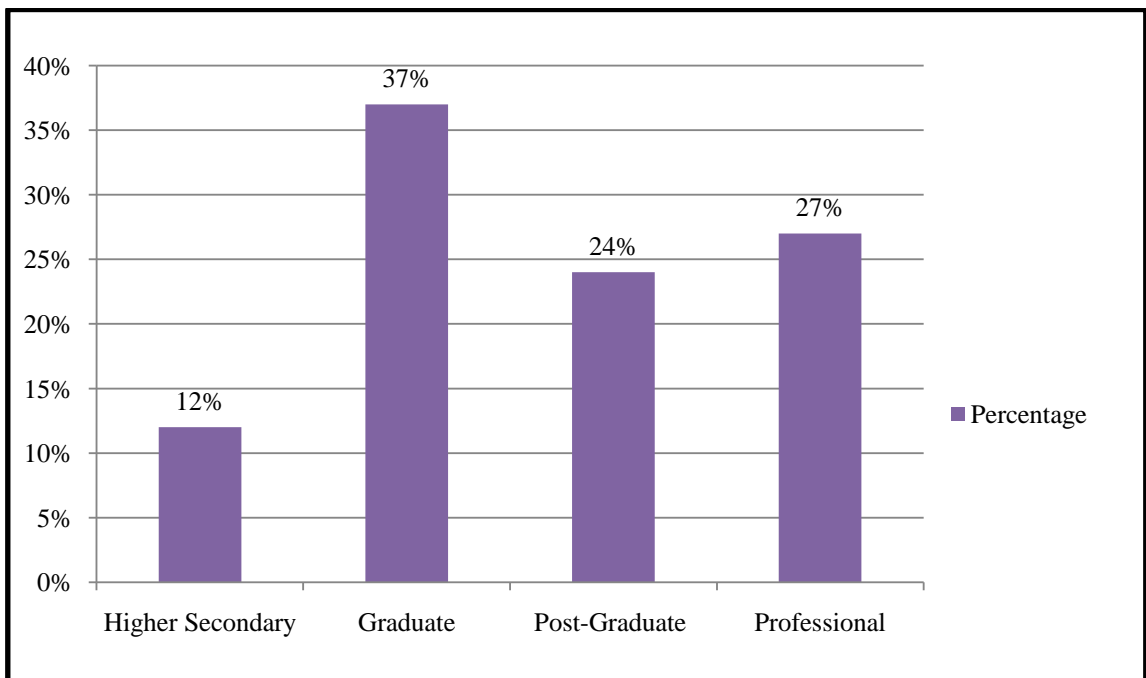
4.3 EDUCATION WISE CLASSIFICATION

Table No. 4.3

Education wise classification

Educational qualification	No. of respondents	Percentage
Higher Secondary	9	12
Graduate	28	37
Post- Graduate	18	24
Professional	20	27
Total	75	100

Source: primary data



Education wise classification

Figure No. 4.3

Interpretation

Table 4.3 shows that 37 per cent of respondents are graduates, 27 per cent of the respondents are professionals, 24 per cent of the respondents are post-graduates and remaining 12 per cent respondents have completed higher secondary education.

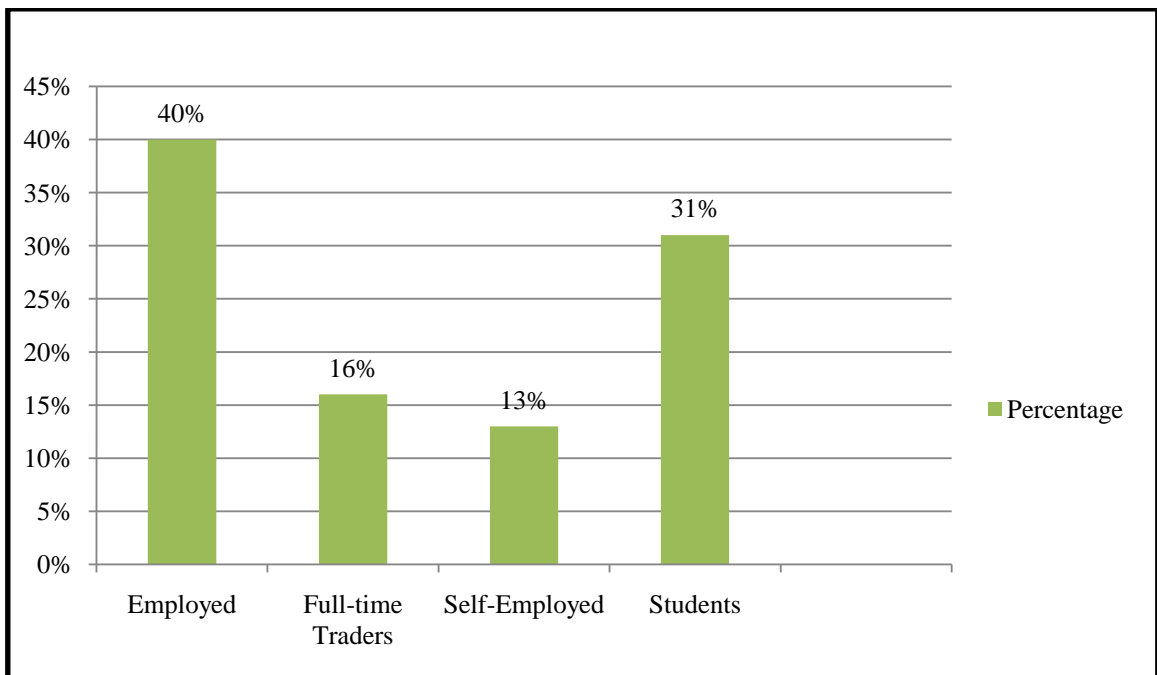
4.4 OCCUPATION WISE CLASSIFICATION

Table No. 4.4

Occupation wise classification

Occupation	No. of respondents	Percentage
Employed	30	40
Full-time Trader	12	16
Self-Employment	10	13
Students	23	31
Total	75	100

Source: Primary data



Occupation wise classification

Figure No. 4.4

Interpretation

Table 4.4 shows that 40 per cent of the respondents are employed, 31 per cent respondents are students, 16 per cent are full-time traders and 13 per cent of the respondents are self-employed.

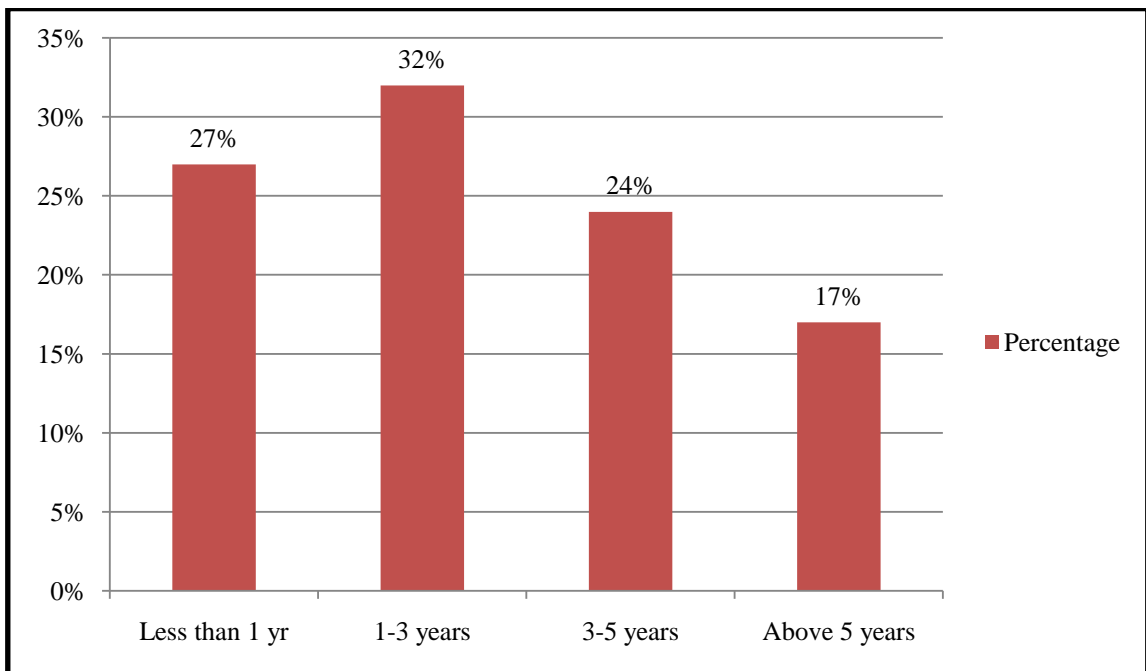
4.5 TENURE OF INVESTMENTS

Table No. 4.5

Tenure of Investments by respondents

Tenure of Investments	No. of respondents	Percentage
Less than 1 year	20	27
1-3 years	24	32
3-5 years	18	24
Above 5 years	13	17
Total	75	100

Source: primary data



Tenure of Investments

Figure No. 4.5

Interpretation

Table 4.5 shows 32 per cent of the respondents have been investing in the stock market for 1-3 years, 27 per cent have been investing only for 1 year, 24 per cent respondents have been investing for 3-5 years and remaining 17 per cent have been investing for over 5 years.

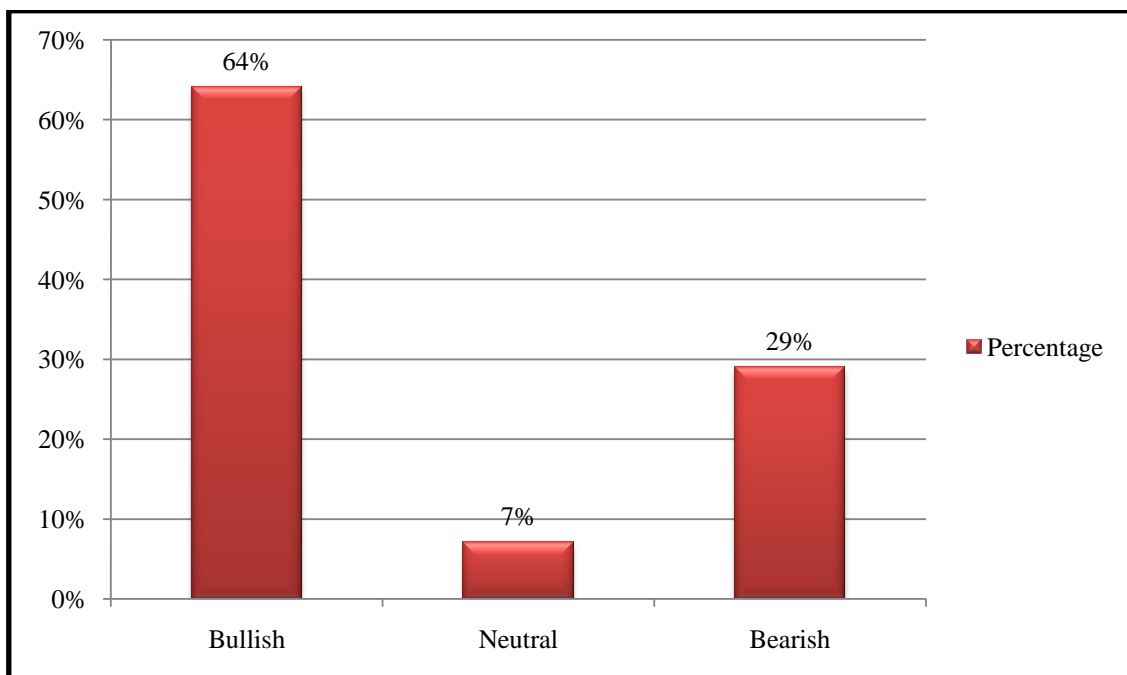
4.6 VIEW ON STOCK MARKET

Table No. 4.6

View on stock market

View	No. of respondents	Percentage
Bullish	48	64
Neutral	5	7
Bearish	22	29
Total	75	100

Source: primary data



View on stock market

Figure No. 4.6

Interpretation

Table 4.6 shows that 64 per cent of respondents feel that the stock market is bullish, 29 per cent respondents feel that stock market is bearish and remaining 7 per cent have a neutral opinion.

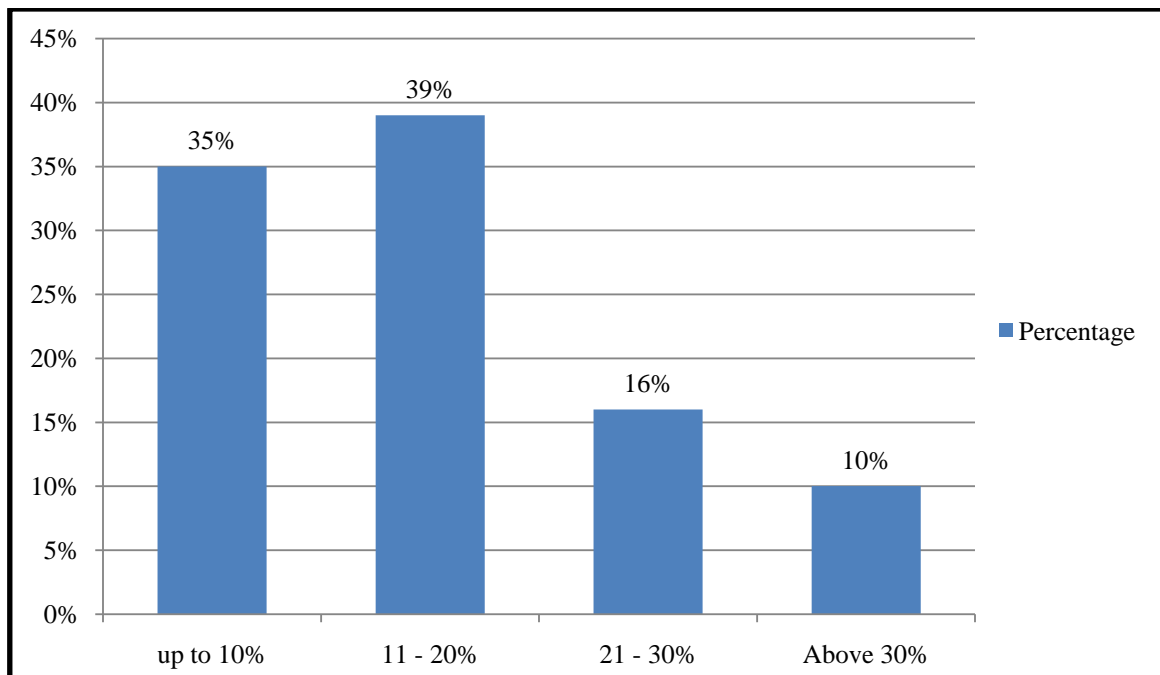
4.7 PROPORTION OF INCOME INVESTED IN STOCK MARKET

Table No.4.7

Proportion of income invested

Particulars	No. of respondents	Percentage
Up to 10 percentage	26	35
11 – 20 percentage	29	39
21 – 30 percentage	12	16
Above 30 percentage	8	10
Total	75	100

Source: primary data



Proportion of income invested in stock market

Figure No. 4.7

Interpretation

Table 4.7 shows that 39 per cent respondents choose to invest 11-20 % of their income in stock market, 35 per cent respondents invest up to 10 per cent of their income, 16 per cent respondents prefer investing 21-30 % of their total income and remaining 10 per cent prefer investing above 30% of their income into stock market.

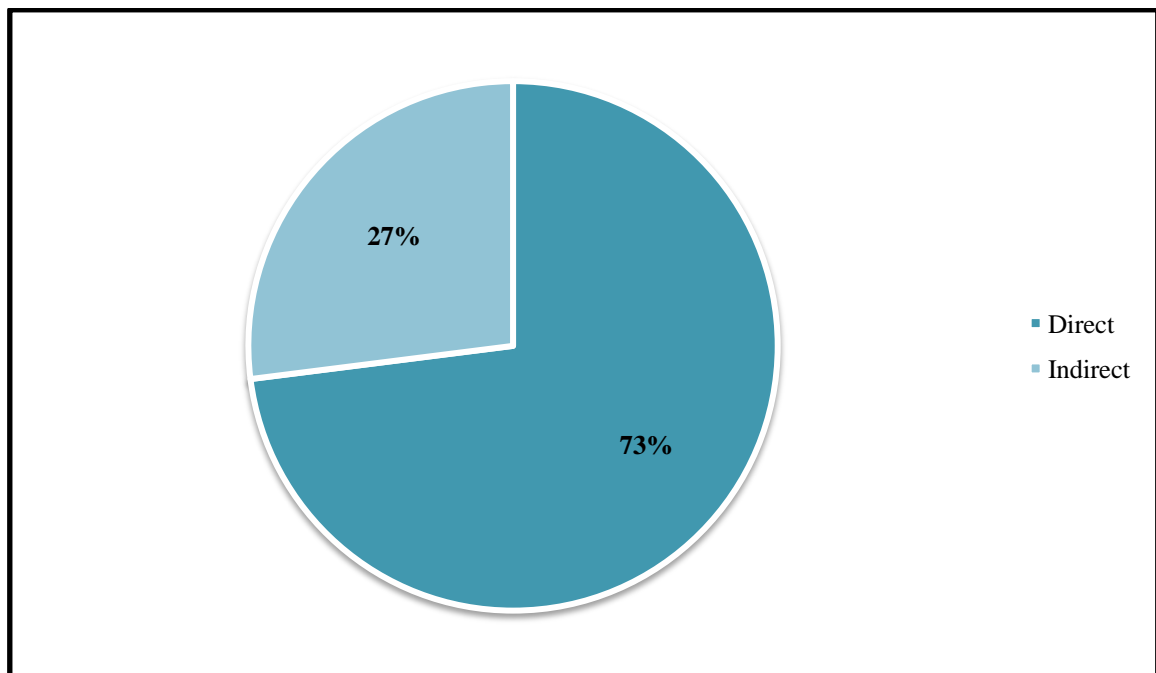
4.8 PREFERRED TRADING METHOD

Table No. 4.8

Preferred trading method

Method	No. of respondents	Percentage
Direct	55	73
Indirect	20	27
Total	75	100

Source: primary data



Preferred trading method

Figure No. 4.8

Interpretation

Table No.4.8 shows that 73 per cent of the respondent's prefer direct method of trading in stock market and remaining 27 per cent prefer trading in stock market indirectly.

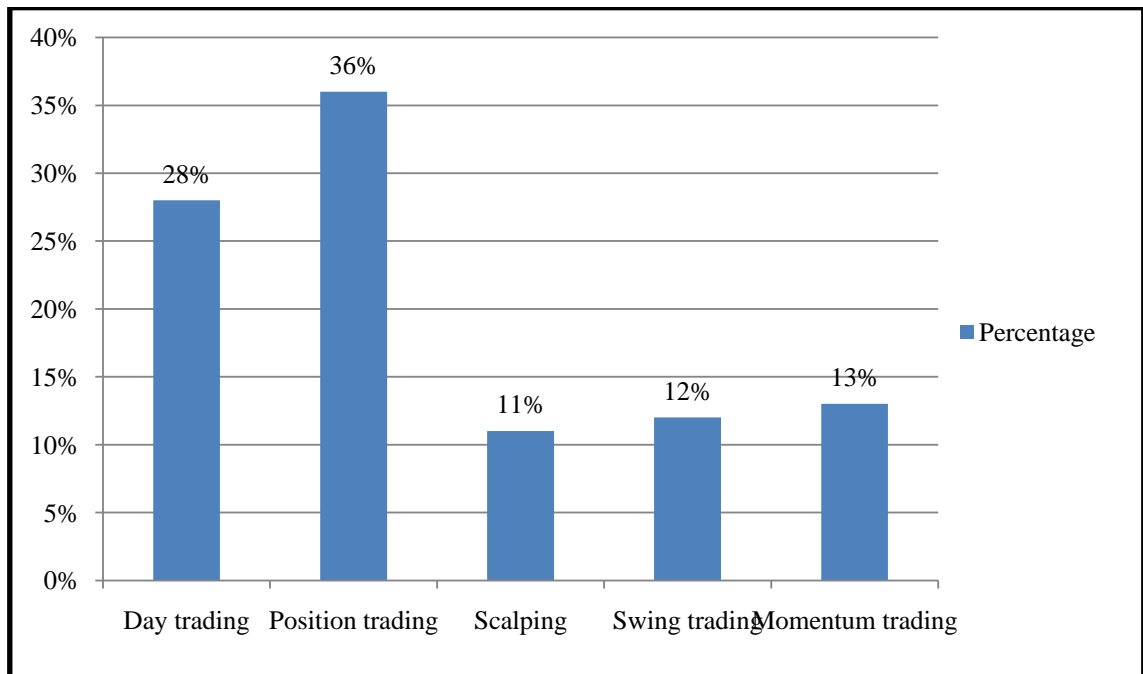
4.9 TRADING STYLE

Table No. 4.9

Preferred Trading Style

Type of trading	No. of respondents	Percentage
Day trading	21	28
Position trading	27	36
Scalping	8	11
Swing trading	9	12
Momentum trading	10	13
Total	75	100

Source: primary data



Preferred Trading Style

Figure No. 4.9

Interpretation

Table 4.9 shows that 36 per cent respondents prefer position trading, 28 per cent prefer day trading, 13 per cent respondents prefer momentum trading, 12 per cent prefer swing trading and remaining 11 per cent respondents prefer scalping.

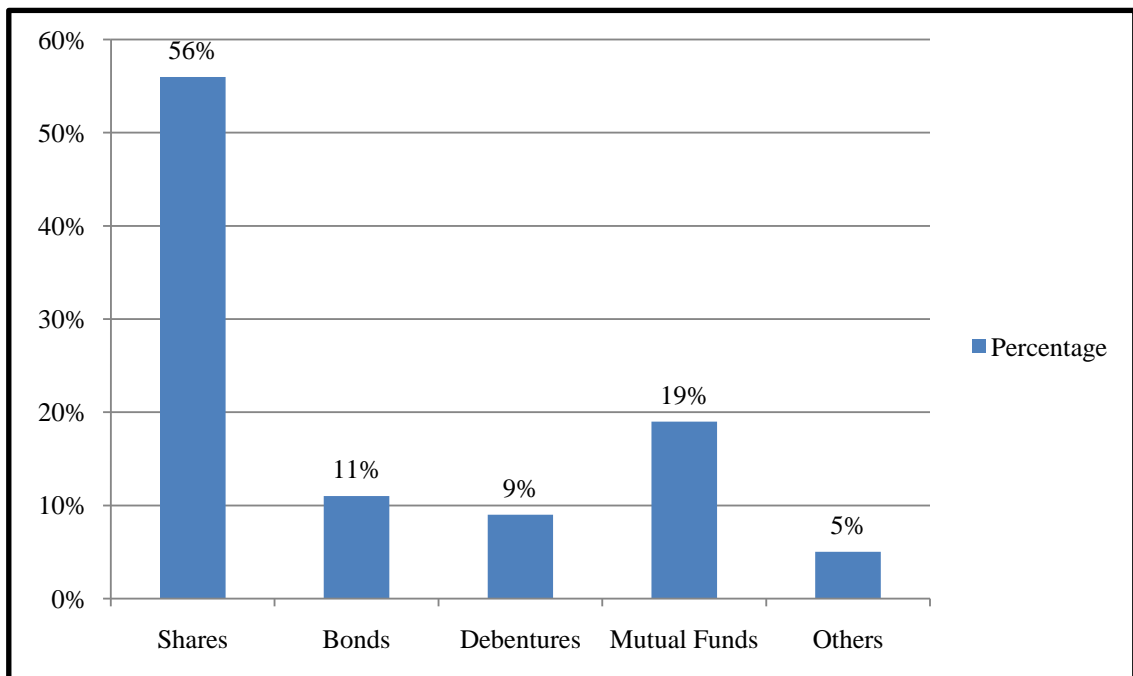
4.10 MOST PREFERRED INVESTMENTS BY INVESTORS

Table No. 4.10

Preferred type of investment by investors

Investments	No. of respondents	Percentage
Shares	42	56
Bonds	8	11
Debentures	7	9
Mutual Funds	14	19
Others	4	5
Total	75	100

Source: primary data



Preferred type of investment by investors

Figure No. 4.10

Interpretation

Table 4.10 shows that 56 per cent of respondents prefer investing in Shares, another 19 per cent prefer investing in Mutual Funds, 11 per cent prefer investing in Bonds, 9 per cent respondents like to invest in Debentures and remaining 5 per cent prefer other instruments.

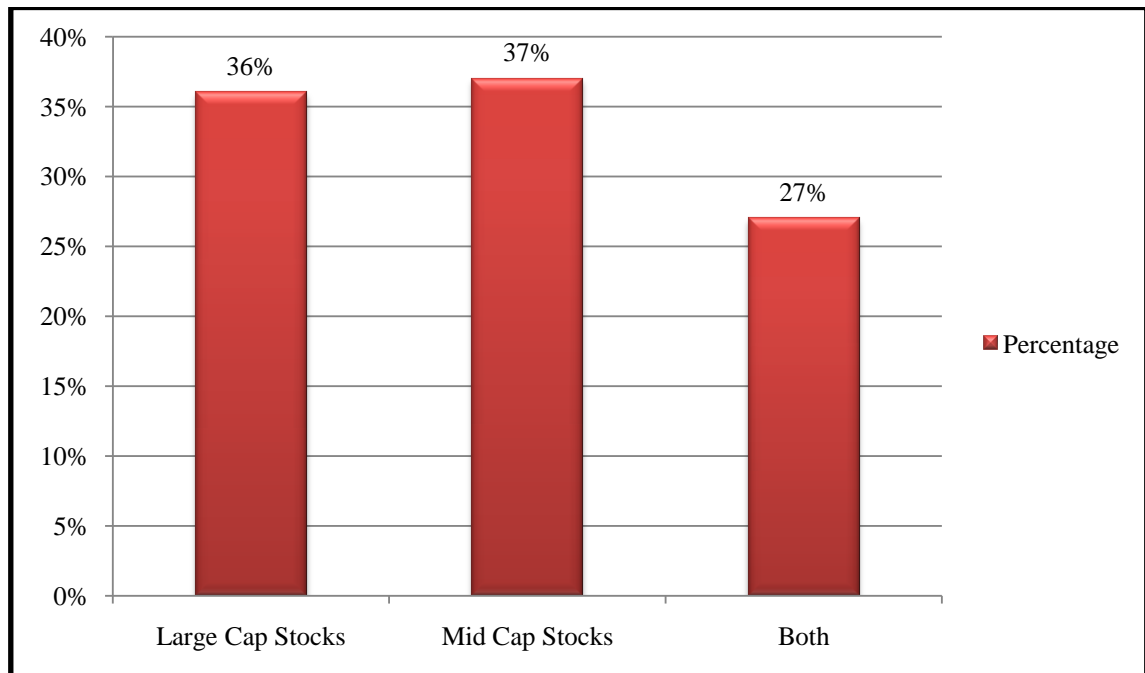
4.11 INVESTMENTS IN EQUITY ARE IN

Table No. 4.11

Investments in equity are in

Property	No. of Respondents	Percentage
Large Cap Stocks	27	36
Mid Cap Stocks	28	37
Both	20	27
Total	75	100

Source: primary data



Investments in equity are largely in

Figure No. 4.11

Interpretation

Table 4.11 shows that 37 per cent of respondents invest in mid cap stocks, 36 per cent invest in large cap stocks and remaining 27 per cent invest in both.

4.12 PREFERRED INDUSTRY TO INVEST IN

Table No. 4.12

Preferred industry for investment

Opinion	Rank					Total	Average
	1 st	2 nd	3 rd	4 th	5 th		
IT	18	20	15	7	15	244	3.39
Banking	15	12	14	20	14	219	3.93
Automobile	23	13	17	18	4	258	2.87
Pharmaceuticals	11	18	20	5	21	218	2.15
Others	8	12	9	25	21	186	2.67

Source: primary data

Interpretation

Table 4.12 shows that IT industry is the most preferred industry for investment by respondents.

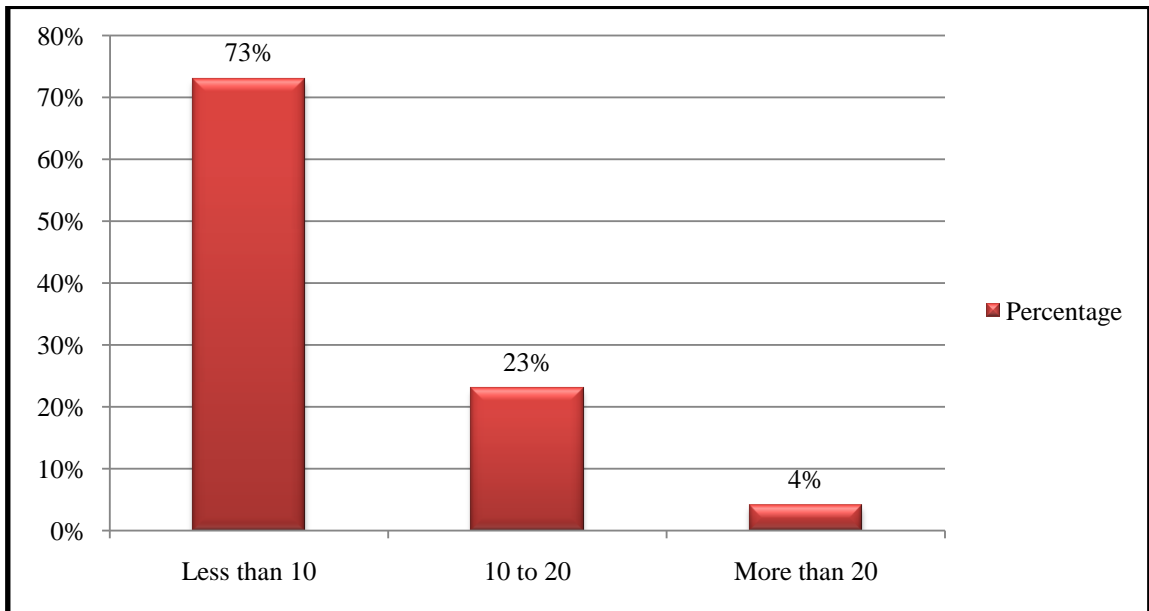
4.13 NUMBER OF COMPANIES INVESTED IN

Table No. 4.13

Number of companies invested

Number of companies	No. of respondents	Percentage
Less than 10	55	73
10- 20	17	23
More than 20	3	4
Total	75	100

Source: primary data



Number of companies invested in

Figure No. 4.13

Interpretation

Table 4.13 shows that 73 per cent of the respondents have invested in less than 10 companies, 23 per cent of the respondents have invested in 10-20 companies and 4 per cent respondents have invested in more than 20 companies.

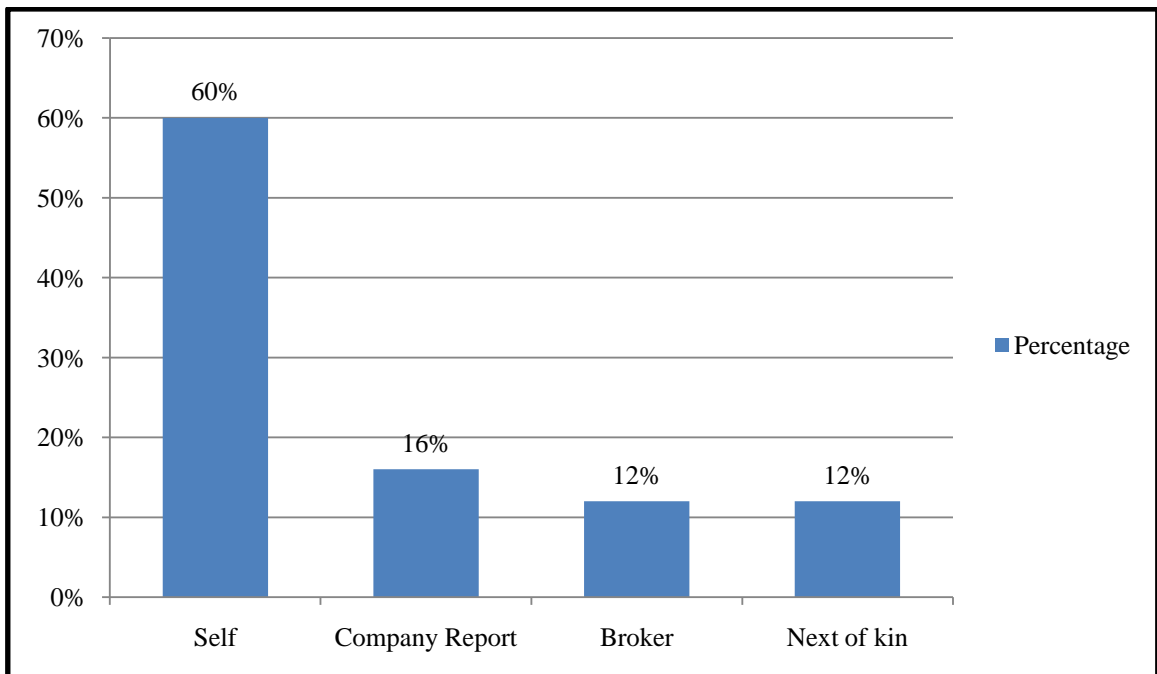
4.14 WHO PROMPTED TO INVEST IN STOCK MARKET

Table No. 4.14

Who prompted to invest in stock market

Influencers	No. of respondents	Percentage
Self	45	60
Company Report	12	16
Broker	9	12
Next of kin	9	12
Total	75	100

Source: primary data



Who prompted you to invest stock market

Figure No. 4.14

Interpretation

Table 4.14 shows that 60 per cent of the respondents entered stock market by their own, 16 per cent entered after seeing several company reports, 12 per cent entered via the help of a stock broker and 12 per cent entered because of the influence of their family members.

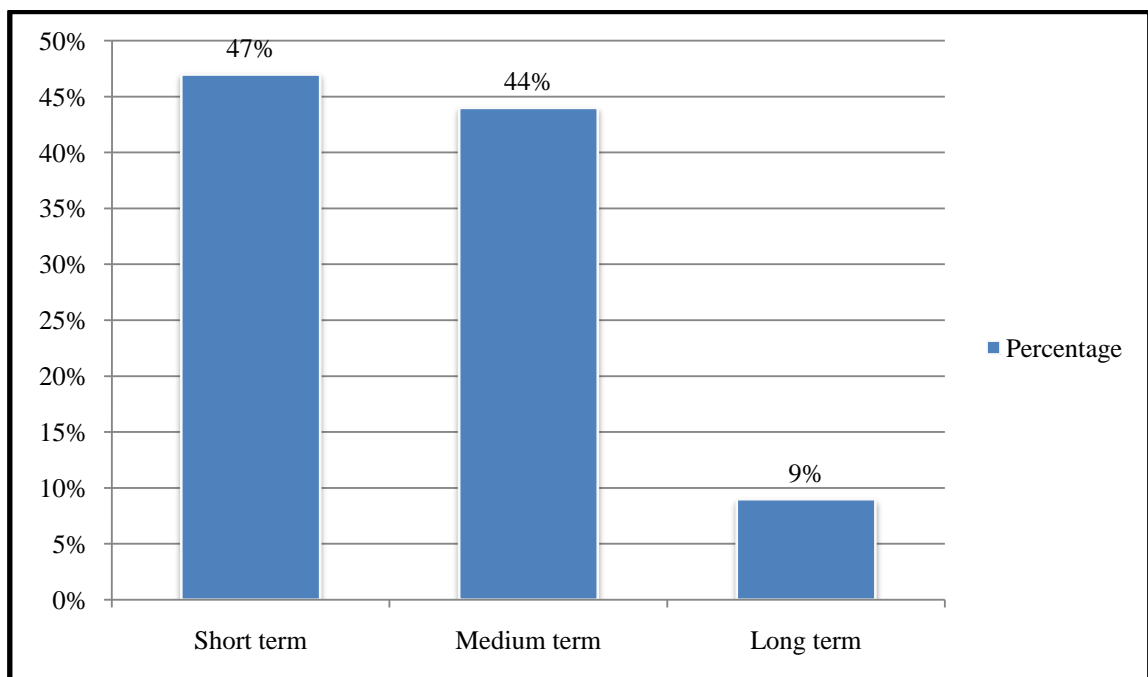
4.15 DURATION FOR WHICH INVESTMENT IS MADE

Table No. 4.15

Time period of investment

Duration	No. of respondents	Percentage
Short term {0-1 year}	35	47
Medium term {1-5 years}	33	44
Long term {more than 5 years}	7	9
Total	75	100

Source: primary data



Duration for which investment is made

Figure No. 4.15

Interpretation

Table 4.15 shows that 47 per cent of the respondents prefer to invest for short term, 44 per cent prefer to invest for medium term and only 9 per cent of respondents prefer to invest for long term.

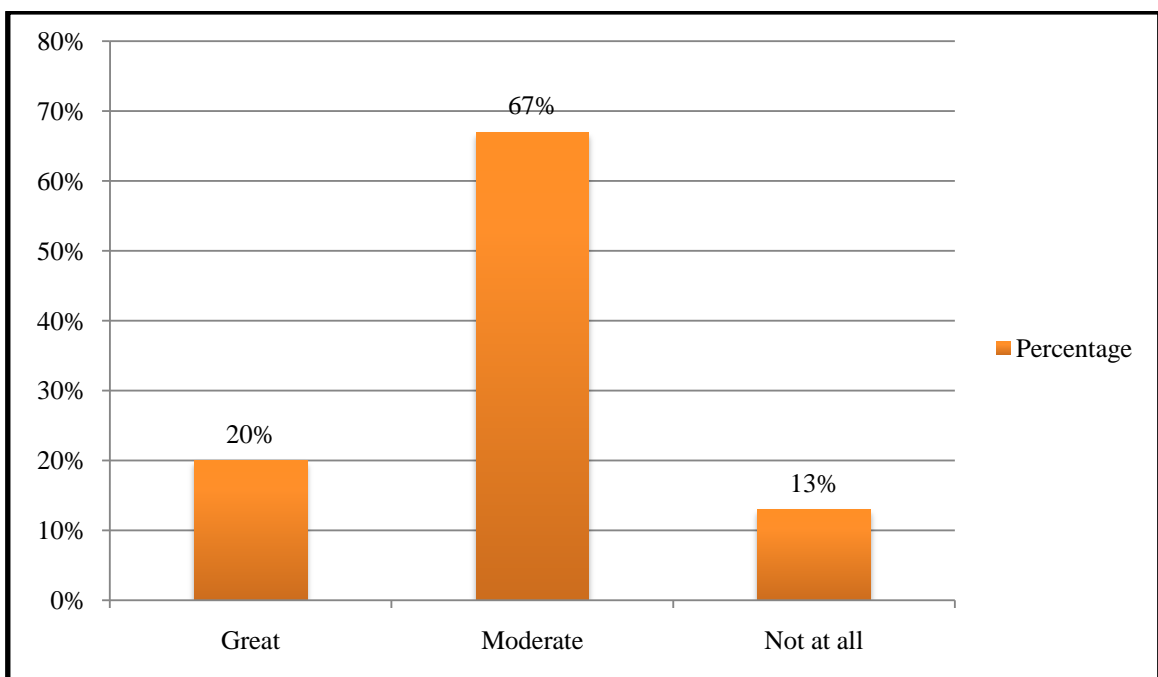
4.16 WILLINGNESS TO TAKE RISK

Table No. 4.16

Willingness to take risk

Level of risk	No. of respondents	Percentage
Great	15	20
Moderate	50	67
Not at all	10	13
Total	75	100

Source: primary data



Willingness to take risk

Figure No. 4.16

Interpretation

Table 4.16 shows that 67 per cent of the respondents prefer taking moderate risk while investing in stock market, 20 per cent prefer taking risk to a great extent and only 13 percentage prefer not taking risk at all.

4.17 INFLUENCING FACTORS FOR INVESTING IN STOCK MARKET

Table No.4.17

Factors that influence to invest in stock market

Response	Rank					Total	Average
	1st	2nd	3rd	4th	5th		
Tax Benefit	17	21	15	18	4	254	3.39
High Return	32	21	11	7	4	295	3.93
High Liquidity	9	10	29	16	11	215	2.87
Status and Prestige	3	15	8	13	36	161	2.15
Mitigate Risk	14	8	12	21	20	200	2.67

Source: primary data

Interpretation

Table 4.17 shows that high returns is the most influencing factor that influences respondents to invest in stock market.

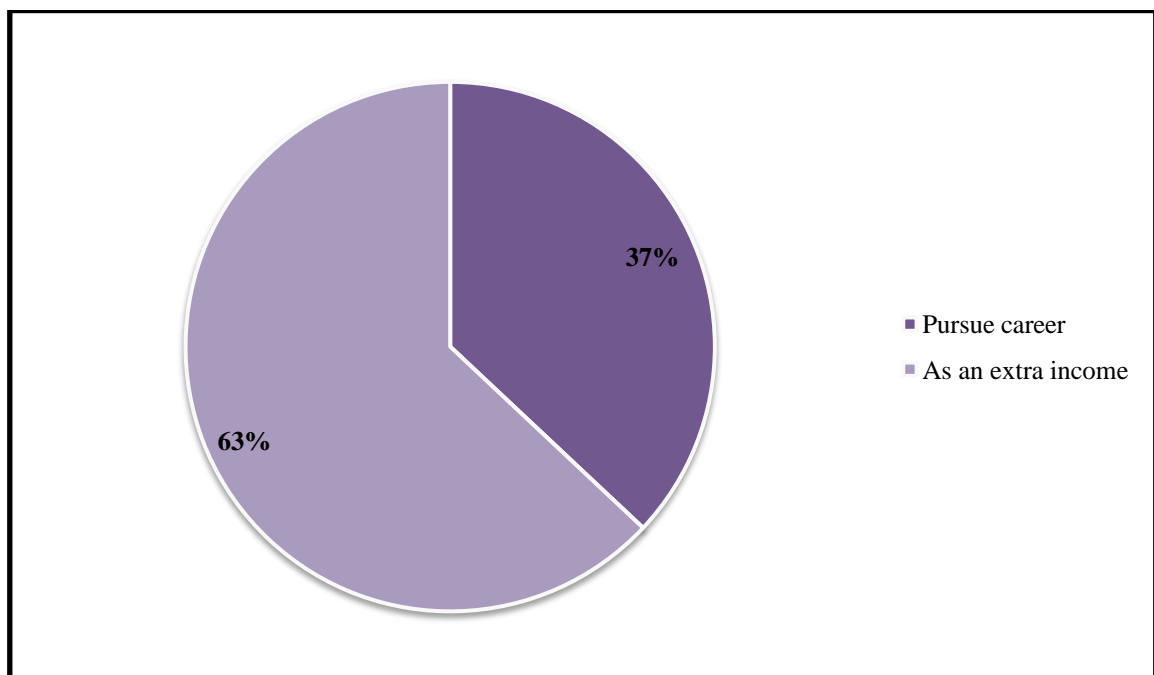
4.18 REASON TO ENTER STOCK MARKET

Table No. 4.18

Reason to enter stock market

Reasons	No. of respondents	Percentage
To pursue career in trading	28	37
As a method to earn extra income	47	63
Total	75	100

Source: primary data



Reason to enter stock market

Figure No. 4.18

Interpretation

Table 4.18 shows that 63 per cent of the respondents entered stock market as a method to earn an extra income and remaining 37 per cent entered to pursue a career in trading.

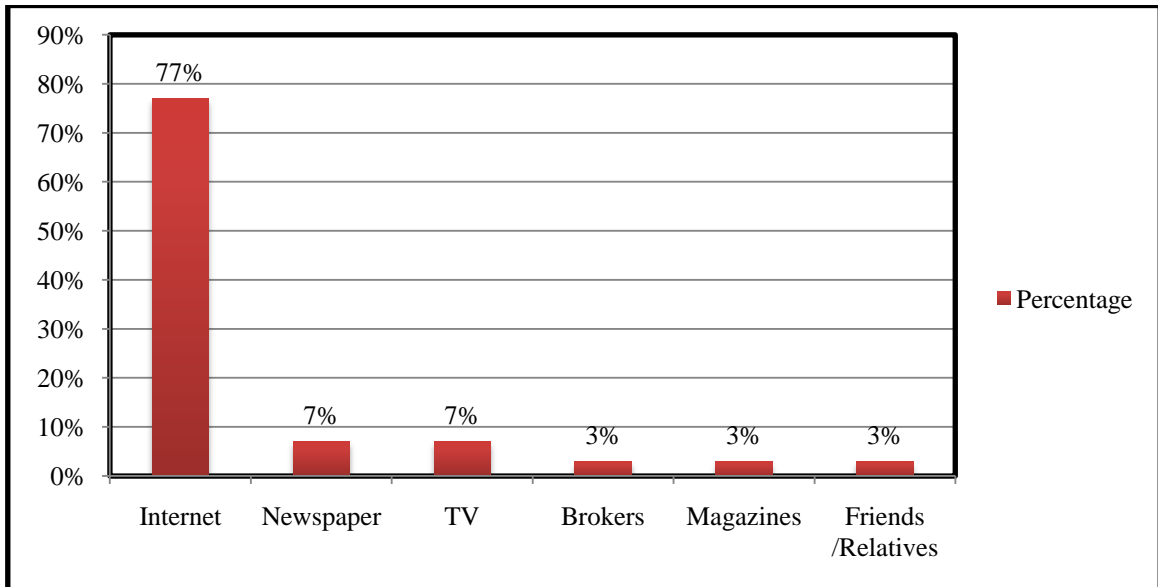
4.19 VARIOUS SOURCES OF INFORMATION

Table No. 4.19

Various sources of information

Sources	No. of respondents	Percentage
Internet	57	77
Newspaper	5	7
TV	5	7
Brokers	2	3
Magazines	2	3
Friend /Relatives	2	3
Total	75	100

Source: primary data



Various sources of information

Figure No. 4.19

Interpretation

Table 4.19 shows that 70 percent of respondents depend on the internet for information and 7 per cent refer newspapers, 7 per cent refer TV, 3 per cent refer brokers, 3 per cent refer magazines and another 3 per cent depend on their friends/relatives.

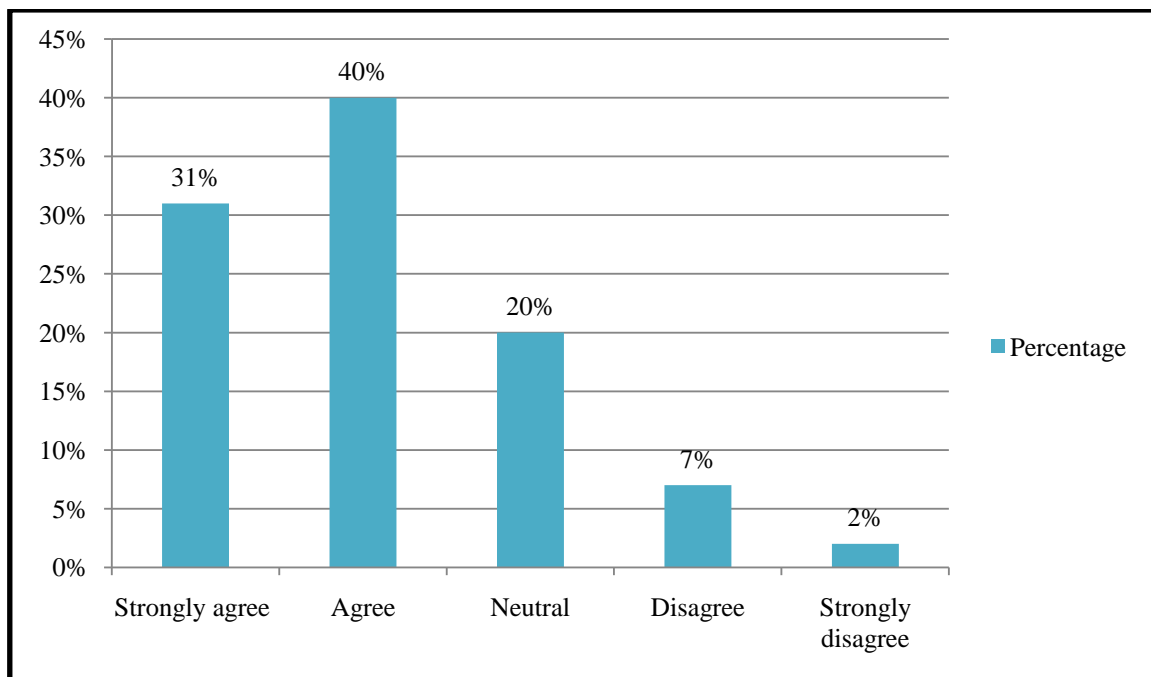
4.20 ROLE OF SOURCE OF INFORMATION IN DECISION MAKING

Table No. 4.20

Role of information in decision making

Opinion	No. of respondents	Percentage %
Strongly agree	23	31
Agree	30	40
Neutral	15	20
Disagree	5	7
Strongly disagree	2	2
Total	75	100

Source: primary data



Role of information in decision making

Figure No. 4.20

Interpretation

Table 4.20 shows that 40 per cent respondents agree that sources of information influence their investment decisions, 31 per cent strongly agree, 20 per cent of the respondents have a neutral opinion, about 7 per cent seem to disagree and 2 per cent strongly disagree.

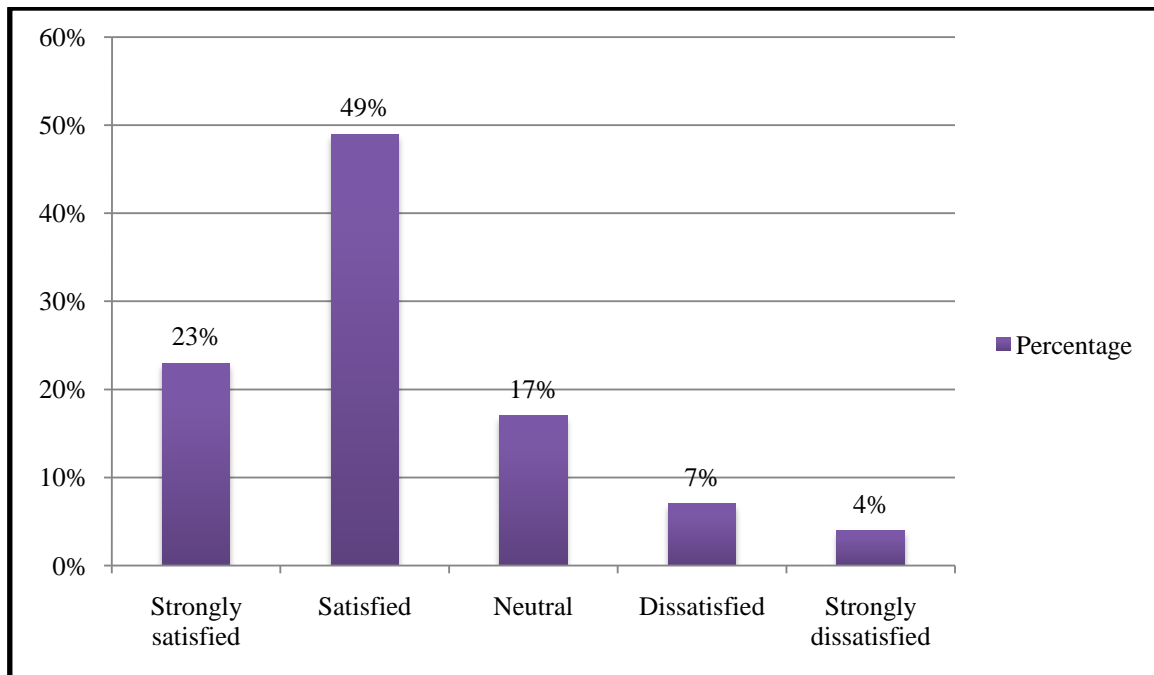
4.21 LEVEL OF SATISFACTION REGARDING SOURCES OF INFORMATION

Table No. 4.21

Level of satisfaction regarding information sources

Opinion	No. of respondents	Percentage
Strongly satisfied	17	23
Satisfied	37	49
Neutral	13	17
Dissatisfied	5	7
Strongly dissatisfied	3	4
Total	75	100

Source: primary data



Level of satisfaction regarding sources of information

Figure No. 4.21

Interpretation

Table 4.21 shows that 49 per cent respondents are satisfied by the amount of information available, 23 per cent are strongly satisfied, 17 per cent respondents had a neutral opinion, 7 per cent are dissatisfied and 4 per cent are strongly dissatisfied.

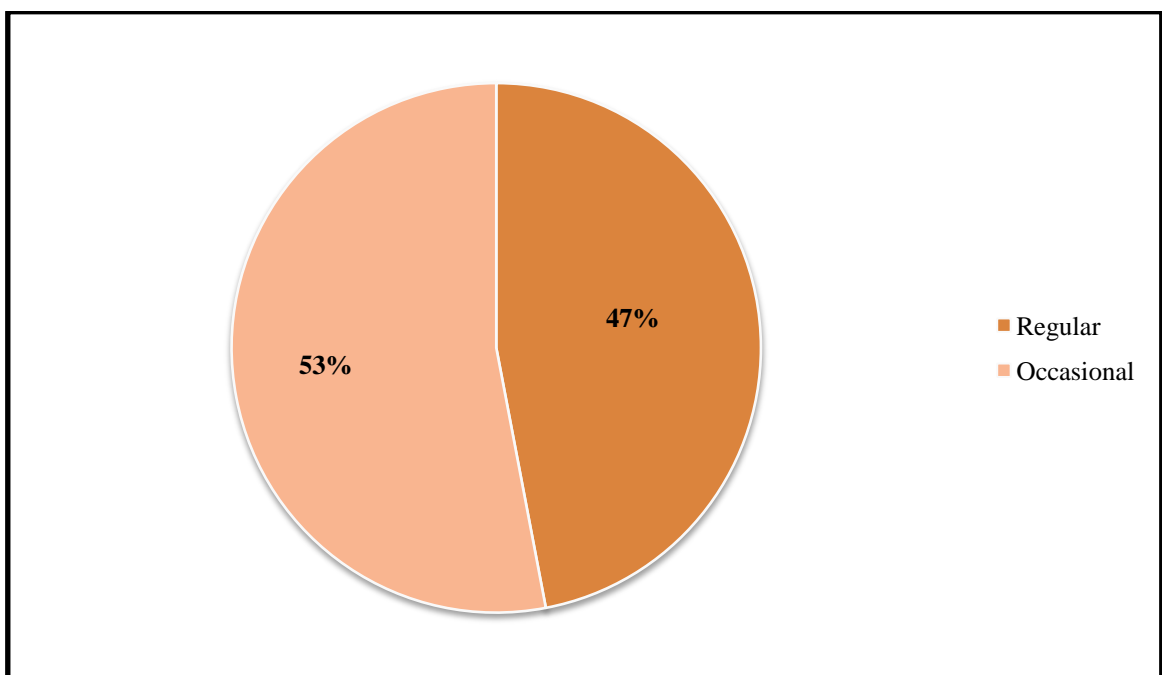
4.22 READING HABIT OF INVESTORS

Table No. 4.22

Reading habit of investors

Reading Habit	No. of respondents	Percentage
Regular	35	47
Occasional	40	53
Total	75	100

Source: primary data



Reading habit of investors

Figure No. 4.22

Interpretation

Table 4.22 shows that 53 per cent of the respondents have an occasional habit of reading investment columns in newspaper and remaining 47 per cent of respondents have a regular reading habit.

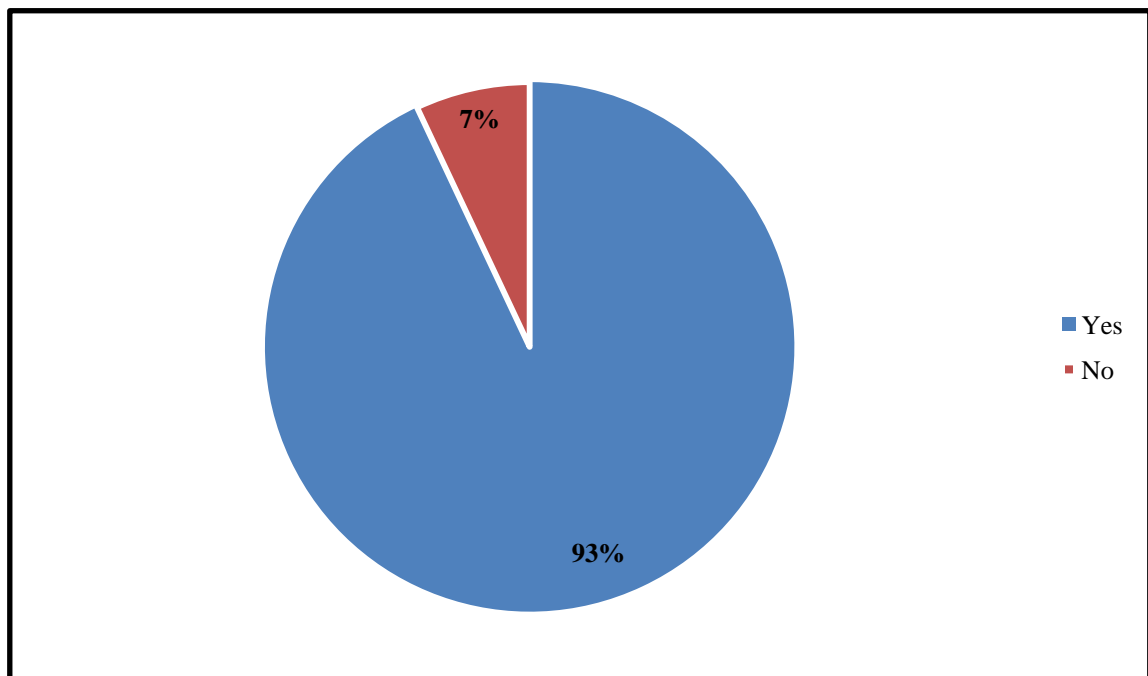
4.23 RELYING ON COMPANY PROSPECTUS FOR INVESTMENT

Table No. 4.23

Relying on company prospectus for investment

Choices	No. of respondents	Percentage
Yes	70	93
No	5	7
Total	75	100

Source: primary data



Relying on company prospectus for investment

Figure No. 4.23

Interpretation

Table 4.23 shows that 93 per cent of respondents go through company prospectus before investing and only 7 per cent do not go through the prospectus before investing in shares.

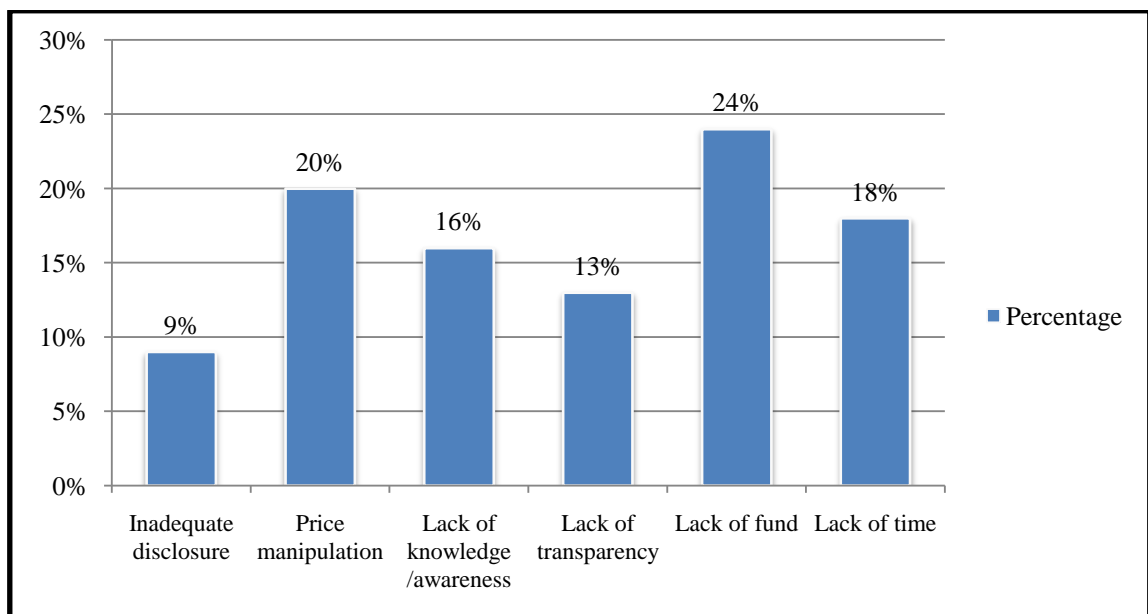
4.24 PROBLEMS GENERALLY FACED IN INVESTING

Table No. 4.24

Problems faced in investing

Problems	No. of respondents	Percentage
Inadequate disclosure	7	9
Price manipulation	15	20
Lack of knowledge /awareness	12	16
Lack of transparency	10	13
Lack of fund	18	24
Lack of time	13	18
Total	75	100

Source: primary data



Problems faced in investing

Figure 4.24

Interpretation

Table 4.24 shows that 24 per cent of the respondents face the problem of lack of fund, 20 per cent face problem of price manipulation, 18 per cent face lack of time, 16 per cent face lack of knowledge, 13 per cent face lack of transparency, 9 per cent suffer from inadequate disclosure.

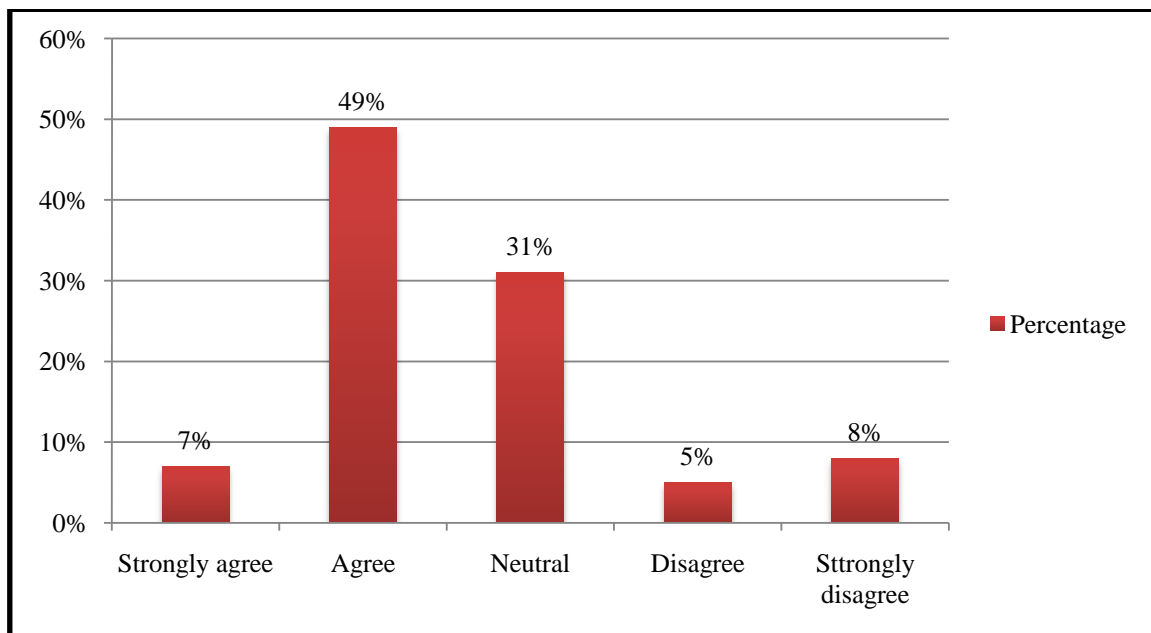
4.25 INVESTOR AWARENESS REGARDING THE OPPORTUNITIES IN STOCK MARKET

Table No. 4.25

Investor awareness regarding opportunities in stock market

Choices	No. of respondents	Percentage
Strongly agree	5	7
Agree	37	49
Neutral	23	31
Disagree	4	5
Strongly Disagree	6	8
Total	75	100

Source: primary data



Investor awareness regarding opportunities in stock market

Figure No. 4.25

Interpretation

Table 4.25 shows that 49 per cent of respondents agree that they are aware about the opportunities, 31 per cent are neutral, 8 per cent strongly disagree, 7 per cent strongly agree and remaining 5 per cent disagree.

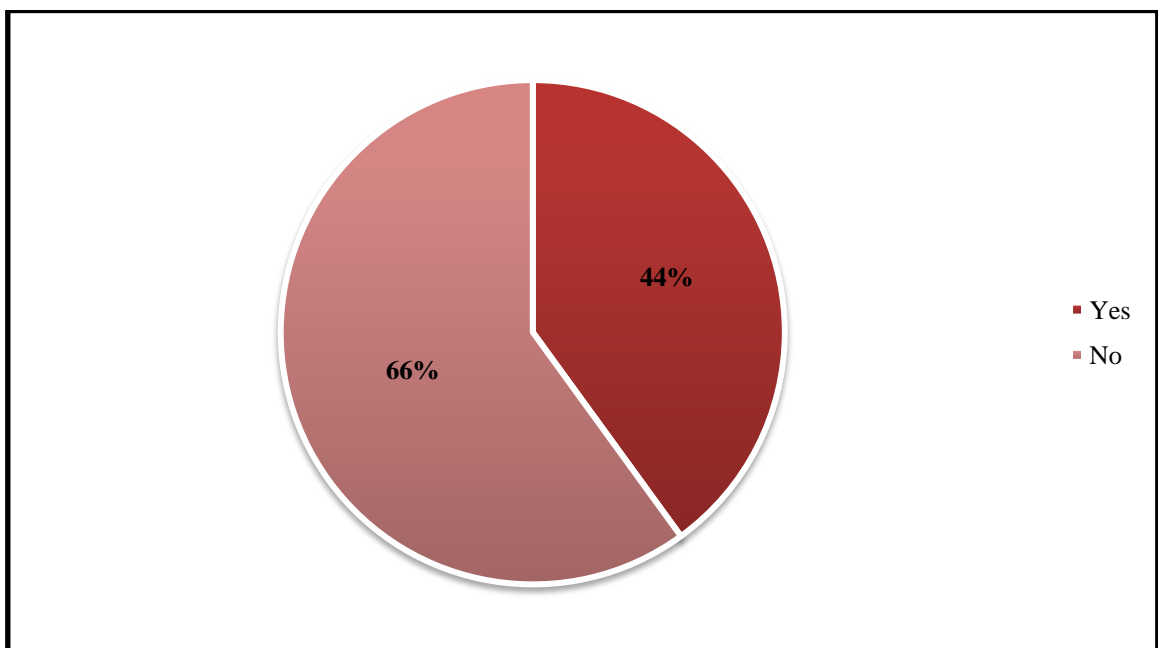
4.26 INDIAN STOCK MARKET IS WELL REGULATED

Table No. 4.26

Indian stock market is well regulated

Choices	No. of respondents	Percentage
Yes	33	44
No	42	66
Total	75	100

Source: primary data



Indian stock market is well regulated

Figure No. 4.26

Interpretation

Table 4.26 shows that 66 per cent respondents feel that Indian stock market is not well regulated and 44 per cent feel that it is well regulated.

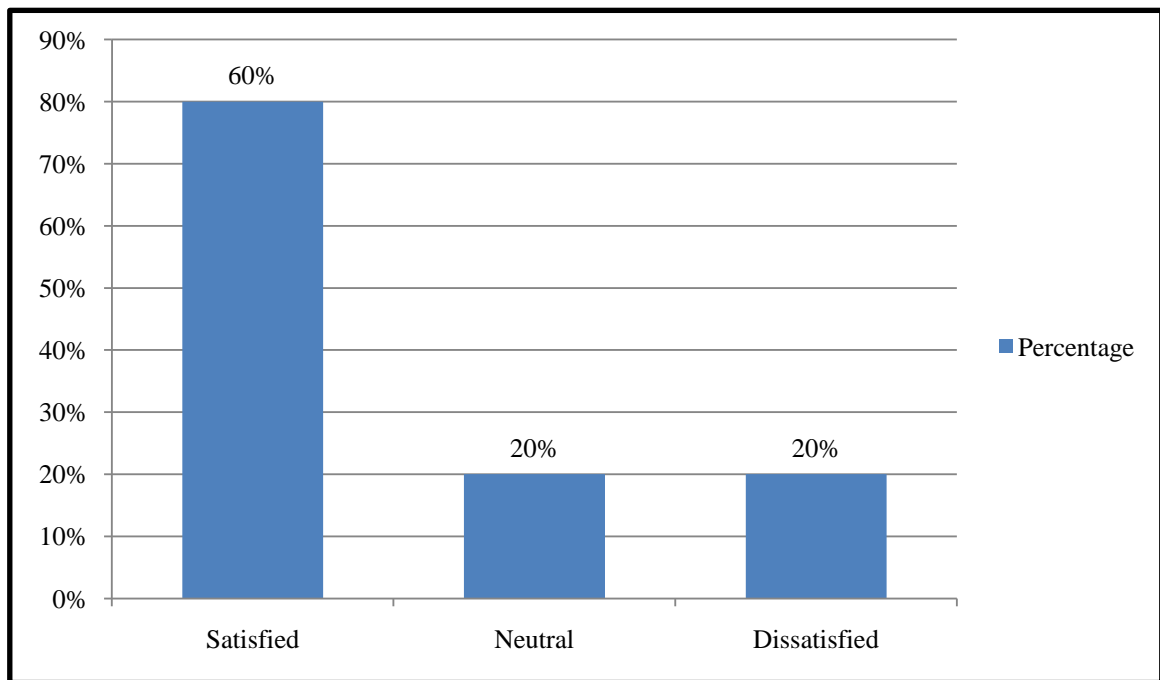
4.27 SATISFACTION WITH REGARD TO RETURN FROM STOCK MARKET

Table No. 4.27

Satisfaction from returns

Choices	No. of respondents	Percentage
Satisfied	45	60
Neutral	15	20
Dissatisfied	15	20
Total	75	100

Source: primary data



Satisfaction from returns

Figure No.4.27

Interpretation

Table 4.27 shows 60 per cent of respondents are satisfied with the returns from stock market, 20 per cent have a neutral opinion and 20 per cent are dissatisfied.

CHAPTER 5
SUMMARY, FINDINGS, SUGGESTIONS AND
CONCLUSION

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY

A Study on Investor's Preferential Pattern in Stock Market is a relevant topic in present scenario as investors are the most important participants of stock market. The investor plays an important role in the stock market because of their big share of savings in the country. This savings if invested properly can earn handsome returns. Investors depend on various sources of information for their investment decision. They consider these sources along with other factors while making their investment decisions. Investors also get influenced from other people for their investment decision. The regulators of the stock market cannot ignore the behavior of individual investor. So 75 respondents from Kannur District have been taken for the research study. The objectives of the research topic is as below

- To study investor's preferential pattern in stock market with special reference to Kannur District.
- To know the perception of investors regarding investment in stock market.
- To evaluate the medium or source of information influencing the investment decision.
- To evaluate the satisfaction of investors from returns in stock market.

5.2 FINDINGS

- Majority of the respondents come in 40-60 years age group followed by 25-40 years which includes 31 per cent respondents.
- Majority of the respondents are male i.e. 71 per cent.
- 37 per cent of the respondents are graduates
- Majority of the respondents i.e. 40 per cent are employed.
- 32 per cent of respondents invest their money for 1-3 years in stock market.
- Majority of the respondents are of the view that stock market is bullish.
- 39 per cent of respondents invest only 11-20 per cent of their income in stock market.
- Majority of the respondents i.e. 73 per cent prefer to trade directly in stock market.
- 36 per cent of respondents prefer position trading.
- Majority of respondents i.e. 56 per cent find shares as best investment.
- 37 per cent of respondents prefer to invest in mid cap stocks.
- IT industry is most preferred by respondents for investment from different industries.
- Nearly 3/4 of the respondents i.e. 73 percent have invested in less than 10 companies
- 60 per cent of respondents started investing in stock market of their own.
- Half of the respondents invest their funds for 0-1 year in stock market.
- Majority of the respondents i.e. 67 per cent are willing to take moderate risk when investing in stock market.
- High returns is the most influencing factor that prompts the respondents to invest in stock market.
- 63 per cent of respondents choose to enter stock market to earn extra income.

- Majority of the respondents i.e. 77 per cent depend on internet for stock market related information.
- 40 per cent of the respondents agree that various sources of information influence their investment decision.
- Half of the respondents are satisfied regarding the sources of information available about stock market.
- 53 per cent of the respondents have occasional habit of reading investment columns in newspaper.
- Majority of the respondents i.e. 93 per cent go through company prospectus before investing.
- 24 per cent of respondents find lack of fund as biggest problem.
- Half of the respondents agree that investors are aware regarding the opportunities in stock market.
- Majority of the respondents i.e. 66 per cent feel that Indian stock market is not well regulated.
- 60 per cent of the respondents are satisfied with the returns from stock market.

5.3 SUGGESTIONS

- The number of female investors in stock market still seems to be less even in this modern era, hence they should be provided with adequate awareness of the stock market and its job opportunities if possible from a young age itself from places like schools or colleges.
- Some of the respondents are not aware of the different investment avenues other than shares and mutual funds, so SEBI should take initiative and try to conduct different awareness classes to educate the potential investors with all the different Investment avenues available in stock market through various Stock Intermediaries.
- The average investors should be educated in areas such as risk taking and long term investment and also should be encouraged to invest more than just a mere percentage of their income. They should be taught about wise investment.
- Sources of information should be apt and reliable so that investors feel strongly satisfied instead of just feeling satisfied.
- People should be taught about the relevance of reading the company's prospectus and taking various investment decisions.
- Proper wealth management should be taught right from a very young age.

5.4 CONCLUSION

This research is an investigation into individual investors to identify their preferential pattern in stock market. It is necessary to have further research in this area with larger samples and diversities in order to understand the factors more critically. This study also touched the area of behavioral science, an unexplored and vast area of psychology where changes and development are rampant.

This study also focused on various sources of information and tried to highlight the importance that each source of information plays in an investor's decision. Further from the research study we tried to pinpoint the development of stock market and the importance that it holds in today's world. The study also helps us understand that investors are satisfied with the returns from the stock market. Investment in stock market is a dynamic activity and more than that leaning the investor's perception during their investment is all the more challenging and promising. This aspect is what all companies try to achieve in the end.

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APPENDIX

QUESTIONNAIRE

Dear Investors,

I am the student of Don Bosco Arts and Science College, Angadikadavu conducting a survey on “**Investors preferential pattern in stock market with special reference to Kannur District**”. I kindly request you to fill the questionnaire and provide necessary information regarding the above. It is purely an academic activity and data collected will not be shared with anybody for any purposes. All survey information is confidential.

Name :

Age: 15-25 25-40 40-60 Above 60

Gender Male Female

Educational Background: SSLC Higher Secondary

Graduate Post Graduate

Occupation/ Profession: Employed Full time trader

Self-Employment Students

1. How long have you been investing in stock market?

Less than 1 year

1-3 years

3-5 years

Above 5 years

2. What is your view on stock market?

Bullish

Neutral

Bearish

3. What proportion of your income do you invest?

Up to 10 percentage

11-20 percentage

21-30 percentage

Above 30 percentage

4. How do you prefer trading in stock market?
- Direct Indirect
5. What type of trading do you prefer?
- Intraday Trading
- Position Trading
- Scalping
- Swing Trading
- Momentum Trading
6. Rank your most preferred investment in stock market?
- Shares
- Bonds
- Debentures
- Mutual Funds
- Others
7. Your investments in equity are largely in
- Large Cap Stocks
- Mid Cap Stocks
- Both
8. In which industry do you like to possess shares?
- Auto mobile
- IT
- Pharmaceuticals
- Banking
- Others
9. Number of companies in which investment is made
- Less than 10 companies
- 10-20 companies
- More than 20 companies

10. Who prompted you to enter the stock market?

- Self
- Company Report
- Broker
- Next of kin

11. What is the time period you prefer to invest for?

- Short term (0-1 year)
- Medium term (1-5 years)
- Long term (more than 5 years)

12. To what extent are you ready to take risk while investment?

- Great
- Moderate
- Not at all

13. What are the factors that influence you to invest in stock market?

- Tax Benefit
- High Return
- High liquidity
- Status and Prestige
- Mitigate risk

14. Reasons as to why you decided to enter stock market

- To pursue a career in trading
- As a method to earn extra income

15. Which of these sources of information do you refer to while investing?

- Internet
- Newspaper
- TV
- Brokers
- Magazines
- Friend /Relatives

16. Do you think sources of information on stock market plays a pivotal role in influencing the investment decision of the investors?

- Strongly agree Agree
 Neutral Disagree
 Strongly disagree

17. Are you satisfied with the amount of information available from these sources?

- Strongly satisfied Satisfied
 Neutral Dissatisfied
 Strongly dissatisfied

18. Reading habit of investment column in newspaper and magazine?

- Regular Occasional

19. While investing in shares do you go through the prospectus of the company?

- Yes No

20. What are the problems that you generally face?

- Inadequate disclosure
 Price manipulation
 Lack of knowledge /awareness
 Lack of transparency
 Lack of fund
 Lack of time

21. Do you agree that investors are aware regarding the opportunities to explore the stock market?

- Strongly agree
 Agree
 Neutral
 Disagree
 Strongly agree

22. Indian stock markets are well regulated

- Yes
 No

23. Are you satisfied with the returns from the stock market?

Satisfied

Neutral

Dissatisfied

**A STUDY ON STUDENTS ATTITUDE TOWARDS
ENTREPRENEURSHIP IN KANNUR DISTRICT**

*A project report submitted to the Kannur University in partial
fulfillment of the requirement for the award of degree of*

MASTER OF COMMERCE

(2021-2023)

By

JEFRIL JOSEPH

REG.NO. C1PCOM3907

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. SOJIMOL P. J.

(DEPARTMENT OF COMMERCE)



DEPARTMENT OF COMMERCE

**DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 670706**

DECLARATION

I JEFRIIL JOSEPH, student of 4th Semester M.Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled “**A STUDY ON STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP IN KANNUR DISTRICT**” is an authentic and original work done by me under the guidance and supervision of Ms. SOJIMOL P. J, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu

JEFRIIL JOSEPH

C1PCOM3907

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY - 670706



CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP IN KANNUR DISTRICT**” is a record of genuine work done by the candidate **JEFRIL JOSEPH** during the period of his study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Ms. SOJIMOL P. J.

Supervisor

Ms. DEEPTHY JOSEPH

Assistant Professor & Head

Examiner 1:

Examiner 2:

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I sincerely wish to express my deep sense of gratitude to all who helped me to complete project work. First and foremost I thank the **God Almighty**, for his blessing and grace for the successful completion of the project work.

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I also express my deep sense of gratitude to my guide **Ms. Sojimol P.J**, In-charge, M. Com Finance for her better advice given on behalf of this project.

I express my gratitude to all who co-operated with me for doing my project.

I am indebted to my beloved parents and other family members for your great support and care.

JEFRIL JOSEPH

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CHAPTER 1

INTRODUCTION

INTRODUCTION

Entrepreneurship is the development of a business from the ground up - coming up with an idea and turning it into a profitable business. But while the definition of entrepreneurship may be simple, its execution is much more difficult. "Entrepreneurship is the journey of opportunity exploration and risk management to create value for profit and or social good. Gottlieb said that an entrepreneur is someone who can take any idea, whether it be a product and or service, and have the skill set, will and courage to take extreme risk to do whatever it takes to turn that concept into reality and not only bring it to market, but make it a viable product and or service that people want or need. Entrepreneurship has become an everyday buzzword. Policymaker's economist, academics and even university students are talking about it. Seminars, conference and workshop are being organized every year across the world which emphasized on the importance of entrepreneurship to country.

Except for facilitate the economic growth more important, the main benefit of entrepreneurship to create more important, the main benefit of entrepreneurship to create more new employment opportunities for society. Audrtsch noted that those countries with more entrepreneurial activities have lower unemployment rates, whereas countries with less entrepreneurial activities have higher unemployment rates. "Entrepreneurship through establishment of new independent business was so successful in the US during the 1980s and 1990s in creating new jobs that it overcomes the elimination of over 5 million jobs in established big business." Entrepreneurship for China, especially for Chinese college has a particular and crucial in terms of national candidates, due to encouraging and promoting entrepreneurial activities is an effective way of relieve employment pressure. In recent years, china is experiencing the peak period of working-age population growth and the labor is over supplied to 150 million.

The increasingly made entrepreneurship emerged as one of the most popular research domain in academic circles to study on the importance and contributions of entrepreneurship. Courses in entrepreneurship are also becoming a popular at college and university levels. Although there is no specific trait of an entrepreneur but there are certain characteristic that most successful entrepreneur possess like ability to plan,

communication skill, marketing skill, basic managerial skill, inter personal skill , leadership skill etc. Successful entrepreneurs are those who always learn from their failures; who always tried to solve problems; tried to strength their weakness and makes sure that is what are actually want. They are the risk taker it is the prime motive that should be developed in the students. Students are the forth comer who can become an entrepreneur.

1.1 STATEMENT OF THE PROBLEM

People who are interested in doing business are not able to do it, because of number of reasons that is lack of support from family, shortage of capital etc. Students complete their final years of graduation have an urgency to decide on their career for the future. Currently most of the parents want their children to be employed either in government or in reputed Multi-National Corporations. This attitude of the parents forces most of the educated students to employment and venture on enterprise as a career option. This study has been carried out to find out the attitude of student towards entrepreneurship. Are they interested in business, what is their attitude towards entrepreneurship and entrepreneurial careers, can entrepreneurship be considered as a career option today's global scenario. These are many other questions lead to carry out this project work.

1.2 SIGNIFICANCE OF THE STUDY

Entrepreneurship education has emerged out as a demanding subject to be mastered by young students entrepreneurship option can be seen as a significant career option among the current generation always been encouraged by intellectuals to motivate the young mind to start a business of their own. The study will be significant attempts in understanding the attitude of student towards entrepreneurship. The study will be beneficial to the graduated students for commencing a new business and able to understand the factors which are influencing to commence a business and barriers to commence a business and this study will also beneficial to the governments for formulating and executing new policies and procedure. And also educational institutions to understand students attitude towards entrepreneurship as a career

1.3 SCOPE OF THE STUDY

The study has been carried out to find out the attitude of students towards entrepreneurship and entrepreneurial careers. The study deals with only students

undergoing their studies in Kannur District. This study analyzes the students attitude towards entrepreneurship by taking seventy five students as samples.

1.4 OBJECTIVES OF THE STUDY

- To study the attitude of students towards entrepreneurship.
- To study the factors that motivate students.
- To study how much the institute promotes entrepreneurship and encourages idea

1.5 RESEARCH METHODOLOGY

In common words research means to search for knowledge. One can also define research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation. Research methodology is the way to systematically solve the research problems. It describes the procedure which has been used in the research. The present study titled **“A STUDY ON STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP IN KANNUR DISTRICT”** is an analytical and descriptive study. The study has been undertaken to find out the success history of students attitude towards entrepreneurship.

1.5.1 RESEARCH DESIGN

Research design is the arrangement of condition for collection and analysis of data in a manner that to combine relevance to the research purpose. The research design refers to preplanning of what a researcher does in this study. The study designed as an empirical one based on the survey method. The collected data were presented in tables and these tables were analyzed systematically.

1.5.2 AREA OF THE STUDY

Kannur District is selected for conducting this study.

1.5.3 POPULATION

The total number of items or things in a particular study is known as population. Here the population is infinite that means the population cannot be measured. The population selected for the study is students in Kannur district.

1.5.4 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. Here 75 samples are selected for the study.

1.5.5 SAMPLING TECHNIQUE

For data collection convenience sampling technique was used. Convenience sampling is one in which a sample is obtained by selecting such units of the universe which may be conveniently located and contacted.

1.5.6 SOURCES OF DATA

Different methods and techniques are used for conversion of raw data into scientific data. Both primary and secondary data were collected for the purpose of study.

➤ PRIMARY DATA

Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Here primary data is collected from 75 students of the study area viz; Kannur district through a well-structured questionnaire.

➤ SECONDARY DATA

Data collected from a source that has already been published in any form is called as secondary data. These secondary data is collected from various sources like economic review, different books, magazines, websites and so on.

1.5.7 TOOLS FOR DATA COLLECTION

In this study questionnaire is used to collect data from students. The questionnaire contains multiple choice questions.

1.5.8 TOOLS FOR DATA ANALYSIS

a) PERCENTAGE METHOD

The tool which is used for the data analysis is percentage. Percentage is a number or ratio expressed as a fraction of 100. It is often denoted using the percent sign “per cent”. Percentage is used to express how large or small one quantity is relative to another quantity. The formula used to calculate percentage is

$$\text{Percentage} = \text{amount/total} * 100$$

1.6 PERIOD OF THE STUDY

This study is conducted during the period of January 2023 to March 2023.

1.7 CHAPTER SCHEME

The present study is presented in 5 detailed chapters. The first introductory chapter gives an introduction to the topic “A study on students attitude towards entrepreneurship in kannur district”. This chapter also includes the statement of the research problem, the objectives of the study, methodology of the study and the limitations of the study. The second chapter is the review of literature. Third chapter explains the theoretical part of the study. Fourth chapter is the analysis and interpretation of primary data collected from Google Form. The fifth chapter contains Summary of the study, findings, suggestions and conclusion.

1.8 LIMITATIONS OF THE STUDY

- The response of the respondents may or may not be bias.
- The study is limited to kannur district.
- Data collected electronically. There is no personal interview is being conducted.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

A review of literature includes the extensive survey of literature the availability of literature depends upon the secondary sources of information. It is written by somebody else and include reference book, research paper, speeches of eminent persons, previous Ph.D. thesis etc. following are the important review of literature on agricultural finance.

Nikolous and Luthje (2004), in their study compared the entrepreneurial intention of students of two German universities. The three constructs used for the study were attitude towards being self- employed, willingness to take risks need for independence and locus of control. The findings indicate that student's entrepreneurial intentions are stronger and more ambitious in terms of business growth.

Thompson (2004), highlighted that if the attitude compliments the intention then it would lead to strengthen the entrepreneurial qualities. The intention therefore is a necessary component of entrepreneurial activity.

Evan D (2005), investigated the role of entrepreneurial attitudes and entrepreneurial self-efficacy on an individual's intention to engage in entrepreneurial behaviour. The result found that individuals who prefer more income, more independence and more ownership have high entrepreneurship intentions. The study found no relationship between risk prosperity and entrepreneurial intentions.

Fitzsimmons and Douglas (2005) found evidence that attitudes to ownership, independence and income were related to the individual's intention to engage in entrepreneurial behaviour

Veciano and urbano (2005), states that presence of entrepreneur in the family or among relatives could foster the intention to create a new venture.

Ferrante and Sabatini (2007), they casted a strong light on the connection between educational background and the ability to perform and build intentional behaviour. They constructed that educational attainment should reveal the cognitive abilities possessed by individuals.

Souitaris, Zerbinati and Andreas (2007), found that entrepreneurship education stimulates students subjective norms and intention towards entrepreneurship by providing them with knowledge, skills and sense of beliefs that inspire them to choose

entrepreneurship as a career.

Gridetal (2008), have tested theory of planned behaviour as a predictor of entrepreneurial intention among final year students of commerce at two universities in the Western Cape. Of all the predictors of entrepreneurial intention examined in the study. Personal traits, demographic factors and situational factors did not add significantly to the variance explained by theory of planned behaviour.

Stella (2008), states that family and society background, experience had a significant influence of students towards entrepreneurship.

Basu and Virik (2008), found that entrepreneurship education improves attitudes of students towards entrepreneurship.

Potter (2008), the role of entrepreneurship education has been called for as one of the key instruments to increase the entrepreneurial attitudes of people. Thus, educational initiatives have been considered as highly promising to making more people aware and interested on this career option and making more people try to start a new venture.

GEM (global entrepreneurship monitor) (2010), entrepreneurship education should eventually be viewed as an intention to create jobs, to drive and shape innovativeness and to stimulate economic growth

Zain, Akram and Ghani (2010), found that majority of the students had an intention to become entrepreneurs after going through the entrepreneurship programme.

Karhunen et al. (2011), states that business requires a great investment of time, resources and commitment which is bound to have an impact on one's attitude.

Ahmed et al (2012), desirability and feasibility will integrate to drive a potential and an intention towards a new venture

Gerba (2012), entrepreneurship education is viewed as a means of developing entrepreneurial skills in people, which skills manifest through creative strategies innovative tactics and courageous leadership

Ediagbanya (2013), states that entrepreneurship education positively affected the attitudes of students. It develop their skills, knowledge and they successfully engage in entrepreneurship activities.

Mapfaira and setibi (2014), found that there are some poor attitude of students towards entrepreneurship because of lack of technical support, difficulty in accessing

finance etc.

Saeed s (2015), had hypothesized that the support of perceived education, concept development, shaped students entrepreneurial self-efficacy. The findings displayed that perceived educational support employed the maximum influence on entrepreneurial self-efficacy, trailed by concept development, business development and institutional supports. The findings suggested that holistic perspective provides more meaningful understandings of the role of professed university support in the formation of student's entrepreneurial intention.

Magdalena Raczynska, Adam krystian Wisniewski (2016), the study shows that entrepreneurial attitudes among students research results. The research shows that most of the respondents thought of themselves an entrepreneurial and reason behind so many respondents thinking about opening their own firmwas because they believed their own business could give them bigger earnings than working regular full time job.

Fasla N P (2017), the study revealed that most of the students are of the opinion that are entrepreneurship is good. The present management education system does not focus on entrepreneurship development.

S.Arunkumar, J Jose prabhu, S Divya, V sangari, S nandhini, R prasanna, S,Prakash (2018), tried to analyse how an individual's entrepreneurship attitude differs from others. The study revealed the overall student's attitude towards entrepreneurship and it influence positive attitude. The researchers suggested the academic institution should encourage students to consider entrepreneurship and they will run their own business to have more flexibility in their personal and family life.

Many research studies have been undertaken periodically on the students attitude towards entrepreneurship but sufficient and in-depth studies are not done about students attitude towards entrepreneurship. There is a wide gap in the matters relating to the studies that are conducted. So this study is to find out more about the students attitude towards entrepreneurship in kannur district. To fill the gap constructive and suggestive studied are needed.

CHAPTER 3
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 MEANING OF ENTREPRENEURSHIP

Entrepreneurship is the ability to develop, organize and run a business organization in order to make profit. It is a process of actions of an entrepreneur who is a person always in search of something new and exploits such ideas into opportunities which are gainful by accepting the risk and uncertainty with the enterprise. Entrepreneurship is the total of entrepreneur plus enterprise. Land, labour, natural resources and capital gain are connected with entrepreneurship. They can make profit. Entrepreneur has the ability and desire to establish, administrate and succeed in a start-up venture along with the risk entitled to make profit. Most of the universities are promoting entrepreneurship. Universities have the responsibility of providing the importance of entrepreneurship to the students. It helps to improve their skills and mind set. Entrepreneurship increases the economic efficiency through job creation which increases the standard of living. Entrepreneurship serve as an agent of social justice.

Entrepreneurship education has expanded in most of the countries. The considerable expansion over this period has been seen as a widespread governmental belief in positive impact. Entrepreneurship education helps students from all socio economic backgrounds as it teaches students to think outside the box and nurture unconventional talent and skill. It has become an academic and teaching field. Entrepreneurial intent directing person's attention towards a specific object. The main objective of this study is to examine the key factors influencing student's intent to create a new venture. Entrepreneurship increases the student's willingness of starting a new business. Entrepreneurship education has been developing. The higher educational institutions started offering formal entrepreneurship education and included it as one of the subjects in the curriculum of business and other courses, organizing seminar and training for students. Entrepreneurship is important for economic growth, productivity and social development. Entrepreneurship is the individual motivation, willingness to take risk and make profit to improve the standard of living. Entrepreneurship generates employment opportunities and it is instrumental in the economic development of a country.

3.2 Promoting Entrepreneurship Education:

Entrepreneurship education seeks to provide students with the skills, motivation and knowledge to inspire entrepreneurial success in a wide variety of settings. Entrepreneurship education mainly focuses on developing understanding of entrepreneur's behaviour and skills. Education is a key issue. Schools should send out the message that being an employee is not the only option after the completion of education. The advantages of being an entrepreneur should be promoted and the hopes of those young entrepreneurs who face the risks of starting their own business should disappear. Righteous examples to follow should be providing to those still doubtful among potential young entrepreneurs, in order to give them more confidence and reveal that it is indeed possible to become a successful entrepreneur even in their youngest of age. Entrepreneurship education is meant to change student's behaviour pattern to the preferred direction. Therefore entrepreneurship subject is to encourage students to create jobs to overcome unemployment problems and change students mind set from finding jobs to creating jobs after graduation. Thus entrepreneurship education is a mix of skill building and also a mind-set shift from job seeking to job creation.

3.3 Characteristics of Entrepreneurship

- **Interest and vision:**

The first and foremost factor for entrepreneurial success is his/her interest and vision. This interest must also translate into company's growth otherwise, the person is not be able to maintain a high level of work ethic, and they will most likely fail. This vision must be strong enough than he/she can communicate it to investors and employees.

- **Skill :**

Entrepreneurship must have skill and proper vision in order to achieve their goal.

- **Innovation:**

It should be highly innovative to generate new idea to start a company and earn profit out of it. Innovation must be a more efficient and more economical. The successful exploitation of new idea is crucial to a business being able to improve its processes, bring new and services to market. Increase its efficiency, it improve its profitability.

- **Ability to take risk:**

Entrepreneur must be courageous and be able to evaluate and take risks, which is an essential part of being an entrepreneur. The risk is connected with the time and money that we invest in our business. New ideas are always risky and may not always bring profits. Entrepreneurs may have to incur losses as well. Hence risk is a basic feature of entrepreneurship.

- **Improve standard of living:**

Entrepreneurship helps to improve the standard of living of a person by increasing the income. It means there is an increase in the consumption of goods and services by a household for a particular period

- **Profit potential:**

Profit potential is the likely level of return or compensation to the entrepreneur for taking on the risk of developing an idea into an actual business venture. Without profit motive, entrepreneurial activities may not be carried on.

3.4 Qualities of a Successful Entrepreneur

- **Successful entrepreneurs are ambitious**

People have ambition in order to become a successful entrepreneur. They actively find out problems and have the ambition to fix them.

- **Successful entrepreneurs are hard workers**

The successful entrepreneurs are not the lazy people they are very hard workers. Their primary motive is to achieve their goals and growth of their business. They continuously make planning.

- **Successful entrepreneurs are leaders**

Entrepreneur must have the leadership quality. They are good at managing all the aspects of their professional and personal skills. They have the ability to take the decision in right way. They have good communication skills and provide guidance to others.

- **Successful entrepreneurs are disciplined**

They are mainly focused on their business work. They eliminate all the

distractions in their goals before they achieve their goals. Without disregarding their long term goals they focus on the day to day operations of their business. They take disciplined steps every day towards the achievement of their goal.

- **Man of vision**

Entrepreneur must be a man of vision. Vision is something more than simply dreaming.

- **Successful entrepreneurs are problem solver**

An entrepreneur does not get disappointed when he faces problems. He must show strong determination to overcome problems of any dimension. He must be a good problem solver.

3.5 Types of entrepreneurs

A. On the basis of type of business

- **Business entrepreneur :**

He is an individual who discovers an idea to start a business and then builds a business to give birth to his ideas.

- **Trading entrepreneur:**

He is an entrepreneur who undertakes trading activities that is buying and selling manufactured goods. He does not undertake manufacturing activity.

- **Industrial entrepreneur:**

He is the entrepreneur who undertakes manufacturing activities.

- **Corporate entrepreneur:**

He is a person who demonstrates his innovative skill in managing corporate undertakings and organising.

- **Agricultural entrepreneur:**

They are entrepreneurs who undertake agricultural activities.

B. On the basis of use of technology

- **Technical entrepreneur:**

Technical entrepreneurs are extremely task oriented. They are of craftsman type. They concentrate more on production than marketing.

- **Non-technical entrepreneur:**

These entrepreneurs are never concerned with the technical aspects of the product. They concentrate more on marketing aspects.

- **Professional entrepreneur:**

He is an entrepreneur who starts a business until but does not carry on business for a long period. He sells out the running business and start another venture.

C. On the basis of motivation:

- **Pure entrepreneur:**

He believe in their own performance while undertaking business activities. They try hard to prove their excellence in ventures.

- **Induced entrepreneur:**

He is an entrepreneur who induced to take up an entrepreneurial activity which is done with a view to avail some benefits from the government.

- **Motivated entrepreneur:**

These entrepreneurs are motivated by their desire to make use of their technical, professional expertise and skills.

- **Spontaneous entrepreneurs:**

These entrepreneurs are motivated their desire for self-employment and to achieve or prove their excellence in job performance.

D. On the basis of stages of development

- **First generation entrepreneur:**

He is the one who start an industrial unit by means his own innovative ideas and skills. He is essentially an innovator.

- **Modern entrepreneur:**

He is an entrepreneur who undertakes those ventures according to the modern marketing needs

- **Classical entrepreneur:**

He is the one who develop self-supporting venture for the satisfaction of customer needs. He does not undertake any innovation.

E. Classical by Clarence Danhof:

- **Innovative entrepreneurs:**

These types of entrepreneurs are very innovative. They show a high tendency of undertaking risk. They are generally aggressive on experimentation and cleverly put maximum attractive possibilities into practice.

- **Adoptive or imitative entrepreneurs:**

These entrepreneurs are ready to adopt successful innovation created by innovative entrepreneurs. Imitative entrepreneurs do not innovate any changes themselves. They only imitate technology and techniques innovated by others.

- **Fabian Entrepreneurs:**

These entrepreneurs are traditionally in nature. They would be cautious. They neither introduce new changes nor adopt methods that are innovated by other entrepreneurs. They are shy and lazy. They are not much interested in risks.

- **Drone entrepreneurs:**

Drone entrepreneurs are those who refuse to adopt and use opportunities to make changes in production. They would not change the method of production that has already been introduced. They follow the traditional methods of production.

3.6 Functions of an entrepreneur

- **Innovation**

An entrepreneur is basically an innovator who tries to develop new markets, product, technology etc. Innovation may involve doing new things or doing existing things. An entrepreneur uses his creative faculties to do new things and to exploit opportunities in the market. He does not believe in status and is always in search of change.

- **Assumption of risk**

An entrepreneur is a risk taker and not risk shirker. He is always prepared for assuming losses that may arise on account of new projects and ideas that are undertaken by him. This willingness to take risks allow an entrepreneur to take initiative in doing new things and marching ahead in his efforts.

- **Catalyst to economic development**

An entrepreneur plays an important role in accelerating the pace of economic development of a country by discovering various new uses of available resources and maximizing their utilization.

- **Research**

Entrepreneur finalizes an idea only after considering a variety of options, analysing their weakness and strengths by applying analytical techniques, supplementing them with empirical finding, testing their applicability, and then choosing the best alternative, it is then that he applies his ideas in optimum practice. The selection of an idea thus involves the application of research methodology by an entrepreneur.

- **Development of management skills**

The entrepreneur work involves the use of managerial skills which he develops while planning, organizing, staffing, directing, controlling and coordinating the activities of business. His managerial skills get further strengthens when he engages himself in establishing equilibrium between his organization and its environment. When the size of business grows an entrepreneur can employ professional managers for the effective management of business operations.

3.7 Importance of entrepreneurship

- **Entrepreneurs create jobs**

Without entrepreneur jobs would not exist. Their ambition to continue their business growth which eventually leads to the creation of new jobs. As their business continues to grow even more jobs are created.

- **Entrepreneurs innovate**

Some technologies in today's society have come from businesses. The technological advances come out of a need to be solved, create efficiencies.

- **Entrepreneurs create change**
Innovative ideas of entrepreneur will make the world change. They might create a new product that take on the challenge to explore something never explored before.
- **Entrepreneurs add to national income**
Entrepreneurship generates new wealth in an economy. New ideas, products and services from entrepreneurs allow for the growth of new markets and wealth.
- **Improving standards of living**
By creating productive organizations, entrepreneurship helps in making wide variety of goods and services which are available to the society which results into higher standards of living for the people.
- **Means of economic development**
Entrepreneurship involves maximization of output from given resources, creation and use of innovative ideas, development of managerial skills etc. and all these factors are essential for the economic development of a country.
- **Creation of organizations**
Entrepreneurship result in creation of organisations when they assemble and coordinate physical, human and financial resources and direct them towards achievement of objectives through managerial skills.

3.8 Risk involved with Entrepreneurship

- **Financial risk:**
An entrepreneur invests money in an enterprise on the expectation of getting attractive returns. But it may not click and end up in big financial risk.
- **Personal risk**
Starting an enterprise and managing it is an important task. Entrepreneur is supposed to devote most of his time and energy to get fully immersed in it. His family life and social life are at risk.
- **Career risk**
As long as the business is going on well, everybody appreciates, once it incur loss he may be forced to take up other employment opportunities. But the would be employer doubts his efficiency and may not accommodate him. Another

career is a question mark.

- **Psychological risk**

The mental agonies, an entrepreneur is expected to face will always haunt him throughout his life. Chances are high that he develops blood pressure or becomes a heart patient or is likely to get ulcer. Once lost, psychologically he may be beyond redemption.

3.9 Challenges of Entrepreneurship

- **Lack of sufficient Infrastructural facilities**

Infrastructure include sectors like power, roads, industrial park etc. Infrastructure development will reduce the transportation cost and enhance efficiency of the entrepreneur.

- **Non- availability of capital**

Capital is a must for mechanisation of the process, modernisation of the process expansion of the business, diversification of the business, conduct of research and development etc. Besides massive capital is required as working capital.

- **Great risk**

Business is risky more over business done in an underdeveloped country or a developing country is rather riskier. The cost details of the inputs used may not be readily and reliably available and hence the cost of figures might be wrong. The size of market and the purchasing power of the people is also difficult to estimate.

- **Non- availability of skilled labour**

In India, even though the population size is huge, labour force is supposed to be abundant but the reality is that employable person are scared especially skilled labour.

- **Entrepreneurship subject not given top priority**

The early day's entrepreneurship was nothing but mere laughed. But now a days the entrepreneurs are admired and recognised but public without entrepreneurship being introduced as a subject the upcoming generation will not

be able to catch the idea and dream about owning his own organisation. Thus by teaching entrepreneurship and entrepreneur is respected more and more entrepreneurial aspirants can be created.

- **Lengthy and cumbersome procedure to start business**

India in comparison to another country the pains and procedure of starting a business is no longer cumbersome.

- **Absence of technical know-how**

It means that all of the recorded and unrecorded information and the knowledge relating to the technology of the product.

3.10 Reasons why people become entrepreneurs;

Entrepreneurs are the dreamers who are energized to desire to pioneer, lead, innovate and invest disruptive technologies and products. Years ago, Indians only thought of following well defined career paths. The children usually follow the desire of their parents and opted for a career that was decided by their elders. Following further pushed the young generation towards entrepreneurship.

- The desire to be their own boss and have better control
- The determination to take risks in the changed global environment where unexplored new opportunities were present.
- The aim to develop and execute a plan right from the base level
- The aim to do well financially and take their growth better level
- They have the freedom to express their innovative ideas and knowledge

3.11 Entrepreneurship Education for Students

Entrepreneurship education has emerged out as a demanding subject to be mastered by young students. With each passing day, as the jobs are getting limited owing to numerous reasons such as technological advancements and population growth, entrepreneurship option can be seen as a significant career option among the current generation. Contributing significantly to economic growth, entrepreneurship also generates numerous job perspectives. As a result of which, it has always been encouraged by intellectuals to motivate the young mind to start a business of their own.

To make the students aware of the possible benefits of being an entrepreneur, a basic entrepreneurship program should be incorporated in the regular curriculum as a mandatory subject. This initiative will not only boost the interest of the students to go for personal business meanwhile ditching the traditional 9 to 5 jobs. This basic education will not only help them embracing any upcoming opportunities to be successful entrepreneurs but also tackle the adversities successfully in the future.

To get a clearer picture of the topic and understand the importance of basic entrepreneurship education in student's life the below-mentioned points could be of assistance.

- 1. Teaches Basic Life Skills:** Entrepreneurship education teaches essential life skills such as an innovative approach to solve a problem, resolve real world problems, collaboration and working with a team, and many more. All these life skills which define the personality of an individual can never be learned through traditional book and classroom studies.
- 2. Enhances Creativity:** Creative people always take a different approach to a problem and that's what makes a major difference. By encouraging creativity, innovation, and collaboration the entrepreneurship molds the students into an abler individual strong enough to face the reality of the outside world. Apart from the degrees and certifications, the students will have the much-needed experience to start their journey in the market with a strong foundation.
- 3. Develops Problem Solving and Identification Capability:** Problem-solving and problem identification are two separate things. Students through years of practice may develop their problem-solving skills but to identify the problem much before its arrival and taking necessary precautions to tackle it differentiates a successful entrepreneur from the rest of the mass.
- 4. Boosts Leadership Quality:** The world is always in need of a good leader for guidance. The students who are interested to make a difference will certainly succeed in paving a different pathway. While learning about entrepreneurship skills at a younger age, the students tend to incorporate new skills and start thinking like a leader. Beneficial specifically for women entrepreneurs, the leadership skills will compel them to create their own identity by mitigating the existing gender gap in the corporate world.

Essays on entrepreneurship by Domypapers writers can give you invaluable insight into the world of business and help students gain a better understanding of the key concepts involved. By merely asking, “write my paper for me,” you can get an in-depth look at the different elements of entrepreneurial success, such as risk management, market analysis, and financial planning. Professional writers can also explore other topics related to business, including organizational leadership and innovation. By reading such essays, students can learn valuable lessons to apply in their own business endeavors. Domypapers writers offer essay help to provide students with the knowledge and resources they need to become successful entrepreneurs. With the education of students being a top priority, the team of experienced writers works diligently to produce essays on any business topic.

- 5. Prepares the Students for an Uncertain Future:** If we research a little bit, we can very well realize that the jobs once existed decades ago, are nowhere to be found in the present scenario. In the volatile and dynamic market, new technologies are advancing in each passing day and the current generation is progressing towards a future without any certainty. They might take years to master a particular trade or skill but with time it might disappear from the market resulting in havoc in student’s careers. By learning about entrepreneurship, one door will always be open for venturing into, if the things do not turn out as expected.

Our world is changing rapidly and we are voyaging steadily towards a generation equipped with more technical knowledge and advancement. The future belongs to the innovators and leaders. Our education system needs to adapt accordingly. Basic entrepreneurship programs will emerge as a path-breaker and trend-setter proving quite a beneficial initiative for future generations.

3.12 Build an ecosystem for student entrepreneurship

Often, we hear of young entrepreneurs being described as dropouts, outliers and mavericks. But, building a successful ecosystem for student entrepreneurship involves nurturing people who are capable, but may not know it. Hence, this is a community endeavour and requires coherent vision. A few elements of training that this ecosystem must provide are:

Wealth mindset

Adults tend to think of entrepreneurship as a high-risk and unstable undertaking for students. What if entrepreneurship is considered an opportunity to create wealth? What we need to do is to recast the “Art of Entrepreneurial Success” as the “Science of Creating Predictable Wealth” for students, parents and teachers.

Differentiate between projects and entrepreneurship

The lines between a school/college project and true entrepreneurship have been blurred. Many universities and colleges establish project teams and call themselves incubators. An incubator is merely a hospital for a short period after birth. A true entrepreneurial ecosystem will help the newborn grow into a healthy adult. Therefore, it is necessary to distinguish between project, product, business and entrepreneurship.

A project is a step to building a product or service;

A product that has a paying customer and can be reproduced or scaled is the basis of the business.

A business is the creation of a successful entrepreneurial venture, which includes several functions such as sales, marketing, finance, production, and customer service.

Mentorship

Understanding the economic impact of a business idea, both on potential customers and its viability, is a critical part of mentorship in the ecosystem. The economic gain in value/time savings that is engineered into the innovation dictates the revenue model. Hence enabling the student to devise competitive solutions must be a part of the learning process. Ideally, mentorship must be a combination of successful entrepreneurs and corporate executives with operating, financial and marketing experiences.

Filtering

Entrepreneurs know how to filter opportunities because it is easier, cheaper and faster to change a business plan on paper than to do it in the marketplace. Students must be trained to embrace failure and to learn from it.

Value creation

Student entrepreneurship is about building teams and learning together. Such a culture is the foundation of future value creation. Whether a team can manage challenges depends on the bond and trust between team members.

Access To Capital

Capital is the lifeline of entrepreneurial existence. Student entrepreneurs must learn to source the right type, size, and timing of capital. The ecosystem must enable such learnings including sources of funds such as governmental and private ones. Accessing non-controlling growth capital is a discipline that student entrepreneurs must be taught.

An ecosystem for student entrepreneurship must help students connect the dots. Entrepreneurship is about creating, retaining and building wealth for all shareholders. The metrics of wealth creation are based on sound business models. Students must be taught that entrepreneurship is a methodical approach to building on one's passion to create wealth for all shareholders.

3.13 The 7 Biggest Challenges for Young Entrepreneurs

It's tough for anyone to start out as an entrepreneur building a new business from the ground up. Being young at the same time brings a unique set of challenges to the table, ones that your older counterparts may not have to deal with. Stereotypes of the young and attitudes about how young people should behave have a way of tripping up the unwary business owner.

1. Financial Issues

The main challenge that all entrepreneurs face is to get their business funded. Older business owners have the advantages of a history of good credit and years of networking under their belt, making it easy to find investors and secure loans and contracts. The younger entrepreneur does not yet have these resources. You may be paying off your student loans, reducing your liquid capital. You don't have a network developed over years, so it may be more difficult to gain the interest of investors.

Due to the limited availability of funds, you have less room for error. Make sure you have enough put aside to weather the worst case scenario. And don't assume you will

make a profit right away. It can take up to two years before your business is reliably making money.

Growing a business under these circumstances is absolutely possible, but having a well-prepared business plan and elevator pitch are more essential than ever to getting off the ground.

2. Facing Age Stereotypes

Ironically, you might be called "lazy" or "irresponsible", or not be taken as seriously as someone who is older. While networking, you might come across older professionals who doubt the sustainability and credibility of your business.

Don't let the ageism get to you. Behave professionally at all times, and treat others fairly. Eventually you will gain a reputation for maturity and be considered worthy of trust and respect by the older set.

Deal with discouragement by surrounding yourself with people who believe in you. Above all, have confidence in your own abilities.

3. Social Rejection

You don't have co-workers to chat with, and your friends and family may not understand the unconventional route you've taken. Plus, with how busy you'll be working, it may be hard to get out and meet new people or maintain relationships with those you already know. Luckily, there are other young entrepreneurs out there who are in the same predicament. Attend meet-ups where you can support one another's goals and values. Co-working spaces are a great place to network and keep up with your work at the same time.

It's important to reserve a slot in your schedule to spend time with supportive loved ones. Mentally it makes a big difference to have others who build you up, as opposed to tearing you down. Focusing on the positive individuals in your life makes it that much easier to put your best effort in.

4. Facing Criticism

You might be warned repeatedly about the various ways your business can fail. A lot of people truly do think that it's more stable to depend on a tenuous job at a brick-and-mortar than to be the head of your own company. Sometimes critics get personal.

They'll feel jealous of and threatened by your independence and try to magnify anything negative they can find, projecting their own insecurities onto you.

When it comes to criticism, separate the wheat from the chaff. Older business people can have a lot of great lessons to teach, but learn to put aside unhelpful comments and self-aggrandizing "advice." Allow the positive to take precedence and don't waste your time on negative influences.

5. Dealing with Stress and Self-Doubt

Unlike an employee at traditional job, you are directly responsible for making the business profitable. There's no larger company structure to provide a cushion for when things go sour. And in the early days, taking a vacation means taking time away from growing your business. But just because the stakes are higher doesn't mean your stress levels have to be higher too. Regular exercise and meditation do a lot to calm the mind, and it's healthy for the body too. And since you're your own boss, you are free to take a quick jog break whenever you like and adjust your work setting to promote relaxation.

If you feel yourself getting discouraged, a powerful motivational tool is to take a look at your list of goals and tasks to do. Realize how the tasks you have assigned for today have a direct result on achieving your goals in the future.

6. Hiring Employees for the First Time

You're looking for someone with a good attitude and skills and abilities that match the tasks at hand. An employee like this can be surprisingly elusive. If you develop a company culture that promotes the qualities you're looking for, it will be easier to attract the right people to the job and ensure their loyalty. And think about where you're looking. Talented people don't often stick around in small towns.

Remote workers are a great choice for the entrepreneur. Going remote means you're not restricted to your local area. You can look for skilled workers in other cities, states or even countries. This can end up saving you a lot of money that would otherwise be spent on developing a physical office.

If you decide to hire remotely, your job ad is key to finding the right talent for the job.

7. Finding customers

Your marketing budget isn't able to reach as wide an audience as a multinational conglomerate. People tend to stick with well-known brands and companies that they're already familiar with. However, a small company has a big advantage when it comes to pricing. Large companies tend to charge more, and for many clients that will be enough to choose you over the familiar brand. Ensure that the quality of the product or service you provide is top notch so that you'll retain customers year after year.

3.14 Tips for student entrepreneurs

Though India has emerged as the third largest start-up ecosystem globally, students are unaware of the resources available to build a career in a field of their preference. Entrepreneurship is a choice that students can make at any point. An aspiring entrepreneur will always challenge the status quo and seek newer avenues to learn more about the nuances of doing business. Collaborating with fellow students, coaches, and professors and learning multi-disciplinary working will increase their exposure to entrepreneurial activities and thinking. An entrepreneurial mindset also means having the ability to execute the plan even in resource-constrained environments. The three rules of entrepreneurship are to be creative, resilient and have a vision. Here are some tips to help students who wish to be entrepreneurs:

1. Use university resources

Make the most of your university's resources, such as incubation centres or venture studios, to develop your idea and access resources and mentoring. In some cases, this is done in collaboration with the government under schemes such as ATAL Innovation Mission, The Venture Capital Assistance Scheme (VCA), Aatmanirbhar Bharat App Innovation Challenge, and Start-up India Initiative among others.

2. Make connections

Build relationships with peers, alumni, professors and industry professionals that enable your journey. Whether it is for an apprenticeship or a dissertation, the right connections offer new opportunities, enable you to grow, and build teams of your own.

3. Create a business plan

Outline your goals and plan how you will achieve them. Basing your academic dissertation on your actual business goals and plan is a great way to get ahead of your future plans.

4. Seek a mentor

Running a business is challenging. Fortunately, most professors always are experienced and willing to share some tips with a beginner. It helps if you have the questions prepared beforehand on what you are going to discuss with the investors.

5. Creativity is key

You do not have to do anything ‘new’ or out of the box but it is important to do things differently. Whether it is about making enhancements to existing products and services or applying an alternative business model and application of solutions to a problem.

6. Plan to raise capital

Plan your pitch to investors in advance, as capital can be raised from many sources. The amount and funder will depend on your circumstances.

7. Think Branding

Branding is not only a logo or catchphrase but separates you from your competition and makes your product unique. It allows consumers to recall, relate to and prefer your product.

8. Registrations

You will have to register your business with the government. Check if you have filled in the Doing Business as (DBA) form. If your business is online, your first step should be to buy the domain name and trademark it. Apart from the above, ensure you build strong communication skills, strategic thinking and planning skills and also the ability to adapt to cope with unforeseen situations.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusion, significance and implementation of the findings the steps involved in data analysis are a function of type of information collected, however, returning to the purpose of the assessment and the assessment questions will provide a structure for the organization of the data and a focus for the analysis. So, analysis and interpretation are the major part of research. It connects the findings with established theories or available stock of knowledge in the particular area of the research.

The following page includes the individual tables and their corresponding diagrams based on the percentage method and also the interpretations based on the analysis of study on students attitude towards entrepreneurship in kannur district

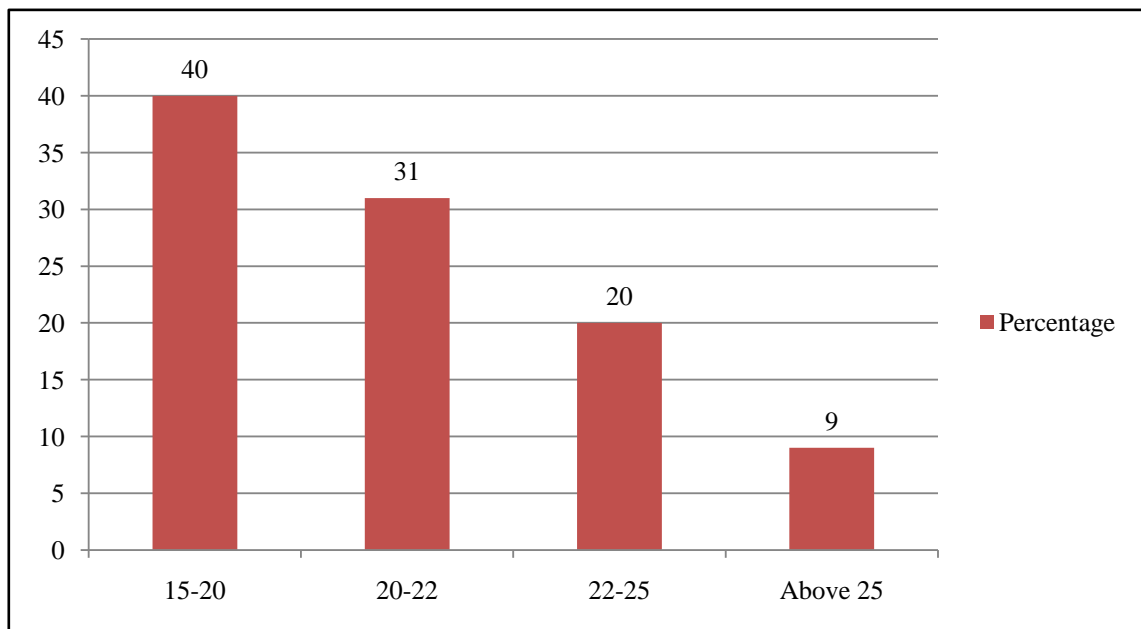
4.1 AGEWISE CLASSIFICATION OF THE RESPONDENTS

Table No. 4.1

Age wise classification of the respondents

Age group	No of respondents	Percentage
15-20	30	40
20-22	23	31
22-25	15	20
Above 25	7	9
Total	75	100

Source: primary data



Age wise classification of the respondents

Figure No. 4.1

Interpretation

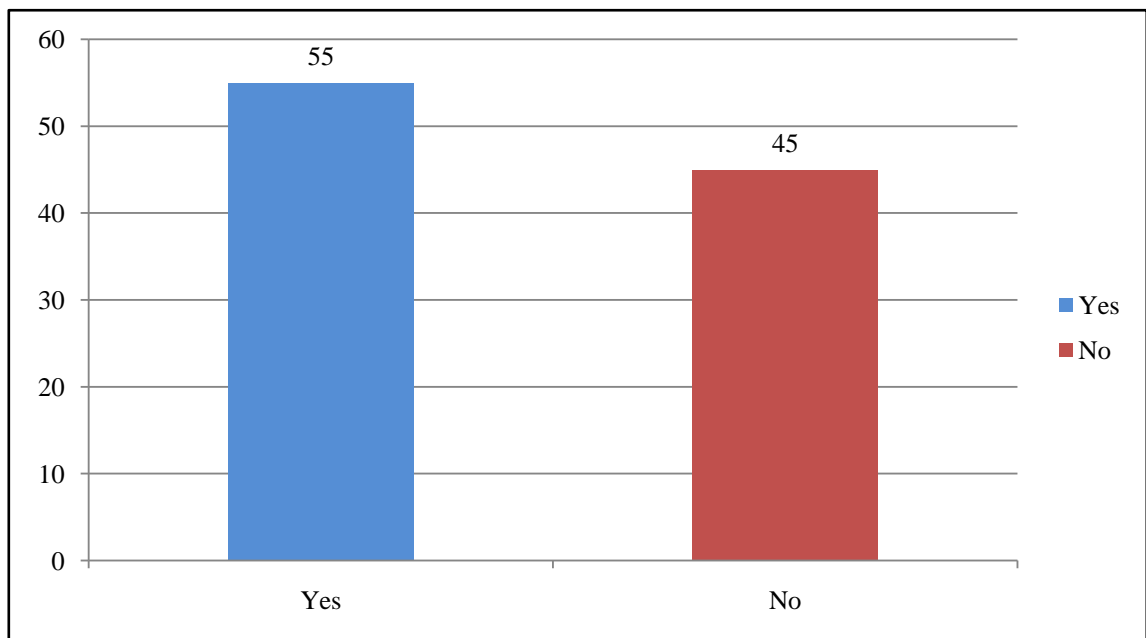
Table 4.1 shows that 40 per cent respondents falls in the age group 15-20, 31 per cent respondent in the age group 20-22, 20 per cent respondent falls in the age group of 20-25 and 9 per cent falls in the age group of above 25. With this analysis it is clear that majority of respondent falls between 15-20 years. It is shown in the figure 4.1.

4.2 GENDER WISE CLASSIFICATION

Table No. 4.2
Gender wise classification

Gender	No of Respondents	Percentage
Male	41	55
Female	34	45
Total	75	100

Source: primary data



Gender wise classification

Figure No. 4.2

Interpretation

Table 4.2 shows that 55 per cent of respondents are male and 45 per cent of respondent are female. The study records a higher responds rate from female than male. It is shown in the figure 4.2.

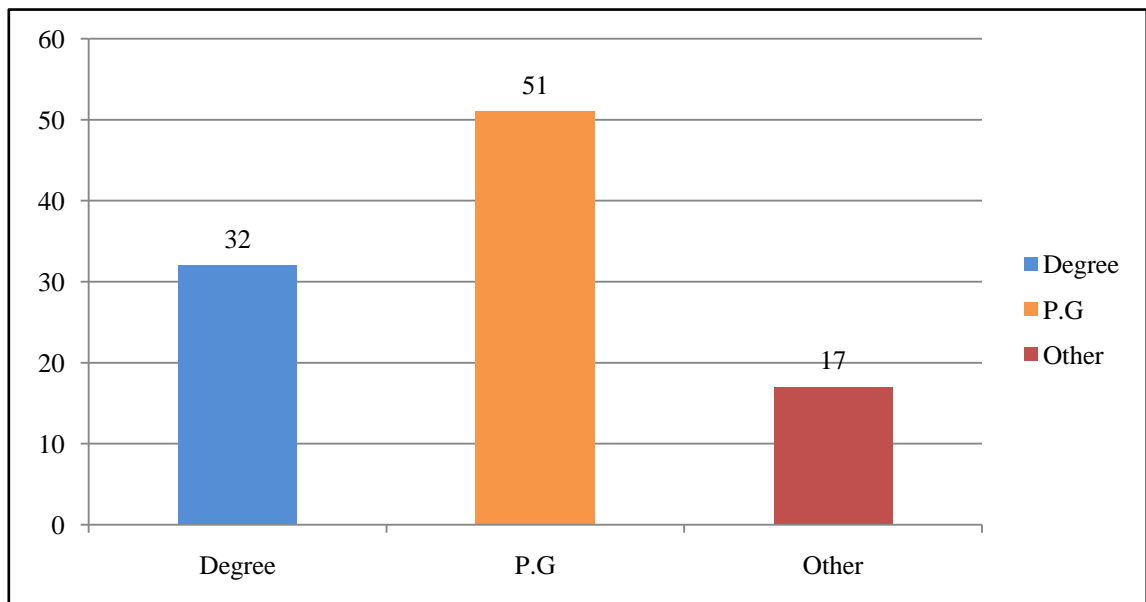
4.3 EDUCATIONAL QUALIFICATION WISE CLASSIFICATION

Table No. 4.3

Educational qualification wise classification

Qualification	No of Respondents	Percentage
Degree	24	32
P.G	38	51
Other	13	17
Total	75	100

Source primary data



Educational qualification wise classification

Figure No. 4.3

Interpretation

Table 4.3 shows that 32 per cent of respondents fall in the category of degree level, 51 per cent in post graduate and 17 per cent fall in the category of other. The majority of respondent belong to category of post graduate. It is shown in the figure 4.3.

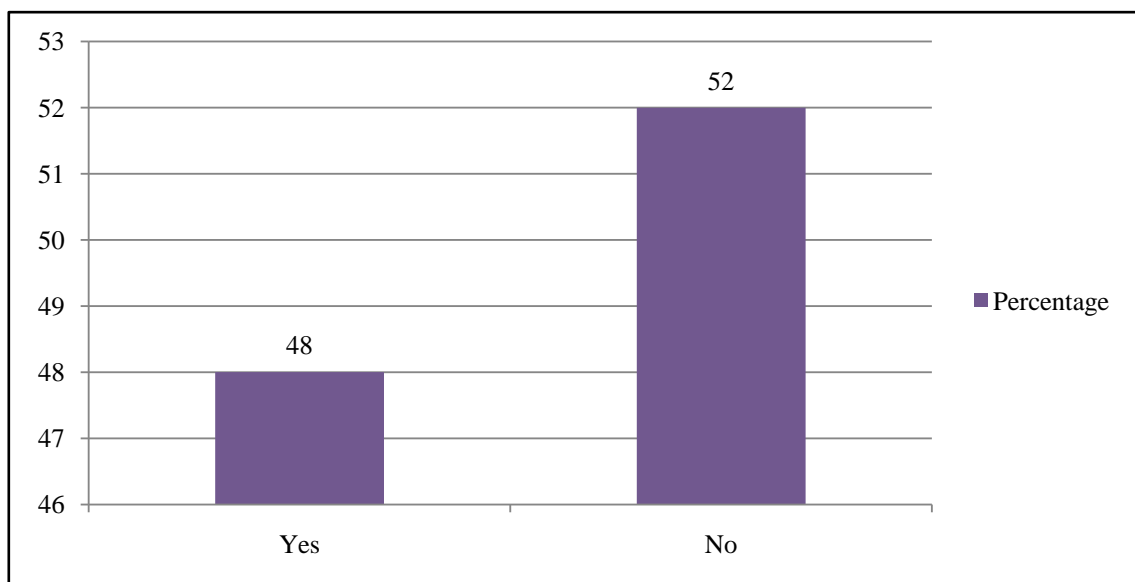
4.4 PLACEMENT CELL IN COLLEGES

Table No. 4.4

Placement cell in colleges

Opinion	No of Respondents	Percentage
Yes	36	48
No	39	52
Total	75	100

Source primary data



Placement cell in colleges

Figure No. 4.4

Interpretation

Table 4.4 shows that 52 per cent studying institutions have not any placement cells and 48 per cent of respondents studying have placement cells and It is shown in the figure 4.4.

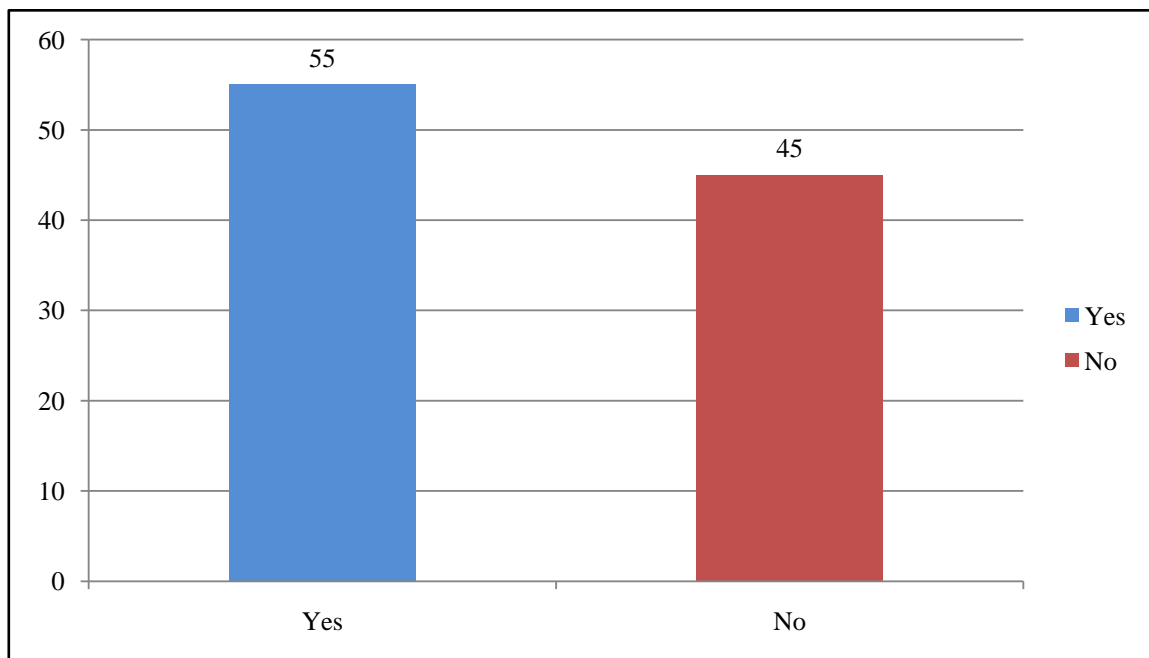
4.5 INDUSTRIAL EXPERIENCE OF STUDENTS

Table No. 4.5

Industrial experience of students

Opinion	No of Respondents	Percentage
Yes	41	55
No	34	45
Total	75	100

Source primary data



Industrial experience of students

Figure No. 4.5

Interpretation

Table 4.5 shows that 55 per cent of respondents have the industrial experience but 45 per cent of students have not any industrial experience. It is shown in the figure 4.5

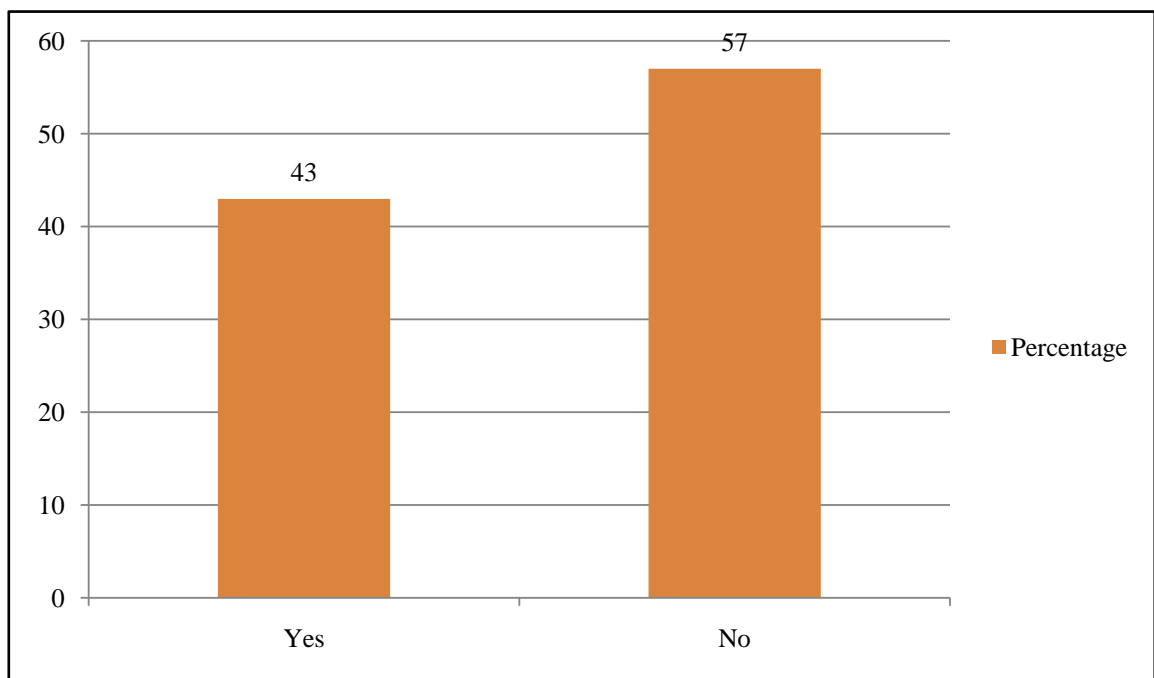
4.6 AWARENESS OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMS

Table No. 4.6

Awareness of entrepreneurship development programs

Opinion	No of Respondents	Percentage
Yes	32	43
No	43	57
Total	75	100

Source: primary data



Awareness of entrepreneurship development programs

Figure No. 4.6

Interpretation

Table 4.6 shows that 57 per cent are not aware about these types of programs and 43 per cent of students are aware. It is shown in the figure 4.6

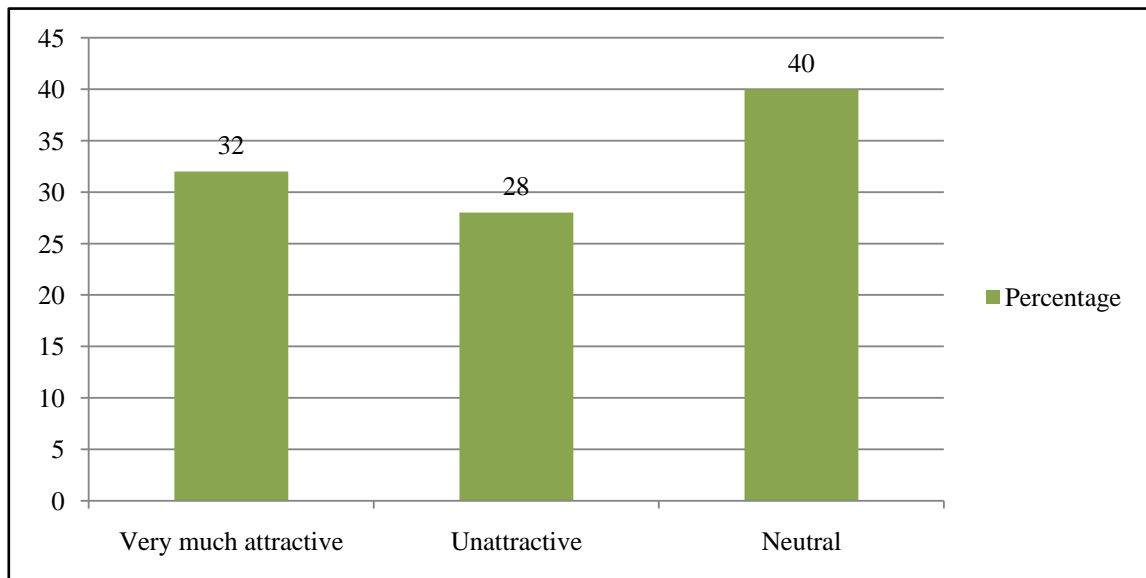
4.7 ATTRACTIVENESS TO START A BUSINESS

Table No. 4.7

Attractiveness to start a business

Aspects	No of Respondents	Percentage
Very much attractive	24	32
Unattractive	21	28
Neutral	30	40
Total	75	100

Source: primary data



Attractiveness to start a business

Figure No. 4.7

Interpretation

Table 4.7 shows that 40 per cent indicate that attractiveness to start a business in neutral 32 per cent of respondents very much attractive to start a new business and 28 per cent of respondents are not attractive to start a business. It is shown in the figure 4.7

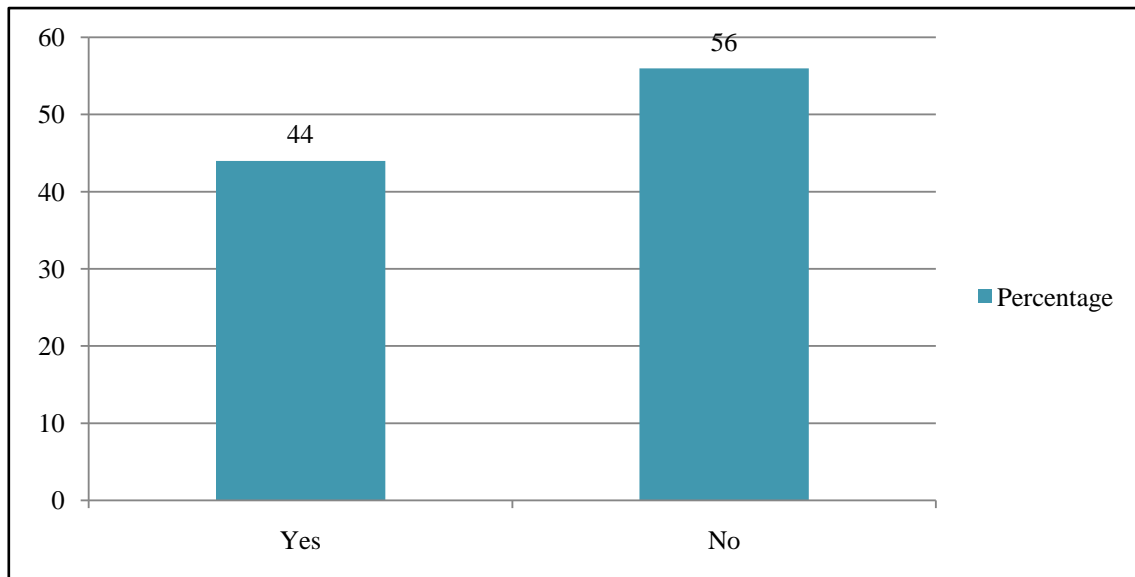
4.8 BUSINESS BACKGROUND OF STUDENTS

Table No. 4.8

Business background of students

Opinion	No of Respondents	Percentage
Yes	33	44
No	42	56
Total	75	100

Source: primary data



Business background of students

Figure No. 4.8

Interpretation

Table 4.8 shows that 56 per cent of students have not any touch with business and 44 per cent of students have a business background. It is shown in the figure 4.8.

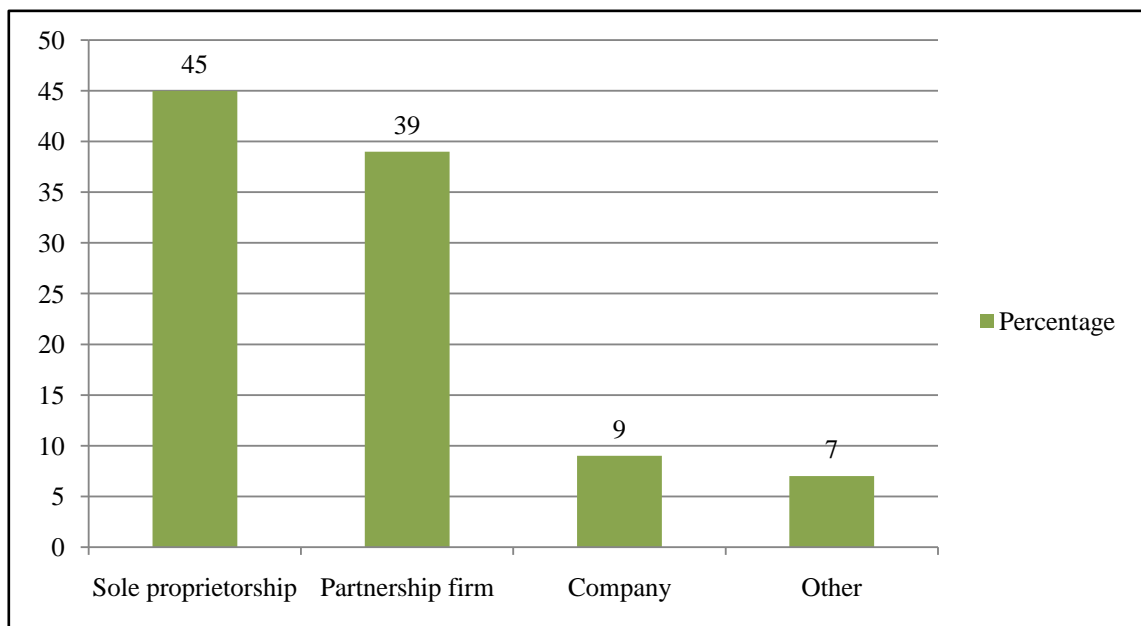
4.9 TYPES OF BUSINESS STUDENTS ARE INTERESTED IN DOING

Table No. 4.9

Types of business students are interested in doing

Types of business	No of Respondents	Percentage
Sole proprietorship	34	45
Partnership firm	29	39
Company	7	9
Other	5	7
Total	75	100

Source: primary data



Types of business students are interested in doing

Figure No. 4.9

Interpretation

Table 4.9 shows that 45 per cent of students are interested in doing sole proprietorship, 39 per cent of students are interested to start partnership firms, 9 per cent of students are interested to start company and remaining 7 per cent of students interested in doing other type of business. It is shown in the figure 4.9.

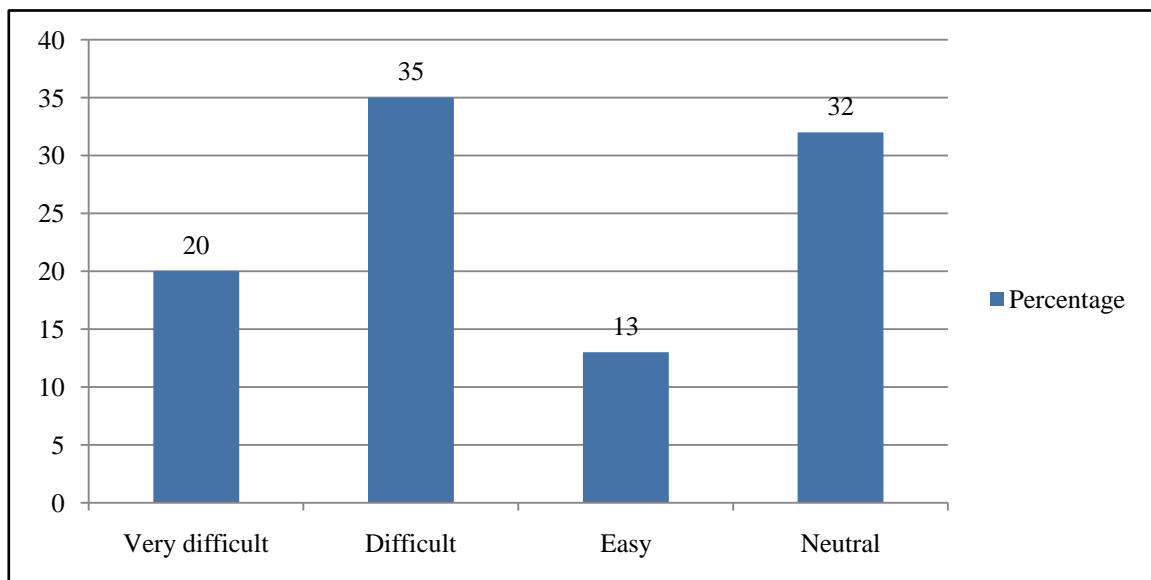
4.10 ATTITUDE OF STARTING A BUSINESS

Table No. 4.10

Attitude of starting a business

Opinion	No of respondent	Percentage
Very difficult	15	20
Difficult	26	35
Easy	10	13
Neutral	24	32
Total	75	100

Source: primary data



Attitude of starting a business

Figure No. 4.10

Interpretation

Table 4.10 shows that 35 per cent students think starting a business is difficult, 32 per cent of students say it is neutral, 20 per cent students think starting a new business is a very difficult activity and remaining 13 per cent says it is an easy task. It is shown in the figure 4.10.

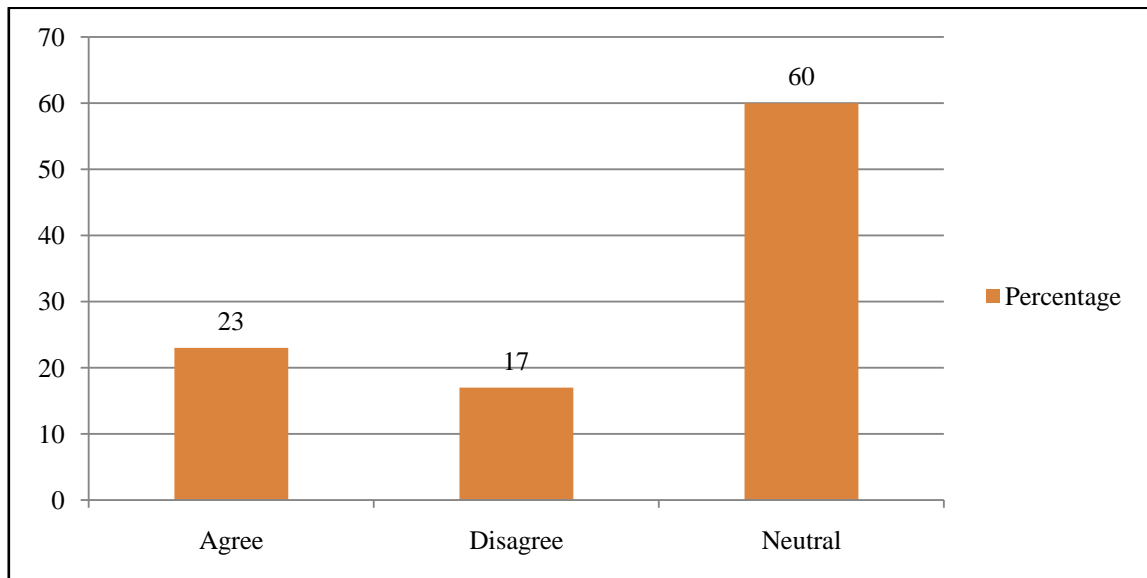
4.11 STUDENTS ARE ACTIVELY ENGAGED TO PURSUE THEIR OWN IDEA

Table No. 4.11

Students are actively engaged to pursue their own idea

Opinion	No of respondent	Percentage
Agree	17	23
Disagree	13	17
Neutral	45	60
Total	75	100

Source: primary data



Students are actively engaged to pursue their own idea

Figure No. 4.11

Interpretation

Table 4.11 shows that 60 per cent of respondents opinion is neutral, 23 per cent of students agree with the statement and the remaining 17 per cent of students disagree with this statement is shown in the figure 4.11.

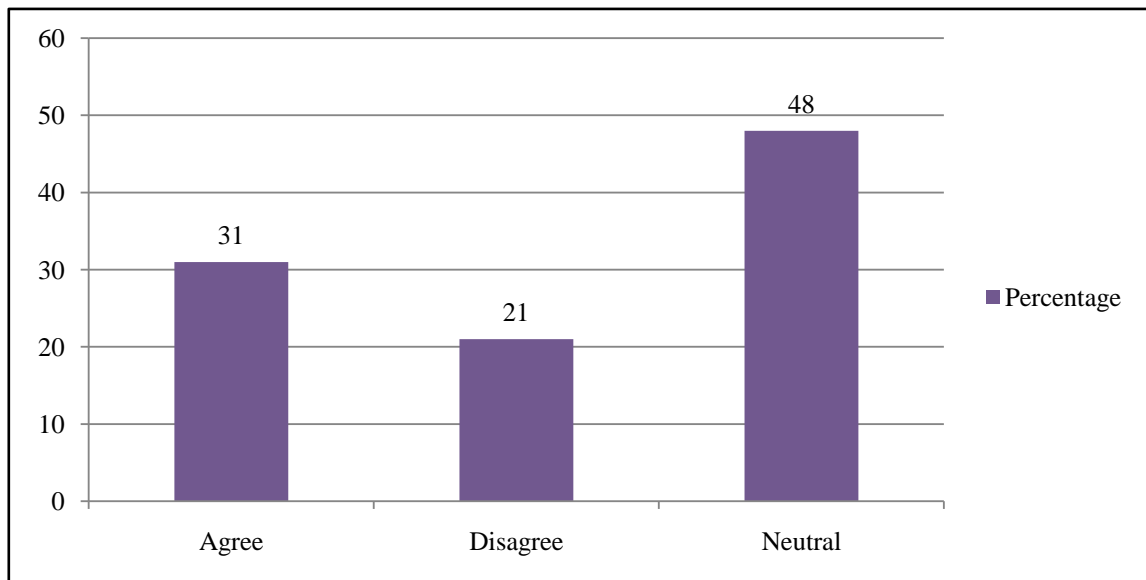
4.12 INSTITUTIONAL SUPPORT OF STUDENTS TO ACQUIRE ENTREPRENEURIAL KNOWLEDGE

Table No. 4.12

Institutional support of students to acquire entrepreneurial knowledge

Opinion	No of respondent	Percentage
Agree	23	31
Disagree	16	21
Neutral	36	48
Total	75	100

Source: primary data



Institutional support of students to acquire entrepreneurial knowledge

Figure No. 4.12

Interpretation

Table 4.12 shows that 48 per cent of respondents opinion is neutral, 31 per cent are agreeing with the above statement and 21 per cent disagree with the above statement, it is shown in the figure 4.12.

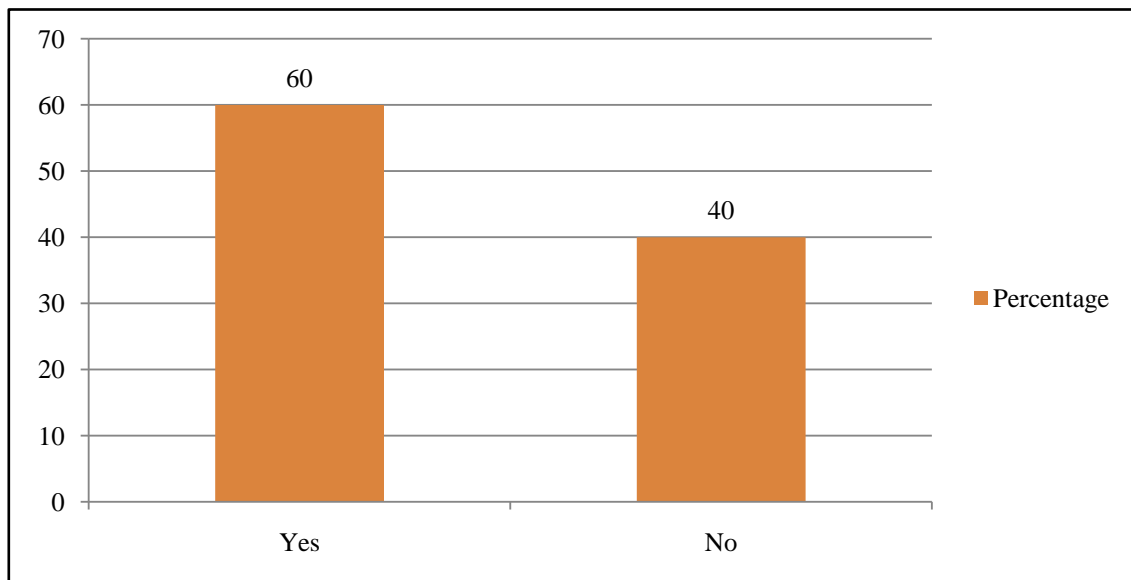
4.13 ENTREPRENEURSHIP CLUBES IN COLLEGES

Table No. 4.13

Entrepreneurship clubs in colleges

Opinion	No of respondent	Percentage
Yes	45	60
No	30	40
Total	75	100

Source: primary data



Entrepreneurship clubs in colleges

Figure No. 4.13

Interpretation

Table 4.13 shows that 60 per cent of students say that their college have provided entrepreneurship club for the students development and 40 per cent of students respond their institutions have not any facilities for entrepreneurship club. It is shown in the figure 4.13.

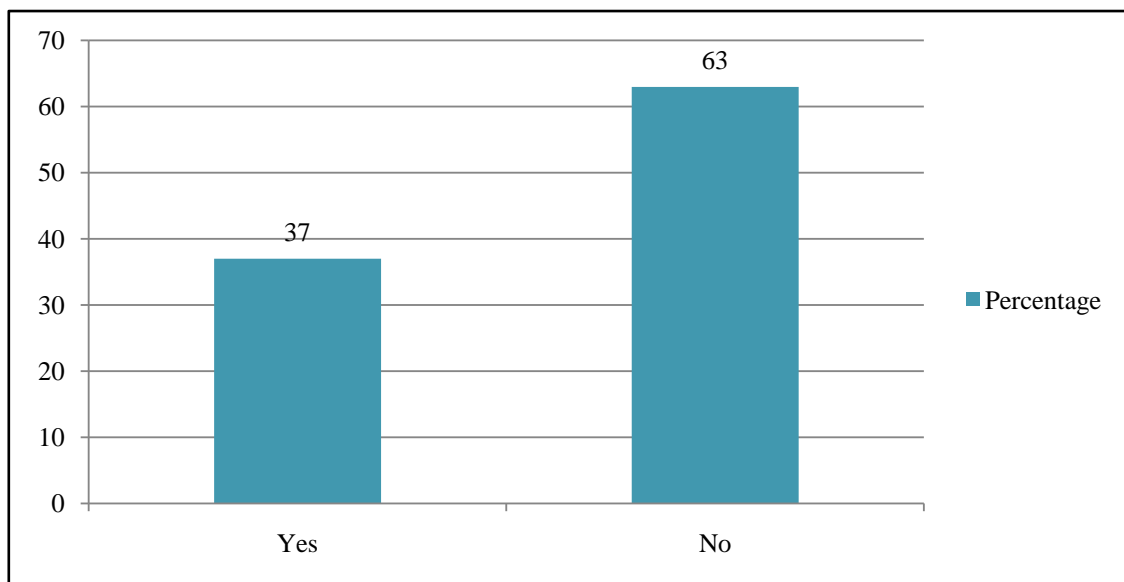
4.14 ENTREPRENEURIAL KNOWLEDGE IN UNIVERSITY SYLLABUS

Table No. 4.14

Entrepreneurial knowledge in university syllabus

Opinion	No of respondent	Percentage
Yes	28	37
No	47	63
Total	75	100

Source: primary data



Entrepreneurial knowledge in university syllabus

Figure No. 4.14

Interpretation

Table 4.14 shows that 63 per cent of students have no entrepreneurial knowledge in university syllabus and 37 per cent of students having knowledge. It is shown in figure 4.14.

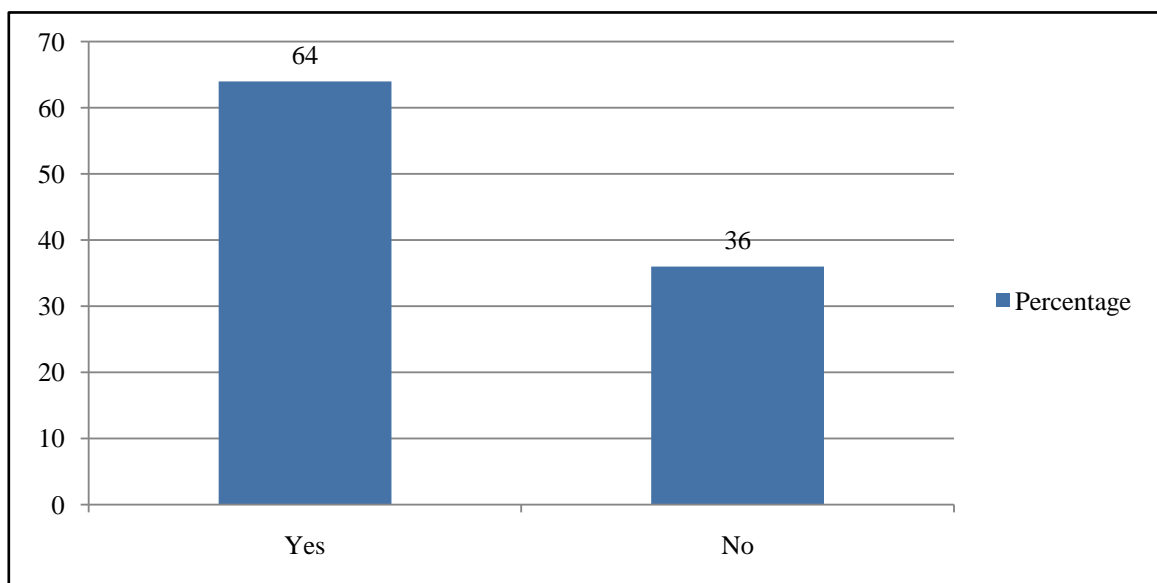
4.15 CHECKING ENTREPRENEURSHIP AS A CAREER

Table No. 4.15

Checking entrepreneurship as a career

Opinion	No of respondent	Percentage
Yes	48	64
No	27	36
Total	75	100

Source: primary data



Checking entrepreneurship as a career

Figure No.4.15

Interpretation

Table 4.15 shows 64 per cent of students consider entrepreneurship as a career 36 per cent of students have opposite opinion as entrepreneurship as a career. It is shown in the figure 4.15.

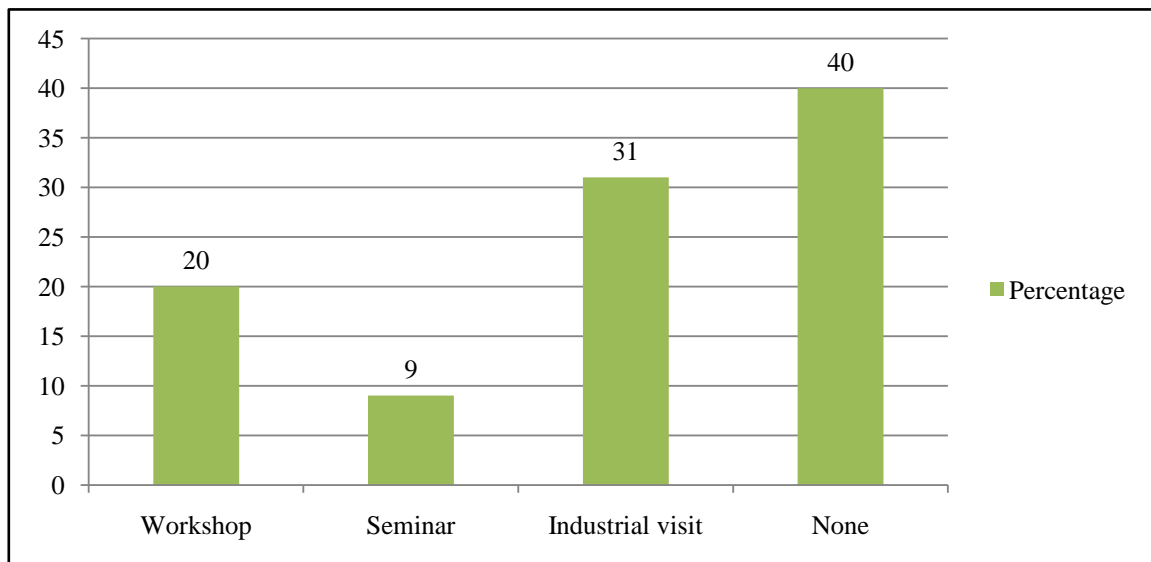
4.16 ENTREPRENEURSHIP PROGRAMS FOR STUDENTS

Table No. 4.16

Entrepreneurship programs for students

Programs	No of respondent	Percentage
Workshop	15	20
Seminar	7	9
Industrial visit	23	31
None	30	40
Total	75	100

Source: primary data



Entrepreneurship programs for students

Figure No. 4.16

Interpretation

Table 4.16 shows that 40 per cent of students have not any experience of entrepreneurship programs, 31 per cent of students participate in industrial visit, 20 per cent of students conduct workshop and remaining 9 per cent of students participate in seminars. It is shown in fig 4.16.

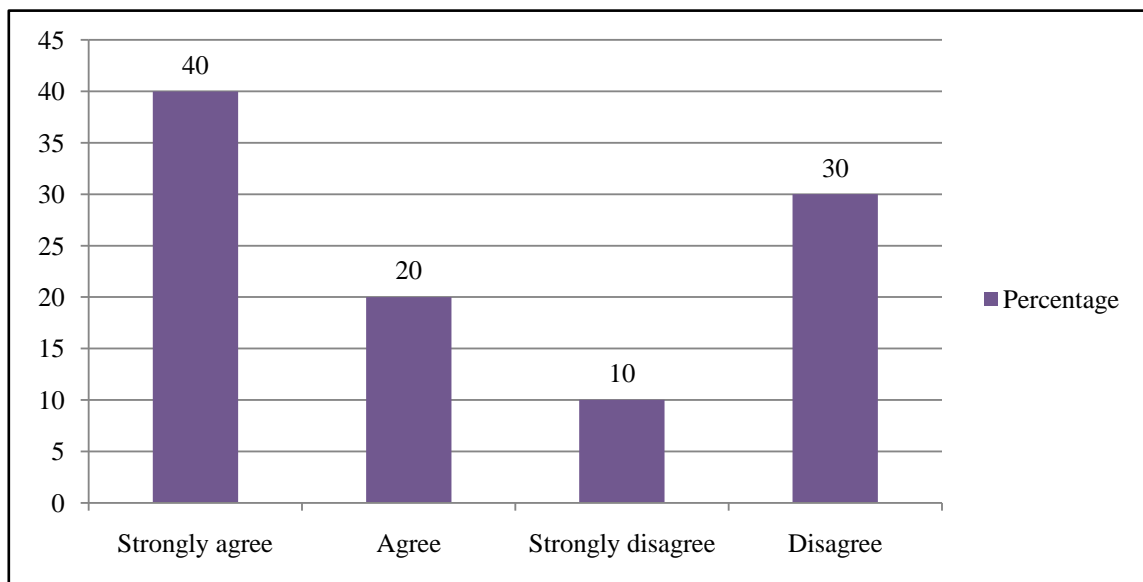
4.17 LACK OF FINANCE IS A PROBLEM OF STUDENTS

Table No. 4.17

Lack of finance is a problem of students

Opinion	No of respondent	Percentage
Strongly agree	30	40
Agree	15	20
Strongly disagree	8	10
Disagree	22	30
Total	75	100

Source: primary data



Lack of finance is a problem of students

Figure No. 4.17

Interpretation

Table 4.17 shows that 40 per cent of students opinion is lack of finance is a major problem to start a business, 30 per cent of students disagree the statement, 20 per cent of students agree with the statement and remaining 10 per cent of students says finance is not a problem in entrepreneurship so they strongly disagree. It is shown in figure 4.17.

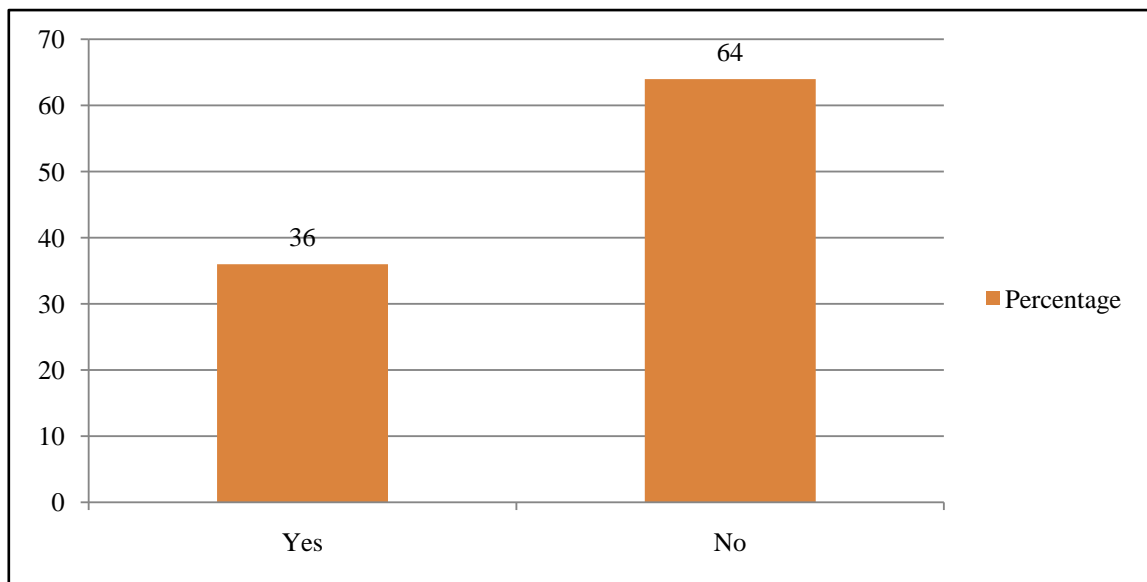
4.18 ANALYSIS OF TECHNICAL KNOWLEDGE OF STUDENTS

Table No. 4.18

Analysis of technical knowledge of students

Opinion	No of respondents	Percentage
Yes	27	36
No	48	64
Total	75	100

Source: primary data



Analysis of technical knowledge of students

Figure No. 4.18

Interpretation

Table 4.18 shows that 64 per cent of students opinion is there is no need of strong technical knowledge for entering into the entrepreneurial activity but 36 per cent of students opinion is technical knowledge is essential to become an entrepreneur. It is shown in the figure 4.18.

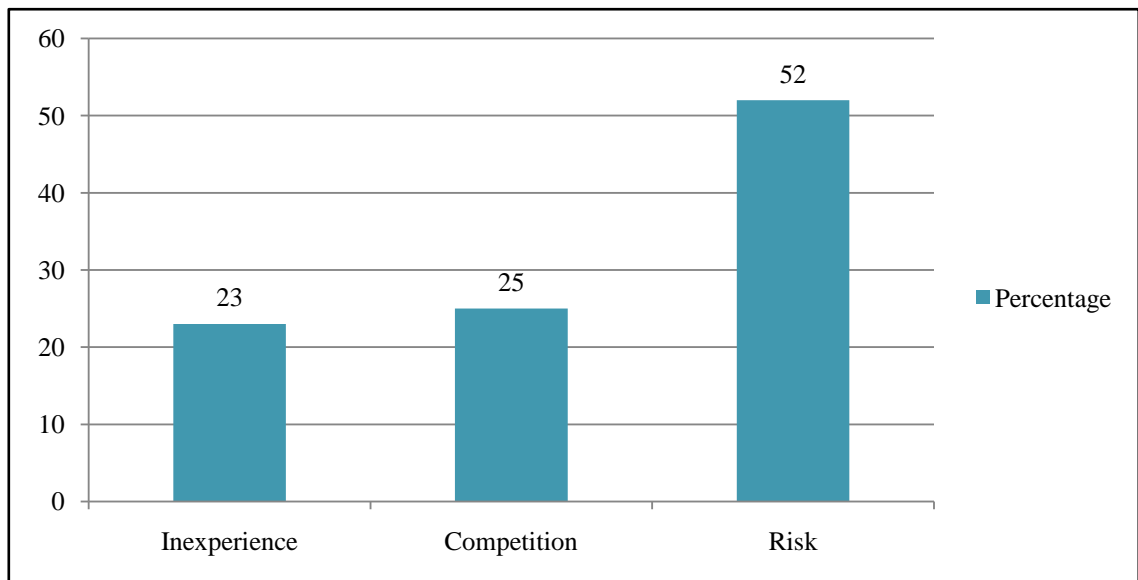
4.19 STUDENTS FEAR OF CORPORATE WORLD

Table No. 4.19

Students fear of corporate world

Factors	No of respondents	Percentage
Inexperience	17	23
Competition	19	25
Risk	39	52
Total	75	100

Source: primary data



Students fear of corporate world

Figure No. 4.19

Interpretation

Table 4.19 shows that 52 per cent of students fear about the risk involved in business 25 per cent students fear about competition in the corporate world and 23 per cent of students fear about the corporate world because of their inexperience. It is shown in the figure 4.19.

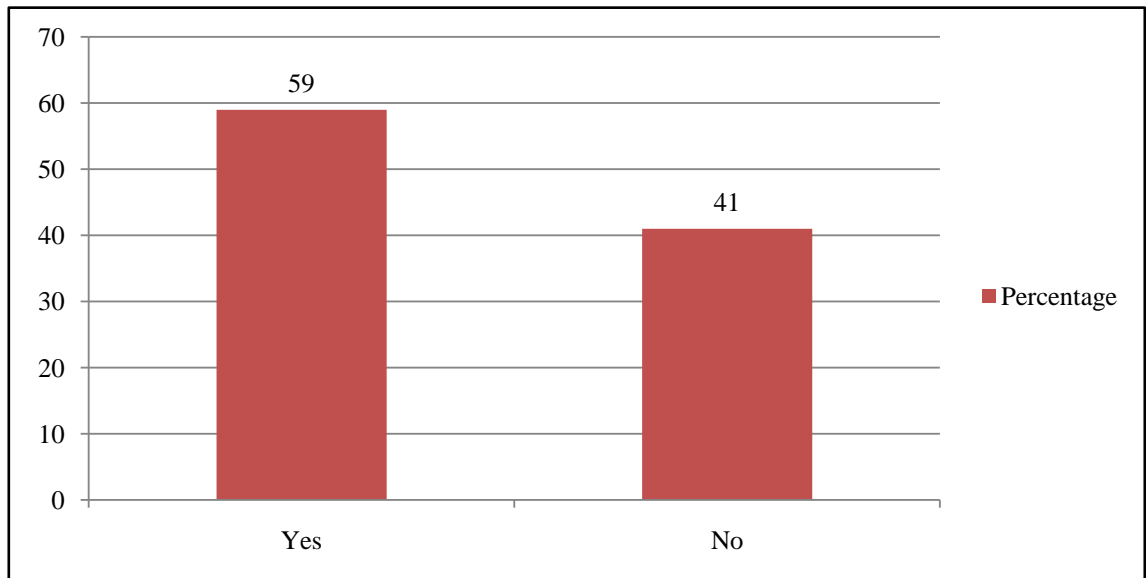
4.20 INTEREST OF ENTREPRENEURIAL TRAINING AS A PART OF EDUCATION

Table No. 4.20

Interest of entrepreneurial training as a part of education

Opinion	No of respondents	Percentage
Yes	44	59
No	31	41
Total	75	100

Source: primary data



Interest of entrepreneurial training as a part of education

Figure No. 4.20

Interpretation

Table 4.20 shows that 59 per cent of students interested in entrepreneurial training become their part of their education only 41 per cent of students have opposite opinion. It is shown in the figure 4.20.

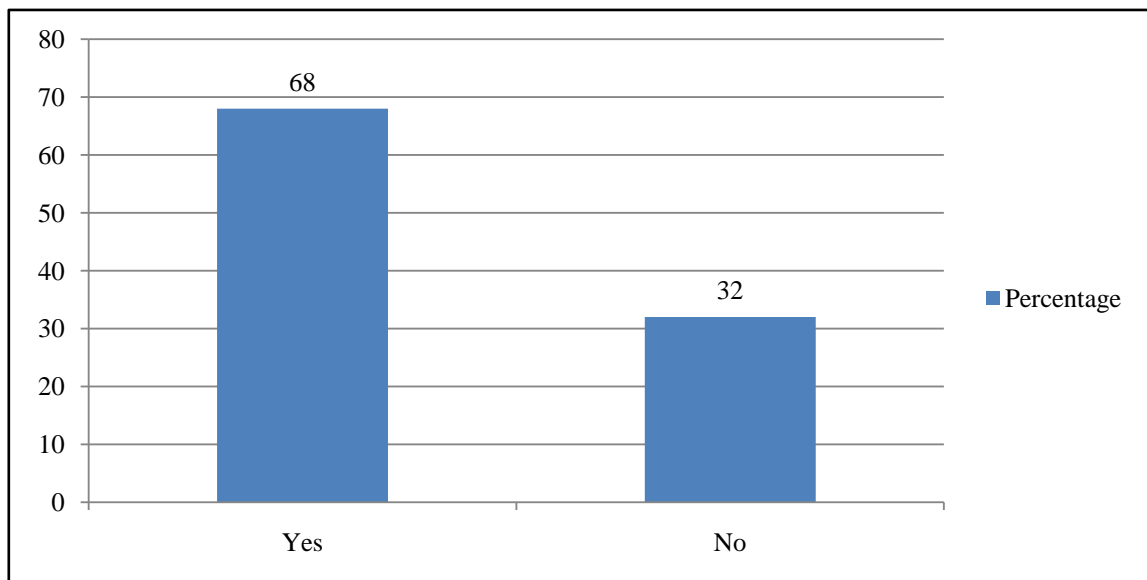
4.21 MONEY IS MOTIVATING FACTOR

Table No. 4.21

Money is motivating factor

Opinion	No of respondents	Percentage
Yes	51	68
No	24	32
Total	75	100

Source: primary data



Money is motivating factor

Figure No. 4.21

Interpretation

Table 4.21 shows that money is the main motivating factor of students to become an entrepreneur .68 per cent of respondent opinion is money is the motivating factor and 32 per cent say money is not only the motivating factor .It is shown in the figure 4.21.

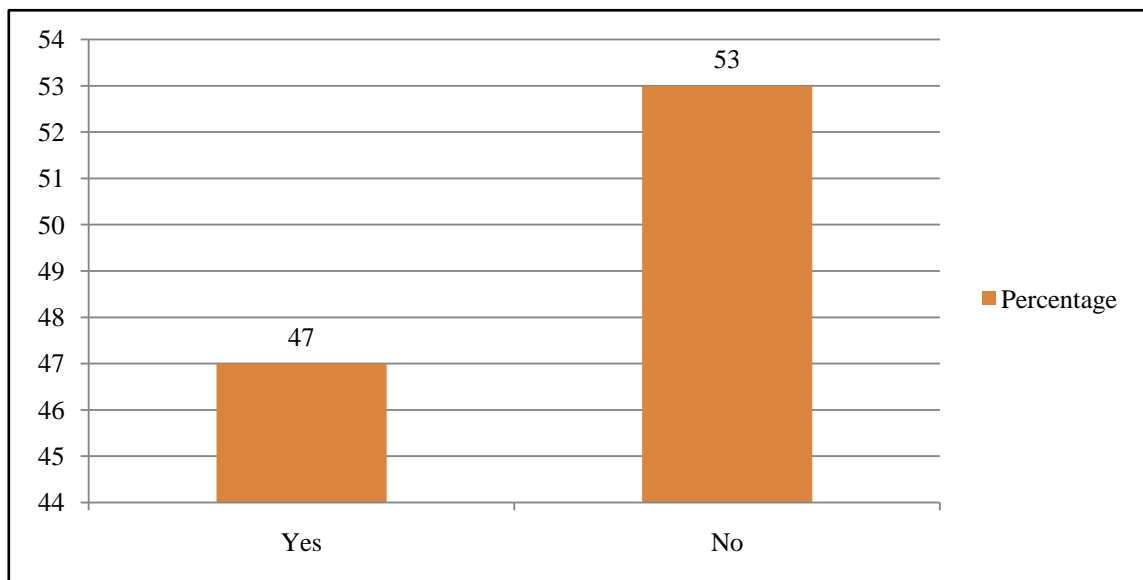
4.22 SATISFACTION LEVEL OF STUDENTS IN INSTITUTIONAL ENTREPRENEURIAL ACTIVITY

Table No. 4.22

Satisfaction level of students in institutional entrepreneurial activity

Opinion	No of respondents	Percentage
Yes	35	47
No	40	53
Total	75	100

Source: primary data



Satisfaction level of students in institutional entrepreneurial activity

Figure No. 4.22

Interpretation

Table 4.22 shows that 53 per cent of students are not satisfied with their institutional support for entrepreneurship 47 per cent says they are satisfied with their available facilities .It is shown in the figure 4.22.

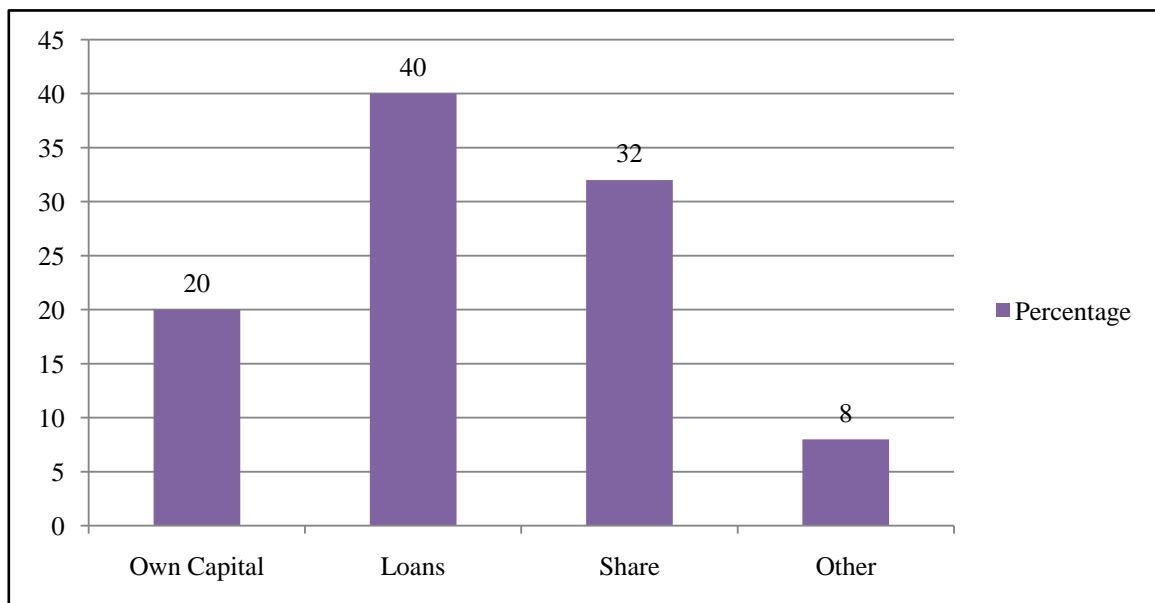
4.23 SOURCE OF CAPITAL FINANCE

Table No. 4.23

Source of capital finance

Opinion	No of respondents	Percentage
Own Capital	15	20
Loans	30	40
Share	24	32
Other	6	8
Total	75	100

Source: primary data



Source of capital finance

Figure No. 4.23

Interpretation

Table 4.23 shows that 40 per cent of students are raising capital from loans, 32 per cent of students from share, 20 per cent of students from own capital and remaining 8 per cent from other source of finance. It is shown in the figure 4.23.

CHAPTER 5

SUMMARY, FINDINGS, SUGGESTIONS AND

CONCLUSION

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY

A study on students attitude towards entrepreneurship is a relevant topic in present scenario entrepreneurship is a symbol of business strength and growth it contributes to the growth of the economy and play a virtual role in the development process teaching approach helps to develop and support the students entrepreneurship skills and analyse their attitude towards entrepreneurship the college students pay more attention to the section of practice in entrepreneurship education. So 75 respondents from kannur district have been taken for the research study. The objective of research topic is as below

- To study the attitude of students towards entrepreneurship.
- To study the factors that motivate students.
- To study how much the institute promotes entrepreneurship and encourages idea

5.2 FINDINGS

- The majority of respondent 40 per cent are between the age group of 15-20 years.
- The study records a higher response rate from males 55 per cent than females 45 per cent
- The study reveals that majority of respondent 51 per cent belongs to the category of post graduate, 32 per cent are graduate and 17 per cent are others.
- 48 per cent respondents get facility of placement cell in their institutions.
- 45 per cent students have not any industrial experience.
- Majority of students 57 per cent have not aware about the entrepreneurship agency/institutions
- The research show the majority of student's attractiveness to start a business is neutral.
- 56 per cent of students have not any business background.
- Most of the (45 per cent) of students interested to start a sole proprietorship business.
- 35 per cent of students consider starting a business is a difficult task.
- Students have actively engaged to pursue their own idea 60 per cent opinion is neutral
- 48 per cent of student's opinion about the educational institution support for acquiring knowledge for starting a business is not good.
- 60 per cent of students studying institution establish entrepreneurship club for students.
- The educational syllabuses provide better opportunity for entrepreneurship 37 per cent of students favor this statement.
- 64 per cent of students consider entrepreneurship as a career in the globalized world.
- Majority (40 per cent) of students have not any experience of entrepreneurship programs, 31 per cent of students participate in industrial visit, 20 per cent of students conduct workshop and 9 per cent of students participate in seminars.
- 40 per cent of students face the main problem to start a business is lack of finance.

- 64 per cent respondents opinion is a sound technical knowledge is not essential to start a business.
- Risk the major reason of students fear to the corporate world.

5.2 SUGGESTIONS

- Support from parents government educational institutions society etc is essential for creating confidence among students to inculcate the culture of entrepreneurship.
- District industry center arrange entrepreneurship awareness programmes in college.
- For creating entrepreneurial attitude among the student the authorities will conduct industrial visit, startup visit and make interaction with successful business man or young entrepreneurs.
- We could promote further, the students in the pursuit of achievement and motion.
- College should conduct seminars and other awareness in this regard.

5.3 CONCLUSION

The objective of the study was to assess the attitude of students toward entrepreneurship. The biographical information of the college students is outlined and following aspects are included like education, parents owning a business, age group, gender, etc. Today, there is a big question raised in the minds of the college students that is whether he/she should choose entrepreneurship or be working professional. It has been well recognized that the career choice is a very complicated and multifaceted process and will play a very important role in the life and development of students. To give answer to the question we have studied the barriers they are facing while selecting entrepreneurship as a career. Finally, the empirical study assisted in the formulation of conclusions and recommendations to the development of strategies for campus entrepreneurship and overall youth entrepreneurship.

The study concludes that the students are interested to become an entrepreneur but they have so many fear about the corporate world. So in order to avoid the fear of students, the education system and government must take initiatives for providing better entrepreneurial training as a part of education.

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11. Are you aware of any entrepreneurship development agency/ institution?
Yes No
12. How attractive it would be for you to start a business?
Yes No
13. How easy it would be for people in general to start a business?
Easy Difficult
Very Difficult Neutral
14. In your college students are actively engaged to pursue their own idea?
Agree Disagree Neutral
15. The college helps the students with the knowledge required to start a business?
Agree Disagree Neutral
16. In your college have any entrepreneurial club?
Yes No
17. Your syllabus provides students with the necessary knowledge required to start a business?
Yes No
18. Entrepreneurship can be considered as a career option in today's globalized World?
Yes No
19. Which type of entrepreneurial training is provided from your college?
Seminar Workshop
Industrial visit Non
20. Lack of finance is one of the main reason of why many students don't start A business?
Strongly Agree Agree
Strongly Disagree Disagree
21. You should have a sound technical knowledge to start a business?
Yes No
22. Do you agree that because of following reason you fear to the corporate world?
Inexperience Competition Risk

23. Are you interested in any type of entrepreneurial training
as a part of your Education?

Yes No

24. Money is what motivates students towards entrepreneurship?

Yes No

25. Are you satisfied with your institutional entrepreneurial activities?

Yes No

**A STUDY ON THE CONSUMER RIGHTS
AWARENESS IN RURAL AREAS WITH SPECIAL
REFERENCE TO VANIMAL PANCHAYAT**

*A project report submitted to the Kannur University in partial
Fulfilment of the requirement for the award of degree of*

MASTER OF COMMERCE

(2021-2023)

By

JAISE GEORGE

REG.NO.C1PCOM3906

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. ALPHONSAMATHEW

(DEPARTMENT OF COMMERCE)



DEPARTMENT OF COMMERCE

**DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY-670706**

DECLARATION

I JAISE GEORGE, student of 4th Semester M.Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled **“A STUDY ON THE CONSUMER RIGHTS AWARENESS IN RURAL AREAS WITH SPECIAL REFERENCE TO VANIMAL PANCHAYAT”** is an authentic and original work done by me under the guidance and supervision of Ms. ALPHONSA MATHEW, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

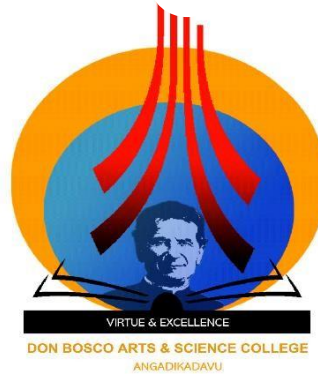
Place: Angadikadavu

JAISE GEORGE

Date:

C1PCOM3906

DEPARTMENT OF COMMERCE
DON BOSCO ARTS AND SCIENCE COLLEGE,
ANGADIKADAVU, IRITTY-670706



CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON THE CONSUMER RIGHTS AWARENESS IN RURAL AREAS WITH SPECIAL REFERENCE TO VANIMAL PANCHAYAT**” is a record of genuine work done by the candidate **JAISE GEORGE** during the period of his study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2023.

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Ms. ALPHONSA MATHEW

Supervisor

Ms. DEEPHYJOSEPH

Assistant Professor & Head

Examiner1:

Examiner2:

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CHAPTER 1
INTRODUCTION

INTRODUCTION

In the words of Mahatma Gandhi (1890), “A consumer is the most important visitor on our premises; he is not dependent on us. We dependent on him, he makes favor to us, not we favor on him.” This quote expresses the importance of a consumer in the business context. Consumer is the central point for all business activities. It is now universally accepted that the extent of consumer protection is a true indicator of level of progress in a nation. Consumer is the real deciding factor of all economic activities and the only person subjected to all types of exploitation. With the advancement of technology and changing expectations of consumers the businessmen are adopting various strategies to earn their profits at the cost of customer in order to meet the increasing competition. Globalization, liberalization, and privatization have transformed the Indian economy into a vibrant, rapidly growing consumer market. Kautiryra was one of the earliest to write in his Natyashastra about the need for consumer awareness and protection. Ina country like India, where a substantial number of rural people are living below the poverty line, having high level of employment and poor literacy level, consumer awareness continues to remain low. But more has to be done in the area of creating awareness on the part of consumer to facilitate his seeking suitable remedy whenever there is a need. Consumer should be empowered with respect to his rights as a consumer. Despite the best consumer laws and serious measures of the government to protect the interests of consumers, exploitation is increasing day by day. The major reason to this situation is lack of awareness among the consumers about their rights. Recognizing the importance of the problem, Government of India and state government have initiated steps to introduce dispute redressed mechanism by way of Consumer Protection Act, 1986. It is one of the milestones in the history of socio-economic legislation to protect the interests of consumers in India. In the present situation, consumer protection though as old as consumer exploitation, has assumed greater relevance and importance.

The buying preferences of India’s rural consumers are changing fast and several factors like economic, psychological, and technological factors are responsible for this transformation. Rural consumers’ income levels are on the rise, enabling more of them to buy products and services that improve the quality of their lives. There has also been a shift in the awareness levels of the rural consumer due to the increased media

penetration. These trends have triggered major changes in buying decision of rural consumers, what they buy and from where they buy. Therefore, now it is widely believed that the fate of the consumers cannot be left to the market forces and consumers expect policy guidelines formulated recognize the country's unique cultural, economic, social circumstances and environmental conditions constituting relevant levels of consumer protection. It is also necessary for the consumer of goods or services to be aware of the mechanisms available for redressal in case of grievances. In view of this the Government of India has taken several legal measures to protect the consumers by enlarging the scope of consumer protection. Hence, there is a need to study the awareness of consumer protection movement in rural vanimal panchayat.

Awareness of consumer rights varies in different regions in the country. It is very poor especially among the population in rural and far-flung areas of the country. Compared to the developed countries, the levels of consumer awareness in such a vast country with a large population like India is much lower. More than 30 years after the passage of the Consumer Protection Act of 1986, the public continues to be exploited by unscrupulous sellers and marketers who take advantage of the poor levels of awareness of rights and responsibilities on the part of consumers and the weak enforcement of remedial measures.

1.1 STATEMENT OF THE PROBLEM

The people in rural area are not aware about their rights against unscrupulous practices of trades. The area where consumer protection is needed, we should pay more attention to our villages, the worst effected by dishonest seller and subject to their malpractices. It is therefore, required that the people should at large scale be aware of their rights and available remedies under the Act. The present study is an attempt to find out the level of awareness about consumer rights in rural area. The study also focuses on the reach of Consumer Protection Act in rural area, the level of awareness about quality standards etc.

Hence this study titled as “A Study on the Consumer Rights Awareness in Rural Areas with Special Reference to Vanimal Panchayat”.

1.2 SIGNIFICANCE OF THE STUDY

In this complex modern world consumers are the king. In India more than 76% of people are living in villages. Rural population is always busy with their day-to-day activities; they did not find time to know about their rights. The consumers are exploited by the trader's day by day. To protect them Consumer Protection Act has been formed. But still consumers hesitate to give complaint. The present study is useful to find the rural consumers awareness towards consumer rights and their consumer related aspects. It is conducted to test the general awareness regarding consumer rights among rural people. The results of study may be an eye opener for rural consumers.

1.3 SCOPE OF THE STUDY

Every citizen is a consumer. A consumer is someone who can make decision whether or not to purchase an item, and someone who can be influenced by marketing and advertisement. Hence it is essential that a consumer should be aware of his rights. Thus, he can overcome from various exploitations from the traders. This study is made to appraise the degree of consumer right awareness among rural people in vanimal panchayath. It helps to reveal the role of government and other voluntary agencies to spread consumer right awareness.

1.4 OBJECTIVES OF THE STUDY

1. To study the level of consumer rights awareness in rural areas.
2. To evaluate the reach of consumer right among rural people.
3. To analyze the awareness level of consumers towards quality assurance standards
4. To find out effectiveness of consumer court in redressing the grievances of consumers.
5. To study the need for consumer rights.

1.5 RESEARCH METHODOLOGY

In common words research means to search for knowledge. One can also define research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation. Research methodology is the way to systematically solve the research problems. It describes the procedure which has been used in the research. The present study titled **“A STUDY ON THE CONSUMER**

RIGHTS AWARENESS IN RURAL AREAS WITH SPECIAL REFERENCE TO VANIMAL PANCHAYAT” is an analytical and descriptive study.

1.5.1 RESEARCH DESIGN

Research design is the arrangement of condition for collection and analysis of data in a manner that to combine relevance to the research purpose. The research design refers to preplanning of what a researcher does in this study. The study designed as an empirical one based on the survey method. The collected data were presented in tables and these tables were analyzed systematically.

1.5.2 AREA OF THE STUDY

Vanimal panchayat is selected for conducting this study.

1.5.3 POPULATION

The total number of items or things in a particular study is known as population. Here the population is infinite that means the population cannot be measured. The population selected for the study is consumers of Vanimal panchayat.

1.5.4 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. The study covers 75 respondents of Vanimal panchayat for the purpose of collecting data.

1.5.5 SAMPLING TECHNIQUE

For data collection convenience sampling technique was used. Convenience sampling is one in which a sample is obtained by selecting such units of the universe which may be conveniently located and contacted.

1.5.6 SOURCE OF DATA

Both the primary source and secondary source are used for the smooth conduct of study.

Primary source

These are the data those collected by the investigator himself for the first time for a specific purpose and thus they are original in character. These are collected based on questionnaire. Here primary data is collected from 75 respondents in vanimal panchayath.

Secondary source

These are the data already collected by someone else for his purpose, is utilized by the investigator for his purpose. Here secondary data is collected from Newspapers, Journals, Websites, Books, etc.

1.5.7 TOOLS FOR DATA COLLECTION

Questionnaire

A questionnaire is a data collection instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondent. The researcher used questionnaire method for the collection of data from the respondents. The questionnaire is formulated on the basis of meeting the objectives of the study. A questionnaire is a data collection instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondent.

1.5.8 TOOLS FOR DATA ANALYSIS

A) Percentage Method

The tool which is used for the data analysis is Percentage. Percentage is a number or ratio expressed as a fraction of 100. It is often denoted using the Per cent sign “Per cent”. Percentage is used to express how large or small one quantity is relative to another quantity. The formula used to calculate Percentage is

$$\text{Percentage} = \frac{\text{amount}}{\text{total}} * 100$$

1.6 PERIOD OF THE STUDY

This study is conducted during the period of January 2023 to March 2023

1.6 CHAPTER SCHEME

Chapter I : Introduction

Chapter II : Review of Literature

Chapter III : Theoretical Framework

Chapter IV : Data Analysis and Interpretation

Chapter V : Summary, Findings, Suggestion, and Conclusion

1.7 LIMITATIONS OF THE STUDY

- Lack of cooperation and response from customers.
- The findings of the study are purely based on the response of customers. So, it may not be true.
- The study is conducted only on a limited geographical area. So, it may not be universally applicable.
- Difficulties as to inaccuracy while collecting primary data.

CHAPTER II
REVIEW OF LITERATURE

REVIEW OF LITERATURE

Literature has vital relevance with any research work due to literature review the possibility of repetition of the study can be eliminated and another dimension can be selected for the study. Review of literature helps researcher to remove limitation of the existing work or any assist to extend prevailing study. This chapter tries to analyze the past studies relating to the research on consumer problems and the mode of redressal for consumer grievances. The previous literature is reviewed to understand the extent to which grievances of the consumers have been redressed. This study also aims at providing a new insight into areas which have not already been touched.

Andrew Eiler (1984) in the article “The consumer protection manual, facts on file” has given detailed information intended to educate consumers about their specific rights as purchasers. The first section describes how to make a convincing case when faced with a consumer problem. The second section provides an overview of consumer protection laws. The major part of this book examines the relevant laws at each stage of purchase, covering advertising and sales practices, a buyer’s right and obligations, warranties and methods of payment.

Arthur Best (1988) conducts a study on “When consumer complaints”. It presents the nature and scope of consumer complaints and the institutions designed to handle these complaints. He has described three stages in the consumer complaint process such as perception of the problem, voicing of the complaint and resolution of the complaint. This book contains some case studies which demonstrate significant obstacles in the process and flaws in the institution of business and third- party assistance for obtaining proper redress.

D.N Saraf (1990) in his article “Law of consumer protection in India” has critically examined the basic principles of major consumer laws in the country. He points out how the state regulation was necessitated due to the pressure of powerful 7 consumer groups and observes that both in the United Kingdom, the United States in India.

Shrinivas Gupta (1992) has opined that one of the reasons behind the inability to change over into a buyer’s“ market from sellers“ market is the lack of awareness among the consumers towards consumer rights and consumer protection laws. He has

discussed the significance of different acts, which protect the interest of consumers. He has also pointed out the loopholes of Consumer Protection Act 1986.

P. Sivaprakasam (1995) in his article “Recent trends that reflect consumer protection in India” discussed the features of the Consumer Protection Act, 1986, the role of voluntary organizations and explains how legislation and voluntary associations protect the interest of consumers. He identifies the problems in the implementation of Consumer Protection Act and makes suggestions.

C.Gnanadesigan and N. Thanulingom (1996) have conducted a study entitled “Awareness of consumer rights among the educated” which highlighted the relationship between the educational qualification of consumers and extent of their awareness of consumer rights. They identified the extent of awareness of consumers towards consumer rights, consumer protection laws, consumer protection council, and consumer voluntary associations. They concluded that the success of consumer movement depends upon the consumer’s involvement and Government co-operation.

Mehta (1997) conducted a study on “Role of voluntary consumer organization in redressal of consumer grievances”. She found in her study on role of consumer organization for redressal, that majority of respondents 64% were ignorant about the consumer organization and in India those who were found aware, it was only after they faced grievances.

Susan Churchman (2000) proposed a living and sharing materials for consumer education. She pointed out that this teaching manual and kit concentrate on 8 developing the skills and attitude, which the modern consumer needs. There are a variety of teaching skills, exercises, and activities for learning consumer protection. Klaus Tonner (2000) in his study entitled, “Consumer Protection and Environmental Protection”. This paper aims to set out the current policy and strategic context for consumer education and empowerment in U. K. The paper will consider the need for organizations like these to work together to build these policy developments and ensure that consumer education gains the profile it needs to influence consumer attitudes and behavior.

H. D. Vyas (2003) conducted a study on “Role of voluntary organizations in Bhavnagar district”. He analyzed the role of voluntary organizations in the consumer protection movement for evaluating the effectiveness of consumer protection activities. The fin

dings of the study mentioned the barriers of voluntary consumer protection organizations and the problems faced by the consumer organizations. Chandra (2006) studied a new perspective on consumer education. He stated that consumer education should be made available to each individual member of the Indian society irrespective of age, sex, and class. Consumer movement in India has made it imperative today to educate people, especially children.

P.A.S Pati (2009) examined the importance of Consumer Protection Act of 1986. He argued that it is the first ever legislation in India of its kind which solely aimed at the grief stake consumers who are the victims of the unfair trade practices and sub-standard services render to them. He also suggested certain amendments to this act. Serene Shekar, Santhosh Ahalwat (2009) conducted a study on the awareness and utilization of consumer rights by women consumers in Palanpur City. The study reveals that the major reason for low awareness and low extend of utilization of consumer rights among women consumers is low education and low socio-economic status. Another reason for this is low exposure to communicational media and low social participation. It can further be concluded that as the awareness of women consumers regarding consumer rights increase, its extended of utilization also increases. Thus, through use of mass media, training camps and exhibit ones can improve awareness 9 level of consumers and thereby increases utilization of consumer rights by women consumers.

Dr. A. Rajendra Prasad (2009) published an article about historical evolution of consumer protection and laws in India. He analyses different aspects of history of consumer protection in India and, he examines the consumer protection in medieval and modern period. His articles gave a clear picture about consumer protection in Manusmriti and Kautilyas Arthasastra. Many number-of research-studies have been undertaken periodically on the consumer right awareness. But sufficient and in-depth studies are not identified in these matters. There is a wide gap in the matters relating to consumer right awareness. The present study is to find out the level of consumer right awareness in rural area, which are not touched. To fill the gap constructive and suggestive studies are needed.

Dr AK Chandra (2011) studied the working of Consumer Forum of Raipur district and he also analyzes the consumer movement and highlighted the problems being faced by the Consumer Forum of Raipur district. He examined the hypothesis regarding consumer knowledge and awareness.

Sewanand (2012) have depicted in their study Consumer Awareness and Consumer Protection Act-A study. This study reveals that all the respondents are having general awareness in relation to consumer protection. They are well-versed with the term JAGO GRAHAK JAGO almost in all respect. Quality parameters/standards Like ISO, ISI Agmark, etc., are also not new to them.

Dr. P.Jayasubramanian and Miss A.Vaideke (2012) studied the consumer awareness and Attitude towards consumer protection measures. Their study revealed that no significant association between gender and attending awareness meetings. They also studied the association between age and attending awareness meetings. Study also found the association between age and attending awareness conferences.

Dr.N.Sundaram and C.Balaramalingam (2012) have portrayed the Women awareness on consumer rights-A Study with reference to Vellore city. The result showed that women consumers showed low level of awareness about consumer rights. The main reason for low awareness of consumer rights among women consumers is low education and low socioeconomic status.

Dr.HorenGoowalla (2013) studied under A study on consumer protection: Its awareness among the rural people in Assam: A case study with special reference to Jorhat district of Assam. A survey was conducted on 400 consumers. 90% of the people surveyed have felt exploited by the seller at one time or the others.75% people were aware of the Consumer Protection Act, 25% of the people are not. It is also found that 40% of graduate respondents were aware of the products and their quality while 30% Postgraduates.

Deepika, D.Ratan Kumari (2014) have revealed under A Study on Awareness on Legal act of Consumer Protection among Students. The study was conducted to find the awareness level among the students towards various consumer protection legislations. Majority respondents are aware of the Indian Penal Code, 1860. Majority respondents are aware of various acts. Low level of awareness was reported towards the Hire Purchase Act and the Railway Claims and Tribunal Act. In the study, it was found that majority students getting awareness through newspapers, journals and from course syllabi. The awareness towards Consumer Protection Act is 53.3%.

Jamuna (2014) searched under the title, Consumer awareness and attitudes towards Consumer Protection Act1986. The study was conducted to find the consumer

awareness level. In the study, responses were taken from the respondents related with consumer responsibilities. Majority respondents had given first rank to get guarantee and warranty card. It was also found that 67.14% respondents have awareness about the consumer forums and 53.21% respondents felt that formalities are simple. Majority respondents disagreed with the argument that Consumer awareness increased with Consumer Protection Act. 25% respondents felt that trade has increased due to Consumer Protection Act. Only 20% respondents had given the opinion that Consumer Protection Act created quality consciousness among the consumers.

Dr. Arabinda Debnath and Mrs. Manashi Mazumdar (2015) in their study “An evaluative study on consumer rights in the context of business” found that Most of the businessmen provide consumer protection only for their local and knowing customers but they have a tendency of exploiting some flying customers for earning profit.

Rafeeqe M.T and Dr. M. Saravanan in their study (2015) “A study on the Consumer Rights Awareness among rural people with special reference to Mampad Panchayath of Malappuram District in Kerala” indicates that Consumer Right Awareness is largely unknown to many citizens irrespective of whether they are educated or uneducated. With enormous population along with high levels of poverty, unemployment and poor literacy levels, consumer rights awareness continues to remain low.

Many research studies have been undertaken periodically on the consumer rights awareness but sufficient and in-depth studies are not done about consumer rights awareness in rural areas. There is a wide gap in the matters relating to the studies that are conducted. So this study is to find out more about the consumer rights awareness in rural areas with special reference to vanimal panchayat. To fill the gap constructive and suggestive studies are needed.

CHAPTER III
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 INTRODUCTION

India is one of the biggest rural consumer markets in the world. Indian market has been witnessing several changes following on towards globalization, privatization and liberalization and large-scale entry of multinational company is a major outcome of new economic order. Now a days, most of the consumer watching television, hearing radio, reading newspaper and magazines. Sometime they are misheard, they are burden with problem of choosing the product because more than one product has same utility with less information. A consumer may be rich or poor. But the poorest is the most exploited and hence need more protection. In the present situation, consumer protection, has assumed greater importance and relevance. Now there are laws and policies which focus on consumer protection and welfare. Special emphasis is given on consumer education so that people become aware about their rights and responsibilities as consumers and how to redress their grievances.

The modern marketing concept makes customer at the center stage of organization efforts. Customers need recognition, their involvement level, the alternatives, the decision to buy and post purchase behavior, and all are part of the overall consumer behavior. Every consumer is unique, and this uniqueness is manifest in search, purchasing, consuming, reacting, etc. thus, consumer protected by promoting competition in the market which directly and indirectly serve consumers, consistent with economic efficiency, but the topic is treated in competition law. Consumer protection behavior must be properly understood by marketers.

Consumer protection is linked to the idea of consumer rights, and to the formation of consumer organizations, which help consumers make better choices in the marketplace and get help with consumer complaints. Consumer interests can also be can also be asserted via non-government organizations and individual as consumer activism. One of the major hindrances in the consumer movement in the country is the lack of awareness among the consumers.

3.2 CONCEPT OF CONSUMER

The term “consumer” was traditionally used to define strictly in terms of economic goods and services, based on the view that consumers are potential purchasers of product and services offered for sale. In course of time this view has broadened so that at least some scholars now consider a monetary exchange essential to the definitions of consumers. The term consumer is also used to describe two different kinds of consuming entities. They are:

- a) Personal consumers
- b) Organizational consumers

The first category refers to those individuals who purchase for the purpose of individual or household consumption. They are often referred to as end users or ultimate consumers. The organizational or industrial consumers encompass profit oriented and non-profit business, government agencies and institutions like schools and hospitals which purchase for running their organization.

3.3 CONSUMER

As per Consumer Protection Act 1986, a consumer is defined as “any individual who purchases products or services for his personal use and not for, manufacturing or resale is called a consumer” A consumer is one who is the decision maker whether to buy an item at the store, or someone who is influenced by advertisement and marketing. Consumer refers to any person who purchases some goods for a consideration that has been either paid or promised to pay or partly paid and partly promised or found under any system of deferred payment when this type of use is done with the agreement of such person, and does not include a person who gets such goods for resale or for any business purpose or hires or avails of some services for a consideration which has been paid or promised or some system of deferred payment as well as includes some beneficiary of such services other than people, when such services are provided having the approval of the first described person and does not include a person who takes such services for any business purposes.

3.4 CONSUMERISM

Consumerism is a social as well as economic order which encourages the buying of goods and services in ever greater amounts. This term is sometimes associated with

critics of consumption beginning with Thorstein Veblen. At some places the term consumerism refers to the consumerist's movement, consumer activism or consumer protection which seeks to defend and inform consumers by having required these practices as honest advertising and packaging, product guarantees and enhanced standards of safety. In this regard it is a movement or an array of policies having a mission of regulating the products, methods, services and standards of sellers, manufactures and advertisers in the buyer's interests. As per economics, consumerism means economic policies laying emphasis on consumption.

3.5 STANDARD MARK

A mark that notes that each product bearing the mark meets the requirements of the standards applicable to the product. Quality and safety as defined in the applicable standards are ensured for the product bearing the standard mark. The Standard Mark System grants manufacture a license to mark a product with a standard mark symbol. A standard mark license granted to a product attest that the product meets the standards, and that quality control is carried out to make sure that the manufacturing processes and the manufacturer's own quality control ensure that all such products will be of high quality and safe for use. Some of the state enforced certification marks presently in India are: - Age mark– for all agricultural products. IS hallmark – certifies the purity of gold jewelry. Eco mark– eco label for various products issued by Bureau of Indian Standards FPO mark –for all processed fruit products in India's mark – for industrial product FSSAI – for all food products India Organic – for organically farmed food products.

3.6 RURAL CONSUMERS IN INDIA

With the growth in rural markets and due to poor knowledge about their rights and lack of skills to take a rational decision based on information about the product or services, the rural consumers in India are being exploited in many ways. The rural consumers who generally depend on weekly markets to purchase essential things are often cheated to due to lack of choice. The rural consumers in India are generally ignorant and they are also unorganized. Thus, they are exploited by the manufactures, traders and the service providers in different ways. The rural consumers are not only scattered but also diverse and heterogeneous. As a result of globalization and liberalization the rural market in India is the largest potential market in the world. Thus, there are vast

opportunities for rural marketing. The manufacturers and traders take advantage of the condition of the rural consumers. It has been observed that the condition of the rural consumers is deplorable because they are largely exploited in rural markets on account of lack of competition among the sellers. The rural consumers face various problems like adulteration, short weighting and measuring, lack of safety and quality control in appliances and equipment's, electrical and mechanical, unfair warranties and guarantees, imitation, and unreasonable pricing.

Indian rural market is also affected by the cultural and sub cultural factor to greater extend. Specifically, the behavior of rural consumer is outcome of their perception, experiences and expectations. Rural market is quite different as to its counterpart urban one in respect of income, population and infrastructure, in house facilities and of course lifestyle.

Over the past few years rural India has witnessed an increase in the purchasing power of consumers, accompanied by their desire to upgrade their standard of living. The steps taken by the government of India to address the poverty have improved the condition of rural masses. As a result, rural consumers have upgraded their lifestyle through making changes in their consumption patterns by adding more nutritious food and are purchasing lifestyle products such as cosmetics, beverages, and mobile phones etc., which have become necessities for them.

In a country like India, where a substantial number of the rural people are living below the poverty line, having high level of unemployment and poor literacy level; consumer awareness continues to remain low. Though the consumers in India have been provided with various safety measures against their exploitation, still the sellers and producers are hoarding and black marketing the essential goods, involving economic corruption and frequently cheating the consumers. Rural markets are full of substandard goods and duplicity of branded goods is another major problem in rural areas. As there is no check on production and sale of such products in rural market, many consumers of these goods also sustain injuries. The vulnerable sections are generally women, children and farmers. It is common to find that farmers are supplied defective seeds, adulterated pesticides, and other commodities. The expansion of mass media has further given impetus to consumer insurance, banking, electricity and medical have expanded in the rural areas without any checks and balances and the rural consumers continue to be exploited by the service providers. Deficiency in services is a major area of concern.

India lives in numerous villages, scattered throughout the country. Rural areas currently are home to nearly 70% of India's population and have historically accounted for more than half of Indian consumption. Hence there is a great need of consumer education and spreading of awareness among rural consumers.

3.7 HISTORICAL BACKGROUND OF CONSUMER RIGHT

The root of consumer rights protection laws is found in the religious books. In the Bible, it is mentioned "to be good to one's neighbor". In Islam, a list of rights and duties are mentioned in the holy Quran to protect consumer's rights. Islam prohibits falsification in representing goods; directs to use proper weight and measurement instruments, not to involve in usury prohibits hoarding and harm food and inspires and directs to eat and drink halal goods. Islamic law enumerates guidelines for good trade practices. However, it would be improper to claim that the concept and rules of consumer protection primarily evolved within the system of common law.

The principles of caveat emptor i.e., let the buyer be aware and laissez faire i.e. let do or allowing events to their own course are part of the evolution process of consumer rights. The judicial decisions in *Gardiner V Gray* (1815) and in *Jones V. Bright* (1829) emphasized on contractual obligations of the parties and proceeds further to save the buyer from fraudulent transfer of the seller. The common law has imposed special duty in the professionals having expertise in their respective fields who offered their services to the public at large should show care, skill, and honesty in their dealings. It was only in 1932 in the landmark decision in *Donoghue V Stevenson* which came to the house of lords and was the decision of the majority judges that the manufacture of goods owes a duty to the ultimate consumer, with whom he is not in any contractual relationship.

Since 1983, March 15 observed as "World Consumer Rights Day" originated from the declaration of U S president John F Kennedy in 1962. This day is observed with a view to.

- a) Promoting the basic rights of all consumers.
- b) Demanding that those rights are respected and protected.
- c) Protesting the market abuses and social injustices which undermine them.

3.8 CONSUMER RIGHTS PROTECTION ACT (COPRA) 1986

An Act (COPRA) to provide for better protection of the interests of consumers and for that purpose to make provision for the establishments of consumer councils and other authorities for the settlement of consumer's disputes and for matters connected therewith. It was enacted by parliament in the thirty seventh year of the republic of India. Its salient features are:

- It applies to all goods, services and unfair trade practices unless specifically exempted by the central government
- It covers all sectors-private, public, or corporative.
- It provides for establishment of consumer protection council at the central, state and district levels to promote and protect the rights of consumers and a three-tier quasi-judicial machinery to deal with consumer's grievances and disputes.
- It provides a statutory recognition to the six consumer rights.

OBJECTIVES OF COPRA 1986

- 1) To provide simple, speedy, and inexpensive redressal to consumer grievances partially against unfair trade practices and unscrupulous exploitation of consumers.
- 2) To educate the consumers to protect their rights and privileges.
- 3) To provide protection of the interests of the consumers, in general for this purpose the Act has recognized the six consumer rights.

3.9 CONSUMER RIGHTS IN INDIA

The definition of consumer right is "the right to have information about the quality, potency, quality, purity, price and standard of goods or services", as it may be the case, but the consumer is to be protected against any unfair practices of trade. It is very essential for the consumers to know these rights. In the 20th century, the presence and influence of the market grew dramatically in consumer life. We began to purchase things from the market for a price. Soon, mass production and industrial production came into being, giving the consumer world an entirely new dimension.

Have you ever wondered how much urban consumers depend on the market for fulfilment of even their basic needs? This over-dependence on the market and the inherent profit motive in mass production and sales has given manufacturers and

dealers a good reason to exploit consumers. As a consumer, you would know how market products are constantly under- weight, of inferior quality and do not prescribe to quality standards specified by quality- control agencies. Consumers not only do not get value for their money but also often have to suffer losses and inconvenience due to market manipulations.

However, there are strong and clear laws in India to defend consumer rights, the actual plight of consumers of India can be declared as completely dismal. Out of the various laws that have been enforced to protect the consumer rights in India, the most important is the Consumer Protection Act, 1986. According to this law, everybody, including individuals, a firm, a Hindu Undivided Family, and a company, have the right to exercise their consumer rights for the purchase of goods and services made by them. It is significant that, a consumer, one knows the basic rights as well as about the courts and procedures that follow with the infringement of one's rights.

The eight consumer rights

1. Right to Safety
2. Right to Information
3. Right to Choose
4. Right to be Heard
5. Right to Redress
6. Right to Consumer Education

3.9.1 RIGHT TO SAFETY

Consumer right to safety is as vast in its purview as the market reach itself. It applies to all possible consumption patterns and to all goods and services. In the context of the new market economy and rapid technological advances affecting the market, the right to safety has become a pre-requisite quality in all products and services. For e.g., some Indian products carry the ISI mark, this is a symbol of satisfactory quality of a product. Similarly, the FPO and AGMARK symbolize standard quality of food products. The market has for long made consumers believe that by consuming packaged food or mineral water, consumers can safeguard their health. This notion has been proved wrong time and again due to rampant food adulteration in market products. Right to food safety is an important consumer right since it directly affects the health and quality of life of consumers.

3.9.2 RIGHT TO INFORMATION

Right to information means the right to be given the facts needed to make an informed choice or decision about factors like quality, quantity, potency, purity standards and price of product or service. The right to information now goes beyond avoiding deception and protection against misleading advertising, improper labelling and other practices. For e.g. when you buy a product or utilize a service, you should be informed about a) how to consume a product b) the adverse health effects of its consumption c) Whether the ingredients used are environment- friendly or not etc. Ideally, a consumer should have knowledge of the entire „cradle to grave' journey of the product to determine whether it's safe and beneficial for use or no. The „cradle to grave journey' refers to the processes a product goes through- from the time of it being made from raw material, the processes of its molding into its final shape, transportation, labour, ingredients used, to the form in which it ends up on market shelves. It is only when a consumer is aware of the history of the product that he can make informed choices.

It is not just the consumers who use information gathering or disseminating techniques and tools to protect their consumer rights. Information dissemination is also used very extensively by advertisers and the market to get their message across to the consumer. Tools and agencies of information like newspapers, print media, television and the Internet are utilized by marketing of consumer products and services. This has made advertising a multimillion - dollar industry in India and world-wide.

3.9.3 RIGHT TO CHOOSE

Different interests can interpret the right to choose in different ways. For the developed world consumers, right to choose translates into more and a variety of products to choose from. Choice often gives consumers a sense of well-being and safety and encourages them to believe that abundance leads to good living. The right to choose has a very different definition in developing countries. For a population dependent on the environment for livelihood, the right to choose and other consumer rights need a shift in focus. The right to choose must essentially be a consumer's right to choose a safe and healthy product of good quality over an unsafe or defective product. This can give a consumer immense leverage not just to choose products that are safe but also to influence the practices adopted by the market. The consumer has been made to believe

that more varieties of the same product on the market shelves give him or her, the right to choose what she wants.

3.9.4 RIGHT TO BE HEARD

The right to be heard means that consumers should be allowed to voice their opinions and grievances at appropriate forum. For e.g. if you have been cheated in the marketplace or deprived of the right quality of service, your complaint should be heard and given due attention by the authorities. Consumers should also have a right to voice their opinion when rules and regulations pertaining to them are being formulated, like the recent amendments in the Consumer Protection Act. The right to be heard holds special significance in the Indian context because Indian consumers are largely unaware of their rights and passively accept their violation. Even when they have legal recourse, they prefer not to use it for fear of getting embroiled in legal complexities. To allay consumer fears and to allow them to express their views and grievances, consumer forums have been in existence in India for a long time. Consumers have been approaching these forums and consumer NGOs their problems and complaints.

3.9.5 RIGHT TO REDRESS

Competition is the by-product of the market economy. Every day, manufacturers are discovering newer ways of cheating and duping consumers. Unscrupulous market practices are finding their way into consumer homes, violating consumer rights, and jeopardizing their safety. It is to protect consumer interests that consumers have been given the right to obtain redress. In India, we have a redress machinery called Consumer Courts constituted under the Consumer Protection Act (1986), functioning at national state and district levels. But it has not been made complete use of under due to lack of awareness of basic consumer rights among consumers themselves. While in the developed world, right to redress is perhaps the most exercised consumer right, in developing countries, consumers are still wary of getting involved in legal redress system. There are consumer courts in India where any consumer can lodge a case if she/ he think he or she has been cheated. The details of how to lodge a complaint have been explained elsewhere in the manual.

3.9.6 RIGHT TO CONSUMER EDUCATION

Consumer education empowers consumers to exercise their consumer rights. It is perhaps the single most powerful tool that can take consumers from their present disadvantageous position to one of strength in the marketplace. Consumer education is dynamic, participatory and is mostly acquired by hands-on and practical experience. Also, today, it is not just the market or products that a consumer needs to educate himself about, but she/he also needs to know about company profile, government policies and introduction of new technology. Consumer education can play a crucial role in protecting consumers against such dangers. In the Indian context, sustainability and traditional knowledge can play a vital role in empowering consumers but consumers are unable to connect to their knowledge base.

Consumer education can re-join the broken link and make traditional knowledge accessible to consumers again. Some sources of consumer education are past experiences of consumers, information dissemination by government agencies and NGOs, classroom teaching by teachers and informal lessons by parents.

3.9.7 BENEFITS OF THE RIGHT

The right encourages consumer.

- To acquire the knowledge and skills to be an informed consumer throughout life
- Critical thinking
- Imparts life skills.
- Improves understandings.

The ignorance of consumers is mainly responsible for their exploitation. Consumer Protection Act provides the right to consumer education. Therefore, it becomes the duty of the government to keep consumers informed of their rights. Consumer education helps a consumer to protect himself/herself against fraudulent, deceitful and grossly misleading information, and other practices. Consumer education brings alertness and ability to question about price and quality of goods. Right to consumer education is an important means to make use of other consumer rights. Therefore, right to consumer education should be given due importance.

3.10 CONSUMER RESPONSIBILITY

Consumer responsibility can play a very important role in not only checking the market but also in restricting unnecessary consumption. It is not the sole responsibility of the market or of the government to provide consumers with detailed information. A consumer, on his part, must make every effort to inform himself of the product or service. For example, if a consumer consumes a health product, he must make efforts to inform himself beforehand about its possible side effects, and must also exercise caution regarding his eating habits, diet and physical exercise, to take full advantage of the product.

Consumer responsibility is based on ethics and rationale. There are no definitive set of consumer responsibilities, and a consumer must exercise restraint in consumption to consume responsibly. For example, conservation of the environment cannot be forced upon consumers, but a consumer must make a conscious effort to reduce consumption, choose environment- friendly alternatives and conserve energy. Consumer responsibility needs to be shouldered by different consumer segments. Every segment has its own special consumer profile and consumption patterns.

These patterns define the kind of consumer responsibility that a segment must discharge. Various efforts have been made by government and non-government organizations to protect the interest of consumer, but exploitation of consumer will stop only when consumer himself will come forward to safeguard his own interest. Consumers must bear some responsibilities which are given below:

1. Consumer must exercise his right.

Under Consumer Protection Act the consumer is granted various rights such as right to safety, right to choose, right to be heard etc. but these rights will be useful only when consumer exercises these rights. The consumer must select the product according to his preferences he must file a complaint if he is not satisfied with the quality of product, he must be aware of his rights and exercise them whenever required.

2. Cautions consumer

The consumer should not blindly believe on the words of seller. He must insist on getting full information on the quality, quantity, utility, price etc. of the goods or services.

3. Filing Complaints for the Redressal of Genuine Grievances

Most of the time consumer ignores the loss he suffers on purchase of defective goods or service but this attitude of not filing complaints encourages the corrupt businessman to supply low standard or defective goods and services. The consumer must file a complaint it must be genuine. The consumer should not exaggerate the loss or defects of goods.

4. Consumer must be quality-conscious

Products can be solved only when consumer himself stops compromising the quality of product. While purchasing the goods or services consumer must look for quality marks such as ISI mark, The problems of supply of substandard goods, adulterer products and duplicate Age mark, ISO, Wool mark etc.

5. Do not be carried away by advertisements

The advertisements often exaggerate the qualities or features of product or service. The consumer must compare the actual use of product with the use shown in advertisement whenever there is any discrepancy or difference it must be brought to the notice of sponsor of advertisement and insist to stop showing exaggerated qualities. to the notice of sponsor of advertisement and insist to stop showing exaggerated qualities.

6. Insist on cash memo

To file a complaint the consumer needs the evidence of purchase, and cash memo is the evidence or proof that consumer has paid for the goods or services. A seller is bound to give a cash memo even if buyer does not ask for it. To file a complaint and get compensation the consumer must ask for cash memo.

1. Form consumer societies which could play an active part in educating consumer and safeguarding their interest.
 - Respect the environment; avoid waste littering and contribution to pollution.
 - Discourage black marketing, hoarding and choose only legal goods and services.
 - Be aware of variety of goods and service available in market.

3.10.1 RESPONSIBILITY TOWARDS SAFE WASTE DISPOSAL

Most often we consume without sparing any thought for what's going to be left behind as waste. More and more Per cent of waste generated in urban areas today consists of non- biodegradable waste. Urban consumers are making use of plastic, paper and cardboard packaging, disposables batteries, plastic throw-away pens, use and throw nappies, empty cans etc. are becoming a common feature of an urban dustbin. India's urban population is around 300 million. By 2011, the total quantity of solid waste generated in urban areas is expected to cross 56 million tones, creating a waste management crisis for urban India. Consumers need to become accountable for their consumption patterns and their serious environmental and economic implications. The 4 Rs of consumption (Reduce, Recycle, Refuse and Reuse) are not just a consumer's prerogative but also his consumer responsibility.

Waste management is not a meant to be difficult, however, it does require some resources and management to ensure that there is no risk to the environment or human health. If things go awry the producer may have some liability that could result in a substantial fine. The environment agency hopes to avoid this through working in partnership with the healthcare industry to ensure waste is properly disposed of. This would benefit the healthcare industry and help to improve responsibility towards customer.

3.10.2 RESPONSIBILITY TO ENDORSE SAFER PRODUCTS – ECOLABELLING

Eco-friendliness is an important criterion in judging a product's feasibility. It is a way of assessing how much damage a product has caused to the environment. „Eco mark' is one way of knowing which products conform to environmental standards and are more environment- friendly than others. Eco labelling is a methodology practiced by many countries in the world, including India. The Indian government has formulated a scheme whereby some categories of products are awarded the „Eco mark“ if they conform to certain standards set by the Ministry of Environment and Forests. Unfortunately, in India, the scheme has not taken off due to consumer apathy and lack of response. The market has manipulated this situation to lobby with the government to make eco labelling a voluntary scheme, which will allow manufacturers to disclose and cover information at will.

3.11 YOUNG CONSUMERS AND CONSUMER RESPONSIBILITY

Children, teenagers and youth constitute a very important consumer segment for the market. Their consumption habits are unique, and their purchase decisions are based on popular trends, brand image, use of new technology, flavor of food products, and style. The market also realizes that young consumers have a propensity to consumer junk food and prefer them over traditional forms of food. This characteristic is exploited by the market by associating convenience and a brand image with junk food like colas, pizzas, and fast-food joints.

3.12 WOMEN CONSUMERS

Women consumers not only constitute 50% of the total consumer population but also make 80% of all purchase decisions. They are being specifically targeted by the market because of their growing purchasing power and their „workingwoman' status. Now, women have the dual role of family-makers and work professionals to play. As a result, they have less time, increased pressures and are slowly being delinked from their traditional knowledge bank. The market takes advantage of this situation by offering to women instant services and products, like fast-food, two minute' snacks, and refrigerators and washing machines with supposedly better technologies. Women consumers have the responsibility of choosing products that are not just convenient but also safe to use and eco-friendly.

They must evaluate the nutrition content of food products before buying them and weight their quality with traditional foods that are less expensive, have better nutritional scores and consume less resources like packaging and transportation.

3.13 CONSUMER COURT

Consumer court is the special purpose court, in India, that deals with cases regarding consumer disputes and grievances. These are judiciary hearings set up by the government to protect the consumer rights. Its main function is to maintain the fair practices by the sellers towards consumers. Consumers can file a case against a seller if they are harassed or exploited by sellers. The court will only give a verdict in favor of the consumers/customers if they have proof of exploitation, i.e., bills or other documents. If a consumer does not have the proper documents required for filing a case, then it would be very difficult for the consumer to win or even file a case.

3.13.1 TYPES OF CONSUMER COURT

1. National Consumer Disputes Redressal Commission (NCDRC):

A national level court works for the whole country and deals compensation claimed exceeds rupees one crore. The National Commission is the Apex body of Consumer Courts; it is also the highest Appellate Court in the hierarchy. It consists of president and four members.

2.State Consumer Disputes Redressal Commission (SCDRC):

A state level court works at the state level with cases where compensation claimed is above 20 lack but up to one crore. The State Commission also has Appellate jurisdiction over the District Forum. It consists of president and two members. If not satisfied can make an appeal within 30 days in front of the National Commission.

3.District Consumer Disputes Redressal Forum (DCDRF):

A district level court works at the district level with cases where the compensation claimed is up to 20 lacks. It consists of president and two members of which one should be a woman and is appointed by the state government. If the party is dissatisfied, can make an appeal with state commission within 30 days.

3.14 CONSUMER MOVEMENT

The consumer movement as a social force originated with the necessity of protecting and promoting the interests of consumers against unethical and unfair trade practices. Rampant food shortages, hoarding, black marketing, adulteration of food and edible oil gave birth to the consumer movement in an organized form in the 1960s. The movement succeeded in bringing pressure. A major step was taken in 1986 by the Indian government with the enactment of the Consumer Protection Act of 1986 (COPRA).

3.15 CONSUMER COMPLAINTS REDRESSAL

Department of Consumer Affairs has been receiving a very large number of complaints from the consumers regarding shortfall in the supplies/expectations of the consumers. The complaints cover a wide range of subjects like supply of defective refrigerators, T.V. sets, use of poor material by the builders in the construction of flats, non-refund of

fixed deposit amounts by companies on maturity and complaint against unfair trade practice against service providers, etc.

1. CONSUMER GRIEVANCE REDRESSAL CELL (CGRC)

The department had set up a Consumer Grievance Redressal Cell (CGRC) in February 2002, for providing services for redressal of complaints of the consumers belonging to the following categories:

- Sale of defective goods or deficient services and charging of higher prices, etc.
- General grievances including those received from the Cabinet Secretary and the PMO related to consumer matters.
- Attending to the consumer complaints appearing in the columns of the newspapers to the extent possible.

Also, complaints regarding delay in disposal of pending cases with the various districts/States/National Commission were received and processed and necessarily follow up action were taken up as pro-active measures in order to redress their grievances to their satisfaction. The Redressal Cell had received 2272 complaints up to 31st March 2007

2. CONSUMER COORDINATION COUNCIL (CCC)

These complaints were forwarded to the Consumer Coordination Council (CCC) for redressal regarding replacement of goods, re-installation of telephone/electricity, rectification of wrong bills, possession of allotted flats, payment of amounts due to the investors on maturity, etc.

The Consumer Grievance Redressal Cell and Consumer Coordination Council do not have any statutory powers to act on the complaints of consumers. Hence, they forward the complaints to the concerned authorities to get the redressal.

3.16 REDRESSAL MECHANISM AS PER THE CONSUMER PROTECTION ACT

3.16.1 WHO CAN FILE A COMPLAINT

A complainant in relation to any goods or services may be filled by- A consumer or

- Any voluntary consumer association registered under the Companies Act, 1956(1of1956) or under any other law for the time being in force or
- The Central Government or any State Government; or
- One or more consumers, where there are numerous consumers having the same interest.
- In case of death of a consumer, his legal heir or representative A power of attorney holder cannot file a complaint under the Act.

3.16.2 WHAT CONSTITUTES A COMPLAINT

A complaint means any allegation in writing made by a complainant that.

- An unfair trade practice or a restrictive trade practice has been adopted by any trader or service provider.
- The goods bought by him or agreed to be bought by him; suffer from one or more defects.
- The services hired or availed of or agreed to be hired or availed of by him suffer from deficiency in any respect.
- A trader or service provider, as the case may be, has charged for the goods or for the service mentioned in the complaint a price in excess of the price fixed by or under any law for the time being in force or displayed on the goods or any package containing such goods or displayed on the price list exhibited by him by or under any law for the time being in force or agreed between the parties.
- Goods which will be hazardous to life and safety when used or being offered for sale to the public.

3.16.3 HOW TO FILE A COMPLAINT

- A complaint can be filed on a plain paper. It should contain-
- The name description and address of the complainants and the opposite party
- The Facts relating to complaint and when and where it arose.
- Documents in support of allegations in the complaint.
- The relief which the complainants is seeking.
- The complaint should be signed by the complainants or his authorized agent.
- No lawyer required for filing the complaint.
- Nominal court fee.

3.16.4 INTEGRATED THREE STAGE CONSUMER COMPLAINT REDRESSAL MECHANISM

This mechanism includes: -

- **Consumer Online Research and Empowerment (CORE) Centre**

A core center has been set up in collaboration with Consumer Coordination Council (CCC) through signing of a MoU. It is to provide the most scientific and effective system of collection and dissemination of consumer related information to generate consumer awareness and empowerment of all sections of the society. It is the only authorized agency of department of consumer affairs to handle online consumer complaints for redressal through mediation. The consumers can register themselves and lodge their grievance online.

- **National Consumer Helpline (NCH)**

It was launched by the Department of Consumer Affairs in coordination with Delhi University. Under the helpline, consumers from all over the country can dial toll free number 1800114000 and seek telephonic for problems that they face as consumers.

- **Non-Litigation Mechanism or Alternative Dispute Resolution (ADR).**

It consists of a variety of approaches to dispute resolution, many of which include the use of a neutral individual such as a mediator who can assist disputing parties in resolving their disagreements. ADR generally classified into at least three subtypes. Negotiation, Mediation and Arbitration.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

The present chapter deals with the analysis and interpretation of the collected data and interpretation. To collect the data specific questionnaire was prepared and survey conducted was among 75 rural consumers in Vanimal Panchayat. All the data collected is properly analyzed and interpreted by using Percentage method.

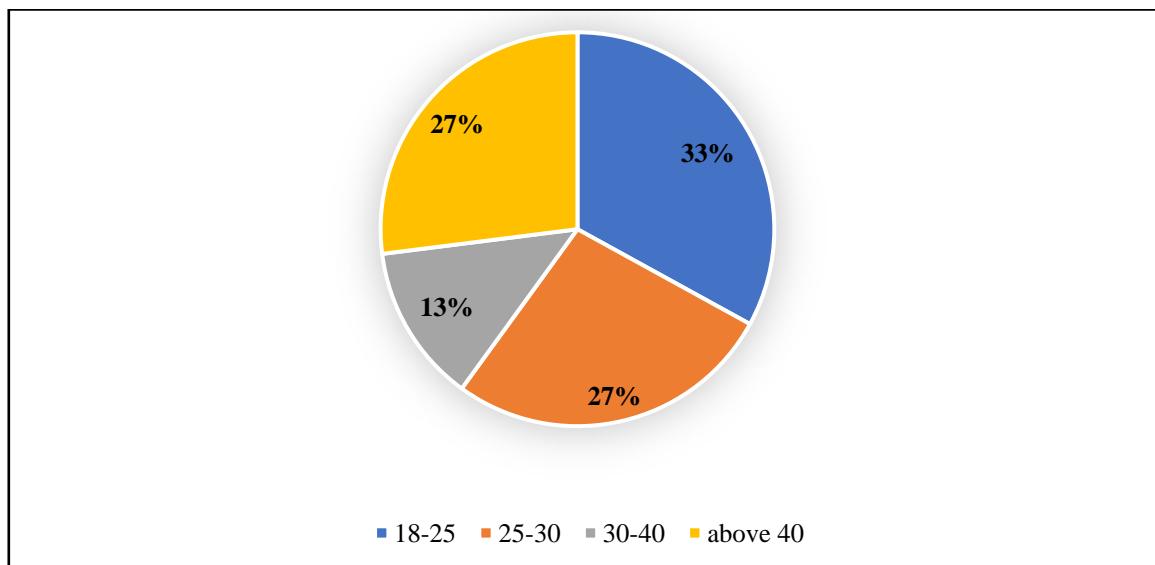
4.1 AGE WISE CLASSIFICATION OF RESPONDENTS

Table No 4.1

Age wise classification

Age	Number of Respondents	Percentage
18-25	25	33
25-30	20	27
30-40	10	13
Above 40	20	27
TOTAL	75	100

Source: Primary data



Age wise classification

Figure No. 4.1

Interpretation

Table 4.1 shows that 33 per cent of respondents are in between 18-25, 27 per cent of respondents are in between 25 – 30 and, 27 per cent of respondents belong to the age category above 40 and remaining 13 per cent are in between 30-40.

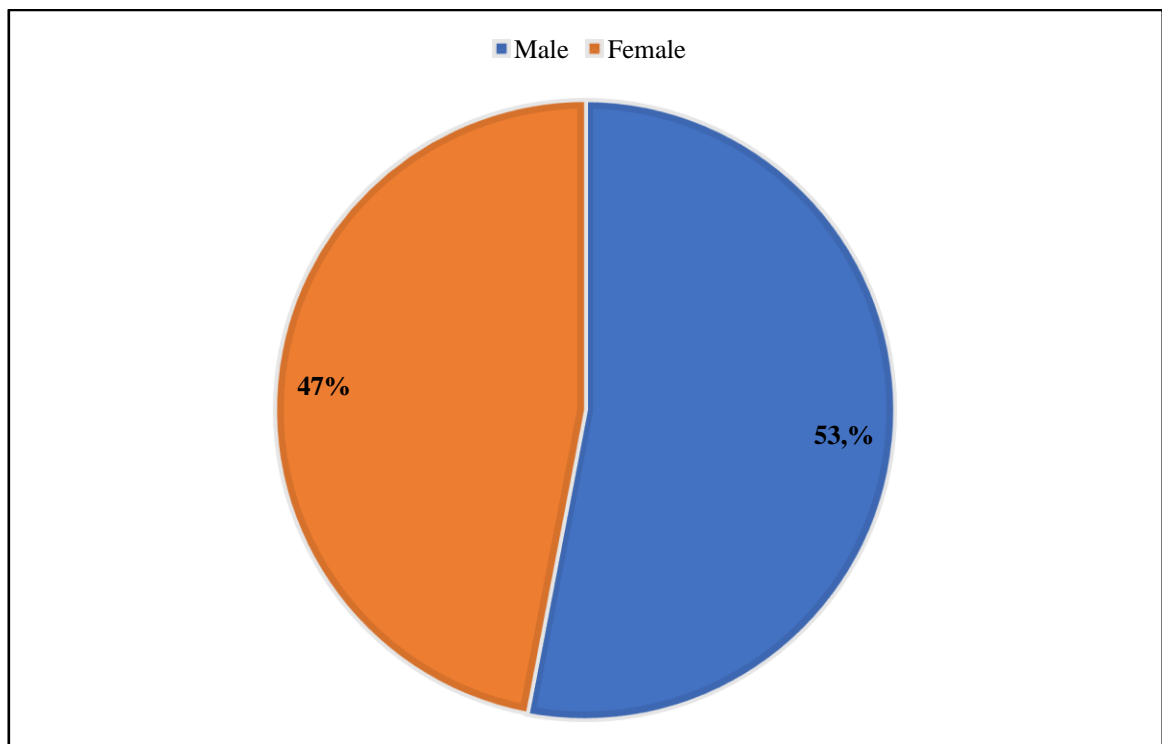
4.2 GENDER WISE CLASSIFICATION

Table No.4.2

Gender wise classification

Gender	No of Respondents	Percentage
Male	40	53
Female	35	47
TOTAL	75	100

Source: Primary data



Gender wise classification

Figure No. 4.2

Interpretation

Table 4.2 shows that 47 per cent of the consumers are female and 53 per cent of consumers are male in rural areas of Vanimal panchayat.

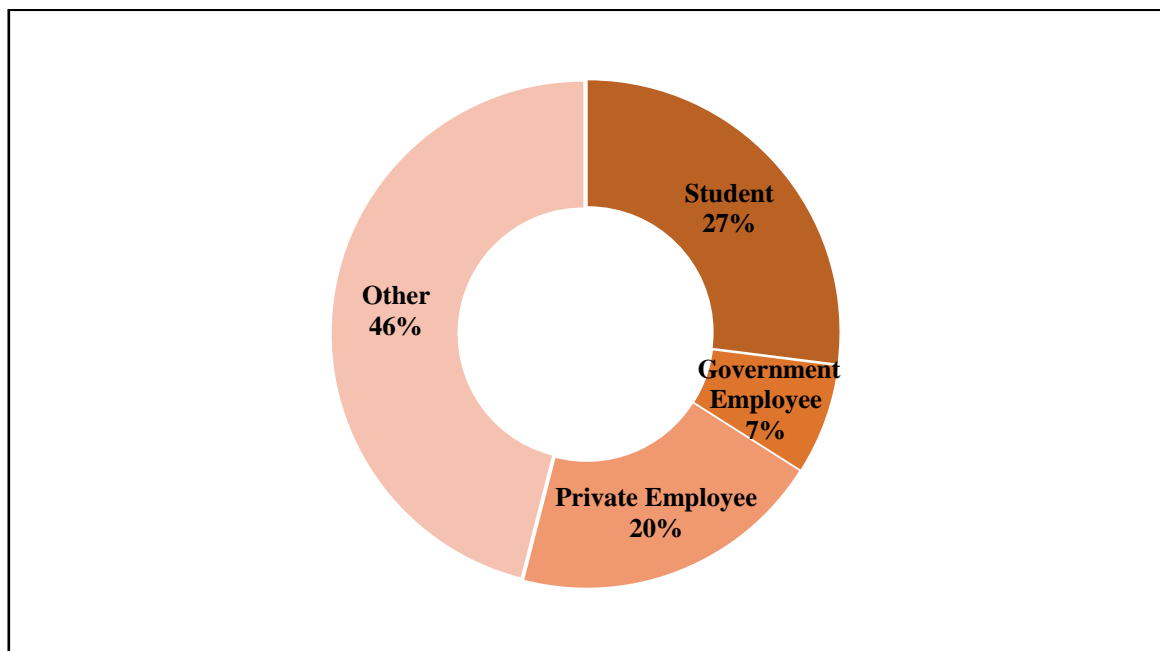
4.3 OCCUPATION WISE CLASSIFICATION

Table No: 4.3

Occupation wise classification

Occupation	No of Respondents	Percentage
Student	20	27
Government Employee	5	7
Private Employee	15	20
Other	35	46
TOTAL	75	100

Source: Primary Data



Occupation wise classification

Figure No. 4.3

Interpretation

Table 4.3 shows that 46 Per cent of the respondents consumers have other jobs, 27 per cent of the respondents are students, 20 per cent consumers are private employee, 7 per cent consumers are Government employee.

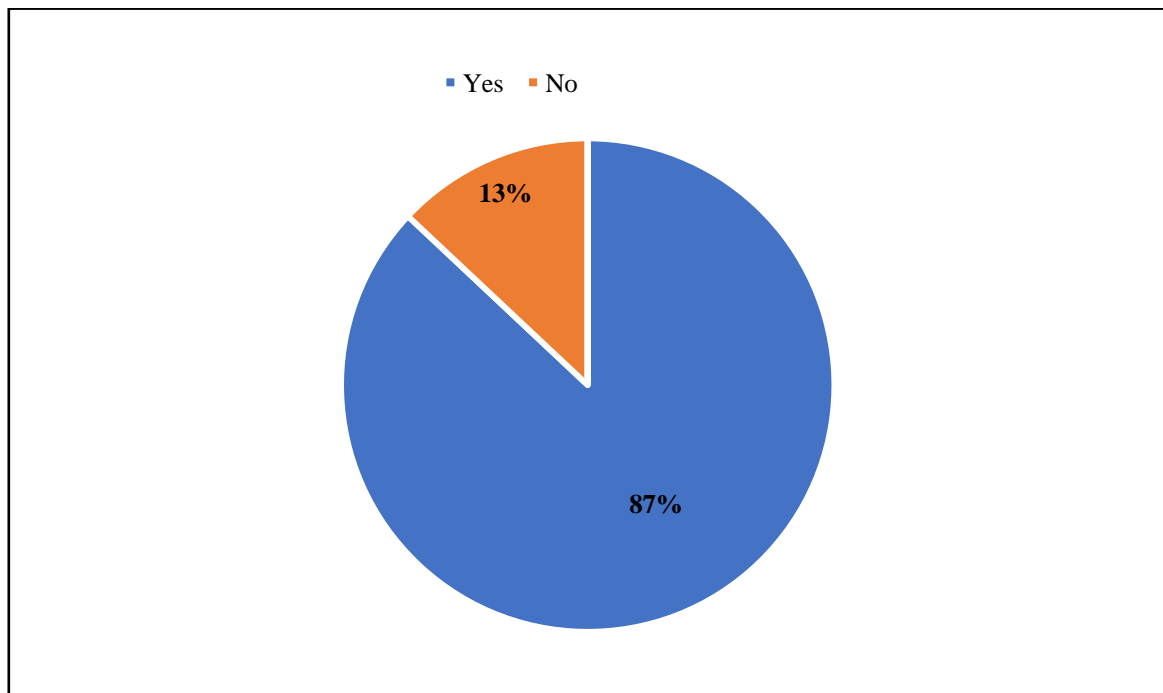
4.4 CONSUMER RIGHTS

Table No: 4.4

Consumer rights

Options	No of Respondents	Percentage
Yes	65	87
No	10	13
TOTAL	75	100

Source: Primary Data



Consumer rights

Figure No. 4.4

Interpretation

Table 4.4 shows that 87 per cent of the consumers have heard about the concept of consumer rights and remaining 13 per cent of consumers don't have any idea about the concept of consumer rights.

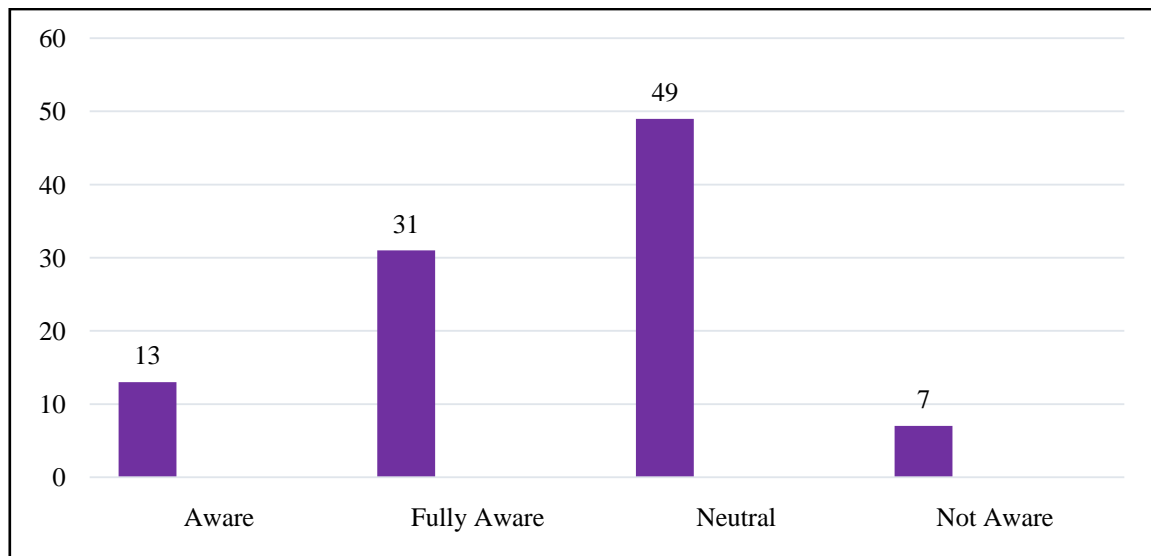
4.5 KNOWLEDGE ON CONSUMER RIGHTS

Table No.4.5

Knowledge on consumer rights

Options	Number of respondents	Percentage
Aware	10	13
Fully Aware	23	31
Neutral	37	49
Not Aware	5	7
TOTAL	75	100

Source: Primary Data



Knowledge on consumer rights

Figure No.4.5

Interpretation

Table 4.5 shows that 49 per cent of respondents are neutral, 31 per cent of consumers are fully aware about consumer rights, 13 per cent of consumers are aware about consumers rights and 7 per cent of consumers have no knowledge about consumer rights.

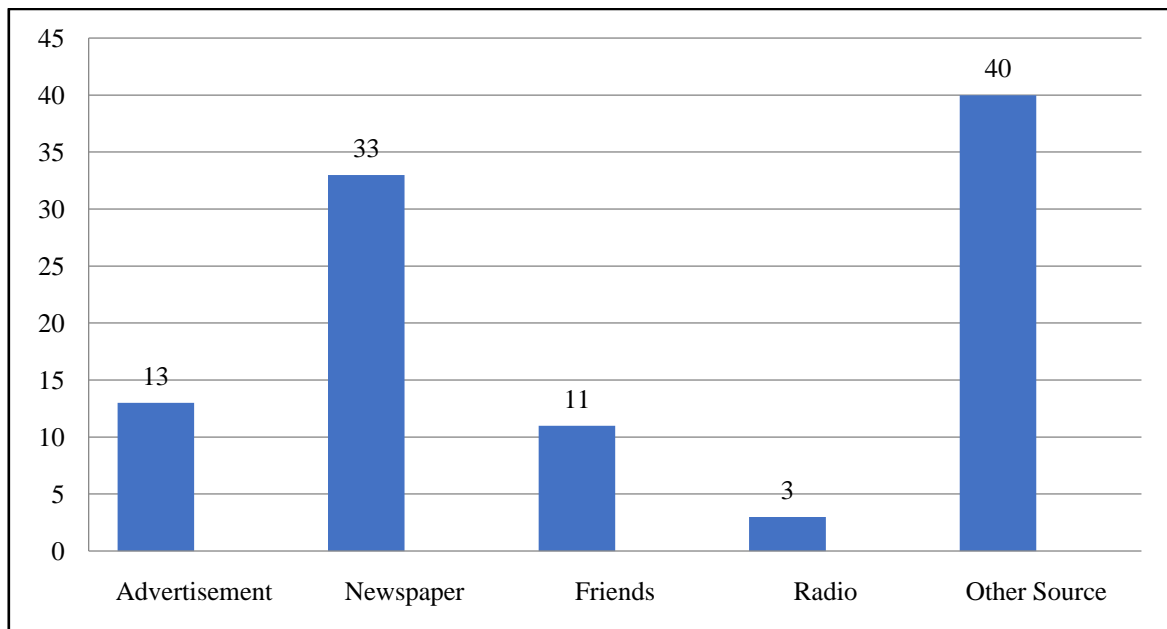
4.6 SOURCES OF INFORMATION

Table No.4.6

Source of information

Sources	Number Of Respondents	Percentage
Advertisement	10	13
Newspaper	25	33
Friends	8	11
Radio	2	3
Other Source	30	40
TOTAL	75	100

Source: Primary Data



Source of information

Figure No 4.6

Interpretation

Table 4.6 shows that 40 per cent of consumers get information about consumer rights from other sources, 33 per cent get information from newspaper, 15 per cent of consumers get information from advertisement and remaining 11 per cent and 3 per cent of consumers get information from radio and friends.

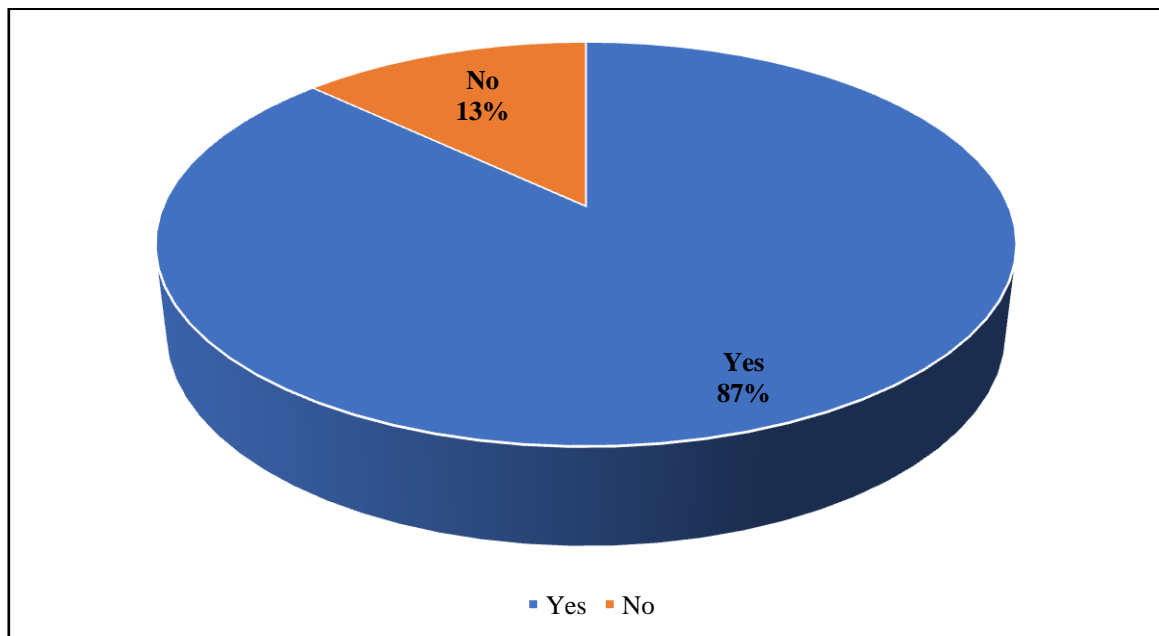
4.7 DEMANDING BILLOR INVOICE

Table No. 4.7

Demanding bill or invoice

Options	Number of Respondents	Percentage
Yes	65	87
No	10	13
TOTAL	75	100

Source: Primary Data



Demanding bill or invoice

Figure No. 4.7

Interpretation

Table 4.7 states that 87 per cent of consumers demand the bill or invoice while purchasing product and remaining 13 per cent of consumers do not demand the bill/invoice.

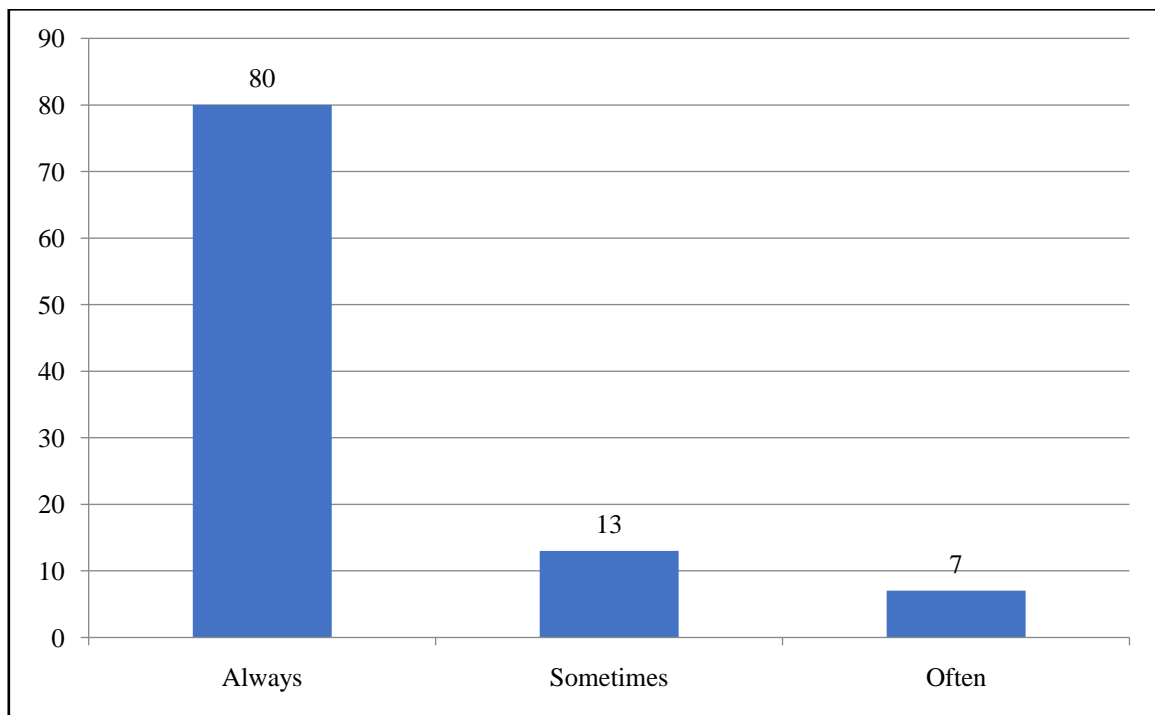
4.8 CHECKING MRP BEFORE BUYING GOODS

Table No. 4.8

Checking MRP before buying goods

Options	Number of respondents	Percentage
Always	60	80
Sometimes	10	13
Often	5	7
TOTAL	75	100

Source: Primary Data



Checking MRP buying goods

Figure No. 4.8

Interpretation

Table 4.8 shows that 60 per cent of respondents always check the MRP before buying a product, 13 per cent of respondents may sometimes check the MRP and remaining 7 per cent is often checking MRP.

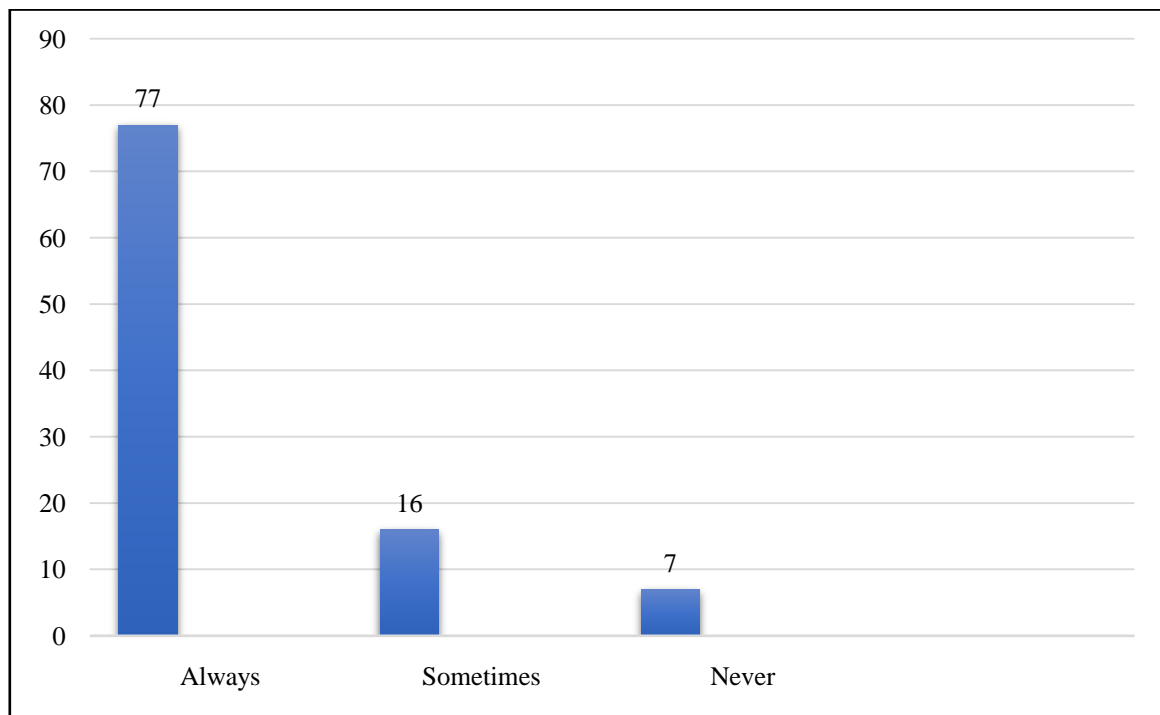
4.9 EXAMINE THE EXPIRY DATE OF PRODUCTS

Table No. 4.9

The expiry date of product

Options	No of respondents	Percentage
Always	12	77
Sometimes	5	16
Never	5	7
TOTAL	75	100

Source: Primary Data



The expiry date of product

Figure No. 4.9

Interpretation

Table 4.9 states that 77 per cent of respondents always examine the expiry date of the product, 16 per cent of respondents sometimes examine expiry date of product and remaining 7 per cent of respondents never examine the expiry date of product.

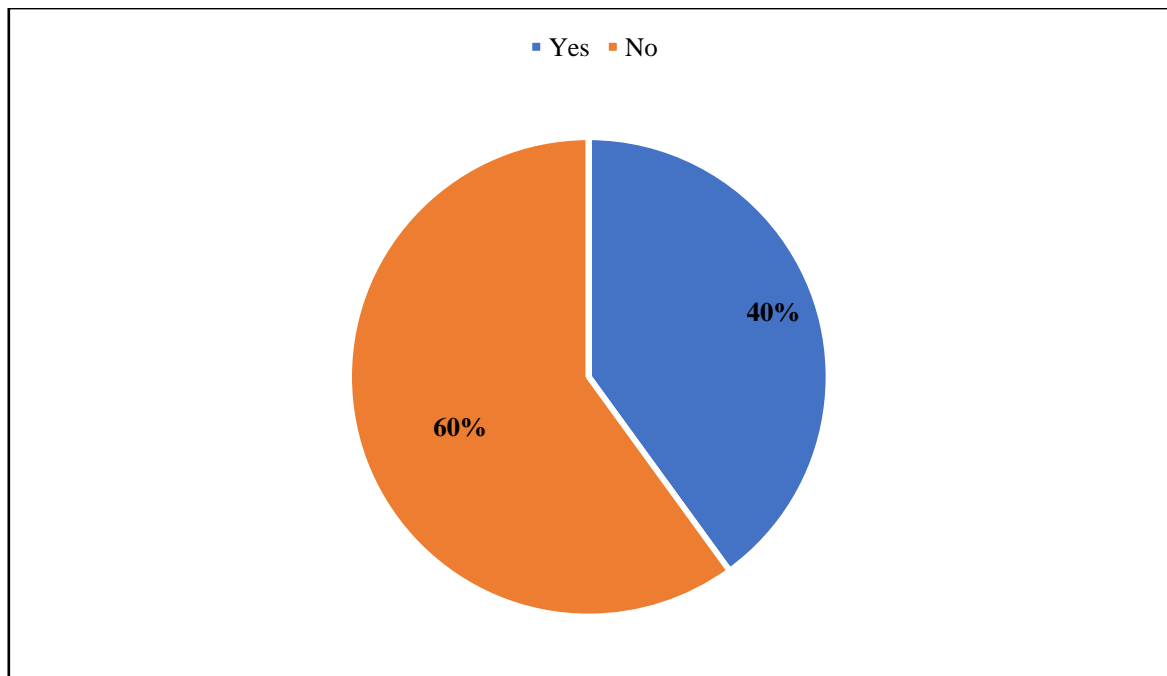
4.10 CHEATED BY ADVERTISEMENT

Table No. 4.10

Cheated by advertisement

Options	Number of Respondents	Percentage
Yes	30	40
No	45	60
TOTAL	75	100

Source: Primary Data



Cheated by Advertisement

Figure No. 4.10

Interpretation

Table 4.10 shows that 60 per cent of respondents agree that they are not cheated by advertisements and 40 per cent of respondents fall under the opinion that they are cheated by the advertisement.

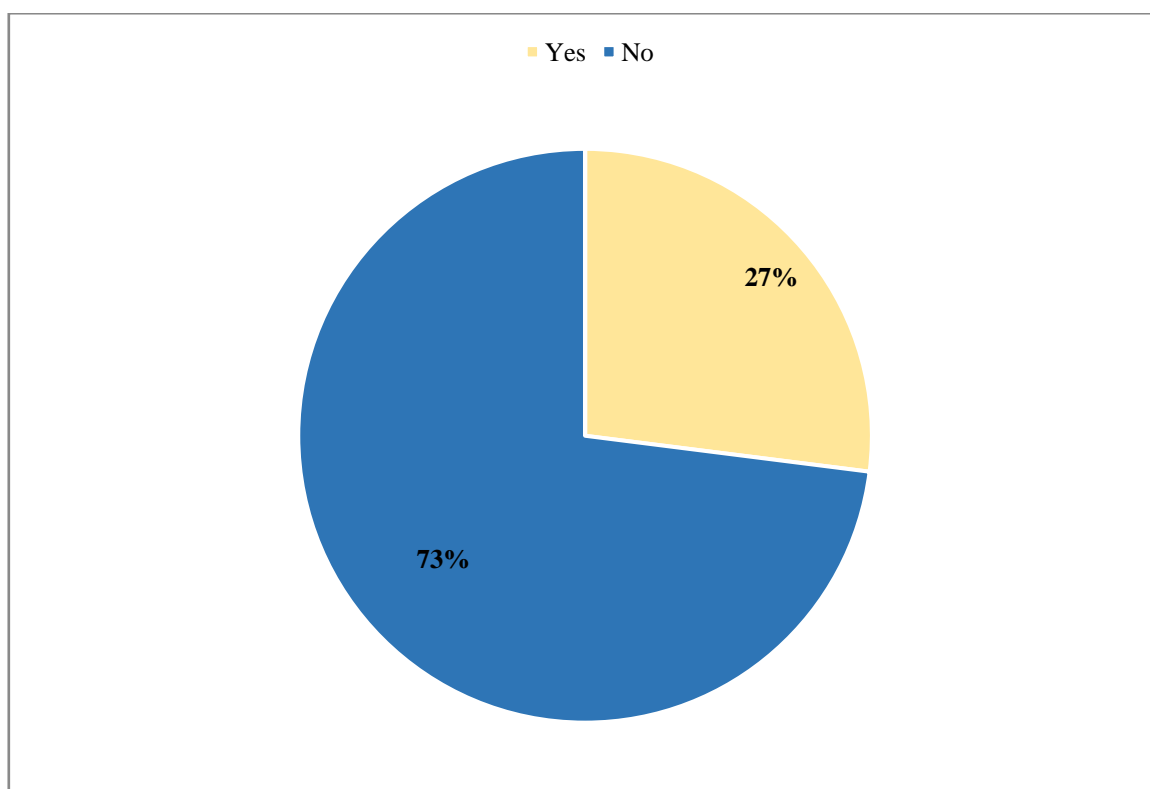
4.11 CROSS CHECKING WEIGHT OF GOODS

Table No. 4.11

Cross checking weight of goods

Options	Number of respondents	Percentage
Yes	20	27
No	55	73
TOTAL	75	100

Source: Primary Data



Cross checking weight of goods

Figure No. 4.11

Interpretation

Table 4.11 shows that 73 per cent of respondents are in the opinion that they had never cross checked the weights of goods and 27 per cent of consumers in rural areas of vanimal panchayat cross checked the weights of goods.

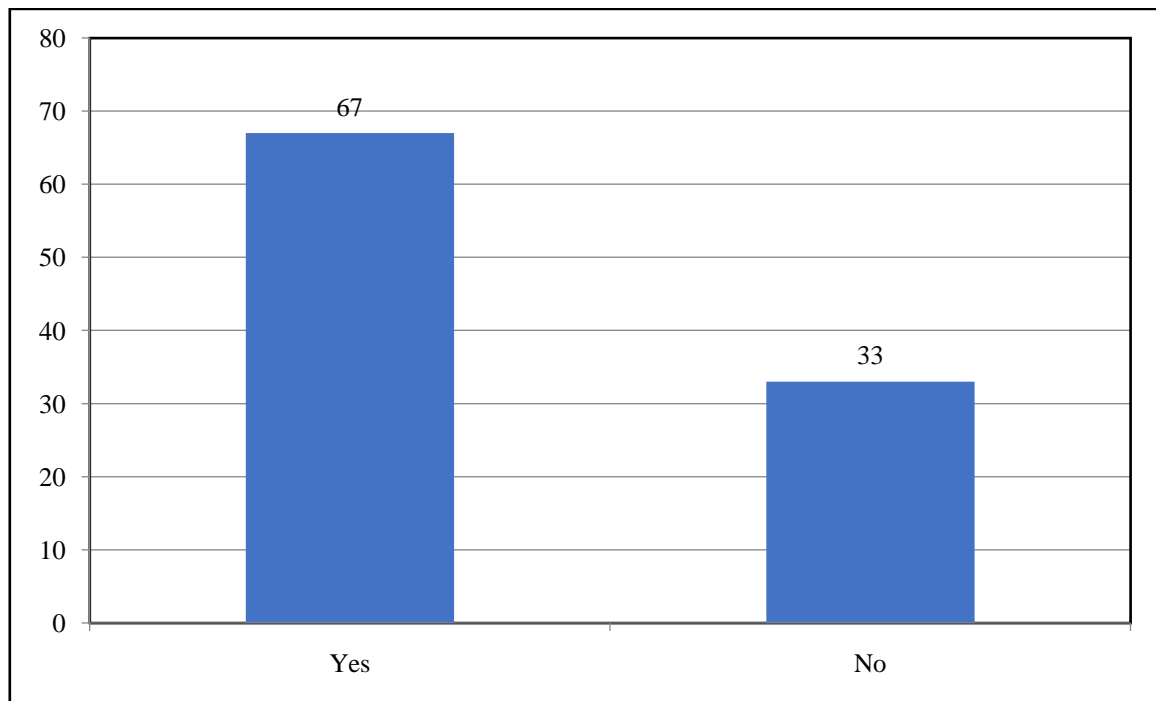
4.12 ADULTERATION IN FOOD STUFF

Table No. 4.12

Adulteration in food stuff

Options	Number of respondents	Percentage
Yes	50	67
No	25	33
TOTAL	75	100

Source: Primary Data



Adulteration in food stuff

Figure No. 4.12

Interpretation

Table 4.12 shows that 67 per cent of respondents have come across adulteration in food stuffs and remaining 33 per cent of respondents are in the opinion that they have never come across adulteration in food stuff.

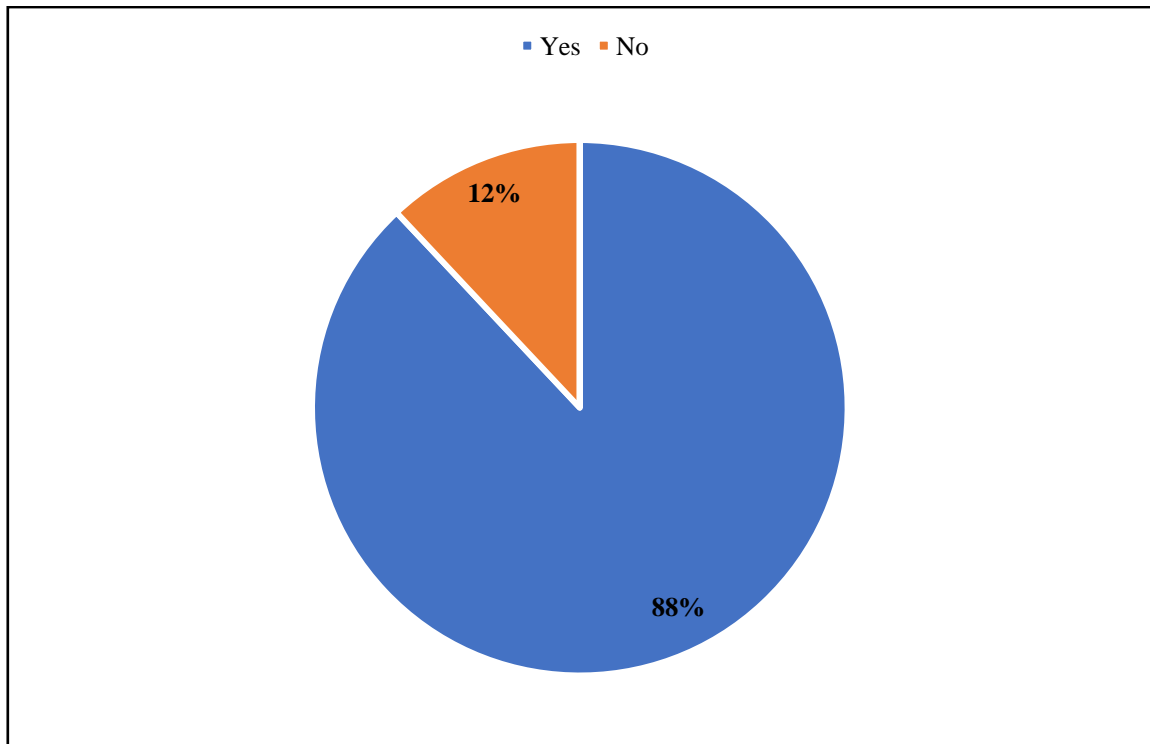
4.13 HABIT OF SHARING KNOWLEDGE

Table 4.13

Habit of sharing knowledge

Options	Number of Respondents	Percentage
Yes	66	88
No	9	12
TOTAL	75	100

Source: Primary Data



Habit of sharing knowledge

Figure No. 4.13

Interpretation

Table 4.13 shows that 88 per cent of respondents have the habit of sharing knowledge about consumer rights to others. And 12 per cent of Respondents don't have the habit of sharing knowledge about the consumer rights.

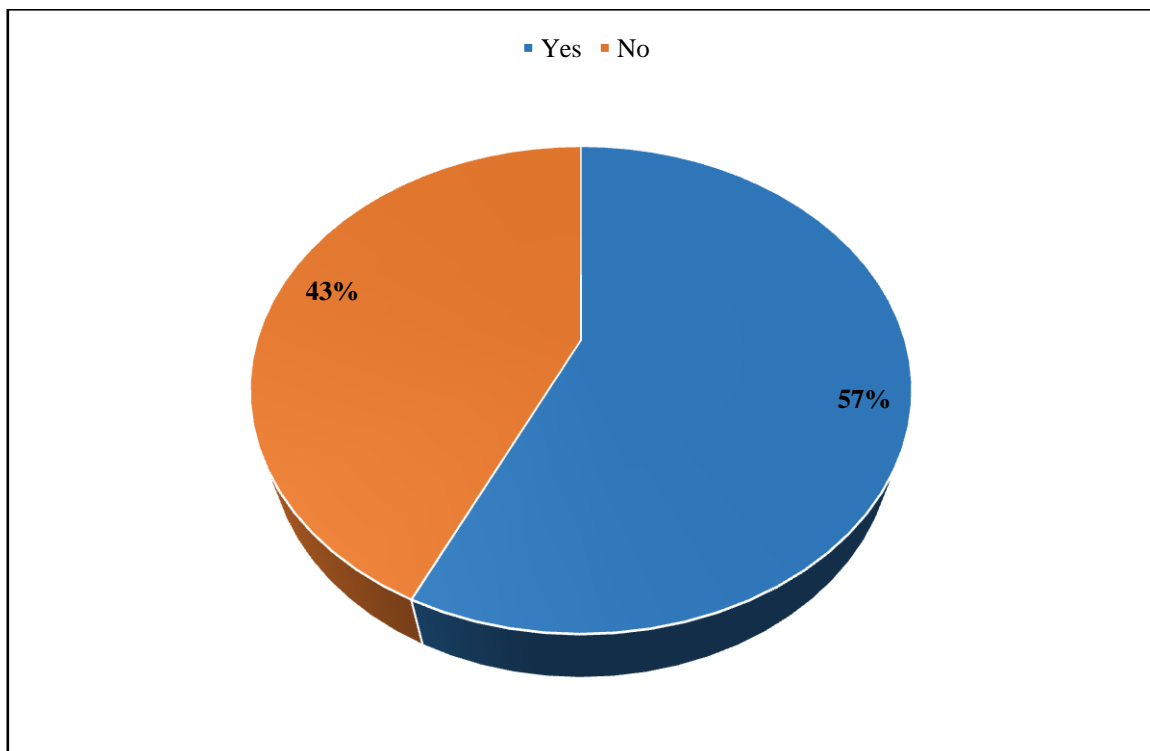
4.14 CHECKING THE PRODUCT'S CERTIFICATION

Table No. 4.14

Checking the products certification

Options	Number of respondents	Percentage
Yes	43	57
No	32	43
TOTAL	75	100

Source: Primary Data



Checking the products certification

Figure No. 4.14

Interpretation

Table 4.14 shows that 57 per cent of the respondent's check the product certification before purchase while 43 per cent of respondents have never check certification of the product.

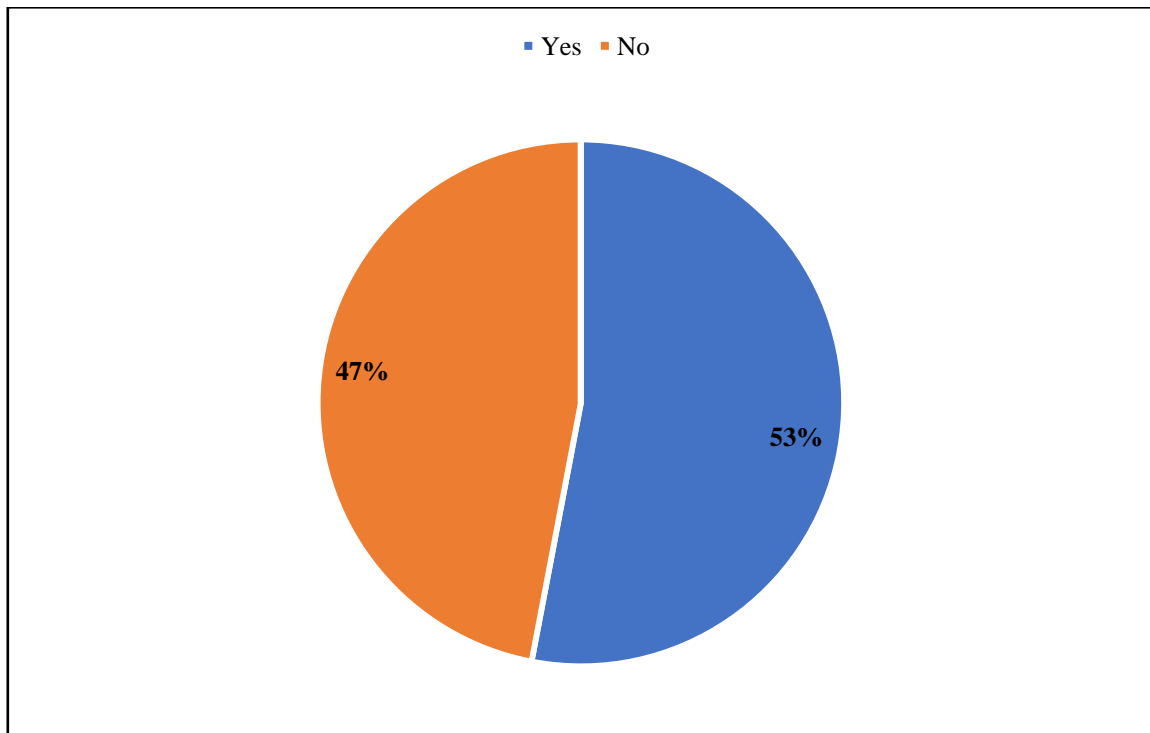
4.15 AWARENESS ABOUT STANDARD MARK OF PRODUCT

Table No. 4.15

Awareness about standard mark of product

Options	Number of Respondents	Percentage
Yes	40	53
No	35	47
TOTAL	75	100

Source: Primary Data



Awareness about standard mark of product

Figure No. 4.15

Interpretation

Table 4.15 shows that 55 per cent of respondents are not aware about the standard mark of the product and 47 per cent of respondents are aware about the standard mark of the product.

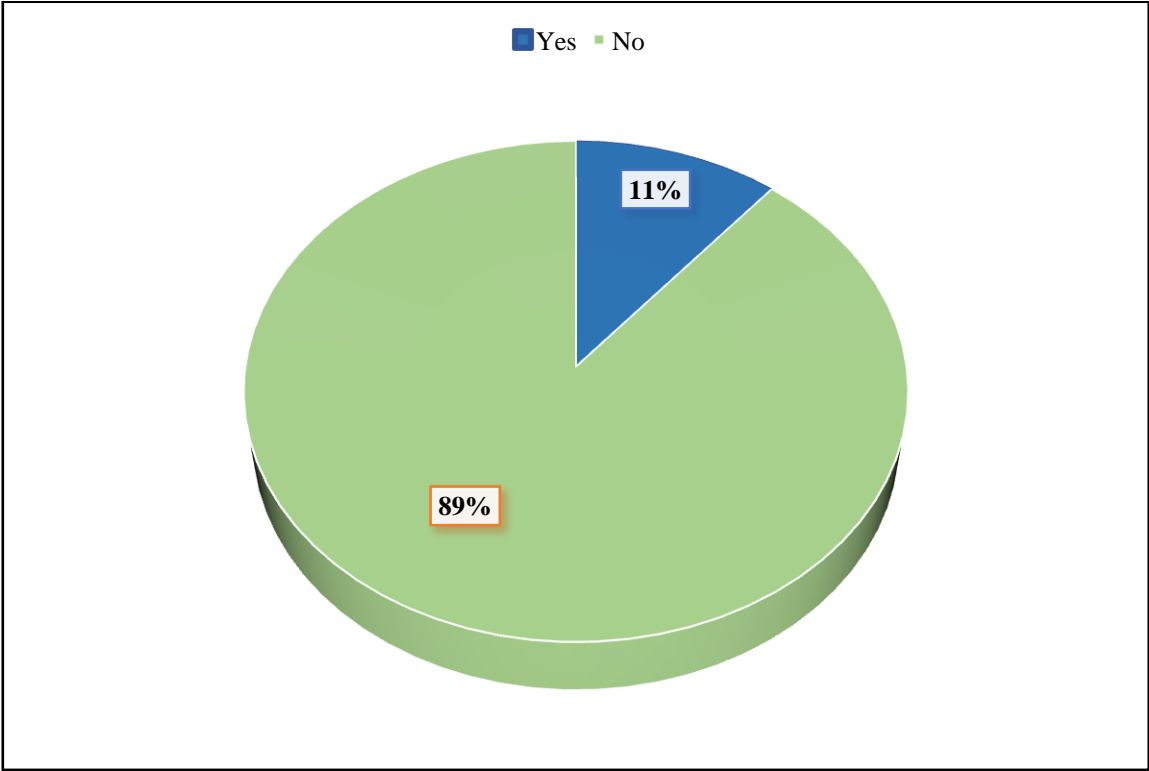
4.16 ATTENDING CONSUMER RIGHTS AWARENESS PROGRAMME

Table No. 4.16

Attending consumer awareness programme

Options	Number of respondents	Percentage
Yes	8	11
No	67	89
TOTAL	75	100

Source: Primary Data



Attending consumer awareness programme

Figure No. 4.16

Interpretation

Table 4.16 shows that 89 Per cent of respondents have not attended the awareness programme and 11 Per cent of respondents have attended awareness programme.

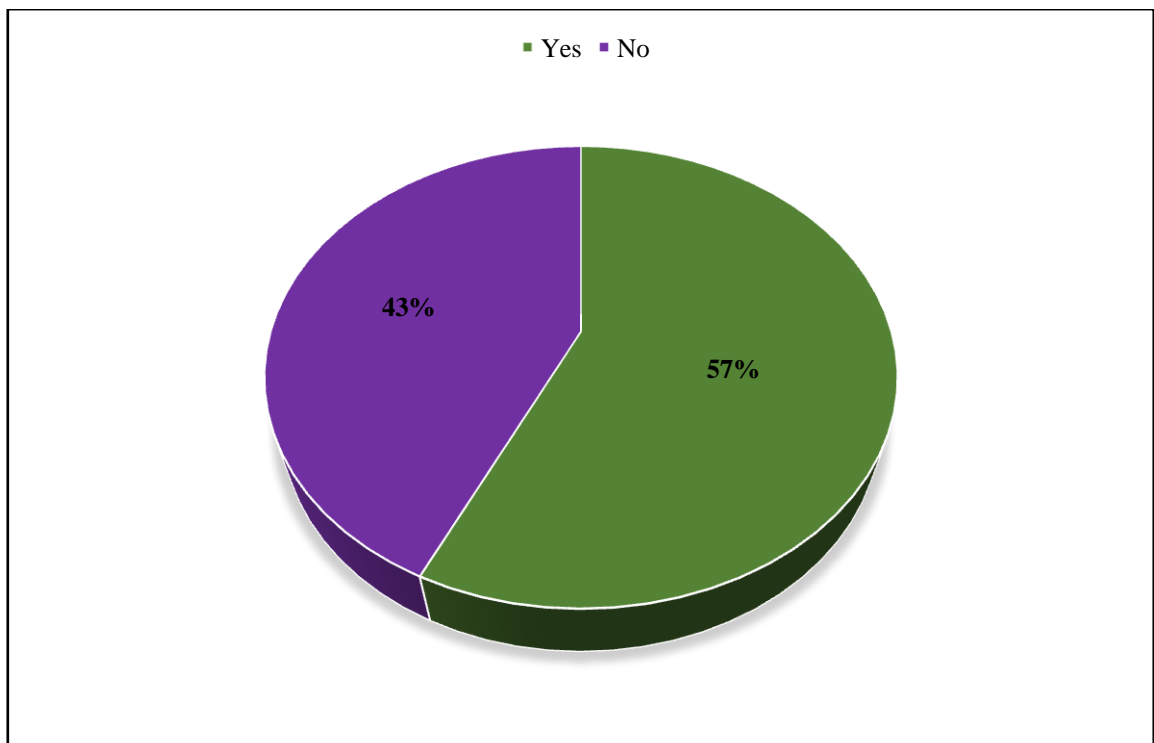
4.17 AWARENESS OF CONSUMER COURT

Table No. 4.17

Awareness of consumer court

Sources	Number of respondents	Percentage
Yes	43	57
No	32	43
TOTAL	75	100

Source: Primary Data



Awareness of consumer court

Figure No. 4.17

Interpretation

Table 4.17 shows that 57 per cent of respondents are aware of consumer court for redressal of grievances and 43 per cent are not aware of consumer court for redressal of grievances.

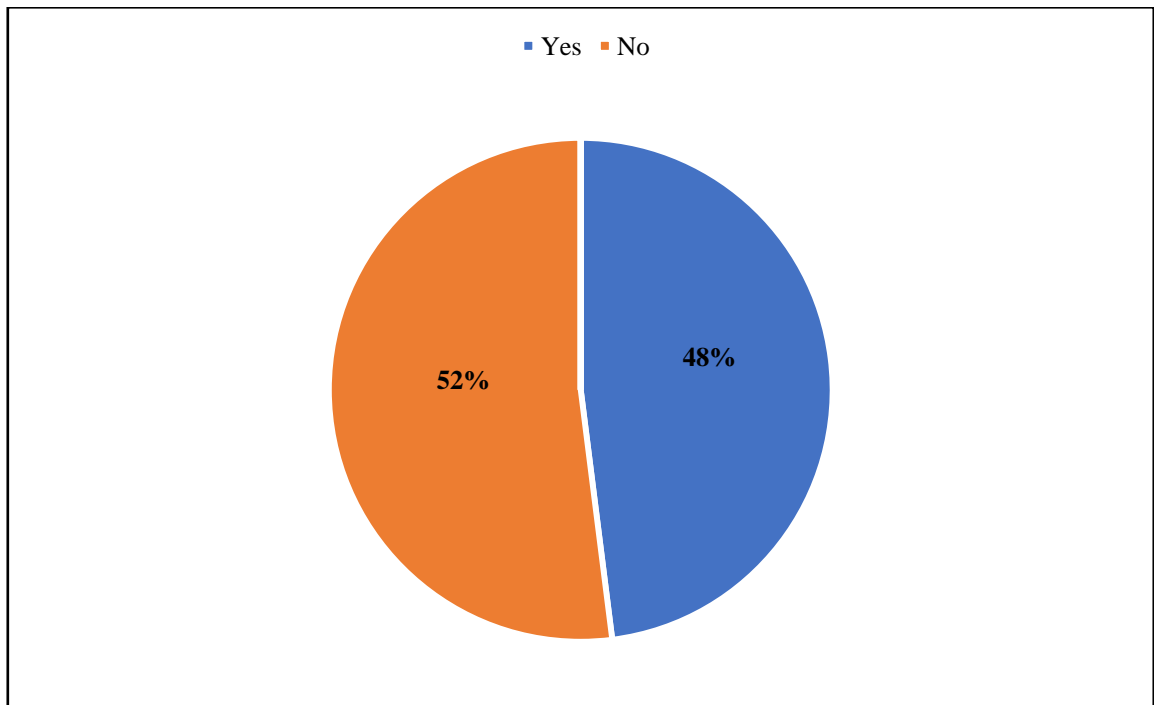
4.18 TRUST IN CONSUMER COURT

Table No. 4.18

Trust in consumer court

Options	Number of respondents	Percentage
Yes	36	48
No	39	52
TOTAL	75	100

Source: Primary Data



Trust in consumer court

Figure No. 4.18

Interpretation:

Tale 4.18 shows that 52 per cent of respondents don't have trust in consumer court and 48 per cent of consumers have trust in consumer court.

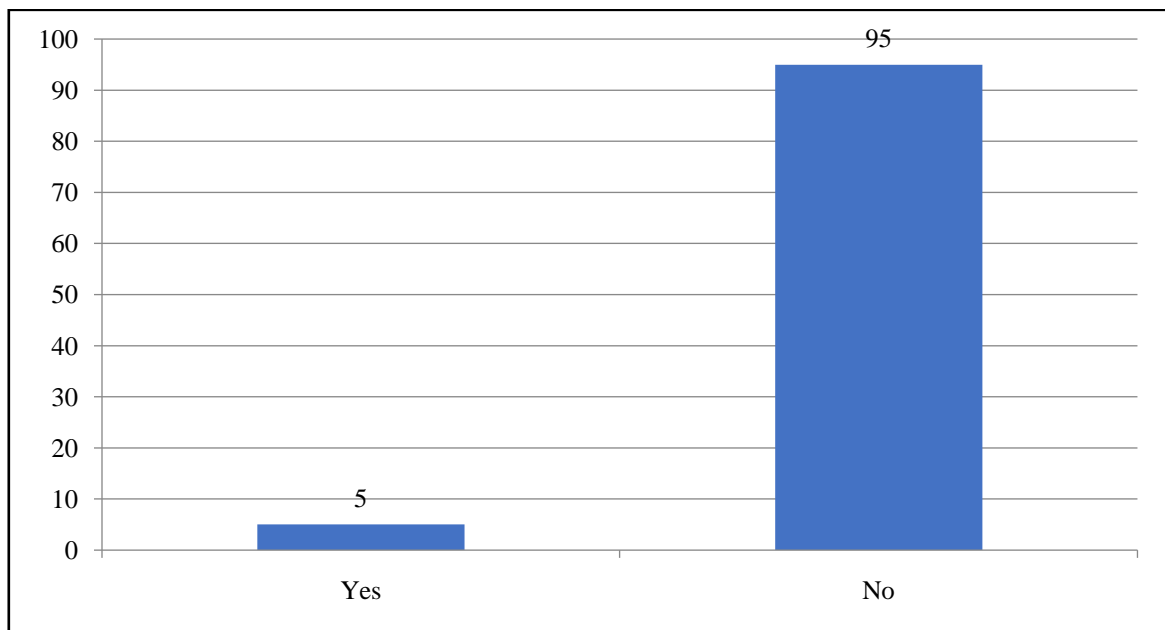
4.19 KNOWLEDGE ON PROCEDURES FOR FILING COMPLAINTS

Table No. 4.19

Knowledge on procedures of filing complaints

Options	Number of respondents	Percentage
Yes	4	5
No	71	95
TOTAL	75	100

Source: Primary Data



Knowledge on procedures of filing complaints

Figure No. 4.19

Interpretation

Table 4.19 shows that 95 per cent of them do not know about procedures for filing complaints in consumer court and 5 per cent of respondents have known about procedures for filing complaints in consumer court.

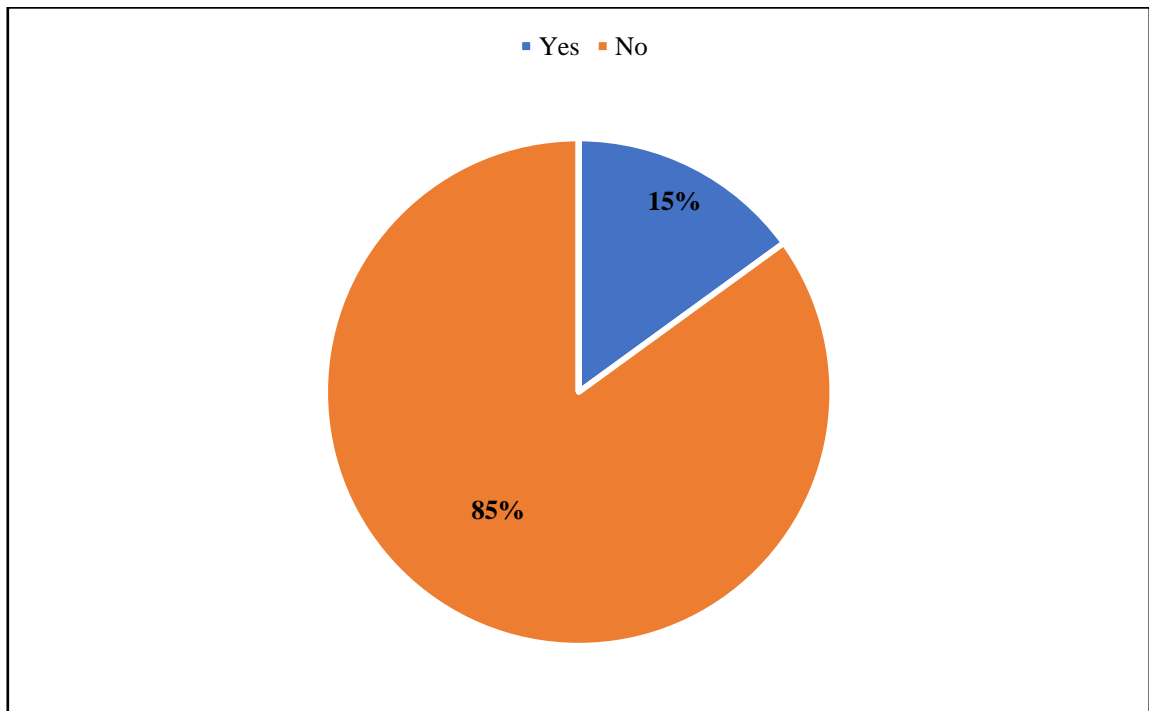
4.20 WHETHER CONSUMER RIGHTS ARE PROPERLY PROTECTED

Table No. 4.20

Consumer rights are properly protected.

Options	Number of respondents	Percentage
Yes	11	15
No	64	85
TOTAL	75	100

Source: Primary Data



Whether consumer rights are properly protected.

Figure No. 4.20

Interpretation

Table 4.20 shows that 85 per cent of respondents are in the opinion that consumer rights are not properly protected and 15 per cent of respondents are of the opinion that consumer rights are properly protected.

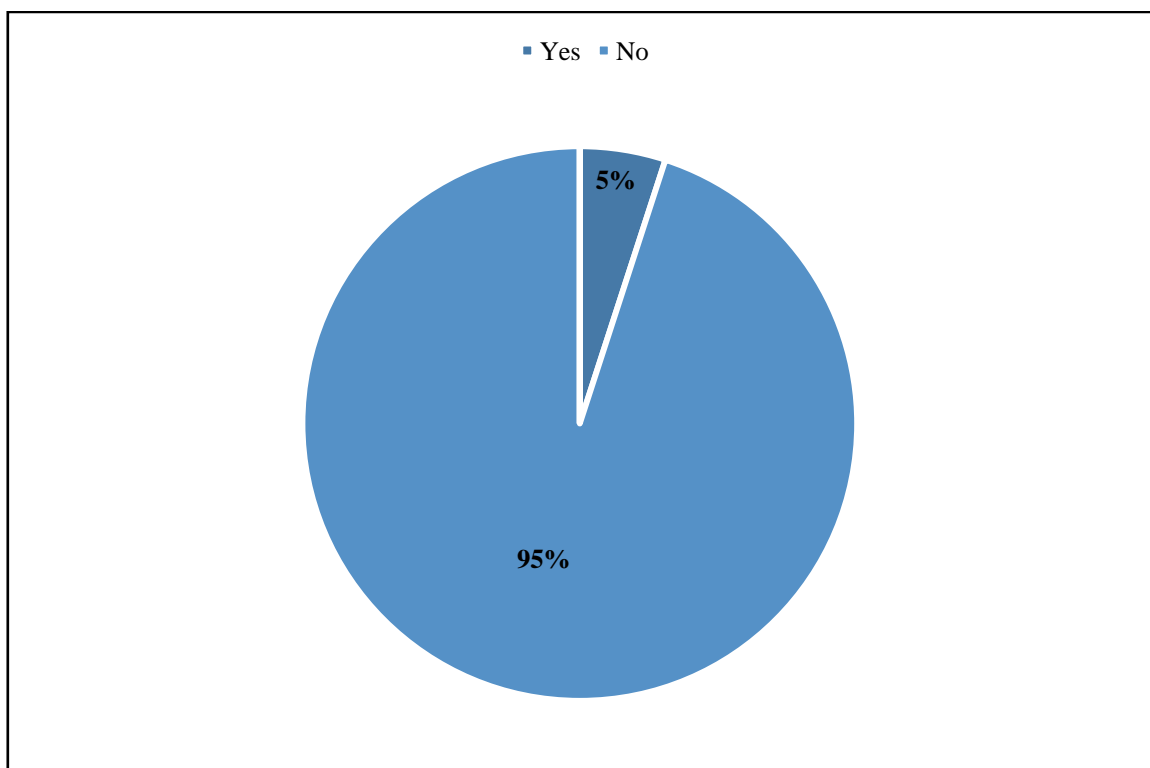
4.21 BELIEVE EVERYTHING YOU READ ON LABEL

Table No. 4.21

Believe everything you read on label.

Options	Number of Respondents	Percentage
Yes	4	5
No	71	95
TOTAL	75	100

Source: Primary Data



Believe everything you read on label.

Figure No. 4.21

Interpretation

Table 4.21 shows that 95 per cent of consumers do not believe on the label and 5 per cent of consumers believe everything read on the label.

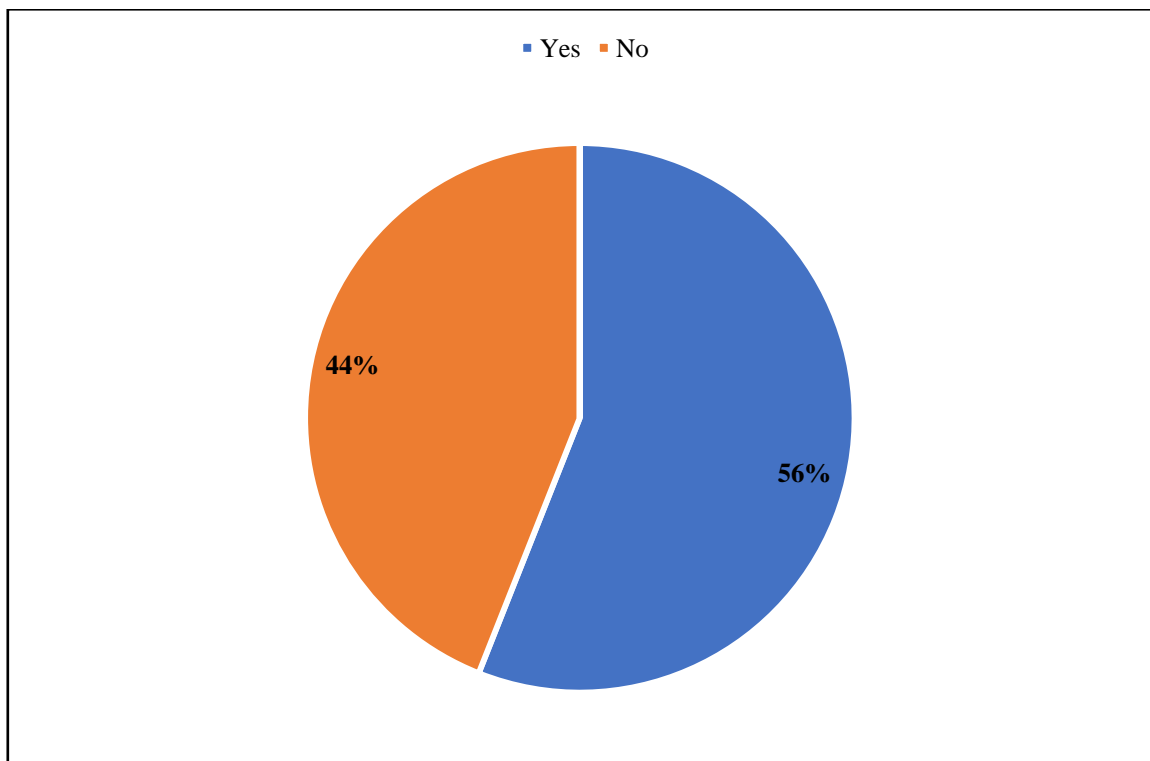
4.22 PROMOTIONAL SCHEMES AFFECT CHOICE TO BUY

Table No.4.23

Promotional schemes affect choice to buy

Options	Number of respondents	Percentage
Yes	42	56
No	33	44
TOTAL	75	100

Source: Primary Data



Promotional schemes affect choice to buy

Figure No. 4.22

Interpretation

Table 4.22 shows that 56 per cent of consumers are influenced by promotional schemes to buy and remaining 44 per cent of consumer are not influenced by promotional schemes to buy.

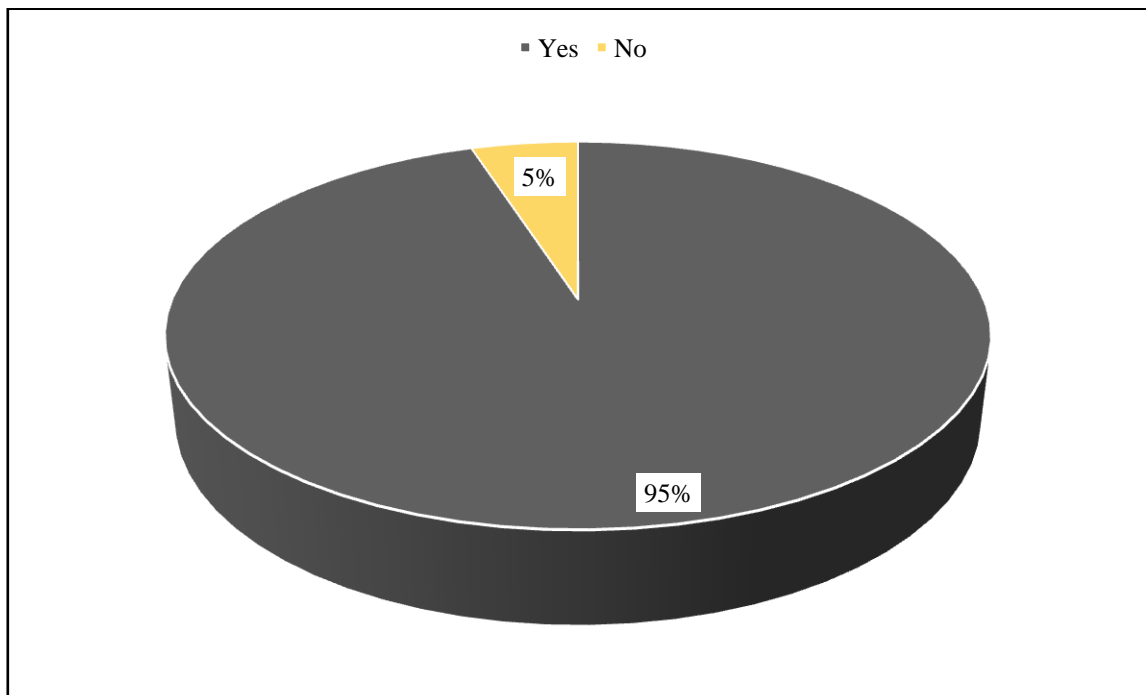
4.23 PRICE DIFFERENCE BETWEEN RURAL AND URBAN AREAS PRODUCT

Table No. 4.23

Difference between rural and urban areas product

Options	Number of respondents	Percentage
Yes	71	95
No	4	5
TOTAL	75	100

Source: Primary Data



Price difference between rural and urban areas product

Figure No. 4.23

Interpretation

Tale 4.23 shows that the 95per cent of consumers found difference between the urban and rural area's product and remaining 5 per cent of consumers did not find any difference between the urban and rural area's product.

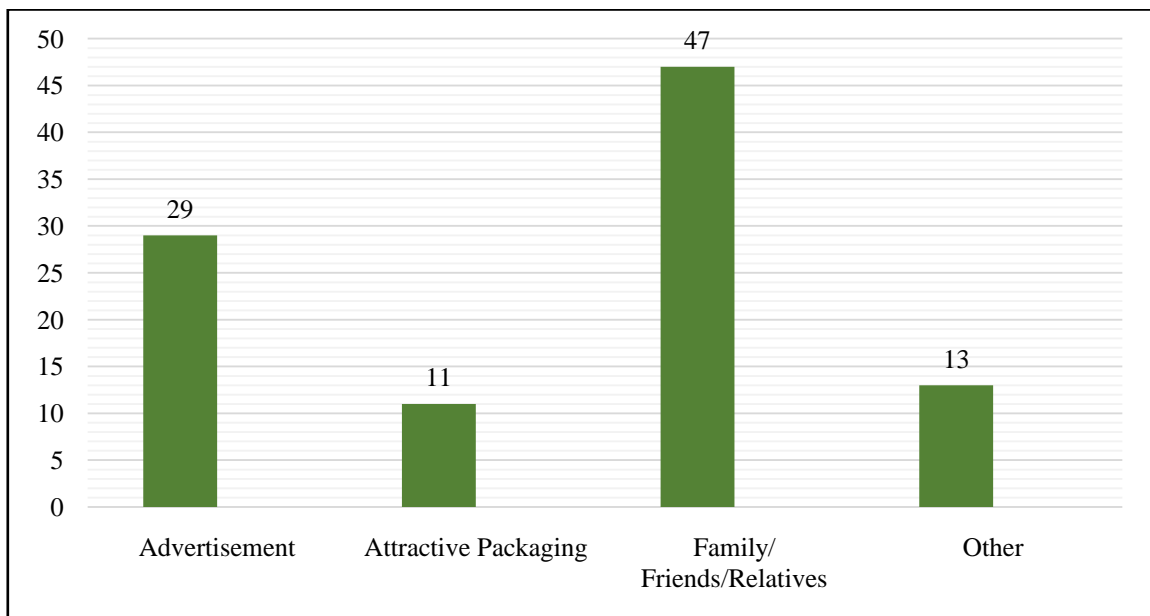
4.24 INFLUENCE TO BUY PARTICULAR BRAND

Table No. 4.24

Influence to buy brand

Sources	Number of Respondents	Percentage
Advertisement	22	29
Attractive Packaging	8	11
Family/Friends/Relatives	35	47
Other	10	13
TOTAL	75	100

Source: Primary Data



Influence to buy brand

Figure No. 4.24

Interpretation

Table 4.24 shows that 47 per cent of consumers are influenced by family/friends/relatives to buy the brand, 29 per cent of consumers influenced by advertisement to buy the brand, 13 per cent of consumers influenced by other matters to buy the particular brand and 11 per cent of consumers are influenced by attractive packaging to buy the brand by the particular brand.

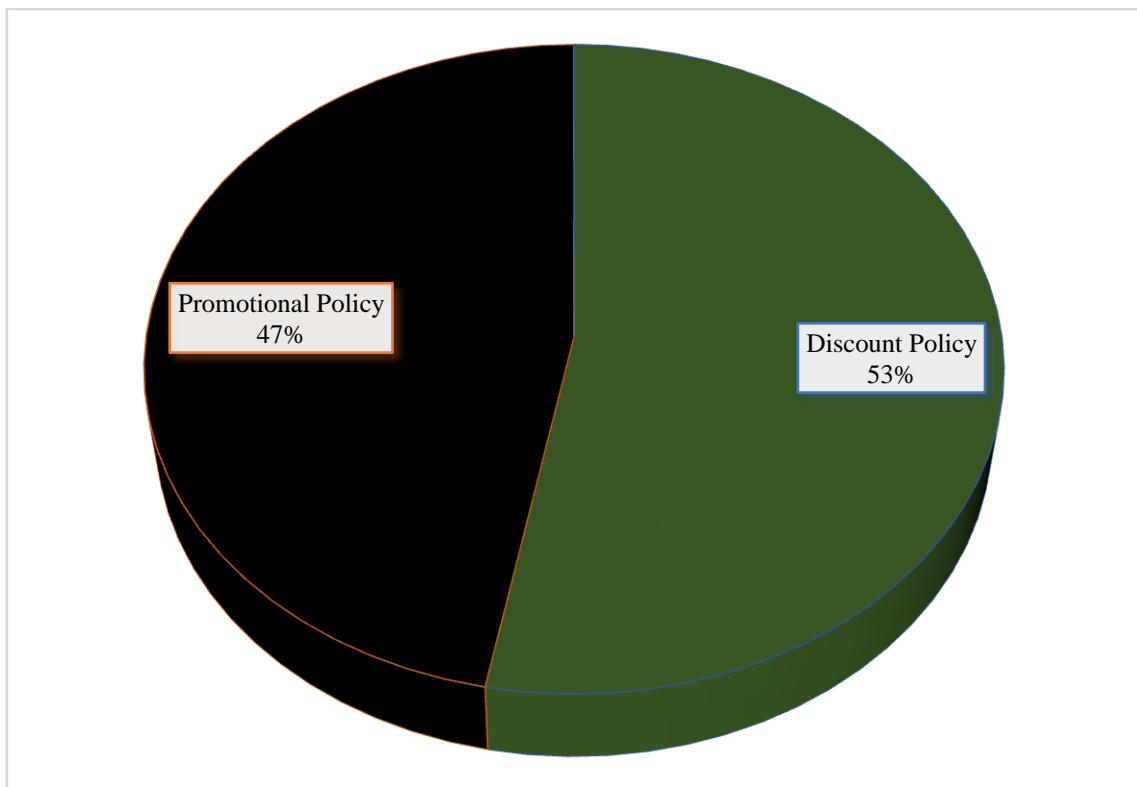
4.25 POLICIES OF SELECTION

Table No. 4.25

Policies of selection

Options	Number of respondents	Percentage
Discount Policy	40	53
Promotional Policy	35	47
TOTAL	75	100

Source: Primary Data



Policies of selection

Figure No. 4.25

Interpretation

Table 4.25 shows that 53 per cent of consumers says that discount policy affects their choice to selection and remaining 47 per cent of consumers says that promotional policy affect their choice to selection.

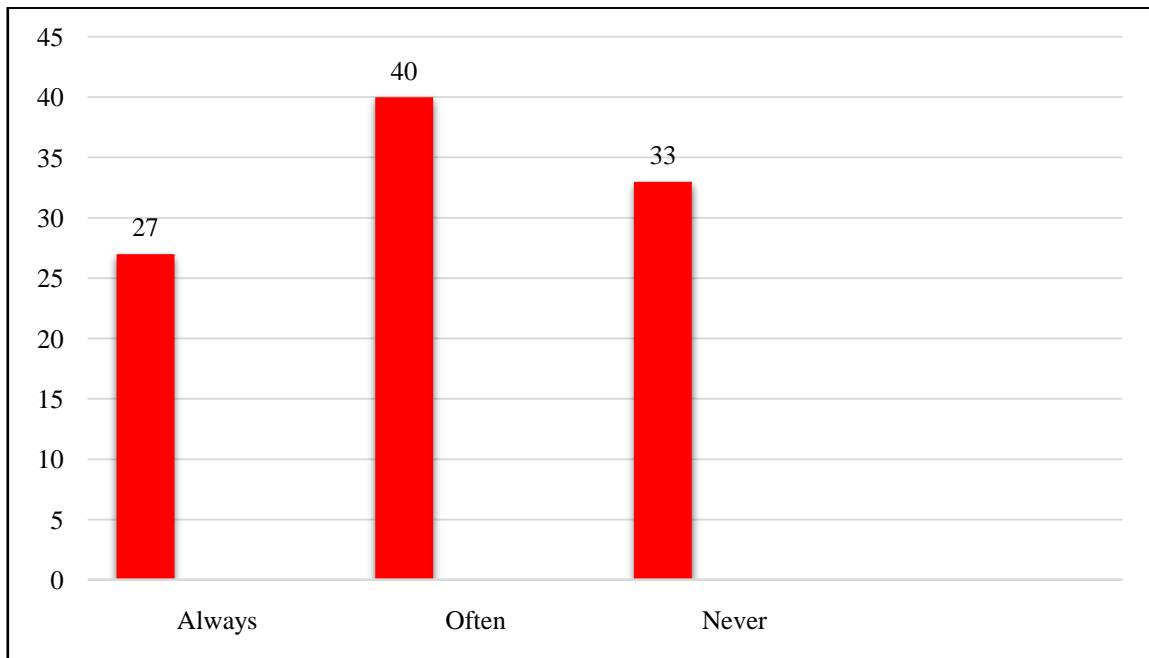
4.26 CHECK INGREDIENTS OF FOOD ITEM

Table 4.26

Check ingredients of food item

Options	Number of respondents	Percentage
Always	20	27
Often	30	40
Never	25	33
TOTAL	75	100

Source: Primary Data



Check ingredients of food item

Figure No. 4.27

Interpretation

Table 4.26 shows that 40 Per cent of consumers often check the ingredients of food item, 33 per cent of consumers never check the ingredients of food item and 27 per cent of consumers always check ingredients of food item.

CHAPTER 5
SUMMARY, FINDINGS, SUGGESTIONS AND
CONCLUSION

SUMMARY, FINDINGS, SUGGESTION AND CONCLUSION

5.1 SUMMARY

This chapter deals with findings, suggestions, and the conclusions of the study. This are derived from the analysing of the collected data. The data were analysed using tables and graphs.

5.2 FINDINGS

- Most of the respondents are in the age group between 18-25 i.e.3%.
- Majority of respondents i.e., 53% rural consumers are male.
- Most of the respondents have other jobs i.e., 46%
- 87% of respondents have heard about consumer rights.
- Majority consumers have less knowledge about consumer rights i.e., 49%.
- Most of the respondents get knowledge through other sources i.e., 40%
- 87% of respondents demand bill /invoice while purchasing.
- Majority of respondents check MRP before buying of goods i.e.,80.
- Majority of respondents (77%) have the habit of examining expiry date of products.
- Only40% of respondents are cheated by advertisement.
- Advertisement is unreliable for 63% of respondents.
- 73% of respondents have never crosschecked weight of goods.
- Majority of respondents i.e., 67% have come across adulteration in Food stuff.
- Majority of respondents i.e., 88% share knowledge about consumer Right to others.
- Product“ s certification is not checked by 56% of respondents.
- Most of the respondents do not have awareness about standard mark of the product.
- Majority of respondents (89%) have not attended consumer right Awareness programs.

- Most of respondents i.e., 57% are aware about consumer court for grievances.
- Most of respondents do not have trust in consumer court. (52%)
- 95% of respondents do not know the procedures for filing complaints in consumer court.
- Majority of respondents i.e., 85% has the opinion that consumer rights are not properly protected.
- Majority of students are influenced by promotional schemes to buy i.e., 56%
- Majority of respondents found the price difference between urban and rural area's product i.e., 95%.
- Majority of the respondents to buy the brand product influenced by the family/friends/relatives i.e., 47 %.
- Discount policy is influencing to buy the branded product i.e., 53% and remaining 47 % of consumers influenced by the promotional policy to buy the branded product.
- Majority of respondents often check the ingredients of food item i.e., 40 %.

5.3 SUGGESTIONS

- Conduct consumer rights awareness programs for rural people frequently.
- Organize voluntary consumer organization in rural areas.
- Make laws stricter to prevent unfair trade practices.
- Government should conduct surveys to know the level of consumers right awareness among rural people.
- More initiatives should be taken to prevent consumer from exploitation.
- Local authorities should ensure that all rural people have attended the consumer rights awareness programs.
- Consumer rights should be included in the education system at the primary level.
- Government agencies should ensure that consumer are properly protected.
- Encourage consumer to file complaints in consumer court.
- Evaluate quality assurance standard periodically.
- Promote consumers to check MRP, expiry date, etc. always.
- Make consumers more vigilant against false advertisement and packaging.
- Make procedures in consumer court faster and easier.

5.4 CONCLUSIONS

This project is a study on consumer right awareness in rural areas with special reference to Vanimal panchayat. Consumer plays a vital role for the economic development of a nation. Consumer awareness and education is the main block for consumer protection. Government has taken a lot of initiatives to ensure the protection of consumers but it is quite doubtful that to what extent it gains success. Even though there are many rules and regulations, grievance redressal mechanisms, still the consumers are being exploited by the sellers. This problem is more acute in rural areas. Though the majority of the respondents are aware of consumer court, consumer rights and consumer responsibilities, they lack awareness in practical side, which act as a barrier before rural consumers. Hence, consumer awareness programs should be planned and implemented accordingly and it deserves special importance.

Through this project it reveals that the people in rural areas are exploited by traders due to lack of consumer right awareness. There is the need to implement the acts and to educate the consumers to protect their rights to a large extent. It will be better to implement the rules strictly and give awareness to rural people about their rights and finally developed to great extent,

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APPENDIX

QUESTIONNAIRE

I **Jaise George**, a post graduate student of M.Com Finance at Don Bosco Arts and Science College Angadikadavu is conducting a survey on **“A STUDY ON CONSUMER RIGHT AWARENESS IN RURAL AREAS WITH SPECIAL REFERENCE TO VANIMALPANCHAYAT”** I request you spent few means from your available time to answer these question attached here with which may help me to complete my project work .The data given are highly confidential and used only for academic purpose.

1. Name:

2. Age:

18-25 25-30
30-40 Above 40

3. Gender

Male Female

4. Occupation

Student Government Employee
Private Employee Other

5. Have you heard about consumer rights?

Yes No

6. Do you have adequate knowledge on consumer rights?

Aware Fully Aware Neutral Not Aware

7. How do you collect information about consumer rights?

Advertisement Newspaper Friends Radio
Other Source

8. Do you demand a bill /invoice while purchasing?

Yes No

9. Do you check MRP before buying goods?

Always Sometimes Often

10. Do you examine the expiry date of products when you buy them?

Always Sometimes Never

11. Have you ever cheated by advertisement?

Yes No

12. Have you ever cross-checked weights of products?

Yes No

13. Have you ever come across adulteration in food stuff and milk?

Yes No

14. Do you share knowledge about consumer rights to others?

Yes No

15. Do you check that whether product is certified?

Yes No

16. Have you noted the product marked by ISO, ISI, BIS, AGMARK, etc.?

Yes No

17. Have you ever attended any consumer right awareness programs?

Yes No

18. Are you aware of consumer court for redressal of grievances?

Yes No

19. Do you have trust in consumer court?

Yes No

20. Do you know procedure for filling a complaint in consumer court?

Yes No

21. Do you think that consumer rights are properly protected?

Yes No

22. Do you believe everything you read on label?

Yes No

23. Do promotional schemes affect your choice to buy?

Yes No

24. Do you find any price difference between rural and urban areas product?

Yes No

25. What influenced you to buy particular brand?

Advertisement Attractive Packaging Family/ Friends/ Relatives

Other

26. Which one of the following policies affect your selection?

Discount Policy Promotional Policy

27. Do you check ingredients of food item when you buy them?

Always Often Never