

**A STUDY ON PASSENGERS ATTITUDE TOWARDS E-TICKETS OF
INDIAN RAILWAYS IN MADURAI CITY**

Dissertation submitted to Madurai Kamaraj University in partial fulfilment of the requirement
for the award of the degree of

“MASTER OF COMMERCE”

Researcher

R. TEJASWINI MEENAKSHI

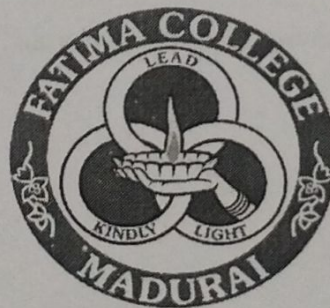
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Under the guidance of

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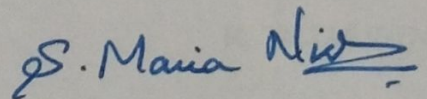
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This is to certify that the dissertation entitled **“A STUDY ON PASSENGERS ATTITUDE TOWARDS E - TICKETS OF INDIAN RAILWAYS IN MADURAI CITY”** submitted by **Miss. R. TEJASWINI MEENAKSHI** in partial fulfilment for the Degree of **MASTER OF COMMERCE** was done by her during the period of 2023 – 2024 under my guidance and supervision and that this thesis or any part thereof has not been submitted elsewhere for any degree, diploma, associate shop, fellowship or other similar titles.



Dr. S. MARIA NISHA, M.Com. M.Phil., Ph.D., DCA.

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DECLARATION

I hereby declare that the dissertation for the M.com. Degree entitle “ **A STUDY ON PASSENGERS ATTITUDE TOWARDS E – TICKETS OF INDIAN RAILWAYS IN MADURAI CITY** ” submitted to Madurai Kamaraj University for the award of the degree of Master of Commerce is my original work done under the guidance and supervision of **Dr. S. MARIA NISHA, M.Com. M.Phil., Ph.D., DCA. Assistant professor in commerce, Research Centre of Commerce, Fatima College, Madurai,** and that it has not previously formed the basis for the award of any degree, diploma associate ship, fellow ship or similar titles of any other university or institution.

Place: Madurai

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A STUDY ON UTILITY OF DATA ANALYTICS IN SELECTED COMPANIES IN MADURAI CITY.

Project submitted to Madurai Kamaraj University
In partial fulfillment of the requirement for the award of the Degree of
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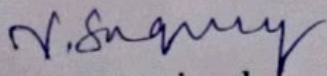
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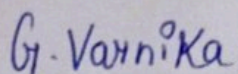
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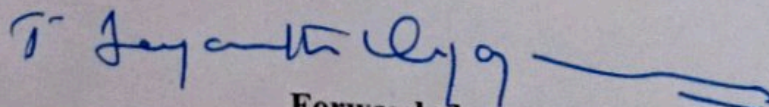
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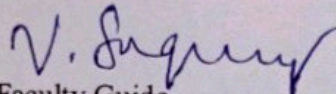
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**A STUDY ON THE INFLUENCE OF USER-GENERATED CONTENT ON CONSUMER
PURCHASE INTENTION IN MADURAI CITY**

Project submitted to Madurai Kamaraj University
in partial fulfilment of the requirement for the award of the Degree of
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A STUDY ON STUDENTS PERCEPTION TOWARDS E-WALLET IN MADURAI CITY

**Project submitted to Madurai Kamaraj University in partial fulfillment of the
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ACKNOWLEDGEMENT

I thank God Almighty for his immense grace, guidance and help to complete the Project Work in a successful manner.

I express my thanks to the management of Fatima College and the Principal Rev. **Dr. Sr. G. CELINE SAHAYA MARY** for giving an opportunity to carry out the project work in the College.

I express my gratitude to **Dr. (Mrs.). T. JEYANTHI VIJAYARANI M.COM., Ph.D.,** Head of the Research Centre of Commerce, for her Words of encouragement in this project work and all other teachers of Research Centre of Commerce.

I owe a profound debt of gratitude to **Dr. Mrs. T. JEYANTHI VIJAYARANI M.COM., Ph.D.** Assistant professor, Research Centre of Commerce, for her guidance rendered at every stage of this project preparation right from selection of the topic to the completion of project.

I express my grateful thanks to all the respondents for their Co- operation. Finally, I thank my family members for the encouragement and prayerful support that we experienced throughout the study.

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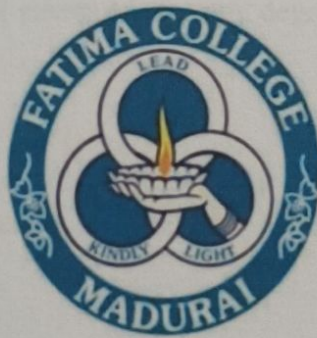
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**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE
SHOPPING IN SHOPSY**

Project submitted to Madurai Kamaraj University
In partial fulfilment of the requirement for the award of the Degree of
MASTER OF COMMERCE

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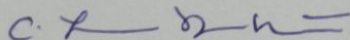
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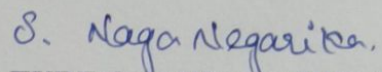
I hereby declare that the dissertation entitled "**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARD ONLINE SHOPPING IN SHOPSY**" is our original work done under the guidance of **Dr C. LUCIA VANITHA, M.COM., M.PHIL., SET..., PH.D., NET.,** Head of the department and Associate professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place: Madurai

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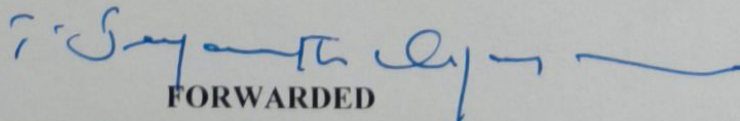


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A STUDY ON FOOD SERVICE PROVIDED BY WOMEN ENTREPRENEURS IN MADURAI CITY

Project submitted to Madurai Kamaraj University in partial fulfillment of the
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MASTER OF COMMERCE.

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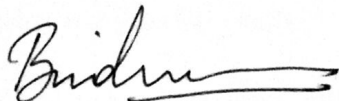
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Place : Madurai

Date : 11.3.2024

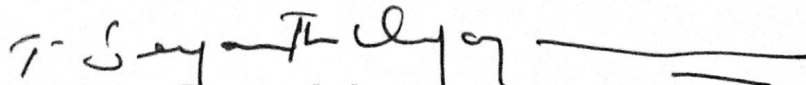
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**A STUDY ON GENERAL PUBLIC AWARENESS TOWARDS MAHILA SAMMAN
SAVING SCHEME IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment of the requirement for
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I hereby, declare that the project entitled "A STUDY ON GENERAL PUBLIC AWARENESS TOWARDS MAHILA SAMMAN SAVING SCHEME IN MADURAI CITY" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2023-2024. It has not previously formed the basis for the award of any degree, diploma or other similar titled of any university.

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**A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT
ON THE BUYING BEHAVIOR OF YOUNGSTERS WITH
SPECIAL REFERENCE TO MADURAI CITY**

Project submitted to Madurai Kamaraj University
In partial fulfillment of the requirement for the award of the Degree of
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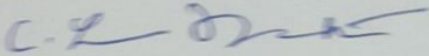
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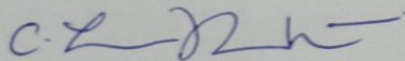
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DECLARATION

I hereby declare that the dissertation entitled, "A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON THE BUYING BEHAVIOR OF YOUNGSTERS WITH SPECIAL REFERENCE TO MADURAI CITY" is my original work done under the guidance of Dr.C.LUCIA VANITHA ,M.COM., M.PHIL.,SET., PH.D., NET., Associate professor, Research Centre of Commerce,Fatima College(Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

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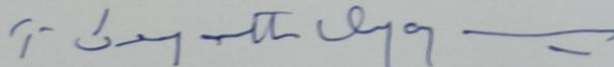
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Project submitted to Madurai Kamaraj University
In partial fulfilment of the requirement for the award of the Degree of
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Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, **"CONSUMER BUYING BEHAVIUR USING NEUROMARKETING FOR READYMADE GARMENTS IN MADURAI CITY."** submitted by A.PRIYADHARSHINI -2022MCOM24 in partial fulfillment for the award of MASTER OF COMMERCE was done by her during the period 2023- 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associate-ship, fellowship or other similar titles.


Faculty Guide

(Dr.V.SUGANYAM.COM.,M.PHIL.,PH.D.,NET)

Place : Madurai

Date : 11.03.2024

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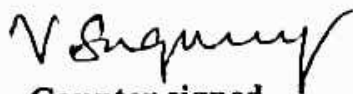
Madurai- 625018.

DECLARATION

I hereby, declare the project entitled, " **CONSUMER BUYING BEHAVIOUR USING NEUROMARKETING FOR READYMADE GARMENTS IN MADURAI CITY.**" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2023-2024, it has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place : Madurai

Date : 11.03.2024



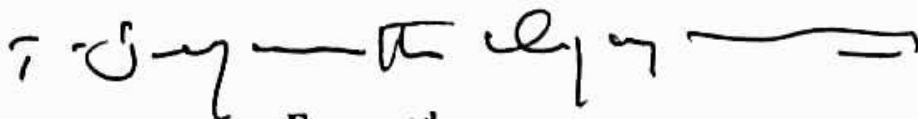
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Signature of the candidate

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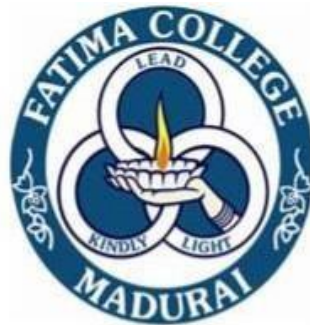
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**“A STUDY ON PERCEPTIONS OF BENEFICIARIES ON EDU TECH
SERVICES WITH SPECIAL REFERENCES TO CONDUCTING
ONLINE WORKSHOPS AND FACULTY DEVELOPMENT
PROGRAMS”**

Project submitted to Madurai Kamaraj University in partial fulfillment of the requirement for
the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
K.SINDHUJA 2022MCOM28

Under the guidance of
Dr .K.SANGEETHA, M.COM., M.PHIL.,SET., PH.D.
The Research Centre of commerce, Fatima college.



FATIMA COLLEGE (AUTONOMOUS)
Re-accredited with 'A++' grade by NAAC (Cycle 4).
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This is to certify that the project entitled, "**A STUDY ON PERCEPTIONS OF BENEEFICIARIES ON EDU TECH SERVICES WITH SPECIAL REFERENCES TO ONLINE WORKSHOP AND FACULTY DEVELOPMENT PROGRAMS**" submitted by **K.SINDHUJA -2022MCOM28** in partial fulfillment for the award of MASTER OF COMMERCE was done by them during the period of February 2024- May 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.

(Dr. K.SANGEETHA, M.COM., M.PHIL. , SET., PH.D.)

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DECLARATION

We hereby declare that the dissertation entitled, " **A STUDY ON BENEFICIARIES ON EDU TECH SERVICES WITH SPECIAL REFERENCES TO CONDUCTING ONLINE WORKSHOPS AND FACULTY DEVELOPMENT PROGRAMS .**" is our original work done under the guidance of **Dr . S.SANGEETHA , M.COM. , M.PHIL. , SET., PH.D.** Head of the department and Assistant professor, The Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place: Madurai

Date: .03.2024

COUNTERSIGNED

(Dr. K. SANGEETHA)

SIGNATURE OF THE CANDIDATE

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(Dr.T. JEYANTHI VIJAYARANI)

HEAD OF THE DEPARTMENT

ACKNOWLEDGEMENT

I thank god Almighty for his immense grace, guidance and help to complete the project work in a successful manner.

I express my thank to the management of Fatima college and the principal **Rev. Dr. Sr .G.CELINE SAHAYA MARY** for giving an opportunity to carry out the project work in the college.

I express my gratitude to **Dr. T. JEYANTHI VIJAYARANI, M.COM.,M.PHIL., PH.D.,** Associate professor, Head of the department of commerce, for her words of encouragement in this project work and all other teachers of research centre of commerce.

I owe a profound debt of gratitude to **Dr. K. SANGEETHA, M.COM., M.PHIL., SET., PH.D.,** Assistant professor, Department of commerce, for the guidance rendered at every stage of this project preparation right from selection of the topic to the completion of the project .

I express my grateful thanks to all the respondents for their co-operation.

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CHAPTER 1

INTRODUCTION AND

DESIGN OF THE STUDY

1.1 INTRODUCTION :

In the recent years, the integration of education technology (Edtech) has transformed the landscape of teaching and learning. With the advent of online platforms, educators now have unprecedented opportunities to enhance their skills and knowledge through workshops and faculty development programs conducted online. Understanding the perceptions of beneficiaries, including educators and students, towards these Edtech services is crucial for optimizing their effectiveness and impact.

The rapid advancement of technology has revolutionized various aspects of society, including the field of education. Educational technology (Edtech) has emerged as a powerful tool for enhancing teaching and learning experiences, offering innovative solutions to traditional challenges. One notable aspect of Edtech is the provision of online workshops and faculty development programs, which aim to support educators in adapting to the evolving educational landscape and leveraging digital tools effectively.

In recent years, the proliferation of online learning platforms and virtual collaboration tools has made it easier for educators to access professional development opportunities from anywhere in the world. These online workshops and faculty development programs cover a wide range of topics, including pedagogy, technology integration, curriculum development, and assessment strategies. By participating in such initiatives, educators can enhance their skills, stay updated on emerging trends, and foster a culture of continuous learning within educational institutions.

Furthermore, the COVID-19 pandemic has accelerated the adoption of online learning modalities, prompting educators to explore innovative ways to engage students in virtual environments. As a result, the demand for high-quality online workshops and faculty development programs has surged, reflecting the growing recognition of the importance of digital pedagogy and instructional design skills in the modern educational landscape.

Despite the increasing availability of online professional development opportunities, there remains a need to assess the perceptions of beneficiaries, including educators and students, towards these initiatives. Understanding how these stakeholders perceive the effectiveness, relevance, and impact of online workshops and faculty development programs is crucial for optimizing their design and delivery.

This study seeks to address this gap by investigating the perceptions of beneficiaries regarding Edtech services, with a specific focus on online workshops and faculty development programs. By exploring the attitudes, preferences, and challenges faced by participants, the research aims to provide valuable insights into the efficacy of such initiatives in promoting professional growth and enhancing educational outcomes. Through a comprehensive analysis of the data gathered, this study aims to contribute to the ongoing discourse on the role of Edtech in shaping the future of education.

Enhanced convenience many beneficiaries perceive online workshop and FDPs provided by Edtech platforms as convenient due to their flexibility and accessibility. They appreciate the ability to learn from the comfort of their own homes or office, without the need to travel or be physically present in specific location.

Online workshops and FDPs are often perceived as cost-effective as they eliminate the need for travel expenses, accommodation and associated costs. This perception attracts beneficiaries who may have limited budget or face resource constraints.

1.2 STATEMENT OF THE PROBLEM

The perception of beneficiaries regarding the effectiveness of online workshops need to be explored. Are beneficiaries satisfied with the method and strategies used in online workshops to deliver content? Do they find these workshop engaging, interactive and capable of enhancing their knowledge skill? Are the learning objectives achieved effectively through online workshop.

It is essential to understand if beneficiaries perceive online workshops as relevant to their specific learning needs and professional goals. Do they believe these workshops address their area of interest and provide content that is up-to-date and applicable to their areas of interest and to their field of study or work? So it is important to find out the impact of online workshops on beneficiaries learning and professional development. This study is an attempt to find out the answer for all the above questions.

1.3 REVIEW OF LITERATURE

Deepak R. Gupta (2018) in the study title is “A comparative study of online and face to education for learners and teacher in management” is a relevant and valuable research topic. This study would involve examining the effectiveness, advantage and disadvantages of both modes of education in the content of management education. It could cover aspects like student engagement, learning outcomes, teacher-student interactive and the overall learning experience. To conduct a simple review, you would need to gather existing research articles, reports and studies on this topic, analyze the finding and summarize the key points to provide insight into the current state of research in this area.

Praveena sundar pv (2017) in the study title is “ Detection and analysis of students disengagement in online learning using education data mining techniques” is both timely and significant in the context of modern education. This topic addresses the pressing issue of student disengagement in online learning by applying educational data mining techniques. It explores how data analysis can be used to identify signs of disengagement, such as lack of participation, declining performance, or irregular study patterns and offers insights to help educators intervene effectively.

Naikal, appasaheb (2023) in the study title is “Harness online platform and tools for teaching and learning in higher education” is highly relevant and explore how digital tools can enhance education. It encompasses pedagogical advancements student engagement, accessibility, teacher training, and privacy concerns, all essential aspect of modernizing higher education for improved learning outcomes, it encompasses the adoption of technologies like learning management systems, virtual classroom and various educational apps to facilitate better engagement, accessibility and flexibility in learning process.

Gulati , piya arand (2014) in the study title is “Integration of library service with online mood of higher education in India a study” The library how to integrated and holistic manner to support online learning through or range of online resource and services. To study the faculty-librarian collaboration for development of online courses. Its aim to improve access to digital resources, ensure equitable education and enhance the user experience for students and educators. Challenges like copyright issues and budget constraints need to be addressed, and future trends in technology should be considered for a comprehensive approach to this integration.

Dede,c (2010) is the study title is “comparing frameworks for 21st century skills “ This article explores frameworks for accessing 21st century skill and discusses their implications for designing effective online workshops and FDPs.

Mishra,p., & Koehler,M.,J. (2006) in the study title is “ Technological pedagogical content knowledge: A framework for teacher knowledge.” This seminal paper introduces the technological pedagogical content knowledge (TPACK) framework, which has significant implications for designing online workshops and FDPs to enhance educators’ integration of technology in teaching.

Garrison,D,R., & Vaughan, N.D. (2008) is the study title is “ Blended learning in higher education: framework, principles, and guidelines.” This article presents a framework for blended learning in higher education, offering insights into how online workshops and FDPs can be integrated with face-to-face instruction to optimize learning outcomes.

Palloff, R.M., & Pratt,k. (2007) in the study title is “ Building online learning communities: Effective strategies for the virtual classroom.” This book explores strategies for creating and sustaining online learning communities which are essential for the success of online workshops and FDPs.

Siemens,G. (2005) is the study title is connectivist: A learning theory for the digital age”. This article introduces the connectivist learning theory, which emphasizes the importance of networks and digital connections in learning. Understanding connectivism is crucial for designing effective online workshops and FDPs.

1.4. OBJECTIVES:

1. To find out the overall satisfaction of beneficiaries with online workshop and FDPs offered by EDUTECH platform.
2. To examine the perceived convenience of online workshops and FDPs in terms of accessibility and flexibility.
3. To investigate the perceived cost-effectiveness, time efficiency and geographical of online workshop and FDPs compared to traditional in person programs .
4. To understand the perceived networking opportunities available through online workshops and FDPs.

5. To explore the effectiveness of online workshops and FDPs in improving participants 'knowledge .skill and professional development.
6. To identify any challenges or limitations perceived by beneficiaries in utilizing online workshops and FDPs.

1.5. SCOPE OF THE STUDY

1. BENEFICIARIE DEMOGRAPHICS:

The study can include beneficiaries from various educational background, including students, teachers, educators, professionals and administrators. It can also consider beneficiaries from different fields of study or industries.

2. ONLINE WORKSHOP FORMAT :

The study can consider different formats of online workshops, such as live sessions, recorded sessions. Webinar, interactive modules and self paced learning. It can explore the beneficiary perception of these different formats and their effectiveness.

3. LEARNER ENGAGEMENT:

The study can examine how online workshops and FDPs engage beneficiaries and promote active learning. It can be analyze factors like interactive features, multimedia content, collaborative activities and assessments that contribute to learner engagement.

4. EARNING OUTCOMES:

The study can assess whether beneficiaries perceive online workshops and FDPs as effective in achieving the intended learning outcomes. It can evaluate the impact on knowledge acquisition, skill development, critical thinking abilities, and application of learned concepts.

5. RELEVANCE AND APPLICIABILITY:

The study can explore whether beneficiaries perceive online workshops and FDPs as relevant to their specific learning or professional needs

1.6 FRAMEWORK OF ANALYSIS

The study is based on

- Primary data
- Secondary data

1.6.1 PRIMARY DATA:

Data collected through structured questionnaire from the respondents. Primary data are those, which were collected from the first time, and they happen to be original in nature.

1.6.2 SECONDARY DATA:

Secondary data are those data, which already exist. It includes the information obtained from the existing research reports, surveys, journals or magazines regarding services provided by packers and movers in Madurai city.

1.6.3 Sample size:

Sample size refers to the number of respondents in this study. The researcher has collected 83 samples.

1.6.4 Sample design:

Sampling design means measuring a small portion of something and then making a general statement about the whole thing. In this study the researcher used simple random sampling method. This means randomly selected subset of population, each member of the population has an exactly equal chance of being selected.

1.6.5 Sampling area:

The present study has covered professor around Madurai city

1.6.6 Tools Used For Data Collection:

Questionnaires were used for data collection. A questionnaire consists of a number of questions printed or typed in a definite order consisting of multiple choices. 100 samples were collected. The data was analyzed by using appropriate statistical technique such as

- Percentage analysis
- Chi square test
- One way anova test

- Intensity value

A) PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

$$\text{Percentage} = \text{Individual respondents} / \text{Total No of respondent} \times 100$$

B) CHI SQUARE TEST

A Chi square test is one of the simplest and most widely used non parametric tests in statistical work. This test is most commonly used to observe what results are obtained by comparing given data with the expected data. This test is conducted to prove that there will be no change or difference between actual and expected data. .

C) ONE WAY ANOVA TEST

One-Way ANOVA (“Analysis Of Variance”) compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. It is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups

E) INTENSITY VALUE

To study expectations of the respondents towards the instant food products nine reasons were framed and for each reason likerts scaling technique had been used. The score given in the order of 5,4,3,2,1 and ranked as 1,2,3,4,5 respectively. For each reason intensity value was calculated using the formula,

$$\text{Intensity Value} = [(R1 \times 5) + (R2 \times 4) + (R3 \times 3) + (R4 \times 2) + (R5 \times 1)].$$

Where R represents the rank.

1.7 LIMITATION OF THE STUDY:

The participants might provide socially desirable responses or exaggerate their experience with EDU Tech services, leading to biased perceptions. The study might not capture the full range of perceptions or experiences due to the chosen methods of data collection, such as surveys or interviews, which might not delve deeply into participants nuanced perspectives. the rapidly evolving nature of technology and education means that perceptions captured during the study might become outdated quickly, especially if there are significant advancements or changes in EDU Tech services shortly after the study concludes. Perceptions of EDU Tech services can vary widely depending on cultural backgrounds, educational contexts, and socioeconomic status, which might not be adequately addressed in the study's design or analysis. Without longitudinal data collection, the study might not capture how perceptions of EDU Tech services change over time or in response to different educational contexts or experiences. External factors, such as changes in government policies, economic conditions, or technological infrastructure, could influence participants' perception but might not be accounted for in the study design.

1.8 CHAPTER SCHEME

CHAPTER-I: Introduction-statement of the problem-review of literature-objective of the study-scope of the study-research methodology-research approach-sample method-collection of data-primary data-research design-sample design-sample size-limitation of the study-chapter scheme

CHAPTER-II: Theoretical perspective of the study introduction of FDP -role of FDP -types of FDP -introduction of online workshop-role of online workshop-types of online workshop-introduction of edu tech service-types of edu tech

CHAPTER-III: Analysis and Interpretation—1

CHAPTER-IV: Analysis and Interpretation-2

CHAPTER-V: Finding-Suggestion-Conclusion

CHAPTER II

THEORETICAL

PERSPECTIVE OF THE

STUDY

2.1.INTRODUCTION

FDP commonly stands for "Faculty Development Program." In an educational context, it refers to a program or workshop designed to enhance the skills, knowledge, and professional development of faculty members, typically in higher education institutions. FDPs often cover a range of topics, including teaching methodologies, curriculum development, technology integration, research skills, and other aspects relevant to educators.

2.2 FACULTY DEVELOPMENT PROGRAMS (FDPS) ARE CRUCIAL IN THE CONTEXT OF EDTECH SERVICES FOR SEVERAL REASONS

2.2 a TECHNOLOGY INTEGRATION

FDPs help educators adapt to and integrate the latest educational technologies into their teaching methods, fostering a tech-savvy teaching environment.

2.2 b PEDAGOGICAL ENHANCEMENT:

These programs focus on effective pedagogical strategies, ensuring that educators can leverage technology to enhance the learning experience for their students.

2.2c CONTINUOUS LEARNING:

EdTech is dynamic and evolves rapidly. FDPs provide a platform for educators to stay updated on the latest trends, tools, and best practices in educational technology.

2.2d INNOVATION IN TEACHING:

FDPs encourage innovative teaching approaches by exposing faculty to new ideas, methodologies, and tools that can transform traditional classrooms into dynamic and engaging learning environments

2.2e ADAPTING TO STUDENT NEEDS:

As students become more digitally literate, FDPs help faculty members understand and meet the changing needs of learners in a technology-driven educational landscape.

2.2f COLLABORATION OPPORTUNITIES:

FDPs often foster collaboration among educators, creating a network where they can share experiences, resources, and insights related to integrating technology effectively.

2.2g QUALITY ASSURANCE:

By ensuring that faculty members are well-versed in the latest educational technologies, FDPs contribute to maintaining and improving the overall quality of education within institutions.

2.2h ADDRESSING CHALLENGE:

EdTech adoption may pose challenges. FDPs provide a platform to address concerns, share solutions, and build a supportive community that can collectively overcome obstacles.

In summary, FDPs in EdTech services are instrumental in equipping educators with the skills and knowledge needed to navigate the digital age of education, ultimately benefiting both faculty and students.

2.3 TYPES OF FDPs:

2.3a TECHNOLOGY INTEGRATION FDPs:

Focus on incorporating technology tools effectively into the curriculum, enhancing teaching methods, and creating engaging learning experiences.

2.3b ONLINE TEACHING AND LEARNING FDPs:

Equip faculty with the skills needed to design, facilitate, and assess online courses, considering the unique challenges and opportunities of virtual learning environments.

2.3c E-LEARNING DEVELOPMENT FDPs:

Train educators in creating interactive and effective e-learning content, including multimedia elements, assessments, and online collaboration tools.

2.3d GAMIFICATION IN EDUCATION FDPs:

Explore the use of gamified elements to increase student engagement and motivation, integrating game-based strategies into educational content.

2.3e DIGITAL LITERACY FDPs:

Address the development of digital literacy skills in both educators and students, covering topics such as information literacy, online research, and responsible digital citizenship

2.3f DATA TEACHING AND LEARNING ASSESSMENT FDPs:

Provide training on utilizing data analytics tools to assess student performance and enhance the learning experience through data-driven insights.

2.3g AUGMENTED AND VIRTUAL REALITY (AR/VR) FDPs:

Introduce educators to the integration of AR and VR technologies into the curriculum, allowing them to create immersive and experiential learning experiences

2.3h FLIPPED CLASSROOM FDPs:

Guide faculty in implementing the flipped classroom model, where instructional content is delivered online, freeing up class time for interactive discussions and activities.

2.3i CYBER SECURITY IN EDUCATION FDPs:

Educate faculty on cyber security practices, ensuring a secure online learning environment and protecting sensitive educational data.

2.3j PROFESSIONAL DEVELOPMENT FDPs:

Cover a broad spectrum of topics, including the latest trends in education, research methodologies, and strategies for effective teaching and assessment.

Tailor the FDP to the specific goals and needs of the faculty, considering the institution's focus, technological infrastructure, and the desired outcomes for both educators and students

2.4.INTRODUCTION:

An online workshop is a virtual event conducted over the internet, typically focused on a specific topic or skill. Participants join remotely using digital platforms to engage in discussions, presentations, and interactive activities. It provides a flexible and accessible way for individuals to learn, collaborate, and share information without being physically present in a traditional classroom or workshop setting.

2.5.ONLINE WORKSHOPS PLAY A CRUCIAL ROLE IN EDTECH SERVICES FOR SEVERAL REASONS:

2.5a ACCESSIBILITY:

They make education and training accessible to a broader audience, overcoming geographical barriers and allowing participants to join from anywhere with an internet connection.

2.5b FLEXIBILITY:

Online workshops offer flexibility in terms of scheduling, enabling participants to balance learning with other commitments. This is especially beneficial for professionals seeking continuous education

2.5c COST-EFFICIENCY:

Hosting workshops online can reduce costs associated with travel, venue rental, and printed materials, making quality education more affordable.

2.5d TECHNOLOGY INTEGRATION:

EDU Tech workshops leverage various technologies, helping participants become familiar with digital tools, online collaboration platforms, and other innovative educational solutions.

2.5e INTERACTIVITY:

Virtual workshops can incorporate interactive elements like polls, quizzes, and discussions, enhancing participant engagement and providing a dynamic learning experience.

2.5f REAL-TIME UPDATE:

EDU Tech services often evolve rapidly. Online workshops facilitate the quick dissemination of the latest information and updates in the field.

2.5g RECORDED SESSIONS:

Recordings of online workshops allow participants to revisit the material, providing a valuable resource for ongoing reference and reinforcing learning.

2.6.VARIOUS TYPES OF ONLINE WORKSHOPS IN EDTECH SERVICES

2.6.1. INSTRUCTIONAL DESIGN WORKSHOPS:

Focus on designing effective online learning experiences, incorporating pedagogical principles and technology tools

2.6.2. TECHNOLOGY INTEGRATION WORKSHOPS:

Explore how to integrate specific educational technologies into teaching practices to enhance learning outcomes.

2.6.3.E-LEARNING DEVELOPMENT WORKSHOPS:

Guide participants in creating engaging and interactive e-learning content, including multimedia elements and assessments.

2.6.4.GAMIFICATION IN EDUCATION WORKSHOP:

Explore the use of game-based elements to enhance student engagement and motivation in educational settings.

2.6.5.DIGITAL LITERACY WORKSHOPS:

Address the development of digital skills, covering topics such as information literacy, online research, and responsible digital citizenship.

2.7.VIRTUAL REALITY (VR) AND AUGMENTED REALITY (AR) WORKSHOPS:

Explore the integration of VR and AR technologies in education, offering hands-on experiences with immersive learning environments.

2.7.1.ONLINE ASSESSMENT AND EVALUATION WORKSHOPS:

Provide insights into creating effective online assessments, evaluating student performance, and leveraging technology for grading.

2.7.2.FLIPPED CLASSROOM WORKSHOPS:

Guide educators in implementing the flipped classroom model, where instructional content is delivered online, allowing class time for application and discussion.

2.7.3.PROFESSIONAL DEVELOPMENT FOR TEACHER:

Offer ongoing training for educators to stay updated on the latest EdTech tools, teaching methodologies, and educational trends.

2.7.4.CYBER SECURITY IN EDUCATION WORKSHOPS:

Focus on educating educators about cybersecurity practices, especially relevant as technology plays a central role in education.

Tailor the type of online workshop based on the specific needs and goals of the participants, whether they are teachers, administrators, or education professionals.

2.8.INTRODUCTION OF EDTECH SERVICES:

Edtech services revolutionize education by integrating technology to enhance learning experiences. These services encompass a wide range of digital tools, platforms, and resources designed to support educators, students, and institutions. From interactive online courses to virtual classrooms, Edtech fosters personalized learning, facilitates collaboration, and prepares individuals for a rapidly evolving digital landscape.

2.9.TYPES OF EDTECH SERVICES:

2.9.1.ONLINE LEARNING PLATFORMS:

Offer courses, tutorials, and assessments over the internet, allowing learners to access educational content from anywhere.

3.9.2.LEARNING MANAGEMENT SYSTEM (LMS):

Provide a centralized platform for managing and delivering educational content, tracking student progress, and facilitating communication between educators and learners.

3.9.3.VIRTUAL CLASSROOM:

Enable real-time interaction between teachers and students through video conferencing, fostering remote or hybrid learning environments.

3.9.4.ADAPTIVE LEARNING SYSTEM:

Utilize technology to personalize learning experiences based on individual student progress, adjusting content and difficulty levels in real-time.

3.9.5.E-BOOK AND DIGITAL TEXTBOOK:

Replace or supplement traditional textbooks with digital versions, often enriched with multimedia elements or more engaging learning experiences.

3.9.6.GAMIFICATION PLATFORMS:

Incorporate game elements into educational activities to enhance motivation, engagement, and learning outcomes.

3.9.7.EDUCATIONAL APPS:

Mobile applications designed to support learning and skill development across various subjects and age groups.

3.9.8.AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) IN EDUCATION:

Immersive technologies that create virtual learning environments, enhancing understanding and retention of complex concepts.

3.9.9.AI-POWERED TUTORING SYSTEMS:

Leverage artificial intelligence to provide personalized tutoring, adapt content based on individual needs, and offer instant feedback.

3.9.10.COLLABORATION TOOLS:

Facilitate teamwork and communication among students and educators, promoting collaborative learning experiences.

3.9.11.ASSESSMENT AND FEEDBACK PLATFORM:

Streamline the process of creating, administering, and grading assessments, often providing instant feedback to learners.

3.9.12.PARENT-TEACHER COMMUNICATION PLATFORM:

Enhance communication between educators and parents, keeping them informed about students progress and activities.

These diverse Edu tech services cater to different aspects of the learning journey, contributing to a more interactive, adaptive, and accessible educational landscape.

3.10.EDTECH SERVICES APP CONDUCTED FDP FOR PROFESSORS:

While don't have real-time information on specific events, various Edtech services apps have historically conducted Faculty Development Programs (FDPs) for professors. These rogramsaim to enhance educators' skills in integrating technology into teaching methodologies. Here are a few Edtech platforms that are known for organizing such FDPs:

3.10.1.EDX FOR BUSINESS:

Description: Offers professional development courses and programs, including FDPs, to help educators stay updated on the latest teaching strategies and Edtech tools

3.10.2.COURSEA FOR CAMPUS:

Description: Coursera extends its platform to universities, providing faculty development opportunities through a diverse range of online courses and specializations

3.10.3.LINKEDIN LEARNING:

Description: Linkedin Learning offers courses and workshops specifically tailored for educators, covering topics related to instructional design, technology integration, and teaching strategies.

3.10.4.CANVAS BY INSTRUCTION:

Description: Beyond being a Learning Management System (LMS), Canvas often organizes professional development sessions and workshops for educators to maximize their use of the platform.

3.10.5.MICROSOFT EDUCATOR CENTRE:

Description: Microsoft provides a hub for educators with a wealth of resources, training courses, and webinars to empower them in using Microsoft tools effectively for teaching

3.10.6.GOOGLE FOR EDUCATION:

Description: Google offers training programs and workshops for educators to enhance their proficiency in using Google Workspace tools for educational purposes.

3.10.7.ADOBE EDUCATION EXCHANGE:

Description: Adobe conducts workshops and courses on creativity in education, helping professors integrate Adobe tools into their teaching methods.

3.10.8.APPLE TEACHER:

Description: Apple provides a program where educators can earn badges and participate in professional development to enhance their skills in using Apple products for teaching

3.10.9.BLACKBOARD ACADEMY:

Description: Blackboard, a widely used LMS, offers professional development opportunities for educators to maximize the potential of their platform.

It's advisable to check the official websites or contact these platforms directly for the most up-to-date information on any Faculty Development Programs they may be conducting for professors

3.11.ONLINE WORKSHOPS AND FDPs FOR EDU TECH SERVICES TO PROFESSORS

Several EDU tech platforms and organizations offer online workshops, webinars, and downloadable PDF resources specifically tailored for professors seeking to enhance their understanding and usage of EDU tech services. Here are a few suggestions:

3.11.1.COURSERA FOR CAMPUS:

Online Workshops: Coursera often hosts webinars and workshops on topics ranging from online course design to using specific Edtech tools.

PDF Resources: Check the Coursera for Campus resource library for downloadable materials related to Edtech and teaching online.

3.11.2.EDX FOR BUSINESS:

Online Workshops: Explore the professional development courses and workshops on edX for Business, covering various Edtech topics.

PDF Resources: Look for supplementary materials provided with the courses or check the edX resource centre.

3.11.3.LINKEDIN LEARNING:

Online Workshops: LinkedIn Learning regularly features online courses and video tutorials for educators.

PDF Resources: While not always in PDF format, you can find downloadable resources and transcripts accompanying many LinkedIn Learning courses

3.11.4.GOOGLE FOR EDUCATION:

Online Workshops: Google's Teacher Center offers online training for educators, including workshops on using Google Workspace tools.

PDF Resources: The Google for Education Resource Library provides downloadable guides, lesson plans, and other materials

3.11.5.MICROSOFT EDUCATOR CENTRE:

Online Workshops: Microsoft conducts webinars and online courses through the Educator Centre, covering various EDU tech and teaching with technology topics.

PDF Resources: Look for downloadable guides and resources within the Microsoft Educator Centre.

3.11.6.ADOBE Education Exchange:

Online Workshops: Adobe regularly hosts webinars and workshops focusing on creativity in education.

PDF Resources: Check the Adobe Education Exchange for downloadable resources and lesson plans.

When participating in online workshops, you may receive certificates of completion, and many platforms provide supplementary resources that can be downloaded or accessed after the session. Ensure you explore the resource sections of these platforms for additional materials in various formats, including PDFs.

CHAPTER-III

ANALYSIS AND

INTERPRETATION-I

3.1 Introduction

This chapter deals with the analysis of the profile of respondents and the data collected through framed questionnaire. For this purpose, 120 respondents were selected. Primary data had been collected from, the respondents through structured questionnaire. Collected data were tabulated and analyze which is presented below.

3.2 Tools of Analysis

The following statistical tool, diagram and charts are applied for the data analysis in this chapter:

- ❖ Percentage Analysis
- ❖ Pie Chart
- ❖ Chi square test
- ❖ One way anova test
- ❖ Intensity value

3.2.1 Percentage Analysis

Percentage Analysis is the method to represent raw streams of data as a percentage for better understanding of collecting data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

Percentage - Individual respondents Total No of respondents x 100

3.2.2 Pie Chart

A pie chart is a circle that is divide into areas or slices. Each slices represents the count or percentage of the observations of a level forth variable. Pie charts are often used in business.

3.2.3 CHI SQUARE TEST

A Chi square test is one of the simplest and most widely used non parametric tests in statistical work. This test is most commonly used to observe what results are obtained by comparing given

data with the expected data. This test is conducted to prove that there will be no change or difference between actual and expected data.

The Chi square formula is sum of the squared difference between the actual and expected data, divided by the expected.

3.2.4 ONE WAY ANOVA TEST

One-Way ANOVA (“Analysis Of Variance”) compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. It is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups.

3.2.6 INTENSITY VALUE

To study expectations of the respondents towards the instant food products nine reasons were framed and for each reason likerts scaling technique had been used. The score given in the order of 5,4,3,2,1 and ranked as 1,2,3,4,5 respectively. For each reason intensity value was calculated using the formula,

$$\text{Intensity Value} = [(R1 \times 5) + (R2 \times 4) + (R3 \times 3) + (R4 \times 2) + (R5 \times 1)]$$

Where R represents the rank.

GENDER OF THE RESPONDENTS

TABLE 3.1a

SI. NO.	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Female	54	67.5%
2	Male	26	32.5%
TOTAL		80	100%

SOURCE: PRIMARY DATA

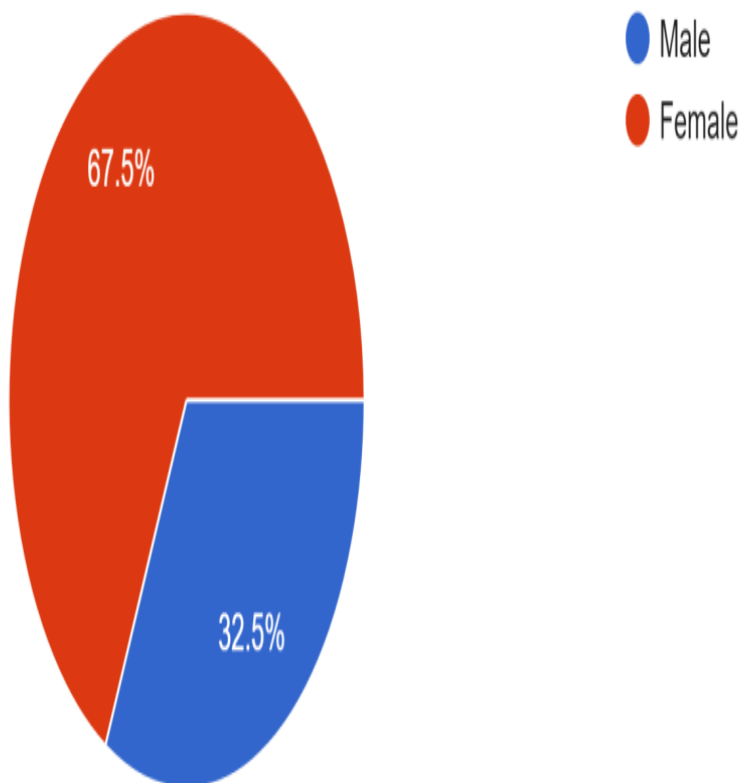
INTERPRETATION:

From table 3.1a it can be inferred that 67.5% of the respondents are female and 32.5% of the respondents are male .

Majority of the respondents (67.5%) are female.

CHART: 3.2 a

THE GENDER OF THE RESPONDENTS



AGE OF THE RESPONDENTS:

TABLE 3.1b

SI.NO.	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	Below 30	11	13.3%
2	30-40	48	57.8%
3	40-50	21	25.3%
4	50-60	3	3.6%
5	Above 60	0	0
Total		83	100%

SOURCES : PRIMARY DATA

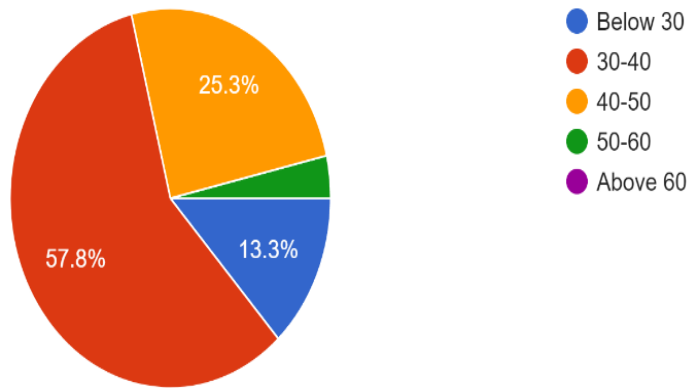
INTERPRETATION:

From table 3.1b. it can be inferred that 57.8% of the respondents are between the age 30- 40, 25.3% of the respondents are between 40-50, 13.3% of the respondents are below 30 and 3.6% of the respondents are between 50-60.

Majority of the respondents is (57.8%) are between the age 30-40.

CHART 3.2b

AGE OF THE RESPONDENTS



EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

TABLE 3.1c

Sl.NO.	EDUCATION LEVEL	NO.OF RESPONDENT	PERCENTAGE
1	M. phil	32	38.6%
2	PHD	15	18.1%
3	NET/SET	12	14.5%
4	All	24	28.9%
Total		83	100%

SOURCE : PRIMARY DATA

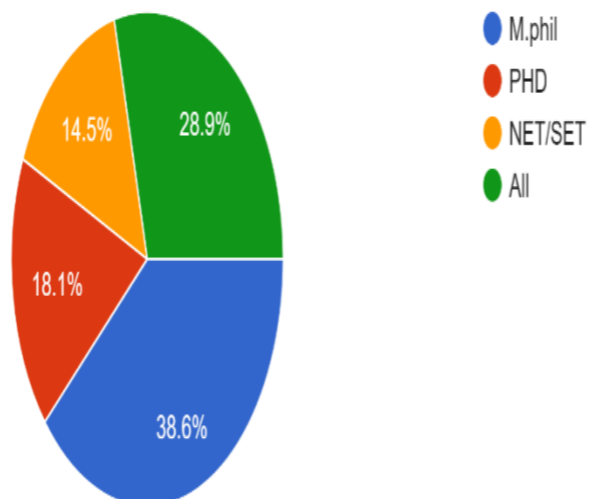
INTERPRETATION:

From table 3.1c.it can be inferred that 38.6% of the respondents are M.phil, 28.9% of the respondents are All, 18.1% of the respondents are PHD ,14.5% of the respondents are NET/SET.

Majority of the respondents are from the (38.6%) responses.

CHART 3.2c

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



DESIGNATION OF THE RESPONDENTS

TABLE 3.1d

Sl.NO.	DESIGNATION	NO.OF RESPONDENTS	PERCENTAGE
1	Assistant professor	64	77.1%
2	Associate professor	19	22.9%
Total		83	100%

SOURCE : PRIMARY DATA

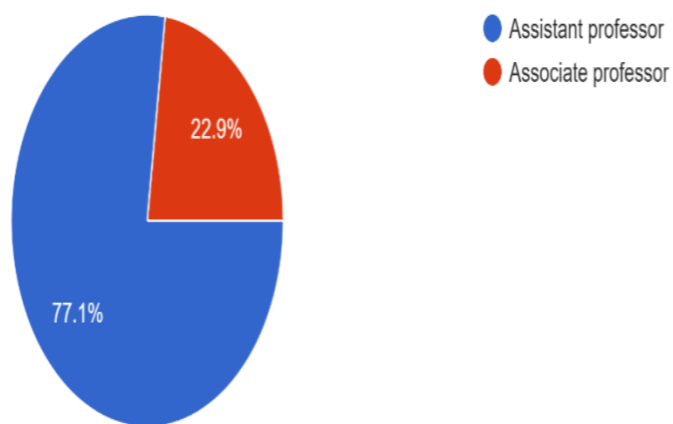
INTERPRETATION:

From table 3.1d it can be inferred that 77.1% of the respondents are assistant professor and 22.9% of the respondents are associate professor.

Majority of the respondents are assistant professor (77.1%) responses.

CHART 3.2d

THE DESIGNATION OF THE RESPONDENT



DISCIPLINE OF THE RESPONDENTS

TABLE 3.1e

SI.NO.	DISCIPLINE	NO.OF RESPONDENTS	PERCENTAGE

1	Arts	56	67.5%
2	Science	27	32.5%
Total		83	100%

SOURCES : PRIMARY DATA

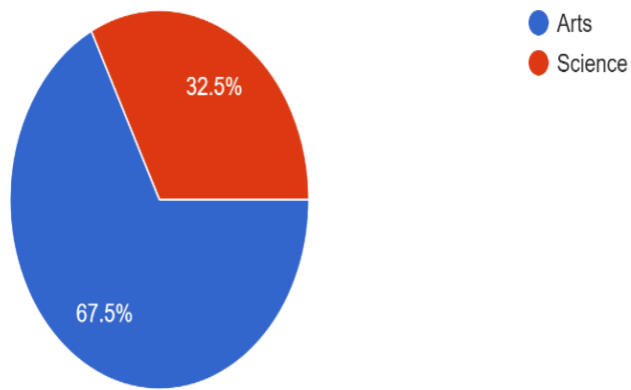
INTERPRETATION:

From table 3.1e it can be inferred that 67.5% of the respondents are Arts and 32.5% of the respondents are Science.

Majority of the respondents are arts (67.5%) responses.

CHART 3.2e

THE DISCIPLINE OF THE RESPOND



EXPERIENCES OF THE RESPONDENTS

TABLE 3.1f

Sl.NO.	EXPERIENCE	NO.OF RESPONDENTS	PERCENTAGE
1	Less than 6 years	15	18.1%
2	7-12 years	41	49.4%
3	13-18 years	22	26.5%
4	19-24 years	3	3.6%
5	Above 25 years	2	2.4%
Total		83	100%

SOURCES : PRIMARY DATA

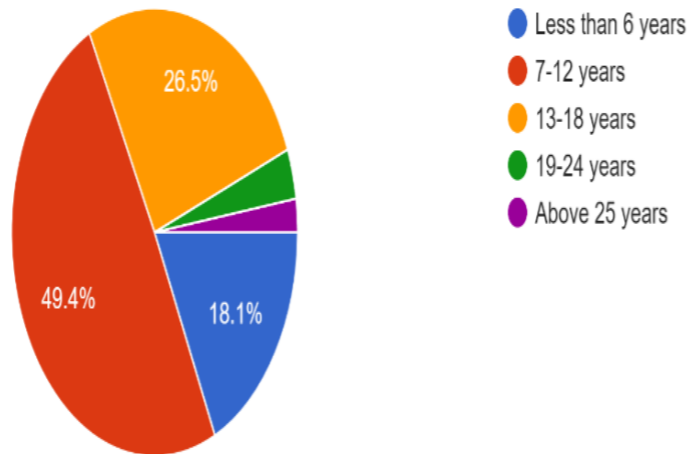
INTERPRETATION:

From table 3.1f it can be inferred that 49.4% of the respondents are between 7-12 years ,26.5% of the respondents are between 13-18 years , 18.1% of the respondents are less than 6 years, 3.6% of the respondents are between 19-24 years ,2.4% of the respondents are above 25 years.

Majority of the respondents are (49.4%) responses.

CHART 3.2f

THE EXPERIENCES OF THE RESPONDENTS



TYPES OF COLLEGE OF THE RESPONDENTS

TABLE 3.1g

Sl.NO.	TYPES OF COLLEGE	NO.OF RESPONDENTS	PERCENTAGE
1	Government	24	28.9%
2	Aided	33	38.9%
3	self-finance	26	31.3%

Total	83	100%
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SOURCE: PRIMARY DATA

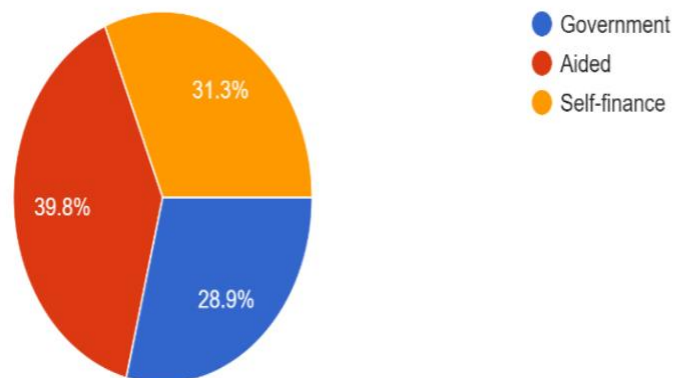
INTERPRETATION:

From table 3.1g .it can be inferred that 38.9% of the respondents are Aided,31.3% of the respondents are government , 28.9% of the respondents are self-finance.

Majority of the respondents are Aided (38.9%) responses.

CHART 3.2g

TYPE OF COLLEGE OF THE RESPONDENTS



RESPONDENTS STATUS OF INSTITUTION WORKING

TABLE 3.1h

Sl.NO.	STATUS OF INSTITUTION	NO. OF RESPONDENTS	PERCENTAGE

1	Autonomous	66	79.5%
2	Non-autonomous	17	20.5%
Total		83	100%

SOURCE : PRIMARY DATA

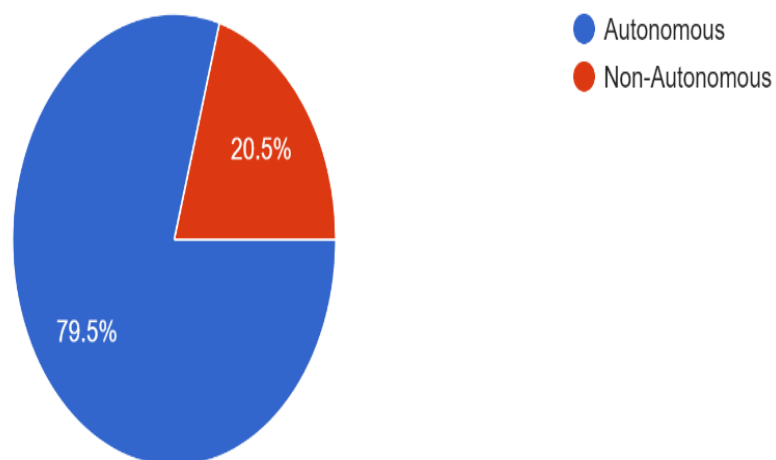
INTERPRETATION:

From table 3.1h.it can be inferred that 79.5% of the respondents are autonomous, 20.5% of the respondents are non-autonomous.

Majority of the respondents are autonomous (79.5%)

CHART 3.2h

RESPONDENTS STATUS OF INSTITUTION WORKING



TYPES OF INSTITUTION WORKING

TABLE 3.1i

SI.NO.	TYPES OF INSTITUTION	NO.OF RESPONDENTS	PERCENTAGE
1	Exclusive for women	37	44.6%
2	Exclusive for men	10	12%

3	Co-education	36	43.4%
Total		83	100%

SOURCES: PRIMARY DATA

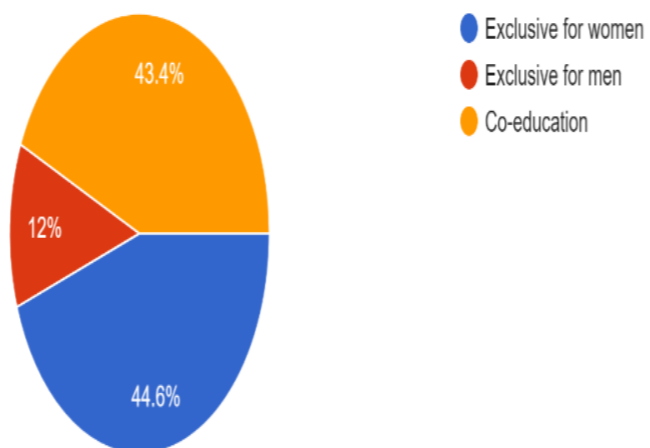
INTERPRETATION:

From table 3.1i it can be inferred 44.6% of the respondents are exclusive for women, 43.4% of the respondents are exclusive for men, 12% of the respondents are co-education.

Majority of the respondents are exclusive for women (44.6%) responses.

CHART 3.2i

TYPE OF INSTITUTION WORKING OF THE RESPONDENTS



MONTHLY INCOME OF THE RESPONDENTS

TABLE 3.1j

SI.NO.	MONTHLY INCOME	NO.OF RESPONDENST	PERCENTAGE
1	Below Rs 30000	14	16.9%
2	Rs30001-Rs60000	40	48.2%
3	Rs60001-Rs90000	24	28.9%

4	Above Rs100000	5	6%
Total		83	100%

SOURCE: PRIMARY DATA

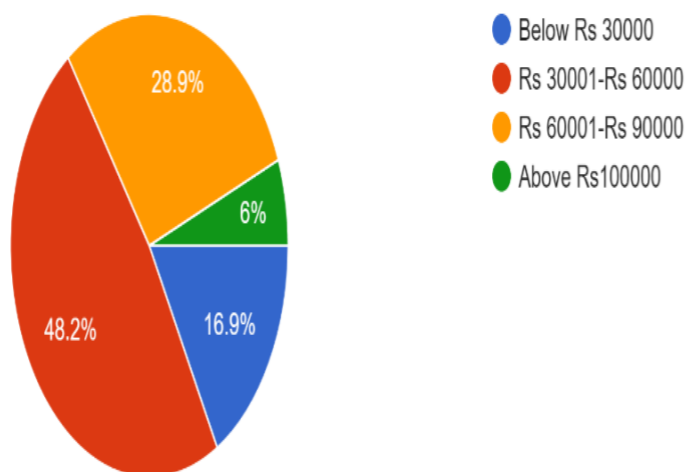
INTERPPRETATION:

From table 3.1j.it can be inferred 48.2% of the respondents are between 30001-60000, 28.9% of the respondents are between 60001-90000, 16.9% of the respondents are below 30000, 6% of the respondents are above 100000.

Majority of the respondents are between 300001-60000 (48.2%) response.

CHART 3.2j

MONTHLY INCOME OF THE RESPONDENTS



MARITAL STATUS OF THE RESPONDENTS

TABLE 3.1k

SL.NO.	MARITAL STATUS	NO.OF RESPONDENTS	PERCENTAGE
1	Married	73	88%
2	Unmarried	10	12%

Total	83	100%
--------------	-----------	-------------

SOURCE: PRIMARY DATA

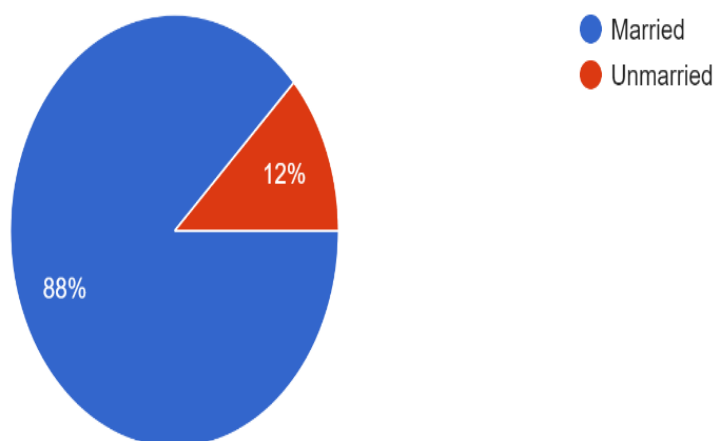
INTERPRETATION:

From table 3.1k it can be inferred 88% of the respondents are married, 12% of the respondents are unmarried.

Majority of the respondents are married (88%) responses

CHART 3.2k

MARITAL STATUS OF THE RESPONDENTS



FAMILY STRUCTURE OF THE RESPONDENTS

TABLE 3.11

Sl.NO.	FAMILY STRUCTURE	NO.OF RESPONDENTS	PERCENTAGE
1	Nuclear family	58	69.9%
2	Joint family	25	30.1%
Total		83	100%

SOURCE: PRIMARY DATA

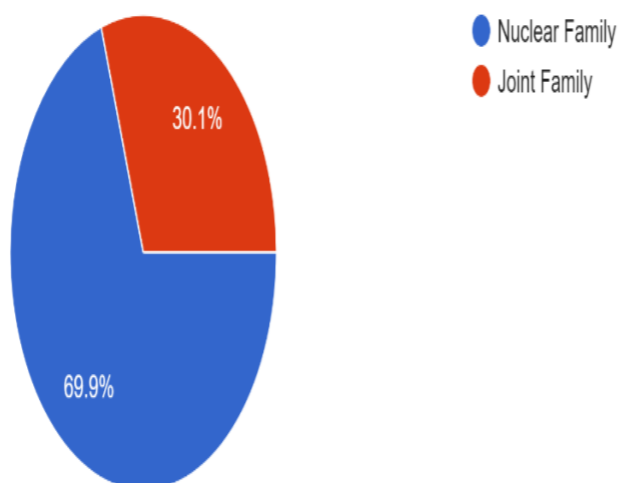
INTERPRETATION :

From table 3.11 it can be inferred 69.9% of the respondents are nuclear family, 30.1% of the respondents are joint family.

Majority of the respondents are nuclear family (69.9%) responses.

CHART 3.21

THE FAMILY STRUCTURE OF THE RESPONDENTS



FREQUENCY OF ATTENDING ONLINE FDP/ WORKSHOPS

TABLE 3.1m

Sl.NO.	USED TO ATTEND ONLINE FDP/ WORKSHOP	NO.OF RESPONDENT	PERCENTAGE
1	Rarely	36	43.4%
2	Often	29	34.9%

3	Frequently	18	21.7%
Total		83	100%

SOURCE : PRIMARY DATA

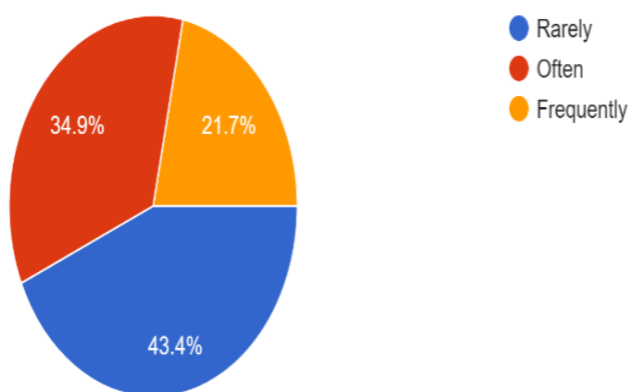
INTERPRETATION:

From table 3.1m it can be inferred 43.4% of the respondents are rarely used , 34.9% of the respondents are often used, 21.7% of the respondents are frequently .

Majority of the respondent are rarely (43.4%) responses.

CHART 3.2m

THE FREQUENCY OF ATTENDING ONLINE FDP/WORKING



TYPE OF ONLINE FDP/WORKSHOP PREFERRED TO ATTEND

TABLE 3.1n

SL.NO.	TYPE OF ONLINE FDP/ WORKSHOP	NO.OF RESPONDENTS	PERCENTAGE
1	Discipline oriented	57	68.7%
2	Multi disciplinary	26	31.3%

Total	83	100%
--------------	-----------	-------------

SOURCES: PRIMARY DATA

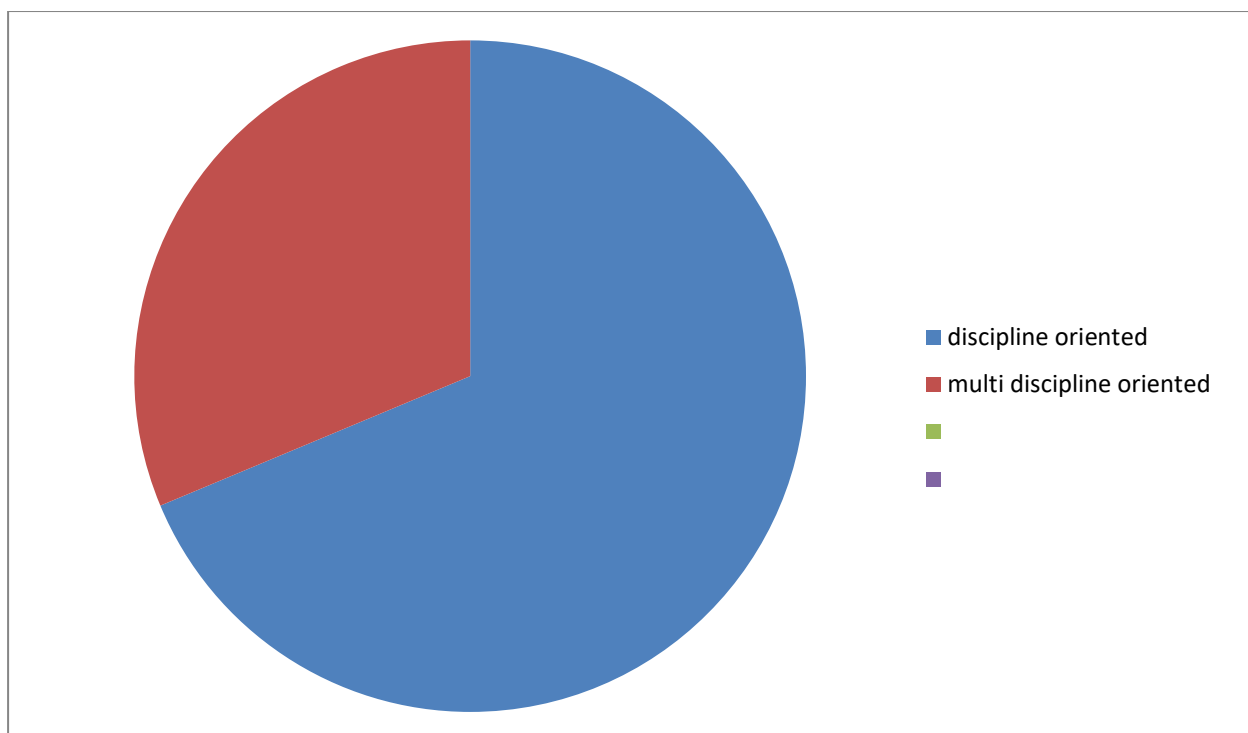
INTERPRETATION:

From table 3.1n it can be inferred 68.7% of the respondents are discipline oriented, 31.3% of the respondents are multi disciplinary.

Majority of the respondents are discipline oriented (68.7%) responses.

CHART 3.2 n

TYPE OF FDPs/WORKSHOPS PREFERRED TO ATTEND



REASON FOR ATTENDING ONLINE FDP/WORKSHOP

TABLE 3.1o

SI.NO	REASON FOR ATTENDING ONLINE FDP/WORKSHOP	NO.OF RESPO NDENTS	PERCENTAGE

1	Teaching and learning process	52	62.7%
2	Personal skill	13	15.7%
3	Research knowledge	13	15.7%
4	Networking	3	3.6%
5	Administrative skill	2	2.4%
Total		83	100%

SOURCE ::PRIMARY DATA

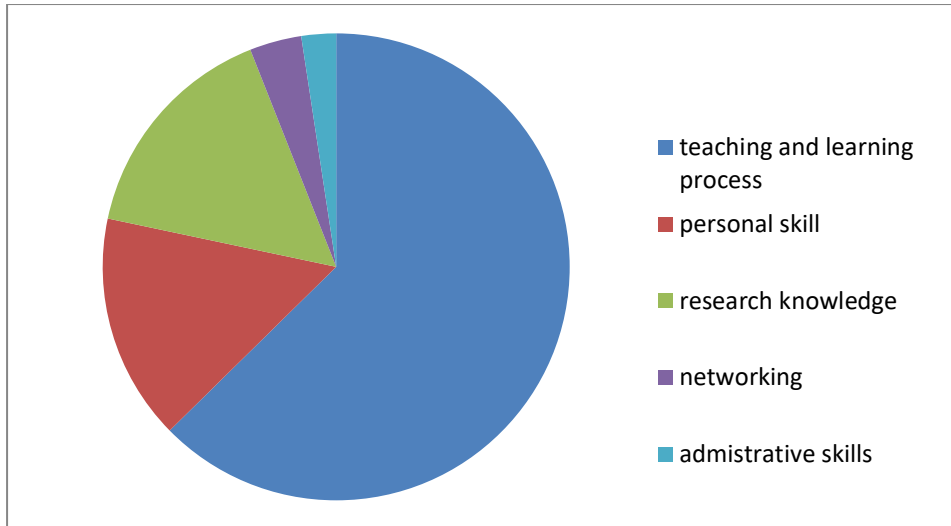
INTERPRETATION

From table 3.1o it can be inferred 62.7% of the respondents are teaching and learning, 15.7% of the respondents are personal skill, 15.7% of the respondents are research knowledge, 3.6% of the respondents are networking , 2.4% of the respondents are administrative skill.

Majority of the respondents are teaching and learning process (62.7) responses.

CHART 3.2o

REASON FOR ATTENDING ONLINE WORKSHOPS/FDPs



CHAPTER IV

ANALYSIS AND

INTERPRETATION-II

CHI-SQUARE ANALYSIS BETWEEN GENDER AND TYPE OF INSTITUTION

The chi-square test is a statistical procedure used to examine the difference between categorical variable in the sample population. Table reveals that whether there is difference between gender and type of institution.

HO-There is no significant association between gender and types of institution.

H1- -There is significant association between gender and types of institution.

TABLE 4.1

GENDER	TYPE OF INSTITUTION			TOTAL
	EXCLUSIVE FOR WOMEN	EXCLUSIVE FOR MEN	CO- EDUCATION	
MALE	4	7	16	27
FEMALE	33	3	20	56
Total	37	10	36	83

TEST STATISTICS

PEARSON CHI- SQUARE	
Chi square value	16.67
Degree of freedom	2
Asymptotic significance	.000

From statistical analysis, table 3.27. shows about Chi-Square test for the gender and type of institution. The significant level is less than 0.05.

It reject the null hypothesis and conclude there is a significant association between gender and type of institution.

ONE WAY ANOVA BETWEEN AGE AND CHALLENGES:

The purpose of a one-way ANOVA test is to determine the existence of a statistically significant difference among several group means. Table 4.2. reveals whether is a significant differences between age and challenges or limitation of the respondents.

- ❖ H0 - There is no significant differences in the challenges or limitation among different age group of the respondents.
- ❖ H1 - There is significant differences in the challenges or limitation among different age group of the respondents.

TABLE 4.2

ANOVA

TYPE OF DRESS PREFERENCE	SUM OF SQUARES	DEGREE OF FREEDOM	MEAN SQUARE	F	SIGNIFICANT
Between Groups	76.248	3	25.416	4.115	.009
Within Groups	487.969	79	6.177		
Total	564.217	82			

Table 4.2.shows the output of the one way ANOVA analysis and whether there is a statistical difference between group mean. The significant level is 0.000 (i.e) $p=0.009$, which is below 0.05 and therefore, there is a significant differences in the challenges faced by different age group of respondents.

**WEIGHTED AVERAGE RANK OF THE FACTORS INFLUENCES THE
BENEFICIARIES ON EDUTECH SERVICES**

TABLE 4.3

FACTORS	TOTAL	RANK
Convenience in accessibility	2425	I
Cost effectiveness	1655	II
Time efficiency	1605	III
Geographical accessibility and flexibility	1297	V
Effectiveness in developing knowledge, skill and for the professional development	1369	IV

SOURCE: PRIMARY DATA

INTERPRETATION:

It is derived from the above Table 4.3 shows that level of rate the factor of EDU tech services influences the beneficiaries. Perceived convenience in accessibility rank I with an intensity score of 2425, cost effectiveness rank II with an intensity score of 1655, time efficiency rank III with an intensity score of 1605, effectiveness of online workshop in developing knowledge, skill and professional development rank IV with an intensity score of 1369, geographical accessibility and flexibility rank V with an intensity score of 1297.

CHAPTER-V

FINDING, SUGGESTION

AND CONCLUSION

5.1. INTRODUCTION

In this chapter have given the major findings based on the objectives of the study. The research has made an attempt to give certain suggestions to improve the usage of overall energy with less expenses Finally the conclusion has been given based on the analysis of the study.

5.2. FINDINGS

1. Majority of the respondents (67.5%) are female.
2. Majority of the respondents is (57.85%) are between the age 30-40.
3. Majority of the respondents are from the (38.6%) responses.
4. Majority of the respondents are assistant professor (77.1%) responses.
5. Majority of the respondents are arts (67.5%) responses.
6. Majority of the respondents are (49.4%) responses.
7. Majority of the respondents are Aided (38.9%) responses.
8. Majority of the respondents are autonomous (79.5%).
9. Majority of the respondents exclusive for women (44.6%) responses.
10. Majority of the respondents are between 300001-60000 (48.2%) responses.
11. Majority of the respondents are married (88%) responses.
12. Majority of the respondents are nuclear family (69.9%) responses.
13. Majority of the respondents are rarely (43.4%) responses.
14. Majority of the respondents are teaching and learning process (62.7%) responses.
15. The significant level is less than 0.05. It reject the null hypothesis and conclude there is a difference between occupation and experience in fashion or retail industries before starting the boutique
16. The significant level is 0.000 (i.e) $p=0.009$, which is above 0.005 and therefore, there is a no statistically significant difference between age and challenge or limitation of the respondent.
17. The significant level is 0.000. It accept the alternative hypothesis and reveals that there is a difference between gender and challenges or limitation of the respondents.

5.3. SUGGESTION:

Some suggestions for services that an edu tech platform could provide to conduct Faculty Development Programs (FDPs) or online workshops:

- Incorporate more interactive elements such as live polls, Q&A sessions, and group discussions to keep participants engaged and encourage active learning.
- Offer workshops and FDPs at various times to accommodate the diverse schedules of beneficiaries, including evenings and weekends.
- Tailor workshop content to address the specific needs and interests of beneficiaries, ensuring relevance and practicality.
- Provide clear instructions, expectations, and objectives for each workshop or session to help participants prepare and stay focused.
- Offer readily available technical support to assist participants with any issues they may encounter during the online sessions.
- Implement a feedback system to gather input from beneficiaries after each session, allowing for continuous improvement based on their suggestions and experiences.
- Provide participants with certificates or badges upon completion of workshops and FDPs to recognize their efforts and enhance their professional credentials.

- Ensure that all necessary resources, such as presentation slides, handouts, and additional reading materials, are easily accessible to participants before and after each session.
- Include a diverse range of facilitators with different backgrounds and expertise to offer varied perspectives and insights during workshops and FDPs.
- Foster a sense of community among participants by creating opportunities for networking, collaboration, and ongoing support beyond the workshop sessions.

By implementing these recommendations, online workshops and FDPs can better meet the needs and expectations of beneficiaries, leading to a more engaging and effective learning experience.

5.4. Conclusion:

In conclusion, this study underscores the significance of comprehensive faculty development programs in driving effective technology integration within higher education. Through a meticulous examination of program design, delivery methods, and participant outcomes, the research revealed the pivotal role of professional development initiatives in enhancing teaching practices, enriching curricular offerings, and fostering meaningful student engagement. By leveraging a mixed-methods approach, the study illuminated the complexities and nuances inherent in technology integration efforts, thereby offering valuable insights for educational policymakers, administrators, and practitioners. Moving forward, the findings underscore the importance of continued investment in tailored faculty development initiatives that prioritize pedagogical innovation, collaborative learning, and sustainable technology adoption. This research serves as a foundation for future endeavors aimed at cultivating

a culture of lifelong learning and advancing educational excellence in higher education institutions worldwide.

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**A STUDY ON PERCEPTIONS OF BENEFICIARIES ON EDU TECH SERVICE
WITH SPECIAL REFERENCE TO CONDUCTING ONLINE WORKSHOPS
AND FACULTY DEVELOPMENT PROGRAMS**

QUESTIONNAIRES:

Email:

1. Name:

2. Age

❖ Below 30

❖ 30-40

❖ 40-50

❖ 50-60

❖ Above 60

3. Gender

❖ Male

❖ Female

4. Educational qualification

❖ M .phil

❖ PHD

❖ NET/SET

❖ ALL

5. Designation

❖ Assistant professor

❖ Associate professor

6. Discipline

❖ Arts

❖ Science

7. Experience

❖ Less than 6 years

❖ 7-12 years

- ❖ 13-18 years
- ❖ 19-24 years
- ❖ Above 25 years

8. Types of college

- ❖ Government
- ❖ Aided
- ❖ Self—finance

9. Status of institution workers

- ❖ Autonomous
- ❖ Non autonomous

10. Type of institution

- ❖ Exclusive for men
- ❖ Exclusive for women
- ❖ Co-education

11. Monthly income

- ❖ Below Rs 30000
- ❖ Rs 30001-Rs 60000
- ❖ Rs 60001-Rs 90000
- ❖ Above Rs 90000

12. Marital status

- ❖ Married
- ❖ Unmarried

13. Family structure

- ❖ Nuclear family
- ❖ Joint family

14. How often you used attend online FDPs/ workshops

- ❖ Rarely
- ❖ Often
- ❖ Frequently

15. What type of online FDPs/workshop you prefer to attend

- ❖ Discipline oriented
- ❖ Multi discipline oriented

16. Reason for attending online FDPs/workshop to enhance

- ❖ Teaching and learning process
- ❖ Personal skill
- ❖ Research knowledge
- ❖ Networking
- ❖ Administrative skill

PERCEIVED CONVENIENCE IN ACCESSIBILITY	SA	A	N	DA	SDA
1. Material provided comprehensive and easy to understand					
2. The online workshop schedule accommodate my availability					
3. Few technical difficulties experienced during the online workshop					
4. Instructions clear for technical aspects like submitting assignments or participating in discussion					

5. Perceive good time management of participating in online workshops compared to in-person workshops					
6. Online workshops enhance your ability to access learning resources efficiently compared to in-person workshop					
7. Online platform facilitates meaningful interaction despite not being in a physical setting					

COST EFFECTIVENESS	SA	A	N	DA	SDA
1. Some costs are associated with traditional in-person programs that are found to be avoided or reduce in online workshops					
2. There is a balance between the cost and the benefits received in online workshops					
3. Reduction of travel costs bring cost-effectiveness for online workshop					
4. Online workshops provide better access to learning resources at a lower cost than traditional programs					
5. Considering cost-effectiveness, I prefer participating in online workshops over traditional in-person programs in the future					

TIME EFFICIENCY	SA	A	N	DA	SDA
1. Online workshops generally shorter in duration compared to in-person program.					
2. Duration of online workshops align with my expectations and preference					
3. The time spent in online workshops to be as effective as the time spent in-person program					

4. Participating in online workshops save my time that would have been spent on participating in-person program					
5. The reduction in travel time impact my overall perception of time efficiency					

GEOGRAPHICAL ACCESSIBILITY AND FLEXIBILITY	SA	A	N	DA	SDA
1. I feel any range of geographical location from which participants in workshops					
2. Online workshop attract a more diverse group of participants compared to in-persons events					
3. There is a challenges for participating being in different time zones during online workshops					
4. Online workshops have a wider reach compared to in-person events in terms of geography					

EFFECTIVENESS OF ONLINE WORKSHOP IN DEVELOPING KNOWLEDGE, SKILL AND PROFESSIONAL DEVELOPMENT	SA	A	N	DA	SDA
1. Online workshops have improved practical skill					
2. Online workshops and FDPs positively influence professional development					

3. Online workshops and FDPs improve knowledge through online classes					
4. Level of interaction with instructors are good in online workshops and FDPs					

CHALLENGES OR LIMITATION	SA	A	N	DA	SDA
1 Few technical issues faced during online workshops and FDPs					
2. Features and tools provided in online workshops and FDPs					
3 Online workshops format cater well to different learning styles					
4. The workshops resources easy to access on different devices (e.g., computer, table, smart phone)					
5. The platforms used for the workshops support accessibility features (e.g., screen recording compatibility)					

OVERALL SATISFACTION	SA	A	N	DA	SDA
1. Highly satisfied with the quality of the course content					
2. Highly satisfied with the overall experience					
3. I recommend this online EDU Tech platform to others					

4. Technological accessibility for participants from various geographical locations are satisfied					
5. Satisfied with value for money in online workshop					
6. High level of interaction and engagement in online workshops compared to in-person program.					

**A STUDY ON IMPACT OF TELEVISION ADVERTISEMENT ON CONSUMER
PREFERENCE TOWARDS COSMETIC PRODUCTS IN MADURAI CITY**

A project submitted to Madurai Kamaraj University in partial fulfillment of the requirement for
the award of the Degree of **MASTER OF COMMERCE**

SUBMITTED BY

N.R. AARTHY - 2022MCOM01

Under the guidance of

Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D.

Assistant Professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

RE-ACCREDITED WITH 'A++' GRADE BY NACC (Cycle 4)

FATIMA COLLEGE MARY LAND,

MADURAI -625018, TAMIL NADU

MARCH - 2024

N.R. AARTHY, 2022MCOM01

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625018.

DECLARATION

I hereby, declare the project entitled, "A STUDY ON IMPACT OF TELEVISION ADVERTISEMENT ON CONSUMER PREFERENCE TOWARDS COSMETIC PRODUCTS IN MADURAI CITY" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2023-2024, it has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

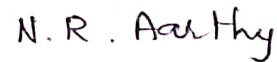
Place : Madurai

Date : 11.03.2024



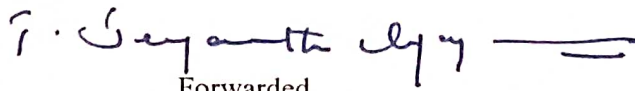
Counter Signed

(Dr. P. RUBY LEELA)



Signature of the candidate

(N.R. AARTHY)



Forwarded

(Dr. T. JEYANTHI VIJAYARANI)

Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D.

Assistant Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, "A STUDY ON IMPACT OF TELEVISION ADVERTISEMENT ON CONSUMER PREFERENCE TOWARDS COSMETIC PRODUCTS IN MADURAI CITY" submitted by N.R. AARTHY – 2022MCOM01 in partial fulfillment for the award of MASTER OF COMMERCE was done by her during the period of February 2024- April 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.

Place: Madurai



Faculty Guide

Date: 11.03.2024

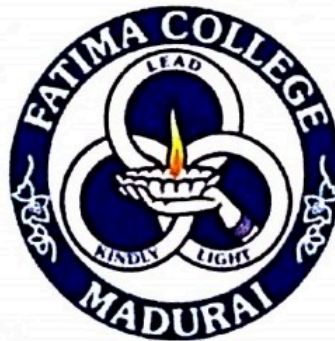
(Dr. P. RUBY LEELA)

EXPLORING THE ENTREPRENEURIAL MINDSET OF STUDENTS IN MADURAI CITY

Project submitted to Madurai Kamaraj University
In partial fulfilment of the requirement for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
L.R. AKSHITAA – 2022MCOM02

Under the guidance of
Dr. P. KALAI SELVI, M.COM., M.PHIL., NET, PH.D.,
Assistant Professor
Research Centre of Commerce,
Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for Excellence)

(Re-accredited with 'A++' grade (CGPA 3.61) by NAAC (Cycle 4))

FATIMA MARYLAND

MADURAI - 625018,

MARCH - 2024

Dr. P. KALAI SELVI, M.COM., M.PHIL., NET, PH.D.,

Assistant Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, **“EXPLORING THE ENTREPRENEURIAL MINDSET OF STUDENTS IN MADURAI CITY”** submitted by **L.R. AKSHITAA – 2022MCOM02** in partial fulfilment for the award of **MASTER OF COMMERCE** was done by them during the period of February 2024- May 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.



(Dr. P. KALAI SELVI)

Faculty Guide

Place: Madurai

Date: 11.03.2024

L.R. AKSHITAA (2022MCOM02)

Research centre of commerce,

Fatima College (Autonomous)

Madurai-625018.

DECLARATION

I hereby declare that the dissertation entitled, "EXPLORING THE ENTREPRENEURIAL MINDSET OF STUDENTS IN MADUARI CITY" is the original work done under the guidance of Dr. P. KALAI SELVI, M.COM., M.PHIL., NET, PH.D., Assistant professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.


Place: Madurai

Date: 11.03.2024

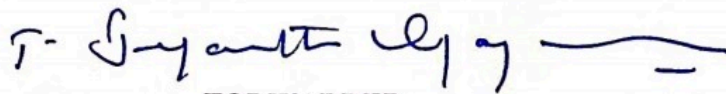


COUNTER SIGNED
(Dr. P. KALAI SELVI)

(L.R.AKSHITAA)



Signature of the Candidate



FORWARDED

(Dr. T. JEYANTHI VIJAYARANI)

**A STUDY ON CONSUMER PERCEPTION AND PREFERENCES
TOWARDS READY MADE GARMENT SHOPS IN MADURAI CITY**

Project submitted to Madurai Kamaraj University

in partial fulfillment of the requirement for the award of the Degree of

MASTER OF COMMERCE

SUBMITTED BY

P. ANISHKA 2022MCOM05

Under the guidance of

Dr. K SANGEETHA M.Com., M.Phil., SET., Ph.D.,

Assistant Professor
The Research Centre of Commerce
Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-accredited with 'A++' grade by NAAC (Cycle 4).

Maryland,

MADURAI-625018, Tamilnadu.

MARCH - 2024

Dr. K SANGEETHA M.COM., M.PHIL., SET., P.HD.,

Assistant Professor,

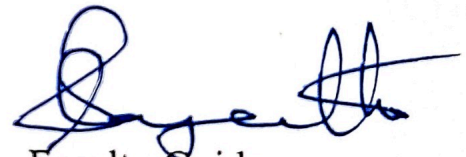
The Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, "A STUDY ON CONSUMER PERCEPTION AND PREFERENCES TOWARDS READY MADE GARMENT SHOPS IN MADURAI CITY" submitted by P.ANISHKA-2022MCOM05 in partial fulfillment for the award of MASTER OF COMMERCE was done by them during the period of February 2024- May 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma associate ship, fellowship or other similar titles.



Faculty Guide

(Dr. K SANGEETHA M.COM., M.PHIL., SET., P.HD.)

Place: Madurai

Date : 11.03.2024

P.ANISHKA (2022MCOM05)

The Research Centre of commerce,

Fatima College (Autonomous),

Mary Land,

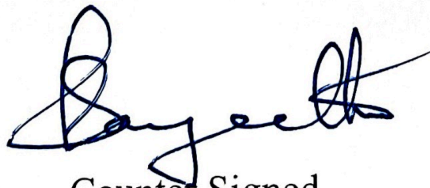
Madurai- 625 018.

DECLARATION

We hereby declare that the dissertation entitled, " A STUDY ON CONSUMER PERCEPTION AND PREFERENCES TOWARDS READY MADE GARMENT SHOPS IN MADURAI CITY." is our original work done under the guidance of Dr. K SANGEETHA M.COM., M.PHIL., SET., P.HD., Assistant professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place: Madurai

Date: 11.03.2024



Counter Signed

(Dr. K SANGEETHA M.COM., M.Phil., SET., Ph.d.,)

P. Anishka

Signature of the candidate

(P. ANISHKA)



Forwarded

(Dr. T. JEYANTHI VIJAYARANI, M.Com., M.Phil., Ph.D.,)

A STUDY ON CONSUMER ATTITUDE TOWARDS PURCHASE OF GOLD JEWELLERY IN MADURAI CITY

Dissertation submitted to Madurai Kamaraj University in partial fulfilment of the requirement for
the award of the degree of “MASTER OF COMMERCE”

Researcher

S. ANUSHRI

(Reg. No. 2022MCOM06)

Under the guidance of

Dr. S. Maria Nisha, M.Com, M.Phil., Ph.D., DCA.

ASSISTANT PROFESSOR

Research Centre of Commerce



FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

(Re-Accredited with 'A++' Grade by NAAC)

MARY LAND

MADURAI – 625018

APRIL – 2024

Dr. S. MARIA NISHA, M.Com. M.Phil., Ph.D., DCA.

ASSISTANT PROFESSOR,

Research centre of Commerce,

Fatima College (Autonomous),

Mary land,

Madurai – 625018

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON CONSUMER ATTITUDE TOWARDS PURCHASE OF GOLD JEWELLERY IN MADURAI CITY" submitted by Miss. S. ANUSHRI in partial fulfilment for the Degree of MASTER OF COMMERCE was done by her during the period of 2023 – 2024 under by guidance and supervision and that this thesis or any part thereof has not been submitted elsewhere for any degree, diploma, associate shop, fellowship or other similar titles.



Dr. S. MARIA NISHA, M.Com. M.Phil., Ph.D., DCA.

Place: Madurai

Date: 11/03/2024

Miss. S. ANUSHRI,
MASTER OF COMMERCE,
Research Centre of Commerce,
Fatima College (Autonomous),
Madurai – 625018.

DECLARATION

I hereby declare that the dissertation for the M.com. Degree entitle "A STUDY ON CONSUMER ATTITUDE TOWARDS PURCHASE OF GOLD JEWELLERY IN MADURAI CITY" submitted to Madurai Kamaraj University for the awarded of the degree of Master of Commerce is our original work done under the guidance and supervision of **Dr. S. MARIA NISHA, M.Com. M.Phil., Ph.D., DCA. Assistant professor in commerce, Research Centre of Commerce, Fatima College, Madurai,** and that it has not previously formed the basis for the award of any degree, diploma associate ship, fellow ship or similar titles of any other university or institution.

Place: Madurai

Date: 11/03/2024

S. Anushri
S. ANUSHRI

S. Maria Nisha
Counter signed

T. Jayanthi Vijayarani
Forwarded

(Dr. T. JEYANTHI VIJAYARANI)



AN EMPIRICAL STUDY OF ONLINE MARKETING IN MADURAI PERCEPTIVE AND CHALLENGES.

Project submitted to Madurai Kamaraj University in partial fulfilment of the requirement for
the award of the Degree of **MASTER OF COMMERCE**

**SUBMITTED BY
ARULJOTHI.A -2022MCOM07**

**Under the guidance of
Dr. P. Kalai Selvi, M.Com. M.Phil.,NET,Ph.D.
Assistant Professor of Commerce**

Research Centre of commerce

Fatima college.



FATIMA COLLEGE (AUTONOMOUS)

Re-accredited with 'A++' grade (CGPA 3.61) by NAAC (Cycle 4). Maryland,

MADURAI-625018, Tamil Nadu.

MARCH - 2024

Dr. P. Kalai Selvi, M.Com. M.Phil.,NET,Ph.D.

Assistant Professor

Fatima College (Autonomous),

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, " **AN EMPIRICAL STUDY OF ONLINE MARKETING IN MADURAI PERCEPTIVE AND CHALLENGES** " submitted by **A.ARULJOTHI -2022MCOM07** in partial fulfilment for the award of **MASTER OF COMMERCE** was done by them during the period of **February 2024- May 2024** and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.



(**Dr. P. Kalai Selvi, M.Com.,M.Phil.,NET,Ph.D.**)

Faculty Guide

Place: Madurai
Date: 08.03.2024

A.ARULJOTHI(2022MCOM07)

Research Centre of commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625 018.

DECLARATION

AN EMPIRICAL STUDY OF ONLINE MARKETING IN MADURAI

PERCEPTIVE AND CHALLENGES. We hereby declare that the dissertation entitled, " " is our original work done under the guidance of **Dr. P. Kalai Selvi, M.Com. M.Phil.,NET,Ph.D. Assistant Professor** , Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

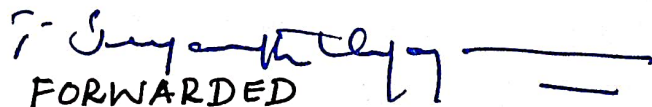
Place: Madurai

Date: 08.03.2024



COUNTERSIGNED

A. Aruljothi
Signature of the candidate



FORWARDED

Dr. T. Jeyanthi Vijayarani, Mcom.,, Ph. D

**A STUDY ON CONSUMER AWARENESS ON FOOD
ADULTERATION WITH SPECIAL REFERENCE IN
MADURAI CITY**

**Project submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of**

MASTER OF COMMERCE.

Submitted by

A. ASHA - 2022MCOM08

Under the guidance of

Dr. S. FATIMA ROSALINE MARY, M.COM.,B.Ed.,M.PHIL.,Ph.D.,SLET.

Associate Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade (CGP 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625 018, Tamil Nadu.

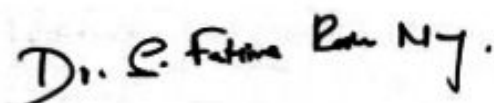
March 2024

Dr. S. FATIMA ROSALINE MARY, M.COM.,B.Ed.,M.PHIL.,Ph.D.,SLET.

Associate Professor,
Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai - 625 018.

CERTIFICATE

This is to certify that the project entitled " **A STUDY ON CONSUMER AWARENESS ON FOOD ADULTERATION WITH SPECIAL REFERENCE IN MADURAI CITY** " submitted by **A. ASHA (2022MCOM08)** for the award of the Degree in **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.



Faculty Guide

(Dr. S. FATIMA ROSALINE MARY)

Place : Madurai

Date : 11.03.2024.

A. ASHA (2022MCOM08)

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai - 625 018.

DECLARATION

I hereby, declare that the project entitled " **A STUDY ON CONSUMER AWARENESS ON FOOD ADULTERATION WITH SPECIAL REFERENCE IN MADURAI CITY**" has been originally carried out by me for the award of the degree in **MASTER OF COMMERCE**, is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar title of any university.

Place : Madurai

Date : 11.03.2024.

Dr. E. Fatima Rosaline Mary.

Counter Signed

(Dr. FATIMA ROSALINE MARY)

A. Asha.

Signature of the Candidate

(A. ASHA)

T. Jeyanthi Vijayarani

Forwarded

(Dr. T. JEYANTHI VIJAYARANI)

**A STUDY ON YOUTH AWARENESS ON MILLETS AND THEIR ATTITUDE
TOWARDS LAUNCHING MILLET-BASED START-UPS IN MADURAI DISTRICT**

Project submitted to Madurai Kamaraj University in partial fulfillment of the requirement for
the award of the degree of

MASTER OF COMMERCE

Submitted by

H.AYESHA SHIDDIKA-2022MCOM09

Under the guidance of

DR. S. FATIMA ROSALINE MARY M.Com., B.Ed., M.Phil., Ph.D., SLET

ASSOCIATE PROFESSOR

The Research Centre of Commerce

Fatima College



FATIMA COLLEGE

Re-accredited with 'A++' grade by,

NAAC (Cycle-IV).

College with Potential for Excellence

Mary Land,

Madurai-625018.

Tamil Nadu.

March 2024

DR. Mrs. S. FATIMA ROSALINE MARY M.Com., B.Ed., M.Phil., Ph.D., SLET

Associate Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai-625018.

CERTIFICATE

This is to certify that the project entitled " A STUDY ON YOUTH AWARENESS ON MILLETS AND THEIR ATTITUDE TOWARDS LAUNCHING MILLET-BASED START-UPS IN MADURAI DISTRICT" submitted by ILAYESHA SHIDDIKA-2022MCOM09 for the award of the Degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed on the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

Dr. S. Fatima Rosaline Mary .

PLACE :

Faculty guide

DATE :

(DR. Mrs. S. FATIMA ROSALINE MARY)

H.AYESHA SHIDDIKA, 2022MCOM09

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai-625018.

DECLARATION

I hereby, declare that the project entitled " A STUDY ON YOUTH AWARENESS ON MILLETS AND THEIR ATTITUDE TOWARDS LAUNCHING MILLET-BASED START-UPS IN MADURAI DISTRICT" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2023-2024. It has not previously formed the basis for the award of any degree, diploma or other similar titled of any university.

PLACE :

DATE :

H.Ayesha shiddika

Signature of the candidate

(H.AYESHA SHIDDIKA)

Dr. S. Fatima Rosaline Mary

Counter Signed

(Dr. S. Fatima Rosaline Mary)

T. Jeyanthi Vijayarani

Forwarded

(Dr. T. Jeyanthi Vijayarani)

**"COMPARATIVE STUDY ON LIC AND PRIVATE LIFE INSURANCE COMPANY
IN MADURAI CITY-A CONSUMER PERSPECTIVES"**

Project submitted to Madurai Kamaraj University
In partial fulfilment of the requirement for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
S. BHUVANESHWARI- 2022MCOM11

Under the guidance of
Dr K. SANGEETHA, M.Com., M.Phil., SET., Ph.D.
The Research Centre of Commerce, Fatima college.



FATIMA COLLEGE (AUTONOMOUS)
(RE-ACCREDITED WITH 'A++' BY NAAC (CYCLE 4))

MARYLAND
MADURAI - 625018
MARCH - 2024

Dr K. SANGEETHA, M.Com., M.Phil., SET. Ph.D.,
Assistant Professor,
The Research Centre of Commerce,
Fatima College (Autonomous),
Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled "**COMPARATIVE STUDY ON LIC AND PRIVATE LIFE INSURANCE COMPANY IN MADURAI CITY-A CONSUMER PERSPECTIVES**" submitted by S. BHUVANESHWARI -2022MCOM11 in partial fulfilment for the award of MASTER OF COMMERCE was done by them during the period of February 2024- May 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associate-ship, fellowship or other similar titles.



(Dr K. SANGEETHA)

Faculty Guide

Place: Madurai

Date: 11.03.2024

S. BHUVANESHWARI- 2022MCOM11

The Research centre of commerce,
Fatima college (Autonomous)
Madurai-625018.

DECLARATION

I hereby declare that the dissertation entitled "**COMPARATIVE STUDY ON LIC AND PRIVATE LIFE INSURANCE COMPANY IN MADURAI CITY-A CONSUMER PERSPECTIVES**" is our original work done under the guidance of Dr K. SANGEETHA, Head of the department and Associate professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place: Madurai

Date: 11.03.2024


COUNTER SIGNED
(Dr.K. SANGEETHA)

S. Bhuvaneshwari^o
SIGNATURE OF CANDIDATE
(S. BHUVANESHWARI)


FORWARDED
(DR.T. JEYANTHI VIJAYARANI)
HEAD OF THE DEPARTMENT

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD
PRODUCTS IN MADURAI CITY**

**A Project submitted to Madurai Kamaraj University
in partial fulfillment of the requirement for the award of the Degree of
MASTER OF COMMERCE**

**SUBMITTED BY
P.DIVYADHARSINI -2022MCOM13**

**Under the Guidance of
Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D.**

Assistant Professor,
The Research Centre of commerce,
Fatima college.



**FATIMA COLLEGE (AUTONOMOUS)
Re-accredited with 'A++' grade by NAAC (Cycle 4).
MarylandMADURAI-625018, Tamil Nadu.
MARCH - 2024**

Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D.

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, "**A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN MADURAI CITY**" submitted by **P. DIVYADHARSINI -2022MCOM13** in partial fulfillment for the award of MASTER OF COMMERCE was done by her during the period of 2023-2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.



Faculty Guide

(Dr P. RUBY LEELA)

Place: Madurai

Date: 11.03.2024

P.DIVYADHARSINI (2022MCOM13)

The Research Centre of commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625 018.

DECLARATION

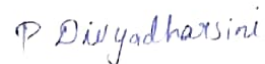
I here by declare that the project entitled, " **A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN MADURAI CITY.**" is my original work done under the guidance of **Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D.** Assistant professor, the Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place: Madurai

Date: 11-03-2024



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Signature of the candidate
(**P.DIVYADHARSINI**)



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**A STUDY ON SOCIO ECONOMIC STATUS OF STREET VENDORS IN MADURAI
CITY**

Project submitted to Madurai Kamaraj University in partial fulfilment of the requirement for the
award of the degree of

MASTER OF COMMERCE

SUBMITTED BY

P.GAYATHRI DEVI -2022MCOM14

Under the guidance of

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Re - Accredited With 'A++' grade (CGPA WITH 3.61)

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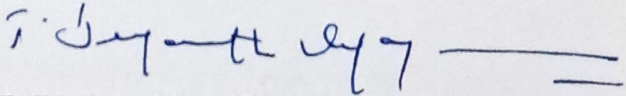
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This is to certify that the project entitled , “ **A STUDY ON SOCIO ECONOMIC STATUS OF STREET VENDORS IN MADURAI CITY**”. Submitted by **P.GAYATHRI DEVI (2022MCOM14)** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by them during the period of 2023-2024 under my guidance and supervision and that this thesis or any part thereof has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.

PLACE: Madurai

DATE: 11.03.2024


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I hereby declare that the project for MCOM., Degree entitled **“A STUDY ON SOCIO ECONOMIC STATUS OF STREET VENDORS IN MADURAI CITY”** Submitted to Madurai Kamaraj University for the award of degree of MASTER OF COMMERCE is our original work done under the guidance and supervision of **DR.(Mrs.) T . JEYANTHI VIJAYARANI,M.Com., Ph.D**, Head & Associate Professor, Research Centre of Commerce,Fatima College(Autonomous), Mary Land, Madurai and that it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or similar titles of any other University or Institution.

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Date : 11-03-2024

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**A STUDY ON FIRST GENERATION ENTREPRENEURS IN
SMALL SCALE INDUSTRY IN MADURAI CITY**

A project submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the Degree of

MASTER OF COMMERCE

submitted by

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Under the guidance of

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Mary Land, Madurai -625018, Tamil Nadu.

March 2024

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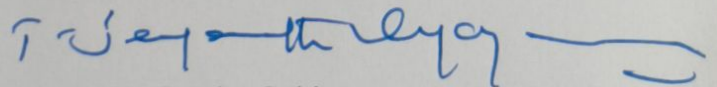
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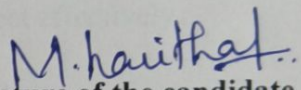
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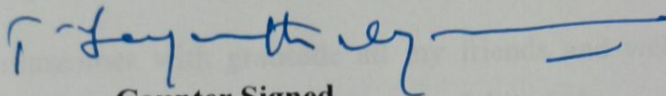
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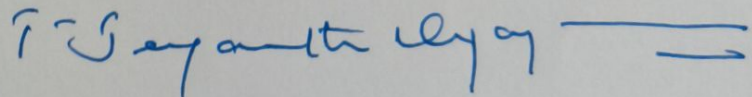
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(T.JEYANTHI VIJAYARANI)

**A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS
PERFUME IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the
requirements for the award of degree of

MASTER OF COMMERCE

Submitted By

R.SNEGA 2022MCOM29

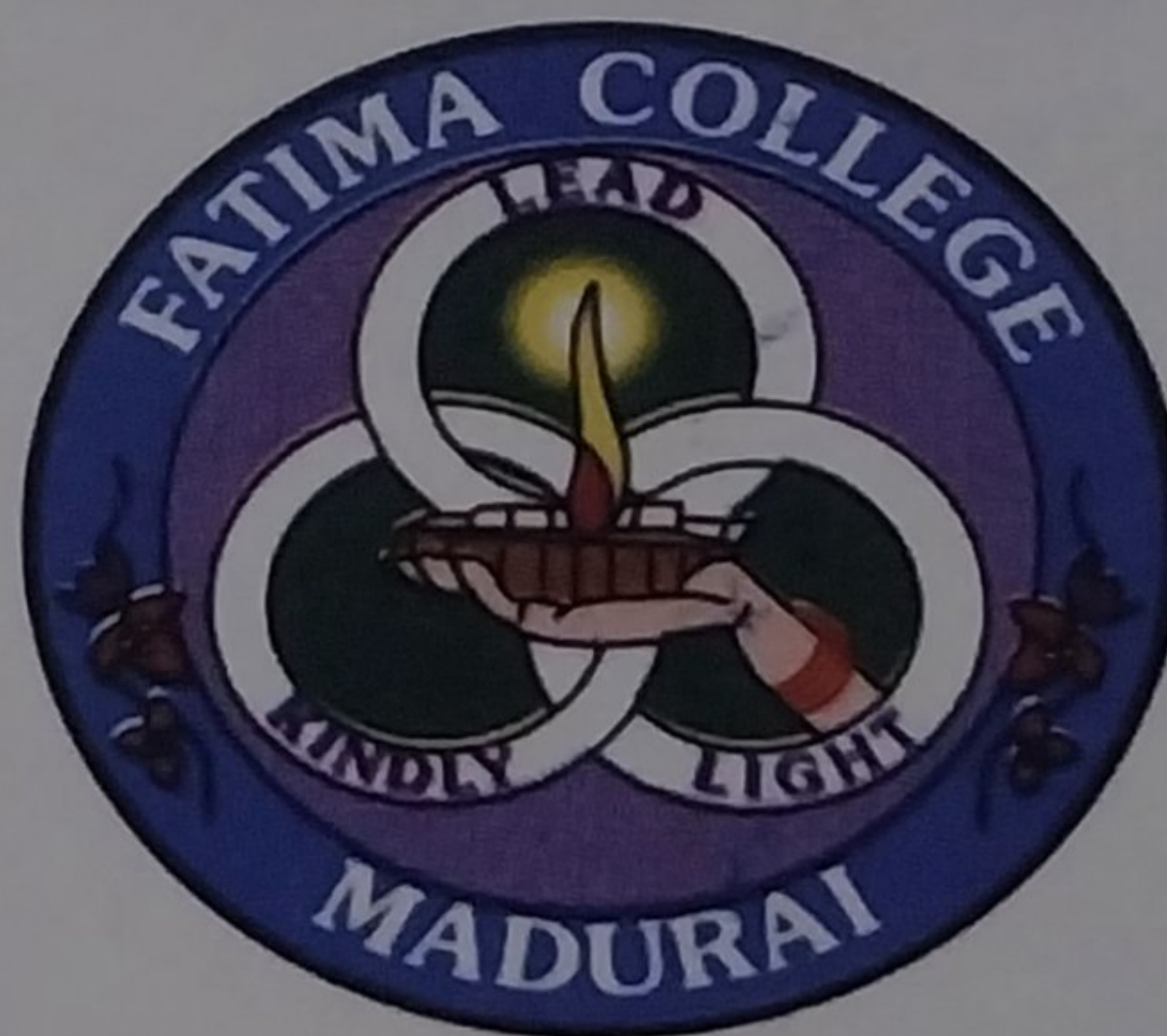
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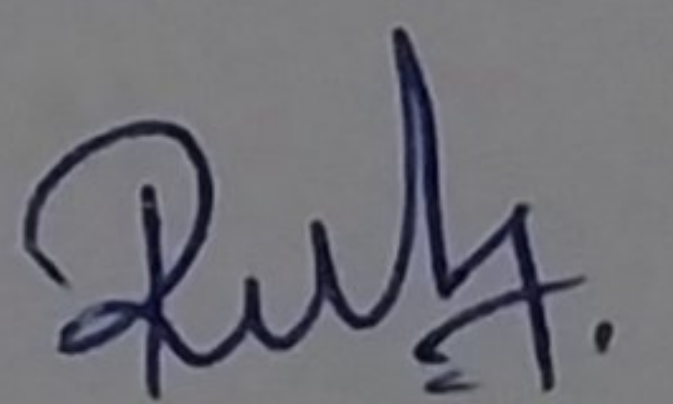
Madurai - 625018

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This is to certify that the project titled **A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS PERFUME IN MADURAI CITY** submitted by **R. SNEGA** for the award of the Master of Commerce in Fatima College is an original work carried out by her under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

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DECLARATION

I hereby, declare that the project entitled “ A STUY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS PERFUME IN MADURAI CITY” has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2023-2024. It has not previously formed the basis for the award of any degree, diploma or other similar titled of any university.

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Signature of the candidate

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T. Jeyanthi Vijayarani
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(Dr. T. Jeyanthi Vijayarani)

**A STUDY ON AWARENESS TOWARDS PRADHAN MANTRI
MUDRA YOJANA SCHEME (PMMY) WITH SPECIAL
REFERENCE IN MADURAI CITY**

Project submitted to Madurai Kamaraj University

In partial fulfilment of the requirement for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY

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Under the guidance of

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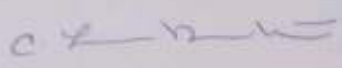
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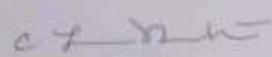
DECLARATION

I hereby, declare that the dissertation for the M.COM degree entitled "**A STUDY ON AWARENESS TOWARDS PRADHAN MANTRI MUDRA YOJANA SCHEME (PMMY) WITH SPECIAL REFERENCE IN MADURAI CITY**" Submitted to Madurai Kamaraj University for the award of the degree of Maser of Commerce is my original work done under the guidance and supervision of **Dr. C. LUCIA VANITHA, M.COM. M.Phil., Ph.D., NET., Assistant Professor, Research Centre of Commerce, Fatima College, Madurai** and that it has nor previously formed the basis for the award of any degree of any university or institution.

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M.R.Sridevi
M.R.SRIDEVI


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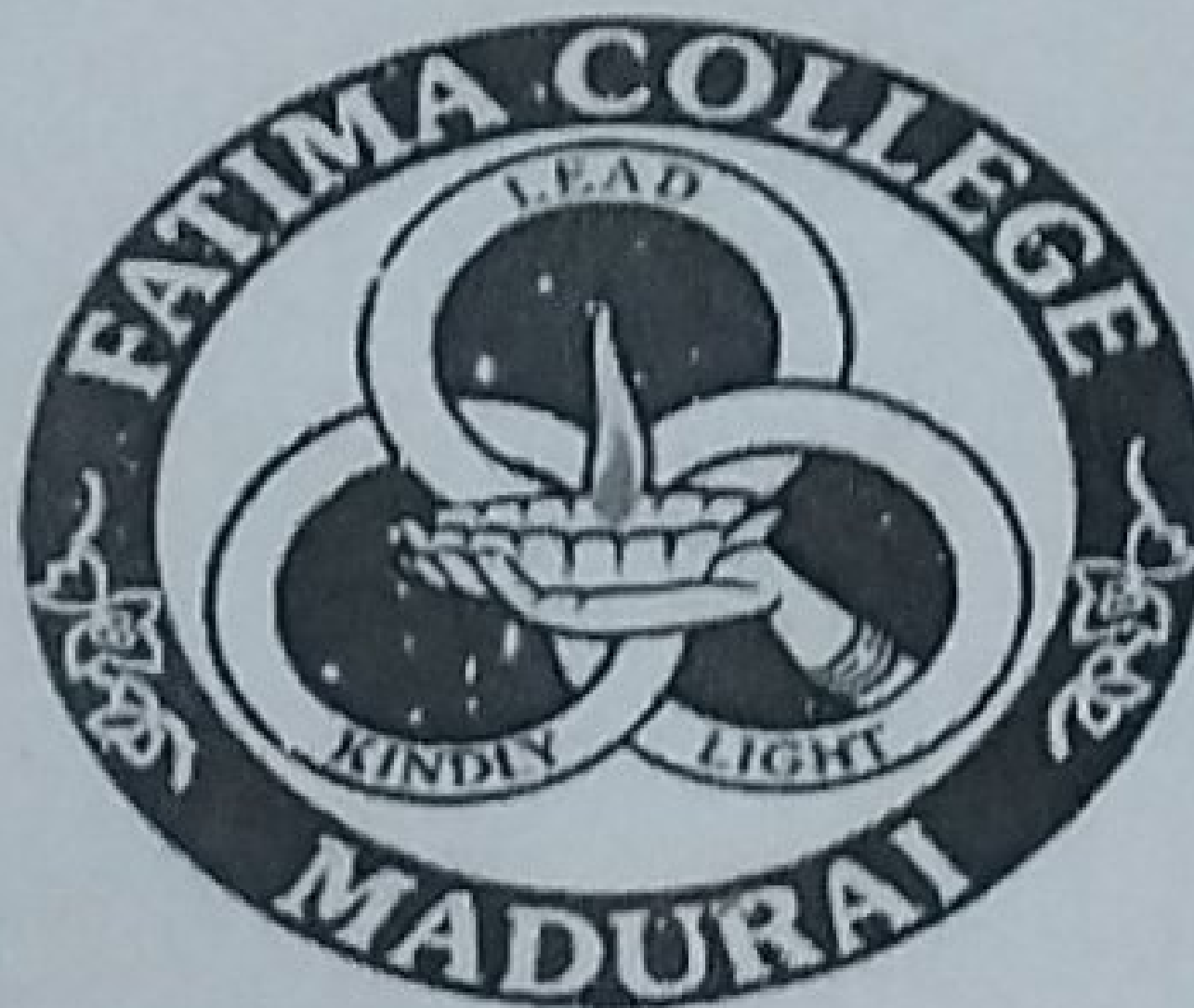
(Dr. T. JEYANTHI VIJAYARANI)

**A STUDY ON AWARENESS TOWARDS PRADHAN MANTRI JAN- DHAN
YOJANA SCHEME (PMJDY) WITH SPECIAL REFERENCE IN MADURAI CITY.**

Dissertation submitted to Madurai Kamaraj University
in partial fulfillment of the requirements for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
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Under the guidance of
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This is to certify that the project entitled, "A STUDY ON AWARENESS TOWARDS PRADHAN MANTRI JAN DHAN YOJANA SCHEME (PMJDY) WITH SPECIAL REFERENCE IN MADURAI CITY." submitted by S.VARSHINI-2022MCOM34 in partial fulfillment for the degree of MASTER OF COMMERCE was done by them during the period of 2023- 2024 and this project or any part there of has not been submitted elsewhere for any degree, diploma, associate-ship, fellowship or other similar titles.



(Dr. C.LUCIA VANITHA, M.COM., M.PHIL., PH.D.,NET)

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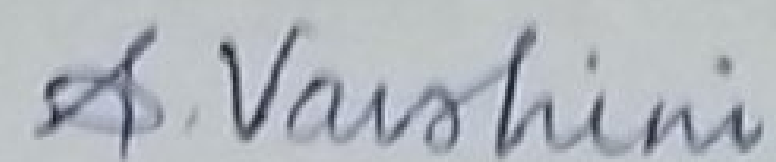
DECLARATION

We hereby declare that the dissertation entitled, "A STUDY ON AWARENESS TOWARDS PRADHAN MANTRI JAN DHAN YOJANA SCHEME (PMJDY) WITH SPECIAL REFERENCE IN MADURAI CITY ." is our original work done under the guidance of Dr.C.LUCIA VANITHA, M.COM, MPhil, PH.D.,. NET, Associate professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

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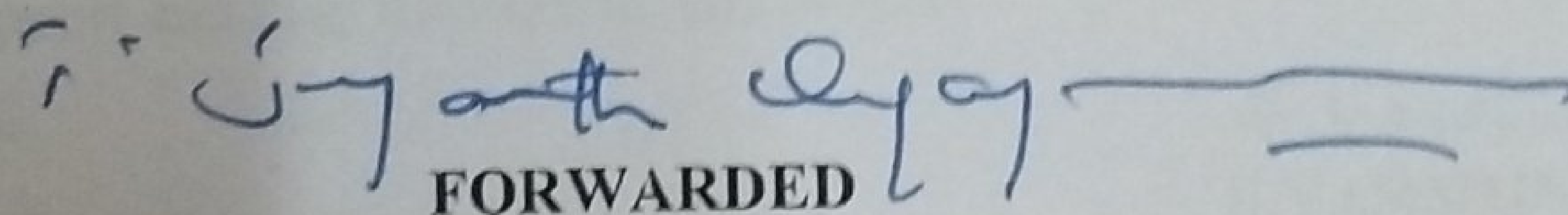
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COUNTER SIGNED



SIGNATURE OF THE CANDIDATE

S.VARSHINI


FORWARDED

(Dr. T. JEYANTHI VIJAYARANI)

ACKNOWLEDGEMENT

I thank God Almighty for his immense grace, guidance and help to complete the project work in a successful manner.

I express my heartfelt thanks to **Secretary Dr.Sr.M.Fransica flora** and **Principal Rev. Dr.Sr.G.Celine Sahaya Mary** for abiding inspiration comments and constant encouragement to complete our research work.

It is a great pleasure to acknowledge my sincere thanks to our vice principals, for giving the opportunity to do this study.

I express my gratitude to **Dr.T. Jeyanthi Vijayarani, MCOM., M. Phil., Ph. D**, Associate professor, The Head of the Department of Commerce, for her words of encouragement in this project work.

I owe a profound debt of gratitude to **Dr.C.LUCIA VANITHA, M.Com., M. Phil., Ph. D., NET**, Assistant Professor, Department of Commerce, for the guidance rendered at every stage of this project preparation right from selection of the topic to the completion of the project.

A word of special thanks to all the faculty members of the Research Centre of Commerce for their blessings and encouragement.

Words seem inadequate to express my ineffable gratitude to my beloved parents who are the pillars of encouragement in all our endeavours.

Finally I would like to express my heartfelt appreciation and gratitude to our dear friends for their abundant support and help throughout this project.

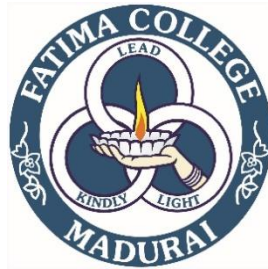
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A STUDY ON THE EFFICIENCY OF SOCIAL MEDIA MARKETING WITH SPECIAL REFERENCE TO MADURAI CITY

Project submitted to Madurai Kamaraj University
in partial fulfilment of the requirement for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
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Under the guidance of
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Date :

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(Dr.P. KALAI SELVI, M.Com., M.Phil., NET., Ph.D.)

SIGNATURE OF CANDIDATE

FORWARDED

(Dr. T. JEYANTHI VIJAYARANI, MCOM., Ph. D)

ACKNOWLEDGEMENT

I thank God Almighty for his immense grace, guidance and help to complete the project work in a successful manner.

I express my thanks to the management of Fatima College and the Principal Rev.**Dr.Sr.G.Celine Sahaya Mary** for giving an opportunity to carry out the project work in the college.

I express my gratitude to **Dr. T. Jeyanthi Vijayarani, MCOM., Ph. D**, Associate professor, Head of the Department of Commerce, for her words of encouragement in this project work and all other teachers of research centre of commerce.

I owe a profound debt of gratitude to **Dr.P. KALAI SELVI, M.Com., M.Phil., NET., Ph.D.**, Assistant Professor, Department of Commerce, for the guidance rendered at every stage of this project preparation right from selection of the topic to the completion of the project.

I express my grateful thanks to all the respondents for their co-operation

YOGAMEENAA.C

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CHAPTER I
INTRODUCTION AND
DESIGN OF THE STUDY

CHAPTER – I

1.1 INTRODUCTION:

Online networking promoting in India is profoundly compelling a direct result of The accompanying reasons. 60 per cent of the long range interpersonal communication Activity originate from Non-Metro-Cities yet the most noteworthy movement creating City still stays to be a Metro i.e. Mumbai the most noteworthy number of dynamic clients Are from the 15-24 age gathering however LinkedIn has an alternate age gathering of Dynamic clients i.e. 25-34 age gathering. The male – female proportion demonstrates Consistency with the general populace separation by sexual orientation i.e. 80:20 for Guys. Web-based social networking in India contacts 60 for every penny of the online Indian gathering of people. Facebook and Orkut, together oblige around 90 for every Penny of the clients in the online networking space. Facebook is the main informal Community in India that has seen an enormous development, nearly multiplying its clients over the most recent a half year. Most elevated number of dynamic web-based social networking crowd in India are in the age gathering of 15-24 and are graduates who Are searching for a job or arranging further investigations. The greatest clients originate from the „under 2 lakhs p.a.“ salary class. This is on the growth that informal Communities are fundamentally determined by the adolescent over 45 per cent of the Clients on social networks return amid the day. Facebook finish the rundown with clients Returning to more than 3 times amid a day. Larger part of the time spent by the Indian Group of onlookers on Facebook is on Interactive Games/Applications and afterward on Review Photos. Despite the growing significance of social media marketing, there is a lack of comprehensive research addressing its specific efficacy in the context of Madurai city. This study aims to identify and examine the challenges and opportunities faced by businesses in Madurai when utilizing social media platforms for marketing purposes. Issues such as local consumer behaviour, cultural nuances, and the competitive landscape will be explored to provide valuable insights for businesses aiming to enhance their digital marketing strategies in this specific geographical setting. Over the years, we have observed a drastic change in how business is conducted and how people interact. The introduction of personal computers, the Internet, and

e-commerce have had remarkable impact on how businesses operate in the market. Social media takes on many different forms including magazines, Internet forums, weblogs, social blogs, micro

blogging, wikis, podcasts, photographs or pictures, video, rating and social book marking. With the world in the midst of a social media revolution, it is more than obvious that social media like face book, twitter, Orkut, skype etc., are used comprehensively for the purpose of communication. The term Social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media marketing refers to the process of gaining website attention through social media sites. Social marketing, means building a business through many different media, like viral videos and blogs, because these give your promotion exposure of products. Social media as a medium of promotion contributes, through its immediacy, to a healthy and direct relation between brands and their public in an online environment.

1.2 NEED FOR THE STUDY

Buyers used to shop at physical stores like vast shopping centres and numerous Others applying the comparable strategy however purchasing (Hesse, 2009) Shopping On social networking can come in various names, for example, web shopping, web purchasing and internet shopping, all allude to the same method of acquiring or Purchasing items through internet utilizing Social media and distinctive web shopping Sites (Abhamid, 2008) Online networking (SM) are electronic administrations which are Otherwise called „Long range informal communication sites”, allude to network of Connections and associations among disparate clients (gathering or individuals) (Kim, et Al., 2003) Online networking have assumed essential part in spreading this marval Snappier (Hanna, et al., 2011) By the start of 21st century, the use of internet and social media has become a part Of business strategies. Social media marketing is the modern tool for marketing in 21st Century (Nanji, 2015) Almost many firms using social media marketing as the use of Social media increased. With the revolution of internet/IT, the way of doing business has Changed and its necessary to firm to adopt the new technology. So, nowadays firms are Using internet/IT to market their product and these tools used by researchers, practitioners And policy makers (Grewal, et al., 2011) Now almost every person has the access on Internet. Through smart phones they stay

connected with social networking sites (Facebook, tweeter, linkedin) on daily basis (Read et al., 2010) on social media user.

1.3 STATEMENT OF THE PROBLEM

Despite the growing significance of social media marketing, there is a lack of comprehensive research addressing its specific efficacy in the context of Madurai city. This study aims to identify and examine the challenges and opportunities faced by businesses in Madurai when utilizing social media platforms for marketing purposes. Issues such as local consumer behaviour, cultural nuances, and the competitive landscape will be explored to provide valuable insights for businesses aiming to enhance their digital marketing strategies in this specific geographical setting.

1.4 SCOPE OF THE STUDY

This study focuses on assessing the efficiency of social media marketing exclusively within the geographical boundaries of Madurai city. It encompasses an in-depth analysis of local businesses, consumer behaviours, and the overall digital marketing landscape. The scope extends to identifying trends, challenges, and opportunities unique to Madurai, offering practical insights that businesses in the region can utilize to refine and optimize their social media marketing strategies. Additionally, the study aims to contribute valuable information for academics, marketers, and policymakers interested in the intersection of digital marketing and regional dynamics in Madurai.

1.5 OBJECTIVES OF THE STUDY

The objectives of the present study are listed below:

1. To have an overview of the theoretical background of Social Media Marketing.
2. To reveal the profile of the respondents and their social media marketing behaviour;
3. To study the determinants of social media usage and its impact on the social media marketing behaviour;
4. To analyse the various effectiveness of social media marketing and its association with the profile of the respondents.
5. To give suggestions based on findings.

1.6 LIMITATION OF THE STUDY :

- This study is conducted with a small group of respondents and we're gathered from only Madurai city.
- The study is limited with 160 respondents.

1.7 RESEARCH METHODOLOGY :

Methodology deals with sample size ,sample design,method of collection and tools used for analysis.

1.7.1 RESEARCH DESIGN :

The present study will be of “descriptive design”. Descriptive research also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the question who,what,where,when and how. This research is the most commonly used and the basic reason for carrying out descriptive research is to identify the cause of something that is happening.

1.7.2 SAMPLING DESIGN:

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purposes of statistical inference. The researcher has used simple random sampling in her research.

1.7.3 SAMPLE SIZE :

The present population for the study is "Definite Population". Respondent are selected both from Organized and Unorganized sector from Madurai city, 160 are selected as respondents for the study.

1.7.4 COLLECTION OF DATA :

This is a descriptive study based upon the survey method. This study considers both primary and secondary data.

PRIMARY DATA :

The study was based on collection of primary data. Primary data are those which are collected a fresh and for the first time and original in nature. The primary data are collected with the help of a structured questionnaire.

1.7.5 PERIOD OF THE STUDY :

The present study is built on primary data are collected from people in Madurai city. The primary data covers the period of 2023-2024.

1.8 FRAME WORK OF THE STUDY :

The primary data collected from the potential respondents from different areas have been sorted, classified, edited, tabulated in a proper format and represented by using a pie chart, bar chart, and histogram. It was tested by deploying appropriate statistical tools The researcher has used an excel spreadsheet for recording and calculation of the 160 samples. Statistical package for social science (SPSS) a computer aided software package of statistical tools for deploying different basic and advanced statistical tools in the research in order to check the accuracy of procured date has been used.

1.8.1 TOOLS FOR ANALYSIS :

- Percentage analysis
- Garret's ranking
- Factor analysis
- Intensity value
- Analysis of Level of Awareness

1.8.2 STATISTICAL TOOLS USED FOR THE ANALYSIS

The processing, classification, tabulation, analysis and interpretation of data were done with the help of SPSS package. The following statistical techniques had been applied depending on the nature of data collected from the respondents, Percentage analysis, Factor analysis, Regression

analysis. The reliability and validity analysis of the data in this study has been analyzed using statistical package for social science (SPSS v 20.0).

For analyzing the data collected during the investigation, the following statistical Values were used according to the relevance of its application.

1.9 PERCENTAGE ANALYSIS :

Percentage analysis is a simplest tool of all. It is used to give the clear cut information about the analysis.

Formula :

$$\text{Percentage} = \frac{\text{Individual respondent}}{\text{Total number of respondents}} * 100$$

1.10 GARRET'S RANKING TECHNIQUE :

Garret's ranking technique is used to rank the factors significant towards consequences of work life imbalance. The rank is given from one (most significant) to ten (least significant).

Formula :

$$\text{Percent Perception} = \frac{100(R_{ij}-0.5)}{N_{ij}}$$

Where,

R_{ij} is the rank given for the i th variable by the J th respondent.

N is the number of variables ranked by the J th respondent.

The percentage portion estimated was covered in to score by referring to the Garret's table. Thus for each factor, the score of various respondents were added and the mean score was found. The highest mean score is considered as most important and the rank is assigned.

1.11 FACTOR ANALYSIS :

Mathematically, factor analysis is convent is somewhat similar to Multiple regression analysis. Each is expressed as a linear combination of underlying factors.

The amount of variance is expressed as a linear combination of underlying factors. The amount of variance, variable shares with all other variables included in the analysis, is referred to as communality. The co-variation among the variables is described in terms of a small number of common factors plus a for each variables.

These factors are not over observed.

If the variable are standardized, factor model may be represented an:

$$X_i = A_{ij} + A_{i2}F_2 + A_{i3}F_3 + \dots + A_{im} + V_i U_i$$

X_i = ith standardized variable

A_{ij} = standardized multiple regression co-efficient of variable on common factor j

F = common factor

V_i = standardized multiple regression co-efficient of variable on common unique factor I

U_i = The unique factor of variable I

M = Number of common factor

The unique common factors are uncorrelated with each other and with the common factor. The common factors themselves can express as liner combination of the observed variables.

$$F_i = W_{i1}X_1 + W_{i2}X_2 + W_{i3}X_3 + \dots + W_{ik}X_k$$

It is possible to select weights as factor score coefficients so that the first factor explains the largest portion of the total variance. Then the second set of weight can be selected, so that the second factor, which accounts for most of the residual variance subject to being un-correlated with the first factor. This same principle could be applied in selecting additional weights for the additional factors. Thus, the factors can be estimated so that their factor score, unlike the values of the original variables, are not corrected.

Factor analysis has been used for examining the factor influencing impact of Pradhan Mantri Mudra Yojana Scheme.

1.12 INTENSITY VALUE :

Using liker scaling techniques, the sources of 5,4,3,2,1 were given respectively for each factor.

The intensity value was calculated as follows:

$$\text{Intensity value} = R_1 * 5 + R_2 * 4 + R_3 * 3 + R_4 * 2 + R_5 * 1.$$

R = representing ranking.

1.13 ASSESSMENT OF THE LEVEL OF EFFICIENCY OF SOCIAL MEDIA MARKETING:

To know the respondents level efficiency of social media marketing are measured with the help of 5-point scale. The level of stress was measured among the respondents. By consolidating the scores obtained by every sample member for each statement with the help of five points scale via SA- Strongly Agree (5), A- Agree (4), N. Neutral (3), DA. Disagree (2), SDA- Strongly Disagree (1), the total scores have been computed. The number of the statements was not equal for all the factors. Hence scores were converted into equals by using per cent and then the total scores secured by the 160 respondents of the study were computed to find out the level of awareness of the respondents. The extent of perception falls under three categories (i.e ,) low, medium and high.

Low-Below (Mean-standard deviation)

High- Above (Mean+ standard deviation]

Medium- [Between Mean-standard deviation and Mean + standard deviation]

CHAPTER SCHEME:

The present study is organised into Five Chapters.

Chapter I

The first chapter is devoted with introduction. It includes a statement of the problem, review of related studies, objectives of the study, scope, research methodology, and frame of the analysis, limitation and chapter scheme.

Chapter II

The second chapter deals with theoretical framework of efficiency of social media marketing.

Chapter III

Third chapter examines the factor affecting the efficiency of social media marketing.

Chapter IV

Chapter four makes an attempt to analysis the efficiency of social media marketing.

Chapter V

This chapter discusses the findings and suggestions.

CHAPTER – II

THEORITICAL

FRAME WORK

Chapter-II

2.1 INTRODUCTION:

2.1.1 Defining social media marketing effectiveness

Social media marketing effectiveness refers to a business's ability to achieve its marketing goals through strategic social media campaigns. Here are some of the prime elements that you ought to drive so you can bring out the best from your social marketing efforts:

2.1.2 Reach and impressions:

Boost your brand's visibility and exposure on social platforms to reach many more potential customers

2.1.3 Engagement:

Encourage active participation from your target audience through likes, comments and shares, and foster a connection with your brand

2.1.4 Conversion rates:

Measure the percentage of social media users who take the actions you desire, such as making a purchase or signing up, to show the effectiveness of your campaigns

2.1.5 Brand awareness:

Build recognition and positive associations with your brand among social media users to increase visibility and customer trust

2.1.6 Return on investment (ROI):

Assess the financial impact and profitability of your social media marketing activities by comparing your costs to the revenue they generate mastering these elements will help you in maximizing the effectiveness of your social media marketing and achieving your business objectives.

2.2 Evaluating social media marketing success: Key metrics to consider

Now that you have a bare-boned grip of the aspects that can make or break your social media marketing efforts, let's flesh it out for you so you can really dig into the meat of the matter. Here are some of the top metrics that you'll need to focus on.

2.3 Reach and brand awareness

Reach is the number of individuals who come across a particular post or piece of content. Measuring the reach of your content will help you in determining the visibility that your brand has across social media platforms.

Brand awareness can be gauged by tracking the following metrics:

- Number of followers
- Total number of impressions received
- Monitoring the number of mentions
- Total number of shares

While the specific benchmark numbers for follower growth can differ, a healthy benchmark would be to aim for a consistent growth rate of 5–10% per month.

2.4 Engagement

Engagement indicates the level of interaction between users and your social media content. Metrics such as likes, comments, shares and retweets are clear signs of the engagement level. What's more, tracking click-through rates (CTRs) and the time users spend on your website from social media referrals bring valuable insights. By closely monitoring the CTR of ads, you can discover which ad variant of yours consistently outperforms the others and generates significantly higher click-through rates. And by using this finding, your company can decide where to allocate a higher budget and more resources.

It blows my mind that there are still people out there who have a hard time grasping why they should use social media both in and out of the workplace. Yes, there are a few issues surrounding social media, such as privacy and the potential to impinge on productivity, but like everything else,

it's all a matter of how you use it. If you only put out there what you are cool with the world knowing, and if you use it responsibly, those issues are moot, so let's proceed as if we're all using social media in a responsible fashion. Cool? Cool.

I once heard my father, the wisest man I've ever known and one of the most highly esteemed attorneys in the country, tell a jury something I've never forgotten; the truth is simple, and only when superfluous details are added does the truth become complicated and unclear. Therefore, if we always work from a place of truth, the other details can't sway us.

Why is that important? Well, as we, the marketers and news tellers, dive ever more deeply into the expanding realms of possibility with social media, it's important that we keep a firm grip on the core benefits (truths) provided by this medium and the technology that enables brands to participate. This will prevent the extraneous details from clouding these core benefits and diverting your team from their objectives.

What is the core of social media for business? First, let's agree on two things:

Three primary pillars of social media are:

1. Content
2. Engagement
3. Analytics

Technology is an evolving resource that allows humans to operate more efficiently, and efficiency includes going:

Further

Faster

Cheaper

Deeper

If we can agree on those two premises, let's look at how social media technology facilitates content creation, engagement, and analytics more efficiently than any technology.

2.5 Content

Further

Gather from and publish to the entire computer-using planet

Reach new audiences when people share your content socially with their networks

Faster

Real-time content sourcing and publishing

Internal workflows completed in a fraction of the time

Cheaper

Save budgets on people, time, and material to create and manage content

Deeper

Gain insights about the performance of brand and user content

Unearth trends relevant to your company and audience

2.6 Engagement

Further

- Have a dialogue with a global audience
- Create one-to-many conversations about topics that matter to your brand

Faster

- Communicate with consumers in real-time

Cheaper

- Save on travel, focus groups, events, etc.

Deeper

- Allow the audience to speak freely since we're all more comfortable being honest . online without the discomforts of speaking in-person

2.7 Analytics

Further

- Track global activity
- Understand message performance at the brand and local level

Faster

- Real-time data flows 24/7
- Instant access to results enables quick iteration and strategic shifts

Cheaper

- Data from all social networks can be aggregated and analyzed from one single location, saving on time and resources to gain those insights
- You've got an always-on focus group - harness organic conversations to understand your audience.

Deeper

- Gain insights around individual pieces of content, social account and conversations, to the social ecosystem as a whole
- Understand your team's performance

Without a doubt, social media allows businesses to create and manage content, engage with their audience, and have proof of their performance more efficiently than any other technology. So whether you're a brand looking to manage your social accounts and create content for your digital properties, or you're a media network looking to provide the most real-time and relevant information, or you're in sports looking to do both, social media allows all departments within your company to do their job more efficiently.

2.8 Social Media Marketing in India

Online networking promoting in India is profoundly compelling a direct result of the accompanying reasons. 60 per cent of the long range interpersonal communication Activity originate from Non-Metro-Cities yet the most noteworthy movement creating City still stays to be a Metro i.e. Mumbai the most noteworthy number of dynamic clients Are from the 15-24 age gathering however LinkedIn has an alternate age gathering of dynamic clients i.e. 25-34 age gathering. The male – female proportion demonstrates consistency with the general populace separation by sexual orientation i.e. 80:20 for Guys. Web-based social networking in India contacts 60 for every penny of the online Indian gathering of people. Facebook and Orkut, together oblige around 90 for every penny of the clients in the online networking space. Facebook is the main informal community in India that has seen an enormous development, nearly multiplying its clients over the most recent a half year. Most elevated number of dynamic web-based Social networking crowd in India are in the age gathering of 15-24 and are graduates who are searching for a job or arranging further investigations. The greatest clients originate from the “under 2 lakhs p.a.” salary class. This is on the growth that informal communities are fundamentally determined by the adolescent over 45 per cent of the clients on social networks return amid the day. Facebook finish the rundown with client Returning to more than 3 times amid a day. Larger part of the time spent by the Indian Group of onlookers on Facebook is on Interactive Games/Applications and afterward on Review Photos.

2.8.1 Usage of Social Net Working Sites

The highly used networking sites among the male are face book and orkut whereas among the female, these are YouTube and face book. The significant difference among the male and female have been noticed in the usage of five out of seven social networking sites. The methods of social media usage among them are examined with the help of 12 variables. The highly viewed variables by male are photo sharing and social networking whereas among the female, these are photo sharing and mobile apps. The significant difference among the male and female have been noticed in their view on 4 out of 12 variables in social media usage. The customers touch points on social media among the respondents are studied with the help of 8 variables. The highly viewed customer touch points by male are social campaigns and direct mailing whereas among the female, these are advertising and brand communities. The significant difference among the male and female have been noticed in their view on 2 out of 8 customers touch points on social media. The dominant time devoted for journalizing among the respondents are 1 to 2.00 and 2.01 to 3.00 hours per day. The purpose of using social platforms in the present study is studied with the help of seven variables. The highly viewed variable by male and female are connecting with friends and seeing new products and services respectively. The significant difference among the male and female have been noticed in the view on five out of seven purposes.

2.8.2 Determinants of Social Media Functionality Usage

The determinants of social media functionality usage among the respondents are examined with the help of 18 variables. The highly viewed variables by male and female are self image and security risk respectively. The significant difference among the male and female have been noticed in their view on 14 out of 18 variables in it. The important determinants of social media functionality usage narrated by the factor analysis are Personal fit, perceived risk, perceived usefulness and higher performance. The highly viewed important determinants by male and female are personal fit and perceived risk respectively. The significant difference among the male and female respondents has been noticed in their view on personal fit, perceived risk and higher performance. The significantly associating important profile variables regarding the view on important determinants are personal income, family income and level of security attached with technology. The important discriminant determinants

among the male and female respondents are higher performance and personal fit which are highly viewed by male Compared to female respondents.

2.9 Impact of Determinants of the Social Media Functionality Usage

The significantly influencing determinants on the level of social media functionality usage among the male are personal fit, perceived usefulness and higher performance whereas among the female, these are perceived risk and perceived usefulness. The higher impact of determinants on the social media functionality usage is seen among the male compared to female respondents. The important determinants in the social media functionality usage among the respondents are higher performance and perceived risk.

2.9.1 Marketers Advantage through Social Media Marketing (MASMM)

The respondents view on the marketers' advantage through social media marketing is studied with the help of 18 variables. The highly viewed variables in MASMM among the male and female respondents are reaching of masses and mass advertisement campaign respectively. The significant difference among the male and female respondents has been noticed in their view on 13 out of 18 variables. The important marketers' advantages narrated by factor analysis are customer focus, branding Market coverage and advertisement. The highly viewed IMA by male and female respondents are market coverage and advertisement. The significant difference among the male and female have been noticed in their view on customer focus, market coverage and advertisement. The significantly associating profile variables regarding the view in IMA are level of education, personal income, family income, personality score, level of security attached with technology. The important discriminant IMA among the male and female is advertisement which is highly viewed by female respondents.

2.9.2 Social Media Marketing Activities (SMMA)

The level of marketing activities among the respondents is examined with the help of 24 variables. The highly viewed variables in SMMA by male and female are self image congruity and discussion and exchange of opinion respectively. The significant difference among male and female have been noticed in their view on 15 out of 24 Variables in SMMA. The important social media marketing activities narrated by the Factor analysis are entertainment, trendiness, interaction, customization, risk free, utility, Self image and words of mouth. The highly viewed ISMMA by male respondents are self image and utility whereas among the female respondents, these are words of mouth and customization. The significant difference among male and female have been noticed in six out of eight ISMMA. The significantly associating important profile variables regarding the view on ISMMA are level of education, personal income, family income and technology readiness score. The important discriminant ISMMA among male and female are interaction and customization which are highly viewed by female compared to male respondents.

2.9.3 Overall Effectiveness of Social Media Marketing

The overall effectiveness of social media marketing is examined with the help of 28 variables. The highly viewed variable by male and female are consumer satisfaction and attitude towards user generated content. The significant difference among the male And female have been noticed in their view on 17 out of 28 variables in it. The important components of overall effectiveness of social media marketing narrated by factor analysis are brand, consumer, market content and product effect. The highly viewed important components of overall effectiveness among the male and female are consumer effect and content effect respectively. The significant difference among the male and female have been noticed in their view on brand, consumer and content effect. The significantly associating important profile variables regarding the view on overall effectiveness are personal income, family income and personality score. The important discriminant components of overall effectiveness of SMM among male and female are based and content effect which are highly viewed by female compared to male.

2.10 Impact of Social Media Marketing Activities (SMMA) on the Human Needs

2.10.1 Satisfaction

The significantly influencing SMMA on the human need satisfaction among the male are entertainment, trendiness, customization and self image whereas among the female, these are trendiness, interaction, utility and words-of-mouth. The higher impact is noticed among male compared to female. The analysis of pooled data reveals the relative importance of trendiness, interaction, customization and words-of-mouth in the determination of human needs satisfaction. Impact of SMMA on Social CRM Capabilities among the male respondents, the significantly influencing SMMA on the social CRM capability are interaction, customization and utility whereas among the female, These are customization, utility and words-of-mouth. The higher impact is noticed among male compared to female. The most important SMMA influence on the social CRM capabilities is the customization.

2.11 Impact of SMMA on Consumer Engagement

The significantly influencing SMMA on the consumer engagement among the male are entertainment, trendiness, customization and self image whereas among the female, these are interaction, customization and words-of-mouth. The higher impact is noticed among the male compared to female. The important SMMA which influence on consumer engagement are customization and interaction.

2.12 Impact of SMMA on Brand Equity

The significantly influencing SMMA on the brand equity among the male are trendiness, customization and self image whereas among the female, these are trendiness, customization and words-of-mouth. The higher impact is noticed among male compared to female. In total, the most important SMMA influence on brand equity is trendiness. Impact of SMMA on Brand Intimacy and Trust the significantly influencing SMMA on the brand intimacy and trust among the male are trendiness, interaction, customization and self image whereas among female, These are interaction

and words-of-mouth. The higher impact is noticed among male compared to female. In total, the most important SMMA influence on the brand intimacy and trust is self image.

2.13 Impact of SMMA on overall effectiveness of Social Media Marketing

The significantly influencing SMMA on the overall effectiveness of SMM among the male are trendiness, customization and self image whereas among the female, these are interaction, risk free and words of mouth. The higher impact of SMMA is noticed among the male compared to female. The analysis of pooled data reveals the relative importance of trendiness, interaction, customization and risk free in the determination of overall effectiveness of SMM.

Impact of Social Media Functionality Usage (SMFU) on Human Need Satisfaction The significantly influencing SMFU on the human need satisfaction among the male are personal fit, perceived usefulness and higher performance whereas among female, these are perceived risk and usefulness. The higher impact of SMFU on the human need satisfaction is noticed among the male compared to female. In total, the most important SMFU influence on human need satisfaction is the personal fit.

2.14 Impact of SMFU on social CRM Capabilities

Among the male, the significantly influencing SMFU on the social CRM capabilities are perceived usefulness and higher performance whereas among the female, this is perceived usefulness. The higher impact is seen among male compared to female. The most important SMFU influence on the social CRM capabilities among the respondents is perceived usefulness.

2.15 Impact of SMFU on Consumer Engagement

The significantly influencing SMFU on the consumer engagement among the male are personal fit and perceived usefulness. The higher impact is noticed among the male compared to female. In total, the most influencing SMFU on the consumer engagement among the respondents is perceived usefulness.

2.16 Impact of SMFU on Brand Equity

Among the male, the significantly influencing SMFU on brand equity are perceived usefulness and higher performance whereas among the female, it is only perceived usefulness. The higher impact is noticed among the male compared to female. In total, the most influencing SMFU on the brand equity among the respondents is perceived usefulness.

2.17 Impact of SMFU on Brand Intimacy and Trust

The significantly influencing SMFU on brand intimacy and trust among the male are perceived usefulness and higher performance whereas among the female, it is perceived usefulness. The higher impact is noticed among the male compared to female. The analysis of pooled data reveals the relative importance of perceived usefulness in the determination of brand intimacy and trust.

2.18 Impact of SMFU on Overall Effectiveness of SMM

Among the male respondents, the significantly influencing SMFU on the overall effectiveness of SMM are personal fit, perceived usefulness and higher performance whereas among the female, these are perceived usefulness and higher performance. The higher impact of SMFU is noticed among the male compared to female. In total, the most influencing SMFU on the overall effectiveness of SMM is perceived usefulness.

2.19 Additional insights into the efficiency of social media marketing:

1. Clear Objectives: Clearly defined goals such as brand awareness, lead generation, or customer engagement are essential. Aligning social media efforts with specific objectives helps measure success and refine strategies.

2.Targeted Content: Tailoring content to the preferences and interests of the target audience increases the likelihood of engagement. Understanding your audience allows for more effective communication and connection.

3.Consistent Presence: Regular and consistent posting maintains audience interest and visibility. A well-maintained presence fosters trust and keeps the brand in the minds of the audience.

4.Engagement Strategies: Actively engaging with the audience through comments, messages, and discussions builds a sense of community. Responding promptly and authentically to inquiries or feedback enhances the overall customer experience.

5. Analytics Utilisation: Leveraging analytics tools provided by social media platforms helps in tracking performance metrics. Analysing data enables marketers to identify what works well and what needs improvement, guiding future strategies.

6. Paid Advertising: Utilising paid advertising options on platforms can amplify reach and targeting capabilities. Paid campaigns can complement organic efforts and provide measurable results.

7.Platform Selection: Choosing the right platforms based on the target audience is crucial. Different demographics prefer various platforms, so understanding where your audience spends time ensures efficient resource allocation.

8. Creativity and Innovation: Social media users appreciate creative and innovative content. Experimenting with different formats, visuals, and storytelling techniques keeps content fresh and engaging.

2.20 ADVANTAGES:

1. **Increased Brand Awareness:** Social media platforms provide a vast audience, allowing businesses to reach a large number of people. Consistent presence and engaging content help in building brand recognition and increasing awareness.
2. **Targeted Audience Reach:** Social media platforms offer advanced targeting options, enabling businesses to reach specific demographics, interests, and behaviors. This precision helps in connecting with the right audience for your products or services.
3. **Cost-Effectiveness:** Compared to traditional marketing channels, social media marketing can be more cost-effective. Many platforms offer both organic and paid options, allowing businesses to choose based on their budget and goals.
4. **Real-time Engagement:** Social media facilitates instant interaction with your audience. Businesses can respond to comments, messages, and feedback in real-time, fostering a sense of connection and building customer relationships.
5. **Valuable Insights through Analytics:** Social media platforms provide analytics tools that offer valuable insights into user behavior, engagement, and demographics. This data allows businesses to refine their strategies, understand their audience better, and optimize future campaigns.
6. **Content Virality:** Engaging and shareable content can quickly go viral on social media, reaching a broader audience beyond your immediate followers. This viral potential can significantly amplify the impact of your marketing efforts.
7. **Global Reach:** Social media breaks down geographical barriers, allowing businesses to reach a global audience. This is particularly advantageous for e-commerce businesses or those with products/services that can cater to an international market.
8. **Customer Feedback and Reviews:** Social media platforms provide a platform for customers to share their experiences, providing valuable feedback and reviews. Positive feedback can enhance your brand reputation, while constructive criticism offers opportunities for improvement.

9. **Influencer Partnerships:** Collaborating with influencers in your industry can leverage their followers and credibility to promote your products or services. This can lead to increased trust and exposure among their audience.
10. **Adaptability and Flexibility:** Social media marketing allows for quick adjustments to campaigns based on real-time performance. This adaptability enables businesses to stay agile and respond promptly to changes in trends or audience preferences.

To maximize these advantages, businesses should tailor their social media strategies to align with their specific goals, target audience, and industry trends. Regularly monitoring performance metrics and adjusting strategies accordingly is crucial for sustained success in social media marketing.

2.21 DISADVANTAGES :

While social media marketing offers numerous advantages, it also comes with its share of disadvantages:

1. **Time-Consuming:** Managing multiple social media accounts, creating content, and engaging with the audience can be time-consuming. Businesses need to invest significant time to maintain an active and effective presence.
2. **Negative Feedback and Public Criticism:** Social media platforms expose businesses to public scrutiny. Negative feedback or criticism can quickly spread, impacting reputation. Handling such situations requires careful management and swift, appropriate responses.
3. **Dependency on Platform Algorithms:** Social media success is influenced by platform algorithms. Changes in algorithms can affect organic reach, requiring businesses to adapt strategies. Relying solely on one platform poses a risk if algorithm changes negatively impact visibility.
4. **Privacy Concerns:** With growing concerns about data privacy, businesses must navigate the balance between targeted advertising and respecting user privacy. Violating privacy norms can lead to backlash and damage a brand's reputation.
5. **Saturation and Competition:** The sheer volume of content on social media can lead to saturation. Standing out amidst the competition becomes challenging, requiring businesses to continually innovate and produce high-quality content.

6. **Platform Dependence:** Businesses are at the mercy of social media platforms. Changes in policies, account suspensions, or platform shutdowns can disrupt marketing efforts. Diversifying marketing channels is essential to mitigate this risk.
7. **Return on Investment (ROI) Challenges:** Determining the direct impact of social media efforts on revenue can be challenging. Measuring the ROI accurately is not always straightforward, making it difficult to justify the resources invested.
8. **Short Attention Spans:** Social media users have short attention spans. Grabbing and maintaining audience attention requires concise and engaging content. Long-form content may struggle to compete in this environment.
9. **Potential for Miscommunication:** Messages can be misinterpreted or taken out of context on social media. Businesses must be careful with their messaging to avoid misunderstandings that could harm their brand image.
10. **Algorithmic Changes:** Social media platforms frequently update their algorithms, affecting content visibility. Sudden changes can disrupt well-established strategies, requiring businesses to adapt quickly.

Navigating these disadvantages involves a strategic approach, emphasizing proactive management, monitoring, and adaptability. Businesses should also consider diversifying their marketing channels to reduce dependence on any single platform and address potential risks associated with social media marketing.

2.22 CONCLUSION:

In conclusion, the efficiency of social media marketing hinges on a strategic and adaptable approach. Clear objectives, targeted content, consistent engagement, and utilization of analytics contribute to success. Embracing innovation, paid advertising when necessary, and selecting the right platforms for the target audience enhance overall efficiency. Social media marketing is a dynamic landscape, and businesses that stay responsive to trends and continuously refine their strategies are poised for success in this ever-evolving digital space.

CHAPTER III

PROFILE OF THE RESPONDENTS

AND EFFICIENCY OF SOCIAL

MEDIA MARKETING

CHAPTER III

PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 – percent) for better understanding of collected data. It is one of the statistical tools which is widely used in analysis and interpretation of primary data.

No. of respondents

Percentage = ----- x100

Total respondents

TABLE NO: 3.1

Table 3.1 showing the Gender of respondents

CLASSIFICATION BASED ON GENDER

S NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	33	20.6
2	Female	127	79.4
	Total	160	100

Source : Primary data

INTERPRETATION :

From table, 3.1 it can be inferred that 20.6%of the respondents are male and 79.4% of the respondents are female.

The majority of the respondents (79.4%) are female.

CHART 3.1

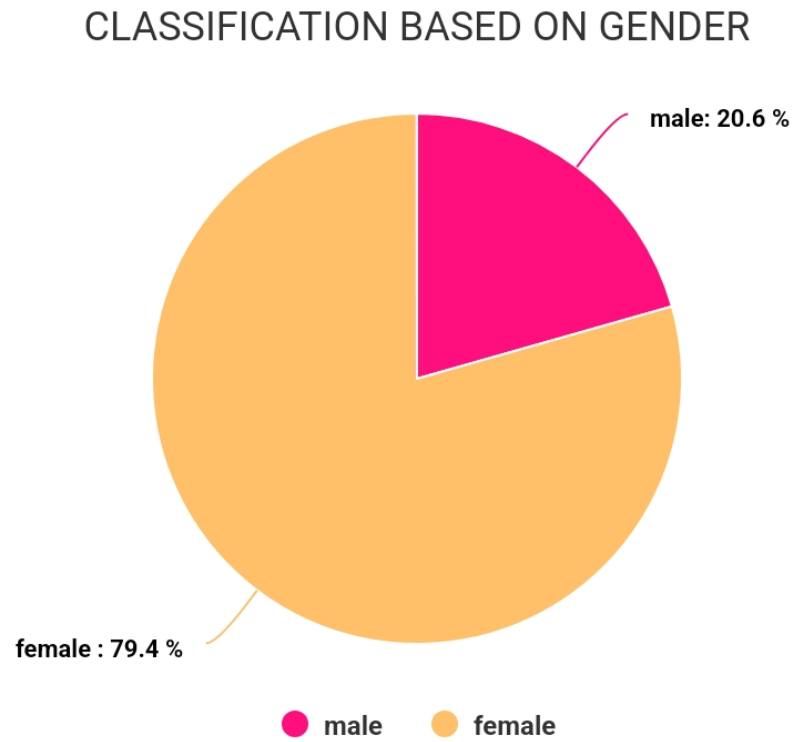


TABLE NO:3.2

Table3.2 showing the Educational qualification of respondent

CLASSIFICATION BASED ON EDUCATIONAL QUALIFICATION

S NO	EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
1	High School	49	30.625
2	Bachelor's Degree	52	32.5
3	Master's Degree	41	25.625
4	PhD or equivalent	18	11.25
	Total	160	100

Source : Primary data

INTERPRETATION :

From table, 3.2 it can be inferred that 30.625 percent of the respondents are high school graduates, 32.5 percent of the respondents are undergraduates, 25.625 percent of the respondents are post graduate and 11.25 percent of the respondents have PhD qualification

Majority of the respondents are Undergraduates(32.5)

CHART 3.2

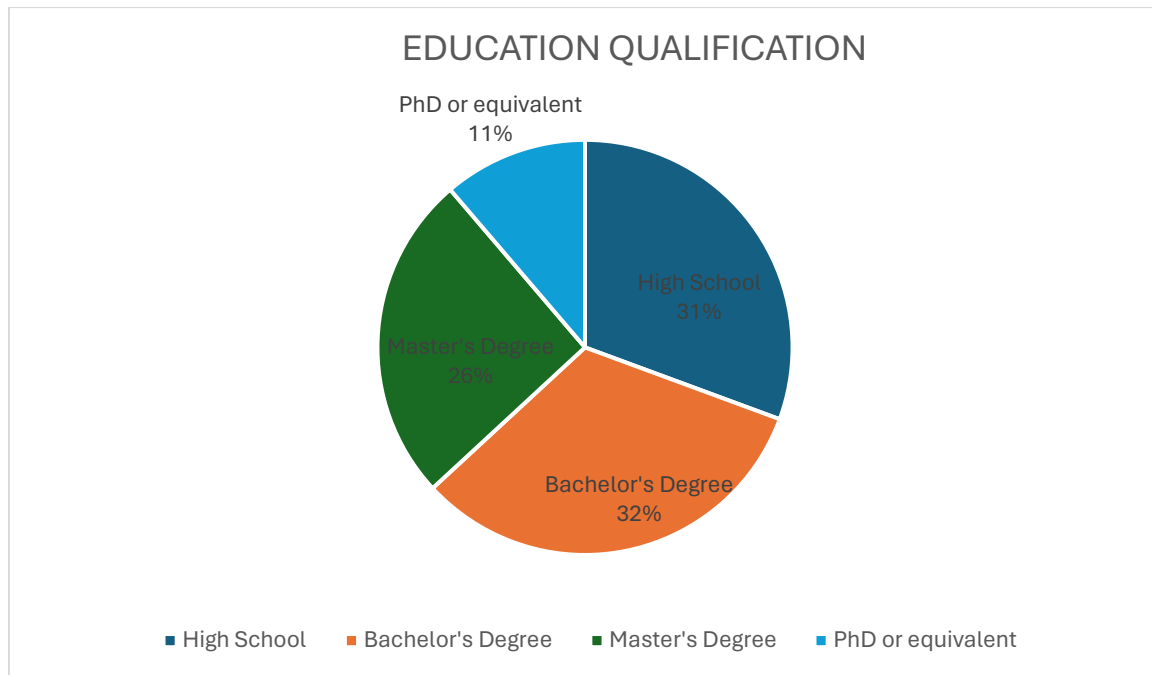


TABLE NO:3.3

Table showing that the respondents marital status

CLASSIFICATION BASED ON MARITAL STATUS

S NO	MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
1	Married	57	35.6
2	Unmarried	103	64.4
	Total	160	100

Source: Primary data

INTERPRETATION:

From table, 3.3 it can be inferred that 35.6 percent of the respondents are married and 64.4 percent of the respondents are Unmarried

The majority of the respondents (64.4%) are Unmarried.

CHART3.3
MARITAL STATUS

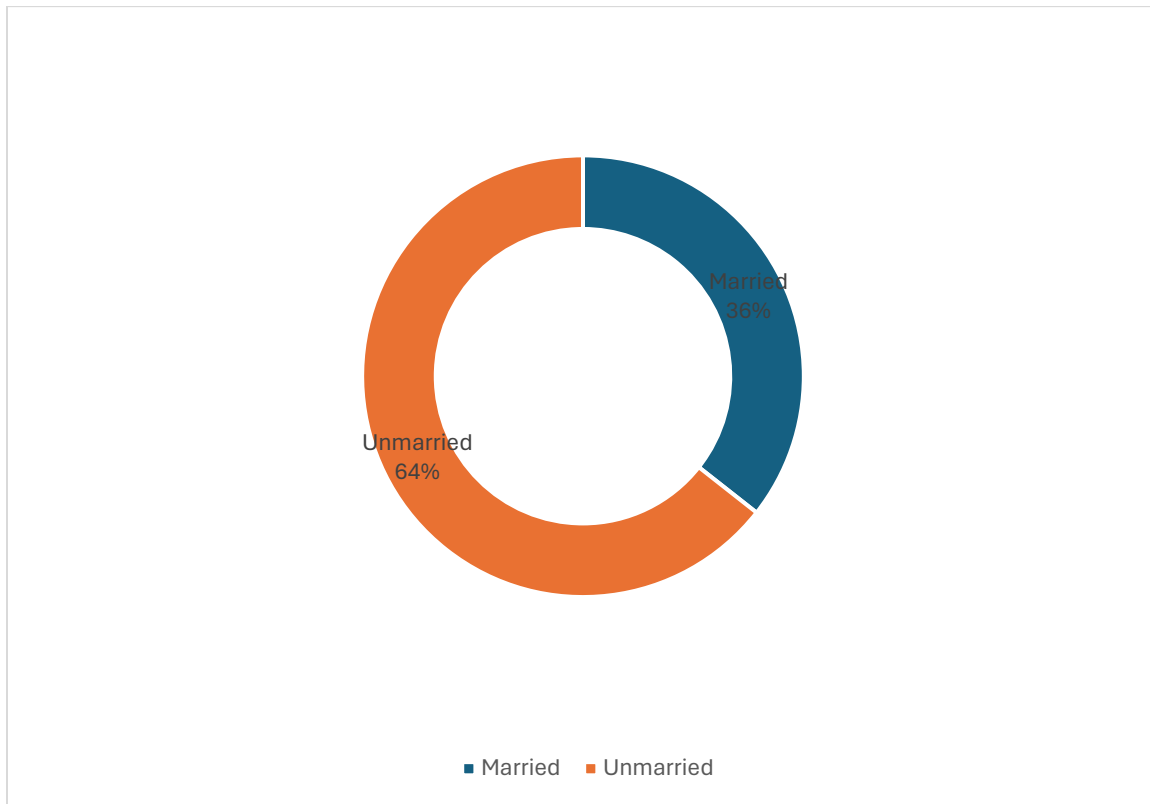


TABLE NO:3.4

Table showing the Profession of respondent.

CLASSIFICATION BASED ON PROFESSION OF THE RESPONDENTS

S NO	PROFESSION	NO OF RESPONDENTS	PERCENTAGE
1	Student	105	65.6
2	Housewife	17	10.6
3	Salaried	25	15.6
4	Business	11	6.9
5	Retired	2	1.3
	TOTAL	160	100

Source : Primary data

INTERPRETATION :

From table, 3.4 it can be inferred that 65.6%of the respondents are Student and 10.6% of the respondents are Housewife and 15.6%of the respondents are Salaried and 6.9%of the respondents are Business and 1.3%of the respondents are Retired.

The majority of the respondents (65.6%) are Students.

CHART 3.4

CLASSIFICATION BASED ON PROFESSION

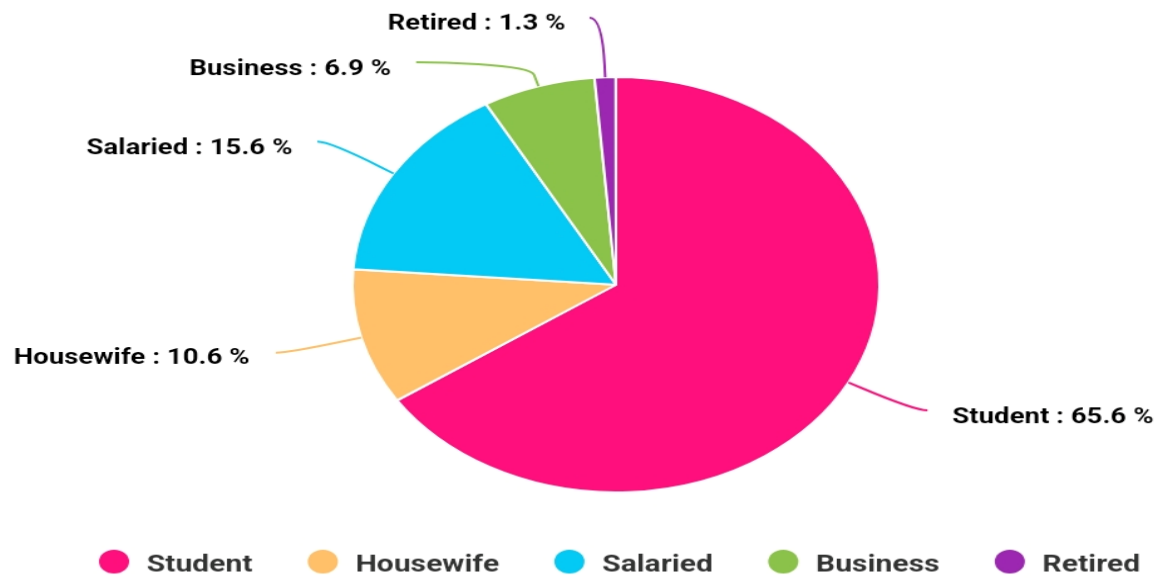


TABLE NO:3.5

Table showing the Annual income of respondents

CLASSIFICATION BASED ON ANNUAL INCOME OF THE RESPONDENTS

S NO	ANNUAL INCOME	NO OF RESPONDENTS	PERCENTAGE
1	Less than 2 lakhs	73	45.6
2	2 lakhs to 5 lakhs	69	43.1
3	5 lakhs to 10 lakhs	15	9.4
4	Above 10 lakh	3	1.9
	Total	160	100

Source : Primary data

INTERPRETATION:

From table, 3.5 it can be inferred that 45.6% of the respondents are less than 2 lakhs and 43.1% of the respondents are 2 lakhs to 5 lakhs and 9.4% of the respondents are 5 lakhs to 10 lakhs and 1.9% of the respondents are Above 10 lakh.

The majority of the respondents (45.6%) annual income is less than 2 lakhs.

CHART 3.5

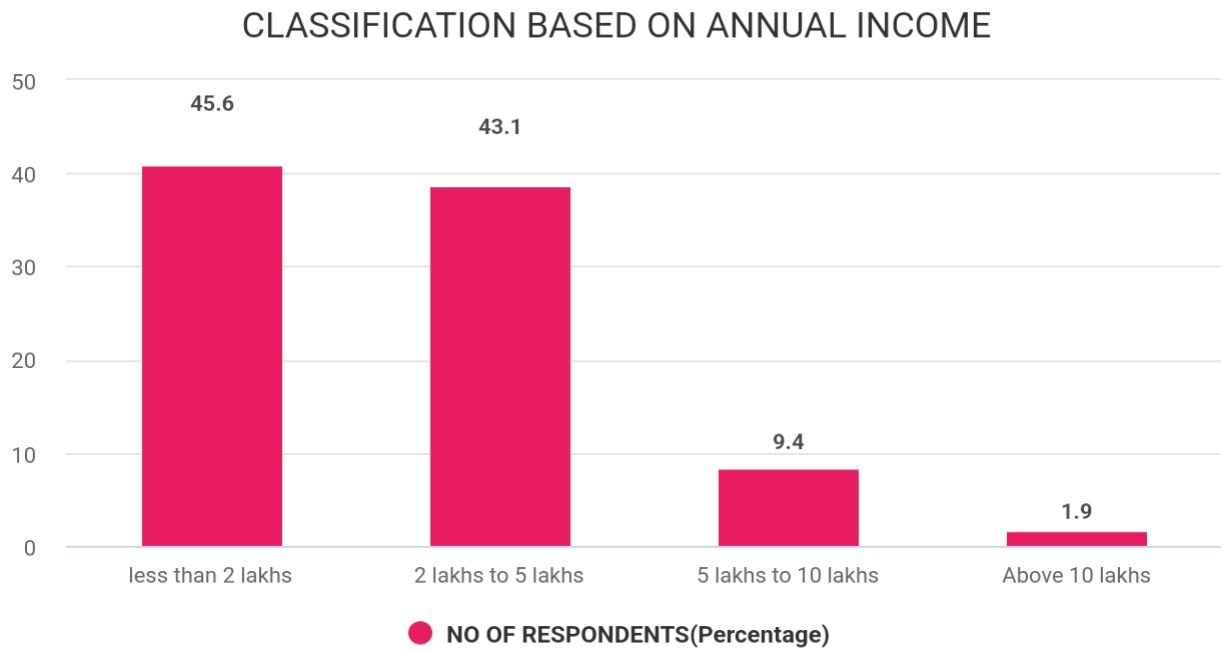


TABLE NO:3.6

Table showing the usage of social media.

CLASSIFICATION BASED ON USAGE OF SOCIAL MEDIA

S NO	USAGE OF SOCIAL MEDIA	NO OF RESPONDENTS	PERCENTAGE
1	Yes	92	57.5
2	No	68	42.5
	Total	160	100

Source: Primary source

INTERPRETATION:

From table,3.6 it can be inferred that 57.5% of respondents use social media and 42.5 % of respondents do not use social media.

The majority of the respondents (57.5%) respondents use social media.

CHART 3.6

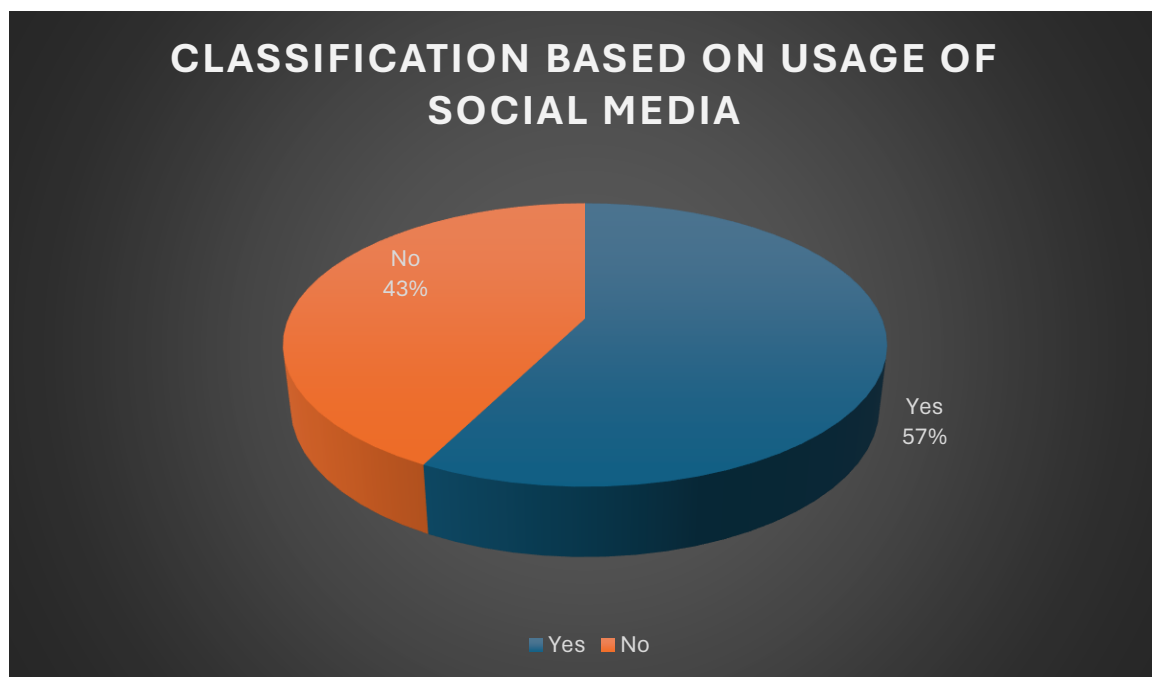


TABLE 3.7

Table showing the perception towards marketing behaviour through social media

**CLASSIFICATION BASED ON THE PERCEPTION TOWARDS MARKETING
BEHAVIOUR THROUGH SOCIAL MEDIA**

S.NO.	PERCEPTION	NO. OF RESPONDENTS	PERCENTAGE
1	POSITIVE	73	45.625
2	NEGATIVE	46	28.75
3	NEUTRAL	41	25.625
	TOTAL	160	100

SOURCE: Primary Source

INTERPRETATION:

From the table 3.7 it can be inferred that the 45.625 percent of the respondents have positive response over the perception towards marketing behaviour through social media, 28.75 percent of the respondents have negative perception and 25.625 percent of the respondent have neutral response .

The majority of the respondents (45.625%) have positive perception.

CHART 3.7

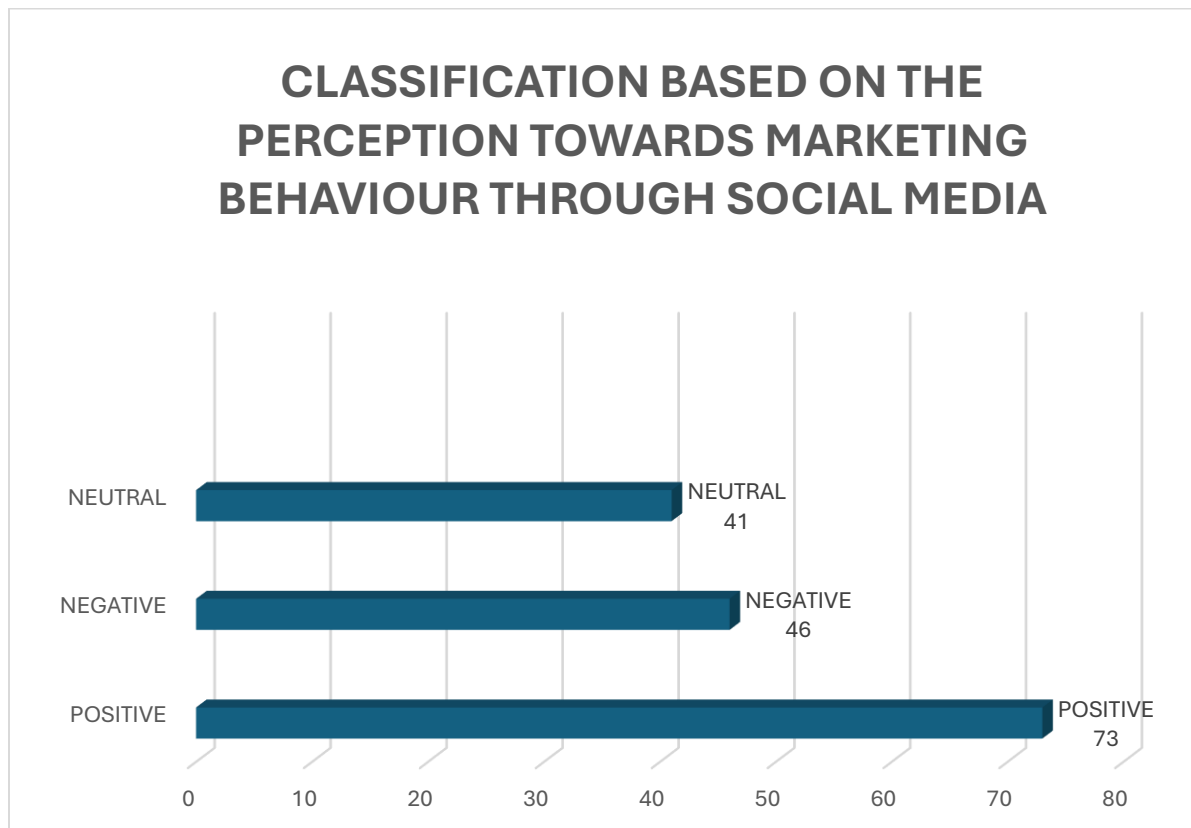


TABLE 3.8

Table showing duration spent on Social Media per day

CLASSIFICATION BASED ON THE DURATION SPENT ON SOCIAL MEDIA PER DAY BY THE RESPONDENT

S.NO.	DURATION	NO. OF RESPONDENTS	PERCENTAGE
1	Less than one hour	23	14.375
2	1 hour-3hours	59	36.875
3	3hours – 5hours	41	25.625
4	More than 5hours	37	23.125
	TOTAL	160	100

SOURCE: Primary Source

INTERPRETATION:

From the table 3.8 it can be inferred that the 14.375 percent of the respondents use social media less than one hour, 36.875 percent of the respondents use social media between 1-3hrs, 25.625 percent of the respondent use social media for 3-5 hrs and 23.125 percent of the respondents use social media for more than 5 hours per day

The majority of the respondents (36.875%) use social media between 1-3hrs.

CHART 3.8
CLASSIFICATION BASED ON THE DURATION SPENT ON SOCIAL MEDIA PER
DAY BY THE RESPONDENT

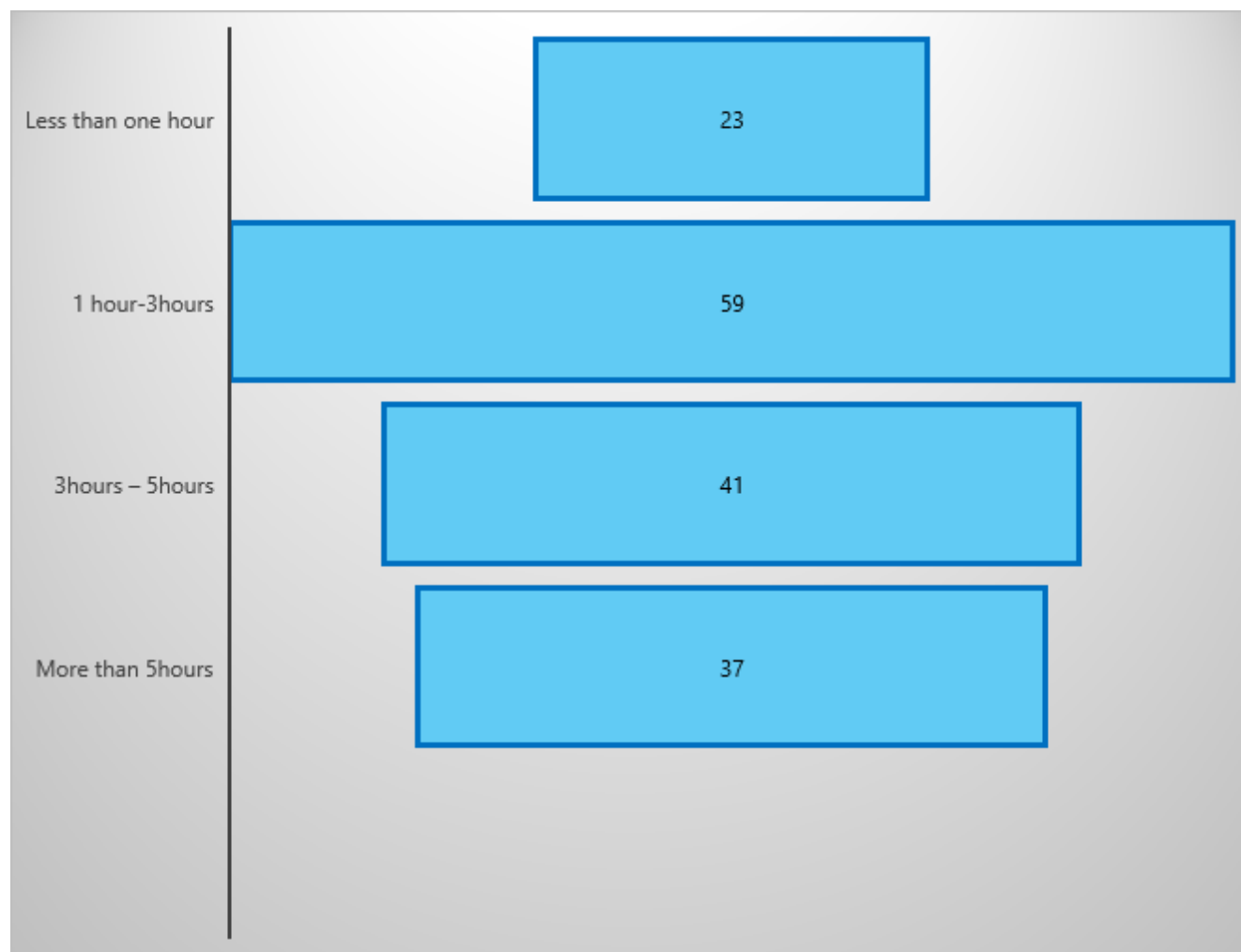


TABLE 3.9

Table showing factors influencing the respondents to use social media

**CLASSIFICATION BASED ON THE FACTORS INFLUENCING THE RESPONDENTS
TO USE SOCIAL MEDIA**

S.NO.	FACTORS	NO. OF RESPONDENT S	PERCENTAGE
1	Entertainment	77	48.125
2	Information	49	30.625
3	Social connection	10	6.25
4	Business/Networking	15	9.375
5	Other	6	3.75
	TOTAL	160	100

Source: Primary source

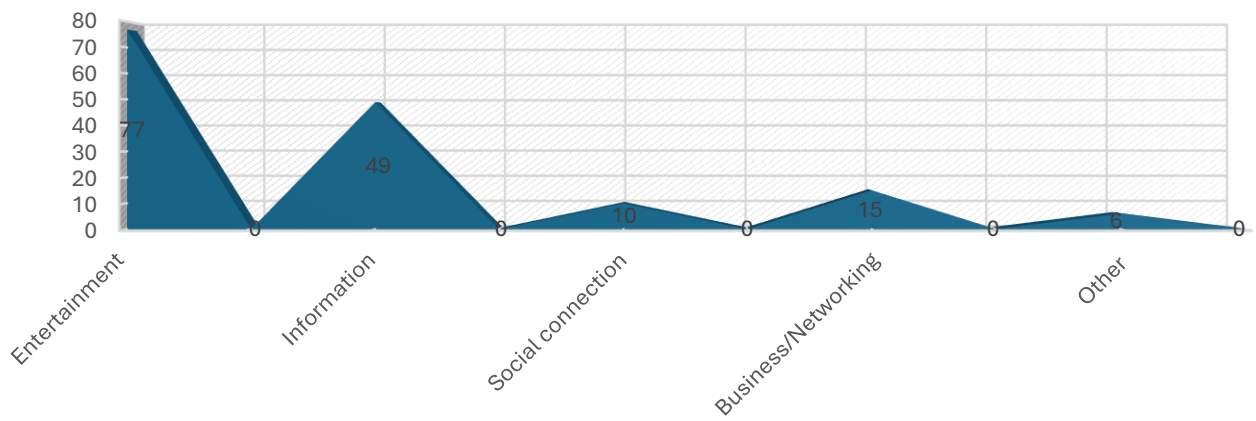
INTERPRETATION

From the Table3.9 it is inferred that 48.125 percent of the respondents are influenced by Entertainment factor to use social media, 30.625 percent pf the respondent are influenced by Information factor, 6.25 percent of the respondent use social media influenced by social connection factor , 9.375 percent of the respondent use social media for Business factor and 3.75 percent of the respondents use social media influencing other factors .

The majority of the respondents (48.125) are influenced by the entertainment factor.

CHART 3.9

**CLASSIFICATION BASED ON THE FACTORS
INFLUENCING THE RESPONDENTS TO USE SOCIAL
MEDIA**



CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

CHAPTER-IV

4.1 GARRET RANKING:

The technique is used for ranking the preference of the respondents of the study. The orders of merit given by the respondents are converted into ranking by using the following formula:

$$\text{Present position} = 100(R_{ij}-0.5)/ N_j$$

Where,

R_{ij} – Rank given for the i th item variable by j th individual

N_j – Number of variable ranked by j th respondent

The percentage position of each rank thus obtained was converted into scores by referring to the table given by using Henry Garret. For each constraint, scores of individual respondents for who scores were added. Thus, mean score for each constraint was ranked by arranging them in the descending order.

TABLE :4.1

S.NO	SOCIAL MEDIA PLATFORMS	1	2	3	4	5	TOTAL	AVERAGE	RANK
1	FACEBOOK	6975	1220	800	720	325	10040	62.75	I
2	INSTAGRAM	1950	4941	1250	520	375	9036	56.475	V

3	YOUTUBE	2400	4636	1700	280	275	9291	58.07	IV
4	TWITTER	4425	3233	1200	360	375	9593	59.96	II
5	OTHERS	3675	3965	900	480	400	9420	58.88	III

INTERPRETATION :

From the statistical analysis table 4.1, the social media platform used actively by respondents as follows:

Facebook ranks I with a Garrett score of 10040.

Twitter ranks II with a Garrett score of 9593.

Other social media ranks III with a Garrett score of 9420.

YouTube ranks IV with a Garrett score of 9291.

Instagram ranks V with a Garrett score of 9036

4.2 ASSESSMENT OF THE LEVEL OF EFFICIENCY OF SOCIAL MEDIA MARKETING:

To know the respondents level efficiency of social media marketing are measured with the help of 5-point scale The level of stress was measured among the respondents. By consolidating the scores obtained by every sample member for each statement with the help of five points scale via SA- Strongly Agree (5), A- Agree (4), N. Neutral (3), DA. Disagree (2), SDA- Strongly Disagree (1), the total scores have been computed. The number of the statements was not equal for all the factors. Hence scores were converted into equals by using per cent and then the total scores secured by the 160 respondents of the study were computed to find out the level of awareness of the respondents. The extent of perception falls under three categories (i.e ,) low, medium and high.

Low-Below (Mean-standard deviation)

High- Above (Mean+ standard deviation]

Medium- [Between Mean-standard deviation and Mean + standard deviation]

Table : 4.2

ASSESSMENT OF THE LEVEL OF EFFICIENCY OF SOCIAL MEDIA MARKETING

S No	LEVEL OF EFFICIENCY	NO OF RESPONDENTS	Percentage
1	HIGH	54	33.75
2	MODERATE	32	20
3	LOW	74	46.25
	Total	160	100

MEAN = $\frac{\text{Total Rank provided by respondents}}{\text{Total no of respondents}}$

Total no of respondents

= 9982

$$160$$

$$= 62.4$$

$$\text{STANDARD DEVIATION} = \sqrt{62.4}$$

$$= 7.9$$

$$\text{Mean} + \text{Standard deviation} = 62.4 + 7.9 = 70.3$$

$$= 70$$

$$\text{Mean} - \text{Standard deviation} = 62.4 - 7.9 = 54.5$$

$$= 55$$

INTERPRETATION:

The above table 4.2 ,illustrates that 33.75% of respondents show a high level of efficiency, 20% demonstrate a moderate level, and the largest group, comprising 46.25%, exhibits a low level of efficiency.

4.3 FACTOR ANALYSIS

It is a technique that is used to reduce a large number of variables into fewer numbers of factors. This technique extracts maximum common variance from all variables and puts them into a common score. As an index of all variables, we can use this score for further analysis. Factor analysis is part of general linear model and this method also assumes several assumptions: there is linear relationship, there is no multi co linearity, it includes relevant variables into analysis, and there is true correlation between variables and factors. Several methods are available, but principal component analysis is used most commonly.

The loading produced by the rotation method are the best to use for factor analysis.

Loading indicate the extent to which each scale is associated with an underlying factor.

In order to assign some meaning to the factor solution a minimum acceptance level of significance for the factor loading greater than $+0.05$ are considered significant. The table shows the rotated factor mix.

TABLE 4.3
FACTOR ANALYSIS-KMO AND BARTLETT'S TEST

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy 0.916.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.916.
Bartlett's Test of Sphericity	Approx. Chi-Square	4421.872
	Df	. 231
	Sig	0.0000

Source: Primary Data

INTERPRETATION :

The Kaiser-Meyer-Olkin Measure is an index which defines the Sampling Adequacy. The KMO test value is 0.916 which is more than 0.5, can be considered as super excellent and has a high relationship significance which is a validity to conduct data reduction technique. And the Bartlett's test of Sphericity is <0.001 which is significant and there is a high level of correlation between variables and it is worth conducting factor analysis.

TABLE 4.4

FACTOR NO.	FACTOR NAME	STATEMENT	FACTOR LOADING
1	REACH AND VISIBILITY	Target audience reach	.665
		Trend visibility and staying relevant	.865
		Competitor presence on social media	.785
2	COST AND EFFICIENCY	Cost-effectiveness	.854
3	VISUAL REPRESENTATION AND ENGAGEMENT	Ability to showcase products/services visually	.744
		Interactivity and engagement features	.654
4	ANALYTICS AND PERFORMANCE	Analytics and performance tracking	.512
5	COLLABORATION AND INTEGRATION	Influencer collaborations	.771
		Feedback and comments from the audience	.789
		Integration with other marketing channels	.689

NAME OF THE FACTOR

The entire five factor extraction has been given the name on the basis of variables included in each case. By considering the factor loading, all the statement is loaded on the five factors. The above table shows the classification of the variables showing factors influencing social media marketing.

FACTOR 1

Target audience reach (.665), Trend visibility and staying relevant (**.865**), Competitor presence on social media (**.785**). All the statements are related to REACH AND VISIBILITY. Hence factor 1 is characterized as 'REACH AND VISIBILITY'

FACTOR 2

Cost-effectiveness (**.854**). All the statements are related to COST AND EFFICIENCY. Hence factor 2 is characterized as COST AND EFFICIENCY

FACTOR 3

Ability to showcase products/services visually (**.744**) Interactivity and engagement features (**.654**). All the statements are related to VISUAL REPRESENTATION AND ENGAGEMENT. Hence factor 3 is characterized as VISUAL REPRESENTATION AND ENGAGEMENT

FACTOR 4

Analytics and performance tracking (**.512**). All the statements are related to ANALYTICS AND PERFORMANCE. Hence factor 4 is characterized as 'ANALYTICS AND PERFORMANCE

FACTOR 5

Influencer collaborations (**.771**), Feedback and comments from the audience (**.789**), Integration with other marketing channels (**.689**). All the statements are related to COLLABORATION AND INTEGRATION. Hence factor 5 is characterized as 'COLLABORATION AND INTEGRATION'

4.4 INTENSITY VALUE :

Using liker scaling techniques, the sources of 5,4,3,2,1 were given respectively for each factor.

The intensity value was calculated as follows:

$$\text{Intensity value} = R1*5+R2*4+R3*3+R4*2+R5*1.$$

R = representing ranking

TABLE 4.5

S.NO	SOCIAL MEDIA FACTORS	1	2	3	4	5	TOTAL	RANK
1	Content relevance and quality	370	8	120	80	4	582	I
2	Audience engagement and interaction	210	200	129	10	20	569	II
3	Consistency in posting content	10	28	154	118	40	350	IX
4	Utilizing paid advertising feature	295	92	12	96	26	521	III
5	Monitoring and responding to comments/feedback	20	52	144	134	28	378	VII
6	Collaborations with influencers or other brands	85	116	156	78	40	475	V
7	Use of visual elements (images, videos, infographics)	40	36	126	148	27	377	VIII
8	Targeting specific demographics	25	284	156	8	28	501	IV

9	Analytics and performance tracking	135	39	86	48	7	315	X
10	Utilizing social media algorithms to increase visibility	250	26	108	8	28	420	VI

From the above table Content relevance and quality is in Rank I with an intensity value of 582, Audience engagement and interaction is in Rank II with an intensity value of 569 ,Utilizing paid advertising feature is in Rank III with an intensity value 521, Targeting specific demographics is in Rank IV with an intensity value of 501, Collaboration with influencers or other brands is in Rank V with an intensity value of 475, Utilizing social media algorithms to increase visibility is in Rank VI with an intensity value of 420, Monitoring and responding to comments/feedback is in Rank VII with an intensity value 378, Use of visual elements (images, videos, infographics) is in Rank VIII with an intensity value 377, Consistency in posting content is in Rank IX with an intensity value 350, and Analytics and performance tracking is in Rank X with an intensity value 315.

CHAPTER V

FINDINGS, SUGGESTIONS

AND CONCLUSION

CHAPTER V

5.1 INTRODUCTION

The chapter presents the summary of the findings, suggestions and conclusion based on the data analysed regarding the influence of the user-generated content on consumer purchase intention in Madurai city. The findings of the data are collected from 160 respondents are presented in this chapter

5.2 FINDINGS

The findings of the data collected from 160 respondents are presented in this chapter

- The majority of the respondents (79.4%) are female.
- The majority of the respondents are Undergraduates(32.5%)
- The majority of the respondents (64.4%) are Unmarried.
- The majority of the respondents (65.6%) are Students.
- The majority of the respondents (45.6%) annual income is less than 2 lakhs.
- The majority of the respondents (57.5%) respondents use social media.
- The majority of the respondents (45.625%) have positive perception.
- The majority of the respondents (36.875%) use social media between 1-3hrs.
- The majority of the respondents (48.125) are influenced by the entertainment factor.
- The social media platform used actively by respondents is Facebook ranks I with a Garrett score of 10040
- 46.25%, exhibits a low level of efficiency in the assessment of the level of efficiency of social media marketing.
- Content relevance and quality is in Rank I with an intensity value of 582 in the intensity value analysis

5.3 SUGGESTIONS

Social media marketing has become popular among companies; it is now an integral part of the marketing mix. Planned strategies for social media platform is now required. It has been observed that many businesses just creating their social media pages and uploading content without adequate thought process and objective in mind. This leads to investing a lot of time and not getting the desired result. Hiring a professional social media agency will help businesses to grow faster. Below suggestions will help to achieve higher business growth:

It is therefore highly recommended not only for food product manufacturers but also for many other Indian manufacturers engaged in various manufacturing and who are looking for their business development

Out of the various social media platforms, LinkedIn is one of the least used platforms by various organizations. Just like Facebook which is known as the social network, LinkedIn has been becoming very famous as a successful professional network. One of the biggest advantages associated with LinkedIn is direct access to the appropriate point of contact of the prospective customer. On top of that, there are various active communities with respect to specific fields and domains available where the fruitful discussion takes place which provides enough food for the thoughts for business development.

5.4 CONCLUSION

The research findings of the present study reflected some notable findings concerning the objectives of the study. It may be noted that lack of awareness about various benefits of social media marketing among the non-users and lack of proficiency in handling social media by the users . The firms that still do not adapt to this new strategy will have a difficult time to sustain and grow their business with the limited available scope of traditional marketing strategies. Considering the significant importance of the study and based on notable key findings, the study will contribute to a comprehensive understanding of the social media marketing strategies of food

industries in Ahmedabad for business growth. The study can be a great help to food industries, academicians, business school students, researchers, and others. Food industries must have lucid and defined strategies and understand the development of social media to expand in areas such as marketing and product development. With the output of the study, the food industries will be of help as to what factors influence social media marketing and what social media marketing strategies can help in enhancing business growth.

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<https://doi.org/10.1177/0267323104040695>

APPENDIX

QUESTIONNAIRE

A study on the efficiency of social media marketing with special reference to Madurai city.

1. Name :

2.Age:

11. Under 18

12. 18-24

13. 25-34

14. 35-44

15. 45-54

16. 55 and above

3.Gender:

- Male
- Female
- Prefer not to say

4.Educational Background:

- High School
- Bachelor's Degree
- Master's Degree
- PhD or equivalent

5.Marital status :

- Married
- Unmarried

6.Do you use social media platform ?

- Yes
- No

7. Rank the social media platforms you use actively, with 1 being the most used and 5 being the least used

Facebook	
Instagram	
Youtube	
Twitter	
Others	

8. How many hours per day do you typically spend on social media?

- ☐ Less than 1 hour
- ☐ 1-2 hours
- ☐ 3-4 hours
- ☐ 5-6 hours
- ☐ 7-8 hours
- ☐ More than 8 hours
- ☐ I don't use social media

9. What factors influence your decision to use social media regularly?

- ☐ Entertainment
- ☐ Information
- ☐ Social connection
- ☐ Business/Networking
- ☐ Other (please specify).

10. How has social media marketing impacted your ability to reach and engage with your target audience?

- ☐ Significantly increased
- ☐ Moderately increased
- ☐ No significant change
- ☐ Decreased

11. To what extent do you trust product information or recommendations from social media marketing?

- Completely trust
- Somewhat trust
- Neutral
- Do not trust

12. How has social media marketing contributed to your overall marketing effectiveness in terms of brand awareness and conversion rates?

- Very positively
- Somewhat positively
- Neutral
- Negatively

13. How often do you engage with content from brands on social media platforms?

- Daily
- Weekly
- Monthly
- Rarely/Never

14. To what extent has social media marketing influenced your recent purchasing decisions?

- Strongly influenced
- Moderately influenced
- Minimally influenced
- Not influenced at all

15. For the following statements, please indicate your level of agreement using the scale provided (1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Target audience reach					
Cost-effectiveness					
Ability to showcase products/services visually					
Interactivity and engagement features					
Analytics and performance tracking					
Trend visibility and staying relevant					
Influencer collaborations					
Competitor presence on social media					
Feedback and comments from the audience					
Integration with other marketing channels					

How do you perceive the impact of social media usage on your marketing behaviour?

- ☐ Positive
- ☐ Negative
- ☐ Neutral

16. For the following statements, please indicate your level of agreement using the scale provided (1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree).

	Strongl y agree	Agree	Neutral	Disagre e	Strongl y Disagre e
Social media is a daily routine for me.					
I'm comfortable with various social media platforms.					
Age affects my social media behavior.					
Education impacts my social media marketing engagement.					
Occupation influences my social media preferences.					
I spend much time on social media daily.					
I engage with content across multiple platforms.					
Entertainment is a key reason for my social media use.					
I use social media to stay informed.					
Social connections drive my social media use.					
Personal interests shape my marketing on social media.					
Social media has a positive impact on my marketing.					
It's changed my marketing strategies.					
Social media affects my marketing decisions.					
I believe it enhances my marketing effectiveness.					
It's significant for brand promotion.					
Consumers trust products/services on social media.					
It boosts customer engagement.					
Social media helps understand consumer preferences.					
It improves overall customer satisfaction.					
It's effective for reaching my target audience.					
Effectiveness varies based on my profile.					
It positively influences my business outcomes.					
It directly impacts revenue generation.					

I regularly measure its effectiveness					
---------------------------------------	--	--	--	--	--

17. Rank the following factors in terms of their importance to your social media marketing strategy, with 1 being the most important and 10 being the least important.

Content relevance and quality	
Audience engagement and interaction	
Consistency in posting content	
Utilizing paid advertising features	
Monitoring and responding to comments/feedback	
Collaborations with influencers or other brands	
Use of visual elements (images, videos, infographics)	
Targeting specific demographics	
Analytics and performance tracking	
Utilizing social media algorithms to increase visibility	

**A STUDY ON BUSINESS PROMOTION THROUGH YOUTUBE CHANNEL IN
MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfilment of the requirement for
the award of the degree of

MASTER OF COMMERCE

Submitted by

P. AMIRTHA LAKSHMI-2022MCOM38

Under the guidance of

Dr. Sr. BINDU ANTONY, M.COM, M.PHIL.,PH.D.

ASSISTANT PROFESSOR

The Research Centre of Commerce

Fatima College



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Dr. Sr. BINDU ANTONY, M.COM, M.PHIL.,PH.D.

Assistant Professor,
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Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, " **A STUDY ON BUSINESS PROMOTION THROUGH YOUTUBE CHANNEL IN MADURAI CITY**" submitted by **P.AMIRTHA LAKSHMI (2022MCOM38)** for the award of degree in MASTER OF COMMERCE, is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date :

(Dr.Sr. BINDU ANTONY)

Faculty Guide

P. AMIRTHA LAKSHMI, 2022MCOM38

Research centre of commerce,
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Madurai 625018.

DECLARATION

We hereby declare that the dissertation entitled, "**A STUDY ON BUSINESS PROMOTION THROUGH YOUTUBE CHANNEL IN MADURAI CITY**" Has been originally carried out by me for the award of the degree in MASTER OF COMMERCE, during the year 2023-2024. It has not previously formed the basis for the award of any degree of any degree, diploma, or other similar title of any university or institution.

Place : Madurai

Date :

(P. AMIRTHA LAKSHMI)

Signature of the Candidate

(Dr. Sr. BINDU ANTONY)

Counter Signed

(Dr. (Mrs). T. JEYANTHI VIJAYARANI)

Forwarded

A STUDY ON BEAUTY PARLOUR RUN BY WOMEN ENTREPRENEURS IN MADURAI CITY

Project submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of

MASTER OF COMMERCE.

Submitted by

P. DHEEKSHANAA - 2022MCOM39

Under the guidance of

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Mary Land, Madurai - 625 018, Tamil Nadu.

March 2024

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CERTIFICATE

This is to certify that the project entitled, "**A STUDY ON BEAUTY PARLOUR RUN BY WOMEN ENTREPRENEURS IN MADURAI CITY**" submitted by **P. DHEEKSHANAA (2022MCOM39)** for the award of degree in MASTER OF COMMERCE, is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date : 11.3.24



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Madurai 625018.

DECLARATION

We hereby declare that the dissertation entitled, "**A STUDY ON BEAUTY PARLOUR RUN BY WOMEN ENTREPRENEURS IN MADURAI CITY**" Has been originally carried out by me for the award of the degree in MASTER OF COMMERCE, during the year 2023-2024. It has not previously formed the basis for the award of any degree of any degree, diploma, or other similar title of any university or institution.

Place : Madurai

Date : 11.3.24



(P. DHEEKSHANAA)

Signature of the Candidate



(Dr. Sr. BINDU ANTONY)

Counter Signed



(Dr. (Mrs). T. JEYANTHI VIJAYARANI)

Forwarded

A STUDY ON WEDDING EXPENDITURE MANAGEMENT IN MADURAI CITY

A project submitted to Madurai Kamaraj University in partial fulfilment of the requirement
for the award of the Degree of

MASTER OF COMMERCE

SUBMITTED BY

S. BRINDHA - 2022MCOM12

Under the guidance of

DR. P. KALAI SELVI, M.Com. M.Phil. NET, Ph.D.

Assistant Professor,
Research Centre of Commerce,
Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

(College With Potential For Excellence)

Re-Accredited With 'A++' Grade (Cgpa 3.61) By Nacc (Cycle 4)

FATIMA MARYLAND

MADURAI -625018

MARCH - 2024

DR. P. KALAI SELVI, M.Com. M.Phil. NET, Ph.D.

Assistant Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, **“A STUDY ON WEDDING EXPENDITURE MANAGEMENT IN MADURAI CITY”** submitted by **S. BRINDHA – 2022MCOM12** in partial fulfilment for the award of **MASTER OF COMMERCE** was done by them during the period of February 2024- May 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.



(Dr. P. KALAI SELVI)

Faculty Guide

Place: Madurai

Date: 11.03.2024

S. BRINDHA, 2022MCOM12

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625018.

DECLARATION

I hereby, declare the project entitled, **“A STUDY ON WEDDING EXPENDITURE MANAGEMENT IN MADURAI CITY”** is the original work done under the guidance of **Dr. P. KALAI SELVI, M.COM., M.PHIL., NET, PH.D.,** Assistant professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai it has not previously formed the basis for the award of any degree of any University or Institution.

Place: Madurai

Date: 11.03.2024



Counter Signed

(Dr. P. KALAI SELVI)

S. Brindha

(S.BRINDHA)

Signature of the candidate

T. Jeyanthi Vijayarani

FORWARDED

(Dr. T. JEYANTHI VIJAYARANI)

A STUDY ON BOUTIQUE RUN BY WOMEN ENTREPRENEUR IN MADURAI CITY

**Project submitted to Madurai Kamaraj University
in partial fulfillment of the requirement for the award of the Degree of
MASTER OF COMMERCE**

**SUBMITTED BY
V.HARITHA -2022MCOM16**

**Under the guidance of
Dr.SR. BINDU ANTONY, M.COM., M.PHIL., PH.D.
Assistant Professor**

**Research Centre of commerce
Fatima college.**



FATIMA COLLEGE (AUTONOMOUS)

Re-accredited with 'A++' grade (CGPA 3.61) by NAAC (Cycle 4).

Maryland, MADURAI-625018, Tamil Nadu.

MARCH - 2024

DR. SR. BINDU ANTONY, M.COM. , M.PHIL. , PH.D.

Assistant Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, " **A STUDY ON BOUTIQUE RUN BY WOMEN ENTREPRENEUR IN MADURAI CITY**" submitted by **V. HARITHA - 2022MCOM16** in partial fulfillment for the award of **MASTER OF COMMERCE** was done by her during the period of 2023 - 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.


Faculty Guide

(Dr. Sr. BINDU ANTONY, M.COM., M.PHIL. , PH.D.)

Place: Madurai

Date: 11.3.2024

V.HARITHA(2022MCOM16)

Research Centre of commerce,

Fatima College (Autonomous),

Mary Land,

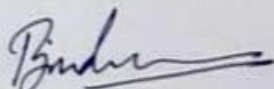
Madurai- 625 018.

DECLARATION

I hereby declare that the project entitled, " **A STUDY ON BOUTIQUE RUN BY WOMEN ENTREPRENEUR IN MADURAI CITY.**" is our original work done under the guidance of **DR. SR. BINDU ANTONY, M.COM. , M.PHIL. , PH.D.** Assistant professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

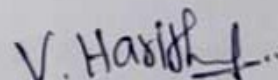
Place: Madurai

Date: 11.3.2024



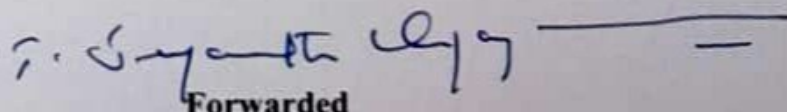
Counter signed

(Dr. Sr. BINDU ANTONY, M.COM., M.PHIL. , PH.D.)



Signature of the candidate

(V.HARITHA)



Forwarded

(Dr. T JEYANTHI VIJAYARANI, M.COM., PH.D.)

**A STUDY ON CONSUMER PREFERENCE TOWARDS HERBAL COSMETIC
PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY**

Project submitted to Madurai Kamaraj University

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

“MASTER OF COMMERCE”

SUBMITTED BY

HAZIRA BEGAM N-2022MCOM17

Under the guidance of

Dr. S. Maria Nisha, M.Com, M.Phil., SET., Ph.D., DCA.

ASSISTANT PROFESSOR

Research Centre of Commerce, Fatima college



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade (CGPA 3.61) by NAAC (Cycle 4)

College with potential for Excellence(2004 - 2019) Mary land,

MADURAI – 625018, Tamil Nadu

MARCH – 2024

Dr. S. MARIA NISHA, M.Com., M.Phil., SET., Ph.D., DCA.

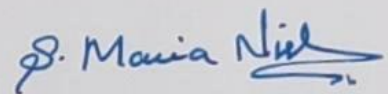
ASSISTANT PROFESSOR, Research centre of Commerce,

Fatima College (Autonomous),

Madurai – 625018

CERTIFICATE

This is to certify that the project entitled **“A STUDY ON CONSUMER PREFERENCE TOWARDS HERBAL COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY”** submitted by **HAZIRA BEGAM N** in partial fulfilment for the Degree of **MASTER OF COMMERCE** was done by her during the period of 2023 – 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associate-ship, fellowship or other similar titles.



(Dr. S. MARIA NISHA)

Faculty guide

Place: Madurai

Date: 11/3/2024

HAZIRA BEGAM N, 2022MCOM17

Research Centre of Commerce,

Fatima College (Autonomous),

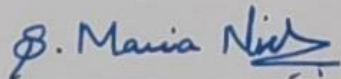
Madurai – 625018.

DECLARATION

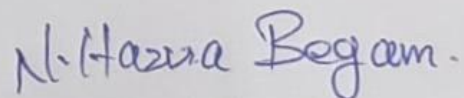
I hereby declare that the project for the M.com. Degree entitle “ A STUDY ON CONSUMER PREFERENCE TOWARDS HERBAL COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY ” submitted to Madurai Kamaraj University for the awarded of the degree of Master of Commerce is our original work done under the guidance and supervision of **Dr. S. MARIA NISHA, M.Com. M.Phil., SET., Ph.D., DCA. Assistant professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai** and that it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or similar titles of any other university or institution.

Place: Madurai

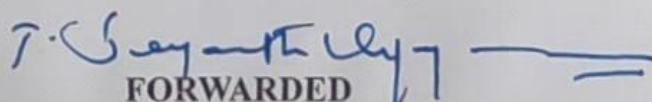
Date: 11/3/2024



COUNTERSIGNED



SIGNATURE OF CANDIDATE



FORWARDED

(Dr. T. JEYANTHI VIJAYARANI)

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
PROCESSED FOOD PRODUCTS IN MADURAI CITY.**

Project submitted to Madurai Kamaraj University

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

MASTER OF COMMERCE

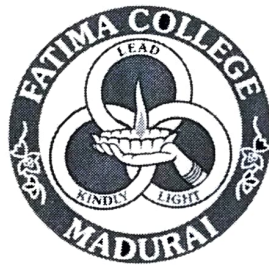
SUBMITTED BY

K. ISHWARYA - 2022MCOM18

Under the guidance of

Dr .P. KALAISELVI, M.Com., M.Phil., NET., Ph.D.

Assistant professor, Research Centre of commerce,



FATIMA COLLEGE (AUTONOMOUS)

Re-accredited With 'A++' grade by NAAC (Cycle 4).

Mary land, Madurai – 625018

MARCH – 2024

Dr. P. KALAI SELVI, M.Com., M.Phil., NET., Ph.D

Assistant professor,

Research Centre of Commerce,

Fatima College (Autonomous), Madurai – 625018

CERTIFICATE

This is to certify that the project entitled, "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS PROCESSED FOOD IN MADURAI CITY" submitted by **K.ISHWARYA – 2022MCOM18** is partial fulfilment for the award of MASTER OF COMMERCE was done by them during the period of February 2024 – May 2024 and this project or any part there of has not been submitted elsewhere for any degree, diploma, associatehip, fellowship or other similar titles. Faculty guide (**Dr. P.KALAI SELVI, M.Com., M.Phil., NET., Ph.D**)

Place: Madurai

Date: 11.03.24



(Dr. P. KALAI SELVI)

FACULTY GUIDE

K. ISHWARYA 2022MCOM 18,
Research centre of commerce,
Fatima College (Autonomous)
Madurai - 625018.

DECLARATION

We hereby declare that the dissertation entitled, "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS PROCESSED FOOD PRODUCTS." is our original work done under the guidance of Dr. P.Kalai Selvi, M.Com., M.Phil., NET., Ph.D Assistant professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place: Madurai

Date: 11.03.24




COUNTER SIGNED

(Dr. P. KALAI SELVI)



SIGNATURE OF CANDIDATE

FORWARDED



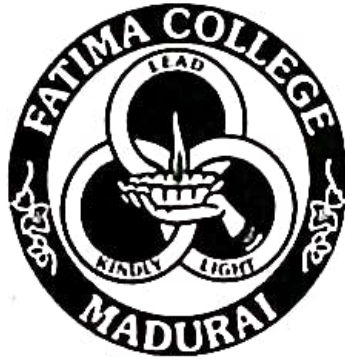
(Dr. T. JEYANTHI VIJAYARANI)

**“A STUDY ON CUSTOMER PERCEPTION TOWARDS SERVICES
PROVIDED IN OLA CABS WITH SPECIAL REFERENCE TO
MADURAI CITY”**

Project submitted to Madurai Kamaraj University
In partial fulfilment of the requirement for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
M.MANJULA (2022MCOM20)

Under the guidance of
Dr.C. LUCIA VANITHA, M.COM. M.PHIL., PH.D., NET.,
Assistant professor,
Research Centre of commerce,
Fatima college.



FATIMA COLLEGE (AUTONOMOUS)
(COLLEGE WITH POTENTIAL FOR EXCELLANCE)
(RE-ACCREDITED WITH 'A++' GRADE (CGPA 3.61) BY NAAC (CYCLE 4))

FATIMA MARYLAND

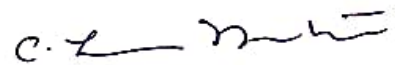
MADURAI - 625018

MARCH – 2024

Dr.C. LUCIA VANITHA, M.COM. M.PHIL., PH.D., NET.,
Assistant Professor,
Research Centre of Commerce,
Fatima College (Autonomous),
Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, **“A STUDY ON CUSTOMER PERCEPTION TOWARDS SERVICES PROVIDED IN OLA CABS WITH SPECIAL REFERENCE TO MADURAI CITY”** submitted by **M. MANJULA-2022MCOM20** in partial fulfilment for the award of **MASTER OF COMMERCE** was done by them during the period of February 2024- May 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associate-ship, fellowship or other similar titles.


(Dr C. LUCIA VANITHA)
Faculty Guide

Place: Madurai

Date: 11.3.2024.

M.MANJULA,2022MCOM20

Research centre of commerce,

Fatima college (Autonomous)

Madurai-625018.

DECLARATION

We hereby declare that the dissertation entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS SERVICES PROVIDED IN OLA CABS WITH SPECIAL REFERENCE TO MADURAI CITY" is our original work done under the guidance of Dr C. LUCIA VANITHA, M.COM., M.PHIL., SET..., PH.D., NET., Head of the department and Associate professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place: Madurai

Date: 11.3.2024.

C. Lucia Vanitha

COUNTER SIGNED

M. Manjula

M. MANJULA

T. S. Jeyanthi Vijayarani

FORWARDED

(Dr. T. JEYANTHI VIJAYARANI)

A STUDY ON UTILITY OF AGILE MARKETING FOR ONLINE FOOD APPLICATIONS IN MADURAI CITY

Project submitted to Madurai Kamaraj University
in partial fulfillment of the requirement for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
M.MICHEAL HEMA 2022MCOM21

Under the guidance of
(Dr.V .SUGANYA ,M.COM.,M.PHIL.,PH.D. NET)
Assistant Professor,
Research Centre of commerce, Fatima college.



FATIMA COLLEGE (AUTONOMOUS)

Re-accredited with 'A++' grade by NAAC (Cycle 4).

Maryland, Madurai-625018, Tamil Nadu.

MARCH – 2024

Dr. V. SUGANYA, M.Com., M.Phil., Ph.D., Net,
Assistant Professor,
Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, " A STUDY ON UTILITY OF AGILE MARKETING FOR ONLINE FOOD APPLICATIONS IN MADURAI CITY" submitted by M.MICHEAL HEMA -2022MCOM21 in partial fulfillment for the award of MASTER OF COMMERCE was done by her during the period of 2023-2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.



Faculty Guide

(Dr.V .SUGANYA ,M.COM.,M.PHIL.,PH.D. NET)

Place : Madurai

Date : 11.03.2024

M.MICHEAL HEMA 2022MCOM21

Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai- 625018.

DECLARATION

I hereby, declare the project entitled **“A STUDY ON UTILITY OF AGILE MARKETING FOR ONLINE FOOD APPLICATIONS IN MADURAI CITY”** has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2023-2024, it has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place : Madurai

Date : 11.03.2024


Counter Signed

(Dr. V. SUGANYA, M.Com., M.Phil., Ph.D., NET.)


Signature of the candidate

(M.Micheal Hema)


Forwarded

(Dr. T. JEYANTHI VIJAYARANI, M.Com., Ph.D.,)

A STUDY ON CUSTOMER PREFERENCE TOWARDS ELECTRIC BIKES IN MADURAI CITY

Project submitted to Madurai Kamaraj University
in partial fulfilment of the requirement for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
PREETHA HARINI S 2022MCOM23

Under the guidance of
Dr. S. Maria Nisha, M.Com. M.Phil. SET., Ph.D., DCA.
Assistant Professor,
Research Centre of Commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)
Re-accredited with 'A++' grade (CGPA 3.61) by NAAC (Cycle4)
College with potential for Excellence (2004-2019) Maryland,
Madurai-625018, Tamil Nadu.

MARCH-2024

Dr. S. Maria Nisha, M.Com. M.Phil. SET., Ph.D., DCA.

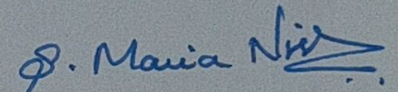
Assistant Professor, Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018

CERTIFICATE

This is to certify that the project entitled, "A STUDY ON CUSTOMER PREFERENCE TOWARDS ELECTRIC BIKES IN MADURAI CITY " submitted by **PREETHA HARINI S -2022MCOM23** in partial fulfillment for the award of MASTER OF COMMERCE was done by them during the period of February 2024- May 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associate-ship, fellowship or other similar titles.


(Dr. S. MARIA NISHA)

Faculty Guide

Place : Madurai

Date :

PREETHA HARINI S, 2022MCOM23

Research Centre of commerce,

Fatima College (Autonomous),

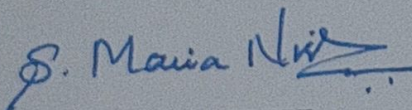
Madurai-625018

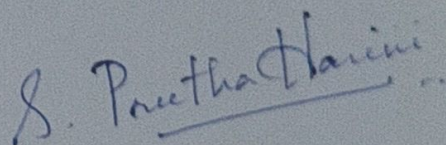
DECLARATION

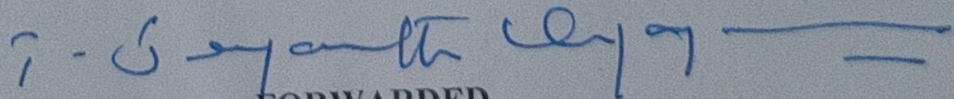
We hereby declare that the dissertation entitled, " **A STUDY ON CUSTOMER PREFERENCE TOWARDS ELECTRIC BIKES IN MADURAI CITY.**" is our original work done under the guidance of Dr. S. Maria Nisha M.Com. M.Phil. SET., Ph.D., DCA, Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place : Madurai

Date : 11.03.2024


COUNTERSIGNED


SIGNATURE OF CANDIDATE


FORWARDED

(Dr. T. JEYANTHI VIJAYARANI)

**“A STUDY ON IMPACT OF FREE BUS SERVICES ON THE
EMPOWERMEN OF WOMEN”**

Project submitted to Madurai Kamaraj University
In partial fulfilment of the requirement for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
S. RAJESHWARI-2022MCOM25

Under the guidance of
Dr.K. SANGEETHA, M.COM., M.Phil.,SET.,PH.D.
The Research Centre of commerce, Fatima college.



FATIMA COLLEGE (AUTONOMOUS)
Re-accredited with 'A++' by NAAC (Cycle 4).
MADURAI-625018,
MARCH - 2024

Dr.K. SANGEETHA, M.COM., M.PHIL., SET., PH.D.

Assistant Professor,

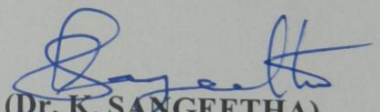
The Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled submitted by **"A STUDY ON IMPACT OF FREE BUS SERVICES ON THE EMPOWERMEN OF WOMEN "**. Submitted by **S.RAJESHWARI-2022MCOM25** in partial fulfilment for the award of MASTER OF COMMERCE was done by them during the period of February 2024- May 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associate-ship, fellowship or other similar titles.



(Dr. K. SANGEETHA)

Faculty Guide

Place : Madurai

Date: 11.03.2024

The Research centre of commerce,

Fatima college (Autonomous)

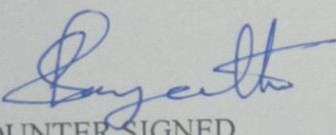
Madurai-625018.

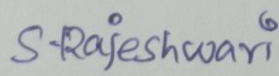
DECLARATION

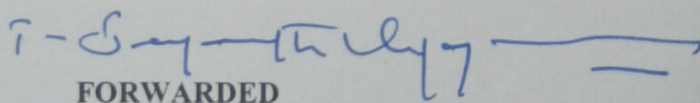
We hereby declare that the dissertation entitled "A STUDY ON IMPACT OF FREE BUS SERVICES ON THE EMPOWERMENT OF WOMEN" is our original work done under the guidance of Dr.K. SANGEETHA, M.COM., M.PHIL., SET., PH. D, Head of the department and Associate professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place: Madurai

Date: 11.03.2024


COUNTER SIGNED
(Dr.K. SANGEETHA)


SIGNATURE OF THE CANDIDATE
(S. RAJESHWARI)


FORWARDED
(Dr. T. Jeyanthi Vijayarani)

**“IMPACT OF INFLUENCER MARKETING IN BUYING COSMETIC
PRODUCTS-A STUDY IN MADURAI CITY”**

**Project submitted to Madurai Kamaraj University
In partial fulfillment of the requirement for the award of the Degree of
MASTER OF COMMERCE**

**SUBMITTED BY
R.RANI
2022MCOM26**

**Under the guidance of
Dr. K. SANGEETHA, M.Com., M.Phil., SET.,Ph.D.,
The Research Centre of commerce, Fatima college.**



**FATIMA COLLEGE (AUTONOMOUS)
RE-ACCREDITED WITH 'A++' BY NAAC (CYCLE 4).
MADURAI-625018,
MARCH - 2024**

R.RANI, 2022MCOM26
The Research Centre of Commerce,
Fatima College (Autonomous)
Madurai -625018.

DECLARATION

We hereby declare that the dissertation entitled, "**IMPACT OF INFLUENCER MARKETING IN BUYING COSMETIC PRODUCTS-A STUDY IN MADURAI CITY.**" is our original work done under the guidance of **Dr.K. SANGEETHA M.Com.,M.Phil.,SET.,Ph.D.**, professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place : Madurai

Date : 11.03.2024



COUNTER SIGNED
(Dr.K. SANGEETHA)



SIGNATURE OF CANDIDATE
(R.RANI)



FORWARDED
(DR.T.JEYANTHI VIJAYARANI)
HEAD OF THE DEPARTMENT

Dr.K. SANGEETHA, M.Com., M.Phil.SET.,Ph.D.,
Assistant Professor,
The Research Centre of Commerce,
Fatima College (Autonomous),
Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, **"IMPACT OF INFLUENCER MARKETING IN BUYING COSMETIC PRODUCTS-A STUDY IN MADURAI CITY."** submitted by **R.RANI-2022MCOM26** in partial fulfillment for the award of **MASTER OF COMMERCE** was done by them during the period of **February 2024- May 2024** and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associate-ship, fellowship or other similar titles.


(Dr.K.SANGEETHA)

Faculty Guide

Place: Madurai

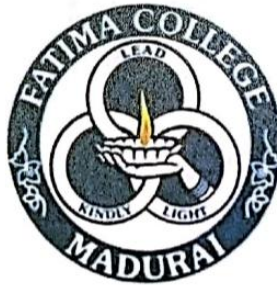
Date: 11.03.2024

**A STUDY ON CONSUMER SATISFACTION TOWARDS ARTIFICIAL
INTELLIGENCE SERVICES IN COMMERCIAL BANKS
IN MADURAI CITY.**

Project submitted to Madurai Kamaraj University
in partial fulfillment of the requirement for the award of the Degree of
MASTER OF COMMERCE

SUBMITTED BY
J.SANTHANA ANGEL -2022MCOM27

Under the guidance of
Dr. V. SUGANYA, M.Com., M.Phil., Ph.D., NET,
Assistant Professor,
Research Centre of commerce, Fatima college.



FATIMA COLLEGE (AUTONOMOUS)

Re-accredited with "A++" by NAAC (Cycle - IV).

Maryland, MADURAI - 625018, Tamil Nadu.

MARCH - 2024

Dr. V. SUGANYA, M.Com., M.Phil., Ph.D., Net,
Assistant Professor,
Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, " **A STUDY ON CONSUMER SATISFACTION TOWARDS ARTIFICIAL INTELLIGENCE SERVICES IN COMMERCIAL BANKS IN MADURAI CITY.**" submitted by **J.SANTHANA ANGEL -2022MCOM27** in partial fulfillment for the award of **MASTER OF COMMERCE** was done by her during the period of 2023 - 2024 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.



Faculty Guide

(Dr. V. SUGANYA, M.Com., M.Phil., Ph.D., NET.)

Place : Madurai

Date : 11.03. 2024

J. SANTHANA ANGEL, 2022MCOM27

Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai- 625018.

DECLARATION

I hereby, declare the project entitled, " **A STUDY ON CONSUMER SATISFACTION TOWARDS ARTIFICIAL INTELLIGENCE SERVICES IN COMMERCIAL BANKS IN MADURAI CITY**" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2023-2024, it has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

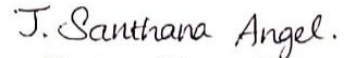
Place : Madurai

Date : 11.03.2024



Counter Signed

(Dr. V. SUGANYA, M.Com., M.Phil., Ph.D., NET.)



Signature of the candidate
(J. SANTHANA ANGEL)



Forwarded

(Dr. T. JEYANTHI VIJAYARANI, M.Com., Ph.D.,)