

## CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON THE CUSTOMER SATISFACTION REGARDING ONLINE SHOPPING OF ELECTRONIC PRODUCTS WITH SPECIAL REFERENCE TO KOTHAMANAGALAM MUNICIPALITY" is a record of original work done independently by **Rajalakshmi Vijayan (Reg. No. 200011025886)**, in partial fulfilment of the requirement for the award of the degree of MASTER OF COMMERCE, under my guidance. It is further certified that this project or any part thereof has not been submitted elsewhere for any other degree. It is also certified that this dissertation has not been submitted at any time to any university or institute for the award of any degree or diploma.



**Dr. RAHUL RAMESH**  
(Project guide)



**Mrs. GOWRI ANTHERJANAM**  
Assistant Professor  
Head of Department of Commerce

Place: Kalady

Date: 21-09-2022



External Examiner :



GOPINATH G.

## CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON BRAND POSITIONING OF CHIRAKKAL AGRO MILLS, KALADY "is a record of original work done independently by ANISON K JOY (Reg. No. 200011025876), in partial fulfilment of the requirement for the award of the degree of MASTER OF COMMERCE, under my guidance. It is further certified that this project or any part thereof has not been submitted elsewhere for any other degree. It is also certified that this dissertation has not been submitted at any time to any university or institute for the award of any degree or diploma.

Place: Kalady

Date: 27/09/2022



Smt. SHARANYA PRATHAPAN

(Project Guide)

Assistant Professor,

Department of Commerce



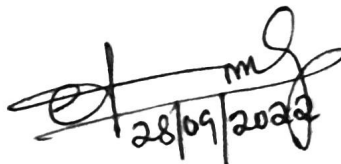
Smt. GOWRI ANTHERJANAM

Assistant Professor,

Head, Department of Commerce

External Examiner

:



G O P I K A G .

## CERTIFICATE

This is to certify that the dissertation entitled '**GOLD AS AN INVESTMENT AVENUE - A STUDY OF GOVERNMENT EMPLOYEES WITH SPECIAL REFERENCE TO PERUMBAVOOR MUNICIPALITY**' is a record of original work done independently by **SALINI G (Reg. No. 200011025888)**, in partial fulfilment of the requirement for the award of the degree of **MASTER OF COMMERCE**, under my guidance. It is further certified that this project or any part thereof has not been submitted elsewhere for any other degree. It is also certified that this dissertation has not been submitted at any time to any university or institute for the award of any degree or diploma.

Place: Kalady

Date: 28-09-2022

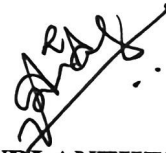


**Smt. SHARANYA PRATHAPAN**

(Project Guide)

Assistant Professor

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**Smt. GOWRI ANTHERJANAM**

Assistant Professor

Head of Department of Commerce

*External Examiner*



## CERTIFICATE

This is to certify that the project report entitled “A STUDY ON EMOTIONAL INTELLIGENCE AMONG COLLEGE TEACHERS AND INFLUENCE OF EMOTIONAL INTELLIGENCE ON JOB PERFORMANCE AND JOB SATISFACTION” is a record of original work done by **SREELAKSHMI RADHAKRISHNAN**, Reg.no: **200011025889**, in partial fulfillment of the requirement for the award of degree of MASTER OF COMMERCE, under the guidance of **Mrs. S. GOWRI ANTHERJANAM**, Assistant Professor, Department of Commerce.



Signature of the Guide

**Mrs. S. Gowri Antherjanam**



Signature of the HOD

**Smt. S. Gowri Antherjanam**



External Examiner

Place: Kalady

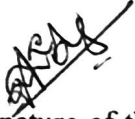
Date:





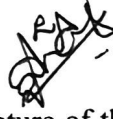
## CERTIFICATE

This is to certify that the project report entitled "A STUDY ON IMPACT OF PSYCHOLOGICAL TRAITS ON ENTREPRENEURIAL INTENTION AMONG STUDENTS" is a record of original work done by ANUSREE BABU, Reg.no: 200011025877, in partial fulfillment of the requirement for the award of degree of MASTER OF COMMERCE, under the guidance of Mrs. S. GOWRI ANTHERJANAM, Assistant Professor, Department of Commerce.



Signature of the Guide

Examiner



Signature of the HOD



External

Mrs. S. Gowri Antherjanam

Smt. S. Gowri Antherjanam

Place: Kalady

Date: 28/9/2022



## CERTIFICATE

This is to certify that the dissertation entitled "**A STUDY ON JOB STRESS AMONG NURSES WORKING IN SELECTED PRIVATE HOSPITALS IN ERNAKULAM DISTRICT**" is a bonafide record of project work carried out by **Miss.SREELEKHA M S**, final year M.com student of this department under the supervision and guidance during 2021-2022. The project represents the independent work of the candidate.



**Mrs. Abhisha J**

Assistant professor

Sree Sankara College,

Kalady

Date:



**Mrs. S. Gowri Antherjanam**

Assistant professor

Sree Sankara College,

Kalady

**External examiner**



## CERTIFICATE

This is to certify that the dissertation entitled “**A STUDY ON EMPLOYEE’S PERCEPTIONS, CHALLENGES, AND EXPERIENCES IN COMPANIES WITH SPECIAL REFERENCE TO DRIVEZOL EMISSIONS SOLUTIONS PVT LTD. DURING COVID SCENARIO**” is a bonafide record of project work carried out by **Miss. APARNA S NAIR**, final year M.com student of this department under the supervision and guidance during 2021-2022. The project represents the independent work of the candidate.



Mrs. Abhisha J

Assistant professor

Sree Sankara College,

Kalady

Date:



Mrs. S. Gowri Antherjanam

Assistant professor

Sree Sankara College,

kalady

External examiner



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Kerala, 683544

Date:10/05/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **APARNA S NAIR (Register no: 200011025878)**

Master of Commerce student of **Department of commerce, SREE SANKARA COLLEGE, KALADY** has successfully completed her project work in our company on the **“A STUDY ON EMPLOYEE’S PERCEPTIONS, CHALLENGES, AND EXPERIENCES IN COMPANIES WITH SPECIAL REFERENCE TO DRIVEZOL EMISSIONS SOLUTIONS PVT LTD. DURING COVID SCENARIO”**

She was found industrious and cooperative in all the assignment given to her.  
And her conduct and character were good.

We wish all success in their future endeavours.



**For DriveZol Emission Control Solutions**

**DRIVEZOL EMISSION CONTROL SOLUTIONS**

Proprietor

## CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ABOUT USING M-COMMERCE OF STUDENTS IN SREE SANKARA COLLEGE KALADY" is a record of original work done independently by **SREERAJ SIVAN (Reg. No. 200011025891)**, in partial fulfilment of the requirement for the award of the degree of MASTER OF COMMERCE, under my guidance. It is further certified that this project or any part thereof has not been submitted elsewhere for any other degree. It is also certified that this dissertation has not been submitted at any time to any university or institute for the award of any degree or diploma.



Signature of the Guide

**Dr. Smrithi Ashokan**



Signature of the HOD

**Smt. S Gowri Antharjanam**



External Examiner

Place: Kalady

Date:



## CERTIFICATE

This is to certify that the dissertation entitled "EFFECT OF MERGER ON THE FINANCIAL PERFORMANCE OF STATE BANK OF INDIA AND ITS ASSOCIATES" is a record of original work done independently by **FATHIMA USMAN** (Reg. No. 200011025880), in partial fulfilment of the requirement for the award of the degree of MASTER OF COMMERCE, under my guidance. It is further certified that this project or any part thereof has not been submitted elsewhere for any other degree. It is also certified that this dissertation has not been submitted at any time to any university or institute for the award of any degree or diploma.

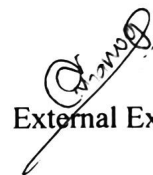
Signature of the Guide

**Dr. Smrithi Ashokan**



Signature of the HOD

**Smt. S. Gowri Antherjanam**



External Examiner

Place: Kalady

Date: 28/09/2022



## CERTIFICATE

This is to certify that the dissertation entitled “**A STUDY ON IMPACT OF ONLINE ADVERTISEMENT AMONG CONSUMERS WITH REFERENCE TO ERNAKULAM DISTRICT**” is a record of original work done independently by **SURYA THAMPI (Reg. No. 200011025892)**, in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE**, under my guidance. It is further certified that this project or any part thereof has not been submitted elsewhere for any other degree. It is also certified that this dissertation has not been submitted at any time to any university or institute for the award of any degree or diploma.

Place: Kalady

Date: 28/9/2022



**Smt. GOPIKA G**

(Project Guide)

Assistant Professor

Department of Commerce

**Smt. GOWRI ANTHERJANAM**

Assistant Professor

Head of Department of Commerce

**POST GRADUATE DEPARTMENT OF COMMERCE**



**SREE SANKARA COLLEGE, KALADY**

**(Affiliated to MG University)**

**BONAFIDE CERTIFICATE**

This is to certify that the work titled “ A STUDY ON THE YONO SBI APP OF STATE BANK OF INDIA - A CUSTOMER-CENTRIC APPROACH WITH REFERENCE TO ERNAKULAM DISTRICT” is a bonafide record of project work done by **FEMY T JOJI, REG. NO. 200011025881**. Under the guidance and supervision in partial fulfillment of the award of the degree of Master of Commerce, Mahatma Gandhi University, Kottayam

  
22/9/2022

**Mrs. GOPIKA G**

Assistant Professor

Department of Commerce.



**Mrs. GOURI ANTHERJANAM**

Assistant Professor

Head of Department of Commerce



Place:

Date:

External examiner



## CERTIFICATE

Certified that this project work entitled "A STUDY ON JOB STRESS AND IT'S IMPACT ON JOB PERFORMANCE AMONG IT PROFESSIONALS" is a record of original work done by **RAKHI J**, Reg no: **200011025887** under my supervision and guidance.

GUIDE

: **Mr. Anoop V P**

Assistant professor

Post graduate Department Of Commerce

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Counter signed by : **Mrs. S Gowri Antharjanam**

Head of the Department Of Commerce

Sree Sankara College, Kalady

External Examiner

*Manjula*


Place: Kalady

Date: 28/09/2022



## CERTIFICATE


This is to certify that the project report entitled “**PRE AND POST MERGER ANALYSIS OF INDIAN COMMERCIAL BANKS**” is a record of original work done by **MANU P M**, Reg.no: **200011025882**, in partial fulfillment of the requirement for the award of degree of **MASTER OF COMMERCE**, under the guidance of **Mr. ANOOP V P**, Assistant Professor, Department of Commerce.

  
Signature of the Guide

**Mr. Anoop V P**

  
Signature of the HOD

**Smt. S. Gowri Antherjanam**

  
External Examiner

Place: Kalady

Date: 28/09/2022



## CERTIFICATE

This is to certify that the dissertation entitled “A STUDY ON INVESTMENT PREFERENCE OF GOVERNMENT EMPLOYEES” is a record of original work done independently by MEGHA C S (Reg. No. 200011025883), in partial fulfilment of the requirement for the award of the degree of MASTER OF COMMERCE, under my guidance. It is further certified that this project or any part thereof has not been submitted elsewhere for any other degree. It is also certified that this dissertation has not been submitted at any time to any university or institute for the award of any degree or diploma.

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Assistant Professor

Post graduate Department of Commerce

Sree Sankara College, Kalady

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Head of the Department of Commerce

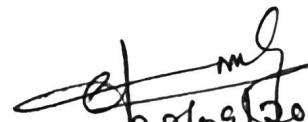
Sree Sankara College Kalady

Place: Kalady

Date: 24/09/2022



External Examiner:

  
28/09/2022  
Gopika G.

## CERTIFICATE

Certified that this project work entitled "A STUDY ON SAVING AND INVESTMENT BEHAVIOR OF ACADEMICIANS AFTER THE WITHDRAWAL OF INCOMETAX DEDUCTIONS" is a record of original work one by **POOJA JAYAN**, Reg No: **200011025885** under my supervision and guidance.

Guide

  
: **Mrs. MANJU C R**

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Department of Commerce

SreeSankara College, Kalady

  
Counter signed by: **Mrs. S GOWRI ANTHARJANAM**

Head of department of commerce

SreeSankara College, Kalady

External Examiner:



Place: Kalady

Date: 28/09/2022

## CERTIFICATE

This is to certify that the dissertation entitled 'A STUDY ON THE CONSUMER'S PERCEPTION TOWARDS RENEWABLE ENERGY WITH SPECIAL REFERENCE TO ANGAMALY MUNICIPALITY' is a record of original work done independently by NIKHITHA P.B. (Reg. No.200011025884), in partial fulfillment of the requirement for the award of the degree of Master of Commerce, under my guidance. It is further certified that this project or any part thereof has not been submitted elsewhere for any other degree. It is also certified that this dissertation has not been submitted at any time to any university or institute for the award of any degree or diploma.

Place: Kalady

Date: 28/09/2022



**Dr. RAHUL RAMESH**

(Project Guide)

Department of Commerce



**Smt. GOWRI ANTHERJANAM**

Assistant Professor

Head of Department of Commerce



**A STUDY ON CONSUMER BEHAVIOUR TOWARDS  
ORGANIC FOOD PRODUCTS AT ANGAMALY  
MUNICIPALITY**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

In partial fulfilment of requirements for the award of degree of

**BACHELOR OF COMMERCE**

Submitted by

**ABIJITH PUSHPAN**

**REG NO:200021072943**

**AIWARYA RAJEEV**

**REG NO:200021072944**

**AIWARYA RAMESHAN**

**REG NO:200021072945**

Under the guidance of

**Ms. SHARANYA PRATHAPAN**

**ASSISTANT PROFESSOR**



**DEPARTMENT OF COMMERCE**  
**SREE SANKARA COLLEGE KALADY-683574**  
**2020-2023**



## CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN ANGAMALY MUNICIPALITY" is record of the work done by ABIJITH PUSHPAN , AISWARYA RAJEEV, AISWARYA RAMESHAN under my guidance and supervision.



**Ms. SHARANYA PRATHAPAN**

Assistant professor

Counter signed by



**Ms S GOWRI ANTHERJANAM**

Head of the Department of Commerce and Research Center

Sree Sankara College, kalady

Place: kalady

Date



**Dr. Rashi M.B.**

EXTERNAL EXAMINER

**“MIGRATION OF STUDENTS FROM KERALA TO  
ABROAD – THEIR FINANCIAL IMPLICATIONS,  
SPECIAL REFERENCE TO ERNAKULAM DISTRICT”.**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted by

ALEENA DAVIS

REG NO: 200021072946

AMAL PAUL

REG NO: 200021072947

AMRUTHA A KUMAR

REG NO: 200021072948

Under the guidance of

**Ms. S GOWRI ANTHERJANAM**

**ASSISTANT PROFESSOR, PG DEPARTMENT OF COMMERCE**



**PG DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY -683574**

**2020-2023**



## CERTIFICATE

This is to certify that the project report entitle "MIGRATION OF STUDENTS FROM KERALA TO ABROAD – THEIR FINANCIAL IMPLICATIONS, SPECIAL REFERENCE TO ERNAKULAM DISTRICT" is a record of original work done by ALEENA DAVIS(200021072946), AMAL PAUL(200021072947), AMRUTHA A KUMAR(200021072948) in partial fulfilment of the requirements for the award of degree of BACHELOR OF COMMERCE, under the guidance of Ms. Gowri Antherjanam, assistant professor, department of commerce.



Internal project guide

S GOWRI ANTHERJANAM

Assistant professor

PG Department of commerce

Head of the department

S GOWRI ANTHERJANAM


Assistant professor

PG Department of commerce



Place: Kalady

Date:

  
Dr. Rashmi MB  
External examiner



**“A STUDY ON THE IMPACT OF ONLINE LEARNING ON THE  
STUDENTS IN SREE SANKARA COLLEGE, KALADY”**

Project Report submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted by

**ANAMIKA P.R**

**Reg.No.200021072949**

**ANEESHA DAVIS.**

**Reg. No.200021072950**

**ANGEL ROSE THOMAS**

**Reg.No.200021072951**

Under the guidance of

**Ms. ABHISHA J**

Assistant Professor, Department of Commerce



**PG DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE, KALADY**

**MAY 2023**



## CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON THE IMPACT OF ONLINE LEARNING ON THE STUDENTS IN SREE SANKARA COLLEGE KALADY" submitted to Mahatma Gandhi University in the partial fulfillment of the requirements for the award of the degree of **BACHELOR OF COMMERCE**, is a record of original work done by **ANAMIKA P.R (200021072949) ANEESHA DAVIS(200021072950) ANGEL ROSE THOMAS(200021072951)** under my guidance and my supervision during the academic year 2023.

Counter signed by

  
**Ms. S GOWRI ANTHERJANAM**

Head of the Department of Commerce

Sree Sankara College, Kalady

  
**Ms. ABHISHA J**

Assistant professor

  
**Dr. Rashmi MB**  
EXTERNAL EXAMINER

Place: Kalady.

Date:

# **“A STUDY ON THE SUPPLY CHAIN MANAGEMENT OF FLIPKART AND ITS EFFECTIVENESS WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT”**

*A PROJECT REPORT SUBMITTED TO MAHATMA GANDHI UNIVERSITY IN PARTIAL  
FULFILMENT OF THE REQUIREMENT FOR AWARDING THE DEGREE OF*

## **BACHELOR OF COMMERCE**

Prepared and submitted by

**ANGELEENA SAJU- REG.NO: 200021072952**

**APARNA UNNIKRISHNAN - REG.NO: 200021072953**

**ASHOK A - REG.NO: 200021072954**

Under the guidance of

**Dr. SMRITHI ASHOKAN**



**SREE SANKARA COLLEGE, KALADY**

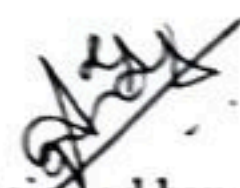
(Affiliated to Mahatma Gandhi University)

Kalady – 683574, March 2023



## CERTIFICATE

This is to certify that the project entitled "A STUDY ON THE SUPPLY CHAIN MANAGEMENT OF FLIPCART AND ITS EFFECTIVENESS WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT" is a bonafide work done by ANGELEENA SAJU, APARNA UNNIKRISHNAN, ASHOK A under my guidance, in partial fulfillment of sixth semester requirements for the award of the degree Bachelor of Commerce, Mahatma Gandhi University during the year 2020-2023.


  
Counter signed by:

**Dr. Smrithi Ashokan**

  
**Mrs. Gowri Antherjanam**

(Head Of Department)

External Viva-voce examination Conducted on: .....

  
External examiner

**Dr. Rashmi MB**

Place: Kalady

Date:



# **“IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS”**

Dissertation Submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted By

**BASIL SHAJU**

**REG NO: 200021072955**

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**DEVIKA CS**

**REG NO: 200021072957**

UNDER THE GUIDANCE OF

**Mrs. GOPIKA G**

Assistant Professor, Postgraduate Department of Commerce,

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**DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE**

**KALADY**

**2020-2023**



## CERTIFICATE

This is to certify that the project report entitled ““IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS” is a record of original work done by Basil Shaju (200021072955) Belson Thomas (200021072956) Devika CS (200021072957) in partial fulfillment of the requirements for the award of degree of Bachelor Of Commerce, under the guidance of Mrs Gopika G, Assistant Professor, Postgraduate Department of Commerce, Sree Sankara College, Kalady



**Mrs Gopika G**

Assistant Professor

Counter signed by



**Mrs S Gowri Antherjanam**

Head of department of commerce and research center

Sree Sankara College Kalady

Place: Kalady

Date:



EXTERNAL EXAMINER

Dr. Rashmi M.B.

# **A STUDY ON INFLUENCE OF ONLINE GAMING ON COLLEGE STUDENTS**

Project report submitted to  
**MAHATMA GANDHI UNIVERSITY**

In partial fulfillment of requirements for the award of the degree of  
**BACHELOR OF COMMERCE**

Submitted by  
**EMIL PAULY REG NO: 200021072958**  
**GURUPRIYAN K R REG NO: 200021072959**  
**HARISH CHANDRAN REG NO: 200021072960**

Under the guidance of  
**Mr. ANOOP VP**  
**ASSISTANT PROFESSOR**




**DEPARTMENT OF COMMERCE**  
**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**



## CERTIFICATE

This is to certify that the project entitled 'A STUDY ON INFLUENCE OF ONLINE GAMING ON COLLEGE STUDENTS' is record of the work done by EMIL PAULY, GURUPRIYAN K R, HARISH CHANDRAN under my guidance and supervision.

  
Mr. ANOOP VP  
Assistant Professor

Counter signed by


  
Ms. S. GOWRI ANTHERJANAM

Head of the Department of Commerce and Research Center

Sree Sankara College Kalady

Place: Kalady

Date:

  
EXTERNAL EXAMINER  
Dr. Rashmi M. B.

**“CUSTOMER ADOPTION OF DIGITAL PAYMENT SPECIFIC TO  
UPI MODE”**

Project submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted by

**JANNATH A SALAM      REG NO: 200021072961**

**JISA TREESA GEORGE      REG NO: 200021072962**

**JITHEESH RAJEEV      REG NO: 200021072963**

Under the guidance of

**Ms. MANJU C R**

Assistant Professor, PG Department of Commerce



**POST GRADUATE DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE, KALADY**


**MAY 2023**





## CERTIFICATE

This is to certify that the project report entitled “CUSTOMER ADOPTION OF DIGITAL PAYMENT SPECIFIC TO UPI MODE” is a record of original work done by JANNATH A SALAM, RegNo:200021072961, JISA TREESA GEORGE RegNo:200021072962, JITHEESH RAJEEV RegNo: 200021072963 in partial fulfilment of the requirement for the award the degree of BACHELOR OF COMMERCE, under the guidance of Ms. MANJU C R, Assistant Professor, of PG Department of Commerce during the academic year 2023.

  
Ms. Manju C R

Project Guide

Assistant Professor

Post Graduate Department of Commerce

  
Ms. Gowri Antherjanam

Assistant Professor and Head

Post Graduate Department of

commerce

Submitted for the examination held on .....

External Examiner

  
Dr. Lashmi MB

**'A STUDY ON CONSUMER PERCEPTION OF STUDENTS  
TOWARDS ONLINE SHOPPING AND TRADITIONAL SHOPPING  
WITH SPECIAL REFERENCE TO SREE SANKARA COLLEGE,  
KALADY'**

Project submitted to

**Mahatma Gandhi University**

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

**BACHELOR OF COMMERCE**

Submitted by

**JOEL JOY**

**REG NO: 200021072965**

**JOSEPH BABU**

**REG NO: 200021072966**

**KARTHIK P. S.**

**REG NO: 200021072967**

Under the guidance of

**Dr. RAHUL RAMESH**

Assistant Professor



**P. G. DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE, KALADY**

**2023**



## CERTIFICATE

This is to certify that the project report entitled 'A STUDY ON CONSUMER PERCEPTION OF STUDENTS TOWARDS ONLINE SHOPPING AND TRADITIONAL SHOPPING WITH SPECIAL REFERENCE TO SREE SANKARA COLLEGE, KALADY' is a record of original work done by JOEL JOY (200021072965), JOSEPH BABU (200021072966), KARTHIK P. S. (200021072967) in partial fulfilment of the requirement for the award the degree of BACHELOR OF COMMERCE, under the guidance of Dr. Rahul Ramesh, Assistant Professor, , P.G. Department of Commerce during the academic year 2022-2023.



**Dr. Rahul Ramesh**

Project Guide



**Smt. S. Gowri Antherjanam**

Head of the Department

Submitted for the examination held on .....



External Examiner

*Dr. Rishmi M.B*

**A STUDY ON BUYING BEHAVIOUR OF CUSTOMERS DUE TO  
SOCIAL MEDIA INFLUENCERS**

**WITH SPECIAL REFERENCE TO ALUVA CITY**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

In partial fulfilment of requirements for the award of the Degree of

**BACHELOR'S OF COMMERCE**

Submitted by

**KRISHNENDU M B      REG NO: 200021072968**

**M T ARJUN              REG NO: 200021072969**

**MEGHA LALU          REG NO: 200021072970**

Under the guidance of

**ATHIRA JOSHY**

**GUEST FACULTY**



**POST GRADUATE DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**



## BONAFIDE CERTIFICATE

This is to certify that the project report entitled "A STUDY ON BUYING BEHAVIOUR OF CUSTOMERS DUE TO SOCIAL MEDIA INFLUENCERS" is a record of original work done by KRISHNENDU M B, Reg No 200021072668, M T ARJUN Reg No 200021072969, MEGHA LALU Reg No 200021072970 in partial fulfilment of the requirement for the award the degree of BACHELOR'S OF COMMERCE, under the guidance of Ms ATHIRA JOSHY Guest faculty P.G Department of Commerce.



Signature of the guide

Ms ATHIRA JOSHY



Signature of the HOD

Ms S GOWRI ANTHARJANAM



External Examiner

Dr. Lashmi MB

Place: KALADY

Date:

# **THE PUSH – PULL FACTORS INFLUENCING ASPIRANT'S DECISIONS TO STUDY ABROAD**

Project report submitted to  
**MAHATMA GANDHI UNIVERSITY**  
In partial fulfilment of requirements for the award of the degree of  
**BACHELOR OF COMMERCE**

**Submitted by**

**MRUDHULA A MANUMOHAN**  
REG NO: 200021072971

**NAVEEN T SHAJAN**  
REG NO: 200021072972

**PRANAV UNNIKRIISHNAN**  
REG NO: 200021072973

**Under the Guidance of**

**Dr. SUJITH A S**  
Assistant Professor  
PG Department of Commerce  
Sree Sankara College, Kalady



**POST GRADUATE DEPARTMENT OF COMMERCE**  
**SREE SANKARA COLLEGE KALADY-683574**  
**2020-2023**





## CERTIFICATE

This is to certify that Project Report entitled **"The Push - Pull Factors Influencing Aspirant's Decisions To Study Abroad"**, submitted by **MRUDHULA A MANUMOHAN**, Reg. No: 200021072971, **NAVEEN T SHAJAN** Reg. No: 200021072972, **PRANAV UNNIKRISHNAN** Reg. No: 200021072973 for the award of Degree of Bachelor of Commerce in the Mahatma Gandhi University, Kerala, is a bonafide record of research work carried out by them under the guidance and supervision of **Dr. SUJITH A S**, Assistant Professor, P G Department of Commerce, Sree Sankara College, Kalady during the period of 2020-2023 and the project has not been previously, forwarded for the award of any degree of this or any other university.

Dr. Sujith AS  
Project Guide  
Assistant Professor  
Post Graduate Department of Commerce  
Sree Sankara College, Kalady

MRS. S GOWRI ANTHERJANAM

Assistant Professor and Head,  
Post Graduate Department of Commerce  
Sree Sankara College, Kalady.

Place : Kalady

Date :

Name and Signature of the External Examiner (with date)

**INFLUENCE OF COLOR IN PRODUCT SELECTION IN  
AUTOMOBILE INDUSTRY AMONG COLLEGE  
STUDENTS IN KERALA**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted by

**SAMSON JOHN**

**REG NO:200021072976**

**RESHMI VIJAYAN**

**REG NO:200021072975**

**RESHMA P.R**

**REG NO:200021072974**

Under the guidance of

**Mr. AJAY PRADEEP**

**ASSISTANT PROFESSOR**



**DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**



## CERTIFICATE

This is to certify that the project entitled "**INFLUENCE OF COLOR IN PRODUCT SELECTION WITH SPECIFIC REFERENCE TO COLLEGE STUDENTS**" is record of the work done by SAMSON JOHN, RESHMA P.R, RESHMI VIJAYAN under my guidance and supervision.



**Mr. AJAY PRADEEP**

Assistant professor



Counter signed by

**Ms. S. GOWRI ANTHERJANAM**

Head of the Department of Commerce and Research Center

Sree Sankara College Kalady



**EXTERNAL EXAMINER**

Place: Kalady

Date:

# **A STUDY ON PUBLIC PERCEPTION TOWARDS BSNL SERVICE WITH SPECIAL REFERENCE TO ANGAMALY**

Project report submitted to  
**MAHATMA GANDHI UNIVERSITY**

In partial fulfillment of requirements for the award of the degree of  
**BACHELOR OF COMMERCE**

Submitted by

<b>SANJAYKRISHNA CS</b>	<b>(REG NO:200021072977)</b>
<b>SHELWIN SHIBU</b>	<b>(REG NO:200021072978)</b>
<b>SONA MARIA CIJO</b>	<b>(REG NO:200021072979)</b>

Under the guidance of  
**Ms. SHARANYA PRATHAPAN**  
**ASSISTANT PROFESSOR**




**DEPARTMENT OF COMMERCE**  
**SREE SANKARA COLLEGE KALADY-683574**  
**2020-2023**



## CERTIFICATE

This is to certify that the project entitled 'A STUDY ON PUBLIC PERCEPTION TOWARDS BSNL SERVICE WITH SPECIAL REFERENCE TO ANGAMALY' is record of the work done by SANJAYKRISHNA CS, SHELWIN SHIBU, SONA MARIA CIJO under my guidance and supervision.



**Ms. SHARANYA PRATHAPAN**  
Assistant professor

Counter signed by



**Ms. S. GOWRI ANTHERJANAM**

Head of the Department of Commerce and Research Center  
Sree Sankara College Kalady

Place: Kalady

Date: 03/04/2023



EXTERNAL EXAMINER

**“A STUDY ON THE PERSPECTIVE OF YOUTH TOWARDS  
INCREASING DEMAND ON ELECTRIC VEHICLES.”**

Project submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted by

**SREELAKSHMI BABU      REG NO: 200021072980**

**SUMI M.S                      REG NO: 200021072981**

**TINCY THOMAS              REG NO: 200021072982**

Under the guidance of

**Ms . S. GOWRI ANTHERJANAM**

Assistant Professor, PG Department of Commerce



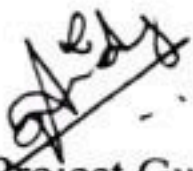
**POST GRADUATE DEPARTMENT OF COMMERCE SREE  
SANKARA COLLEGE KALADY**

**MAY 2023**



## CERTIFICATE

This is to certify that the project report entitled **"A STUDY ON THE PERSPECTIVE OF YOUTH TOWARDS INCREASING DEMAND ON ELECTRIC VEHICLES"** is a record of original work done by **SREELAKSHMI BABU, Regno:200021072980, SUMI M S RegNo:200021072981, TINCY THOMAS Reg. No: 200021072982** in partial fulfilment of the requirement for the award the degree of **BACHELOR OF COMMERCE**, under the guidance of **Ms. S.GOWRI ANTHERJANAM**, Assistant Professor, of PG Department of Commerce during the academic year 2023.



Internal Project Guide

Ms. S.Gowri Antherjanam

Assistant Professor

PG Department of Commerce



Head of the Department

Ms. S.Gowri Antherjanam

Assistant Professor

PG Department of Commerce

Submitted for the examination held on .....

External Examiner





**"A STUDY OF CONSUMER PREFERENCE TOWARDS VIDEO  
STREAMING ON OTT PLATFORMS"**

Project Report Submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted By

**VAISHNAVI. V.J**

**Reg No: 200021072983**

**VIJAI. R**

**Reg No: 200021072984**

**VINAYAK ANIL**

**Reg No: 200021072985**

UNDER THE GUIDANCE

**Smt. ABHISHA. J, Assistant Professor**

**P.G Department of Commerce**



**SREE SANKARA COLLEGE, KALADY**

**2020-2023**




### CERTIFICATE

This is to certify that the project report entitle "A STUDY OF CONSUMER PREFERENCE TOWARDS VIDEO STREAMING ON OTT PLATFORMS" is a record of original work done by VAISHNAVI.V. J (Reg No: 200021072983), VIJAI. R (Reg No: 200021072984) and VINAYAK ANIL (Reg No: 200021072985) in partial fulfillment of the requirements for the award of degree of BACHELOR OF COMMERCE, under the guidance of Smt. Abhisha. J, Assistant Professor, Department of Commerce.



Signature of the Guide

**Abhisha. J**



Signature of the HOD

**S Gowri Antherjanam**



External Examiner

**Place: KALADY**

**Date:**

**COMPARATIVE ANALYSIS OF CUSTOMER  
SATISFACTION OF AIRTEL AND RELIANCE JIO**

**WITH SPECIAL REFERENCE TO SREE SANKARA  
COLLEGE, KALADY**

Project report submitted to  
**MAHATMA GANDHI UNIVERSITY**

In partial fulfilment of requirement for award of degree of

**BACHELOR OF COMMERCE**

Submitted by

<b>VISHNUPRASAD M.P</b>	<b>REG NO: 200021072986</b>
<b>ABHIJITH M.R</b>	<b>REG NO:200021072987</b>
<b>ADITHYA ANILKUMAR</b>	<b>REG NO: 200021072988</b>

Under the guidance of  
**Dr. SMRITHI ASHOKAN**



**DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**



## CERTIFICATE

This is to certify that the project entitled **Comparative analysis of customer satisfaction of Airtel and Reliance Jio with special reference to Sree Sankara College, Kalady** submitted to Mahatma Gandhi University, Kottayam, in fulfillment of the requirement for the award of the degree of **Bachelor of Commerce** is a record of original work done by **VISHNU PRASAD M.P, ABHIJITH M.R AND ADITHYA ANILKUMAR** under my guidance and supervision during the academic year 2023.

Dr. SMRITHI ASHOKAN

Counter signed by

**MRS. S GOWRI ANTHERJANAM**

Head of the Department of Commerce

Sree Sankara College Kalady

Place: Kalady

Date:

EXTERNAL EXAMINER

**A STUDY ON ENTREPRENEURSHIP DEVELOPMENT IN RURAL  
AREA AND STUDENTS' PERCEPTIONS ON ENTREPRENEURSHIP  
WITH SPECIAL REFERENCE TO SREE SANKARA COLLEGE  
KALADY**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

SUBMITTED BY

**ADITHYA RAJ**

**REG NO:200021072989**

**AISWARYA SHAJI**

**REG NO:200021072990**

**ALEENA**

**REG NO:200021072991**

Under the guidance of

**Mrs. GOPIKA G**

**ASSISTANT PROFESSOR**



**DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY 683574**

**2020-2023**

## CERTIFICATE

This is to certify that the project entitled “A Study On Entrepreneurship Development In Rural Area and Students’ perception on Entrepreneurship with special reference to Sree Sankara College Kalady” submitted to Mahatma Gandhi University, Kottayam, in fulfilment of the requirement for the award of the degree of **Bachelor of Commerce** is a record of original work done by **ADITHYA RAJ, AISWARYA SHAJI, ALEENA** under my guidance and supervision during the academic year 2023



**Mrs. GOPIKA G**

Assistant Professor



Counter signed by

**Mrs. S GOWRI ANTHERJANAM**

Head of the Department of Commerce

Sree Sankara College Kalady

Place : Kalady

EXTERNAL EXAMINER

Date :



**“AN ANALYSIS ON THE SPENDING HABITS  
AND INCOME SOURCES OF COLLEGE  
STUDENTS .A SPECIAL REFERENCE TO SREE  
SANKARA COLLEGE, KALADY”**

A dissertation Submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted By

<b>ALEENA ELDHO</b>	<b>REG NO: 200021072992</b>
<b>ALEENA MARTIN</b>	<b>REG NO: 200021072993</b>
<b>AMAL RAJU</b>	<b>REG NO: 200021072994</b>

Under the guidance of

**Mr. ANOOP VP**

Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE**


**SREE SANKARA COLLEGE**

**KALADY**

**2020- 2023**

## CERTIFICATE

This is to certify that the project report entitle "AN ANALYSIS ON THE SPENDING HABITS AND INCOME SOURCES OF COLLEGE STUDENTS. A SPECIAL REFERENCE TO SREE SANKARA COLLEGE, KALADY" is a record of original work done by ALEENA ELDHO (200021072992), ALEENA MARTIN (200021072993), AMAL RAJU (200021072994), in partial fulfillment of the requirements for the award of degree of BACHELOR OF COMMERCE, under the guidance of Mr. ANOOP VP, Assistant Professor, Department of Commerce.

 **ANOOP VP**  
Assistant Professor

Counter signed by



**Ms.S GOWRI ANTHERJANAM**

Head of Department of commerce

Sree Sankara College Kalady

Place: Kalady

Date:

  
EXTERNAL EXAMINER



# **A STUDY ON FAST FOOD CULTURE AMONG YOUNGSTERS**

**WITH SPECIAL REFERENCE TO SREE SANKARA COLLEGE, KALADY**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted by

**ANAKHA RAJEEV                      REG NO: 200021072995**

**ANJOLIE S PILLAI                      REG NO: 200021072996**

**APARNA SURESH                      REG NO: 200021072997**

Under the guidance of

**Ms. MANJU C R**

**ASSISTANT PROFESSOR**



**DEPARTMENT OF COMMERCE**


**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**




### BONAFIDE CERTIFICATE

This is to certify that the project entitled **A Study On Fast Food Culture Among Youngsters with special reference to Sree Sankara College, Kalady** submitted to Mahatma Gandhi University, Kottayam, in fulfilment of the requirement for the award of the degree of **Bachelor of Commerce** is a record of original work done by **ANAKHA RAJEEV, ANJOLIE S PILLAI AND APARNA SURESH** under my guidance and supervision during the academic year 2023.

  
**Ms. MANJU C R**

Assistant Professor

  
Counter signed by  
**Ms. GOWRI S ANTHERJANAM**

Head of the Department of Commerce

Sree Sankara College Kalady

Place: Kalady

Date:

  
**EXTERNAL EXAMINER**

**A STUDY ON JOB SATISFACTION LEVEL OF EMPLOYEES IN  
TEXTILE INDUSTRY WITH REFERENCE TO ERNAKULAM  
DISTRICT PERUMBAVOOR TOWN**

Project report submitted to  
**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**

In partial fulfilment of requirements for the award of the degree of  
**BACHELOR OF COMMERCE**

Submitted by

<b>GOURI AJAY</b>	<b>REG NO:200021072999</b>
<b>GOWRI SANKAR S</b>	<b>REG NO: 200021073000</b>
<b>ASHIQUE MILTON</b>	<b>REG NO: 200021072998</b>

Under the guidance of

**Dr. RAHUL RAMESH**



**DEPARTMENT OF COMMERCE**  
**SREE SANKARA COLLEGE KALADY**

**MAY 2022-2023**



## BONAFIDE CERTIFICATE

This dissertation entitled to "A STUDY ON JOB SATISFACTION LEVEL OF EMPLOYEES IN TEXTILE INDUSTRY WITH REFERENCE TO ERNAKULAM DISTRICT PERUMBAVOOR TOWN" submitted to Mahatma Gandhi University in the partial fulfilment of the requirement for the award of the degree **Bachelor of Commerce**, is a record of original work done by **GOURI AJAY, GOWRI SANKAR S, ASHIQUE MILTON** under the guidance and supervision of **Dr. RAHUL RAMESH**, Assistant Professor of the year May 2023



Project Guide



Head of the Department

Submitted for examination held on 03/05/2023

External Examiner



03/05/23

**A STUDY ON IMPACT OF TELEVISED COSMETIC PRODUCTS  
ADVERTISEMENT ON LIFESTYLE OF PEOPLE SPECIAL REFERENCE TO  
SREE SANKARA COLLEGE, KALADY**

Dissertation Submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted by

HASHIR E K      REG NO: 200021073001

JOSHNI M J      REG NO: 200021073002

NANDHANA C S      REG NO: 200021073003

UNDER THE GUIDANCE OF

**Ms. ATHIRA JOSHY**

GUEST FACULTY

**Sree Sankara College, Kalady**



**DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**



## CERTIFICATE

This is to certify that the project report entitled "STUDY OF IMPACT OF TELEVISED COSMETIC PRODUCTS ADVERTISEMENT ON LIFESTYLE OF PEOPLE SPECIAL REFERENCE TO SREE SANKARA COLLEGE, KALADY" is a record of original work done by HASHIR E K Reg No 200021073001, JOSHNI M J Reg No 200021073002, NANDHANA C S Reg No 200021073003 in partial fulfilment of the requirement for the award the degree Bachelor Of Commerce under the guidance of Ms ATHIRA JOSHY, Guest Faculty P.G Department of Commerce, Sree Sankara College, Kalady



Ms. ATHIRA JOSHY

Guest Faculty

Counter signed by



Mrs. S Gowri Antherjanam

Head of department of commerce and research center

Sree Sankara College Kalady

Place: Kalady

Date: 03/05/23



EXTERNAL EXAMINER



# **AIRPORT SERVICE QUALITY DIMENSIONS AND ITS INFLUENCE ON AIRLINE PASSENGER'S SATISFACTION**

Project report submitted to  
**MAHATMA GANDHI UNIVERSITY**

In partial fulfillment of requirements for the award of the degree of  
**BACHELOR OF COMMERCE**

Submitted by

**NAVYA JOSE REG NO: 200021073004**  
**NITHYA UNNI REG NO:200021073005**  
**RENIN JAMES REG NO:200021073006**

Under the Guidance of

**Dr. SUJITH A S**  
**ASSISTANT PROFESSOR**  
**PG Department of Commerce**  
**Sree Sankara College, Kalady**



**POST GRADUATE DEPARTMENT OF COMMERCE**  
**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**



## CERTIFICATE

This is to certify that Project Report entitled “**AIRPORT SERVICE QUALITY DIMENSIONS AND ITS INFLUENCE ON AIRLINE PASSENGER’S SATISFACTION**”, submitted by **NAVYA JOSE (200021073004)**, **NITHYA UNNI (200021073005)**, **RENIN JAMES (200021073006)**, for the award of Degree of Bachelor of Commerce in the Mahatma Gandhi University, Kerala, is a bonafide record of research work carried out by them under the guidance and supervision of **Dr. SUJITH A S**, Assistant Professor, P G Department of Commerce, Sree Sankara College, Kalady during the period of 2020-2023 and the project has not been previously, forwarded for the award of any degree of this or any other university.

**DR. SUJITH AS**

Project Guide

Assistant Professor

Post Graduate Department of Commerce

Sree Sankara College, Kalady

**Ms. S GOWRI ANTHERJANAM**

Assistant Professor and Head,

Post Graduate Department of Commerce

Sree Sankara College, Kalady.

Place : Kalady

Date : 28.04.2023

*Ashma Chopal* - *23/05/23*  
Name and Signature of the External Examiner (with date)



**“INFLUENCE OF TELEVISION ADVERTISING ON BUYING  
BEHAVIOUR OF WOMEN TOWARDS COSMETICS  
PRODUCTS”**

Dissertation Submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted By

**SANIKA DAS**

**REG NO: 200021073007**

**SIYA SUNIL**

**REG NO: 200021073008**

**SWATHI SURESH**

**REG NO: 200021073009**

**VARSHA SHAJI**

**REG NO:200021073010**

Under the guidance of

**Mr. AJAY PRADEEP**

Assistant Professor, PG Department of Commerce



**PG DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE-683574**

**KALADY**

**2020- 2023**



## CERTIFICATE

This is to certify that the project report entitle “**INFLUENCE OF TELEVISION ADVERTISING ON BUYING BEHAVIOUR OF WOMEN TOWARDS COSMETICS PRODUCTS**” is a record of original work done by **SANIKA DAS(200021073007)** , **SIYA SUNIL (200021073008)**, **SWATHI SURESH (200021073009)**, **VARSHA SHAJI (200021073010)** in partial fulfillment of the requirements for the award of degree of **BACHELOR OF COMMERCE**, under the guidance of **Mr. Ajay Pradeep**, Assistant Professor, Department of Commerce.



**Mr. AJAY PRADEEP**

Assistant Professor

Counter signed by



**Ms. S Gowri Antherjanam**

Head of Department of Commerce

Sree Sankara College ,Kalady



Place: Kalady

EXTERNAL EXAMINER

Date: 03/05/23

**“INFLUENCE OF ADVERTISEMENT ON  
CONSUMERS BUYING BEHAVIOUR  
AMONG COLLEGE STUDENTS IN  
ERNAKULAM”**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

In partial fulfilment of requirements for the award of the degree of  
**BACHELOR OF COMMERCE**

**Submitted by**

**AIDAMOL ATTAPPATTU**

**REG NO: 200021075885**

**AKHILA MANOJ**

**REG NO: 200021075886**

**ALEENA K DENNIS**

**REG NO: 200021075887**

**Under the Guidance of**

**SMT.SHARANYA PRATHABAN**

**Department of Commerce Sree Sankara College, Kalady**



**UNDER GRADUATE DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**





## CERTIFICATE

This is to certify that Project Report entitled “**INFLUENCE OF ADVERTISEMENT ON CONSUMERS ON BUYING BEHAVIOUR AMONG COLLEGE STUDENTS IN ERNAKULAM**”, submitted by **AIDAMOL ATTAPPATTU**, Reg. No: 200021075885, **AKHILA MANOJ** Reg. No: 200021075886, **ALEENA K DENNIS** Reg. No: 200021075887 for the award of Degree of Bachelor of Commerce in the Mahatma Gandhi University, Kerala, is a bonafide record of research work carried out by them under the guidance and supervision of **SMT SHARANYA PRATHABAN**, Assistant Professor, UG Department of Commerce, Sree Sankara College, Kalady during the period of 2020-2023 and the project has not been previously, forwarded for the award of any degree of this or any other university.

  
**SMT SHARANYA PRATHABAN**

Project Guide

Professor

Under Graduate Department of Commerce

Sree Sankara College, Kalady

  
**MRS. S GOWRI ANTHERJANAM**

Assistant Professor and Head,

Under Graduate Department of Commerce

Sree Sankara College, Kalady. Place

: Kalady

Date : 28.04.2023

  28/05/2023  
Name and Signature of the External Examiner (with date)



**A STYUDY ON ARTIFICIAL INTELLIGENCE IN  
DIGITAL MARKETING**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

In Partial Fulfilment of the Requirements for the Award of the Degree of

**BACHELOR OF COMMERCE COMPUTER  
APPLICATION**

By

**APARNA JAYAN**

**Reg No: 200021075890**

**AMAL RAJAN**

**Reg No: 200021075889**

**ALEESHA M.S**

**Reg No: 200021075888**

Under the Guidance of

**Mrs.GOWRI ANTHERJANAM**

**ASSISTANT PROFESSOR**

**Post Graduate Department of Commerce**



**DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE, KALADY**

**2020- 2023**

## CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING" submitted to Mahatma Gandhi University in the partial fulfillment of the requirements for the award of the degree of BACHELOR OF COMMERCE COMPUTER APPLICATION, is a record of original work done APARNA JAYAN, AMAL RAJAN, ALEESHA M.S under the guidance of Mrs. GOWRI ANOTHERJANAM, Assistant professor, Department Of Commerce.



S. GOWRI ANOTHERJANAM

Assistant professor



Counter signed by

S. GOWRI ANOTHERJANAM

Head of Department of Commerce and research center

Sree Sankara college kalady



External Examiner

Place : Kalady

Date : 03/05/2023



# **A STUDY ON INVESTMENT PATTERN OF COLLEGE TEACHERS WORKING IN ERNAKULAM DISTRICT**

Project Report submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

Submitted by

**ASWATHY KS**

**REG NO:200021075891**

**BEN GEORGE**

**REG NO:200021075892**

**FATHIMATH RABIYA**

**REG NO:200021075893**

Under the guidance of

**Smt. ABHISHA J**

**ASSISTANT PROFESSOR**



**PG DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**



## CERTIFICATE

This is to certify that the project report entitled "A STUDY ON INVESTMENT PATTERN OF COLLEGE TEACHERS WORKING IN ERNAKULAM DISTRICT" is a record of original work done by ASWATHY KS (Reg No:200021075891), BEN GEORGE (Reg No:200021075892), FATHIMATH RABIYA (Reg No:200021075893), in partial fulfilment of the requirements for the award of degree of BACHELOR OF COMMERCE, under the guidance of Smt. Abhisha. J, assistant professor department of commerce .



Signature of the guide

**Abhisha.J**



Signature of HOD

**S Gowri Antherjanam**



External Examiner

**Place: Kalady**

**Date: 03/05/23**

# **STUDY ON ELECTRIC VEHICLES AND FUEL PRICE HIKE**

**MAHATMA GANDHI UNIVERSITY**

**In partial fulfilment of requirements for the award of the degree of  
BACHELOR OF COMMERCE**

**Submitted by**

**GRANS BABY**

**REG NO: 200021075894**

**HARISANTH V U**

**REG NO: 200021075895**

**JOSE PAUL ANTU**

**REG NO: 200021075896**

**Under the Guidance of**

**Dr. SMRITHI ASHOKAN**



**POST GRADUATE DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY-683574**

**2020-2023**

## CERTIFICATE

This is to certify that the project report entitled " STUDY ON ELECTRIC VEHICLES AND FUEL PRICE HIKE "is a record of original work done by GRANS BABY (200021075894)HARISANTHV.U (200021075895),JOSE PAUL ANTU( 20002107589) in partial fulfilment of the requirements for the award of degree of BACHELOR OF COMMERCE, under the guidance of Dr.Smrithi Ashokan, Assistant Professor, Department of Commerce Sree Sankara College Kalady.

  
for **Dr SMRITHI ASHOKHAN**

Counter signed by 

**S GOWRI ANTHERJANAM**

Head of department of commerce and research center

Sree Sankara College, Kalady

Place: Kalady

Date :

  
**K S Jwalini**  
**EXTERNAL EXAMINER**



**A STUDY ON EMPLOYEE SATISFACTION IN COOPERATIVE  
BANKS**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

In partial fulfilment of the requirement for the award of the degree of

**BACHELOR'S DEGREE IN COMMERCE**

Computer Application

**(2020-2023)**

Submitted by,

Name

**NAYANA PAUL**

**NITHILA N**

**PAULVIN VARGHESE**

Register No.

**200021075897**

**200021075898**

**200021075899**

Under the guidance of

**Mrs. GOPIKA G**



**SREE SANKARA COLLEGE, KALADY**

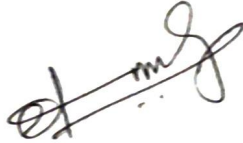
**KERALA**

**MARCH 2023**

**SREE SANKARA COLLEGE, KALADY**  
**POST GRADUATE DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project entitled **"A STUDY ON EMPLOYEE SATISFACTION IN COOPERATIVE BANKS"** is a Bona-fide done by Nayana Paul, Nithila N, and Paulvin Varghese student of b.com in partial fulfilment of the requirement for the degree in commerce during the academic year 2020-2023.



**Mrs. GOPIKA G**  
ASST. PROFESSOR

Mrs. S. GOWRI ANTHEERTANAM  
HOD, DEPT. OF COMMERCE  
**SREE SANKARA COLLEGE, KALADY**

Place: Kalady

Date:

  
K S Jwalini  
EXTERNAL EXAMINER

**RECOMMERCE AWARENESS TO PUBLIC**  
**SPECIAL REFERENCE TO KALADY GRAMAPANCHAYATH**

Project report submitted to  
**MAHATMA GANDHI UNIVERSITY**  
In partial fulfilment of requirements for the award of the degree of  
**BACHELOR OF COMMERCE**

**Submitted by**  
**SHEREENA JOY**  
REG NO: 200021075900

**SREESHA CR**  
REG NO: 200021075901

**VIDHU KRISHNAN K G**  
REG NO: 200021075902

**Under the Guidance of**  
**MR ANOOP VP Assistant Professor UG Department of Commerce**  
**Sree Sankara College,**  
**Kalady**



**UNDER GRADUATE DEPARTMENT OF COMMERCE**  
**SREE SANKARA COLLEGE KALADY-683574 2020-2023**





## CERTIFICATE

This is to certify that Project Report entitled "Re-commerce awareness to public" submitted by **SHEREENA JOY REG NO: 200021075900, SREESHA C R REG NO: 200021075901, VIDHU KRISHNAN K G, REG NO: 200021075902** for the award of Degree of Bachelor of Commerce in the Mahatma Gandhi University, Kerala, is a bonafide record of research work carried out by them under the guidance and supervision of **Mr. ANOOP V P**, Assistant Professor, U G Department of Commerce, Sree Sankara College, Kalady during the period of 2020-2023 and the project has not been previously, forwarded for the award of any degree of this or any other university.

**Mr. ANOOP V P**

Project Guide

Assistant Professor

Post Graduate Department of Commerce

Sree Sankara College, Kalady

**Mrs. S GOWRI ANTHERJANAM**

Assistant Professor and Head,


Post Graduate Department of Commerce

Sree Sankara College,

Kalady.

Place: Kalady

Date:

  
Name and Signature of the External Examiner  
(with date)

**“A STUDY ON THE EFFECTIVENESS OF TRAINING  
AND DEVELOPMENT WITH REFERENCE TO THEJUS  
FOODS PVT LTD, OKKAL, KALADY”**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

**Submitted by**

**ABHISOORYA M SHABU**

REG NO: 200021075903

**AISWARYA GEEVAN**

REG NO: 200021075904

**AISWARYA P SANTHOSH**

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**Under the Guidance of**

**MRS MANJU C R**

**Assistant Professor**

**Department of Commerce**




**DEPARTMENT OF COMMERCE  
SREE SANKARA COLLEGE KALADY-683574  
2020-2023**






## CERTIFICATE


This is to certify that Project Report entitled "A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT WITH REFERENCE TO TEJUS FOODS PVT LTD, OKKAL, KALADY", submitted by ABHISOORYA M SHABU, Reg No: 200021075903, AISWARYA GEEVAN, Reg. No: 200021075904, AISWARYA P SANTHOSH, Reg No: 200021075905 for the award of Degree of Bachelor of Commerce in the Mahatma Gandhi University, Kerala, is a bonafide record of research work carried out by them under the guidance and supervision of **MRS. MANJU C R**, Assistant Professor, Department of Commerce, Sree Sankara College, Kalady during the period of 2020-2023 and the project has not been previously, forwarded for the award of any degree of this or any other university.

  
**MRS. MANJU C R**  
Project Guide  
Assistant Professor  
Department of Commerce  
Sree Sankara College, Kalady

  
**MRS. S GOWRI ANTHERJANAM**  
Assistant Professor and Head,  
Post Graduate Department of Commerce  
Sree Sankara College, Kalady

Place : Kalady

Date : 28.04.2023

  
Name and Signature of the External Examiner (with date)



**A STUDY ON THE PROBLEMS AND PROSPECTS OF  
ANGANWADI WORKERS WITH SPECIAL  
REFERENCE TO THURAVOOR GRAMA PANCHAYATH**

*Dissertation submitted to Mahatma Gandhi University, Kottayam  
in partial fulfillment of the requirements for*

**BACHELOR OF COMMERCE**

**BY**

<b>ALAN HENTRY</b>	<b>REG. NO.200021075906</b>
<b>ALEX M.</b>	<b>REG. NO.200021075907</b>
<b>AMINA HABEEB</b>	<b>REG. NO.200021075908</b>

**Under the guidance of  
Dr. RAHUL RAMESH**



**POST GRADUATE DEPARTMENT OF COMMERCE  
SREE SANKARA COLLEGE, KALADY**

**2023**

### ***CERTIFICATE***

This is to certify that **Mr. ALAN HENTRY (REG. NO.200021075906)**, **Mr. ALEX M. (REG. NO.200021075907)** and **Ms. AMINA HABEEB (REG. NO. 200021075908)**, has carried out the research embodied in the present dissertation entitled "A study on the problems and prospects of Anganwadi workers with special reference to Thuravoor Grama Panchayath" in partial fulfilment of the requirement for the award the degree of **BACHELOR OF COMMERCE**, under the guidance of **Dr. RAHUL RAMESH**, Assistant Professor, of the P.G. Department of Commerce during the academic year 2022-2023.



**Dr. RAHUL RAMESH**

**Project Guide**



**Smt. S. GOWRI ANTHERJANAM**

**Head of the Department**

Submitted for the examination held on .....

**External Examiner: .....**  **K. S. Jwalini**



# **EFFECTS ON ONLINE GAMES ON STUDENTS**

Project report submitted to

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF COMMERCE**

**Submitted by**

**ANILA AJI**

**REG NO: 200021075909**

**ANJALY BABY**

**REG NO: 200021075910**

**ANJITHA PRADEEP**

**REG NO: 200021075911**

**Under the Guidance of**

**Dr. SUJITH A S**

**Assistant Professor**

**PG Department of Commerce**

**Sree Sankara College, Kalady**



**POST GRADUATE DEPARTMENT OF COMMERCE**

**SREE SANKARA COLLEGE KALADY-683574**

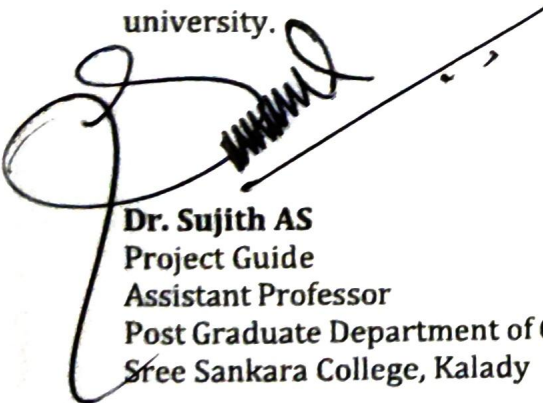
**2020-2023**






## CERTIFICATE

This is to certify that Project Report entitled "**EFFECTS OF ONLINE GAMES ON STUDENTS**", submitted by **ANILA AJI, Reg. No: 200021075909, ANJALY BABY Reg. No: 200021075910, ANJITHA PRADEEP Reg. No: 200021075911** for the award of Degree of Bachelor of Commerce in the Mahatma Gandhi University, Kerala, is a bonafide record of research work carried out by them under the guidance and supervision of **Dr. SUJITH A S**, Assistant Professor, P G Department of Commerce, Sree Sankara College, Kalady during the period of 2020-2023 and the project has not been previously, forwarded for the award of any degree of this or any other university.

  
**Dr. Sujith AS**  
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Assistant Professor  
Post Graduate Department of Commerce  
Sree Sankara College, Kalady

  
**MRS. S GOWRI ANTHERJANAM**  
Assistant Professor and Head,  
Post Graduate Department of Commerce  
Sree Sankara College, Kalady.

Place : Kalady  
Date : 28.04.2023

  
**K S Jwalini**  
Name and Signature of the External Examiner (with date)

**A STUDY ON THE YOUTH'S PERCEPTION AND  
PREFERENCES ON OTT PLATFORMS WITH SPECIAL  
REFERENCE TO KALADY GRAMA PANCHAYATH**

Dissertation submitted to

**Mahatma Gandhi University**

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

**BACHELOR OF COMMERCE**

Submitted by

**ANUSOORYA M SHABU**

**Reg. No. 200021075912**

**BOBIN JOHN**

**Reg. No. 200021075913**

**CRISTY CHERIYAN**

**Reg. No. 200021075914**

Under the guidance of

**Ms. Athira Joshy**



**POST GRADUATE DEPARTMENT OF COMMERCE  
SREE SANKARA COLLEGE, KALADY**

**2020-2023**



## CERTIFICATE

This is to certify that the dissertation entitled 'A STUDY ON THE YOUTH'S PERCEPTION AND PREFERENCES ON OTT PLATFORMS WITH SPECIAL REFERENCE TO KALADY GRAMA PANCHAYATH' is a record of original work done independently by ANUSOORYA M SHABU (Reg. No.200021075912), BOBIN JOHN (Reg. No.200021075913) and CRISTY CHERIYAN (Reg. No.200021075914) and in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce in Computer Application, under my guidance. It is further certified that this project or any part thereof has not been submitted elsewhere for any other degree. It is also certified that this dissertation has not been submitted at any time to any university or institute for the award of any degree or diploma.

*For Anusoor VP*  
*29/04/23*  
Ms. Athira Joshi

Project Guide

*[Signature]*  
Smt. S. Gowri Antherjanam

Head of the Department

Place: Kalady

Date:

*[Signature]*  
K S Iwalini



**IMPACT OF SCHOLARSHIP AMONG COLLEGE  
STUDENTS IN KALADY PANCHAYATH**

**DISSERTATION SUBMITTED TO  
MAHATMA GANDHI UNIVERSITY**

**In Partial Fulfilment of the Requirements for the Award of the Degree of  
BACHELOR OF COMMERCE COMPUTER APPLICATION**

by

**DEVIKA GOPAN**

**Reg No: 200021075915**

**SANDRA SREENI**

**Reg No: 200021075918**

Under the Guidance of

**MR.AJAY PRADEEP**

**Assistant Professor,**

**Post Graduate Department of Commerce**



**DEPARTMENT OF COMMERCE  
SREE SANKARA COLLEGE, KALADY  
(Affiliated To Mahatma Gandhi University)**

**APRIL, 2023**



## BONAFIED CERTIFICATE

This is to certify that the dissertation entitled "IMPACT OF SCHOLARSHIP AMONG COLLEGE STUDENTS IN KALADY PANCHAYATH" submitted to Mahatma Gandhi University in the partial fulfillment of the requirements for the award of the degree of **BACHELOR OF COMMERCE COMPUTER APPLICATION**, is a record of original work done DEVIKA GOPAN, SANDRA SREENI under the guidance of **MR. AJAY PRADEEP**, assistant professor Post Graduate Department Of Commerce.



**AJAY PRADEEP**

Assistant Professor



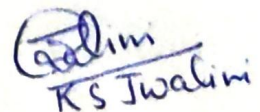
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HOD, PG Department of Commerce

Place: Kalady

Date:

Examiners: 1.



K S Jwalini

2.



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## CERTIFICATE

This is to certify that **ADHARSH SUNIL**, Adm. No. E-7882, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **ALAN T. ALIAS**, Adm. No. E-7810, First Semester  
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Dr. Minimol K. C.

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## CERTIFICATE

This is to certify that **ARATHY SURENDRAN**, Adm. No. E-7916, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

Principal



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Dr. Minimol K. C.

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Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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Dr. Minimol K. C.

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This is to certify that **BHAVANA SACHI**, Adm. No. E-7951, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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RE-ACCREDITED IN THE THIRD CYCLE BY NAAC WITH B++ GRADE

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This is to certify that **DEVAANNAND K. SIVAN**, Adm. No. E-7898,  
First Semester B. Com. Finance & Taxation has completed a project titled  
**‘Organic Manure Making’** as part of the Massive Open Online Course of  
Mahatma Gandhi University on ‘Organic Farming’ during the academic year  
2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

Principal



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This is to certify that **DHAYA ANN V. ALIAS**, Adm. No. E-7808, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

Principal





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## CERTIFICATE

This is to certify that **GANGA K. R.**, Adm. No. E-8308, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

Principal



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## CERTIFICATE

This is to certify that **GOKUL V. LAL**, Adm. No. E-7923, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



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## CERTIFICATE

This is to certify that **HARIPRIYA C. B.**, Adm. No. E-7988, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **JEZREEL MATHEW GEORGE**, Adm. No. E-7880, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



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## CERTIFICATE

This is to certify that **MARIA KURIAKOSE**, Adm. No. E-7805, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MERIN REJI**, Adm. No. E-7788, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **NANDHANA V. R.**, Adm. No. E-7998, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **POORVA KUMPAWAT**, Adm. No. E -7879, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **RASMITHA RAMESHAN**, Adm. No. E-7832, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **RENJITHA I. R.**, Adm. No. E-7814, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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## CERTIFICATE

This is to certify that **SANDRA SADANANDAN**, Adm. No. E7811, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **SREYAS SREEKUMAR**, Adm. No. E-7881, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **SUKANYA SIVADASAN**, Adm. No. E-7852, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **VARSHA K. S.**, Adm. No. E-8030, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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## CERTIFICATE

This is to certify that **VYSHNAV SAJEEV**, Adm. No. E-8251, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ABHIRAJ G.**, Adm. No. E-7789, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ADHUL KRISHNA T. S.**, Adm. No. E-7791, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **AISWARYA REGHUNATH**, Adm. No. E-7984,  
First Semester B. Com. Finance & Taxation has completed a project titled  
**‘Organic Manure Making’** as part of the Massive Open Online Course of  
Mahatma Gandhi University on ‘Organic Farming’ during the academic year  
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Dr. Minimol K. C.

Course Coordinator



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## CERTIFICATE

This is to certify that **ALAN K. SUNIL**, Adm. No. E-7983, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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Course Coordinator



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## CERTIFICATE

This is to certify that **AMAL VARGHESE**, Adm. No. E-7936, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ANJALY SHIBU**, Adm. No. E-7798, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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## CERTIFICATE

This is to certify that **ANN ROSE SEBASTIAN**, Adm. No. E8070, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ANSON ANIL**, Adm. No. E7885, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ARAVIND VINOD**, Adm. No. E8014, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ASHISH GIGI**, Adm. No. E-7853, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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## CERTIFICATE

This is to certify that **ASISH RAJEEV**, Adm. No. E-7878, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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## CERTIFICATE

This is to certify that **ASWANI SABU**, Adm. No. E-7824, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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## CERTIFICATE

This is to certify that **ATHUL K. MADHU**, Adm. No. E-7986, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ATHUL SAJEEV**, Adm. No. E-7873, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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Course Coordinator



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## CERTIFICATE

This is to certify that **ATHULYA C. RAJAN**, Adm. No. E-7840, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ATHULYA GOPI**, Adm. No. E-7826, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



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## CERTIFICATE

This is to certify that **ATHULYA RAJU**, Adm. No. E-7803, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **BITHUL BABU**, Adm. No. E-7886, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

Principal





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## CERTIFICATE

This is to certify that **DEVANANDA REGHU**, Adm. No. E-7809, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **DEVIKA SATHILAL**, Adm. No. E-7773, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **DEVIKA SIVAN**, Adm. No. E7819, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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Course Coordinator



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## CERTIFICATE

This is to certify that **EDWIN VARGHESE**, Adm. No. E-8256, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **FATHIMATH SHIFANA SUDHEER**, Adm. No. E7926, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **FATHIMMA SHANAVAS**, Adm. No. E-7851, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **GAYATHRIN. G.**, Adm. No. E7820, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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## CERTIFICATE

This is to certify that **GOKUL SAJEEV**, Adm. No. E-8010, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **HARITHA VENU**, Adm. No. E-7831, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **HRIDHYA P. K.**, Adm. No. E-8039, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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## CERTIFICATE

This is to certify that **JEEVA V. S.**, Adm. No. E7797, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **KAILAS SAJI**, Adm. No. E-7877, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **KRISHNENDU A. J.**, Adm. No. E-7854, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MADHAV PRAKASH**, Adm. No. E-7884, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MEENAKSHI RAGHUNANDANAN**, Adm. No. E-7903, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MEENAKSHI SUBRAHMANYAN**, Adm. No. E-7847, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **SIVANI SASI**, Adm. No. E7799, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **SNEHAMOL K. J.**, Adm. No. E-8194, First Semester B. Com. Finance & Taxation has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **VINEETH P. M.**, Adm. No. E-8092, First Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Manure  
Making**' as part of the Massive Open Online Course of Mahatma Gandhi  
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Dr. Minimol K. C.

Course Coordinator



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## CERTIFICATE

This is to certify that **ADHEENA JOHNY**, Adm. No. E-7858, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **AKSHARA RAJU**, Adm. No. E 7895, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ALBIN REJI**, Adm. No. E 8036, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ANUSHREE SURESH**, Adm. No. E7977, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **APARNA THAMBI**, Adm. No. E-7964, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **DEVAJA A M**, Adm. No. E-8205, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **KHADEEJA V A**, Adm. No. E-8261, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MIDHUN MADHU**, Adm. No. E-7899, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **N R NANDAKISHOR**, Adm. No. E-7967, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **SREEKUTTAN A M**, Adm. No. E-7890, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **AKSHAY K N**, Adm. No. E-8068, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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This is to certify that **ALAN RAJ**, Adm. No. E8097, First Semester B.Com  
Computer Application has completed a project titled '**Organic Manure Making**'  
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## CERTIFICATE

This is to certify that **AMMU DIVAKARAN**, Adm. No. E-8202, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ANCY SIBI**, Adm. No. E-8119, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

Principal



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## CERTIFICATE

This is to certify that **ANJALI SHYNOR**, Adm. No. E-8127, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **ANJALY BABU**, Adm. No. E-7815, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **ANTONY GEORGE**, Adm. No. E-7891, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ARUNIMA O A**, Adm. No. E-8155, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ASHIK VARGHESE**, Adm. No. E7793, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ASWANI V S**, Adm. No. E-7956, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **BASIL SAJU**, Adm. No. E- 8122, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **BHAVANA S NAIR**, Adm. No. E-7783, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **GIYA MOL DAISON**, Adm. No. E-8073, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **JOEL JOB**, Adm. No. E-7772, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **JOHAN BASIL JOY**, Adm. No. E-7893, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **KRISHNA SHAJI**, Adm. No. E-8409, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **KRISHNAPRIYA K A**, Adm. No. E-8331, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MARTINO BABY**, Adm. No. E-7894, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MRUDHUL MOHAN K**, Adm. No. E-7859, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MUHAMMED HAFIZ K H**, Adm. No. E-7972,  
First Semester B.Com Computer Application has completed a project titled  
**‘Organic Manure Making’** as part of the Massive Open Online Course of  
Mahatma Gandhi University on ‘Organic Farming’ during the academic year  
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Course Coordinator



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## CERTIFICATE

This is to certify that **NAJIYA K SUBAIR**, Adm. No. E-8158, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

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## CERTIFICATE

This is to certify that **NANDHANA P R**, Adm. No. E- 7812, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **NARGHEEZ K N**, Adm. No. E-8294, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **SNEHITH M F**, Adm. No. E-7889, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



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## CERTIFICATE

This is to certify that **SREENANDA SASI**, Adm. No. E-8110, First Semester B.Com Computer Application has completed a project titled '**Organic Manure Making**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



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## CERTIFICATE

This is to certify that **ADHARSH SUNIL**, Adm. No. E-7882, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



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## CERTIFICATE

This is to certify that **AHNA RAVI**, Adm. No. E-7800, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
as part of the Massive Open Online Course of Mahatma Gandhi University on  
'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



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## CERTIFICATE

This is to certify that **ALAGRA R**, Adm. No. E-7787, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
as part of the Massive Open Online Course of Mahatma Gandhi University on  
'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ALAN T. ALIAS**, Adm. No. E-7810, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **AMARNATH AJI**, Adm. No. E-7876, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **AMRITA V. S.**, Adm. No. E-7928, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
as part of the Massive Open Online Course of Mahatma Gandhi University on  
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## CERTIFICATE

This is to certify that **AMRITHA V. B.**, Adm. No. E-7897, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ANANNYA REJI**, Adm. No. E-8047, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ANU T. SABU**, Adm. No. E-7779, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **APARNA P. A.**, Adm. No. E-7929, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
as part of the Massive Open Online Course of Mahatma Gandhi University on  
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## CERTIFICATE

This is to certify that **ARATHY SURENDRAN**, Adm. No. E-7916,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
**‘Organic Farming’** as part of the Massive Open Online Course of Mahatma  
Gandhi University on ‘Organic Farming’ during the academic year 2022-23.

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Course Coordinator



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## CERTIFICATE

This is to certify that **ARAV NANDAKUMAR**, Adm. No. E-7883,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
**‘Organic Farming’** as part of the Massive Open Online Course of Mahatma  
Gandhi University on ‘Organic Farming’ during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

Principal



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## CERTIFICATE

This is to certify that **BHADRA JINAN**, Adm. No. E-7834, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **BHAMA P. R.**, Adm. No. E-7818, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
as part of the Massive Open Online Course of Mahatma Gandhi University on  
'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **BHARATH M. B.**, Adm. No. E-7909, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **BHAVANA SACHI**, Adm. No. E-7951, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **DEVAANNAND K. SIVAN**, Adm. No. E-7898,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
**‘Organic Farming’** as part of the Massive Open Online Course of Mahatma  
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## CERTIFICATE

This is to certify that **DHAYA ANN V. ALIAS**, Adm. No. E-7808, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **GANGA K. R.**, Adm. No. E-8308, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
as part of the Massive Open Online Course of Mahatma Gandhi University on  
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## CERTIFICATE

This is to certify that **GOKUL V. LAL**, Adm. No. E-7923, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **HARIPRIYA C. B.**, Adm. No. E-7988, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **JEZREEL MATHEW GEORGE**, Adm. No. E-7880, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MARIA KURIAKOSE**, Adm. No. E-7805, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MERIN REJI**, Adm. No. E-7788, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
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## CERTIFICATE

This is to certify that **NANDHANA V. R.**, Adm. No. E-7998, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **POORVA KUMPAWAT**, Adm. No. E -7879,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
**‘Organic Farming’** as part of the Massive Open Online Course of Mahatma  
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## CERTIFICATE

This is to certify that **RASMITHA RAMESHAN**, Adm. No. E-7832,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
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## CERTIFICATE

This is to certify that **RENJITHA I. R.**, Adm. No. E-7814, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **SANDRA SADANANDAN**, Adm. No. E7811,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
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## CERTIFICATE

This is to certify that **SREYAS SREEKUMAR**, Adm. No. E-7881,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
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## CERTIFICATE

This is to certify that **SUKANYA SIVADASAN**, Adm. No. E-7852,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
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## CERTIFICATE

This is to certify that **VARSHA K. S.**, Adm. No. E-8030, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
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## CERTIFICATE

This is to certify that **VYSHNAV SAJEEV**, Adm. No. E-8251, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ABHIRAJ G.**, Adm. No. E-7789, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ADHUL KRISHNA T. S.**, Adm. No. E-7791,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
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## CERTIFICATE

This is to certify that **AISWARYA REGHUNATH**, Adm. No. E-7984,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
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## CERTIFICATE

This is to certify that **ALAN K. SUNIL**, Adm. No. E-7983, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **AMAL VARGHESE**, Adm. No. E-7936, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ANJALY SHIBU**, Adm. No. E-7798, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ANN ROSE SEBASTIAN**, Adm. No. E8070,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
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## CERTIFICATE

This is to certify that **ANSON ANIL**, Adm. No. E7885, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
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## CERTIFICATE

This is to certify that **ARAVIND VINOD**, Adm. No. E8014, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ASHISH GIGI**, Adm. No. E-7853, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
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## CERTIFICATE

This is to certify that **ASISH RAJEEV**, Adm. No. E-7878, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

Principal



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## CERTIFICATE

This is to certify that **ASWANI SABU**, Adm. No. E-7824, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **ATHUL K. MADHU**, Adm. No. E-7986, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



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## CERTIFICATE

This is to certify that **ATHUL SAJEEV**, Adm. No. E-7873, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



Dr. Preethi Nair

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## CERTIFICATE

This is to certify that **ATHULYA C. RAJAN**, Adm. No. E-7840, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



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## CERTIFICATE

This is to certify that **ATHULYA GOPI**, Adm. No. E-7826, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



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## CERTIFICATE

This is to certify that **ATHULYA RAJU**, Adm. No. E-7803, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **BITHUL BABU**, Adm. No. E-7886, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **DEVANANDA REGHU**, Adm. No. E-7809, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **DEVIKA SATHILAL**, Adm. No. E-7773, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **DEVIKA SIVAN**, Adm. No. E7819, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **EDWIN VARGHESE**, Adm. No. E-8256, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **FATHIMATH SHIFANA SUDHEER**, Adm. No. E7926, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **FATHIMMA SHANAVAS**, Adm. No. E-7851,  
Second Semester B. Com. Finance & Taxation has completed a project titled  
**‘Organic Farming’** as part of the Massive Open Online Course of Mahatma  
Gandhi University on ‘Organic Farming’ during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **GAYATHRI N. G.**, Adm. No. E7820, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **GOKUL SAJEEV**, Adm. No. E-8010, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **HARITHA VENU**, Adm. No. E-7831, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **HRIDHYA P. K.**, Adm. No. E-8039, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **JEEVA V. S.**, Adm. No. E7797, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
as part of the Massive Open Online Course of Mahatma Gandhi University on  
'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

Course Coordinator



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## CERTIFICATE

This is to certify that **KAILAS SAJI**, Adm. No. E-7877, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
as part of the Massive Open Online Course of Mahatma Gandhi University on  
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Course Coordinator



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## CERTIFICATE

This is to certify that **KRISHNENDU A. J.**, Adm. No. E-7854, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MADHAV PRAKASH**, Adm. No. E-7884, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **MEENAKSHI RAGHUNANDANAN**, Adm. No. E-7903, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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Course Coordinator



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## CERTIFICATE

This is to certify that **MEENAKSHI SUBRAHMANYAN**, Adm. No. E-7847, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **SIVANI SASI**, Adm. No. E7799, Second Semester  
B. Com. Finance & Taxation has completed a project titled '**Organic Farming**'  
as part of the Massive Open Online Course of Mahatma Gandhi University on  
'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **SNEHAMOL K. J.**, Adm. No. E-8194, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **VINEETH P. M.**, Adm. No. E-8092, Second Semester B. Com. Finance & Taxation has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ADHEENA JOHNY**, Adm. No. E-7858, Second Semester B.Com Computer Application has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **AKSHARA RAJU**, Adm. No. E 7895, Second Semester B.Com Computer Application has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ALBIN REJI**, Adm. No. E 8036, Second Semester B.Com Computer Application has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **ANUSHREE SURESH**, Adm. No. E7977, Second Semester B.Com Computer Application has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

Dr. Minimol K. C.

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## CERTIFICATE

This is to certify that **APARNA THAMBI**, Adm. No. E-7964, Second Semester B.Com Computer Application has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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## CERTIFICATE

This is to certify that **DEVAJA A M**, Adm. No. E-8205, Second Semester B.Com Computer Application has completed a project titled '**Organic Farming**' as part of the Massive Open Online Course of Mahatma Gandhi University on 'Organic Farming' during the academic year 2022-23.

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# **AIRPORT SERVICE QUALITY DIMENSIONS AND ITS INFLUENCE ON AIRLINE PASSENGER'S SATISFACTION**

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**Under the Guidance of**  
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**2023**

## **FIELDWORK REPORT**

### **Introduction**

The airport industry is rapidly evolving. Today's air travelers have considerable options for airports, and airport marketers are under increasing pressure to differentiate themselves by serving customer needs better than the competitors. While passengers' perceptions of airport service quality are only one of several variables that contribute to overall airport attractiveness (e.g., routes, scheduling, location, and prices), it is an important variable due to the increasing importance of customer orientation to competitive advantage in this industry. Aviation trade journals and airport news releases demonstrate that airport executives recognise the significance of their consumers' opinions of service quality. Academic and industry researchers analyze passenger impressions of airport service quality on a regular basis in order to benchmark performance indicators directly from the "voice" of the customer, discover possibilities for service improvement, and prevent losing important passenger business. Furthermore, airport marketers conduct research on customer needs and desires in order to increase non-aviation revenue from restaurant and retail options. The nature of the expectations behind judgements of airport service excellence is unknown. Unlike the more widely accepted gap-theory model for measuring service quality (which involves subtracting a customer's perceived level of service from what was expected), academic and commercial airport researchers are

more likely to measure service quality by establishing and monitoring service performance measures that may or may not be informed by direct customer input. These metrics are frequently internal (e.g., amount of complaints, wait/service time for baggage delivery or check-in). Internal metrics of service performance are useful for benchmarking processes but are also questionable because they are often generated from managers rather than passengers, resulting in a lack of a true customer perspective. Even when service performance measures are external - intended to directly measure customer attitudes and opinions - the lack of a systematic understanding of airport customers' expectations means that what is measured will most likely be those attributes that are the most obvious and easy to operationalize. As a result, there may be a misdirected attempt to increase service quality in areas that are inconsequential to customers, resulting in a failure to provide the value that drives customer choice among alternatives. Not only has the airport research tradition largely ignored the gap-theory method of service quality measurement, but the marketing and services literatures (the major proponents of gap-theory method service quality research) have paid little attention to airports or passengers, a remarkably diverse group who consume in transit as they spend extended periods of time in elaborate servicescapes where they find themselves as a result of a highly limited process of discovery. As a result, while it is possible to describe passenger preferences on issues such as airport signage and lavatory cleanliness, there is no widely accepted theory-based model of airport service quality, nor is there a comprehensive profile of passengers' experiences, expectations, and perceptual influences in this setting. We believe that the airport industry can benefit from the collective insights and best practices of other service industries that have faced similar challenges, and that the mainstream service quality literature can benefit from the application of established and emerging theory to the airport's unique service environment. As a result, the goal of our research is to help construct a conceptual model of perceived service quality in airports by undertaking an empirical examination into the nature and significance of expectations in this understudied service category.

## **STATEMENT OF THE PROBLEM**

Currently, airport service quality is judged based on individual customer interface areas, which are frequently seen as separate non-interactive portions, such as check-in and security functions, which are conducted by various agencies. The airport service quality items were included in the ACI-ASQ survey questionnaire under various subheadings pertaining to these domains. Each subheading depicts the numerous

interaction stages encountered by travelers at airport departure and arrival terminals. According to industry trends, airports are eager to enhance facilities with the help of innovative technical breakthroughs that simplify passenger processing operations. To keep up with the changing priorities of airport passengers, airport operators must now be well-versed in all aspects of service quality, particularly passenger expectations and perceptions, as well as the key factors that influence their satisfaction, resulting in a better passenger experience.

## **OBJECTIVES OF THE STUDY**

- To examine the service quality of the element tangibles
- To examine the service quality of the element empathy
- To examine the service quality of the element assurance
- To examine the service quality of the element responsiveness
- To examine the service quality of the element reliability

## **SCOPE OF THE STUDY**

The conclusions drawn from the study are based on the responses given by 50 passengers randomly selected from CIAL airport. This study will be helpful in examining the dimensions of airport service quality and its influence on passenger's satisfaction.

## **RESEARCH METHODOLOGY**

"Methodology is the philosophical framework within which the research is conducted or the foundation upon which the research is based." a set or system of methods, principles, and rules for regulating a given discipline, as in the arts or sciences. The primary data is collected from passengers through questionnaires. Random sampling method is used by selecting 50 respondents from CIAL airport. The secondary data is collected through articles and blogs in internet.

### **A) METHOD OF COLLECTION:**

i) PRIMARY DATA: Primary data refers to the first hand data collected by the researcher. In this study primary data is collected by preparing a questionnaire. A well frame questionnaire is used for acquiring detailed information for the study.

ii) SECONDARY DATA: Secondary data refers to the second hand data obtained from other researchers and sources. The data relevant to the study is gathered from



published sources such as online articles and research blogs from internet.

## **B) SAMPLE DESIGN:**

i) SAMPLING TECHNIQUE: Convenient Sampling

ii) SAMPLE UNIT: The sample unit is the 50 passengers travelling through CIAL.

iii) SAMPLE SIZE: The sample size of the unit is 50 passengers.

## **C) TOOLS OF DATA COLLECTION:**

For the collection of data from the sample unit the study group had prepared a well-constructed questionnaire consisting of questions which supports to achieve the objectives of the study.

## **D) TOOLS OF ANALYSIS**

Data analysis tools help researchers make sense of the data collected. It enables to report results and make interpretations. How the data is analysed depends on the goals of the project and the type of data collected. In this study quantitative data is collected. Quantitative analysis uses numerical data to identify statistical relationships between variables. The data collected is analysed and interpreted using pie charts, bar diagrams and tables.

## **SIGNIFICANCE OF THE STUDY**

This study made an academic and practical contribution. First, this study demonstrated the airport service quality aspects that influenced customer happiness. Second, this study provided airport managers with a practical airport marketing perspective for measuring airport service quality in order to: 1) assess passenger perceptions of airport service quality at Cochin International Airport, 2) identify and prioritize service areas requiring managerial attention and action to ensure and improve service quality and passenger satisfaction, and 3) provide airport managers with indications of how to establish and sustain competitive advantage.

## **LIMITATION OF THE STUDY**

- Time was constraint in conducting a deep study.
- The study was limited to 50 passengers of Cochin International Airport therefore the analysis cannot be completely concluded as the response of entire passengers of the airport.
- Sample size was small and some respondents could have given biased information.

## Findings

- The collected data clearly indicates that 70% of respondents were in the age group of 18-24. 18% of respondents belong to the age group of 25-39. 10% of the respondents belongs to the age group 40-60 and only 2% of the respondents are from the age group 60 and above.
- According to the data 52% of passengers are traveling from or to foreign and 48% of local passengers.
- Among the respondents, 44% are males and rest 56% are females.
- From this data, we can understand that 42% of passengers are traveling for education purpose, 8% for business purpose, 22% for tourism and rest 28% are for other purposes.
- According to this data, 38% of passengers highly agree with the clarity of signs and symbols of the airport, 22% agree and 9% are neutral. There are no any disagreements for signs and symbols.

Nearly majority of the passengers are comfortable with the procedures and the legibility of the signs and symbols.

- The information depicts the airport's layout and functions. 36% of respondents are agreed, 44% are highly agreed, and 17% are neutral. Only 1% of people are highly disagreed, 2% who are disagreed.

Most of the passengers have agreed that there are good toilet facilities between check in and gates and the airport provides adequate chairs, staircase and trolleys for the comfort and convenience of the passengers.

- The data shows the facilities available in the airport. 26% are highly satisfied and 41% are satisfied about the facilities. Only 4% and 2% are dissatisfied and highly dissatisfied respectively.

The passengers are satisfied with the availability of retail stores, ATM, money changer and restaurants between the check in and gates. Few of the passengers are disappointed with the mini market, transportation and internet facilities.

- The data depicts the satisfaction of airport environment among the passengers. 48% of passengers are highly satisfied, 41% are satisfied, 8% are neutral, 2% are dissatisfied and 1% are highly dissatisfied.

Cleanliness and the airport air temperature is good. Some of the passengers have disagreements with noise inside the airport.

- From this data, the empathy of employees towards passengers are shown. 28% are highly satisfied, 36% are satisfied. 26% are of neutral opinion. 6% are dissatisfied and 4% are highly dissatisfied.

The attitude of the employees is satisfied by the passengers. Few of the passengers have disagreements with personal assistance and courtesy of employees.

- The data shows the time reliability of the services offered by the airport. 26.5% of passengers are highly satisfied, 50% are satisfied, 18% are neutral, 3% are dissatisfied and 2.5% are highly dissatisfied.

Half of the passengers are with good opinion about the timeliness and punctuality of the services.

- The data shows the quality of information and service of the airport. 23% and 43.5% are of highly satisfied and satisfied respectively. 27.5% are of neutral opinion. 4.5% are of dissatisfied and 1.5% are of highly dissatisfied opinions.

Overall the passengers are comfortable with quality of services and information but few of them are of the opinion that the airport officer doesn't have any liability on the damage or loss of goods and baggage.

- The data shows the assurance of service quality of the airport staffs. 29% respondents are highly satisfied, 46.5% are satisfied and 23% are of neutral opinion. 1% are dissatisfied and only 0.5% are highly dissatisfied.

Almost all the passengers are satisfied with knowledge, skill and ability of the airport staffs.

- This data shows the responsiveness of employees towards passengers. 24% are highly satisfied, 43% are satisfied. 30% are of neutral opinion and 3% are dissatisfied.

Most of the passengers are of the opinion that the airport staffs are quick in their actions and accurate in their responses.

## 5.2 Suggestions

Findings state that the overall service quality of the CIAL airport is good. The quality of services provided in the airport is essential to increase the credibility of the airport. Service quality is one of the key factor for the passenger to decide which airport they should travel through. From the study, the service quality of CIAL airport is decent but there are hardly some flaws.

Following are some suggestions to overcome this flaws:

- Transportation facilities are important for the convenience of the passengers. Some of the passenger prefer to improve transportation facilities. Adequate transportation facilities help to improve overall service quality.
- Mini market and internet facilities are important features that can greatly enhance the airport experience for the passengers. Proper mini market and internet facilities helps the passengers to buy anything they want to for their families and access to social medias. Mini market should provide quality products. Internet facilities should be easily accessible. Few of the passengers are of the opinion that mini market and internet facilities can be improved a little bit.
- The overall ambience of an airport plays a crucial role in shaping travelers experience. The level of noise and activity is important factor when it comes to the ambience of the airport. Thus, it can be updated based on feedback from passengers to improve the ambience.
- The behavior and attitude of the people who work at airport including security personnel, airline staff and customer service representatives can greatly impact the overall service quality. So the employees should serve with courtesy and thoughtfulness.
- Timeliness of the delivery of the luggage is essential. Timely delivery of luggage should be ensured by the airport staff.
- The safe custody of passenger's goods and baggage must be ensured. The airport staff should take the liability of damaged goods and baggage.
- The staff at the airport have to be accessible whenever the passengers need them. It enhances the service quality of the airport.

### **5.3 Conclusion**

The purpose of this study was to investigate the impact of the airport service quality on passenger satisfaction. The aim of the airport to provide the better services to passengers and the management, in particular, is very much responsible for this. Airport service dimensions were found to have significant and positive influences on airport image and passengers' satisfaction intentions. The unsatisfactory of the passengers can raise the big difficulty to the airport. The airport cannot rise if the passengers are unhappy & unsatisfied. Therefore, it is the responsibility of the airport to fulfill the expectation of the passengers. If customers have high expectations, but the actual experience is low, then the gap will be wider thus resulting in dissatisfaction. This survey helps the airports to understand the most important factors those have direct impact on customer satisfaction. So airports should learn from the experiences and should avoid the mistakes. Only then, they can make a profit and good relations with the passengers.

Five ASQ dimensions are explored in this study as against to the conventional method of setting apart ASQ areas functional-wise which were identified from all contact points in the functional flow of passengers. The ASQ dimensions identified in this study are all well set to explain Airport Service Quality from a passengers' perspective rather than airport functional or passenger processing perspective. The major finding of this study is that the overall service quality of Cochin International Airport is ideal.



## QUESTIONNAIRE

### AIRPORT SERVICE QUALITY DIMENSIONS AND ITS INFLUENCE ON AIRLINE PASSENGER'S SATISFACTION

1.Age:

- 18-24
- 25-39
- 40-60
- 60 above

2.Gender:

- Male
- Female

3.What passenger type do you belong?

- Foreign
- Local

4.What is the purpose of travelling?

- For education
- For business
- For tourism
- For others

#### 5.Signs and symbols:

1. There are written procedures and regulations that are complete, clear and easy to understand	Highly agree	Agree	Neutral	Disagree	Highly disagree
2. The clarity of the sign indicates a good direction	Highly agree	Agree	Neutral	Disagree	Highly disagree

### 6.Layout and Function:

1. There is a toilet between check-in and gate	Highly agree	Agree	Neutral	Disagree	Highly disagree
2. Comfort and convenience for passengers (sitting chairs, staircases, trolleys).	Highly agree	Agree	Neutral	Disagree	Highly disagree

### 7.Airport tenant:

1. Available retail store between check-in and gate	Highly agree	Agree	Neutral	Disagree	Highly disagree
2. There is an ATM between check-in and gate	Highly agree	Agree	Neutral	Disagree	Highly disagree
3. Available money changer between check-in and gate	Highly agree	Agree	Neutral	Disagree	Highly disagree
4. There is a restaurant between check-in and gate	Highly agree	Agree	Neutral	Disagree	Highly disagree
5. There is a mini market between check-in and gate	Highly agree	Agree	Neutral	Disagree	Highly disagree
6. There are adequate means of transportation	Highly agree	Agree	Neutral	Disagree	Highly disagree
7. There are internet and other IT facilities	Highly agree	Agree	Neutral	Disagree	Highly disagree

### 8.Airport environment:

1. Clean airport	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
2. The security and order of the airport visitors is good	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
3. Airport air temperature is pleasant	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
4. The arrangement of colors (walls, floor, chairs) at the airport is unsightly	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied

5. The airport lighting is good	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
6. No noise from the airport	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied

### 9. Empathy:

1. Friendly employee attitude	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
2. Employees understand the needs of passengers.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
3. Airport employees offer personal assistance.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
4. Serve with courtesy, friendly and thoughtfulness	Highly satisfied	Satisfied	Neutral	Dissatisfied	

### 10. Time reliability:

1. Waiting time for fast delivery of luggage	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
2. The opening times of check-in and flight time are appropriate	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
3. Timeliness of departure and arrival (outside of special cases, such as weather factors).	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
4. Punctuality of airport service personnel, such as open counters for check-in, airport tax, and others.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied

### 11. Quality of information and service:

1. Provision of accurate information can be accounted for, including information on aircraft delay due to special cases.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
2. The airport officer's liability for damage to goods in baggage, loss of goods in the trunk, is good.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
3. Effective and efficient service procedures, including complaints.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
4. The overall service quality of the airport is good	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied

### 12. Assurance:

1. Airport staffs have the appropriate attitude and work attitude in serving the passengers	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
2. Airport staffs have knowledge of doing their job.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
3. Airport staffs are skilled in doing their work.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
4. Airport staffs have the ability to do their job.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied

### 13. Responsiveness:

1. The airport staff took the initiative to help passengers who encountered difficulties / problems.	Highly agree	Agree	Neutral	Disagree	Highly disagree
2. The airport staff is quick and responsive to respond to the needs of passengers.	Highly agree	Agree	Neutral	Disagree	Highly disagree
3. Airport members are on site when needed.	Highly agree	Agree	Neutral	Disagree	Highly disagree

**INFLUENCE OF TELEVISION ADVERTISING ON BUYING  
BEHAVIOUR OF WOMEN TOWARDS COSMETICS  
PRODUCTS**

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**2023**

**FIELDWORK REPORT**

**INTRODUCTION**

The word “advertising” comes from the Latin word “Advertere”, Ad meaning “to” and “vertere” meaning “turn”. So advertising means turning of attention to something, or drawing and calling attention to something. When a company designs a product and wants to sell it in the target market, it needs to communicate with the customers about the product and its features. Mass communication is required to reach all the customers in the target market. Advertising is the best way to make such mass communication in the target market. It aims at benefiting the producer, educating the consumer and supporting the salesman. It is a link between the producer and the consumer.

Advertising is considered as a non-personal form of communication used in marketing to promote goods and services in the target market. It is highly useful in covering a large target market where customers are scattered over vast area. Advertising helps in reaching the customers quickly. The ultimate aim of advertisement is to increase sales by showing the goods and service in a positive light. Advertising act as important marketing tool for presentation and promotion of ideas , goods and services. It is design to make an impression on the targeted audience.



Publicity is habitually not an individual announcement, differentiating it from salesmanship; however there are several adverts that are alike sales fields delivered by artists or famous person contributors in an arbitrated replication of an individual sales meet. Promotion frequently consists of conventional aspects that place it separately from other types of intervened communication. The advertise celebrity David Ogilvy (1983) piercing away that research has participated an innermost position in flourishing publicity for many years, even though the kind of investigate performed and the method it is included into the imaginative progress of marketing might diverge from regular basis. Investigation can arouse and direct innovative work by presenting a spectacle into the marketplace or the buyer that affords a clip of actuality on which to suspend the desire of publicity.

Advertisement is one of the key element for the development, expansion, and growth of Industrial sector and ultimately for the economic development of the country. Out of the various means of advertisement, television advertisement is the most popular means than other types of advertisements. "Many people use advertising at some time in their life. Some may use it privately while others may use in business- And many people respond to Advertisements. They enjoy the choices available to them in every sphere of life. (Kotler, 1994:20). Advertising is used by different organisations in different ways. A large company set up its own advertising department whose job is to develop the total budget, help in developing advertising strategy, select media, approve advertising agency. However, most companies use an outside advertising agency to help them to create advertising campaigns and to select and purchase media. Television advertising refers to the process of creating and airing commercials on television with the aim to promote a product or service. TV advertising is one of the most common and effective ways to reach consumers. This is because it offers a wide reach, frequency, and impact.

The factors influencing consumer behaviour Consumer behaviour replicates the entirety of patrons' judgments with reverence to the gaining, utilization, and temperament of commodities, services, actions, experiences, people, and facts by individual assessment building units over time Jacoby (1976). Consumer behaviour is the learning of how persons, groups, and associations pick, obtain, utilize, and set out of merchandise, services, ideas, or experiences to gratify their desires and requirements (Solomon et al. 2012). Buyer behaviour in looking for, obtaining, employing, assessing and discarding of goods and services that they look forward to gratify their individual wants. The most important stages in the decision procedure are shown as problem recognition, information search and evaluation, purchasing

processes, and post purchase behaviour (Engel et al. 1990). Figure 1.1 is the theoretical model that we utilize to confine the general formation and procedure of user behaviour and to classify this manuscript. It does not include adequate information to forecast particular behaviours; yet, it does replicate our values regarding the common personality of end user behaviour. Human beings build up selfconcepts and consequent way of life"s based on a diversity of interior (mainly mental and bodily) and exterior (mainly sociological and demographic) influences. These self concept and lifestyles create wants and wish, many of which need consumption choices to gratify. As persons come across pertinent circumstances, the end user decision process is set off. This procedure and the knowledge and attainments it constructs in turn persuade the patrons" self-concept and lifestyle by distressing their interior and exterior features. This model is both theoretically sound and instinctively pleasing. Every one of us has an analysis of ourselves, and we attempt to survive in a meticulous way known our possessions. Our scrutiny of ourselves and the manner we attempt to live be fixed by internal variables (such as our personality, values, emotions, and memory) and external variables (such as our culture, age, friends, family, and subculture). The preliminary conversation of it makes end user behaviour seem effortless, prearranged, mindful, perfunctory, and straight (Hawkins et al. 2007).

Before patrons can make choices, they have some basis of facts or information upon which to pedestal their verdicts. This cause the mental core which includes, inspiration, capability, and chance; experience, concentration, and insight; classification and understanding of information; and approach"s regarding a contribution. The procedure of making buying decisions engages four phases they are problem recognition, information search, decision making, and post-purchase

evaluation. Culture indicates to the characteristic or normal behaviours, standards, and thoughts that typify a group of persons. It can be a commanding pressure on all features of human being. The end user's culture attributes are variety, social class and family, values, traits and way of life, reference groups and other societal influences. The mental core, decision making methods, and the end user's culture affect consumer actions such as the symbolic use of merchandises and the dispersion of thoughts, goods, or services through a market. They also pressure and are prejudiced by issues of morals and communal responsibility in addition to the shady side of promoting and consumer behaviour (Hoyer & MacInnis 2011).

## **1.1 Growth of Indian Cosmetics Industry**

India is observing an explosion in the cosmetic business, which is rising double as quick as the markets globally, states Italy based Industry expert Stefano Percassi. The Indian cosmetic business has progressed over the years. Many worldwide brands have come into the Indian bazaar owing to the reaction they have obtained globally. "Similar to Europe, everywhere the number of new gorgeousness and wellness shops go beyond that of any other kind of retailing outlet, India is viewing a blast in the fashion and beauty business," Percassi told IANS.

The cosmetics and the cosmetics market in the country is likely to record yearly development of 25% moving USD 20 billion by 2025, according to business specialists here. "The Indian cosmetics industry has on the whole market USD 6.5 billion from a global market of USD 274 billion. It is anticipated to rise to USD 20 billion by 2015 at a compounded speed of 25 percent," UBM India managing director Yogesh Mudras told journalists. The increasing responsiveness of makeup goods, rising quality on individual cleaning, variations in utilization patterns and way of life and enhanced acquiring authority among women are likely to enhance the business. The market will uphold vigorous expansion due to growing predilection for dedicated beauty commodities for example organic, herbal and ayurvedic goods. Most important regions that are anticipated to develop contain colour make-up, scents, focused skin care and make-up cosmetics, he said. The Indian industry is increasing swiftly at a speed of 13-18 %, other than that of United States or European markets (Press Trust of India 2018).

## **Statement of the problem**

Advertising is one of the most important tools that companies use to persuade target buyers to buy their products or services. There are many special and specific reasons for advertising. The reasons can be to announce a new product or service or an idea to expand the market to new buyers., to announce a modification, to announce a price change, to announce a new pack, to make a special offer etc. Therefore, the advertising plays a crucial role in marketing. Today due to the importance of advertising many companies are using advertising as their integral part. The role of advertising is to shift the products demand curve upward. For this, the effectiveness of advertisement is one of the major areas advertiser needs to consider. Deciding on the media is the crucial task the advertiser needs to undertake for the success of any Advertisements. Among various types of media, television enjoys the dominant position. Advertisement can reach to various countries at a time through television. It has worldwide approach .Among various types of media, television enjoys the dominant position. Advertisement can reach to various countries at a time through television. It may have worldwide coverage or viewership. Different people prefer different types of television advertisements. The selection of target market and product's nature plays a significant impact on choosing the media. This study deals with the following questions:

- Does a TV advertisement affect the consumer's purchasing decisions?
- Do consumer's prefer advertised products?
- What are the reactions of people towards the TV advertisements?

## **OBJECTIVES OF THE STUDY**

The specific objective of this research work is to analyses the general impact of television advertising on consumer behaviour of cosmetic products. However, the basic objectives of the study can be outlined as below,

- To analyse the effectiveness of the advertisements of cosmetic products.
- To examine how much consumers are attracted towards advertised cosmetic products.
- To study the acceptance level of consumer's after watching advertisements.
- To analyse whether consumer's switch their brand after watching the advertisements of cosmetic products

## SCOPE OF THE STUDY

The conclusions drawn from the study are based on the responses given by 60 women consumers selected randomly from Ernakulam district. This study will be helpful in getting an insight into the perception of Consumers on Advertisements and its impacts on changing the buying behaviours of consumers.

## METHODOLOGY

"Methodology is the philosophical framework within which the research is conducted or the foundation upon which the research is based." a set or system of methods, principles, and rules for regulating a given discipline, as in the arts or sciences. The primary data is collected from consumers through questionnaires. Convenient sampling method is used by selecting 60 respondents from Ernakulam District. The secondary data is collected through articles and blogs in internet.

### A) METHOD OF COLLECTION:

i) **PRIMARY DATA:** Primary data refers to the first hand data collected by the researcher. In this study primary data is collected by preparing a questionnaire. A well frame questionnaire is used for acquiring detailed information for the study.

ii) **SECONDARY DATA:** Secondary data refers to the second hand data obtained from other researchers and sources. The data relevant to the study is gathered from published sources such as online articles and research blogs from internet.

### B) SAMPLE DESIGN:

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

i) **SAMPLING TECHNIQUE:** The technique used in this study is Convenience sampling technique. It is the technique of Convenience sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies

on data collection from population members who are conveniently available to participate in study.

ii) **SAMPLE UNIT:** The sample unit is the 60 woman consumers in Ernakulam District.

iii) **SAMPLE SIZE:** The sample size of the unit is 60 Woman consumers.

### **C) TOOLS OF DATA COLLECTION:**

For the collection of data from the sample unit the study group had prepared a well constructed questionnaire consisting of questions which supports to achieve the objectives of

the study.

### **D) TOOLS OF ANALYSIS:**

Data analysis tools help researchers make sense of the data collected. It enables to report results and make interpretations. How the data is analysed depends on the goals of the project and the type of data collected. In this study quantitative data is collected. Quantitative analysis uses numerical data to identify statistical relationships between variables. The data collected is analysed and interpreted using pie charts, bar diagrams and tables.

## **LIMITATIONS OF THE STUDY**

- The study was limited to 60 Woman consumers of the concerned study area therefore the analysis cannot be completely concluded as the nature of the entire woman consumers in Ernakulam.
- Since the data collected was through an online platform, respondents who were unfamiliar with technology were having trouble or unable to participate much.
- The opinions of the respondents about advertisements might vary from time to time since advertisement is a vast topic.
- The interest towards cosmetic products may change according to trend.



## Findings

- The collected data clearly indicates that 23.3% of the respondents were in the age group of 50-60. 70% of the respondents were in the age group of 20-25 and the remaining 6.7% of respondents belong to the age group of above 30.
- According to the data half of the respondents rarely buy the cosmetic products and 45% of the respondents frequently buy the cosmetic products.
- From the study we can understand that 91.7% of the respondents watch cosmetic advertisements and only 8.3% does not watch cosmetic ads.
- Among the respondents it shows how much does a customer believe that an advertised cosmetic product is good. 45% believes up to '25%-50%'. None of them believes '100%'.
- From the study we can understand that Lakme is the most used brand among the respondents.
- According to the study the most preferred advertisements among women consumers. Among the respondents 66.7% of them preferred television ads and 21.3% of them preferred other options like YouTube, Instagram etc.
- This data shows that the consumers bought any product after getting information from advertisement. Among the response 77% of them answered 'Yes' and 23% of the respondents answered 'No'. From this we can understand that advertisement plays a major role in influencing women to buy cosmetic products.
- According to the study 80% of respondents buy products based on quality. 11.7% of them buy on the basis of brand. Price and advertisement have relatively little of an influence on them.
- From this data it shows the feedback of a women consumer about the cosmetic products that bought after watching an advertisement. 58.3% of respondents are 'satisfied'. 30% of the respondents are neither satisfied nor dissatisfied. Only 10% of them are 'very satisfied'.
- Among 60 respondents 46.7% of the people answered 'attract customers'. 30% of them say the goal is to increase sales and 18.3% of them answered provide information. One of these respondents did not answer the question.
- It is found that 85% of respondents answered 'Yes' and 15% of people answered 'No'.
- This data shows whether the celebrity endorsement influences people to buy any

cosmetic product. 52.5% of the respondents answered 'No' and 47.55 respondents answered 'Yes'. So it is clear that celebrity endorsement doesn't have much influence in decision making.

- From this study we can analyse that whether the advertisement make a brand stronger. 53.3 % respondents answered 'Agree. None of the respondents answered 'strongly disagree'
- The data show the type cosmetic products that consumer prefer to use. 55% of peoples prefer natural products. 31.7% of the people prefer organic. None of them prefer chemical products.
- Most(70%) of the people positively responded that information shown in advertisement is enough for decision making .So we can say that information about the product is very important in an ad.
- Most of the respondents are 'graduate' and, there is no one below 'SSLC' or uneducated.
- The data indicates the factor which influences a buyer to select the brand Majority of the respondents answered 'Recommended. Out of these 31.7% answered 'Advertisements'.
- According to study it is understood that quality ads change the perception about the product. Among the respondents majority of them answered 'Yes' and the remaining 28.3% answered 'No'.
- From the study we can understand that the respondents the respondents started using cosmetic products from '2-4 years ' and '1-2 years'. 25.4% of them are using it for 'less than 1 year'.
- In this study 51.7% of respondents regularly purchase a specific brand answered 'Yes' and the remaining 48.3% of them answered 'No'.
- From this study we can understand that the majority of them are students and remaining respondents are either housewife or employed
- This data shows the percentage of earnings spend by a customer to purchase cosmetic product. Above half of the respondents spend 'Below 25%. Among them 16.7% of respondents 'Never' spend on cosmetic products.
- According to the study the annual income of the respondents, 30% of the respondents comes under the category 'Below 20000'. Only 6.7% comes under 'Above 200000'.
- This data shows the percentage of earnings spend by a customer to purchase cosmetic product. Above half of the respondents spend 'Below 25%. Among them

16.7% of respondents 'Never' spend on cosmetic products

- According to the study it is clear that advertisement prompt the customers to switch their brands. Among 60 respondents 70% of them answered 'Yes' and remaining answered 'No'.

## **SUGGESTIONS**

Findings state that Advertisements are essential for a consumer. However Ads do not completely brainwashes an individual to purchase a product. Each consumer's decision on whether to purchase a product based on Ads is a personal choice. Ads are successful only if they are able to find a solution to the consumer's problem.

Following are few suggestions:

- Consumer's prefer advertisements that pass enough information for decision making. So the ad should be informative.
- Always keep the Ad truthful and genuine for the market. False claims and advertising might make consumers to "buy" a product but their loyalty towards the brand won't be long lasting.
- Conducting advertising campaigns also helps more in influencing a consumer as they will be able to actually encounter the product and test for themselves.
- Ads without proper research about their product or service are a huge red flag to the consumers. The information provided in an Ad must be factual.
- Ads are influential on everyone regardless their age, according to this study it is said that "youth" is most influenced by Ads. It is a true statement but younger consumers are more likely to recall information presented in an advertisement, but are less likely to be persuaded by that information.
- Television advertisements can be considered as a powerful tool because it stimulates consumer's buying behaviour of cosmetic products. So the ads should be designed in manner that is believable to consumer's.

## **CONCLUSION**

From this research study it is visible that the best way of marketing a product is

"Television advertising". Advertisements are created for the purpose of spreading information about a product for the welfare of consumers as well as for increasing the sales calls. With all of the choices consumers are able to make, many once loyal consumers have strayed from previous businesses in search of other options. Advertising reminds consumers why they choose a product in the first place and why they should continue to use it in the future. Advertising ensures that a particular product is always at the front of a consumer's mind reminding them why they should choose it. Advertising instills a sense of familiarity and trust within the consumer, ensuring that they remain loyal to a product. Advertisements use images, words, and ideals that target your desired demographic and encourage them to stay. Advertisements can be used to educate the customers about the uses of available products or services and how they can depend on what is offered, to solve related personal or business problems for potential customers. It provides operating instructions and warnings with regard to the product. It teaches many good habits. It imbues many human values and illuminates our culture. In fact, advertising is a source of learning and knowledge. Television advertising Influences the consumer's purchasing behaviour of cosmetic products. Advertising also makes a brand stronger.

## **QUESTIONNAIRE**

### **INFLUENCE OF TELEVISION ADVERTISING ON BUYING BEHAVIOUR OF WOMEN TOWARDS COSMETICS PRODUCTS**

Respected Sir/Madam,

This questionnaire is a part of my Bcom project. This study is conducted to analyse the Influence of television advertising on buying behaviour of women towards

cosmetic products.

1. Name

2. Age of respondents

€ 15-20

€ 20-25

€ 25-30

€ Above 30

3. How often do you buy cosmetic products?

- ☐ Rarely
- ☐ Frequently
- ☐ Very frequently
- ☐ Do not shop

4. Do you watch cosmetic advertisements?

- ☐ Yes
- ☐ No

5. How do you believe an advertised cosmetic product is good?

€ 0-25%

€ 25%-50%

€ 50%-75%

€ 100%

€ Never

6. Which is your current cosmetic brand?

7. What type of advertisements would you prefer?

- ☐ Television
- ☐ Magazine
- ☐ Social media

- ☐ Others

8. Have you bought any product after getting information from advertising?

- ☐ Yes
- ☐ No

9. What factor influences you to buy that product?

- ☐ Quality
- ☐ Price
- ☐ Advertisement
- ☐ Brand
- ☐ Others

10. What is your feedback about the cosmetic product that you bought after watching an advertising?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

11. According to you which of the following will be an advertising goal ?

- ☐ Increase sales
- ☐ Provide information
- ☐ Enhancing Purchase
- ☐ Attract customers
- ☐ Entertainment

12. Do you feel any difference between the products with advertisement and product without advertisement?

- ☐ Yes
- ☐ No

13. Does celebrity endorsement you to buy any cosmetic product?



☐ Yes

☐ No

14. Do u think an advertising makes stronger?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

15. What type of cosmetic products you prefer to purchase?

- ☐ Ayurvedic
- ☐ Natural
- ☐ Organic
- ☐ Chemical
- ☐ Other

16. Is the information shown in the advertisement is enough for decision making?

- ☐ Yes
- ☐ No

17. Would you tell me your educational status?

- ☐ Below SSLC
- ☐ SSLC
- ☐ Graduate
- ☐ Above Graduate
- ☐ Uneducated

18. Which of these influence you the most while selecting a cosmetic brand ?

- ☐ Family
- ☐ Advertisement
- ☐ Workplace
- ☐ Recommended
- ☐ Any other

19. Does any quality advertising change your perception about the product?

- ☐ Yes
- ☐ No

20. Since how long you have been using a cosmetic product?

- ☐ Less than 1 year
- ☐ 1-2Year
- ☐ 2-4 Year

- ☐ 4-6Year
- ☐ Never

21. Do you regularly purchase a specific brand when you purchase a cosmetic product?

- ☐ Yes
- ☐ No

22. Are you

- ☐ Student
- ☐ Employed
- ☐ Housewife
- ☐ Other

23. Do you income from any sources?

- ☐ Yes
- ☐ No
- ☐ Not prefer to say

24. Annual income

- ☐ Below 20000
- ☐ 20000-60000
- ☐ 60000-100000
- ☐ 100000-200000
- ☐ Above 200000

25. What percentage of your earnings do you typically spend on cosmetics?

- ☐ Below25%
- ☐ 25%-50%
- ☐ 50%-75%
- ☐ 75%-100%
- ☐ Never

26. Do advertisements prompt you to switch brand?

- ☐ Yes
- ☐ No



# **A STUDY ON IMPACT OF PSYCHOLOGICAL TRAITS ON ENTREPRENEURIAL INTENTIONS AMONG STUDENTS**

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**2022**

## **FIELDWORK REPORT**

### **Introduction**

Every state is interested in a strong and developed economy and civic society. As Monica Pramann Salu stated, "the country and its economy are as successful, as developed as it is entrepreneurship". Several studies have been exploring the importance of entrepreneurial skills while starting an enterprise. A strong economy is based on well-developed entrepreneurship. The creation of new enterprises requires an individual's desire for self-actualisation through business and its needs also a suitable environment. Entrepreneurship development is a key factor for the economic and social development of a country.

Entrepreneurship is the art of starting a business, basically a start –up company offering creative product, process or service. We can say that it is an activity full of creativity . An entrepreneur perceives everything as a chance and displays bias in taking decisions to exploit the chance .An entrepreneur is an innovator or a creator who introduce something new to the firm or economy. It can be a new product, new method of production, a new source of material, a new market of any similar innovation.

The educational system is one key area susceptible to interventions presenting entrepreneurship as a viable alternative to development employment. Knowledge on the



student entrepreneurial characteristics most impacting on entrepreneurial intentions may represent an important contribution to the development of educational programmes suitable to foster entrepreneurship and business creation. Since each age group corresponds to different psychological characteristics, it is important to understand the specific needs of each age group concerning the design of entrepreneurship curricula.

The psychological approach to entrepreneurship focuses on personality/psychological factors and characteristics is usually described approach to entrepreneurship (McClelland, 1961; Brockhaus, 1980). This line of research represents one of the earliest and more extensive researches on the factors that influence the decision to start up own business. Psychological theories of entrepreneurship put emphasise on the emotional and mental aspects of the individuals that drive their entrepreneurial activities. The most popular psychological theories of entrepreneurship includes (1) McClelland's Theory explains the needs for achievement that often regulate the actions of an entrepreneur (2) Rotter's Locus of Control Theory puts light on the locus of control whether internal or external, that influence entrepreneurial actions and (3) Action Regulation Theory elucidates that the performance of entrepreneurs depends on their actions.

Can entrepreneurship be instilled into youth, through education and training? Does a proper education system focused on inculcating leadership, risk tolerance, adventurous attitude and such other entrepreneurial characteristics generate entrepreneurs? Does entrepreneurial intention base on the stream of study an individual undergoes? Do gender determine the attitude towards entrepreneurship or is it the social environment to which the individual belong? Observations and studies have thrown light on how entrepreneurial abilities develop and how the various factors correlate. This project work explores the intention of students towards entrepreneurship in Ernakulam district, Kerala.

### **Significance of the study**

The impact of entrepreneurial education has been recognized as one of the crucial factors that helps youth to understand and foster an attitude towards entrepreneurship. It is a fact that around 7 crores well educated youth in India are still unemployed. Entrepreneurship provides a way forward to solve this issue. It enhances sustainable development, employment creation, revenue generation, economic growth and human welfare.

At the current scenario, policy makers concentrated on Entrepreneurship as a scientific field and its direct relationship with economic growth and development. It is evident that

students who are entrepreneurs or starting a new venture for the first time after graduation constitute an exceptionally vital class for the development of entrepreneurial activities on the national economy level. It is critical to know which factor motivates a student towards entrepreneurship. This project attempts to understand the entrepreneurial intention of the youth and examine the factors that motivates students towards entrepreneurship.

### **Scope of the study**

This research project seeks information from undergraduate students belonging to both technical and non-technical streams of study. The students of arts and science colleges and Engineering colleges in and around Ernakulam district are selected.

### **Objectives of the Study**

1. Examine the entrepreneurial traits and entrepreneurial intention among the students.
2. Determine the level of desire among students to become an entrepreneur in different areas of education.
3. To check entrepreneurial intention of students in urban and rural areas .
4. To find out the influence of demographic characteristics in moulding entrepreneurial intentions among students.

### **Research Methodology**

The data for the study has been collected through primary data by administering questionnaires among 80 students selected in random from various colleges under Aluva Zone, Mahatma Gandhi University.

### **FINDINGS**

1. The study shows that majority of the respondents are female.
2. Majority of the respondents under the study were in the age group of 23-25.
3. The study reveals that there was equal participation of undergraduate and postgraduate students in the survey.
4. Only a small number of Respondents were from engineering college and majority of the respondents are from arts and science college.
- 5 .According to the study majority of thg respondents were from Rural area and only

38% of the respondents were from urban area.

6. The entrepreneurial intention in urban area is less as compared to the entrepreneurial intention in rural area.

7. It is evident from the study that Entrepreneurial intention is more among females as compared to males .

8. From the study it can be concluded that the students in arts and science college is very sensitive regarding their desire to become entrepreneur as compared to the students in arts and science engineering college.

9. The study shows that majority of the respondents have not received any aid from government to start the business.

10. 90% of the respondents have not taken any effort to start the enterprise so far.

11. As per the study majority of the respondents thinks that their income influences their intention to become entrepreneur.

12. According to the study 45 % of the respondents are unsure whether technology bothers them 12.5 % of the respondents are of the opinion that technology never bothers them but 22.5 % of the respondents say that technology bothers them in starting the business.

13. Majority of the respondents say that their educational institution conducts programmes for the development of entrepreneurship.

14. The study shows that 29.2% of the respondents have heard about START UP INDIA initiative while 22.85% of the respondents have heard about MAKE IN INDIA ,20.5% about PMMY and 10.8 % have heard about ASPIRE programme .

15. According to the study majority of the respondents think that Government projects are effective in promoting entrepreneurship.

16. It is clear from the study that majority of did not get any support from the family to start business.

17. Majority of the respondents prefer to do business in India.

18. The study shows that 76% of the respondents is of the opinion that Rules and regulation influence their attitude towards entrepreneurship and only 24 % of the

respondents think that rules and regulation does not affect their intention to become entrepreneur.

19. According to the study a 52% of respondents handle stress by delegating the task and 48% of the respondents by prioritizing their time.

20. 52 % of the respondents say innovation is the most important factor that affect the success of business whereas 33 % say that it is passion and 15% say that it is integrity that affect the success of business.

21. The study shows that majority of the respondents are unsure about the decision made by them.

22. According to the study 33.75 % of the respondents say that the most rewarding aspect of doing business is opportunity for growth whereas 31.25% say it is profit ,18.75 % say it is power to influence others,10% say that it is recognition and 6.25 % of the respondents say it is convenience.

23. Chi square test was conducted to check the relation between Entrepreneurial intention and Psychological traits and the following results were obtained

1. There is relation between entrepreneurial intention and Tolerance to ambiguity.
2. Entrepreneurial intention and Innovativeness are closely related.
3. Propensity to take risk among the respondents influence the intention to become entrepreneur
4. There is relation between entrepreneurial intention and need for achievement.
5. Self confidence of the respondents influence their intention to become entrepreneur.

## **SUGGESTIONS**

On the basis of findings revealed through the survey ,responses given by the respondents and personal observation the following suggestions are made

1. As majority of the respondents have not received any aid from government . Government should conducts various entrepreneurship programs at educational institutions for fostering entrepreneurship among students.
2. Educational institutions should conduct programs for Entrepreneurship development and for behavioural development of the children and to create awareness of various entrepreneurial programs of government.

3. Rules and regulations should be made flexible to accommodate various need of upcoming entrepreneurs.
4. Programs should be undertaken to increase participation of urban people in setting up new business and various grants should be provided to new ventures at initial stage of development.

## **CONCLUSION**

A strong economy is based on well developed entrepreneurship. Entrepreneurship development is a key factor for economic and social development of the country .So it is important to study entrepreneurial attitude and intention among students who are the future generation capable of influencing the country through their business ideas. The study reveals that entrepreneurial intention among the students is low and the Entrepreneurial intention is greatly influenced by various psychological traits like self confidence , tolerance to ambiguity, innovativeness and propensity to take risk influences the entrepreneurial intention. The demographic factors also greatly influence affect intention of respondents .So various steps should be taken for improving the mental health of students as the future of india is likely to be shaped by the entrepreneurs.

# **A STUDY OF CONSUMER PREFERENCE TOWARDS VIDEO STREAMING ON OTT PLATFORMS**

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**FIELDWORK REPORT**

## **INTRODUCTION**

OTT (over-the-top) is **a means of providing television and film content over the internet at the request and to suit the requirements of the individual consumer.** The term itself stands for “over- the-top”, which implies that a content provider is going over the top of existing internet services. It is a direct consumer video content platform wherein the premium content and a superior experience are available for customers to stream on demand, like Netflix, Disney+, Hulu, and so on. No matter the provider, OTT content can also be streamed on the vast array of today’s devices. The current Covid -19 pandemic and the nation lockdown has not only slowed down the growth of the enterprises and financial outcome yet has additionally prompted change in the behavioural pattern of the individuals towards consumption of products and services, including that of digital bases consumption. The transition is the consumers behavioural patterns brought about by the lockdown implemented by the Government of India and hypothesized that a significant number of these social changes are not transient in nature; they are probably going to remain long haul. Notwithstanding the new OTT stages, the business would have been cleared out at this point. The service providers dealing with OTT platform are responsible for the delivery of contents consisting of audio, video, and other media over the web and sidestepping the customary network administered by the operators. Since India’s 4G revolution, OTT (over -the -top) platforms such as Disney+Hotstar, Netflix, Amazon Prime Video, ALT Balaji, and others have been giving addicts



unlimited quality material such as web series ,big screen, television journals, sports and news in many languages. The internet streaming programmes are also addressed in the habits of viewing web series. Streaming services popularized “Binge-Watching” in which a viewer watches many episodes of a single television series in a single sitting. Working on this concept assists these platforms in attracting young people who are searching for pleasure on their smartphones. A web series is a collection of short videotape events that are distributed over a period of time to present a story to the audience. It’s supposed to look like a day-to-day TV show, but it’s only available on the web. The youngish generation, which includes teens and youth , is the primary target audience for web series and other internet streaming material. Web series allows for the focus on the following with its own idea of “anywhere-anytime” where viewers may watch programmes at their leisure and in a specific medium by manipulating criteria such as time and space.

### **SIGNIFICANCE OF STUDY**

The emergence of the COVID-19 pandemic had a substantial impact on practically every industry in a variety of ways. OTT platforms have also gone through these changes and have progressed to the next step. OTT platforms have gained in popularity throughout all age groups during these periods . According to the analysts, India has the world’s highest and fastest-growing OTT demand. These platforms have made OTT more widely accepted due to their convenience of offering international entertainment.

### **STATEMENT OF PROBLEM**

The OTT Platform has grown tremendously over the past few years and during the lockdown it flourished more. The key drivers of adopting and using OTT video streaming platform are performance expectancy, habit, and content availability. As there is high growth in OTT users it should be enquired if people started loving OTT more than theatre and to know whether it is cost beneficial. Main goal of the project is to understand consumers interest towards OTT and to find the difficulties faced by them and to give solution.

### **OBJECTIVES OF THE STUDY**

1. To find out the awareness of viewers about OTT Platform.
2. To make a comparative analysis to know the difference in experiencing in OTT Platform and in Theatre.
3. To understand the competitive analysis of OTT Platform.
4. To find the factors affecting customers preference towards OTT Platform.

## **RESEARCH DESIGN**

### **1.5.1 NATURE OF STUDY**

This is a descriptive study regarding the consumer preference towards video streaming on OTT Platform.

### **1.5.2 NATURE OF DATA**

This study requires the use of primary data. The data regarding the consumers preference towards video streaming on OTT Platform was collected directly collected from the respondents. Thus data has been collected through a structured questionnaire.

### **1.5.3 SOURCE OF DATA**

The study requires both primary and secondary data.

The data required for the study was drawn from primary data collection through survey method using Google Form. Secondary data was collected from books, journals, internet and the works of similar nature.

## **SAMPLE DESIGN**

### **1.6.1 NATURE OF POPULATION**

The study is conducted among different students in Sree Sankara College, Kalady

### **1.6.2 SAMPLE UNIT**

The survey is conducted among the users of OTT Platforms among students of Sree Sankara College, Kalady.

### **1.6.3 METHOD OF SAMPLING**

Stratified sampling is used to gather necessary information helpful for the survey.

#### 1.6.4 SIZE OF THE SAMPLE.

A group of 50 students who are use the OTT Platform are selected from the students of Sree Sankara College, Kalady

### **TOOLS FOR ANALYSIS**

Table and diagram are used to describe the data collected through questionnaire. Bar diagram and Pie chart are used to graphically represent the data collect. Percentage analysis is the tool used to analyze the data collected.

### **LIMITATION**

- a. Results may differ as only 50 samples were used for collecting data.
- b. The study is limited to UG and PG students of Sree Sankara College.

### **FINDINGS**

1. Out of 50 respondents , 41 % of the data are collected from male and 59% are from% of the data the female respondents.
2. 56% of respondents are from the 18-20 age group category and 44 % of the respondents are from the 20-30 age group.
3. Out of 50 respondents, 94% of the respondents are aware of OTT Platforms.
4. Out of the data collected, 10% respondents know from advertisements, 28% respondents know from friends recommendation, 63% respondents know from the combination of all and none of them from the Magazines and Newspapers.
5. 51% of the respondents spend less than 2 hours in OTT Platforms per day and 43% about 2-4 hours and 6% spends more than 6 hours
6. 64% of respondents watch movies in OTT Platforms and the remaining watch series, sports and exclusive contents.
7. Out of the data collected, 33% of respondents neutrally prefer OTT service for mainstream movies, 51% strongly prefer OTT service for mainstream movies and the remaining 16% respondents do not prefer.

8. 58% of respondents prefer Netflix, 20% of respondents prefer Amazon prime video, 19% of respondents prefer Disney + Hotstar, Mx player 3% and no respondents prefer Hulu.
9. With respect to the opinion of respondents about releasing series/shows in OTT platform, 62% of respondents strongly agree, 34% of respondents neutrally agree and the remaining 4% respondents disagree.
10. With respect to the data collected for response on waiting for a movie to release on OTT rather than watching it in a cinema theatre, 48% of respondents says yes, 20% of respondents says No, 32% of respondents says depends on money and time.
11. 31% of the respondents are waiting for a movie to release on OTT Platforms, whereas 69 % are waiting for a theatrical release of the movie.
12. 54% prefer monthly plan for subscription and remaining equally prefer quarterly and annually.
13. Majority (66%) of respondents says the quality of shows in OTT Platforms are of good quality.
14. 52% of the respondents have subscribed OTT Platforms by share between friends and the remaining subscribe by own, mobile recharge and online payment rewards.
15. Out of the total respondents, 76% use mobile phones and remaining use smart TV, Laptop and ordinary TV for streaming shows in OTT.
16. With regard to the consumption of OTT Platforms, 88% of the respondents use night and the remaining use evening and afternoon. None of the respondents consume OTT Platform in the morning.
17. 48% of the respondents subscribe 1-3 channels in OTT services, 44% subscribe 0-1 Channels and the remaining more than 3 channels.
18. About the level of satisfaction of the respondents towards OTT Platforms, 55% by providing unlimited variety of choices, and the remaining find satisfaction with respect to customised services , cheaper rates for subscription and freely available content.
19. 36% of respondents says that the reason for having more than 1 paid online video subscription because there is no single service that provide all content/ want and just to have more platforms and the rest of the respondents to meet the need of different household members.
20. 39% of respondents preferred adventurous shows in OTT Platforms and remaining prefer for comedy, horror and romantic.
21. Due to poor internet connection, 52% of the respondents face problems while streaming OTT Platforms and 30% limit big screen experience.

22. 30% each of the respondents prefer JIO Cinema and Disney+Hotstar, 22 % prefer Amazon Prime Video and 18% Sony Liv ,for watching sports on OTT Platforms.
23. With respect to the preference of respondents in moving to the OTT platform, COVID Pandemic situation resulted in 81% and the remaining 19% did not affect COVID.

## **SUGGESTIONS**

24. By displaying appealing advertisements, OTT platforms should promote fresh and highlighted materials to its viewers who have obtained the permission to stream protected content.
25. Better and more effective subscription plans will be launched to meet the needs of the bulk of the consumers, who only use OTT platforms on occasions.
26. From content selection to payment mechanisms, all aspects of the users experience must be properly managed to meet the expectations of their distinct audience bases.
27. The link between the streaming platform and its users should be enhanced by gathering critical customer feedback, which will help you to maintain service quality and keep your subscribers.
28. Advertising should be done by OTT platforms, whose presence should have as little influence on the viewing experience as feasible , and should be targeted to the users' interest.
29. More appealing offers and promotions should be made on the OTT platforms referral policy , which will aid in acquisition of new users.
30. Consumers should be made aware of the negative consequences of sharing login details with others, as well as steps to avoid doing so.
31. OTT Platform content should be advertised and promoted more on social media, as it one of the most influential factors in youth consumption.
32. More regional movies and shows should be broadcast, resulting in an increase in the number of OTT subscribers.
33. Customers should have the freedom to choose their favorite language and material.

## **CONCLUSION**

OTT platforms have seen incredible growth in India over the past few years. This can be attributed to several factors, including increasing internet users and the growing demand for video content. However, several things make an OTT platform successful in India. OTT platforms are becoming popular day by day. The success of the OTT platform in India can be attributed to the following factors-demographic dividend, rising income levels, increasing Internet and smartphone penetration, high quality of service, and affordable pricing. In this

blog post, we will look at these factors. OTT viewing will be an even bigger factor than it is today for various reasons. One reason is that the number of OTT channels is rising rapidly, the study found. Another reason is that content providers will start using the technology to get personalized data from their customers. OTT platforms are thriving in the current market scenario. They offer an excellent opportunity for content providers to reach out to new users and expand their subscribers. With more people getting access to high-speed internet, the growth potential is immense. If you're looking to foray into this segment or want to take your existing platform to the next level, we can help .The OTT platform is a new way to experience entertainment. With the number of video content increasing, there's more reason than ever for Indians to look into this technology as both an end-user and creator. India's OTT market has seen tremendous growth in the past few years. With the increasing popularity of smartphones. OTT platforms are a great way to watch different kinds of content. They're available on your phone and other devices, like smart TVs.

## **QUESTIONNAIRE**

1. Name of the Consumer

2. Gender

- ☐ Female
- ☐ Male

3. Class and Course

- ☐ Undergraduate
- ☐ Postgraduate

4. Age

- ☐ 15-20
- ☐ 20-30
- ☐ 30-40
- ☐ Above 40



5. Are you an OTT Subscriber?

☐ Yes

☐ No

6. Are you aware about OTT Platforms?

☐ Yes

☐ No

7. How did you know about OTT Platforms?

- ☐ Friends and Relatives
- ☐ Advertisement
- ☐ Magazines & News Papers
- ☐ All of the above.

8. How many hours do you spent on OTT Platforms?

- ☐ Less than 2 hours
- ☐ 2 to 4 hours
- ☐ More than 4 hours

9. Mostly watched categories in OTT Platforms?

- ☐ Movies
- ☐ Series
- ☐ Sports
- ☐ Exclusive Contents

10. Do you prefer OTT services for mainstream movies?

- ☐ Yes
- ☐ No
- ☐ May be

11. Which is your most preferred OTT Platform?

- ☐ Netflix
- ☐ Amazon Prime Video
- ☐ Disney+Hotstar

- ☐ MX Player
- ☐ Hulu

12.What is your opinion about releasing series/shows in OTT Platforms?

- ☐ Agree
- ☐ Disagree
- ☐ Neutral

13.Have you ever waited for a movie to release on OTT rather than watching it in cinema theatres?

- ☐ Yes
- ☐ No
- ☐ Depends on money and time

14.If the movies are released on OTT and theatres together, which platform would you prefer?

- ☐ OTT
- ☐ Theatre

15.Which plan do you subscribe for OTT services?

- ☐ Monthly
- ☐ Quarterly
- ☐ Annually
- ☐ Trial Subscription

16.What is your opinion about the quality of shows on OTT Platforms?

- ☐ Good
- ☐ Average

- ☐ Excellent
- ☐ Poor

17.How do you get OTT services subscribed?

- ☐ Share by friends
- ☐ Mobile recharge rewards
- ☐ Subscribe by own
- ☐ Online payment rewards

18.Which device would you use for streaming shows on OTT Platforms?

- ☐ Smart TV
- ☐ Mobile Phones
- ☐ Laptop
- ☐ Ordinary TV

19.Which time would you prefer to watch OTT Platforms?

- ☐ Morning
- ☐ Afternoon
- ☐ Evening
- ☐ Night

20.How many OTT channels have you currently subscribed to?

- ☐ channel
- ☐ 1-3 channel
- ☐ More than 3 channels

21. Which is the level of satisfaction towards OTT Platforms?

- ☐ Provide customized services
- ☐ Have cheaper rates for subscription
- ☐ Provide freely available content
- ☐ Provide unlimited variety of choices

22. Specify the reason for having more than ONE paid online video subscription.

- ☐ To meet the needs of different household members
- ☐ There is no single service that provide all the content I want
- ☐ I signed to a free trial and forgot to cancel
- ☐ Just to have more platforms

23. Which genre shows do you prefer to watch in OTT channels?

- ☐ Horror
- ☐ Comedy
- ☐ Adventure
- ☐ Romantic

24. Specify the problems faced while streaming on the OTT Platforms?

- ☐ Have poor internet connection
- ☐ Lack of personal security and privacy
- ☐ Limit big screen experience
- ☐ Content in OTT platforms lack censorship

25. Which OTT Platform do you prefer for watching sports?

- ☐ JIO Cinema

- ☐ Disney+Hotstar

- ☐ Amazon Prime Video

- ☐ Sony Liv

26. Has the COVID pandemic situation affected you to go for OTT Platform?

- ☐ Yes

- ☐ No



**A STUDY ON CONSUMER PERCEPTION OF STUDENTS  
TOWARDS ONLINE SHOPPING AND TRADITIONAL SHOPPING  
WITH SPECIAL REFERENCE TO SREE SANKARA COLLEGE,  
KALADY**

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**FIELDWORK REPORT**

**1.1 INTRODUCTION**

Consumer perception towards online and traditional shopping refers to how consumers perceive and evaluate the advantages and disadvantages of these two modes of shopping. Online shopping refers to the process of purchasing goods or services through the internet, while traditional shopping involves visiting physical stores to make purchases.

In recent years, online shopping has become increasingly popular, as more consumers prefer the convenience and flexibility it offers. However, traditional shopping still holds a significant place in the retail industry, and many consumers still prefer the in-store shopping experience for various reasons.

Consumers' perceptions of online and traditional shopping are shaped by various factors, including the perceived benefits and drawbacks of each mode of shopping, trust in online shopping platforms, the perceived risk of online shopping, and individual preferences. Retailers need to understand these factors to optimize their operations, tailor their marketing strategies, and enhance the overall customer experience.

Each purchasing system has its own set of pros and cons. Traditional shopping has some benefits such as can touch the product, easily return, no need any internet connection, can see the product closer, better security, can try on clothes but it can take more time, can't compare the price of a good and limited time that means within a limited time we choose the good and decide to buy in a particular place. Otherwise, we want to go many shops to choose the goods. Similarly, online shopping has advantages such as convenient, time saving, better price, greater selection and no crowd. At the same time, it has security problems, delivery problems, complicated websites and also higher chance of fraud. Therefore, consumers have different views on the better shopping method among traditional and online shopping.

Furthermore, consumer perception towards online and traditional shopping can be influenced by external factors such as technological advancements, changes in market trends, and the impact of the COVID-19 pandemic on consumer behaviour. This topic is therefore constantly evolving and requires retailers to stay abreast of changing consumer preferences and expectations.

## **1.2 SIGNIFICANCE OF STUDY**

Customer's satisfaction has become a crucial point of differentiation in online and traditional shopping where consumers make weekly, fortnightly or monthly trips and then spend more on these trips than other times especially in countries like India where competition in online is very fierce. Unfortunately, in traditional shopping, i.e., especially in departmental stores most of the unsatisfied customers do not complain, they just go shopping somewhere else. So, the lesson for the retailers is that customers' expectations are always more upward and it is only the satisfied customers that are more likely to remain loyal in the long run.

Research has been done over the years in different services sectors to find out the drives of customers satisfaction and loyalty with respect to different factors of service quality. But online shopping in India is gradually inching its way towards the top and becoming the next zoom industry.

Nowadays online shopping is in trouble. They are facing stiff competition from other formats and have to bring in more innovations to satisfy the customers and retain them. So in this juncture the researcher has made a comparative study on customer satisfaction about online and traditional shopping. A survey has been conducted to find out how the product and other service components offered by different stores influence

and satisfy the customer.

### **1.3 OBJECTIVES OF STUDY**

- To make an overview on online shopping and traditional shopping
- To analyse the perception of consumers, especially students, towards online shopping and traditional shopping
- To understand which benefits and drawbacks of both types of shopping affects the consumers more.
- To comprehend consumers attitude regarding online and traditional shopping.
- To find out the factors that influences the customers to prefer online shopping and traditional shopping
- To make suitable suggestions and recommendations to improve shopping experience, convenience and satisfaction of consumers.

### **1.4 SCOPE OF STUDY**

The present study on the perception of students on online and traditional shopping is confined to the geographical limits of Sree Sankara College, Kalady and hence the inferences drawn cannot be applied on a universal basis especially because consumer behaviour and attitude is highly volatile and is subject to frequent changes due to the rapid change in technology and product mix. The study could have been conducted from the perspectives of retailers, wholesalers, other potential consumer groups like teachers, professionals, etc., but the present study is restricted to the perceptions of students only.

### **1.5 RESEARCH METHODOLOGY**

The most actively participating and exposed population regarding online shopping as well as traditional is that of students. Especially commerce students, who are also exposed to various aspects of trade was taken for the study to analyse how a population who are not only active but also is exposed to trade on an academic basis as well, perceives online and offline shopping.

#### **1.5.1 Sampling Design**

Convenience sampling has been adopted for the present study with a sample size of 60 respondents from the Department of Commerce, Sree Sankara College, Kalady.

#### **1.5.2 Data Collection**

## **Primary Data**

Primary data required for the study have been collected by means of administering questionnaires among the sample respondents in the study area through offline method.

## **Secondary data**

Secondary data for the study collected from the following sources:

- Books and reports
- Theses
- Journals and periodicals
- Websites related to the area under study

### **1.5.3 Tools for analysis**

The data collected for the study has been analysed and represented using percentage method.

## **1.6 LIMITATIONS OF THE STUDY**

The present study is limited to the geographical limits of Sree Sankara College, Kalady. Even though the study may be done from the perspectives of wholesalers, retailers, employed consumers, etc. The study is also limited to the perceptions of college students only.

## **5.1 FINDINGS**

- Majority of the sample considered for the study were females.
- Majority of the respondents were in the age range of 18 – 21.
- Almost all the respondents are qualified and most of them are graduates.
- Most of the respondents are students.
- A lion share of respondents prefers online shopping because of wide variety of products.
- Most of the respondents prefer to make online purchase sometimes only.
- Most of the respondents prefer to purchase cloths through online.
- The respondents have a neutral opinion on looking for better deals. sometimes they may look for better deals, sometimes they won't.

- The respondents think that product reviews and rating are very important for making an online purchase.
- The respondents have a neutral opinion on influence of advertisements on online purchase decision.
- Majority of the respondents use Flipkart to make online purchase.
- A lion share of respondents prefer cash on delivery for making an online purchase.
- The study reveals that the most important benefit of online shopping is that it's saves time.
- Most of the respondents doesn't have an experience of getting wrong / defective goods very often. They rarely face such an experience.
- The most vital issues of online shopping are no physical examination of product and getting wrong or defective goods.
- A lion share of respondents prefers traditional shopping because of the facility to touch and buy the product.
- Most of the respondents are willing to travel less than 10 miles to shop offline.
- Majority of the respondents are of the view that face to face interaction may have an influence on traditional shopping. But 40% of the respondents think that face to face interaction has an influence on traditional shopping.
- Most important benefit of traditional shopping is the facility to touch, feel and buy the product.
- Most vital issue of traditional shopping is that it is time consuming.

### **5.3 CONCLUSION**

The topic of this research 'A study on consumer perception towards online shopping and traditional shopping' was undertaken as a comprehensive study covering the commerce department of Sree Sankara college, Kalady. The findings of the study shows that there are significant differences in purchasing habits of people who shop online and offline. Eventhough online sales have grown tremendously and are expected to continue to rise, the majority of customers still prefer the real experience of purchasing goods (i.e traditional approach). The study shows that the respondents are still having inhibitions in purchasing online. Even though the respondents have a good knowledge about online shopping, they still prefer traditional shopping. Most of the respondents prefer traditional shopping because it enables to touch, feel and buy the product. Advent of online medium of shopping has no doubt hit the traditional stores hard. Even though the respondents are aware of advantages of online shopping, they doubt about the quality

of product, security of payment transactions etc.

## **5.4 SUGGESTIONS AND RECOMMENDATIONS**

- Nowadays, quality is an essential factor to customers. Providing better quality products at right time
- at right place would improve online shopping. Faster delivery of products would also improve the
- online shopping. Ensuring security in payment transaction is also important for the development of
- online shopping. This will increase the trust of customers towards online shopping.
- Providing products at a discounted price would improve traditional shopping. Providing wide variety
- of products is also essential for the development of traditional shopping. Good interaction with
- customers play an important role also.



# APPENDIX

## 1. QUESTIONNAIRE

1.NAME

2.GENDER

- ☐ Male
- ☐ Female
- ☐ Transgender

3.AGE

- ☐ Below 18 years
- ☐ 18 – 21 years
- ☐ 22 -25 years
- ☐ Above 25 years

4.EDUCATION (CURRENTLY PURSUING)

- ☐ Graduate
- ☐ Post graduate
- ☐ Others

5.What prompts you to prefer online shopping? (You can choose more than one option)

- ☐ Convenience
- ☐ Wide variety of products
- ☐ Non influential shopping
- ☐ Doorstep availability
- ☐ Better offers and discounts

6.How often do you purchase online?

- ☐ Often
- ☐ Occasionally
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

7. Which among the following products do you prefer to purchase online? (You can choose more than one option)

- ☐ Electronic items
- ☐ Books, Stationery and Toys
- ☐ Gadgets
- ☐ Home appliances
- ☐ Mobiles and mobile accessories
- ☐ Cosmetic items
- ☐ Clothing
- ☐ Movies, Music and Video games
- ☐ Baby products
- ☐ Grocery items

8. Do you look for better deals before you make online purchase?

- ☐ Yes
- ☐ Sometimes
- ☐ No

9. How important are product reviews and ratings to you while making an online purchase?

- ☐ Extremely important
- ☐ Very important
- ☐ Important
- ☐ Somewhat important
- ☐ Not important

10. Does the advertisement influence your online purchase decision?

- ☐ Yes
- ☐ Sometimes
- ☐ No

11. Which among the following online shopping platforms do you use? (You can choose more than one option)

- ☐ Flipkart
- ☐ Amazon
- ☐ Myntra
- ☐ Meesho
- ☐ Ebay
- ☐ Snapdeal
- ☐ Ajio
- ☐ AliExpress
- ☐ Lenskart
- ☐ Walmart

12. Which payment option do you use the most while making an online purchase?

- ☐ UPI
- ☐ Debit card
- ☐ Credit card
- ☐ Cash on delivery
- ☐ Others (Please specify)

Text goes here

13. According to you, What are the benefits of online shopping? Rank according to your preference.

SR. NO	BENEFITS	RANK
1	Saves time	
2	24*7 hrs	
3	Convenience	
4	No influence from the seller	
5	Wide variety of products	

14. Have you got any wrong or defective goods through an online purchase?

- ☐ Once
- ☐ Several times
- ☐ Rarely
- ☐ Never

15. According to you, what are the issues of online shopping? (You can choose more than one option)

- ☐ Delay in delivery
- ☐ Defective/Wrong products
- ☐ Cannot examine the product physically
- ☐ Lack of security
- ☐ No interaction with salesmen

16. Would you recommend others to do online shopping?

- ☐ Yes
- ☐ No
- ☐ Maybe

17. Rate your overall experience of online shopping.

- ☐ 1.0
- ☐ 2.0
- ☐ 3.0
- ☐ 4.0
- ☐ 5.0

18. Suggestions to improve online shopping, if any.....

19. What prompts you to prefer traditional shopping? (You can choose more than one option)

- ☐ Better return policy
- ☐ Touch and buy product
- ☐ Direct interaction with salesmen
- ☐ No disappointment in products
- ☐ Bargain for the price

20. How far are you willing to travel to shop offline?

- ☐ Less than 5 miles
- ☐ Less than 10 miles
- ☐ More than 10 miles

21. Does face to face interaction help you in making a better purchase decision?

- ☐ Yes
- ☐ No
- ☐ Maybe

22. According to you, what are the benefits of traditional shopping? (You can choose more than one option)

- ☐ Touch, feel and then buy the product
- ☐ Bargain the price
- ☐ Ensure the quality of products
- ☐ Better interaction with salesmen
- ☐ Better return policy

23. According to you, what are the issues related to traditional shopping? (You can choose more than one option)

- ☐ Time consuming
- ☐ Influential shopping
- ☐ Less choices
- ☐ High prices
- ☐ Need to wait in long queues

24. Suggestions to improve traditional shopping, if any.....

# **A STUDY ON EMPLOYEE SATISFACTION IN COOPERATIVE BANKS**

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## **FIELDWORK REPORT**

### **1.1 INTRODUCTION**

Employee satisfaction is the term used to describe whether employees are happy and fulfilling their desire and needs at work. Many measures purport that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work Place. The present study is an attempt to find out employee satisfaction. Success of any organization depends on its human resources. The employees of banks are valuable assets to the organization. If they are highly satisfied, they produce more and it is profitable for the organization.

So, in this competitive environment it is necessary to know the employees view towards their job and to measure the level of satisfaction with various aspects of job satisfaction. Efficient human resource management and maintaining higher job satisfaction level in bank determine not only the performance of the bank but also affect the growth and performance of the entire economy.so for the success of banking it is very important to manage human resources efficiently and to find whether its employees are satisfied or not only if they are satisfied, they will work with commitment and project a positive image of the organization. Employees is a back bone of every organization; without employees no work can be done. So, employee satisfaction is very important. In any organization employees can be thought of as internal customers and there is a need to satisfy them if external customers are to be retained and satisfied. In other words,



successful organization can maintain their advantage only by satisfying the employees and then motivating towards continuous improvement. The work place is a second home for employees because they survive more hours a week in the working environment. There are some background factors that are considered as influencing the level of employee satisfaction. These factors are gender, sex, educational background and experience. Job satisfaction has its impact on the general life of the employees also because a satisfied employee is a contented and happy human being. Better understanding of job satisfaction and factors associated with it help managers to guide employees' activities in a desired direction. The morale of employees is a deciding factor in the bank efficiency. Thus, it is fruitful to say that managers, supervisors, human resource, specialists, employees and citizen in general are concerned with the way of improving job satisfaction.

The study of job satisfaction among bank employees is important because there are various aspects of the job that are highly attractive and lead to satisfaction and aspects of the job that lead to dissatisfaction. Positive aspects include the opportunity to work in bank and employees to accomplish common goal, developing banking background and the ability to work with co-worker. It is important to identify which factors contribute to job satisfaction as well as those that may lead to job dissatisfaction to assume that the manager ship is attractive to potent. By studying the factors affecting job satisfaction in banks, we can effectively help the enterprise to understand the factors affecting employee job satisfaction, by understanding employee demands and requirement. Employee satisfaction have been recognized to have a major impact on many economic social phenomena e.g., economic growth and higher standard of living.

## **1.2 STATEMENT OF THE PROBLEM**

Employees are the asset of any organization. It is through the employees that the organization achieve its objectives. Employee satisfaction is an important aspect as far as an organization is considered. Employees are back bone of every organization. So, it is the responsibility of management to keep the employees to contribute more. It is said that satisfied employees are more productive. It is very important from the organization point of view to keep them satisfied. So, every organization is giving high priority to keep their employee satisfied by providing several facilities which improve satisfaction and reduce dissatisfaction. The purpose of the study is to understand the level of satisfaction among the employees in cooperative banks.

### **1.3 SIGNIFICANCE AND SCOPE OF THE STUDY**

In current, it is important for employees to remain satisfied and also to deliver their level best. Satisfied employees are the ones who are extremely loyal towards their organization and stick to it even in the worst scenario. Employees need to be fervent towards their work and passion comes only when employees are satisfied with their job and organization on the whole employee. Employee dissolution is one of the major problems faced by organizations. An individual who is well treated at the work place ample opportunities to grow is appreciated by his superiors. Employees who are not satisfied with their job would find a problem in every small thing and being too rigid.

### **1.4. OBJECTIVES OF THE STUDY**

- 1.To analyse employee satisfaction level in Cooperative banks.
- 2.To understand the general attitude of the employees towards Cooperative banks.
- 3.To study and analyze the various factors affecting the job satisfaction level in Cooperative Banks.
- 4.To analyse challenges faced by employees in Cooperative bank.

### **1.5 RESEARCH METHODOLOGY**

POPULATION – Employees of cooperative banks

SAMPLE – Employees of 5 cooperative in kalady grama panchayat

Area of study- Kalady grama panchayat

SAMPLING SIZE- 50 Employees

SAMPLING METHOD – Convenient sampling

### **1.6 REFERENCE PERIOD**

Time taken for the reference period from February 2023  
to March 2023

## **1.7 LIMITATION OF THE STUDY**

1. Respondents un willingness to fill the questionnaire.
2. Subjectively of the respondents
3. The study conducted over a short period of a time.
4. Inherent limitations of sample.

## **FINDINGS, SUGGESTIONS AND CONCLUSION**

### **5.1 INTRODUCTION**

Employee satisfaction is the term used to describe whether employees are happy and fulfilling their desire and needs at work. Many measures purport that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work Place. The present study is an attempt to find out employee satisfaction. Success of any organization depends on its human resources. The employees of banks are valuable assets to the organization. If they are highly satisfied, they produce more and it is profitable for the organization.

### **5.2 OBJECTIVES OF THE STUDY**

The objectives of the present study are proposed the following objectives.

1. To find employee satisfaction level in Cooperative banks.
2. To access the general attitude of the employees towards Cooperative banks.
3. To study and analyze the various factors affecting the job satisfaction level in Cooperative Banks.
4. To find challenges faced by employees in Cooperative bank.

### **5.3 FINDINGS**

1. Most of the respondents 30-40 age.
2. Female constitute the major population as an employee.

3. 77.55% of employees says that they get proper security in E-banking.
4. There is only average opportunity for individual carrier.
5. 66% of employees says that they have minimum work load and 34% says that they heavy work load.
6. Most of the annual income of employees below 3,00,000.
7. Many strongly agree that they have over burden.
8. Most of the employees agree that they have no facing challenges due to new amendments.
9. There is good gender equality within bank and employees themselves.
10. 76% of employees agree that bank gave personal satisfaction.
11. Employees were excellent cooperation with colleagues.
12. There is good space for employees to express their opinion.
13. There is good response on the fact that present job enhances employee's social status in society.
14. Employees strongly agree that there are no facing challenges due to emergence of new generation Bank.
15. 78% of the employees agree that they have security in E-banking.

#### **5.4 SUGGESTIONS**

1. Reduce over work load.
2. Reduce the working hours from 10am to 5pm itself.
3. Introduce NRI accounts and foreign transactions.
4. Avoid over influence of politics in transfer system.
5. Set up new innovative infrastructure facilities to attract more customers as well as for the employees working.
6. Introduction of new amendments creating more work load.
7. Provide different schemes for reducing NPA's.
8. Improve the working space.
9. Provide over time payment for employees.
10. Set up new programs for banking administration.

## **5.5. CONCLUSION**

Employment satisfaction is one important aspect a bank should look after for because it has a significant correlation with job performance. Specifically, this relationship appears stronger on collective basis, which has a greater effect to the units and organizational performance, including, work process efficiency. Then, personality traits and emotional states seem to have an important role in determining individual satisfaction. Concurrently, work environment and employee satisfaction strategy are more likely determinant to increase collective employee satisfaction. Thus, bank should consider implementing both personal and organizational approach to ensure greater level of employees' satisfaction is achieved. Finally, there are few recommendations as follow: firstly, the importance of a well-structured intervention to generate positive personality traits and emotion states of individuals in the form of training and development, and facilitate employees with a positive workplace interaction by providing a set of fair policies and procedures. Employee satisfaction is the result of various attitudes proposed by an employer. In a narrow sense, these attitudes are related to the job and are concerned with such specific factors as wages, supervision, steadiness of employment, condition of work, social relation on the job, prompt settlement of grievance, fair treatment by employer other personal factors such are employers age, health, desires and level of aspiration, the employee's family relationship, social status recreational outlets have also contributed towards employee satisfaction. Employee satisfaction is dynamic, as it can go as quickly as it comes. It is a positive emotional state that he occurs when a person's job seems to fulfill important values, provided these values are compatible with one's needs. Employee satisfaction is a pleasurable or positive emotional state resulting from the appraisal of one's job experience.

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## **APPENDIX**

### **TO STUDY THE EMPLOYEE SATISFACTION IN COOPERATIVE BANKS**

#### **Questionnaire**

1. NAME?
2. GENDER?
3. AGE?
4. ANNUAL INCOME?
5. DOES YOUR JOB GIVES A STRONG SENSE OF PERSONAL SATISFACTION?
  - ☐ Yes
  - ☐ No
6. IS WORKLOAD ASSIGNED TO YOU IS HEAVY?
  - ☐ Yes
  - ☐ No
7. DOES THE ONLINE BANKING TRANSACTIONS HELP YOU IN REDUCING YOUR WORKLOAD?
  - ☐ Yes
  - ☐ No
8. HOW IS YOUR COOPERATION WITH OTHER COLLEAGUES?
  - ☐ Excellent
  - ☐ Good
  - ☐ Very bad
9. THERE IS ANY DISCRIMINATION BASED ON GENDER?
  - ☐ Yes
  - ☐ No



10. DO NEW AMENDMENTS AFFECT YOU ADVERSELY?

- ☐ Yes
- ☐ No

11. DID THE EMPLOYEES GET ENOUGH OPPORTUNITY TO EXPRESS THEIR OPINION?

- ☐ Yes
- ☐ No

12. DOES THE BANK OFFER ADEQUATE OPPORTUNITY FOR PROMOTION AND CAREER DEVELOPMENT?

- ☐ Yes
- ☐ No

13. HAVE YOU HAD ENOUGH TRAINING TO SOLVE CUSTOMER ISSUES?

- ☐ Yes
- ☐ No

14. IF YOU HAD THE OPPORTUNITY TO TAKE ON NEW TASK, COULD YOU ACCEPT IT?

- ☐ Yes
- ☐ No

15. WOULD YOU RECOMMEND ADDING MORE MEMBERS TO CARRY THE WORK LOAD?

- ☐ Yes
- ☐ No

16. DO YOU JOB ENHANCE YOUR SOCIAL STATUS IN THE SOCIETY?

- ☐ Yes
- ☐ No

17. HOW IS THE EFFICIENCY OF TRADE UNION?

- ☐ Excellent

- ☐ Good
- ☐ Very bad

18. DO YOUR MANAGER VALUE YOUR FEEDBACK?

- ☐ Yes
- ☐ No

19. DO YOU FACE CHALLENGE DUE TO EMERGENCE OF NEW GENERATION BANK?

- ☐ Yes
- ☐ No

20. DOES YOUR MANAGER PRAISE YOU WHEN YOU HAVE DONE A GOOD JOB?

- ☐ Yes
- ☐ No

21. DO YOU FEEL AS THOUGH YOUR JOB RESPONSIBILITIES ARE CLEARLY DEFINED?

- ☐ Yes
- ☐ No

22. DO YOU SHARE TRAINING MATERIALS WITH OTHER ORGANISATION?

- ☐ Yes
- ☐ No

23. ARE YOU SATISFIED WITH THE SERVICES PROVIDED BY YOUR BANK?

- ☐ Yes
- ☐ No

24. DO YOUR BANK PROVIDE FINANCIAL SUPPORT TO ENVIRONMENT MATTERS?

- ☐ Yes
- ☐ No

25. IS YOUR BANK PROVIDES PROPER SECURITY IN E- BANKING?

- ☐ Yes
- ☐ No

# **A STUDY ON INVESTMENT PREFERENCE OF GOVERNMENT EMPLOYEES**

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## **FIELDWORK REPORT**

### **1.1 INTRODUCTION**

Investment geometric patterns are the integral role of the financial system of the every government. Investment activities under taken by the people are considered as essential pre requisite for capital formation and faster growth of an economy, especially in the case of developing economy like India.

Investment refers to the accumulation of some kind of asset with hope to get a return from it. Investment is necessary to promote capital formation in the economy, as capital formation involves making of more capital goods which are used for further production. It increases productivity of workers which results in higher wages leading to higher standard of living and more savings, which can be used for further investment.

Investors need to invest and earn returns on their idle resources and generate a specified sum of money for a specific goal in life and make a provision for an uncertain future. Investment preference differs from person to person, as every individual behaves differently while investing. Investment preference of an individual is guided by his own set of circumstances. With an expectation of generating high returns over a period of time and certain levels of risk, individuals invest in different financial products.

This study attempts to understand the investment preference of salaried group of

people using convenient sampling method. The outlook from the employees belongs to salaried earners in Aluva, Ernakulam district. And the population is fixed as 50. Instead of investors, it is focusing only one segment called salaried Government employees. A variety of statistical tools are used to analyze the preference of employees.

## **1.2 STATEMENT OF THE PROBLEM**

Gross domestic savings and investments have a great bearing on the developing of an economy. It is because of this study is conducted on the investment preference of the government employees regarding the different investment avenues. It is also meant to study the factors influencing investment decision and problems faced by the employees in making investment.

## **1.3 OBJECTIVES**

- To understand the preference of government employees about various investment avenues.
- To know the factor influencing investment decision
- To know which investment is more beneficial to the government employees
- To identify the problems faced by employees in making investment.

## **1.4 HYPOTHESIS**

**H0:** There is no association between annual income of respondents and the preference of investment avenues.

**H1:** There is an association between annual income of respondents and the preference of investment avenues.

## **1.5 SCOPE OF THE STUDY**

The important of understanding the investment behavior is essential as it forms the base for the development of the economy. The aim of savings and investment by the investors is to maximum the return from their savings and invest with the maximum risk. The study aims to make an analysis of preference of Government investors through data collected from the source of information on various schemes of savings

and their income. It helps to understand the problems of investors, factors influencing the employees, level of awareness and satisfaction among government employees and to offer suggestions for the best avenues by the employees have been examined.

## **1.6 SIGNIFICANCE OF THE STUDY**

Savings and investments are necessary for the purpose of capital formation which is considered as a crucial element in promoting economic development of a developing country like India. This study is more helpful in identifying the invest preference of government employees and also this study helps in identifying the factors influencing the investment decisions income level of government employees and which type of investment is more beneficial to Government employees.

## **1.7 RESERCH METHODOLOGY**

The data needed for the study is collected from the employees through questionnaire. Analysis and interpretation is done by using statistical tools and data presented through tables and charts.

### **1.7.1 RESERCH DESIGN**

The study is based on survey method. The aim of the study is to find investment preference of government employees.

### **1.7.2 SAMBLE DESIGN**

A sample design is definite plan for obtaining a sample from a given population convenience sampling method is used in selecting the samples.

Convenience sample: Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is closed to hand.

### **1.7.3 SAMPLE SIZE**

The sample size of this study is 50 respondents.

### **1.7.4 DATA COLLECTION**

The Data collected for the study consist of both primary and secondary data.

- **Primary data**

Primary data is collected through personal interview using questionnaire. The questionnaire was administered to 50 government employees in Aluva, Ernakulam, district.

- **Secondary data**

Secondary data for this study is collected from, previously published records, research reports and documents, Articles from various websites.

## **1.7. 5 TOOLS FOR DATA COLLECTION**

Main tool used for the study is questionnaire method and statistical tools also used for the data collection.

## **1.8 LIMITATIONS OF THE STUDY**

- The present study covers only government salaried people. So non- government employees, business persons, professional persons are not covered in this study.
- The study is confined to only 50 government employees in Aluva Ernakulam District
- The result of analysis made in the study depends fully on the information given by the respondents.
- Respondents in few cases were unwilling to answer several questions. However with great difficulty the response was obtained
- The preference on schemes of investment avenues may change from time to time, hence the study is valid for specific period of time only.

### **Major findings**

- Majority of the Government employee's preference of the investment sector is publicsector.
- Most of the respondent's objective of investment is the income and capital preservation.
- 64%of Government employs do not have awareness about various invest avenues.



- Most of the respondents used 0-15% of their salary for investment.
- Short term period of investment is preferred by most of the Government employees.
- The priority factor for most of the employees are low risk.
- 62% of respondents prefer safe and low risk investment avenues.
- In the safe of low risk investment avenues Majority has given importance to savings account.
- 50% of Government employees prefer mutual fund in the moderate risk investment avenues.
- Equity share market is taken by most of the respondents among high risk investment avenues.
- Most of the Government employees prefer chit funds in the traditional investment avenues.
- Private equity investment is preferred by most of the respondents in emerging investment avenues.
- Both wealth creation and future expenses are the purposes of investment of the majority employees.
- The statement, “I would prefer small certain gains to large uncertain ones”, is agreed by the most of the respondents.
- Safe/lowest investment avenues are more beneficial investment plan to majority of Government employees.
- 68% of Government employees pay 0-5% of tax.
- Most of the respondents get the investment advice from the internet.
- Majority of Government employees have retirement plans.
- Mutual fund is suggested by most of respondents for investment.
- 54% of the employees prefer public sector as the best investment sector.
- 76% respondents are satisfied with their invest plants.
- On the hypothesis testing it is inferred that there is a significant relationship between annual income and preference of investment avenues of Government employees.

## **SUGGESTIONS**

- The present study suggest that the government should came forward to create awareness in the mind of investors about various invest avenues.
- Here training is needed to for the investors to make investment in various avenues.They must go for conclusion before investing.
- Before make investment they have to consult financial advisers.
- The government employees must be educated about the various avenues of investment.

## **CONCLUSION**

An investment is a commitment of funds made in the expectation of gaining additional income or growth in values. It aims at returns and long term capital formation.

The study entitled “investment preference of government employees” tries to study the interest of employees in saving and also the awareness of employees about various investment schemes. It also identifies the problems faced by employees in making investment.

This study concludes that most of the government employees prefer to invest in safe and low risk investment avenues. It is also founded out low risk is the most influencing factor that influence investment decision and they suggest that mutual fund as a more beneficial investment avenues. Lack of awareness is the main problem faced by the employees in making investment. Investment leads to maintain saving habit and through better saving, the government employees can improve their social and economic status.

## **APPENDIX**

### **QUESTIONNAIRE**

#### **A STUDY OF INVESTMENT PREFERENCE OF GOVERNMENT EMPLOYEES**

1. Name
2. Age
3. Gender
  - ☐ Male
  - ☐ Female
4. Educational Qualification
5. Types of Employment
  - ☐ Permanent
  - ☐ Contract
  - ☐ Temporary
6. Experience
7. Annual income
  - ☐ Less Than - 360000
  - ☐ 360000-600000
  - ☐ above– 600000
8. In which sector do you prefer to invest?
  - ☐ Public Sector
  - ☐ Private Sector
  - ☐ Foreign Sector
9. What is your investment objective?
  - ☐ Income and capital preservation
  - ☐ Growth and income
  - ☐ Long term growth
  - ☐ Short term growth

10. Do you have complete awareness about various investment options?

- ☐ Yes
- ☐ No

11. What type of financial institution accounts do you currently have?

- ☐ Bank/Thrift
- ☐ Brokerage account
- ☐ Mutual fund
- ☐ Retirement account
- ☐ Other

12. What percentage of your salary is invested

- ☐ 0- 15%
- ☐ 15-30%
- ☐ 30-50%

13. What is the time period you prefer to invest?

- ☐ Short term
- ☐ Long term

14. Which factor do you consider before invest?

- ☐ Safety of principal
- ☐ Low risk
- ☐ High return
- ☐ Maturity period

15. Which avenues would you prefer to invest your money?

- ☐ Safe/low risk investment avenues
- ☐ Moderate risk investment avenues
- ☐ High risk investment avenues
- ☐ Traditional investment avenues
- ☐ Emerging investment avenues

A) Safe/low risk investment avenues

- Savings account
- Bank fixed deposit
- Public provident fund
- National savings certificate
- Post office
- Government securities

B) Moderate risk investment

- Mutual fund
- Life insurance
- Debentures
- Bonds

C) High risk investment avenues

- Equity share market
- Commodity market
- FOREX market

D) Traditional investment avenues

- Real estate
- Gold/silver
- Chit funds

E) Emerging investment avenues

- Virtual real estate
- Hedge funds
- Private equity investment
- Art and passion

16. What is the purpose behind the investment?

- Wealth creation
- Tax savings

- Earn returns
- Future expenses

17. I would prefer small certain gains to large uncertain ones

- Agree
- Disagree
- Neutral

18. What are the problems faced while making investment

- Hidden risk
- Lack of awareness
- Limited capital
- Over diversification
- Bad timing
- Other

19. In your opinion which investment avenue is more beneficial?

20. Do you pay tax? what percentage if any

- 0 – 5%
- 5 – 10%
- 10 – 15 %
- 15% above

21. What is your source of investment advice?

- Newspapers/news
- Internet
- Certified marked professional
- magazines
- advisors
- financial planners
- books



22. Do you have any financial retirement plans?

- ☐ Yes
- ☐ No

23. What investment option you will suggest for other?

24. Which sector is best for investing?

- ☐ Public sector
- ☐ Private sector
- ☐ Foreign sector

25. Are you satisfied with your investment plan?

- ☐ Yes
- ☐ no

**A STUDY ON JOB SATISFACTION LEVEL OF EMPLOYEES WORKING IN  
TEXTILE INDUSTRY WITH REFERENCE TO ERNAKULAM DISTRICT  
PERUMBAVOOR TOWN**

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**2023**

**FIELDWORK REPORT**

**INTRODUCTION**

According to Nancy C. Morse (1997) “Satisfaction refers to the level of fulfilment of one’s needs, wants and desires. Satisfaction depends basically upon what an individual want from the world, and what he gets. “Employee satisfaction is a measure of how happy workers are with their job and working environment. It is sure that there may be many factors affecting the organizational effectiveness and one of them is the employee satisfaction. Human resources are the lively elements of an organisation. Modern business organizations cannot achieve success without this lively element. An organization utilizes human resources along with technological, financial, physical and other resources. Human resource is considered to be the most valuable asset of any organisation. It is the sum total of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of the employed persons who comprise executives, supervisors and the employees. It may be noted here that human resources should be utilised to the maximum possible extent, in order to achieve individual and organisational goals. It is thus the employee performance, which ultimately

decides and attainment of goals. Employee satisfaction is the terminology used to describe whether employees are happy and content and fulfilling their desires and needs at work. Many measures say that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the workplace. The term relates to the total relationship between an individual and the employer for which he is paid. Satisfaction does mean the simple feeling state accompanying the attainment of any goal. For satisfaction or dissatisfaction among the employees, attitude towards job satisfaction may be either positive or negative. This positive feeling can be treated as the most effective and efficient way, which allows the workers to express their inner and real feelings undoubtedly. For any future course of action/development, which involves employee's participation, is considered. The management will get a picture of their employee's acceptance and readiness. This survey also enables us to avoid misinterpretations and helps management in solving problems effectively. It is observed during study, some of the employees accepted proposal survey research. A perfect contentment and satisfaction motivate an employee to be confident with a high morale, it is an asset to the organisation as a whole. Thus, the high motivation and morale of an employee makes him remain in the organisation and encourages him to face cut throat competition and gives him enough dynamism to face challenges. Every human being possesses his own unique resource, if properly channels it by supportive and supplement, ultimately for achieving organisational goals. As proper breathing and diet is necessary to healthy human beings so as is contentment to the job satisfaction. This contentment ultimately acts as a key factor to human resource development. Employee As satisfaction has been defined as a function of perceived performance and expectations. It is a persons' feeling of pleasure or disappointment resulting from comparing a products' outcome to his/her expectations. If the performance falls short of expectations, the employee is dissatisfied and if it matches the expectations, the employee is satisfied. A high satisfaction implies improvement in efficiency and performance doing work or service, the process is however, more complicated than it appears. It is more important for any organisation to offer high satisfaction, as it reflects high loyalty and it will not lead to switching over once a better offer comes in .

## **STATEMENT OF THE PROBLEM**

The present study on job satisfaction level of employees working in textile industry with reference to Perumbavoor town . So every organization is giving higher priority to keep their

employees satisfied by providing several facilities which improves satisfaction and which reduces dissatisfaction. Satisfaction is considered as a key issue by the entrepreneur where efforts are taken and programs are initiated. If an employee is not satisfied with the job there are higher chances for absenteeism, Job turnover, lower productivity, Committing of mistakes, diverting energy for different types of conflicts etc. Keeping this in mind , organizations are trying to identify the areas where satisfaction can be improved to evade the above dangers. In this context the present study tries to identify the level of satisfaction on various job related factors.

## **SCOPE OF THE STUDY**

The present study makes an attempt to assess and analyse the level of job satisfaction among the employees of the Textile industry. The present study is conducted in the textiles shops of Perumbavoor town and therefore the study is confined to its geographical limits of that area .Even though the study can be conducted from the perspective of employer or manufacturer etc. The present study is restricted to the perspective of employees.

## **SIGNIFICANCE OF STUDY**

Employees are happy and have high job satisfaction, they are more likely to work well in their jobs and stay longer with a company. As the textile industry is increasing over time and the number of employees working in this industry is large, to study the job satisfaction level of employees and the factors which influence them to work in this industry is to be brought under study. And as too many studies are not conducted on this topic it is significant to conduct a study based on this.

## **OBJECTIVE OF THE STUDY**

The main aim of the study is to analyse and examine the level of satisfaction among textile industry employees and to know the problem faced by the employees of the various categories the specific objectives are as follows:

- To identify the various factors influencing the job satisfaction of employees.
- To find out the motivating factors for better job satisfaction.

- The find out the factors relating to freedom at work, promotion benefits and salary.
- To make suitable suggestions and recommendations to improve job satisfaction of employees.

## **1.6 RESEARCH METHODOLOGY**

The present study is empirical in nature, using the primary data collected from the field through survey.

### **SOURCES OF DATA**

Primary data:

The primary data required for the study have been gathered by administering structured questionnaires among the sample respondents.

Secondary data:

Secondary data have been used for the study from books, Reports, Periodicals and Websites related to area under study.

### **SAMPLING TECHNIQUE**

In a sample of 152 workers in the textile industry has been selected for the purpose of the studies. Convenient sampling technique is adopted for the present study.

Convenient sampling technique has been adopted for selecting the sample.

### **TOOLS FOR ANALYSIS**

The collected data is analysed using percentage method . Tables, charts and diagrams were used to present the data.

### **LIMITATIONS**

- Limitations to the perspective of employees. As employee perception is based on their views experience, incentives etc. it may change with the passage of time.

- The study is limited to the geographical limits of Perumbavoor town and is also limited by the opinions of the employee in textile industry

## **FINDINGS , CONCLUSION SUGGESTIONS AND RECOMMENDATION**

On the basis of the study conducted on Employees job satisfaction in textile industry, the data analysed thereby, certain findings have been made. they are as follows:

- Majority of the respondent age are 31-40.
- Majority of respondents are female.
- Majority of respondents are Graduate.
- Majority of the respondents job position are sales executive
- There is a high level of satisfaction among employees.
- Most of the employees prefer the industry for the job because of the good working condition provided by the industry.
- There is a good relationship among the employees and employer in the industry.
- There is a good communication channel between the employees and management.
- All of the employees are satisfied with the safety and security.
- Majority of the employees are moderately satisfied with the remuneration provided by the industry.
- All the employees are satisfied with the welfare provided by the company.
- Most of the employees are satisfied with the leave and other conditions
- Employees have got sufficient training by the firm.
- Almost every employee has a good opinion about the overall working condition of the organization.



- Top management is ready to hear the suggestions, and have patience in listening etc. So, majority of the employees are highly satisfied with their top management.

## **SUGGESTIONS AND RECOMMENDATIONS**

- Superior should encourage the workers by leading them a better way and giving suitable information to them.
- Management should take constant feedback from the employees at a fixed period of time. It will help the management to take adequate changes in their working environment.
- The company should periodically interact with the employees in order to know the employee satisfaction with the work or the job provided to them.
- Proper measures should taken by the management to increase the job satisfaction of the employees working in the company. Provide incentives and bonus schemes for better performance in working.
- Management should improve the Reward System of the firm.
- Increased safety measures and job satisfaction leads to improve the reputation of the company.

## **CONCLUSION**

The aim of the study was to evaluation of the dynamics effective over work satisfaction of textile employees. It analyses the psycho-social, economic, organizational and managerial tools effective over individuals' motivation in terms of maintenance of work satisfaction of the employees in the enterprise. Analysis has shown a close relationship between several dimensions of work satisfaction. Job satisfaction is a very important attribute which is frequently measured by organizations. The happier people are within their job, the more satisfied they are said to be. One common research finding is that job satisfaction is correlated with life satisfaction. However, some research has found that job satisfaction is not significantly related to life satisfaction when other variables such as non-work satisfaction and core self-evaluations are taken into account. An important finding for organizations to note is that job satisfaction has a rather tenuous correlation to productivity on the job. Employers face the challenges of maintaining productivity as well as keeping their workforce engaged and motivated.

# Questionnaire

1.Name

2. Age

3. Gender

- Male
- Female
- Others

4. JOB POSITION:

- Manager
- Supervisor
- Sales executives

5. EDUCATIONAL QUALIFICATION:

- Plus,two
- Graduate/Diploma
- Post Graduate

6. MONTHLY INCOME:

- BELOW 10,000
- 10,000 to 20,000
- 20,000 to 30,000
- Above 30,000

## 7. MONETARY BENEFITS:

- Salary package

- ❖ Highly satisfied

- ❖ Satisfied

- ❖ Neutral

- ❖ Dissatisfied

- ❖ Highly dissatisfied

- Fringe benefits

- ❖ Highly satisfied

- ❖ Satisfied

- ❖ Neutral

- ❖ Dissatisfied

- ❖ Highly dissatisfied

- Bonus, PF, ESI

- ❖ Highly satisfied

- ❖ Satisfied

- ❖ Neutral

- ❖ Dissatisfied

- ❖ Highly dissatisfied

## 8. NON MONETARY BENEFITS:

- Promotion

- ❖ Highly satisfied

- ❖ Satisfied

- ❖ Neutral

- ❖ Dissatisfied

- ❖ Highly dissatisfied

- Training and development

- ❖ Highly satisfied

- ❖ Satisfied

- ❖ Neutral

- ❖ Dissatisfied

- ❖ Highly dissatisfied

- Performance Appraisal

- ❖ Highly satisfied

- ❖ Satisfied

- ❖ Neutral

- ❖ Dissatisfied

- ❖ Highly dissatisfied

## 9. WORK BASED BENEFITS:

- Work manageable

- ❖ Strongly agree

- ❖ Agree 65

- ❖ Neutral

- ❖ Disagree

- ❖ Strongly disagree

- Casual leave

- ❖ Strongly agree

- ❖ Agree

- ❖ Neutral

- ❖ Disagree

- ❖ Strongly disagree

- Quality of work life

- ❖ Strongly agree

- ❖ Agree

- ❖ Neutral

- ❖ Disagree

- ❖ Strongly disagree

- Cordial relationship

- ❖ Strongly agree

- ❖ Agree 66

- ❖ Neutral

- ❖ Disagree

- ❖ Strongly disagree

- Grievances redresses

- ❖ Strongly agree

- ❖ Agree

- ❖ Neutral

- ❖ Disagree

- ❖ Strongly disagree

10. The management takes good care of the problems of the employees and tries to solve or redress them with proper counselling as soon as possible.

- Yes

- No

11. Does the job use your skills and abilities effectively?

- Yes

- No

12. Do you feel respected by management for your efforts and ideas?

- Yes

- No

13. when you have a suggestion to improve your job it is easy for you to get your ideas to your immediate supervisor?

- Yes
- No

14. Is the medical facilities adequate and provided on time?

- Yes
- No

15. Is every employee given a fair chance, by the head of the concerned department to attend the workshops and training programs?

- Yes
- No

16. Does the company provide excellent benefit and welfare facilities for the employees and their families?

- Yes
- No

17. Do you find there are enough opportunities for promotions or career advancement with your company

- Yes
- No



# **A STUDY ON PUBLIC PERCEPTION TOWARDS BSNL SERVICE WITH SPECIAL REFERENCE TO ANGAMALY**

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## **FIELDWORK REPORT**

### **INTRODUCTION**

The Indian telecom sector has witnessed tremendous growth over the past decade. Today the Indian telecom network is the second largest in the world after China. Indian telecom industry underwent a high pace of market liberalization and growth since 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. The present number of companies involved in telecom industry will help customer gain to access the facilities like video phone, high speed internet and streaming television and all this because of the existing competition. The Indian telecom industry is highly competitive with at least seven telecom companies in each circle and up to 12 telecom companies in some circle competing for market share. The present number of companies involved in telecom industry will help customer gain to access the facilities like video phone, high speed internet and streaming television and all this because of the existing competition. The best thing about the Indian

telecom innovation is that they have not only turned out to be great commercial success but have impacted the country's disparate economic classes profoundly. This rapid growth is possible due to various proactive and positive decisions of the government and contribution of both by the public and private sector. Today the world of telecom has changed, earlier there was just reliance communication providing mobile phones at cheap rates but, now there are many mobile phone operators providing mobile phone services at cheap price. All this has indeed helped customers. Telecom industries will help the customers to access the facilities like video phone, high speed internet, etc.

## **1.2 Statement of the problem**

From the customer point of view has faced many issues relating to coverage, service quality, new tariff plans and value-added services attached by the mobile service providers. The study aims in determining the perception level of consumers, satisfaction level, present level of services and also to know about the complaints of public towards BSNL service.

## **1.3 Scope of the study**

The scope of the study is related to service rendered by the telecom service provider namely BSNL. The study has been conducted to know the public perception towards BSNL of Angamaly.

## **1.4. Objectives of the study**

### **Primary objective**

- To identify the perception level of public towards BSNL service providers.

### **Secondary objective**

- To identify the level of public satisfaction.
- To know the present level of services offered by BSNL.
- To know about the complaints of public.

## **1.5. Research methodology**

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

### **1.5.1. Research design**

“Research design is the arrangement of activities for the collection and analysis of the data in a manner that aims to combine relevance to the purpose with economy in procedure. For this study the design used was descriptive. Descriptive design as the name itself implies, is conducted to describe something.

### **1.5.2. Population**

Population typically refers to the number of people in a single area, whether it be a city or town, region, country, continent, or the world. The population of this study was undertaken in Angamaly.

### **1.5.3. Sampling method**

The technique used for the research is Probability Sampling.

### **1.5.4. Sample size**

The sample size is a term used in market research for defining the number of subjects included in a sample size. By sample size, we understand a group of subjects that are selected from the general population and is considered a representative of the real population for that specific study.

The planned size of sample is 50.

### **1.5.5. Sources of data collection**

#### **Primary data:**

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source — where the data originally originates from and are regarded as the best kind of data in research.

Eg : Questionnaire

#### **Secondary data:**

Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past.

- Websites
- Journals
- Newspapers

### **1.5.6. Variables under study**

#### **A) Dependent variable**

A dependent variable is the variable that changes as a result of the independent variable manipulation. It's the outcome you're interested in measuring, and it "depends" on your independent variable.

Dependent variable is public perception towards BSNL service.

#### **B) Independent variable**

An independent variable is the variable you manipulate or vary in an experimental study to explore its effects. It's called "independent" because it's not influenced by any other variables in the study.

- Purpose
- Time frame
- Satisfaction level
- Usage of BSNL
- Network coverage

### **1.5.7. Tools of data analysis**

A various tools used for this study is percentage analysis. The findings and analyzed results are presented in the form of charts, tables, and graphs which are using pie chart, etc.

### **1.6. Limitations of the study**

1. Lack of availability of secondary data.
2. The time frame allowed for the study is a very short period, thus the sample size was restricted.
3. Lack of response from customers.
4. It was very difficult for us to find the customers who use Bsnl at the time of collecting the primary data.

## **FINDINGS**

- All most a majority of the public is very well familiar with the BSNL service.
- It's encountered that majority of the public have encountered problem with the internet speed of the BSNL service.
- Observed that good majority of public are using BSNL for their personal purpose and only a minority of the public are actually using for business purpose.
- Majority of the public satisfaction towards customer care service of BSNL are fair.
- Most of the public are neither satisfied nor dissatisfied towards roaming of the BSNL service.
- Majority of the public are using BSNL for the purpose of call.
- The overview about BSNL service is dissatisfaction for the users.
- Majority of the public are known about the BSNL service through advertisement.
- Compared to other service BSNL is not better; It is the same as they were in the past.
- The speed and network coverage of BSNL is very poor.
- BSNL service is sometimes failure.
- Majority of the public using this service is for less than 1 year.

## **SUGGESTIONS**

- Since telecommunication industry is highly competitive market BSNL should upgrade their technology up to date to withstand the competition.
- The BSNL service have to improve their speed and range.
- Improve network coverage by providing tower in places.
- From the researcher study it has been found out that the public they want BSNL to increase the quality of their service.
- Majority of the public are dissatisfied, so Bsnl service can improved by providing excellent performance like coverage, network, and speed. Etc.

- Should concentrate more on customer care function and improve the responsiveness in dealing with the customer.
- BSNL should come out with the variety of schemes for customers and should improve telecom facilities.
- BSNL service is sometimes failure. It can be improved by providing new decisions and solve the problems that public is suffering during present.

## CONCLUSION

The telecom service is acting as a nervous system for all walks of our modern life. The advancement of telecom service revolutionized the lives of people. The interplay of continuous innovations in technology and marketing generated new horizons of amazing services. The Indian telecom service sector experienced major reforms and transformations during the last three decades.

In today's world of globalization where there is a cut throat competition, mobile service providers are all facing competition with respect to one another. In the competitive world of business, people would expect quality product and services. A company which cannot provide quality product or quality services cannot survive for a long period. This study has focused on the consumer preference and perception on service provided by the BSNL in Angamaly. This study finds that majority of the customer prefer BSNL connection because of the quality services provided by the company. The level of perception on overall service quality is higher on rural customer. The important reason for high preference is because of the market reputation, service reliability, network performances and offers provided by the company.

## **APPENDIX**

### **QUESTIONNAIRE:**

1. Name
  
2. Age
  - Below 20
  - 20-25
  - 25-30
  - Above 30
  
3. What are the reasons for choosing BSNL service?
  - Network coverage
  - Brand image
  - Customer service
  - Advertisement
  - Tariff
  
4. How long have you been using BSNL service?
  - Less than 1 year
  - 1-3 years
  - 4-6 years
  - 7-8 years
  - More than 8 years
  
5. What is the monthly usage regarding money?
  - Below 200
  - 200-400
  - 500-800
  - 900-1000
  - Above 1000



6. What is your purpose for using BSNL?

- Call
- Network
- General entertainment
- Education
- SMS

7. How satisfied are you with the speed of BSNL service?

- Strongly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Strongly dissatisfied
- Dissatisfied

8. How do you avail your service?

- Online recharge
- Prepaid
- Postpaid

9. What is your satisfaction level?

- Very satisfied
- Satisfied
- Neutral
- Strongly satisfied
- Dissatisfied

10. How did you know about BSNL?

- Advertisement
- Mouth publicity
- Newspaper
- Friends
- Other

11. How familiar are you with BSNL?

- Familiar
- Very familiar
- Familiar but never used
- Never heard before
- Other

12. What are the helpful services in BSNL?

- Call drop
- SMS
- Network
- Roaming
- Other

13. What is the time frame for solving problems?

- Immediately
- Within 5 hrs.
- Within 24 hrs.
- Within 48 hrs.
- Other

14. What is the overview of public about BSNL?

- Excellent
- Very good
- Good
- Average
- Poor

15. What is your current data plan?

- 500 mb
- 1 gb/day
- 1.5 gb/month
- 2 gb/month
- Other

16. How frequent are the failures in the services?

- Always
- Frequent
- Occasional
- Sometimes
- Never

17. How is the network coverage?

- Excellent
- Very good
- Good
- Average
- Poor

18. How good are the services for the value of money?

- Yes
- No

19. What is your opinion about BSNL during roaming?

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

20. Which services do you think will be improved?

- Network coverage
- Improvement in call drop
- Customization of usage plans
- Speed
- Other

21. What do you think are the drawbacks of BSNL?

- Range
- Connectivity
- Internet speed
- Customer care
- Other

22. How to think BSNL is while comparing to other services?

- Much better
- Somewhat better
- About the same
- Not better
- Never used

23. Would you recommend BSNL to others?

- Yes
- No

24. What is your overall opinion about BSNL?

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

# **A STUDY ON THE IMPACT OF ONLINE LEARNING ON THE STUDENTS IN SREE SANKARA COLLEGE, KALADY**

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## **FIELDWORK REPORT**

### **INTRODUCTION**

COVID-19 has brought dramatic changes in the ways our day-to-day activities are carried out in recent times. Education was also affected. Online education was adopted as a means to administer teaching and learning. There are numerous online video Conference platforms currently available to assist education. Nevertheless, with these platforms has various features with their inherent advantages and disadvantages. Choosing the suitable ones to meet the need of users could be a daunting task. This study utilized to study about the online Education through, Google Meet, Microsoft Teams and Zoom Meetings among the college students. Online education was an attractive mode of learning for many of us in the Coronavirus disease 2019 (COVID-19) pandemic period. Sometime ago, the digital India movement was initiated and intended to transform every avenue of our society with hassle-free use of digital technology. This current situation presents such an opportunity among adversity to use digital technology. In India, there are more than 480 million internet users (2018 data), and India is presently ranked as the second largest online consumer in world. In the year 2021, it crosses 660 million. Interventions such as substituting the traditional form of education with social Media, online video conference platforms, e-learning platforms, radio and television broadcasting well as other means of distance learning were implemented. In spite of these measures taken by some institutions to ensure continuity of education, schools were utterly shut down because they were unprepared and unable to absorb the sudden change in trend of activities . The changes COVID-19 brought to the way teaching and learning was conducted, has adverse effects on Students, teachers and the educational system as a whole. Some of these advantageous effects are: There has been immense flexibility, accessibility to resources and time management with the current Trend of online classrooms. Students have been faced with the challenge of learning and improving on their self-tutelage, which is an essential competency that must be encourage among learner .Application developers have heightened the use of virtual

reality and augmented Reality to enhance these areas of learning. . The dependency of online education on the Internet has forced governments and Internet service providers to increase Internet speed all over the World. The implementation of online learning is not limited to the time of pandemic. Online Learning has been suggested as a substitute for face to face learning. As part of online learning, video-based Distance learning, which allows two-way interaction between spaces Different classes using remote imaging Systems, have been widely used since the 1990s. In Addition, video-based distance education, which is recognized as an online education method, is suitable for the 21st century educational environment to facilitate two-way interaction, participation in learning, class achievement, and levels of satisfaction similar to that of Face-to-face classes .A good assessment of student's perceptions of e-learning provides a big role in the implementation of learning with e-learning, which can be done with a blended learning pattern as a form of learning that collaborates face-to-face e-learning. Some of the arguments related to e-learning are Accessibility, Affordability, Flexibility. It is Said that online learning mode easily accessible and can even reach rural and remote areas. It is considered being a relatively cheaper mode of education in terms of lower Costs transportation, accommodation, and the overall cost Of institution-based learning. Flexibility is another interesting aspect of online learning; a student can Schedule or plan their time to complete the courses Available online. Combining face-to-face lectures with Technology gives rise to mixed learning and skipped Classrooms; this type of learning environment can Enhance student learning potential. Students can study anytime and anywhere, thereby developing new skills in a process leading to lifelong learning. The government also realizes the growing importance of online learning after the arrival of covid. When the pandemic struck, the education industry was forced to bring a new way of learning. This meant removing students and teachers from their typical classroom environments and replaced them with online learning.

## **SIGNIFICANCE OF STUDY**

For students, online classes have become an imminent trend in the education sector around the globe. Digital learning has provided easy access to the files and folders that can now be organised and saved without any physical damage. With one click, students can access their notes and assignments without the fear of misplacing or spoiling them. With advanced technology, this mode of learning has not only been simpler but fun and engaging as well. Technology-enabled learning is beneficial and has proven to be more engaging as it helps in making those subjects interactive and fun which are traditionally considered dull by students. It became very convenient for the students to attend classes from anywhere in the world as both classes and learning content was easily accessible at home. Integration of the learning platforms with new-age interactive applications has made online classes more convenient for both students and teachers as more students are able to express their views at the same time using certain online applications. Students have been more particular with their online submission as they are notified on a regular basis and it is an effortless task for the teachers to track down the students who have failed to submit their assignments on time. Online learning has helped students to become independent learners before they make their way into the real world. Students got opportunities to explore new learning applications and platforms during the class, which helped them to develop new skills and capabilities accelerating their growth trajectory. Some of the students have been responding well to the active learning environment created online by the teachers whereas others need a push in fits and starts.

## **STATEMENT OF PROBLEM**

Online learning is used rapidly without any check. This reflects negatively on the students' Academic performance, in addition to the weak infrastructure of some students (such as electronic devices and the Internet), which makes these students not regularly attending Lectures. Face to face interaction is difficult on online learning. Online education has its own merits and demerits, So it is important to know the students perspectives towards online learning.

## **OBJECTIVES**

1. To study the pros and cons of "The online movement", and the student reaction to it.
2. To study the impact of online learning on students.
3. The change from the traditional teaching -learning methods to the blended method.
4. To understand whether the students are satisfied with online learning apps used.

## **SCOPE OF THE STUDY**

This study focuses on the Students of Sree Sankara College Kalady. This study attempts to understand the impact of online learning on Students. This study tries to understand the merits and demerits of online learning. Through this study we can understand the reactions of students to online learning.

## **RESEARCH METHODOLOGY**

### **TYPE OF DATA**

The study requires both primary and secondary data.

### **SOURCE OF DATA COLLECTION**

Data used for the study collected from sample respondents through structured questionnaire.

### **SAMPLE DESIGN POPULATION**

The students of Sree Sankara College, Kalady.

### **SAMPLE SIZE**

Sample size is 100.

### **SAMPLING TECHNIQUES**

For the study, Convenience Sampling technique is used. Required data are collected by preparing predefined questionnaire via Google Forms. The collected data are tabulated. Percentage analysis is used for analysis of data.

## **TOOLS OF ANALYSIS**

Data collected were suitably classified and analyzed based on the objectives of study. For this percentage, table, graphs were used.

### **LIMITATIONS OF STUDY**

- Drawbacks of sampling technique



- Lack of response from students
- Some of the response were biased.

## **FINDINGS**

- It can be seen that out of total of 100 respondents 70% are first year's, 15% are second years and 15% are first years.
- 69% of respondents are female and 31% are male.
- We found that 63% students used Google meet, 14% used Microsoft teams, and 23% used both of these apps.
- The study reveals that 94% respondents used mobile phones for online learning, 5% responded that they used laptops and 1% responded to others.
- Out of total respondents 53% respondents spend 1-3hrs for online learning, 41% spend 3-5hrs and 6% 5-7hrs.
- Out of the total respondents 52% says that teachers was very helpful during the online classes, 34% says Slightly helpful, 13% says Extremely helpful and 1% says Not at all helpful.
- The study reveals the barriers that students faced during online learning. 47% says they faced poor network connection, 43% says lack of face to face interaction, 8% says Infrastructural problems and 2% says other problems.
- From the total respondents 82% of them says face to face interaction is important for online learning and 18% says face to face interaction is not important.
- The study reveals that 51% of respondents are satisfied with online learning 28% dissatisfied, 12% neither satisfied or dissatisfied, 6% highly dissatisfied and 3% highly satisfied.
- The study reveals the benefits of online learning for students. 55% says that it can be used from anywhere, 17% says the flexibility, 13% says the affordability, 12% says time management and 3% says less cost.
- It is clear that 89% of respondents says that traditional and online learning is not of same quality.

- The study reveals that 69%of respondents have reliable internet connection in home.
- From the total of respondents 71%of respondents are satisfied with software and technology they used for online learning.
- Majority of the total respondents 84%prefer traditional learning and the rest 16%prefer online learning.
- The study reveals that 51%from total respondents says that college was slightly helpful for offering resources during online classes,32%says college was very helpful,15%says college was not at all helpful and 2%says college was extremely helpful.
- Out of total respondents of 100, 32% strongly agree with connectivity problem due to low range,18%agree, 20% neutral,17% disagree,13% strongly disagree.
- From the study we found that 33% strongly agree with increase in mental stress,20% agree,17%neutral,11% disagree,19% strongly disagree.
- As per the study it is clear that 57% agree with submission of Assignment through online, 24% neutral , 16% disagree, 2% strongly disagree,1% strongly agree.
- As per the study 43%strongly agree with the low interaction with teachers,30% agree,11% neutral,9% disagree,7% strongly disagree.
- From the study we can understand changes that should bring in online learning. From the total of 100respondents 30 suggested the changes that they need.
- The changes suggested by 30respondents are More number of participants should be added, quality of classes should improved, good internet facilities, face to face interaction ,more online learning facilities, digital books, digital notes should be provided and blackboard should avoided during the online classes, improve visual quality, break should be provided during the classes, camera option should removed, feedbacks should be taken, more infrastructural facilities should be introduced.
- From the study we can understand that majority of students were satisfied with the online learning.

- The study reveals the benefits and barriers of online learning.

## **SUGGESTIONS**

- Online learning is the future of Education. Adopt latest technologies and techniques in online learning.
- Face to face interaction is important for online learning.
- Modern electronic library and Dedicated classroom with all types of techniques and tools needed necessary for online learning.
- Educational institutions should provide internet services to students and teaching staff with enough computer devices.
- Conducting online training and seminars regularly is important, for teaching staff, in particular, to support the application of e-learning, in addition to constant attention to IT infrastructure and periodic maintenance of computers and supporting equipment.
- Books should converted to digital form so it should be available at anytime from anywhere.
- Create assignments, quizzes, polls, and snapshots in classes to track students' progress.
- Create small groups within classes to foster student collaboration and discussion.
- Make online classes more dynamic; have the right mix of pre-recorded and live lectures.
- Include more activities to engage interaction and engagement.
- Make a short and personal video for each student.
- Establishing ways to show appreciation or that a student has done good work.
- Setting a time each week for students to just connect and chat.
- Encourage students to put questions either in a chat or other space such as an online notebook or document.

## **CONCLUSIONS**

Online education provides the user virtual experience of studying. However, online education is preferred for higher education. Many students apply for online courses, whereas many opt for offline classes. The majority of the respondents seemed to be satisfied with the online learning. Though online learning has several challenges such as lack of feedback from students and lack of the proper technology to effectively conduct online learning, these limitations can be overcome by upgrading the E-Learning systems and the use of online discussion forums and new web based software's.

Online education's potential advantages involve increased educational access; it provides a high-quality learning opportunity, improves student outcomes and skills, and expands educational choice options. Some studies show that Online education is better than traditional education, debates the most significant element of the online education model. The online education model is basically trying to overcome the disadvantages of the traditional education system, while also providing additional benefits. It is concluded that like any other form of learning, online studies have a number of benefits, and challenges. It is therefore not logical to discredit online learning due to the negative impacts of this training method. Furthermore, the benefits of e- learning far outweigh the challenges.

## **QUESTIONNAIRE**

1.Name

2.Course/Stream

3.Year of study

- ☐ First year
- ☐ Second year
- ☐ Third year

4.Age

5.Gender

- ☐ Male
- ☐ Female
- ☐ Others

6.From following online platforms which you used for online learning during covid19pandemic

- Zoom
- Google Meet
- Microsoft teams
- Others

7. Which device you used for online learning

- Smartphone
- Laptop
- Desktop
- Others

8. How much time you spend each day for online learning

- 1-3 hrs
- 3-5 hrs
- 5-7 hrs
- 7+ hrs

9. How helpful was your teachers while studying online

- Extremely helpful
- Very helpful
- Slightly helpful
- Not at all helpful

10. Barriers you faced during online learning

- Poor network
- Lack of face to face interaction
- Infrastructural problems
- Lack of digital literacy
- Others

11. Did you think face to face interaction is important for online learning

- Yes
- No

12. Are you satisfied with the online learning

- Highly satisfied
- Satisfied
- Highly dissatisfied
- Dissatisfied neither satisfied or dissatisfied

13. What are the benefits of using e-learning apps

- Flexibility
- Affordability
- Time management
- Used from anywhere
- Less cost

14. Is online and traditional classes are of same quality

- Yes
- No

15. Do you have reliable internet connection in your home

- Yes
- No

16. Did you like online learning or traditional learning

- Online learning
- Traditional learning

17. Are you satisfied with the software and technology you used while online learning

- Yes
- No

18. How helpful was your college for offering resources during online learning

- Not at all helpful
- Slightly helpful
- Very helpful
- Extremely helpful

19. Increase of mental stress

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

20. Connectivity problem due to low range.

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree



21.Submission of assignment.

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

22. low interaction with teachers

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

23.List out changes that should bring in online learning.

**A STUDY ON THE PROBLEMS AND PROSPECTS OF  
ANGANWADI WORKERS WITH SPECIAL REFERENCE TO  
THURAVOOR GRAMA PANCHAYATH**

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**2023**

**FIELD WORK REPORT**

**INTRODUCTION**

India is a home to the largest population of malnourished and hunger striven children and people leading to high infant mortality and maternal mortality rates. Along with these issues are a deluge of problems ranging from diseases, lack of education, lack of hygiene, illness etc. To combat this situation, the government of India in 1975 initiated the Integrated Child Development Service Scheme (ICDS Scheme) which operates at state level to address the health issues of small children, all over the country. It is one of the largest child care program in the world that aiming at child health, hunger, malnutrition and its other related issues. ICDS is the world's largest program for the holistic development of children aged 0-6 years, expectant and lactic mothers and selected adolescent girls. It also aim at improving awareness of the community as a whole and bring about behavioral changes. Children are the future of a nation. Recognizing the importance of children as a vital human resource, the constitution of India Directive Principles of State Policy and the National Policy for Children has addressed the need for ensuring holistic development of the child. Government of India

proclaimed a national policy on children in August 1974 declaring children as supremely important asset, the policy provided for the required framework for addressing priority to different needs of the child. The services provided by Anganwadi Centre play a vital role in the development of a child and other beneficiaries of this system. They take the responsibility and provide facilities like food, medicine, counseling and guidance, which in turn increase the growth of both the ICDS and also the beneficiaries. The ICDS Scheme was launched in 1975 with the objectives of improving the nutritional and health status of children in the age group zero to six years, to lay the foundation for proper psychological, physical and social development of the child, to reduce the incidence of mortality, morbidity, malnutrition and school dropouts, to achieve effective co-ordination of policy and implementation among the various departments to promote child development and to enhance the capability of mothers to look after the normal health and nutritional needs of the child through proper nutrition and health education. Anganwadi Centre (AWC) - A village courtyard is the main platform for delivering of these services. These Anganwadi Centers have been set up in every village in the country, in pursuance of its commitment to the cause of India's children; present government has decided to set up an Anganwadi Center in every human habitation or settlement. Under the ICDS Scheme, one trained person is allotted to a population of nearly thousand people to bridge the gap between the person and the organized health care and to focus on the health and education needs of the Children. This person is the Anganwadi Worker (AWW). The Anganwadi system is one village or area managed by a single Anganwadi Worker, who is chosen from the community and by the community and is given training for four months in areas of health, nutrition and child care. Each Anganwadi Worker covers a population of about thousand people. The Anganwadi Workers are responsible for carrying out surveys of all families, organizing various preschool activities, to provide Supplementary Nutrition feeding for children and expectant mothers. counseling and providing information regarding food and diet for expectant mothers and adolescent girls, to bring to the notice of supervisors or CDPO (Child Development Project Officer any development in the village to assist in implementation of various schemes implemented by ICDS Scheme etc.

## **STATEMENT OF PROBLEM**

Development of a nation cannot be separated from or viewed in Isolation from the development of women and children. All the policy initiated and administered efforts have attained mixed results in achieving the goal of improving the conditions of women and children in our country. Here comes the importance of the Anganwadi system which emphasizes the development of children and women. The services are provided to the beneficiaries by the Anganwadi Workers under the ICDS Scheme. However the problems faced By the Anganwadi workers and their prospects are not given adequate importance. Hence the study is relevant.

## **OBJECTIVES OF THE STUDY**

- To make an overview on ICDS and Anganwadi Worker
- To understand the service offered through the Anganwadis in Thuravoor Grama Panchayath
- To find out the level of satisfaction of employees regarding the existing infrastructural facilities and relation with various agencies.
- To identify the constraints faced by the Anganwadi Workers in the Panchayath along with their expectations.
- To make suitable suggestions and recommendations based on the findings of the study

## **SCOPE OF THE STUDY**

The present study is confined to Thuravoor Grama Panchayath consisting of 90 Anganwadis spread over 14 wards.

## **METHODOLOGY OF THE STUDY**

1. **Sample** - Random Sampling method is used for selecting the respondents. For this 30 Anganwadis were selected randomly from the selected 10 wards.
2. **Data base** - Primary data have been mainly used for the study. Primary data have been collected through structured questionnaire distributed among the selected respondents. The secondary data have been collected through books, journals and websites.

**3. Tools for analysis-** The data collected were analyzed using percentages. Graphs & Tables are used to illustrate the same.

## **LIMITATIONS OF THE STUDY**

- Personal hindrance of some of the respondents in opening up.
- Busy schedule of few respondents hindered personal visits for data collection.
- The study is limited to the geographic limits of Thuravoor Grama Panchayath
- The study is also limited to the perspectives of the Anganwadi workers

## **FINDINGS**

The following are the major findings from the analysis on problems and prospects of Anganwadi workers in Thuravoor Panchayath.

- Only a miniscule percent of respondents are aware of objectives of the ICDS.
- There is no nutrition program for adolescent girls in most of the anganwadis.
- Programs and services namely Anganwadi welfare committee, SNP, mothers' meeting THRS and Polio vaccination functioning in all AWCs.
- Eventhough only a small percent of respondents are not satisfied with the toilet facilities and a lion share of Anganwadis do not even have LPG connection in the premises.
- Majority of respondents are not satisfied with the furniture facilities in the Anganwadi.
- There are no computer facilities in any AWCs for the maintenance of records.
- 37 percent of Anganwadis do not have enough toys.
- A large majority of respondents are satisfied with the relationship between Anganwadis and Panchayath.
- Majority of respondents are not satisfied with the relationship between Anganwadis and Kundumbasree units.

- None of the respondents are satisfied with the relationship between primary schools.
- 97 percent of respondents are not satisfied with the existing honorarium.
- Majority of the respondents opined that effective communication with CDPO is possible.
- A vast majority of respondents maintain the records by themselves.
- Most of the Anganwadi buildings are operating from rented buildings.
- Majority of respondents are not satisfied with time schedule prescribed by ICDS.

## **CONCLUSION**

Anganwadi is instrumental in improving the condition of children in our society. At the same time, they are facing certain problems which are to be accounted and rectified. The infrastructural facilities of most of the Anganwadis are not up to the standard. Even though Anganawady maintains a good relationship with panchayaths, their relationship with Kudumbasree is poor. They have also failed in maintaining a smooth relationship with primary schools. Most of the people are not aware about ICDS scheme, so the people cannot reap the benefits of ICDS and other Anganawady schemes. There is a lack of communication and awareness programmes related with Anganawady schemes and projects. The attitude of public towards the existing Anganawady honorarium is not satisfactory. There is an overload of work due to the lack of Anganawady workers. The training programmes conducted for Anganawady workers are not effective and useful.

## **SUGGESTIONS AND RECOMMENDATIONS**

Based on the findings and the expectations put forward by the respondents, following are the suggestions.

- Honorarium should be increased.

- The Anganwadi workers should be entitled to other job benefits such as ESI, PF etc.
- Refresher courses should be organized to update their skills and knowledge.
- Steps should be taken to improve the physical set up of Anganwadi centers, wherever needed.
- Instituting annual awards for the best performance of Anganwadi workers may be considered as this would serve as an incentive to them for improving performance
- The number of records/registers maintained by Anganwadi workers needs
- to be reduced in a meaningful manner.
- Voluntary agencies and other self-help groups such as Kudumbasree should be involved to make the ICDS program a success.
- There should be flexibility in the timings.
- The Nutrition Program for Adolescent Girls should be given adequate importance.



## QUESTIONNAIRE

Name:

Age: Below 30      30-40    40-50              Above 50

Educational qualification:      SSLC              PDC              DEGREE

Annual Income: Below 20000      20000- 40000      40000-60000      Above 60000

1. Being an Anganwadi Worker, are you aware of the basic objectives of ICDS?

Yes or No

3. Do you think there is overload of work?

Yes or No

4. Are you satisfied with your honorarium?

Yes or No

5. Do you think an Anganwadi Worker should also be a good social worker?

Yes or No

6. Can you effectively communicate with your supervisor CDPO? Or are they listening?

Yes or No

7. Do you attend the periodical refresher training courses?

Yes or No

8. Do you maintain the register, fees and records (as prescribed) by yourself?

Yes or No

9. Do your Anganwadi function in

Own Building or Rented Building or Others (specify)

10. Is there any uniform allowance for your AWC from ICDS?

Yes or No

11. Is there a need of more Anganwadi Helper?

Yes or No

12. Are you satisfied with the time schedule of Anganwadi Workers?

Yes or No

13. List out your suggestions and expectations, if any.

# **A STUDY ON THE YOUTH'S PERCEPTION AND PREFERENCES ON OTT PLATFORMS WITH SPECIAL REFERENCE TO KALADY GRAMA PANCHAYATH**

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## **1.1. INTRODUCTION**

Over-the-top (OTT) platforms have emerged as a popular medium of entertainment for consumers. They provide viewers with access to a vast range of content, from TV shows and movies to documentaries, news, and sports. With the growth of technology and the internet, OTT platforms have become a significant part of people's lives. This project aims to analyse customer perception towards OTT platforms, exploring their likes, dislikes, and what they expect from these platforms.

## **1.2. Significance of the study**

OTT platforms offer a wide range of content, ranging from movies and TV shows to music, sports, and even podcasts. This makes it easy to find something to watch or listen to, no matter your interests. The biggest benefit of OTT platforms is that they allow users to watch what they want, when they want. This means that viewers can watch or listen to whatever they want, whenever it' OTT platforms offer customers access to a broad range of content, which can range from movies and TV shows to music, podcasts, and gaming. It enable users to customize their entertainment experience and watch what they want, when they want it. OTT platforms are designed to allow users to watch content as soon as it is released, without waiting for it to be broad cast on.

By examining customer perceptions towards OTT platforms, companies can gain insight into what youth's like and dislike about their services. This can help them to

improve their products and services to better meet customer needs and preferences. In a highly competitive market, understanding customer perceptions towards OTT platforms can give companies a competitive advantage. Companies that can identify and respond to customer needs and preferences are more likely to retain youth's and attract new ones. Knowledge of customer perceptions can help companies to develop more effective marketing and communication strategies. Companies can tailor their messaging to better resonate with youths , and use customer feedback to inform their marketing decisions.

Studying customer perception towards OTT platforms can provide insights into broader market trends and opportunities. Companies can use this information to make strategic decisions, such as entering new markets or developing new products and services. Ultimately, understanding customer perception can lead to improved customer satisfaction. Companies that can deliver products and services that meet customer needs and preferences are more likely to retain youth's and build long-term relationships with them.

By achieving these objectives, the analysis of customer perception towards OTT platforms will help the industry to understand the needs and preferences of their youth's better. It will enable them to make informed decisions about improving their services and content offerings, ultimately leading to a better user experience and higher customer satisfaction.

### **1.3. OBJECTIVES**

The objectives of analysing youth's perception towards OTT platforms are as follows:

- To make an overview on OTT platforms available in India
- To assess the types and quality of content, cost and customer satisfaction of youth with regard to OTT platforms
- To the user experience of youth regarding OTT platforms, including the user interface and overall experience.
- To provide valuable insights and make suggestions and recommendations to the industry for improving their services and offering a better user experience to their users.

## **1.4. SCOPE OF THE STUDY.**

The study attempts to assess youth's perception and preferences on OTT platforms with special reference to Kalady Grama Panchayath. The scope of the study is limited to the geographical area of the concerned area regarding the study. Though the study can be conducted from various dimensions such as that of consumers, marketers, content creators, etc., the present study is restricted to the perceptions of consumers only.

## **1.5. METHODOLOGY**

The present study is empirical in nature based mainly on primary data collected from the field through an online survey. The primary data required for the study have been gathered by administering structured questionnaires among the sample respondents.

Secondary data used for the study have been collected from Books, Reports, Journals, Periodicals and Websites related to the area under study.

### **1.5.1. Sampling design**

Judgmental sampling along with snowball sampling technique was adopted for the purpose of the present study. 80 respondents of Kalady Grama Panchayath which consists of 30 wards, were randomly selected for administering structured questionnaires. Most of them did not respond at all and the responses of some of the ones who did were incomplete. After filtering out the incomplete data sets the final sample size for the study came to 95 respondents.

### **1.5.2. Data collection**

#### **Primary Data**

Primary data required for the study have been collected by means of administering questionnaires among the sample respondents in the study area through offline and online methods. A web-based sample survey as well as an offline survey has been carried out to collect data required for the study.

## **Secondary data**

Secondary data for the study have been collected from the following sources:

- Books and Reports
- Theses
- Journals and Periodicals
- Websites related to the area under study

### **1.5.3 Tools for analysis**

Percentage method have been used for the purpose of the analysis of the data collected by means of online survey.

## **1.6. Limitations of the study**

- The present study limited to the geographical limits of Kalady Grama Panchayath, Ernakulam District, Kerala.
- This study has been undertaken from the point of view of consumers but not from the marketers.
- As the perceptions of consumers are based on their belief, view, experience etc., it may change in passage of time.

## **1.1 FINDINGS**

- Majority respondents of the survey are men
- Majority of respondents preferred OTT platform
- Most of the respondents are of the age category 20-25 consists of the lion share of the respondents.
- More than half of the respondents, that are students .
- Least percentage of our respondents consists of self employed and unemployed respectively.
- The most preferred category on OTT platform is Movies.
- Least preferred category on OTT platform includes Other categories except movies, sports, series, TV shows.
- Majority of them prefers Jio Cinema closely followed by Netflix and Amazon Prime.

- A lion share of the respindents are moderately satisfied with OTT Platforms
- Most of the respondents are of the opnion that OTT platforms are moderately affordable
- Majority of the respondents opined that OTT platforms are moderately affordable, has a medium level of Ease of Use and gives a medium level of comfort.
- A lion share of the respondents opined that there has been an increase in the use of OTT platforms during COVID -19.

### **5.3 CONCLUSION**

In this modern world,the importance of OTT Platforms are increasing but still there are many people who are interested and feeling safe with other mode of platforms.This study clearly proves this statement.The survey was conducted among the youth of Kalady Grama Panchayath. The sample was taken amongst the age group between 15-30 above .With a total of 80 responses collected,the survey results clearly prove that more young consumers are satisfied with OTT Platforms .They feel more comfortable while using these platforms .

The main feature that attract them to use OTT Platforms are that they are more satisfied and comfortable, cost effective, ease of use, instant accessability etc.Other important features are they provide multi platform survices, with the subscription ,users have access to the original contents , and they can control the OTT Platforms acoount on their own.

On the other hand almost near percentage of respondents are interested in platforms other than OTT as they consider it to be more convenient, better experience .Another important reason is that the data will be threatened,the content can only be accessed through online mode.

In conclusion ,the study proves that OTT Platforms are accepted a bit more than other platforms amongst the younger generation .It also states that if all the suggestions are taken into consideration these opinions might change in future.



## **5.2 SUGGESTIONS AND RECOMMENDATIONS**

- Contents should be broadcasted through multiple social media channels
- There should be a facility for audience to recommend content
- Provide discount codes ,coupons and refferal programs
- Create customized push notifications
- Offer personalized recommendations.
- Provide multi-device and multi-format
- Create an Intuitive UI to Elevate User Experience
- Personalised recommendations
- Flexible Subscription Models

# APPENDIX

## QUESTIONNAIRE

1. NAME

2. GENDER

MALE

FEMALE

3. AGE

\*

15 - 20
20 - 25
25 - 30
30 ABOVE

4. EMPLOYMENT STATUS

\*

EMPLOYED
SELF EMPLO
UNEMPLOYE
STUDENT

5. SELECT YOUR PREFERENCE

\*

MOVIES
SPORTS
SERIES
TV SHOWS
OTHERS

6. MARK ACCORDING TO YOUR PREFERENCE

\*

A: AMAZON PRIME : ALWAYS/ OFTEN /SOMETIMES / RARELY / NEVER

B: YOUTUBE : ALWAYS/ OFTEN /SOMETIMES / RARELY / NEVER

C: NETFLIX : ALWAYS/ OFTEN /SOMETIMES / RARELY / NEVER

D: DISNEY + : ALWAYS/ OFTEN /SOMETIMES / RARELY / NEVER

E: JIO CINEMA : ALWAYS/ OFTEN /SOMETIMES / RARELY / NEVER

F: OTHERS: ALWAYS/ OFTEN /SOMETIMES / RARELY / NEVER

#### 7.SELECT ACCORDINGLY

\*

A:SATISFACTION : HIGH / MEDIUM / LOW

B: AFFORDABILITY: HIGH / MEDIUM / LOW

C: EASE OF USE :HIGH / MEDIUM / LOW

D: COMFORT: HIGH / MEDIUM / LOW

#### 8.EFFECTS ON USAGE OF OTT PLATFORMS DURING COVID - 19

\*

INCREASED
E AS BEFORE
DECREASED

# **IMPACT OF SCHOLARSHIP AMONG COLLEGE STUDENTS IN KALADY PANCHAYATH**

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## **FIELDWORK REPORT**

### **1.1 INTRODUCTION**

Right from the post-independence era, when we saw a great emphasis on the development of the educational sector during the first five year plan of 1951, 1956 and 1961, the government of India introduced scholarship- as defined by the Cambridge dictionary, “an amount of money given by a school, college, universities or other organization to pay for the study of a person with great ability but little money”- as a method of subsidizing higher education in India. Despite the constant efforts by the central government and the state government to facilitate expansion in the educational sector; even the budget for 2021-2022 allotted Rs.1,04,278Crores – an increase of Rs.11,054Crores from the previous year – it still falls below the 6% of total GDP recommended by the national policy on education in 1968, making very little to no contribution to increasing either the efficiency or equity of the higher education system. \

In the case of Kerala, which has the country’s highest literacy rate of 97.21 percent, offers around 30 scholarship, mostly for higher education, with the goal of benefiting students from underprivileged background. In Kerala, where disparities and differences in all parameters are significant, properly funded education can make a significant contribution to bridging the growing gap between the rich and the poor, as well as improving students’ social lives. Moreover, the Government of India (2011) also acknowledged that scholarship and fellowship are important tools for overcoming the financial constraints that students face when pursuing higher education in India.

A scholarship provides not only financial aid to individuals in need, but also specific special benefits in the most ideal manner. A scholarship allows a student to focus entirely on their academic career without having to worry about money. Scholarship make education and professional ambitions more accessible by reducing financial barriers. Scholarship also have an educational value, as obtaining a scholarship reduces student dropout rates and encourages students to pursue the degree they desire. Furthermore, because prominent scholarship are typically considered as an accomplishment, winning one will increase your chances of landing a respectable job. Leaving aside the other criteria, scholarships have a significant impact on a student's perception of education. Scholarship have been shown in studies to drive students to do better academically and to assist them in choosing a future career that will add meaning to their degree. The study aims to assess the impact of scholarship on a student's social and academic life, with the goal of determining the answers to the following questions: (a) what is the major method of financing college education in Kerala? (b) What criteria used to award scholarship? (c) How do student spend their scholarship money? (d) Does the delay in receiving the scholarship have an impact on its intended purpose? (e) Do scholarship actually encourage higher education? The findings and interpretations of the primary data collected from a sample of 50 students in Kalady Panchayath, are dealt in the separate chapters of the study.

## **1.2 STATEMENT OF THE PROBLEM**

The government of India recognized scholarship, as a great tools in bridging the existing gap between the privileged and disadvantaged section in the society, and grant around thirty-seven scholarship for higher education alone, thereby influencing the social and academic well-being of the students and improving the educational quality and maintaining equality among the masses. Despite the government's constant efforts to provide financial assistance, the interval at which students receive a scholarship, and the delay in receiving them, has a significant impact on its intended purpose, and may not achieve the desired result. The study aims to investigate the factors that influence the depth of the impact that a scholarship can have on a student's social, economic and academic life in order to gain a better understanding of the same. The study is intended to be state as, "IMPACT OF SCHOLARSHIP AMONG COLLEGE STUDENTS IN KALADY PANCHAYATH".

### **1.3 OBJECTIVES OF THE STUDY**

The main objective of the study are:

- To find whether the quality of education have been achieve.
- To find whether the career goals has been achieved.
- To know whether the scholarship enable students to study in a diverse environment.
- To find whether the interval of receiving a scholarship affects its effective utilization.

### **1.4 SIGNIFICANCE OF THE STUDY**

Higher education is widely regarded as a social mobility engine that provides new opportunities for students from disadvantages background around the world. It poses the potential to assist marginalized and poor people in breaking free from poverty. With declining public budgets and an increasing need for resources, may developing Countries, including India, developed various strategies for financing higher education by the 1980's , and the vast majority of higher education institutes in India now relied on cost-sharing measures.

This increase in academic fees leads to an increase in private student expenditure, which is incurred either by parent or students for acquiring education , and this increase in private cost of higher education affects the socially and economically weaker section of society, as they do not have enough resources to support their higher education , which is why scholarship are important to be present and active in the current scenario.

According to a study conducted by the institute of Economic Growth title “Evaluation of Central Sector Scheme of Scholarship for College and University Students,” approximately 33% of students in the income category of less than fifty thousand, will not pursue higher education if the scholarship is not available, demonstrating that subsidizing students’ private costs on higher education increases accessibility and equity in higher education.

Despite the recognition of scholarships and fellowships as an important tools for student to overcome financial constraints, India spends only 0.82 percent of its total allocated budget for university and higher education on various scholarship scheme, indicating resource underutilization.

Thus, the purpose of this study is to assess the significance of s scholarship in a student's life, and whether the interval at which the student receive the scholarship, as well as the method of remitted, have an impact on the effective utilization of the scholarship's intended purpose. The study also seeks to investigate the primary method of funding higher education among college students, as these are regarded as important tools in bridging the exiting gap between the rich and disadvantaged section of society.

## **1.5 RESEARCH METHODOLOGY**

Research is common parlance refer to a search for knowledge. The research on "Impact of Scholarship Among The College Students". It both descriptive and analytical in nature. The date are classified described and measured as well as a focus of cause and effect of the subject under study. Methodology is a systematic procedure for collecting information in order to analyzing and verifies phenomena. The research work undertaken is based on the research methodology, as given below.

- Designing methods of data collection
- Selecting the samples
- Collecting the data
- Processing and analyzing data
- Finding and recommendation

## **1.6 RESEARCH DESIGN**

The research design is used for this study of the descriptive type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individuals or a group.

### **1.6.1 POPULATION**

The research was limited to a population of 50 students in the Kalady Panchayath, and it was carried out of february2023.

### **1.6.2 SAMPLING METHOD AND SAMPLING SIZE**

SAMPLE METHOD: Convenience method of sampling is used to collect the data from the respondent.

SAMPLE SIZE: In this research a few items can be selected from the population for our study purpose. Here sample size is 50 students from the total population to conduct the



study.

## **1.7 DATA COLLECTION METHOD**

The data source:- Primary and Secondary

### **1.7.1 PRIMARY DATA**

The primary data gathered primary through the questionnaire method. This method is quite popular. These data are attained by using

- Questionnaire method
- Interview method

### **1.7.2 SECONDARY DATA**

Secondary data gathered the form source of such as government brochures, magazines and the internet.

## **1.8 TOOLS USED FOR ANALYSIS**

The collected data has been analyzed by using, simple percentage analysis various tools are used to represent and diagrammatic representation such as

- Bar diagram
- Pie chart
- Tables

### **1.8.1 PERCENTAGE ANALYSIS**

Percentage refers to special kinds of ratio. Percentage analysis is test is done to find out the percentage of the response of the respondents. In these tools various percentage are presented by the way of bar diagram, pie charts, in order to have better understand of the analysis.

$$\text{Percentage} = (\text{Number of respondents} / \text{Total number of respondents}) * 100$$

## **1.9 PERIOD OF STUDY**

This period of the study is from 1 January 2023 to 31<sup>st</sup> March 2023.

## **1.10 LIMITATIONS OF THE STUDY**

- Time is a major limitation for the completion of project.
- Analysis based on small populations.
- The data collection process was carried out using Google Forms and respondent were hesitant to participate in the survey.
- Study may be absolutely in the changing environment and needs.

## 5.1 MAJOR FINDINGS

The study was conducted on a sample of 50 students who receive various kinds of scholarship, in the Panchayath of Kalady. The information was gathered by sending a questionnaire to the 50 responders via Google Forms.

The major findings of the study are the following:

- Only 40 percent of the population relies on scholarships as their major funding strategy for financing higher education. The majority of the population, 50 percent of them, relies on parent's earnings, and 7 and 3 percent of the population relies on past savings and student loans respectively.
- Majority of the population receives scholarship from a government authority. Only a very less percentage of the population receives scholarships from other authorities.
- From the sample selected, it was found out that scholarships based on academic excellence and gender/caste are the most popular.
- Scholarships with annual renewal/payment systems are the most superior and the most popular in the population.
- A good majority of the population, 40 percent, choose not to reveal their allowance amounts, following to privacy concerns.
- Only 54 percent of the population uses scholarship allowance for current academic purposes. Rest of them either saves it for higher educational purposes or uses it for non- academic purposes.
- Majority of the population, strongly agrees with the fact that the scholarship is sufficient enough in finance their requirements.
- 57 percent of the population agrees to having faced delays in receiving scholarships on time.
- The delay in scholarship does not have much impact on student's education, as long as they are not using the scholarship money for current academic purposes.
- Student who slowly reply on scholarships to finance their requirements, are indeed affected by the delay in scholarships, constituting 20 percent of the population.
- A good majority of the population, agrees with the fact that, receiving a scholarship motivates students to perform better academically.

## **5.2 RECOMMENDATIONS AND SUGGESTIONS**

- More private institutions and educational institutions must provide scholarships for promoting the academic wellbeing of students.
- Authorities should try to minimize the delay in providing scholarships, for its better utilization.
- Educational institutions must try and serve as an intermediary between the students and the scholarship providing authorities, as a point of contact, to make sure of its efficient functioning.
- To eliminate uncertainty about the application process and to reach a larger population, the application procedure, scholarship allowances, and the months in which students will receive scholarship amounts must be clearly stated and offered to students' sooner.
- Scholarships based on athletic skill and talent, like gender/caste based and meritorious scholarships, must be marketed and made popular.

## **5.3 CONCLUSION**

Scholarships are thus an important instrument for the government to support higher education because they have the potential to close the gap between rich and poor students and enhance their lives. Despite continued increases in financial allocations to higher education, the sector's efficiency has yet to reach its full potential and favorably influence students' lives. Since an effective educational sector plays a vital role in personal development as well as national development, the study intended to re-establish the importance of scholarships in a student's life as a reminder to work towards their optimal utilization.

Using a sample population in Kalady, a panchayath in the district of Ernakulam, Kerala, the study, "Impact of Scholarships Among Students: A Study based On the College Students in Kalady", looked at the socio-economic impact a scholarship has on a student's life. The study primarily examined the influence of a scholarship on students, as well as the most common finance approach utilized by students and if a scholarship inspires greater academic achievement. The externalities of having to wait for a scholarship were also looked into. The ultimate goal of the study was to raise student

awareness about the relevance of scholarships.

The study is merely a brief examination of the impact of scholarship, and because it was limited to a single region, it is not recommended for policy formation, but it can be used as a reference in raising awareness and developing policies in the district.

## **APPENDIX**

### **QUESTIONNAIRE**

Dear Sir /Madam

Thank you allowing you to communicate with you ,We are Devika Gopan and Sandra Sreeni doing a project on the topic “Impact of Scholarship among collage students in Kalady Panchayath” . For the fulfillment of our project objectives please help us to complete our project so the following questions.

Name :       s

Name of the college :

Income :

Designation :

Department :

1. Gender composition

- Male
- Female

2. Age of the respondents

- Below 18
- 18 - 20
- 20 – 25
- Above 25

3. Educational qualification

- Under Graduate
- Post Graduate
- Ph.D

4. Course of study of respondents

- Bachelor of arts
- Bachelor of science
- Bachelor of commerce
- Engineering

5. If you getting scholarship?

- Yes
- No

6. Name of the scholarship?

- E- Grants
- Navodhya
- Post Metric
- Others

7. How do you fund your college education?

- Parents earning
- Scholarships
- Past savings
- Students loan

8. Which authority funds your scholarship?

- Government
- Quasi – Government
- Private institutions
- Academic institutions

9. On what criteria did you receive the scholarship?

- Gender / Caste
- Academic excellence
- Athletics ability / talents
- Others



10. How many times did you get the scholarship in one academic year?

- Once a year
- Twice a year
- Thrice a year
- Every month

11. Which are the documents are required along with the application form?

- Sslc
- Aadhar
- Income certificate
- Cast certificate

12. For what purpose do you use the scholarship money?

- Current academic purpose
- Higher educational purpose
- Non educational purpose
- Others

13. Is the scholarship sufficient to pay for your education?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

14. Have you ever experienced any delay in receiving the scholarship?

- Yes
- No

15. Has the delay in receiving the scholarship ever affected your studies?

- Strongly agree
- Agree

- Neutral
- Strongly disagree
- Disagree

16 How do you know to apply for this scholarship?

- Teachers
- Friends
- Institution
- Others

17 Do you spend the entire scholarship money for your studies?

- Yes
- No

18. Does receiving a scholarship makes you want to perform better, academically?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

19. What is the mode of receipt of your scholarship?

- Cash
- Cheque

- Others

20. Do you think students are aware of all the scholarship opportunities accessible to them?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

21. State the total amount of allowance you receive from the scholarship?

- Less than 10000
- 10000 – 20000
- More than 20000
- Not interested to reveal

22. How do you fill up the application form for scholarship?

- Clerk
- Myself



# **INFLUENCE OF COLOR IN PRODUCT SELECTION IN AUTOMOBILE INDUSTRY AMONG COLLEGE STUDENTS IN KERALA**

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## **FIELDWORK REPORT**

### **INTRODUCTION**

#### **EVOLUTION OF MARKETING:**

In earlier days, an organization was mainly concerned with production of goods. It used to believe on mass production and paid less or negligible attention on quality of the product and the customer's demand.

After some time, the focus of organization shifted from production of the product to the sale of the product. The concept of marketing emerged gradually in 1970's after the production and sales era. It took many years for organizations to realize that a customer is the key for making profits in the long run. The marketing concept is evolved through various stages. Color is ubiquitous and is a source of information. People make up their minds within 90 seconds of their initial interactions with either people or products. About 62-90 percent of the assessment is based on colors alone. So, prudent use of colors can contribute not only to differentiating products from competitors, but also to influencing moods and feelings – positively or negatively –

and therefore, to attitude towards certain products. Given that our moods and feelings are unstable and that colors play roles in forming attitude, it is important that managers understand the importance of colors in marketing. The study is designed to contribute to the debate Colour play an important role in attracting the consumers and creating an image about the brand or retail store. Warm colour help in attracting the consumers and impulse purchases where as cool colour help in purchases where deliberation is required for decision making. With the help of colour companies are adding value to their product portfolio. In hospitality industry colour are decided according to the mood, ambience, design and the name. Internet-based and apparel companies are more experimental with colours then established ones like auto makers. Companies which are using colours as their USP has to maintain consistency in colour management. Color is light carried on wavelengths absorbed by the eyes that the brain converts into colors that we see. Light can be decomposed into a spectrum of six distinct colors: red, orange, yellow, green, blue, and violet. The red has the longest wavelength whereas the violet the shortest. An object appearing yellow absorbs all of the colors in the spectrum except the yellow light.

This unabsorbed light is reflected back from the object into the eyes from where it travels to the brain where it is interpreted as yellow. The eyes are comprised of cones and rods that allow us to see color and light, respectively. There are three types of cones: type I is associated with blue, type II with green, and, type III with red (Harrington and Mackie, 1993). Other colors are combination of these three colors. Psychologists have classified colors as warm (red and yellow) and cool (blue and green) colors. However, the distinction between warm and cool colors is relative; for example, when red and yellow are paired together, yellow is considered warmer than red. White, black, and gray are considered neutral colors. Because color experiences vary from individual to individual, it is not possible to know how another person experiences color. One person's experience of a shade of red can be perceived differently from another person Colours effects in store designing. Colours having both consumers drawing power as well as image creating potential in retail store designing. Consumers irrespective of colour preferences get attracted towards warm colours like red and yellow. Warm colours like red or yellow are better choice than cool colours like blue or green for physically drawing the consumers in display area, retail store. On evaluative factors warm colours like red or yellow are viewed as colourful yet negative, bright and tense where blue and other cool colours are viewed

as positive relaxed and favourable. Retail application of colours suggests warm colours are appropriate for store entrance and window as well as for buying situations associated with impulse purchases. Cool colours are appropriate where consumers deliberate over purchase decision. Warm colours in situations where deliberation are common results into premature termination of shopping trip. On the other hand where impulse purchases are common warm colours produce a quick decision purchase.

## **1.1 OBJECTIVES**

1. To know the features of Colour of a product that drive them to buy a product.
2. To study how it helps to impact our moods, emotions and behaviour.
3. To study the perception about colour in marketing.
4. To study the importance of colour in customer decision making.

## **1.2 SCOPE OF STUDY**

The study is related to influence the colour of vehicles with reference to sree sankara college students.

## **1.3 STATEMENT OF PROBLEM**

The study about color was designed to understand how color has influenced in buying behaviour of vehicles with college students. The tone and brightness of color in vehicles also makes different to consumer reaction. Color will dictates a consumers perception of a product or service according to the emotion that they associate with the color of that particular vehicle.

## **1.4 RESEARCH METHODOLOGY**

### **1.4.1 Research design**

Descriptive research design is followed for conducting the study.

### **1.4.2 Data collection**

- **Primary data**

Primary data has been collected using questionnaire.

- **Secondary data**

Secondary data has been collected from books, journals, reports, thesis, websites etc.

### **1.4.3 Sample design**



- **Sample population**

The study is conducted among the students of sree sankara college, kalady.

- **Sample size**

The sample size of the study is 76.

- **Sample technique**

The samples for the study are collected through Purposive sampling technique.

#### **1.4.4 Data analysis and interpretation**

Data analysis and interpretation is done using tables and charts.

### **1.5 LIMITATIONS**

- The study is focused mainly on a small area
- Lack of response from people
- Drawbacks of sampling method
- Time of study is limited

### **FINDINGS**

- This study is conducted to understand the influence of colour on marketing with specific reference to college students.
- Among 76 sample taken, 77% of people are in between 20 and 25 which is higher.
- Out of 76 sample most of the people like black colour very much and mostly people hate white colour also.
- Out of the 76 sample most of the identified that the colour has a greater impact on marketing.
- It is believed that colour has a greater influence in vehicle purchasing decision.
- Students colour decision on vehicles are strongly based on their perception.
- People generally preferred simple colour for marketing products.
- Different vehicles have been attracted by different colours.
- From the findings it is known that colour attracts the beauty.
- Most of the people had agreed that lighter shades feel positive.  
Black is the mostly sought after colour by people.
- Out of the 76 samples no one is interested in purchasing the product and change the colour in to their own favourite colour.

- According to the people when the vehicle is in their favourite colour they agreed that their morale is boosted..
- Mostly people are not willing to say that the prestige is not shown in the colour of the vehicle.
- People feel black colour vehicles are more beautiful

## **SUGGESTIONS**

- Target the audience emotions, needs and perceptions.
- Prefer multi-color scheme for vehicles to attract customers.
- Know the strategy, color and methods used by the competitors correctly.
- Introduce advertisement that concentrate on the color scheme.

## **CONCLUSION**

After conducting the study it is founded that colour has a great influence on marketing. Mostly people like black colour and they preferred that it shows their class and emotions. Also some of the people hate white colour as it does not shows any attitude. The colour has influenced a greater impact on marketing. People will concentrate on colours while choosing a product of their needs. Especially the college students have some craze in colours while choosing their vehicles. Most of the students prefer simple colours and colour will attract the beauty of that product. It is a source of information. Colour gives that our moods and feelings are unstable and it play roles in forming attitude. Colour is the one of the most important nonverbal signs for products. The importance of colour takes a significant value when it comes to product promotions.

## **APPENDIX QUESTIONNAIRE**

1.Name

2.Age

- Below 20
- 20-25
- 26-30
- Above 30

3.I like            colour very much

4.I hate            colour

5. According to you which is the mostly sought after colour

by people        --.

6.I believe that colour has a great impact on marketing.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

7.Colour is a key factor in vehicle purchasing decisions.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

8.Students colour decision on vehicles are based on their perception.

- Strongly disagree
- disagree
- neutral
- agree
- strongly agree

9.Simple colours are more preferred for marketing products.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

10. Different vehicles have different colour attraction.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

11.Colour attracts the beauty of that particular vehicles.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

12. Dark shades of colour feel negative.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

13. Bright shades of colour feel passive.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

14. Lighter shades feel positive.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

15. Dull shades feel negative.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

16. If I don't get my favourite colour I will buy the product and get it painted in my favourite colour.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

17. The colour of my vehicle indicates my class.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

18. When I drive my vehicle in my favourite colour I feel that my morale is boosted.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

19. When I drive my vehicle in my favourite colour I feel that the world sees my class.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree



20. I was to show my prestige through the colour of my vehicle.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

21. Whether I buy another vehicle I will still opt for the same colour.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

22. People feel black colour vehicles are much beautiful.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

23. I have asked or consulted with my parents on the colour of my vehicle before I have bought it.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

24. My friends influenced me to buy my vehicle in that colour.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

25. I want to buy the colour which nobody has.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

26. The colour of my vehicle shows my emotional state.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

27. The colour of my vehicle shows my attitude.

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

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**Mr. ANOOP V P**

## FIELDWORK REPORT

Re-commerce is a relatively new concept that has gained increasing popularity in a recent year. Re-commerce or reverse commerce is the selling of previously owned, new or used products, mainly electronic devices or media such as books, through physical or online distribution channels to buyers who repair, if necessary, then reuse, recycle or resell them. Re-commerce is the practice of buying or re-selling pre-owned items at discounted rates through an online marketplace. Also known as resale commerce, re-commerce marks the expansion of resale from solely brick-and-mortar stores into online marketplaces.

1

is instead of throwing them away, and being more mindful of conception choices. By integrating this approach society can reduce the amount of a waste generated which subsequently reduces the environment and impact of production and conception. Moreover, by supporting re-commerce businesses individuals are given option to reduce the carbon footprint while contributing to the circular economy as a world it also empowers individuals to shift their mind set towards taking a responsibility for their conception to us particularly when it comes to the products they buy and the way they dispose of them. In summary the objective of a raising awareness about re-commerce to the public used to create a positive impact on the environment by promoting a more sustainable and a responsible lifestyle.

## **SIGNIFICANCE**

Raising awareness about re-commerce to the public is significant for several reasons:

- Environment impact - By promoting re-commerce, people will understand that buying and selling used items can have a positive impact on the environment. This can lead to a reduction in waste and greenhouse gas emissions.
- Economic Benefits - Public awareness about re-commerce can lead to the growth of the re-commerce market, which in turn can create jobs and contribute to the economy.
- Sustainable Consumption – Re-commerce emphasizes the importance of reusing, reducing and recycling items. By educating the public about the benefits of re-commerce, there can be a shift towards more sustainable consumption patterns.
- Social Responsibility - Encouraging re-commerce is an act of social responsibility. By promoting the reuse of products, we can reduce our carbon footprint and help build a more sustainable future.
- Accessibility - By increasing awareness about re-commerce, we are making it easier for people to access affordable and quality good. This can benefit individuals and families who may be struggling financially.

## SCOPE

The scope of our study is to find how people knowledgeable about the re-commerce and the impact on the environment. The study is delimited only for the Kalady gramapanchayat. The study only focuses on re-commerce and its awareness.

The scope of re-commerce awareness to the public can be quite extensive. It can involve various strategies and communication channels to reach a wide range of audiences.

Here are some examples:

- Social media campaigns - Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn can be used as an effective tool to create awareness about recommerce. Posts, stories, and ads can be used to educate people about the concept, benefits, and impact of re-commerce.
- Collaboration with influencers - Partnering with influencers and proponents of sustainability can help to amplify the reach of the message about re-commerce. Bloggers, Youtubers, and social media influencers can help to create content and share their experiences about buying and selling used items.
- Partnership with organizations - Collaborations with organizations that promote sustainability or work towards reducing waste can help to spread the word about re-commerce. These partnerships can also provide opportunities for joint events and initiatives to create awareness around re-commerce.
- Public education and outreach programs - Outreach and education programs in schools, community centers, and other public spaces can be used to educate people about the benefits of re-commerce. Workshops, seminars and training sessions can be conducted to teach people about how to initiate re-commerce practices.

## **OBJECTIVES**

- To understand the Re-commerce impact on the environment
- To inform people about re-commerce and its benefits
- To find how people knowledgeable about Re-commerce

## **RESEARCH METHODOLOGY**

The population of the study consisted of 100 of Kalady gramapanchayat. The sample of 100 respondents was selected on random basis and also to meet the objectives of the study, primary data and secondary data were collected.

Primary data - the primary data has been collected using structured questionnaire.

Secondary data - the secondary data were collected through articles, journals, internet etc.

## **LIMITATIONS**

- The study is of micro level which covers only Kalady gramapanchayat, so the proper conclusion may not be drawn.
- It was difficult to know whether the respondents are true.
- Only 100 respondents were selected for sampling.
- Some of the respondents of the survey were unwilling to share the information

## **FINDINGS**

1. The researchers found that re-commerce has a positive and negative impact on the public.
2. Majority of the people's said that they are not aware of re-commerce.
3. People who have used it say it is very useful.
4. Due to a lack of awareness about re-commerce, many people have not bought or sold goods through this platform.

5. The few people who have used it say that the re-commerce platform is a great way to save money
6. The people who have used it say that re-commerce is an important aspect of my creating a more sustainable economy.
7. Due to a lack of awareness about re-commerce, the majority of people do donate recycled items instead of reselling them through re-commerce.
8. All together the research got a positive impact on those who are aware of re-commerce.

## **CONCLUSION**

The study found that there is a lack of awareness about re-commerce among the public in Kalady gramapanchayat. They found out that the people can't utilize job opportunities and can't save money through this platform because of uninformed. Some others doing re-commerce so they have a better standard of living and got a positive reaction from themselves.

Out of 100 respondents, 55% are male and 45% are female. 60% replied that they are aware of e-commerce. The remaining 40% of people still don't even know what e-commerce is.

From this, the researchers conclude that several people don't know the advantages or disadvantages of commerce and they don't know the advantages and disadvantages towards nature and don't even know that e-commerce is a good income stream. Conclude that re-commerce has both positive impact and negative impacts on their life and economy

## **SUGGESTIONS**

### **Suggestions to government**

1. Establish a Re-commerce Certification

Program: The government could create a certification program that businesses must participate in to ensure they are following recommended practices for re-commerce. This certification could incentivize businesses to engage in sustainable business actions and give consumers greater confidence in the safety and quality of used products.



## 2. Develop a National Re-commerce

Strategy: The government can develop a national re-commerce strategy to outline the best practices for various sectors and how to implement re-commerce models. This could be done through a committee made up of experts from various industries related to re-commerce.

Incorporate re-commerce into public procurement processes: The government could incorporate the use of re-commerce into public procurement processes, requiring that a portion of purchased items are reused or recycled. This could lead to a more sustainable economy while also reducing procurement costs.

## 3. Encourage Skill Development for

Re-commerce Jobs: The government could provide funding to support skill development, training, and education for individuals interested in re-commerce.

This could create new job opportunities within the re-commerce sector.

4. Offer Financial Incentives to Consumers for Participating in Re-commerce: The government could create financial incentives for consumers who participate in re-commerce, such as providing tax deductions for donating items or purchasing used products, or discount programs for eco-friendly shopping.

## **Suggestions to public**

1. Consider re-commerce before buying new: Before making a purchase, consider exploring re-commerce options such as second-hand stores, online marketplaces, or local community groups. This can help reduce waste and save money.
2. Learn to repair items: Instead of discarding an item that is broken or damaged, consider learning how to repair or repurpose it. There are ample resources online that can teach you how to fix or repurpose items.
3. Donate unwanted items: Rather than throwing away unwanted items, consider donating them to a charity or second-hand store. This can help support the community while extending the life of the item.

4. Participate in clothing swaps: Clothing swaps can be a fun way to exchange clothes with friends, family or members of a community group. This can help save money while reducing textile waste, benefiting both your wallet and the environment.

5. Refuse single-use items: Single-use items such as plastic bags, water bottles, and disposable utensils contribute to excess waste. Instead, invest in reusable alternatives such as reusable shopping bags, water bottles, and utensils. This small change can make a big difference in the long run.

By adopting these techniques, the public can promote re-commerce, reduce waste, and contribute to creating a sustainable economy.

## APPENDIX

### QUESTIONNAIRE:

NAME:

GENDER:

AGE:

1. Have you heard of e commerce before?

☐ Yes

☐ No

2. Do you know how re-commerce can benefit the environment?

☐ Yes

☐ No

3. Have you ever bought or sold a used item through a re-commerce platform?

☐ Yes

☐ No

4. Do you think buying used items is a good way to save money?

☐ Yes

☐ No

5. Would you consider using a re-commerce platform to buy or sell items in the future?

☐ Yes

☐ No

6. Do you think re-commerce is an important aspect of creating a more sustainable economy?

☐ Yes

☐ No

7. Have you ever donated or recycled items instead of reselling them through re-commerce platforms?

☐ Yes

☐ No

8. Do you think businesses should incorporate re-commerce models into their operations for a more sustainable future?

☐ Yes

☐ No

9. Would you prefer buying a used item that is in good condition over purchasing a brand new one?

☐ Yes

☐ No

10. Do you think re-commerce will continue to grow in popularity in the coming years?

☐ Yes

☐ No

**A STUDY ON THE CONSUMER'S PERCEPTION  
TOWARDS RENEWABLE ENERGY WITH SPECIAL  
REFERENCE TO ANGAMALY MUNICIPALITY**

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**2022**

**FIELDWORK REPORT**

**Introduction**

The population is growing continuously and hence increases in the demand of water, food and energy in turn affects the environment. The world's population has become more than double from 3.2 billion since 1962 to 7.2 billion in 2015 and it has been forecasted to grow up to 9.2 billion by 2050. The world energy demand is expected to increase by 35 percent by 2030. This increase in demand is driven predominantly by growing population and economic growth in developing countries, even with substantial efficiency gains in all regions. The developing countries account for nearly two thirds of this increase which is spurred by their rapid economic growth. The growing demand on the one side and the increasing dependence on fossil fuels on the other to meet the growing energy demand have abundant environmental implications. Non renewable resources or reserves of coal, gas, oil and uranium are depleting day by day. The frequent usage of these non-renewable resources have put pressure on the energy sector to move away from carbon emitting processes to solar, nuclear and other environmentally friendly options. Renewable energy (RE) derived from natural sources such as wind, solar, hydro and biomass has potential to meet diverse and growing energy requirements. Traditionally, Renewable Energy sources have been used for heating, cooking, steam production, moving ships and also for powering mills to grind grains. The same sources are now being exploited commercially and have the potential to provide modern energy end use services with no

negative environmental consequences. There are several benefits arising out of the use of Renewable Energy apart from being environmentally sustainable. Renewable Energy contributes to socio-economic development by meeting and supplementing rural energy needs. It can provide decentralized energy supply to agriculture, local industry, commerce and household sectors. Harnessing RE in rural areas through productive uses can also create employment opportunities, raise income levels and improve quality of life. RE sources enhance diversity in energy supply markets and secure long-term sustainable energy supplies besides creating local manufacturing capabilities. Number of policies was framed to promote renewable energy technologies, and many developed countries have adopted feed-in policies. Also, developing countries have greatly accelerated their renewable energy power technology, enacting, strengthening, or considering a wide array of policies and programs. Many developing countries are interested in using renewable energy technologies to provide electricity to rural and remote areas as a cost-effective alternative to grid supply. Already some rural electrification programs are explicitly incorporating large-scale investment in solar home systems and governments are recognizing geographic rural areas that are non-viable for grid-extension, and enacting explicit policies and subsidies for renewable energies in these areas. However, in some developing countries electricity coverage is already very high and renewable energies, such as photovoltaic technology, can be connected to the grid and help to diversify the energy mix. To successfully proceed in the renewable energy market, individual countries will need to agree and adopt their own targets. Priority before the process of technology adoption towards the successful and sustainable internalization of renewable energies, it can only be fulfilled when all elements such as policy, institutional framework, technology, financial schemes and sustainable local industry infrastructure are properly established and harmonically put in place. The significant drivers for renewable energies in developing countries are basically poverty eradication, risk avoidance and protection of natural life supporting systems. Poverty eradication goes along with an amplification of electricity supply, which could be seen as economic and social aspect. Risk avoidance is the main economic factor. To further mention, electricity reforms are tremendously motivated by macroeconomic crises and the need to establish healthy financial schemes rather than reinforcing the poverty eradication, risk avoidance and protection of natural life supporting systems. Poverty eradication goes along with an amplification of electricity supply, which could be seen as economic and social aspect. Risk avoidance is the main economic factor. To further mention, electricity reforms are tremendously motivated by macroeconomic crises and the need to establish healthy financial schemes rather than reinforcing the provision in an environmentally sustainable manner.

## **OBJECTIVES**

- To know the awareness of people towards Renewable Energy and Renewable Energy sources.
- To identify the factors which induces people to purchase Renewable Energy.
- To find various consumer intentions behind usage and reasons for non usage of Renewable Energy Products.
- To know the willingness to pay higher price for Renewable Energy Products.

## **SCOPE OF THE STUDY.**

The study attempts to assess the Perception of consumer towards renewable energy with special reference to Angamaly Municipality. The scope of the study is limited to the geographical area of the concerned area regarding the study. Though the study can be conducted from various dimensions such as that of consumers, manufactures, retailers etc...The present study is restricted to the perceptions of consumers only.

## **METHODOLOGY.**

The present study is empirical in nature based mainly on primary data collected from the field through survey conducted on online as well as offline. The primary data required for the study have been gathered by administering structured questionnaires among the sample respondents.

Secondary data used for the study have been collected from Books, Reports, Journals, Periodicals and Websites related to the area under study.

### **Sampling design.**

Judgmental sampling along with snowball sampling technique was adopted for the purpose of the present study. 5 respondents each from 20 wards of Angamaly Municipality which consists of 30 wards, were randomly selected for administering structured questionnaires. Most of them did not respond at all and the responses of some of the ones who did were incomplete. After filtering out the incomplete data sets the final sample size for the study came to 95 respondents.

## **Data collection**

### **Primary Data**

Primary data required for the study have been collected by means of administering questionnaires among the sample respondents in the study area through offline and online methods. A web-based sample survey as well as an offline survey has been carried out to collect data required for the study.

### **Secondary data**

Secondary data for the study have been collected from the following sources:

- Books and Reports
- Theses
- Journals and Periodicals
- Websites related to the area under study

### **Tools for analysis**

The following tools and techniques have been used for the purpose of the analysis of the data collected by means of offline as well as online survey.

Simple Statistical and Mathematical tools were carried out for the analysis of the present study.

Chi-square was used for hypothesis testing for significance in association between variables.

### **LIMITATIONS OF THE STUDY**

The present study limited to the geographical limits of Angamaly Municipality Ernakulam District, Kerala.

- This study has been undertaken from the point of view of consumers but not from the marketers.
- As the perceptions of consumers are based on their belief, view, experience etc...It may change in passage of time.

### **FINDINGS**

- The study reveals that majority of respondents heard a lot about Solar Energy and Wind Energy.
- Most of the respondents familiar about the Renewable Energy Sources.
- Eco-friendly and sustainability are main elements that attracting to buy Renewable Energy Products.



- The study reveals the important benefit of Renewable Energy is Environment Protection, and the second benefit is improve quality of life.
- Majority of consumers get information about Renewable Energy from social media and lectures.
- A lion share of respondents is willing to pay higher price for Renewable Energy Products.
- Majority of respondents agree that Renewable Energy Products enhance a quality life.
- Most of the respondents pay more for Renewable Energy Products because it protects Environment.
- The respondents agree that Renewable Energy Products are available in instalments, so they are willing to pay higher price for it.
- The respondents have neutral opinion on Renewable Energy Products are reliable to all weather conditions.
- Greater number of respondents pays more for Renewable Energy Products to get Tax Deductions.
- Majority of respondents not paying higher price for Renewable Energy Products because installation is expensive.
- Most of the respondents have neutral opinion about the efficient performance of Renewable Energy Products.
- Respondents not willing to pay higher price for renewable Energy because its maintenance is tedious.
- Most of the respondents not paying higher price for Renewable Energy Products as its after sales service is doubtful.
- Majority of consumers not willing to pay higher price for Renewable Energy Products due to other reasons.
- Concern for the Environment is the main motive of using Renewable Energy Products.
- Majority of consumers do not aware of financial scheme provided by bank for Solar Energy Product Installations.
- The most vital issue that a Renewable Energy Product Consumer faces are lack of information and high cost.

## **CONCLUSION**

The topic of this research ‘A Study on Consumers’ Perception Towards Renewable Energy’ was undertaken as a comprehensive study covering the Angamaly Municipality. In all the business activities, it is the consumer who decides its existence in the Market. Consumer is the “King of the Market”. This statement did not go different for Renewable Energy Product also. Consumers’ attitudes towards Renewable Energy Products are definitely changing due to many valid reasons and also there has been a significant benefit of using Renewable Energy Products over electrical devices. In this fast moving world, the consumption of energy has been increasing in abundant amount and the customers have become more conscious about saving power and switching on to other sources of power like solar energy for their consumption. Therefore, in order to meet the customers need the business sectors should come with innovative and new techniques in the solar market as it not only attracts more number of customers and keeps the business intact, but also increases the consumers responsibility towards the environment and eco-friendliness for securing mother earth.

It was concluded that the pace of development of Renewable Energy Products has been generally slow globally, because power generation was expensive and requires special enabling environment for success. It has been established that Renewable Energy Products can reduce the amount of electrical energy used in a household.

## **SUGGESTIONS**

To make awareness about Renewable Energy Products by intensive advertisements through newspapers, magazines, FM Radios, televisions, internet, etc... Promotional programmes should be made to give more information about Renewable Energy Products and it built the trust about these products. Awareness programmes should be conducted by the government to familiarize about the subsidy and financial assistance provided for installing the solar energy products which enables the people to utilize solar energy products successfully, to save the environment and also bring Green India.

## QUESTIONNAIRE

1 .Name:

2. Age (in years):

Below 20 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ Above 60 ☐

3. Gender

Male ☐ Female ☐ Transgender ☐

4. Educational Qualification:

Below graduation ☐ Graduate ☐ Post Graduate ☐ Professional ☐ Others ☐

5. Occupation:

Govt Sector ☐ Private Sector ☐ Self Employed ☐ Professional ☐ others ☐

Students ☐

6. Monthly Income (in rupees)

Below 15,000 ☐ 15,000-30,000 ☐ 31,000-45,000 ☐ 45,001-60,000 ☐  
60,001-75,000 ☐ 75,001-90,000 ☐ Above 90,000 ☐

7. Have you heard of renewable energy?

Yes ☐ No ☐

8. Kindly indicate your level of awareness of renewable energy from the options given below:

Energy sources	Heard a lot	Heard a little	Haven't heard
Solar Energy			
Wind Energy			

Hydro Power Energy			
Geothermal Energy			

Biomass Energy			
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9. Are you familiar with the renewable energy sources?

Yes ☐ No ☐

10. What are the elements attracting you to buy renewable energy products?

Eco- friendly &Sustainability ☐ to reduce electricity bill ☐

Avoid frequent power cuts ☐ Government subsidies ☐

Others ☐

11. In your opinion, what is the most important benefit of renewable energy? Rank according to your preference.

SR.NO	BENEFITS	RANK
1	Quality of life	
2	Environment Protection	
3	Economic Development	
4	Sustainable Development	
5	Energy efficiency	

12. From which sources you get information about the renewable energy products?

Television ☐

Lectures ☐

Newspaper ☐

Websites ☐

Magazines ☐

Social media ☐

13. Are you willing to pay higher price for renewable energy products?

Yes ☐

No ☐

14. What are the reasons that make you willing to pay more for the Renewable Energy Products?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Enhance a quality life					
Environmental protection					
Available in installments					
Reliable to all weather conditions					
Tax deductions					

15. What are the reasons that make you not willing to pay more for the Renewable energy products?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Installation is expensive					
Not much Efficient in performance					
Maintenance is tedious					

After sales service is doubtful.					
Other reasons					

16. Rank the motives of using Renewable Energy Products.

SR.NO	MOTIVE	RANK
1	Concern for Health	
2	Concern for Status	
3	Concern for the Environment	
4	To use Better Quality Products	

17. Are you aware of special financial schemes provided by banks for solar energy product installations?

Yes ☐ No ☐

18. In your opinion, which is the most vital issue that a Renewable Energy Consumer faces?

SR.NO	ISSUES	RANK
1	Lack of information	
2	Power Quality	
3	Difficulty in identification	
4	High cost	
5	Lack of Awareness	
6	Trust Issues	
7	Uncertainty in energy production	
8	Seasonal fluctuations in power supply	

20. Would you like to recommend others for buying green products?

Yes

☐

No

☐

21. Suggestions If any .....