

**A STUDY ON THE CONSUMER PREFERENCE TOWARDS FOOD FRANCHISE IN
MADURAI CITY**

Project report submitted in partial fulfilment of requirement for the Degree of Commerce SF.

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FATIMA COLLEGE (AUTONOMOUS)

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BONAFIED CERTIFICATE


This is to certify that the project work entitled, "A STUDY ON THE CONSUMER PREFERENCE TOWARDS FOOD FRANCHISE IN MADURAI CITY" is submitted to the Department of Commerce (SF), FATIMA COLLEGE (AUTONOMOUS) Affiliated to Madurai Kamaraj University, Madurai. In the partial fulfillment for the award of the degree of B.Com during the academic year(2023-2024).


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DECLARATION

Here we declare that this project on "A STUDY ON THE CONSUMER PREFERENCE TOWARDS FOOD FRANCHISE IN MADURAI CITY" has been done thoroughly at the outside knowledge and has not been drafted out to any other modes of information. This project has been purely developed by us.

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CHAPTER I

INTRODUCTION AND RESEARCH DESIGN

1.1 INTRODUCTION:

Food franchising offers a delectable opportunity for individuals to immerse themselves in the dynamic world of gastronomy while leveraging the proven success and established brand recognition of renowned culinary concepts. From sizzling burgers to gourmet pizzas, from artisanal coffee to exotic delicacies, food franchises cater to a myriad of tastes, preferences, and dietary lifestyles, ensuring there's something to tantalize every palate.

A franchisor is the entity or company that owns the rights to a business concept, brand, or trademark and grants permission to individuals or entities (franchisees) to operate their own businesses under that brand name and business model. In essence, the franchisor is the entity that sells the franchise opportunity.

A franchisee is an individual or entity that purchases the right to operate a business under the established brand, systems, and support of a franchisor. In simpler terms, a franchisee is someone who invests in and runs a franchised business.

The franchisor provides a proven business model, brand, and support to the franchisee. In return, the franchisee operates under the franchisor's guidelines and pays fees or royalties. This relationship is built on mutual success, with the franchisor benefiting from expansion and the franchisee from established systems. Effective communication, collaboration, and adherence to standards are essentials for a thriving partnership. Popular Food franchise like KFC, Mc Donald, Domino's, Amul and Haldiram

1.2 STATEMENT OF THE PROBLEM

The customer preference plays a vital role in the success of most of the business and it helps in the retainment of those business in the competitive world. But the taste, preference and satisfaction of customers vary from one person to another person. Considering all this factor and starting a new business is very hard because the entrepreneur needs to face many problems and risk. So, Franchise gives the opportunity for new entrepreneur and it reduces the risk compares to the independent business. It plays a major role in today's world. And it must need to analyse the views, needs, and preference of consumers. Thus, the study helps to know about the customer preference and satisfaction towards the food franchises.

1.3 SCOPE AND SIGNIFICANCE OF THE STUDY

The scope of the study is to know and understand about the customers preference and the factors influenced them. The entrepreneurs need to know the customers well to succeed in the franchising business. So, the study helps to analyse the factors influenced customers and helps to understand the customers taste, preference, satisfaction and problems towards the franchise. The geographical scope of the study extends to Madurai City. The theoretical scope of the study includes the popularity and profile of the franchise in madurai city.

1.4 PROFILE OF THE STUDY

Madurai City is administered by a municipal corporation established in 1971 as per the Municipal Corporation Act. The city covers an area of 147.99 km² and had a population of 1,402,000 in 2023. The city has been in existence since about 4th century BC and is mentioned in ancient texts of Greeks, Romans and Arabs.



1.5 OBJECTIVES OF THE STUDY

- To Know the personal profile of the respondents.
- To study and analyse the theoretical framework of franchise companies.
- To examine the consumer preferences towards franchise.
- To know the consumer satisfaction level towards franchise.
- To identify the problems faced by the customer.
- To find the findings and conclusion for the study.

1.6 RESEARCH METHODOLOGY

1.6.1 DATA COLLECTION

Primary data were collected from respondent through systematically prepared questionnaire in google form then electronically summarized through SPSS

1.6.2 RESEARCH DESIGN

The present study adopts descriptive research design, with the support of primary data.

1.6.3 SAMPLE DESIGN

In the study, **Convenient sampling** method is used to collect the data from the investor.

1.6.4 SAMPLE TECHNIQUE

Sampling is the process of learning about population on the basis of a sample drawn from it. A sample group is taken as a representative of a whole mass and the result is drawn. So, the sample were collected in Google form by forwarding to the respondents through WhatsApp.

1.6.5 SAMPLE SIZE

Here 160 respondents were filled the Google form during the period of data collection, Hence the researcher constitute the sample size to 160.

1.6.6 AREA OF THE STUDY

The study was conducted only in Madurai City.

1.6.7 PERIOD OF THE STUDY

It defines the period taken for the completion of the study. For the study, the primary data and secondary data collected were covered a period of one academic year from June 2023 - March 2024.

1.7 TOOLS USED FOR ANALYSIS

In order to analyse the customer preference towards food franchise, the following tools were used to obtain the various objectives of the study. We used Microsoft Excel tools and SPSS to analyse and interpret the data.

- PERCENTAGE ANALYSIS
- GARRET RANKING
- WEIGHTED AVERAGE METHOD
- CHI-SQUARE
- INDEPENDENT SAMPLE TEST

1.8 LIMITATIONS OF THE STUDY

- The study is confined only to Madurai City.
- The period of study was too short for a detailed study.
- The study is undertaken only the person who is a consumer of food franchises.

1.9 REVIEW OF LITERATURE

Denise M Cumberland, Benjamin C. Litalien: Social food franchise is starting to garner more interest among researchers and practitioners as a replication approach used to help address a growing array of societal issues in both developed countries and emerging economics. While there has been a proliferation of experimentation with social food franchise that is occurring on the global stage, the knowledge base remains fragmented. This article fills the void by reviewing the past decade of literature and will be of interest to governments, non-government organisations, philanthropists, social impact investors, corporation devoted to social goals, and other key players who support the scaling up or replication of ventures that strive to address societal ills by creating pathways to health and prosperity.

Monika J.A Schroder and Morven G .McEachern,(2005) have studied on “fast foods and ethical consumer value: A focus on Mc Donald’s and KFC”, this aims to investigate the effect of communicating corporate social responsibility initiatives to young consumers on their fast-food purchasing with reference to McDonald’s and KFC. Most respondents (82%) regularly visiting the food franchise.

Mohd Faizal Abdul Ghani, Mohd Hizam-Hanafiah, Rosmah Mat Isa (2021): This study is aimed to review the previous studies on the trend of franchising strategy based on a systematic Literature review. Franchising is a well- known business model to grow a firm’ s business.

The brand should be recognised, valued and suitable for use in different regions territories that need a good Strategy. Thus, to achieve a good business model, a success franchising strategy is a must. There are five main fields of the study found within franchising strategy areas: firm strategies, firm specific resources, firm attributes, organisational structure and organisational culture. The trend of franchising strategy articles is increased decade by decade.

Kati L Griffith 2019: The movement among fast food workers and their allies has raised awareness about wages inequality. Rather than negotiation for better wages and working conditions with economically weak restaurant – level franchisees, the movement aims to affect the practices of what they view as the all- powerful brands – the franchisors.

Few would dispute the notion that the franchisor brand not their franchisees set industry – wide standards and thus have the ability to offset rising wages inequality and improve working conditions.

Shelby D Hunt 2014: Shelby D. Hunt can, without doubt, be regarded as the founding pioneer of modern franchise research. His first franchise work of note, published in 1971, broke new ground and set new standard. It was noteworthy in that, in addition to conducting a substantial fieldwork program on fast-food restaurant franchises.

Rajiv P Dant, Patrick J Kaufmann, 2003 In this paper we examine the changes in ownership patterns of franchise systems as they mature. We compare the predictions made by three alternative theories within the context of the fast-food Franchise. Signalling theory predicts that franchise systems will move toward a greater reliance on franchised outlets as systems mature, while resource acquisition theory (or as it is sometimes known, ownership redirection thesis) predicts a tendency in the opposite direction.

Arthur's Kalnins, Francine Lafontaine 2004, We use data on all the new restaurants opened in Texas between 1980 and 1995 by seven of the largest nationally franchised fast-food chains to examine empirically the extent of multi-unit ownership in franchised chains and the way in which franchisor allocate the ownership of units among franchisees.

Finally, contrary to implications from some explanation for company ownership we find that franchisors use similar criteria when they decided to retain units under company ownership as when they choose among franchisees.

Alexey Nabatov has focused on her references “challenges and opportunities of multi – unit franchising in fast –food Industry: Franchisee’s Perspective” that how challenges and opportunities of developing and operating multiple fast-food restaurants under an area development agreement. The results of this study indicate mainly the same issues that were expected to be found. The output of research involves propositions concerning allocation of units, free-riding problems, uniformity of products, transfer of knowledge and local advertising practices, which were supported.

This study has investigated the concept of multi-unit franchising from the franchisee perspective. Specifically, it focused on managing fast-food outlets under an area development agreement. First the work introduced the benefits and constraints that affect a franchisee’s choice of this type of ownership and continued with challenges and opportunities associated with developing and operating multiple units.

Guillermo Navarro Sanfelix, Francisco Puig (2017) in his reference “New challenges in franchisor-franchisee relationship: An analysis from agency theory perspective” focused on Agency theory, mostly applied to food franchising in traditional sectors (e.g., restaurants, retailing, or travel agencies) where the processes and procedures can be easily standardized.

Although the more traditional approach of the franchise is based on an assumption of a symmetric and invariable relationship in time between the principal and agent. When the entrepreneur franchisee possesses resources and idiosyncratic capabilities that are difficult for the franchisor to standardize, at a later stage of the relationship it can be more advantageous to exploit these individually.

Dr. Ilan Alon, Mirela Alpeza (2007) in his reference “Opportunities and Threats Regarding the Development of the Franchising Business Model in Croatia” focused on issues related to the implementation of food franchising business models. The work investigated the potentials, barriers and significances of adapting franchising concepts on a microeconomic level.

This study explored the condition of franchising in Croatia, aims to contribute to the body of evidence about Croatian franchising, and contributes to theoretical research on food franchising. The barriers which the San Francisco Coffee House faced during its development of a franchise network highlight the major challenges.

Susan Chacko, R. Sumathi (2021) in her reference “Challenges faced by the food industry under franchising sector”, focused on the challenges faced by the food franchises

concerning the Chennai region. Semi-structured interviews were conducted with company executives, academicians and researchers to identify the challenges which pose a great threat to the food franchises. In research output, they identified Nine challenges were identified from the data collected.

The challenges identified were customer satisfaction, human resources, economic aspect, competition landscape, incorporation, innovation, resource and capabilities, supply chain management and government regulatory measures and ecosystem. Interpretive structural modelling (ISM) method is used to identify the most challenging factor which poses a great threat to the food franchise. The finding reveals that government regulatory measures and ecosystem are the most challenging factors in the franchised food sector.

Mohamad rohieszan ramdan, khairunnisa Abdul (2023) The purpose of this study is to explore areas that have been studied extensively in previous studies related to franchising as a platform for global distribution. furthermore, franchising is a strategic distribution method that gives entrepreneurs the opportunity to replicate an established business model.

James G Combs, Steven C Michael, Garu J Castrogiovanni (2004) As franchising has increased its visibility and impact on the business landscape, it has attracted the attention of wide variety of researchers from different academic backgrounds. We draw together much of this research by juxtaposition the two key theories used to explain franchising.

Fulop Christina, forward Jim (1997) Business format franchising has expanded rapidly, over the past 40 years as an alternative method of distribution and business development. This literature review analyses the major issues which have been the subject of in-depth research and significant debate.

Susan chacko, R Sumathi Badri Narayanan, S Syam Narayanan(2022) Franchising is a competitive business strategy to expand the Market. In the food industry franchising is considered as a unique strategy to expand its operations in different geographical areas. In India ,15% of the franchises fail in the initial years of their business this paper aims to identify the challenges faced by the food franchises.

Afisat A Ayorinde, Umaru M Zubairu(2018) In today's business world, franchising has become a viable alternative business model for expansion to many entrepreneurs. As a result, this paper aims to systematically review underlying issues of franchising systems and makes suggestions for further research based on identified gaps.

1.10 CHAPTER SCHEME

The present study has been organized and presented in four chapter; they are as follows:

The first chapter **“INTRODUCTION AND RESEARCH DESIGN”** deals with introduction, objective of the study, statement of the problem, scope of the study, methodology and research design, area of the study, period of the study, sampling techniques, sampling tool, tools for analysis, review of literature and limitations of the study

The second chapter **“THEORETICAL BACKGROUND OF FOOD FRANCHISING”** deals with introduction, types of food franchise, food franchise companies and their franchising details, customers choices towards food franchise, customer preference, customer satisfaction and customer problems.

The third chapter examine the **“CONSUMER PREFERENCE AND SATISFACTION TOWARDS THE FRANCHISE”**

The third chapter **“PROBLEMS FACED BY THE CONSUMER’S ”** deals with descriptive analysis.

The fourth chapter **“FINDINGS, SUGGESTIONS AND CONCLUSION”** deals with findings, suggestions and conclusion of food franchise.

CHAPTER II

THEORETICAL BACKGROUND OF THE STUDY

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2.1 INTRODUCTION:

2.1.1 Meaning of the term Franchising:

According to the International Franchise Association (IFA), franchising is defined as an agreement or license between two legally independent parties which gives: A person or group of people (the franchisee) the right to market a product or service using the trademark or trade name of another business (the franchisor).

Franchising is simply a system for expanding a business and distributing goods and services, and is based on a relationship between the brand owner and the local operator to skilfully and successfully expand.

The word “franchising” is derived from the French verb, franchir, which means to make free or give liberty to, and often referred to freedom from some restriction, servitude or slavery. Franchising can be divided into two major categories: business format franchising and product or trade name format franchising

2.1.2 Food franchise:

Franchising is one of the most effective growth and expansion strategies in almost every line of business. The food business is also one them. This includes brands like KFC, MC DONALD, AMUL, DOMINO’S, HALDIRAM. Today, even small and successful local food businesses like restaurants and cafe use franchising to expand their market dominance. In markets like India and Brazil, the food franchise business has turned hyperlocal.

2.1.3 Types of food franchise business in India:

❖ Single unit franchise

The most common type of franchise in India is a single unit franchise, which enables the franchisee to operate their business from a single location. With this type of franchise, the franchisee can set up shop in a certain area and be identified as the major manager and operator.

❖ Multi-unit franchise

Multi-unit food franchises allow franchisees to open establishments in multiple places while maintaining ownership and management of the business operations.

❖ **Company owned franchise**

The business is in charge of creating the brand image, ensuring quality, and producing new products, while the franchisor makes the initial investment and manages every part of the business. Additionally, it hires a franchise agent to act as the brand's representative.

❖ **Master franchise**

The franchisor gives the franchisee ownership and management of the franchising operations so they can change them to better suit the needs of their local market.

❖ **Joint venture franchise**

International brands work with a local company to create a master franchise using the joint venture franchise model. The master franchise is in charge of running the franchise in the country, which enables the international business to swiftly increase brand recognition within its target market.

2.2 FOOD FRANCHISING COMPANIES

2.2.1 KFC (KENTUCKY FRIED CHICKEN)



Kentucky Fried Chicken is one of the leading fast food Franchise concepts of today present a variety of countries around the world and has been proficient to launch renowned international reputation in multiple continents. Starting in the United States in the 1930s, it has grown to become a true multi-domestic company.

Franchise

Sanders identified the potential of restaurant franchising and the first Kentucky fried chicken Franchise opened in Salt Lake City, Utah in 1952. The estimated start-up cost can range from Rs. 96 lakhs to Rs. 2crores. Also, Rs. 36 lakhs required as a franchise fee to become a KFC franchise owner in India.

Franchise Description

The franchisor is KFC Corporation (KFCLLC) whose parent is YUM! Brands, inc. Franchisees operate a dine-in and carryout KFC outlet, which prepares and sells chicken and other menu items KFCLLC approves. The Franchise Agreement grants franchisees a license to use certain KFC trademarks, trade names, service marks, logos and commercial symbols the franchisor periodically authorises, including the “KFC” and “Kentucky Fried Chicken” marks; and the proprietary business formats, methods, procedures, designs, layouts, standards and specifications the franchisor authorizes, solely in connection with the operation of the Outlet KFC.

KFC Franchise Cost in India

KFC is more expensive than other food restaurants and needs a high investment. The investment for KFC franchise in India is costly. A person should have a high financial capacity to invest in a KFC franchise. It will cost approximately one crore to start a KFC franchise in the country.

Territory Granted by KFC to their Franchise

When the franchisees comply with company’s franchise agreement, the franchisees will have an exclusive territory and a protected location within the smaller 2.5 km radius of the franchise unit or in a place where 30000 people reside in close proximity to the shop.

The franchisees won’t enjoy any special rights over the territory based on their achievements and performance, like market penetration and specific sales volume. Moreover, other than approved food products, the company will not allow the franchise to use or sell food products that are also mentioned under the franchise agreement.

KFC Franchise documentation

If you get an okay for a KFC Franchise agreement, a Franchise Disclosure Document (FDD) with KFC has to be signed before the license award. This agreement has all the financial dealings, conditions, terms, franchise leases agreements, construction details, and more to be signed with the master Franchisee of KFC.

We will be required to submit all property documents, identification means like permanent account number (PAN), Aadhar card, residential address, financial strength proof via bank records, et The FDD agreement is duly filled in and signed.

KFC Franchise Profits & Margin

The profit margins for a KFC franchise in India may vary depending on many factors, such as location, size, and expenditures required in running the outlet. But the below provided an estimate of the profit margins for a franchise of KFC below:

We can conclude that the profit margin is 600000 (total sales) x 10% = 60,000/10 day. In starting days, the profit will less but after sometimes the profit will be 20% of total sale.

The steps to get KFC franchisee

1.KFC Franchise must attend and complete, the initial training program offered by KFC on the operation of an Outlet. Franchisee may designate a key operator to complete the key Operator Restaurant Training. Owner of the KFC franchisee will have to attend three days training program at our head office before opening of the franchisee in this training program they have to cover product knowledge about margin and selling skills. As a KFC franchiser you must more focus on customer's satisfaction. At the Franchiser's direction, other employees of franchiser must attend and complete the training program to Domino's satisfaction. All training programs will be scheduled as needed at KFC designated national, regional or divisional offices or other places as the franchiser may designate. Training programs include computer-based training through its Learning Zone program, written material, on-the-job training at other Outlets and classroom instruction. The individual who completes the key operator Restaurant Training will train employees at the Outlet.

2.KFC is an American Chicken restaurant chain headquartered in Louisville, Kentucky. They specialize in Chicken. They are changing themselves as per country, state, Region Requirements, it means they are very customer centric and focusing on customer satisfaction.

3.To open a KFC Restaurant we need managerial skills that will add a big advantage to overstep into this business. A successful entrepreneur who has run his/her business very smoothly and successfully throughout the year. A committed person who keeps the customer satisfaction on high priority. A person who can develop him/herself according to the situation that situation can positive or negative. A person required who have spirit to never give up. For a traditional KFC Chicken store, the cost of investment that an investor has to incur in order to become a KFC franchise owner comes to around 50 lakhs rupees. For non- traditional stores, an investor will have to put up around 1 crore rupees in order to own a KFC franchise. And there will be a 4-5% royalty change on the total sales or it may above.

4.To open a KFC franchise in India need to follow some easy steps to get it.

Visit KFC official franchise/channel development website at kfcind.in A location in which minimum 100000 population containing with high purchasing capacity. Minimum radius of 2.5 km of the other franchise unit. Go to apply section and fill the requirement very carefully.

KFC has an 11% share in the Indian market estimated at Rs. 1,500 crores and has stepped up the pace for franchisee operations in India. If we have the money and yearn for profits, then the KFC franchise is a great opportunity in the food businesses MSME sector.

KFC not only offers delicious, yummy chicken, it also provides strong profitable franchise opportunity to investors. Furthermore, it franchises under KFC Corp. (KFC LLC). KFC is one of the best Fast-food franchises in the World. Many investors are investing in this company due to its brand value and benefits. KFC supports fully the new investors and provide comprehensive training to run the business successfully. But starting a KFC franchise in India can be a challenging but potentially rewarding venture. However, with the right investment and strategic planning, a KFC franchise in India can offer an opportunity to tap into a growing market and establish a profitable business.

2.2.2 DOMINO'S



Domino's is an American multinational pizza restaurant chain founded in 1960, the chain is owned by master franchisor Domino's Pizza inc. and led by CEO Russell Weiner Domino's best known for our traditional and Specialty pizzas, we have earned a reputation for having the some of the best boneless chicken, Stuffed Cheesy Breads, Oven Baked Sandwiches, penne pastas, and desserts, too.

Franchise

Person who is willing to get a franchise domino needs to open a restaurant that provides a parking facility to the customers. Moreover, the front view of the restaurant must be very attractive, and including all aspects, you must have land of around 5,000 sq. Ft to 10,000 sq.

Benefits of Domino's Franchise in India

Established Brand: The brand's strong reputation and widespread customer recognition can give franchisees a head start in establishing their business and attracting customers. **Proven Business Model:** Dominos has a successful and proven business model that has been refined over several years. Franchisees benefit from the company's expertise in operations, marketing, and supply chain management.

Extensive Training and Support: Domino's offers comprehensive training programs for franchisees and their staff. This training covers various aspects of the business, including operations, customer service, marketing, and quality control. Franchisees receive ongoing support from the company, including regular visits from field consultants, marketing assistance, and access to the company's resources and expertise.

Wide Menu Offering: Domino's offers a diverse menu, including a variety of pizzas, sides, beverages, and desserts. This broad menu appeals to a wide range of customers, allowing franchisees to cater to different preferences and increase their revenue potential.

Strong Supply Chain: Dominos has a robust and efficient supply chain system, ensuring timely delivery of ingredients and supplies to franchise locations. Franchisees can benefit from the company's established relationships with suppliers and economies of scale, leading to cost efficiencies and reliable inventory management.

Marketing and Advertising Support: Franchisees benefit from national and regional marketing campaigns, including digital and traditional advertising efforts. The company's marketing expertise helps generate brand awareness and customer demand, ultimately benefiting the franchisee's business.

Continuous Innovation: Domino's is known for its focus on innovation, constantly introducing new menu items, technology enhancements, and delivery options. Franchisees can leverage these innovations to stay competitive and meet evolving customer preferences and trends.

Growth Opportunities: Franchisees can benefit from the brand's growth strategy, with opportunities to open new locations in high-potential markets.

Strong Online Ordering and Delivery System: Domino's has invested in advanced technology platforms and an efficient online ordering system. This enables customers to easily place orders through the website or mobile app, enhancing convenience and driving sales. Franchisees can leverage the company's robust delivery network to provide timely and reliable service to their customers.

Track Record of Success: Domino's has a long history of success in the Indian market, with a large customer base and a strong network of franchise partners. The company's track record demonstrates the viability and profitability of the franchise model in the Indian context.

Basics for Opening a Domino's Franchise in India

Location: The location of a Domino's franchise plays a crucial role in the growth of a particular outlet because if you choose an appropriate location, more customers will be attracted to it. The outlet must have ample space in the location to ensure customers' convenience so that no customer should have to leave without grabbing their pizza.

Infrastructure: A welcoming and appealing infrastructure draws in a sizable number of customers. Therefore, the Domino's franchise location's infrastructure should be welcoming enough to permit casual dining or group gatherings.

Workforce: It would help if you would not forget that having a well-trained staff is crucial to running a successful store. They must follow Domino's policy and act courteously toward customers because a minor slip-up might cause the customer to abandon the store, which could be bad for your franchise.

Delivery People: One of the additional services you have to offer at your franchise location is the ability to deliver pizzas right to customers' doors. It would be best if you also had delivery personnel according to the needs of the local population and the availability of delivery vehicles.

These aspects will impact the cost of your franchise, and it will depend upon the type of outlet you select to open. After learning the basic requirements, you will now know the steps to getting a Domino's franchise in India. One has to follow these steps and procedures to gain ownership of Domino's franchise.

2.2.3 AMUL



Amul

Amul ice cream is a leading producer of ice cream and other dairy products. The brand is managed by cooperative body, the Gujarat cooperative milk marketing federation Ltd. (GCMMF) better known as Amul India. The portfolio of Amul ice cream includes various forms of ice cream, candies, frozen yogurts and sugar free products.

India's largest food products marketing organisation with annual turnover (2022-2023) US\$7.2 Billion. Its daily milk procurement is approx. 25.9 million Litres per day from 18600 Village milk cooperative societies, 18-member union covering 33 districts and 3.64 million milk producer members.

Is under the ownership of Gujarat cooperative Milk Marketing federation Limited Department of cooperation, Government of Gujarat. It is controlled by 3.6 million milk producers. Tribhuvandas Kishibhai Patel founded the organisation in 1946 and served as its chairman until his retirement in the 1970s.

Franchise

Indeed, the financial aspects are quite reasonable for setting up the enterprise. Amul says that the franchise needs to handle the costs for the establishment costs would vary from ₹1,50,000 to ₹6,00,000

Individuals holding a shop of a minimum size of 100 square feet can apply for an Amul franchise to earn margins up to 20 percent on retail of a range of products, according to Amul's website -amul.com. Anyone with a shop of 100-300 square feet of area and the willingness to invest.

Amul franchise formats:

Refundable Security Deposit: Rs25,000/-

Shop Area (Own/Rented): 100 Sq. Ft To 150 Sq. Ft.

Does Not Include Deposit for Shop & Rent.

Renovation Of the Shop as Per Standard Design.

Approx. Cost Rs.80,000/-

Deep Freezer (For Ice-cream)

Visi cooler (For Dairy Products)

Franchisee need not pay any royalty or share any revenue with Amul. Working capital requirement would be extra depending upon sales volume. Expected monthly sales turnover will vary from place to place depending on location of the parlour. It may be in the range of Rs.5 lac to Rs.10 lac per month.

Therefore, the organisation has stipulated that the owner will profit with a margin of 2.5% on pouch milk, 20% on ice cream, 10% on milk products and approximately 50% on receipt-based categories like ice cream scoops, baked pizza, sandwiches, hot chocolate drinks etc.

Eligibility:

Amul parlours, or Amul exclusive outlets, sell Amul- branded products. The outlets are required to be spread over 100 to 300 square feet of area. The outlet can be located “in market, premier education institutes hospitals, railway station, bus stations, municipal corporation gardens etc. Where there are high footfalls”, according to the Amul website. The Shop can be either owned or rented by the applicant of Amul franchise. Costs towards interiors and equipment are to be borne by the franchisee, or the shop owner applying for the Amul franchise.

Supplies:

Amul wholesale dealers provide supplies from the entire range of Amul products at a shop. Amul's product portfolio is divided into three broad categories. Dairy products ice cream and pouch milk, according to Amul Margin: Retail margins vary from product to product. Amul has indicated a margin of 2.5 percent on pouch milk, 10 percent on milk products, 20 percent on ice cream and about 50 percent on recipe-based items such as ice cream scoops, sundaes, baked pizzas, sandwiches and cheese slice burgers.

Franchisee need not pay any revenue with Amul, according to the company's website. The franchisee can expect a monthly sales turnover of Rs 5 lakh to 10 lakh per month depending on the location of the parlour, according to Amul No Royalty and No profit Sharing, you might have also gone through the other franchise models, like KFC Franchise Model and Pizza Hut Franchise Business, they are taking the royalty fees and marketing or advertising fees from the franchisee. But Amul is one of those franchisors who don't take any royalty fee from the franchise, like the Patanjali franchise business. The concept of buying the franchise of a brand can help the big industrial brand and the small-scale business owners.

Amul is a well-known Indian brand that has gained the popularity and trust of every Indian. To start a small business without risk, buying a franchise of a well-known brand can help the business grow. Amul or Anand milk union Limited was established in 1946 by Tribhuvan Das Patel. It has grown and strengthened its roots all along with our country, and today, everyone is very well aware of this brand.

How to Get an Amul Franchise:

To get a franchise of Amul, the business owner must have a shop located in an active locality; this can help gain customers. The shop must have the pre-build infrastructure or build an infrastructure according to the products. Any business owner can contact the Amul office to inquire about the process and the initial cost of buying the Amul product franchise. All the Amul products are sold solely by the franchises. A shop with a minimum of 100 to 300 metres square can open an Amul outlet.

The outlet can be opened in the school areas, markets, hospitals, train stations, etc. revenue from the outlets depends on various factors like operational costs staff cost, and the shop's location.

If the shop is located in an area with competitive outlets brands, it can affect the revenue. This post can help many small entrepreneurs establish an Amul outlet and answer their questions about getting an Amul franchise.

The following steps can be followed to get an Amul franchise:

- Visit the official site to know about the requirements and start the application procedure.
- At the Amul web page's button, click on the Amul parlour tab and press continue. After that, a page will open with all the information regarding the essentials.
- The page mentioned above will also have an online form linked named "Online form for Amul parlour". Click on the link, and the application form will open.
- Fill in the details correctly, along with contact information
- An email will be sent to the applicant's mail ID for confirmation and opening procedure, and another Amul office will contact for enquiry to start the franchise business.
- Amul customer care may be contacted regarding the application procedure and the criteria needed to get more information
- It is to be noted that there are many fraud websites with the same name that may give wrong information or charge money for applications. But it must be avoided as the applicant may face money fraud in the mentioned case.

2.2.4 MC DONALD'S



The company was founded by Richard and Maurice McDonald in 1948, they opened their first restaurant in San Bernardino California Ray Kroc became involved with the company in 1954 and he purchased the franchise from them in 1961. Today McDonald's is owned by the Walt Disney company and Berkshire Hathaway Inc.

Franchise

McDonald's corporation (McDonald's) is one of the world's largest and most recognized fast-food chains, known for its hamburger, French fries, and name-brand sandwiches such as the Big Mac, Quarter pounder, and Egg McMuffin, as well as child-focused Happy Meal.

In 1948 McDonald brothers began the franchise documentation we the franchise documentation we sign together allows you to operate a specific McDonald restaurant according to McDonald's standards for a period of up to 20 years.

Reasons to choose a McDonald's Franchise:

- McDonald's is the world's largest Quick-service Restaurant chain.
- McDonald's is one of the extremely well-established and known brands all over the globe.
- McDonald's provides support throughout the franchise operation and even at later stages if necessary.
- McDonald's has award – winning marketing campaigns and strategies, and advertises well.
- McDonald's is already a successful business model.
- You get to use the trademarks and operating system of one of the best and leading brands in the world.
- Local and national support is provided by McDonald's at every step.
- They Provide extensive and world – class training.
- Field offices provide responsive and collaborative business support.
- McDonald's provides an excellent network of supply chain partners who make sure the restaurants are provided the highest-quality products at the economical prices.
- McDonald's Franchise in India cost & ROI (Expected).

- McDonald's offers 4 kinds of franchise outlets, completely dependent upon the size and locality of the store.
- McDonald's also expects a franchise fee and lease agreement in accordance to the type of franchise model.

McDonald's profit margin:

- A McDonald's franchise is an extremely profitable business venture in India but the profit and profit margin variable in accordance to the outlet type, location, footfall etc.
- McDonald's franchise outlets on an average incurs an annual revenue of INR 2.6 CR.
- For every INR 1 L revenue generation, then the franchise will make a profit of INR 20-25K. Which means the profit margin ranges from 20%-25%.

McDonald's Menu:

- McDonald's in India offers a wide variety of both non-vegetarian and vegetarian burgers, fries, freshers, shakes breakfast items, and their famous happy meals in accordance to every taste.
- McDonald's provides its wide range of products at a moderate price and at a quick delivery time.
- You can often hear wailing of children at a McDonald's outlets, requesting for the extremely popular and kids favorite Happy Meal, consisting of a healthy drink, burgers, fries, a healthy side and a toy.
- Every Indian is well acquainted with their scrumptious burgers and their pizza Mc puffs served with your favorite cold drink topper up with ice-cream (McFloat).
- McDonald's has now also expected their operations with a new kind of outlet, the McCafe, serving breakfast and confectionery items including cookies, shakes etc.

2.2.5 HALDIRAM



Haldiram is a brand name of a popular Indian snacks and sweets manufacturer based in Nagpur India. The company was founded in the early 1900S and has since become one of the largest snacks and sweets producers in India, with branched and outlets in several countries.

The brand also made a successful foray into a global business, and today, the directorate general of foreign trade (dgft) recognizes haldiram's lie a star export house.

The current haldiram's enterprise has split the business among three separate entities:

Operating out of Nagpur managing west and south India operations

Operating out of Delhi managing north India

Operating out of Kolkata, covering mainly west Bengal

In the context of today's competitive business scenario, every company would like to expand fast, and the franchise route is a tested strategy for quick gains.

Location and Area:

The location and area are critical factors that can influence the choice of a franchise setup considerably. Generally, companies or brands that take the franchise route have a strategic plan for future locations. Moreover, you can also check the official website of the company and find out where haldiram's is looking to expand.

There are three models of operation practiced at haldiram's:

- 1.Kiosks- haldiram's express
- 2.Quick service restaurants(qsr)
- 3.Casual dining

Haldiram's franchise cost in India:

The total investment depends on the cost of the premises (owned/rented/purchased), the type of interiors planned, the scale of operations, and more. The one-time and monthly franchise fees should also be taken into account.

Support:

The company provides assistance and training to the staff for the smooth running of the outlet. In addition, they guide the franchisee in setting up the operational system, including sales, inventory, billing, supply-chain management, and it.

Haldiram's franchise in India a profitable:

Haldiram 's is among the best-known brands in India in the sweets and namkeen category. Their products enjoy the customer's trust, and the company is conscious about maintaining the overall standards of hygiene, quality, and packaging for their entire range of items. In additions, the manufacturing units follow international best practices and have the necessary certifications.

The company offers support in promotion and includes all outlets in their macro-level plan for a city. However, area-specific promotion is the responsibility of the respective outlets. The commission charges payable and Roi are bilateral issues and should be clarified by direct contact.

Any business comes with an associated risk. It is your judgement, strategy, and efforts that lead your business to success. It is best to undertake a market survey to understand the prospects of the products in the area of your proposed franchise location.

Investment in haldiram restaurant franchise:

The cost of a haldiram franchise in india depends on the type of franchise. There are three models: kiosks, quick-service restaurants, and casual dining. The typical brand charge would be in the range of inr 1 to 5 crores, and the investment amount would be around inr 1 crore to 4 crores to run the franchise. Haldiram has a 9-year franchise agreement, and annually, they will keep 2.5% as a loyalty charge.

Market trends of restaurant franchise in india:

The Indian restaurant franchise market is expanding quickly, with the franchising sector experiencing annual growth of 30%. In the next five years, the franchise business is predicted to reach a valuation of usd 140-150 billion, with india being the second-largest franchise market in the world.

Food and beverage companies continue to rule the franchise market and have some of the fastest growth rates. Due to changing customer tastes and a demand for distinctive eating experiences, the food franchise market in india has grown rapidly in recent years.

With a compound annual growth rate (cagr) of 11.19%, the indian food service market is projected to reach usd 79.65 billion by 2028. With a 23% cagr, the qasr Hain market is predicted to have the fastest growth rate in the total food service business.

In the last two years, middle-class household's annual expenditure on fast food restaurants in India's tier ii and iii cities increased by 108%, from INR 2,500 to INR 5,400.

Haldiram Restaurant Franchise Model:

Haldiram is a well-known brand in India and has planned to extend its network through franchises in India's tier 1 and tier 2 cities, providing a profitable business opportunity for anyone looking to fund successful branded business ventures.

Haldiram offers three different types of franchise models: quick service restaurants, kiosks, and casual dining. The operational space is determined by the region the franchisee proposes to open, and the required size or outlet space for this franchise varies between 2,000 and 5,000 square feet.

The Investment required to open a Haldiram franchise would largely depend on the type and location of the franchise that you are interested in.

The brand charge that Interested parties pay also covers and includes free advertising materials like billboards, etc. The training required for a Haldiram's franchise is relatively little in comparison to other brands, and the company provides extensive support to its franchisees.

Training:

Haldiram's Franchise Training Compared to other brands, the training required for a Haldiram's franchise is fairly light. They are particularly looking for business partners that have aided the city for many years. Haldiram's prefers to work with companies with an excellent track record and a good reputation. The corporation will offer franchisees a complete operation handbook. A two-week training programme is carried out in Kolkata.

Prerequisites To Start a Haldiram Restaurant Franchise:

Eligibility Criteria: The applicant should have completed the age of 21 and have a minimum qualification of 12th pass. The applicant should have knowledge of the food industry and sufficient financial resources to invest in the franchise and run the business.

Type of Franchise: Haldiram offers three different types of franchise models, which include quick service restaurants, Kiosk Models, and Casual Dining. The type of franchise you choose will determine the investment required and the area needed for the outlet.

Investment: The investment required to open a Haldiram franchise would largely depend on the location where you wish to open the outlet and the type of franchise that you are interested in. The investment cost for a Haldiram franchise ranges from INR 10 lakhs to 5 crores.

Area: The minimum area required to be eligible for acquiring Haldiram's franchise also depends on the type of outlet that you choose to open. For example, a kiosk store would require around 75–100 sq. Ft of area. For Dining and quick-service restaurants, the required area would range between 1000 to 2000 sq. Ft. As per the discretion of the brand representatives.

Documents: The applicant needs to provide the necessary business and property documents, including the GST number, MSME certificate, outlet trade license, FSSAI certificate, ITR, and shop agreement/sale deed.

Training: The training required for a Haldiram's franchise is relatively light in comparison to other brands. They are specifically seeking corporate associates who have long supported the city. Haldiram's prefers to collaborate with companies that have a strong

reputation and track record. The business will provide a thorough operating handbook to its franchisees. A two-week training session is held in Kolkata.

Franchise Agreement: The franchise agreement term is usually nine years, and the lock-in period is about two years. Franchises will make up 10% of revenue, while brands will make up 90%.

Conclusion

Haldiram's statistics and data and the firm's ambitions for the next few years show that the company is on a road to development and prosperity that shows no indications of slowing down. If you want to invest in a firm that makes sweets and snacks, Haldiram is the finest choice.

2.3 CUSTOMER CHOICES TOWARDS FOOD FRANCHISES:

Customer Choices for KFC:

- As we can see that KFC is not having latest inventory supply chain system, they should adopt latest technology & update it on timely basis.
- KFC should increase its number of stores in the world according to customer need and demand. Company has less accessible to their customers as compare with the competitors like some of the food franchise companies.
- Diversity/widen product mix to address current product mix limits increase service quality improve products to address the healthy lifestyles trend.
- It is important to develop and implement different business strategies in line with customer's feedback and suggestions, so the company should carry out market.
- Research and collect customer's feedback and suggestions on regular basis; and the company should build strong relationships with customers through focusing on their economic, social and psychological perspectives.

Customer Choices for Domino's Pizza:

- The Dominos has to be comparative in the market for its own establishment.
- It should reduce its services charges.it has to expand its delivery area.
- Maintain consistency in taste and quality of products. The Dominos should give more discount coupon.
- The soft drinks provided in Domino's are more of ice and less of cold drink.

- It is also clear that other than timing of service provider, a customer in a food chain expects something more the quality
- Dominos is having the first mover advantage of introducing various products and innovative pricing strategies is still unable to capture more market share.
- Dominos is known for its best service.

Customer Choices for Amul:

- Customers are satisfied as they get the product within the expected time and in desired quantity.
- Customers are somewhat satisfied with the quality of dairy product. But customers complain of dairy product and especially of milk.
- Customers are satisfied with the weight as well as quantity of dairy product
- Many retailers are available so customers do not face any problem and get the dairy products easily.
- The Amul brand suppliers should ensure availability, quality at competitive price to retain its customers.
- “AMUL will be an outstanding marketing organization, with specialization in marketing of food and dairy products, both fresh and long life with customer focus and information technology integration. AMUL shall also create a market for its products in the neighbouring countries.”

Customer Choices for McDonald's:

- Based on the analysis we can conclude that; to perform better and to achieve their objectives the company should start working on solving their internal issues first.
- It is suggested that McDonald's should take active participation on social media platforms so that it can help to interact more frequently with its customers.
- Now a days people are more health conscious so one of the food franchise products of McDonald's should not focus on taste it should introduce its healthy menu.
- As MC has higher turnover rate so it's suggested that they should recruit their employs more carefully and motivate them as well on regular basis.
- The food franchise company should focus on the current trends in fast-food markets and thus focus on the demands and expectations of the customer of different segments
- The company must be committed to deliver or offer quality products and services to the customers as well as the company have to offer competitive price of their foods.

Customer Choices for Haldiram:

- The packaging of the product should be comfortable to open and attractive to the customers.
- The colour theme used on the wrapper of the Haldiram should be attractive
- The Haldiram's has the largest market share as compared to other snacks brand.
- In order to increase the sale in this particular district the various companies of haldiram have to think upon the taste price and package of the product.
- The quality the product matter more in case of eatable product so the various snacks market should focus on the quality part of the product.
- The packaging of the product should be attractive to the customers.

2.4 CUSTOMER PREFERENCE ABOUT FOOD FRANCHISING:

Customers value high-quality ingredients and flavourful menu items. They often seek out food franchises that consistently deliver delicious and satisfying meals. Many customers appreciate the convenience and speed of service offered by food franchises, especially those with fast-food or quick-service formats. Quick turnaround times and efficient service are often important considerations for busy customers.

With an increasing focus on health and wellness, customers are often interested in food franchises that offer healthy menu choices. Options such as salads, grilled items, and low-calorie alternatives can appeal to health-conscious consumers. Customers appreciate food franchises that offer a wide variety of menu options and allow for customization to accommodate individual preferences and dietary restrictions. The ability to personalize orders enhances the dining experience and caters to diverse tastes.

Customers look for food franchises that offer good value for money, providing generous portions, affordable prices, and promotions or discounts. They want to feel that they are getting quality food at a reasonable price. A strong brand reputation and positive word-of-mouth recommendations can influence customer preferences. Customers are often drawn to well-known and reputable food franchises that have a track record of delivering consistent quality and customer satisfaction.

Cleanliness and hygiene are critical factors for customers when choosing a food franchise. They expect clean and well-maintained facilities, adherence to food safety standards, and proper sanitation practices. Increasingly, customers are concerned about environmental sustainability and social responsibility. Food franchises that demonstrate commitment to

sustainability, ethical sourcing practices, and community engagement may attract environmentally and socially conscious consumers.

Some customers appreciate food franchises that leverage technology to enhance the ordering and dining experience. Features such as online ordering, mobile apps, self-service kiosks, and contactless payment options can appeal to tech-savvy consumers. In certain markets, customers value authenticity and local flavours in their dining experiences. Food franchises that offer menu items inspired by regional cuisines or incorporate locally sourced ingredients may resonate with customers seeking unique and culturally authentic dining experiences.

Customers expect consistent quality in food and service across all franchise locations. They prefer franchises that maintain uniform standards in taste, portion size, and presentation. Customers value franchises that use fresh, high-quality ingredients in their menu items. They appreciate transparency about sourcing and the use of organic or locally sourced produce when possible. Price sensitivity is a significant factor for many customers. They seek food franchises that offer good value for money, with reasonable prices relative to the quality and portion size of the food.

Convenience is key for busy customers. They prefer food franchises that offer convenient locations, drive-thru options, online ordering, delivery services, or mobile apps for easy ordering and pickup. Many customers appreciate the ability to customize their orders to suit their preferences or dietary restrictions. Food franchises that offer a variety of customizable options, such as build-your-own salads or sandwiches, appeal to this preference.

With a growing focus on health and wellness, customers seek out food franchises that offer healthy menu choices. This includes options like salads, grilled items, vegetarian or vegan options, and lower-calorie alternatives. Fast service is essential, especially for quick-service and fast-food franchises. Customers expect prompt order fulfilment and minimal wait times, particularly during peak hours.

Cleanliness and hygiene are non-negotiable for customers. They expect food franchises to maintain clean, well-maintained facilities, adhere to food safety standards, and follow proper sanitation practices. Positive interactions with staff can significantly impact the customer experience. Customers prefer food franchises with friendly, attentive, and knowledgeable staff who provide excellent customer service.

A strong brand reputation can influence customer preferences. Established food franchises with a positive reputation for quality, reliability, and customer satisfaction are often preferred over lesser-known brands. Customers appreciate food franchises that regularly introduce new and innovative menu items, seasonal specials, or limited-time offers to keep their dining experience fresh and exciting.

Some customers are increasingly concerned about environmental sustainability and prefer food franchises that demonstrate eco-friendly practices, such as using biodegradable packaging, reducing food waste, or implementing energy-efficient measures.

2.5 CUSTOMER SATISFACTION:

Customers expect high-quality food that meets their expectations in terms of taste, freshness, and presentation. Consistency in food quality across different franchise locations is essential for maintaining customer satisfaction. Providing a diverse menu with a variety of options catering to different tastes and dietary preferences can enhance customer satisfaction. Offering customizable menu items allows customers to tailor their orders to their liking.

Convenience is a significant driver of customer satisfaction. Food franchises that offer convenient locations, drive-thru services, online ordering, delivery, and mobile apps make it easier for customers to access their favourite meals. Quick and efficient service is crucial for customer satisfaction, especially in fast-food and quick-service restaurants. Minimizing wait times and ensuring timely order fulfilment contribute to a positive dining experience.

Maintaining clean and well-maintained facilities, adhering to food safety standards, and practicing proper hygiene protocols are essential for ensuring customer satisfaction and trust in the franchise brand. Positive interactions with staff can significantly impact customer satisfaction. Friendly, attentive, and knowledgeable staff who provide excellent customer service contribute to a positive overall experience for customers. Customers expect good value for money when dining at a food franchise. Offering reasonable prices, generous portion sizes, promotions, and discounts enhances perceived value and customer satisfaction.

A strong brand reputation built on quality, reliability, and customer satisfaction fosters trust and loyalty among customers. Positive word-of-mouth recommendations and review can further bolster customer satisfaction. Maintaining consistency in food quality, service standards, and overall experience across different franchise locations is crucial for ensuring customer satisfaction and loyalty.

Providing channels for customer feedback and promptly addressing any concerns or issues raised by customers demonstrate a commitment to customer satisfaction and continuous improvement. Customers expect consistent quality in food taste, portion size, and presentation across different franchise locations. A reliable and uniform experience contributes to customer satisfaction.

Friendly, attentive, and efficient customer service is essential for satisfaction. Customers appreciate staff who are knowledgeable about the menu, helpful with recommendations, and responsive to their needs. Maintaining clean and well-maintained facilities is crucial for customer satisfaction customers expect high standards of cleanliness in dining areas, restrooms, and food preparation areas, along with adherence to food safety regulations.

Convenience factors such as easy access to locations drive-thru options, online ordering, and efficient service contribute to customer satisfaction. Customers value franchises that offer convenient ways to order and receive their food. Providing good value for money is key to customer satisfaction. Customers expect reasonable prices relative to the quality and portion size of the food offered, along with occasional promotions or discounts.

Offering a diverse menu with a variety of options caters to different tastes and dietary preferences, enhancing customer satisfaction. Customers appreciate franchises that provide ample choices, including healthy and customizable options. Quick and efficient service is highly valued by customers, especially in fast-food and quick-service restaurants. Minimizing wait times and ensuring timely order fulfilment contribute to overall satisfaction.

A strong brand reputation built on quality, reliability, and positive customer experiences fosters trust and loyalty. Customers are more likely to choose and recommend franchises with a good reputation for food and service. Increasingly, customers are concerned about environmental sustainability. Franchises that demonstrate eco-friendly practices, such as recycling, waste reduction, and sustainable sourcing, may receive higher satisfaction ratings.

Providing channels for customer feedback and promptly addressing any concerns or complaints is crucial for maintaining customer satisfaction. Franchises that listen to customer feedback and take steps to improve based on it are likely to have higher satisfaction levels.

2.6 CUSTOMER PROBLEMS:

Despite efforts to maintain consistency, customers may experience variations in food quality, taste, or portion size between different franchise locations. This inconsistency can lead to dissatisfaction and erode trust in the brand. Long wait times, especially during peak hours, can frustrate customers and result in a negative dining experience. Slow service may be due to understaffing, inefficient processes, or high customer volume.

Unfriendly or unhelpful staff, rude behaviour, and inadequate responses to customer inquiries or complaints can leave a lasting negative impression on customers. Poor customer service can deter customers from returning to the franchise. Dirty or poorly maintained facilities, including dining areas, restrooms, and food preparation areas can negatively impact the dining experience. Customers expect high standards of cleanliness and hygiene from food franchises.

Incorrectly prepared or missing items in orders can lead to frustration and disappointment for customers. Accurate order fulfilment is essential for ensuring customer satisfaction and loyalty. Some customers may feel limited by the menu options offered by certain food franchises, especially if there are few choices for dietary restrictions, preferences, or special requirements.

Customers may perceive certain food franchises as overpriced relative to the quality and portion size of the food offered. High prices can deter customers, particularly if they do not feel they are receiving good value for their money. Customers may be dissatisfied with a lack of transparency regarding ingredients, nutritional information, or pricing. Franchises that are transparent and forthcoming with information can build trust and credibility with customers.

Customers may expect frequent promotions, discounts, or loyalty rewards from food franchises. Limited availability of such offers can disappoint customers who are looking for ways to save money or receive additional benefits. Some customer may be concerned about the environmental impact of food franchises, such as excessive packaging waste or unsustainable sourcing practices. Franchises that address these concerns through eco-friendly initiatives may attract environmentally conscious customers.

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

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DESCRIPTIVE STATISTICAL ANALYSIS

The collected data was processed and analysed within the time bounded of the research plan. The data collected from 160 samples are analysed carefully and interpretations are made accordingly.

3.1 GENDER:

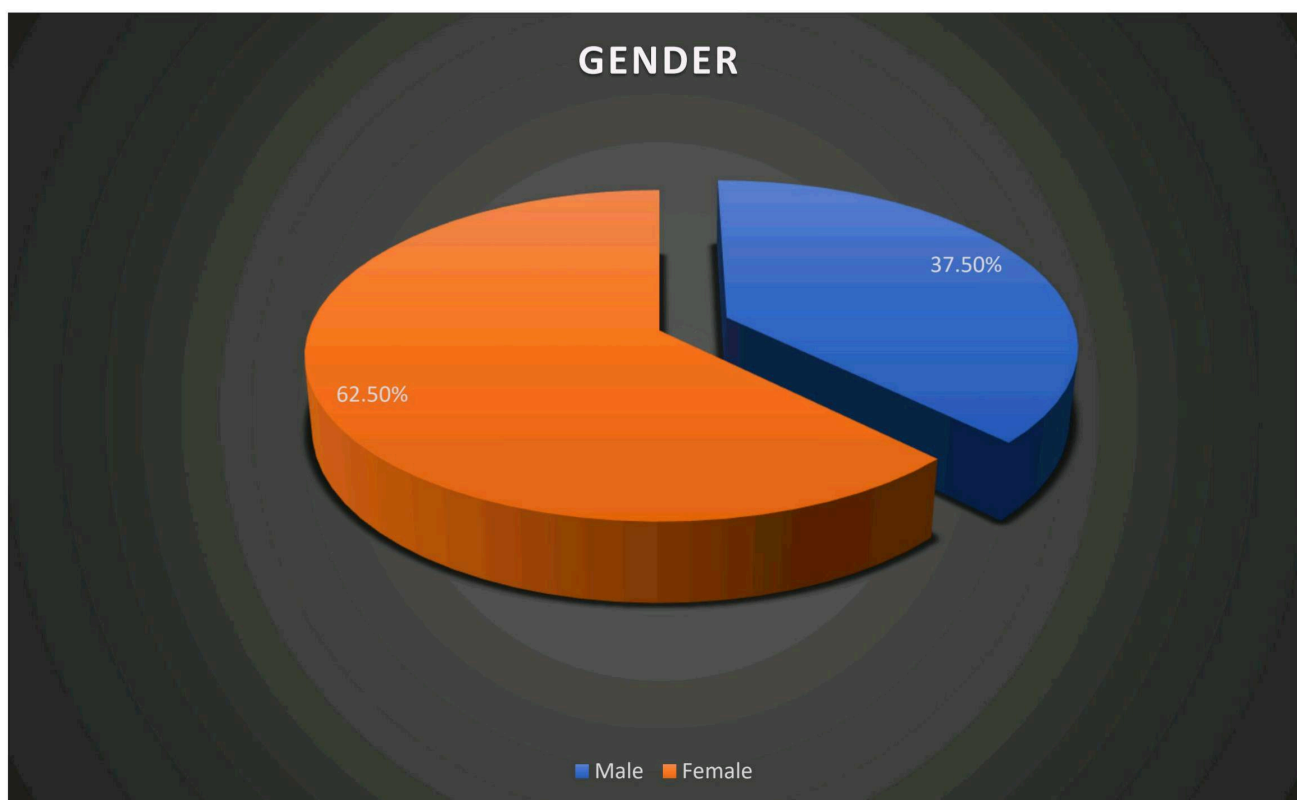
3.1 TABLE SHOWS THE GENDER OF THE RESPONDENTS

GENDER	N.O OF RESPONDENTS	PERCENTAGE
Male	60	37.50%
Female	100	62.50%
Total	160	100%

Source: Primary Data

The above table shows that 37.50% are male consumers and 62.50% are female consumers.

3.1 FIGURE SHOWS THE GENDER OF THE RESPONDENTS



3.2 AGE GROUP:

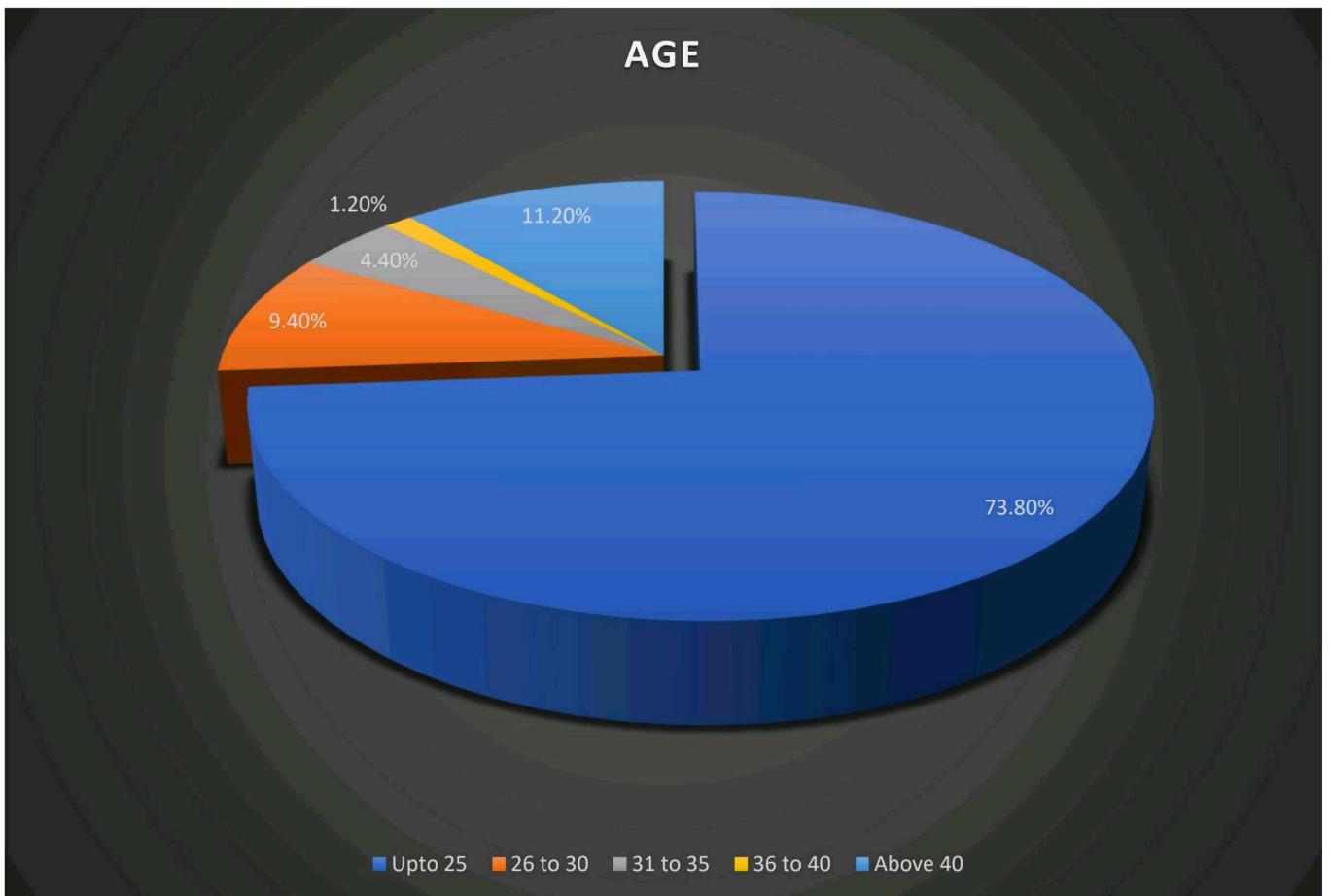
3.2 TABLE SHOWING THE AGE GROUP OF RESPONDENTS

AGE	NO. OF. RESPONDENTS	PERCENTAGE
Up to 25	118	73.80%
26 to 30	15	9.40%
31 to 35	7	4.40%
36 to 40	2	1.20%
Above 40	18	11.20%
Total	160	100.00%

Source: Primary data

The table shows that the age of majority consumers lies up to the age of 25 that is 73.80%. 9.40% belongs 26-30 age class. 4.40% belongs to 31-35 age class. 1.20% belongs to 36-40 age class. 11.20% belongs to above 40.

3.2 FIGURE SHOWS THE AGE OF THE RESPONDENTS



3.3 EDUCATIONAL QUALIFICATION:

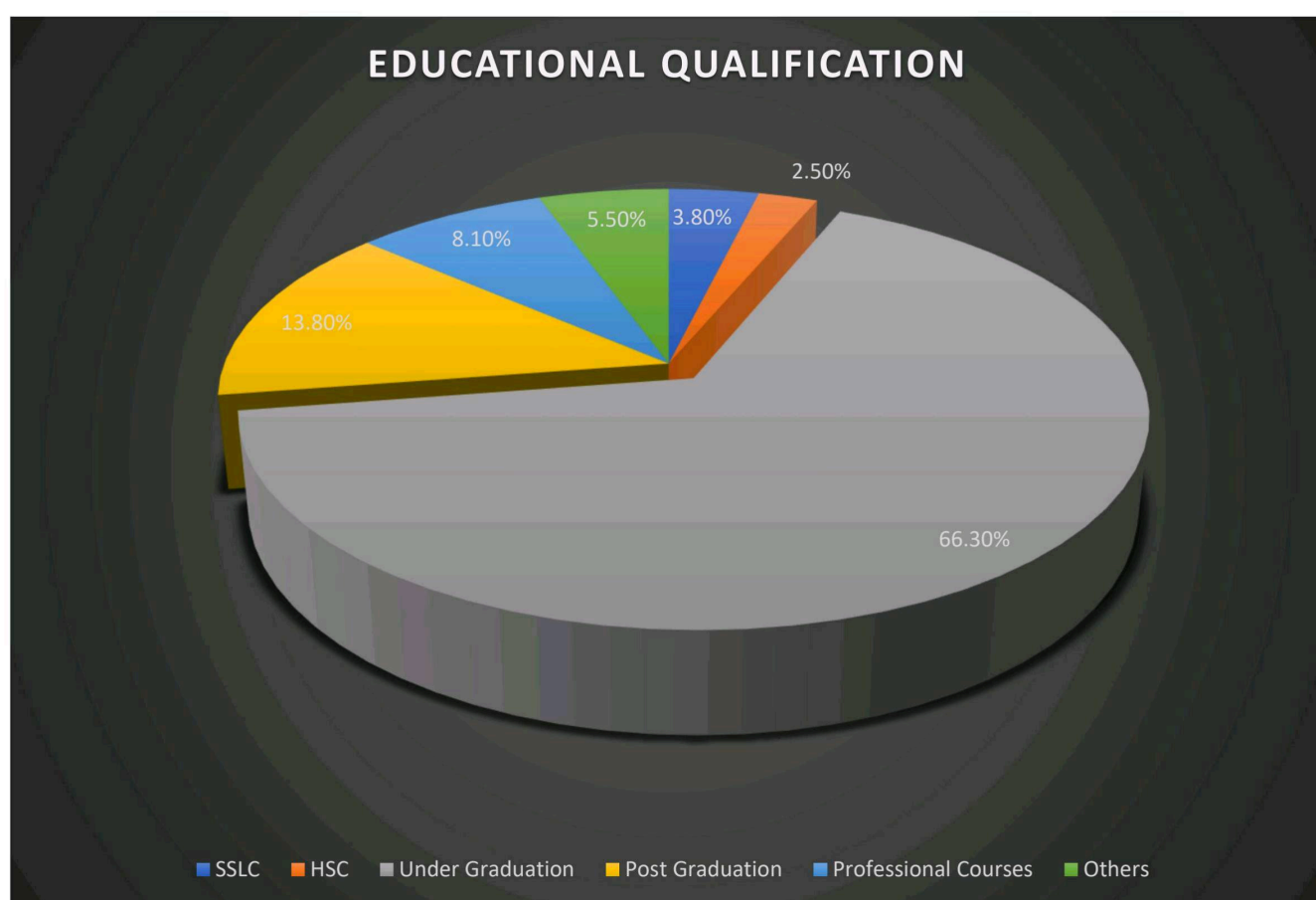
3.3 TABLE SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
SSLC	6	3.80%
HSC	4	2.50%
Under Graduation	106	66.30%
Post Graduation	22	13.80%
Professional Courses	13	8.10%
Others	9	5.50%
Total	160	100.00%

Source: Primary data

From the above table, it is clear that 3.80% of respondents belongs to SSLC and 2.50% belongs to HSC. 66.30% belongs to Under Graduation and 13.80% of Post Graduation. Others including Diploma and PHD is of 5.50%. So, the majority of respondents belongs to Under Graduation.

FIGURE 3.3 SHOWS THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



3.4 OCCUPATION:

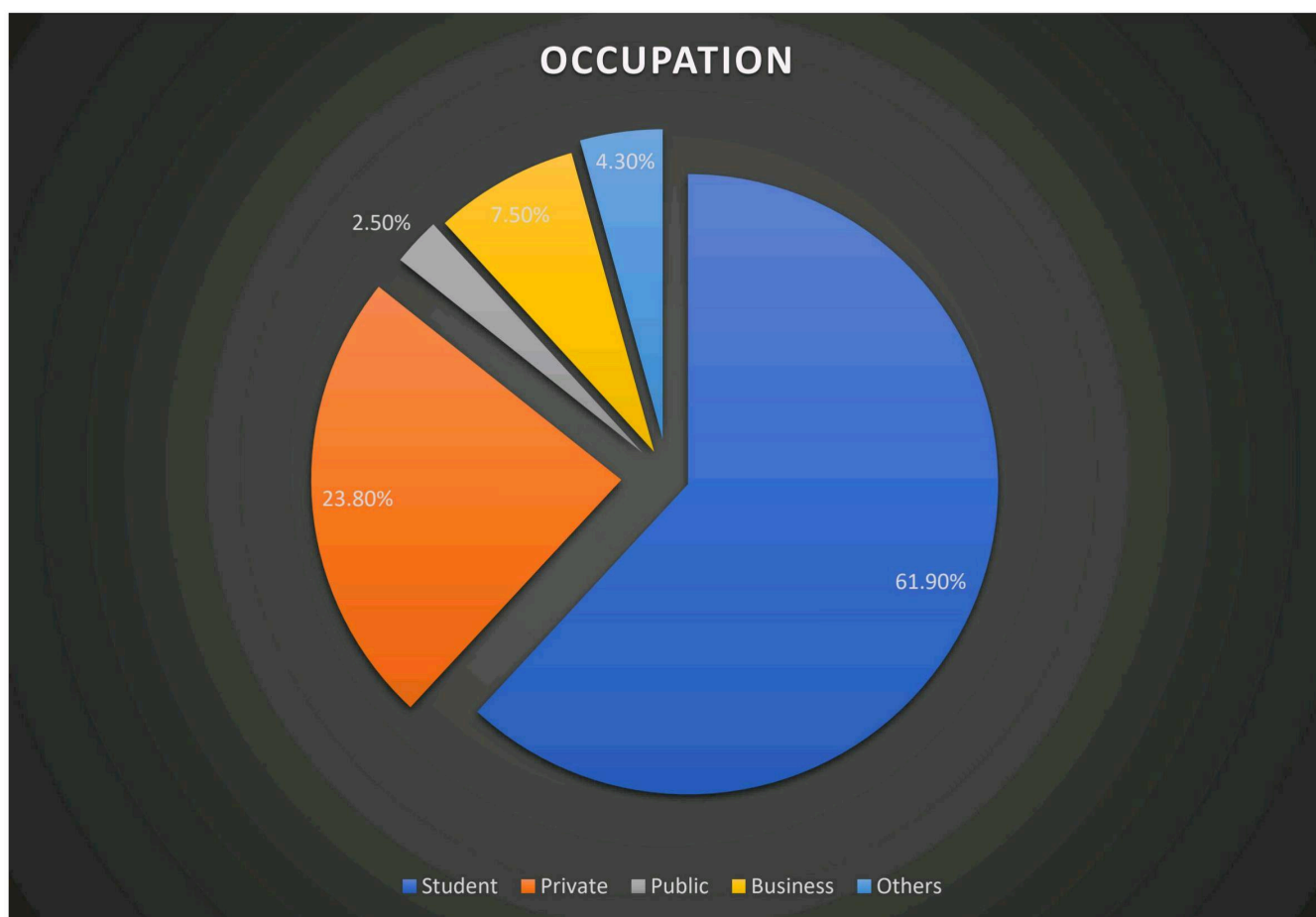
3.4 TABLE SHOWING OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF. RESPONDENTS	PERCENTAGE
Student	99	61.90%
Private	38	23.80%
Public	4	2.50%
Business	12	7.5%
Others	7	4.30%
Total	160	100.00%

Source: Primary data

As per the above table, it is clear that 61.90% of customers of food franchise are students, 23.80 are Private employees and 2.50% of Public. 7% belongs to Business and 4.30% belongs to others. Home makers.

3.4 FIGURE SHOWING OCCUPATION OF THE RESPONDENTS



3.5 MONTHLY INCOME:

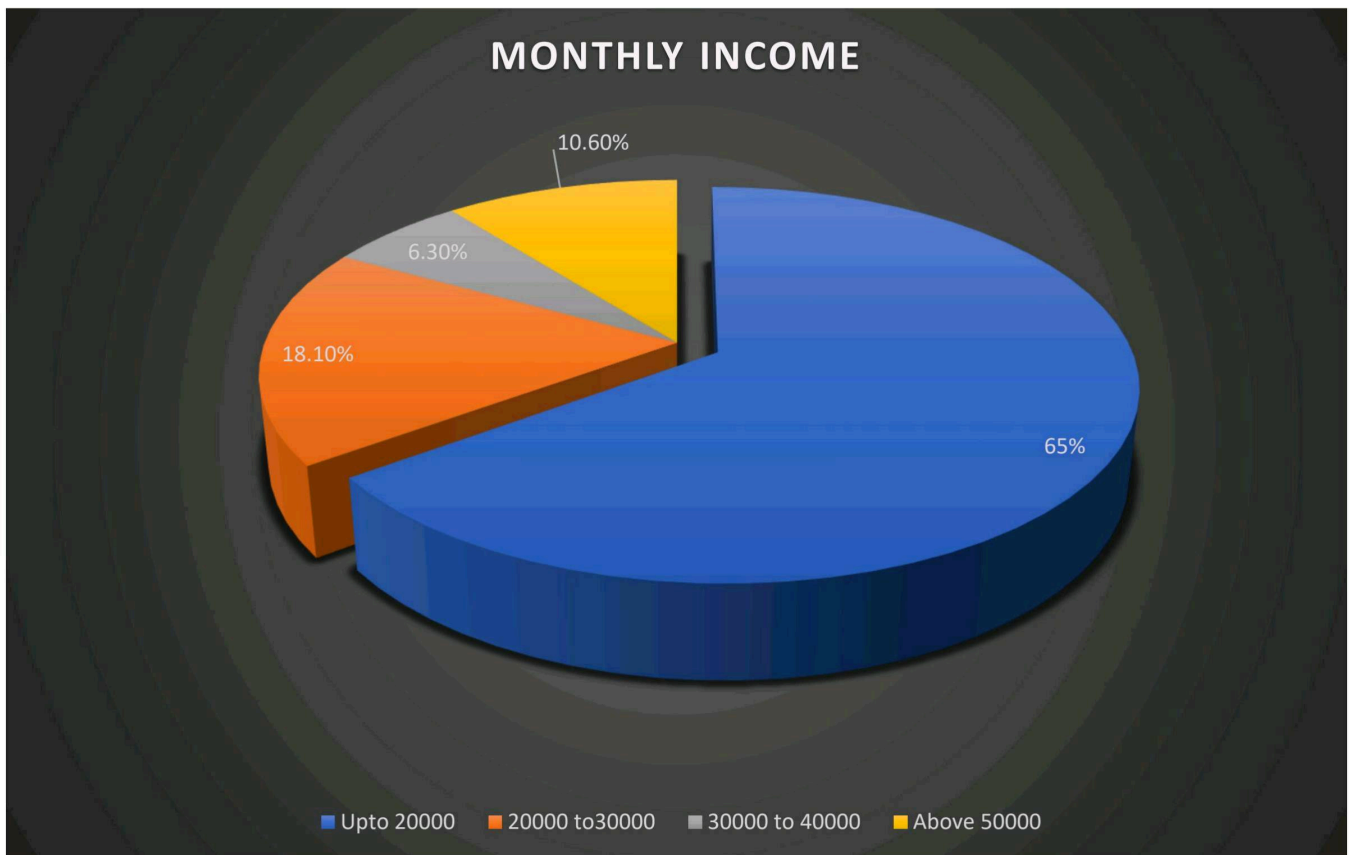
3.5 TABLE SHOWING MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	NO. OF. RESPONDENTS	PERCENTAGE
Up to 20,000	104	65%
30,000	29	18.1%
40,000	10	6.3%
Above 50,000	17	10.6%
Total	160	100%

Source: Primary data

From the above table, it is clear that 65% of respondent's monthly income is up to 10,000 and 30,000 are 18.1% and 6.3% are 40,000 and 10.6% are above 50,000 monthly incomes.

3.5 FIGURE SHOWING MONTHLY INCOME OF THE RESPONDENTS



3.6 FREQUENCY OF VISIT TO FOOD FRANCHISE:

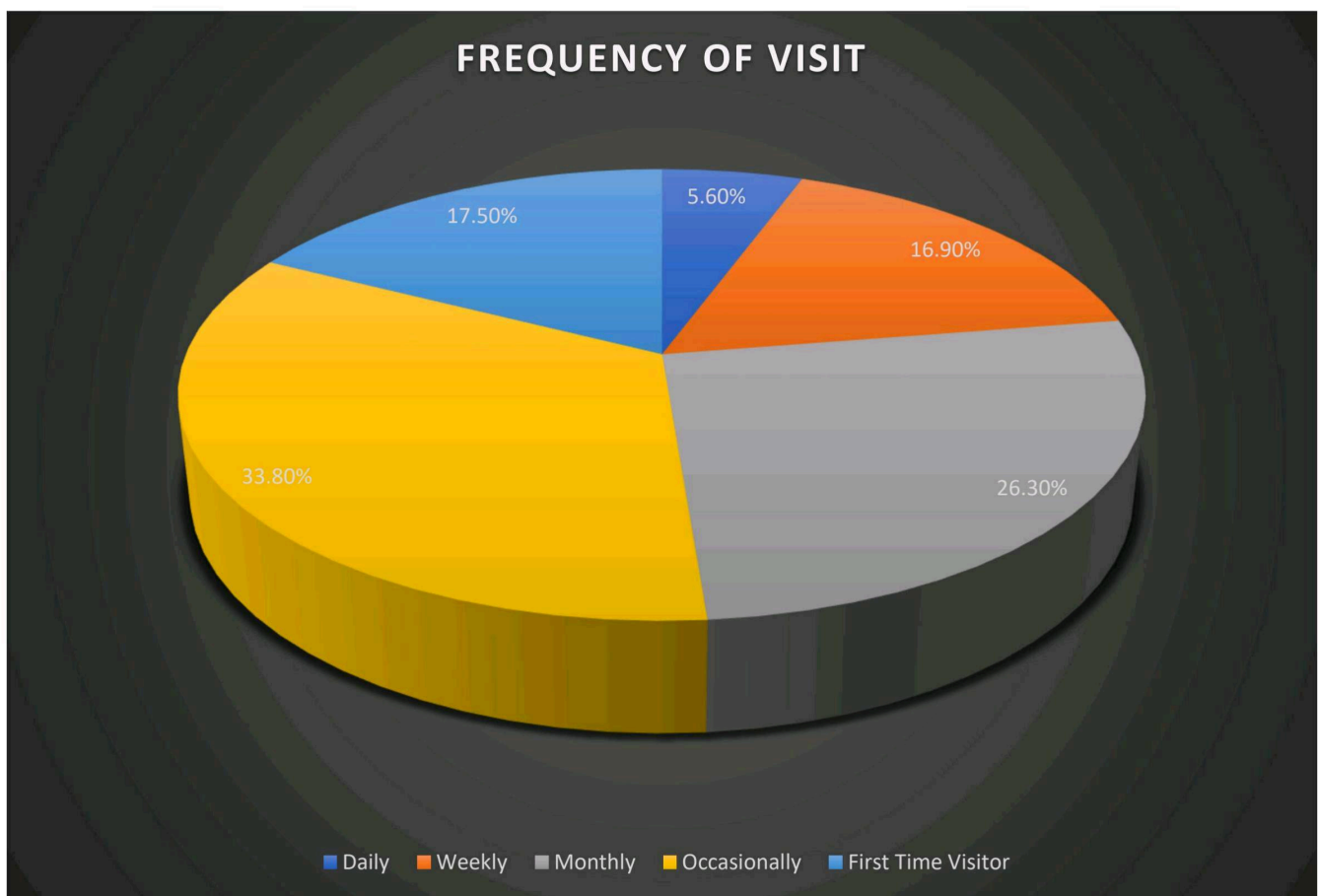
3.6 TABLE SHOWING FREQUENCY OF VISIT TO FRANCHISE

VISIT	NO. OF. RESPONDENTS	PERCENTAGE
Daily	9	5.6%
Weekly	27	16.9%
Monthly	42	26.3%
Occasionally	54	33.8%
First Time Visitor	28	17.5%
Total	160	100%

Source: Primary data

From the above table, it is clear that 5.6% of respondent visit the franchise daily, 16.9% visits weekly, 26.3% visits Monthly, 33.8% visits Occasionally and 17.5% are First Time Visitors.

3.6 FIGURE SHOWING FREQUENCY OF VISIT TO FRANCHISE OF THE RESPONDENTS



3.7 FACTORS INFLUENCE TO VISIT

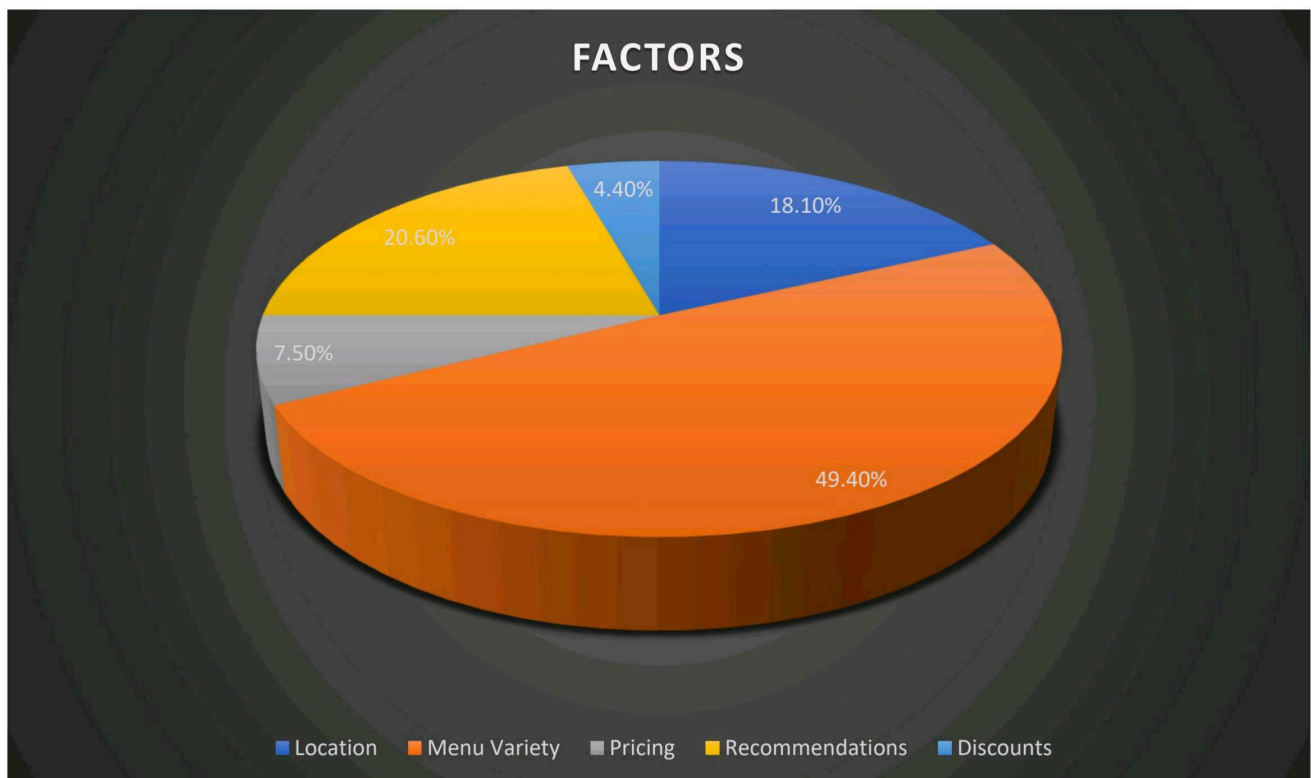
3.7 TABLE SHOWING FACTORS INFLUENCE TO VISIT THE FRANCHISE

FACTORS	NO. OF. RESPONDENTS	PERCENTAGE
Location	29	18.1%
Menu Variety	79	49.4%
Pricing	12	7.5%
Recommendations	33	20.6%
Discounts	7	4.4%
Total	160	100%

Source: Primary data

From the above table, 49.4% of respondents visit the food franchise for the menu varieties, 20.6% are visiting the franchise by the recommendation of others, 18.1% are influence by location, 7.5% are visit the food franchise as per the pricing prevail there. Very few of the respondents visit on the basis of discounts that is 4.4.%.

3.7 FIGURE SHOWING FACTORS INFLUENCE TO VISIT THE FRANCHISE



3.8 PERCENTAGE OF DISCOUNT NEEDED BY THE RESPONDENTS TO SWITCH FROM CURRENT BRAND:

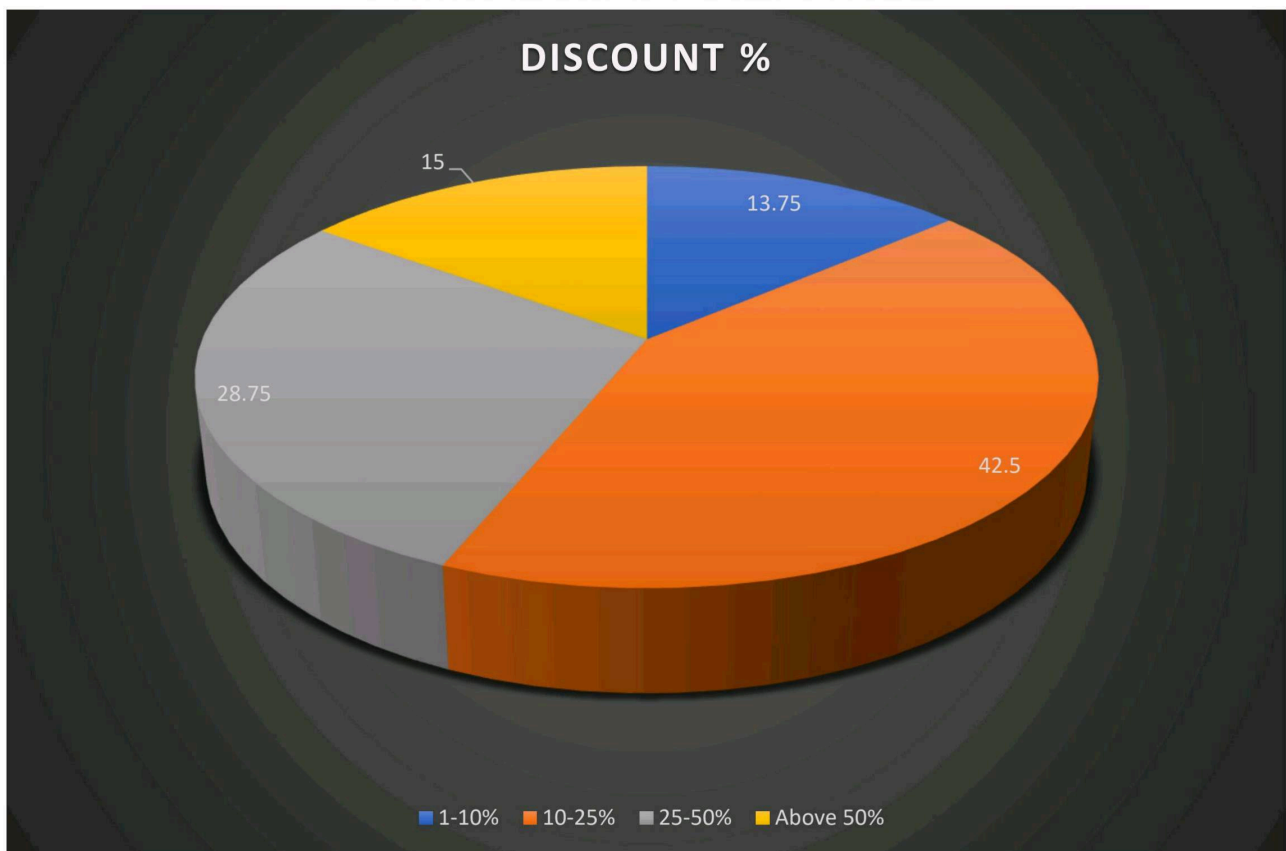
3.8 TABLE SHOWING PERCENTAGE OF DISCOUNT NEEDED BY THE RESPONDENTS TO SWITCH FROM CURRENT BRAND

PERCENTAGE OF DISCOUNT	NO. OF. RESPONDENTS	PERCENTAGE
1-10%	22	13.75%
10-25%	68	42.5%
25-50%	46	28.75%
Above 50%	24	15%
Total	160	100%

Source: Primary data

From the above table, 42.5% of respondents needed 1-10 percent of discount to switch their current brand to competitor brand, 28.75% needed 10-25% discount, 15% needed 25-50% and 13.75% needed above 50% discount.

3.8 FIGURE SHOWING THE DISCOUNT % NEEDED BY THE RESPONEDENTS TO SWITCH FROM CURRENT BRAND



3.9 PAYMENT ISSUES FACED BY THE RESPONDENTS DURING ONLINE ORDER:

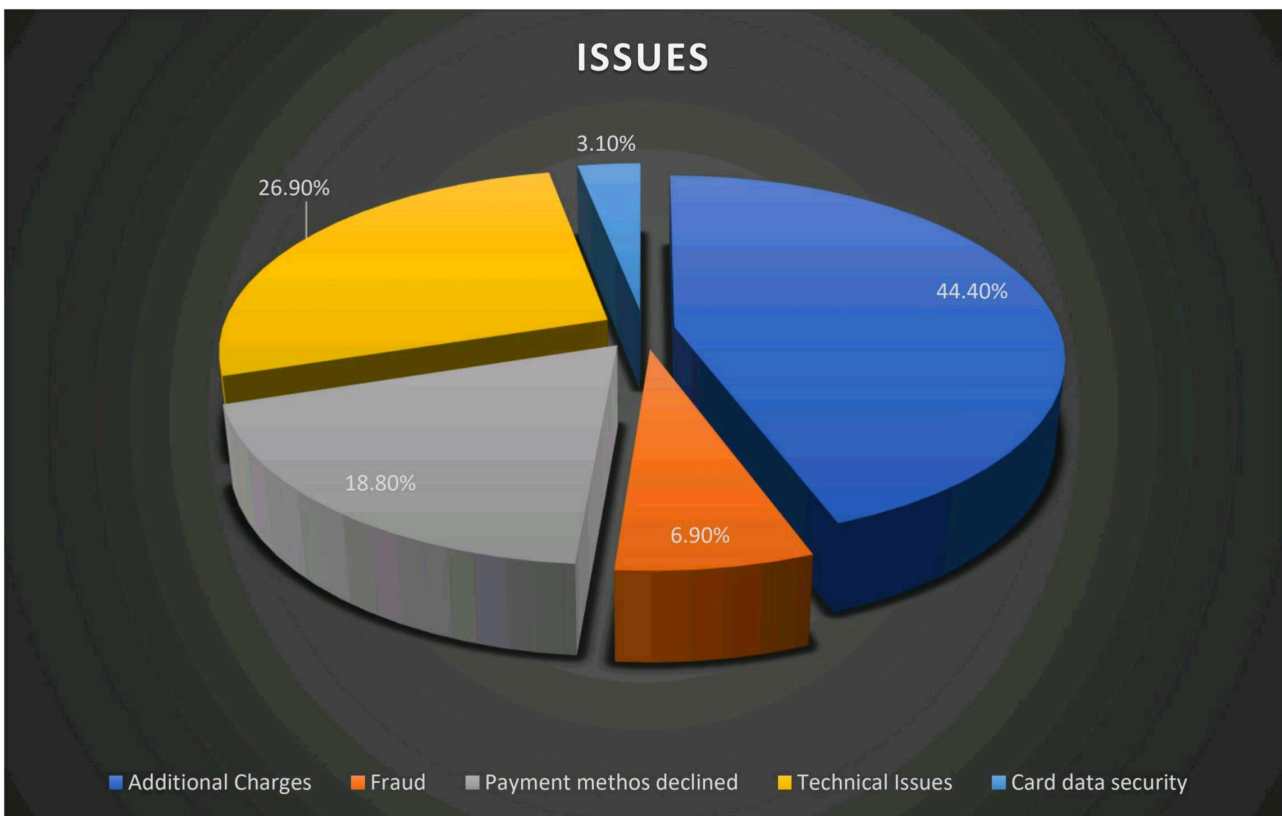
3.9 TABLE SHOWING PAYMENT ISSUES FACED BY THE RESPONDENTS DURING ONLINE ORDERS

ISSUES	NO. OF. RESPONDENTS	PERCENTAGE
Additional Charges	71	44.4%
Fraud	11	6.9%
Payment methos declined	30	18.8%
Technical Issues	43	26.9%
Card data security	5	3.1%
Total	160	100%

Source: Primary data

From the above table, 44.4% of respondents faced the issue of additional charges while paying in online, 26.9% faced technical issues, for 18.8% the payment method have been declined, 6.9% haved faced fraudulent issues, 3.1% have the issues of their card data security.

3.9 FIGURE SHOWING PAYMENT ISSUES FACED BY THE RESPONDENTS DURING ONLINE ORDERS



3.10 ASPECTS OF FRANCHISE ADORED BY THE RESPONDENTS:

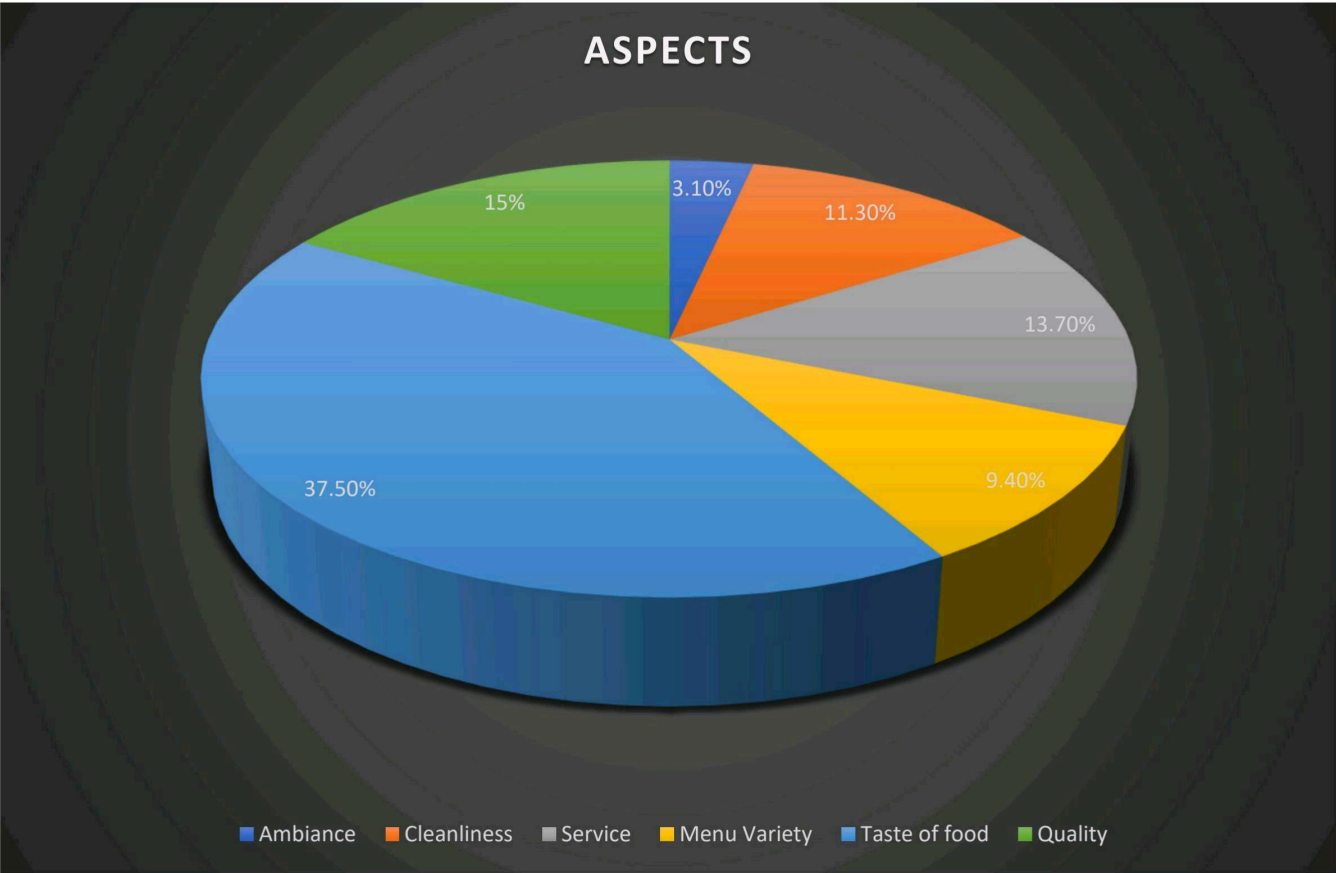
3.10 TABLE SHOWING ASPECTS ADORED BY THE RESPONDENTS

ASPECTS	NO. OF. RESPONDENTS	PERCENTAGE
Ambiance	21	3.1%
Cleanliness	18	11.3%
Service	22	13.7%
Menu Variety	15	9.4%
Taste of food	60	37.5%
Quality	24	15%
Total	160	100%

Source: Primary data

From this table, it is clearly shown that 37.5% of respondents liked the taste of food, 15% preferred the quality, 13.7% liked the service provided in the food franchise, 11.3% liked the cleanliness, 9.4% liked the menu variety and 3.1% liked the ambience.

3.10 FIGURE SHOWING THE ASPECTS ADORED BY THE RESPONDENTS



3.11 AMOUNT SPEND PER WEEK

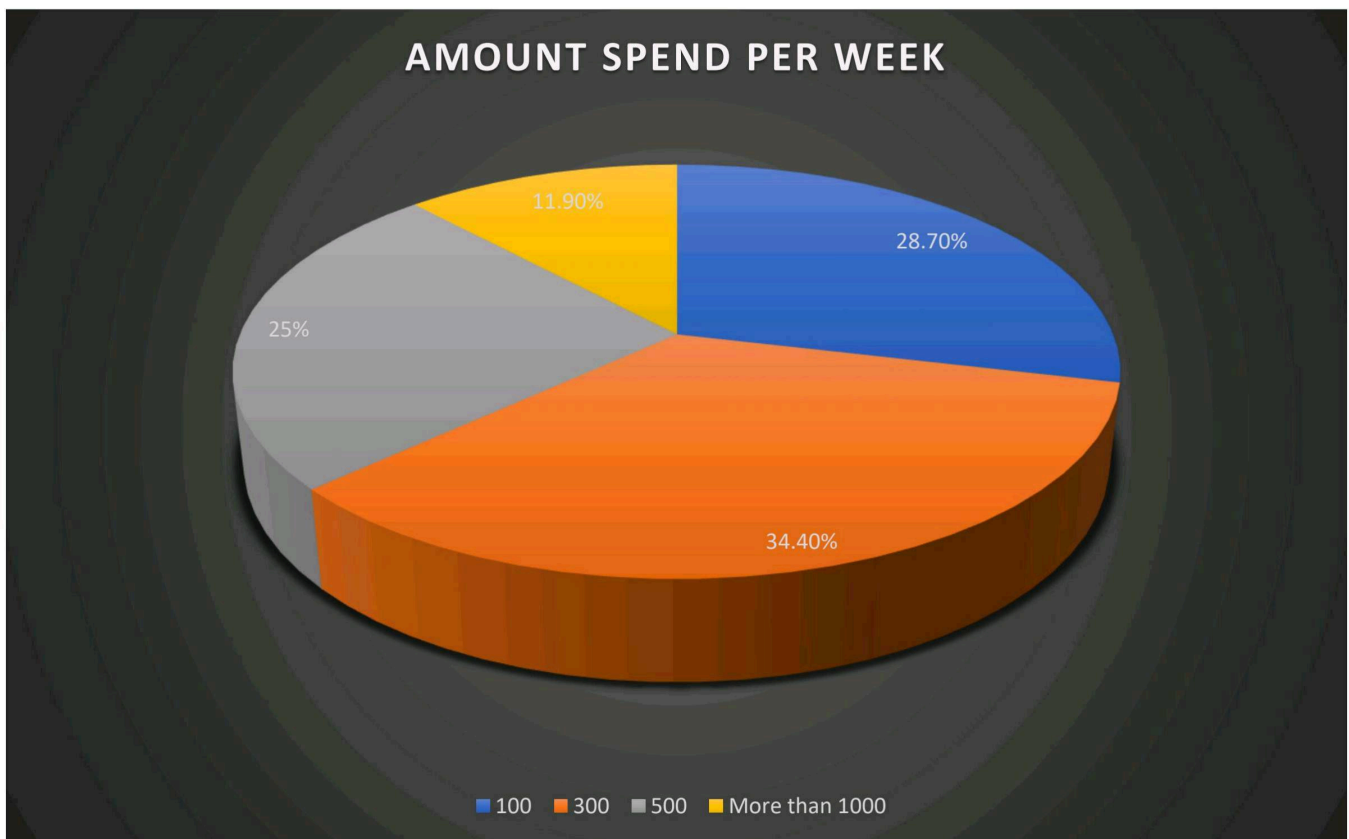
3.11 TABLE SHOWING THE AMOUNT SPEND ON FOOD FRANCHISE

AMOUNT	NO. OF. RESPONDENTS	PERCENTAGE
100	46	28.7%
300	55	34.4%
500	40	25%
More than 1000	19	11.9%
Total	160	100%

Source: Primary data

From this table, we get to know that 34.4% of respondents spend Rs.300 on an average in the food franchise per week, 28.7% spend Rs.100 per week, 25% of them spend Rs.500 per week, 11.9% spend more than Rs.1000 per week.

3.11 FIGURE SHOWING THE AMOUNT SPEND ON FOOD FRANCHISE



3.12 FIRST IMPRESSION

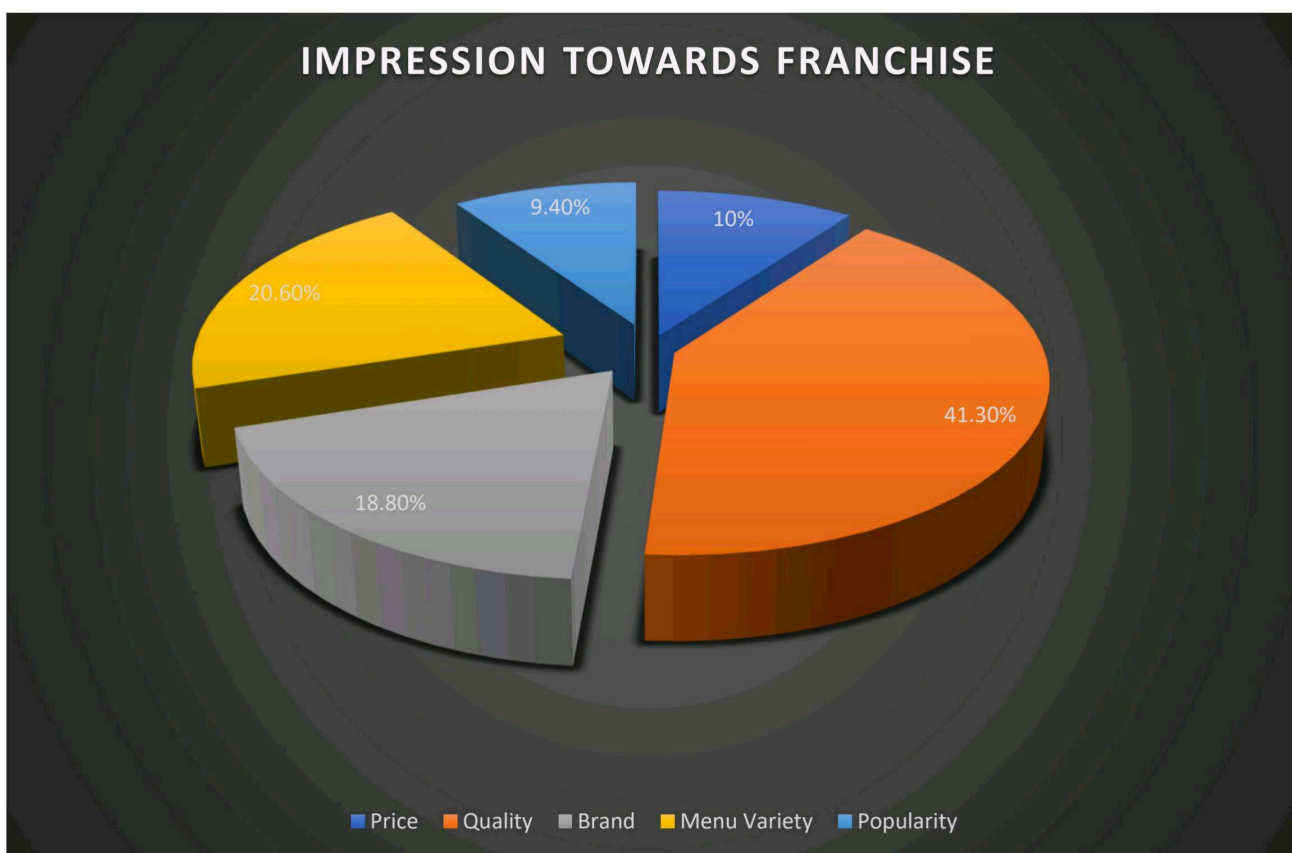
3.12 TABLE SHOWING THE FIRST IMPRESSION OF FOOD FRANCHISE

IMPRESSION	NO. OF. RESPONDENTS	PERCENTAGE
Price	16	10%
Quality	66	41.3%
Brand	30	18.8%
Menu Variety	33	20.6%
Popularity	15	9.4%
Total	160	100%

Source: Primary data

From the above, it is clear that 41.3% of respondents is getting the good impression firstly by analysing the quality, 20.6% respondents first impression by seeing the Menu variety, 18.8% are getting it with the Brand name, 10% in respect of price and 9.4% on the basis of popularity.

3.12 FIGURE SHOWING THE FIRST IMPRESSION OF RESPONDENTS TOWARDS THE FOOD FRANCHISE



3.13 MODE OF FRANCHISE

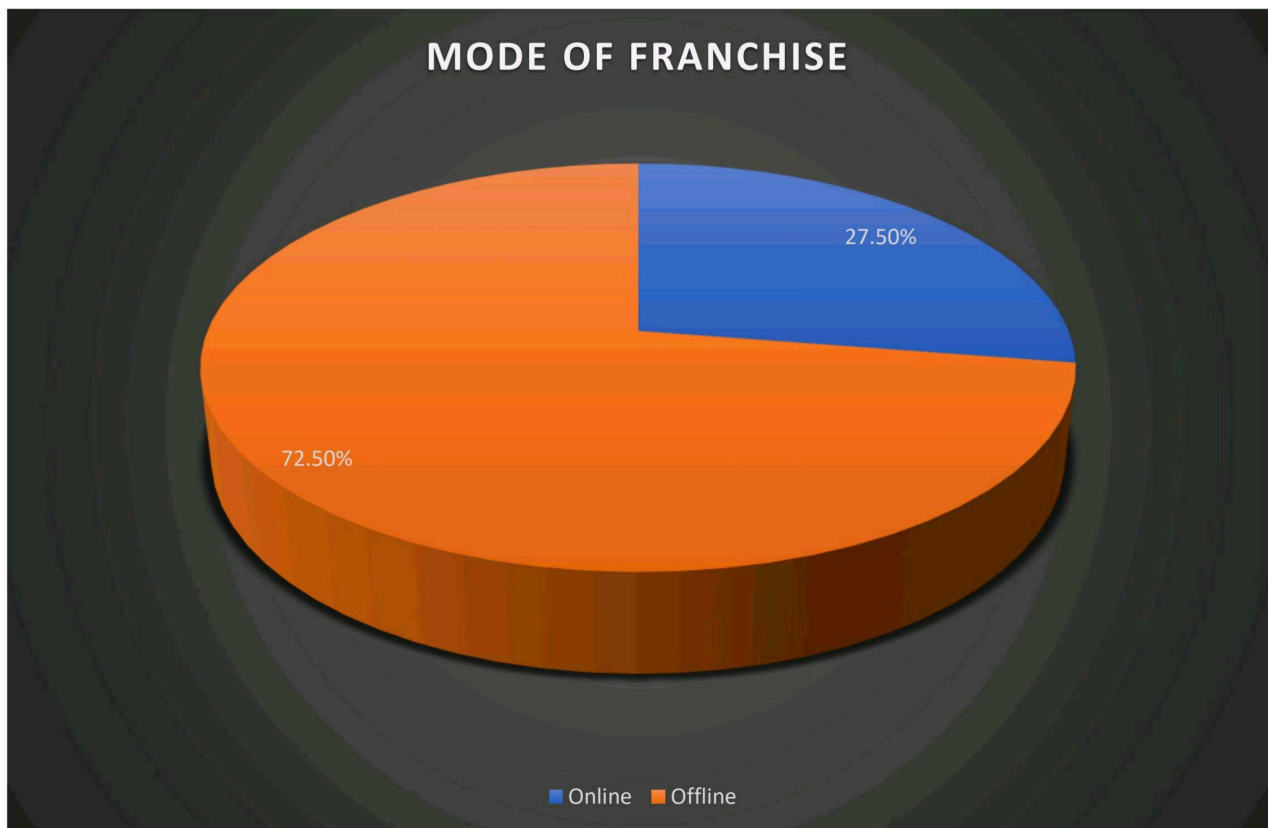
3.13 TABLE SHOWING THE BEST MODE OF FOOD FRANCHISE

MODE	NO. OF. RESPONDENTS	PERCENTAGE
Online	44	27.5%
Offline	116	72.5%
Total	160	100%

Source: Primary data

As per the table shown above, offline mode of food franchise is best with 72.5% according to the respondents and 27.5% of online mode.

3.13 FIGURE SHOWING THE BEST MODE OF FOOD FRANCHISE



3.14 COMMUNICATION MEDIUM

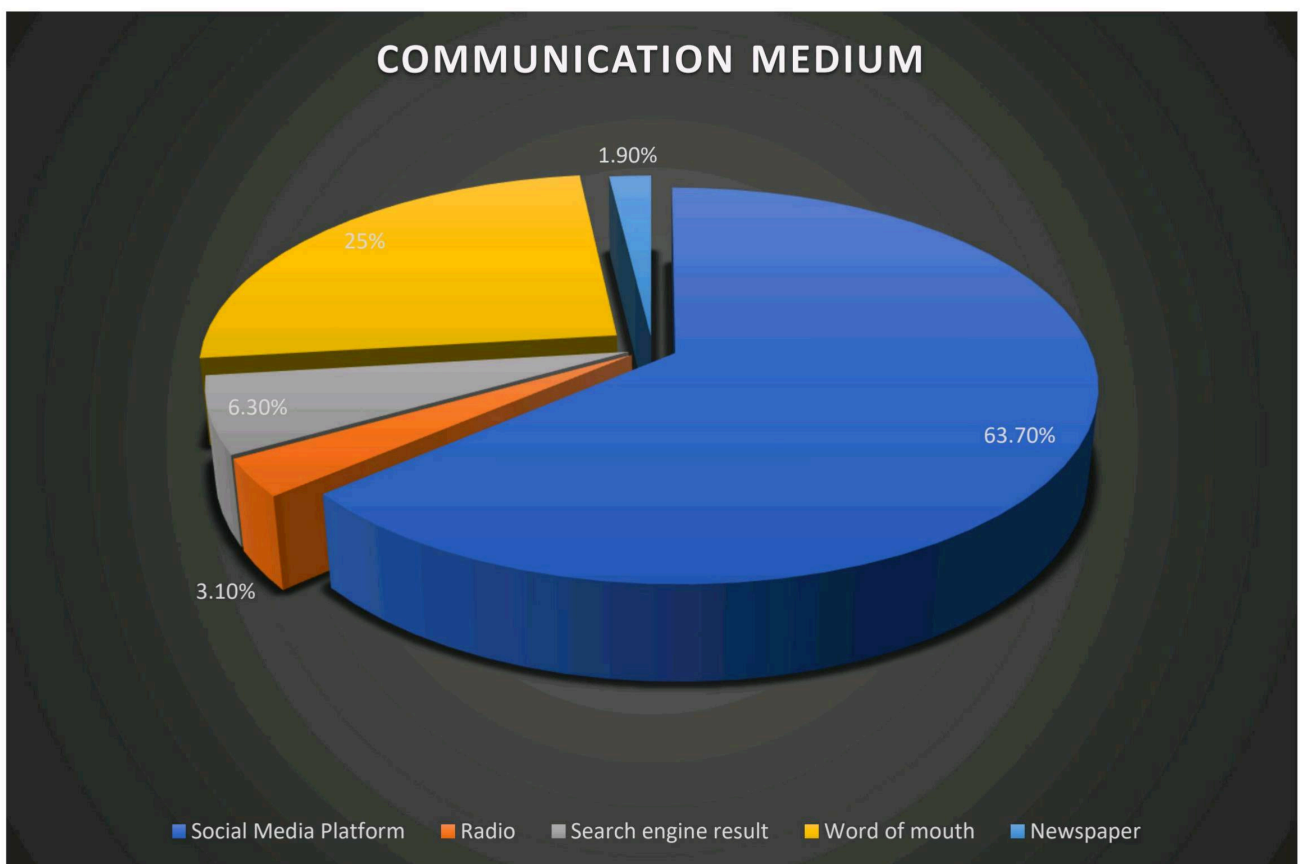
3.14 TABLE SHOWING THE COMMUNICATION MEDIUM THROUGH WHICH RESPONDENTS GET TO KNOW ABOUT FOOD FRANCHISE

MEDIUM	NO. OF. RESPONDENTS	PERCENTAGE
Social Media Platform	102	63.7%
Radio	5	3.1%
Search engine result	10	6.3%
Word of mouth	40	25%
Newspaper	3	1.9%
Total	160	100%

Source: Primary data

As per the table, 63.7% are get to know about food franchise through social media, 25% through word of mouth, 6.3% through search engine, 3.1% through radio and 1.9% through Newspaper.

3.14 FIGURE SHOWING THE COMMUNICATION MEDIUM THROUGH WHICH RESPONDENTS GET TO KNOW ABOUT FOOD FRANCHISE



3.15 TECHNICAL ISSUES FACED BY CUSTOMERS

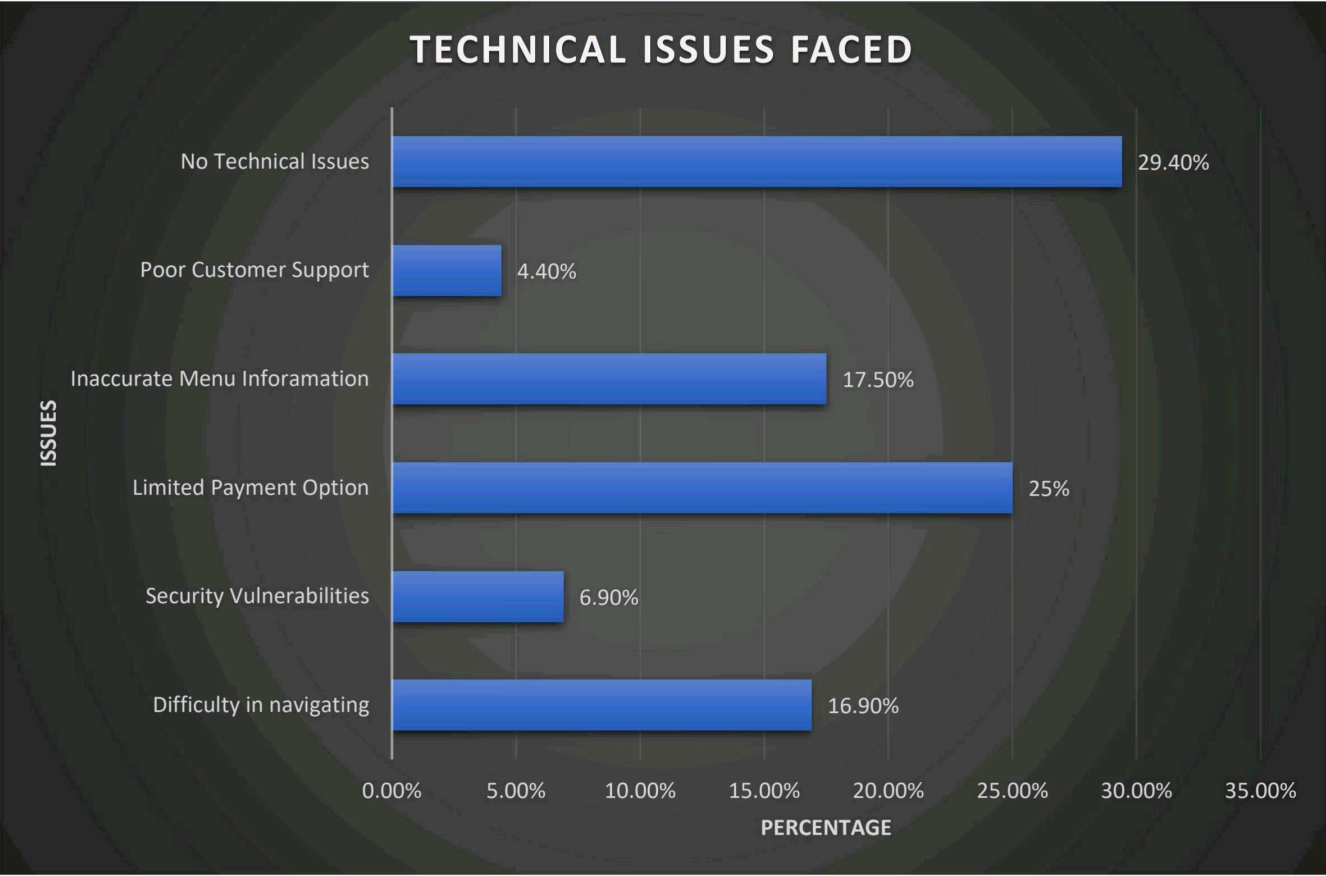
3.15 TABLE SHOWING THE TECHNICAL ISSUES FACED BY CUSTOMERS

TECHNICAL ISSUES	NO. OF. RESPONDENTS	PERCENTAGE
Difficulty in navigating	27	16.9%
Security Vulnerabilities	11	6.9%
Limited Payment Option	40	25%
Inaccurate Menu Information	28	17.5%
Poor Customer Support	7	4.4%
No Technical Issues	47	29.4%
Total	160	100%

Source: Primary data

From the above table, it is clear that 29.4% have no technical issues, 25% faced limited payment option, 17.5% faced inaccurate menu information, 16.9% found difficulty in navigating 6.9% faced security vulnerabilities and 4.4% faced poor customer support.

3.15 FIGURE SHOWING THE TECHNICAL ISSUES FACED BY CUSTOMERS



3.16 GARRET RANKING FOR THE FAVORITE FOOD IN FRANCHISE

3.16 TABLE SHOWING GARRET RANKING FOR THE FAVORITE FOOD OF RESPONDENTS IN THE FRANCHISE

PARTICULARS	R1	R2	R3	R4	R5	R6	R7	R8	TOTAL	AVERAGE	RANK
Burger	6160	1292	360	540	470	164	297	525	9808	61.3	1
Momos	240	544	1380	3834	1175	492	363	147	8175	51.09375	4
KFC Bucket Chicken	1840	952	540	324	517	533	627	1365	6698	41.8625	8
Paneer Tikka	560	816	1260	594	799	2788	429	231	7477	46.73125	6
Margherita Pizza	640	4828	900	594	470	410	924	147	8913	55.70625	2
Cheese Pizza	720	884	840	756	376	738	2178	378	6870	42.9375	7
KFC Popcorn Chicken	1040	816	300	1350	3102	779	231	273	7891	49.31875	5
Amul Ice cream	1600	748	4020	648	611	656	231	294	8808	55.05	3

Source: Primary data

INFERENCE:

It is inferred from the table 3.16 that the Favourite food of customers is Burger, so it is ranked as first, Margherita Pizza is ranked as second, Amul Ice cream is ranked as third, Momos is ranked as fourth, KFC Popcorn Chicken is ranked as fifth, Paneer Tikka is ranked as sixth, Cheese Pizza is ranked as seventh and KFC Bucket Chicken is ranked as eighth.

3.17 WEIGHTED AVERAGE

3.17 TABLE SHOWING WEIGHTED AVERAGE OF QUALITY ISSUES FACED BY CUSTOMER

PARTICULARS	R1	R2	R3	R4	R5	SCORE	WEIGHTED AVERAGE	RANK
Spoilage	42	25	16	20	57	505	84.1667	4
Contamination with filth	22	46	18	24	50	514	85.6667	3
Discoloration	22	35	30	20	53	527	87.8333	2
Off-Odours	26	22	21	30	61	558	93	1

Source: Primary data

INFERENCE:

It is inferred from the table 3.17 that most of the customers faced the issue of Off-odours, so it is ranked as first, Discoloration is ranked as second, Contamination with filth is ranked as third and Spoilage is ranked as fourth on the basis of weighted average.

3.18 CHI-SQAURE:

Test of Variance:

If the significant level, i.e. P Value is less than 0.05, reject H_0 and accept H_1 . The means are significantly different.

If the significant level, i.e. P Value is more than 0.05, accept H_0 . The means are not significantly different.

Null Hypothesis H_0 - There is no relationship between the age and preference of the respondents towards the franchise.

Alternative Hypothesis H_1 -There is a relationship between the age and preference of respondents towards the franchise.

Age * Preference Crosstabulation

AGE	PREFERENCE					Total
	Taste	Texture & consistency	Aroma	Just right	Appetizing	
Up to 25	84	10	10	7	7	118
25 to 30	13	1	0	1	0	15
30 to 35	3	1	1	0	2	7
36 to 40	1	0	1	0	0	1
Above 40	9	4	3	1	1	18
Total	110	16	15	9	10	160

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.378 ^a	16	0.427
Likelihood Ratio	16.154	16	0.442
Linear-by-Linear Association	0.949	1	0.33
N of Valid Cases	160		

Source: Computed data

INTERPRETATION:

Since the calculated value is more than the table value i.e. more than 0.05, the Null Hypothesis is accepted. Thus, there is no significant relationship between the age and preference of respondents towards the franchise.

3.19 INDEPENDENT SAMPLE TEST 1:

Test of Variance:

If the significant level, i.e. P Value is less than 0.05, reject H_0 and accept H_1 . The means are significantly different.

If the significant level, i.e. P Value is more than 0.05, accept H_0 . The means are not significantly different.

Null Hypothesis H_0 - There is no relationship between the salary and brand chosen by respondents.

Alternative Hypothesis H_1 -There is a relationship between the salary and brand chosen by respondents.

Group Statistics

	Salary	N	Mean	Std. Deviation
Brand	Up to 20000	104	2.55	1.915
	30000	29	2.69	1.873

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand	Equal variances assumed	.005	.946	-.354	131	.724	-.142	.400	-.933	.650
	Equal variances not assumed			-.358	45.654	.722	-.142	.395	-.937	.654

Source: Computed data

INFERENCE:

Since the calculated value is more than the table value i.e. more than 0.05, the Null Hypothesis is accepted. Thus, there is no significant relationship between the salary and the brand chosen by the respondents.

3.20 INDEPENDENT SAMPLE TEST 2:

Test of Variance:

If the significant level, i.e. P Value is less than 0.05, reject H_0 and accept H_1 . The means are significantly different.

If the significant level, i.e. P Value is more than 0.05, accept H_0 . The means are not significantly different.

Null Hypothesis H_0 - There is no relationship between the gender and brand chosen by respondents.

Alternative Hypothesis H_1 - There is a relationship between the gender and brand chosen by respondents.

Group Statistics

	Gender	N	Mean	Std. Deviation
Brand	Female	100	2.55	1.888
	Male	60	2.47	1.918

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand	Equal variances assumed	.431	.512	.269	158	.788	.083	.310	-.529	.696
	Equal variances not assumed			.268	122.813	.789	.083	.311	-.533	.700

Source: Computed data

INFERENCE:

Since the calculated value is more than the table value i.e. more than 0.05, the Null Hypothesis is accepted. Thus, there is no significant relationship between the gender and the brand chosen by the respondents.

CHAPTER IV

FINDINGS, SUGGESTIONS AND CONCLUSION

LIST OF CONTENT

S.NO	TITLE	PAGENO
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2	4.2 SUGGESTIONS	68-69
3	4.3 CONCLUSION	70
4	BIBLIOGRAPHY	71
5	APPENDIX	72-80

4.1 FINDINGS OF THE STUDY:

- 62.5% of the respondents are belongs to female.
- Majority of the respondents belong to the age group between up to 25 with 73.8%. So, this age group of people often visits the food franchise.
- 61.9% of the respondents are students, they mostly preferencing food franchise.
- 66.3% of the respondents are belongs to Under Graduate.
- 10.6% of the respondents are earning more than Rs.50000.
- On an average, majority of the respondents earning up to Rs.20000 and also visits the food franchise often.
- 33.8% of the respondents are visiting the food franchise occasionally.
- 16.9% of the respondents are visiting the franchise weekly.
- Majority of the respondents with 49.4% are influenced by the Menu variety prevailing in the food franchise.
- 82.5% of the respondents are recommended the food franchise to their friends.
- Majority of the respondents with 37.5% are liked the food taste.
- 34.4% of the respondents are spending Rs.300 weekly for food.
- 41.3% of the respondents are impressed with the quality of the food in franchise.
- 72.5% of the respondents preferred the offline mode of food franchise rather than the online mode.
- 63.7% of the respondents were get to know about the franchise through social media platforms.

- Majority of the respondents with 63.7% preferred Family style and fast-food type franchise.
- Majority of respondents are not satisfied with the pricing of the food franchise.
- From the Garret Ranking table, it is found that the Favourite food of customers is Burger, so it is ranked as first, Margherita Pizza is ranked as second, Amul Ice cream is ranked as third, Momos is ranked as fourth, KFC Popcorn Chicken is ranked as fifth, Paneer Tikka is ranked as sixth, Cheese Pizza is ranked as seventh and KFC Bucket Chicken is ranked as eighth because this has least rank among all.
- From the weighted average , it is found out that majority of the respondents faced the issue of Off-odours, so it is ranked as first, Discoloration is ranked as second, Contamination with filth is ranked as third and Spoilage is ranked as fourth on the basis of weighted average.
- From the chi-square test, it is found there is no significant relationship between the age and preference of respondents towards the franchise because the calculated value is more than the table value i.e. more than 0.05.
- From the Independent Sample Test, it is found that there is no significant relationship between the salary and the brand chosen by the respondents since the calculated value is more than the table value i.e. more than 0.05.
- Also from the Independent Sample Test, it is found that there is no significant relationship between the gender and the brand chosen by the respondents.

4.2 SUGGESTION

- As per the study, Majority of the respondents are belongs to the age group of 25, they are the major customers of the food franchise, so the franchise can target all the age group of people to have a more customers.
- 63.7% of the respondents got information from social media platform. Apart from social media, they need to concentrate on other modes of advertisement(like Television,Newspaper).
- Majority of the respondents are influenced by the menu. So, the food franchise can increase the menu varieties in order to attract the customers.
- Majority of the respondents are preferred “family style food franchise”. It’s big oppurtunity for the new start up entrepreneurs. Anyone can come with family style food franchise.
- Majority of the respondents felt that the quantity of food is not worth to the price they’re spending. So, the franchising company should increase the quantity of food or they should reduce the cost of the food.
- Majority of the respondents are preferred the food franchise by seeing the brand reputation, so the franchise can continue to advertise their brand.
- Majority of the respondents only visits the food franchise weekly. Because of the high price, the respondents cannot able to afford weekly. So, the price can be reduced.
- Majority of the respondents had agreed that they faced packaging problems during the online delivery. So, the food franchise companies should concentrate on safe packaging techniques.
- Majority of the respondents visit the franchise monthly. So, to Increase the frequency of visit of customer the franchise can give them innovative, creative and tasty dishes.
- Majority of the respondents are preferred fast-food items. They can include more fast-food items to attract more customers.
- Majority of the respondents are agreed that they will switch over to the other brands. They have to provide more discounts and offers to customer.
- Respondents preferred offline food franchise. But the balance 27.5% choose online food franchise. So, they can improve the online food franchise. If they concentrate both online and offline, they can achieve more number of customers.

- The respondents had strongly agreed that they have limited payment option in the online. The franchise can give more payment options for the customers while buying food through the online mode.
- Majority of the respondents had an issue of paying additional charges while doing online payments. It can be reduced if they brought it to small amount.
- From the Garret Ranking table, it's found that KFC Bucket chicken got the least rank among all others, So the food franchise companies can provide more quantity of chicken and they can improve the taste and flavor of the chicken to increase it's rank.

4.3 CONCLUSION

Franchising business is important in today's scenario. For those who want to begin a new business, it's the best thing to choose franchising. Because with the limited investment they can start a new business and they can become an entrepreneur. In the fast-moving world, everyone is busy with their work and give less time for preparing food. All are wanted to buy the food from outside with variety of items and in different taste. So, the food franchising has a demand among people at present. Thus, new entrepreneurs can choose this type of food franchising to start their business and can offer food items in a healthy way with a good taste and quality. So, with a limited investment the entrepreneurs can earn more profit.

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BIBLIOGRAPHY

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APPENDIX

1. Name

2. Age

a)Up to 25

b)26 to 30

c)31 to 35

d)36 to 40

e)above 40

3. Gender

a)Female

b)Male

4. Education

a)SSLC

b)HSC

c)Under Graduation

d)Post Graduation

e)Professional courses

f)Other _____

5. Occupation of respondent

a)Private

b)Public

c)Business

d)Student

e)Other specify _____

6. Monthly salary (in Rs.) _____

- a) Upto 20,000
- b) 20,000 to 30,000
- c) 30,000 to 40,000
- d) above 50,000

7. How often do you visit our Food Franchise branch?

- a) Weekly
- b) Monthly
- c) Twice in a month
- d) Six month once

8. What was your first impression of the Food Franchise?

- a) Price
- b) Quality
- c) Brand
- d) Menu variety
- e) Popularity

9. State the factors influencing to choose a Food Franchise.

Influencing Factors	Very Strongly	Strongly	Moderately	Poorly	Very Poorly
Price					
Quality of food					
Brand reputation					
Location					

Menu variety					
Customer service					
Discounts					

10. What aspects of Features are appreciated by your customer?

- a)Ambiance
- b)Cleanliness
- c)Service
- d)Menu Variety
- e)Taste of food
- f)Quality

11. What percentage of discount do you expect to switch your current brand?

- a)1-10%
- b)10-25%
- c)25-50%
- d)above50%

12. How much money do you spend on buying fast food per week? (in Rs.)

- a)Upto 1000
- b)1001 to 1500
- c)1501 to 2000
- d)Above 2000

13. Which mode of Food Franchise is best?

- a)Online
- b)Offline

14. Through which communication medium did you get to know about Food Franchise?

- a) Social media platform
- b) Radio
- c) Search engine result
- d) Word of mouth
- e) Newspaper
- f) others (specify)

15. How do you rate food quality?

- a) Appetizing
- b) Aroma
- c) Taste
- d) Texture and Consistency
- e) Just right

16. What type of food do you prefer when you going out?

- a) Fast food
- b) Casual dining
- c) Fine dining
- d) Family style
- e) Food truck
- f) Cafe
- g) Food stands
- h) Food cart

17. What type of Food products do you prefer the most?

- a)Burgers
- b)Pizzas
- c)Sandwiches
- d)Salad
- e)Desserts
- f)Beverages
- g)Other

18. How would you describe your perception of the pricing at our Food Franchise?

- a)Affordable
- b)Reasonable
- c)Neutral
- d)Low price
- e)High price

19. How would you rate the variety of menu items available at different price points?

- a)Very good
- b)Good
- c)Fair
- d)Poor

20. Rate the following Food items from 1 to 8, with 1 being your most favourite and 8 being your least favourite in our Franchise.

	1	2	3	4	5	6	7	8
Burger								
Margherita Pizza								
Amul Ice cream								
Momos								
KFC popcorn chicken								
Paneer Tikka								
Cheese Pizza								
KFC Bucket Chicken								

21. How often do you take advantage of special promotions or discounts offered by our Food Franchise?

- a) Always
- b) Often
- c) Occasionally
- d) Rarely
- e) Never

22. Which App do you use the most to order our foods in online?

- a) Zomato
- b) Swiggy
- c) Domino's Pizza
- d) Uber eats
- e) Just eat
- f) Pizza hut
- g) KFC

23. Do you ever encountered any of the Technical issue while using our online platform?

- a)Difficulty in navigating
- b)Security vulnerabilities
- c)Limited payment option
- d)Inaccurate menu information
- e)Poor customer support
- f)No technical issues

24. Have you encountered any issues with Billing or Payment during online orders?

- a)Additional charges
- b)Fraud
- c)Payment method declined
- d)Technical issues
- e)Card data security

25. Have you ever encountered issues with the Quality of the Food you received from our company? (give 1 if you encountered issues often and give 5 if not)

ISSUES	1	2	3	4	5
Spoilage					
Contamination with flith					
Discoloration					
Off-odours					

26. Have you experienced any issues with the packaging that affected the quality or presentation of Food?

- a)Yes
- b)No

27. Give Yes or No for the following.

	Yes	No
i. Aware of any popular Food Franchise in your area?		
ii. Is products offered provide value for money?		
iii. Is there options to customize your order?		
iv. Any health options on menu?		
v. Is there any difference in original shop Franchise shop products?		

28. What is Influencing you to visit the Branches?

- a)Location
- b)Menu variety
- c)Pricing
- d)Recommendations
- e)Discounts

29. Would you recommend our Food Franchising to others?

- a)Friends
- b)Family
- c)Relatives
- d)Followers

30. How much did you invest, in the food franchise?

- a)Upto 25 lakhs
- b)25 to 50 lakhs
- c)50 to 60 lakhs
- d)60 to 70 lakshs

31. How much monthly profit would you earn approximately?

- a)Upto 25000
- b)30000 to 40000
- c)40000 to 50000
- d)50000 to 60000

32. How long do you running your food franchise?

- a)Upto 5 years
- b)5 to 10 years
- c)10 to 15 years
- d)15 to 20 years

33. How many employees do you have in your franchise?

- a)Upto 50
- b)50 to 100
- c)100 to 150
- d)150 to 200

34. Which type of Food Franchise you are running?

- a)Business format franchise
- b)Job franchise
- c)Product franchise
- d)Investment franchise

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS D-MART IN MADURAI CITY

The project report submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of commerce (S.F).

SUBMITTED BY

NAME	REGISTER NUMBER
1. K. S. AMRUTHA	2021AC03
2. S. BALA SRI SNEHA	2021AC07
3. M. DHARSHANA	2021AC09
4. G. KAVIPRIYA	2021AC26
5. S. KIRUTHIGA	2021AC31
6. M. SANTHIYA	2021AC54
7. G.P. SRINITHI	2021AC69
8. M. SUVETHA	2021AC73
9. S. RITHISWARI	2020AC38

Under the Guidance of
Mrs. N. Sukasini, M.Com., M.Phil.
Assistant professor
Department of Commerce (SF)



Fatima College (Autonomous)
Madurai-625 018
APRIL-2024

BONAFIDE CERTIFICATE

This is to certify that the project work entitled, “A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS D-MART IN MADURAI CITY” is a Bonafide research work

Done by

NAME	REGISTER NUMBER
1. K. S. AMRUTHA	(2021AC03)
2. S. BALA SRI SNEHA	(2021AC07)
3. M. DHARSHANA	(2021AC09)
4. G. KAVIPRIYA	(2021AC26)
5. S. KIRUTHIGA	(2021AC31)
6. M. SANTHIYA	(2021AC54)
7. G.P. SRINITHI.	(2021AC69)
8. M. SUVETHA	(2021AC73)
9. S. RITHISWARI	(2020AC38)

In partial fulfilment of the requirement for the award of bachelor of Commerce degree, Fatima college, Madurai, under the guidance of **Mrs. N. Sukasini, M.Com., M.Phil.,** Department of commerce(SF).

Submitted for Viva-Voce examination held on 18.03.2024



INTERNAL EXAMINER
(Mrs.N.Sukasini)



EXTERNAL EXAMINER



HEAD OF THE DEPARTMENT
(Dr.P.Sakunthala)

DECLARATION

We, the under signed students pursuing Bachelor of Commerce (S.F) at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled, “A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS D-MART IN MADURAICITY ”is our original work and no part has been submitted for the award of any similar titles.

NAME		SIGNATURE
1. K. S. AMRUTHA	(2021AC03)	
2. S. BALA SRI SNEHA	(2021AC07)	
3. M. DHARSHANA	(2021AC09)	
4. G. KAVIPRIYA	(2021AC26)	G. Kavipriya
5. S. KIRUTHIGA	(2021AC31)	S. Kiruthiga
6. M. SANTHIYA	(2021AC54)	M. Santhiya
7. G.P. SRINITHI.	(2021AC69)	G. P. Srinithi
8. M. SUVETHA	(2021AC73)	M. Suvetha
9. S. RITHISWARI	(2020AC38)	S. Rithi

Place: Madurai

Date:18.03.2024

ACKNOWLEDGEMENT

First and foremost we thank god Almighty the creator without him our work could not have been a success.

We wish to acknowledge our sincere gratitude and thanks to our principal Rev. Dr. Sr. G. Celine Sahaya Mary, M.B.A., FDP., Ph.D., for having extended all facilities in the college towards the completion of our course,

We extend our sincere gratitude to Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., Ph.D. the Head of the Department of Commerce with computer application and Commerce (SF) for her encouragement throughout the preparation of this project.

We owe our special thanks to Mrs. N. Sukasini, M.Com., M.Phil. for her guidance and encouragement during the preparation till the completion of this research.

Finally, we express our heartfelt appreciation to our family members & friends for their abundant support throughout this study.

A STUDY ON CONSUMER PREFERENCE TOWARDS SMART WATCHES WITH REFERENCE TO MADURAI CITY

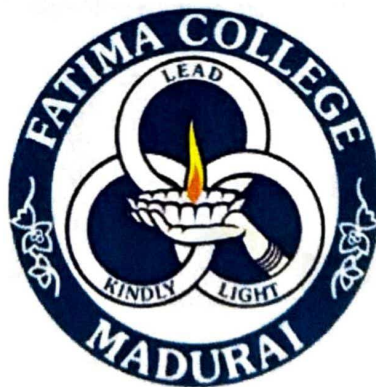
The project report submitted in partial fulfillment of the requirement for the award of the degree of Bachelor of commerce (S.F).

SUBMITTED BY

NAME	REGISTER NUMBER
1.ARUNA.T	2021AC06
2.ALAMELU.M. K	2021AC37
3.NASIRA BANU.M	2021AC42
4.ROOBINLA	2021AC52
5.SANTHIYA REXCHIBA.A	2021AC55
6.SARANYA.L	2021AC56
7.SHETRA.M. S	2021AC58
8.VEERA HARINI.C	2021AC86

Under the guidance of

Mrs. C. Joselyn Nithya, M.Com., M.Phil., (Ph.D.)



Department of Commerce (SF)

Fatima College (Autonomous)

Madurai-625 018

APRIL 2024

BONAFIED CERTIFICATE

This is to certify that the project work entitled, "A STUDY ON CONSUMER PREFERENCE TOWARDS SMART WATCHES WITH REFERENCE TO MADURAI CITY" is a Bonafide research done by,

1.ARUNA.T	2021AC06
2.ALAMELU.M. K	2021AC37
3.NASIRA BANU.M	2021AC42
4.ROOBINI.A	2021AC52
5.SANTHIYA REXCHIBA.A	2021AC55
6.SARANYA.L	2021AC56
7.SHETRA.M. S	2021AC58
8.VEERA HARINI.C	2021AC86

In partial fulfillment of the award of the B.com(SF) Degree in bonafide record of work under the guidance of Mrs. C. Joselyn Nithya, M.Com., M.Phil., (Ph.D.), Department of Commerce with Computer Applications during the year (2023-2024).

Head of the Department

P. Sakthale

Internal Examiner

Joselyn Nithya

Submitted for Viva-Voice examination held at Fatima College, Madurai - 625 018, on

18/03/2024

External Examiner

Ruby.

DECLARATION

We, the under signed students pursuing Bachelor of Commerce (S.F) at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled,

“A STUDY ON CONSUMER PREFERENCE TOWARDS SMART WATCHES WITH REFERENCE TO MADURAI CITY” is our original work and no part has been submitted for the award of any similar titles.

NAME		SIGNATURE
1.ARUNA.T	2021AC06	T. Aruna
2.ALAMELU.M. K	2021AC37	Alamelu
3.NASIRA BANU.M	2021AC42	M. Nasira Banu
4.ROOBINLA	2021AC52	A. Roobini
5.SANTHIYA REXCHIBA.A	2021AC55	A. Santhiya Rexchiba
6.SARANYA.L	2021AC56	Saranya .L.
7.SHETRA.M. S	2021AC58	Shetra . M. S
8.VEERA HARINI.C	2021AC86	Veeraharini . C

Place: Madurai

Date: 18.03.2024

ACKNOWLEDGEMENT

First and foremost we thank god Almighty we creator and sole provider of the universe, without him our work could not have been a success.

We wish to to acknowledge our sincere gratitude and thanks to our principal **Rev. Dr. Sr. G. Celine Sahaya Mary, M.B.A., FDP., Ph.D.**, for having extended all facilities in the college towards the completion of our course,

We extend our sincere gratitude to **Dr. P. Sakunthala M. Com, M.Phil., PGDCA., Ph.D.** the Head of the Department Commerce with computer application and Commerce (sf) for her encouragement throughout the preparation of this project.

We own our special time to **Mrs. C. Joselyn Nithya, M.Com., M.Phil., (Ph.D.)** for guidance and encouragement during the preparation till the completion of this research. Finally, we express our heartfelt appreciation to our family members & friends for their abundant support throughout this study.

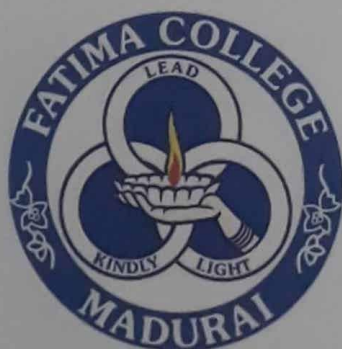
A STUDY ON CONSUMER BEHAVIOUR IN MAKING DIGITAL PAYMENT IN MADURAI CITY

A Study report Submitted in partial fulfilment of the requirement
For the award of the Degree of
Bachelor of Commerce (SF)
Madurai Kamaraj University
(2023-2024)

Submitted by

K.DIVYA BHARATHI	(2021AC12)
S.S.HARINI MAHESH	(2021AC15)
A.ISWARYA	(2021AC19)
K.KAVYA	(2021AC28)
O.LAKSHMI	(2021AC34)
R.PAVITHRA	(2021AC45)
B.PRIYADHARSHINI	(2021AC49)
T.S.SRENETHE	(2021AC67)

Under the guidance of
Dr. T. K. LATHA MAHESWARI, M.COM, M.PHIL, PGDCA, Ph.D., SET
ASSITANT PROFESSOR
COMMERCE (SF)



FATIMA COLLEGE (AUTONOMOUS)
(College with potential for excellence)

Re-Accredited with "A++" Grade by NAAC (4th cycle) Mary Land,
Madurai 625018.
APRIL - 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMER BEHAVIOUR IN MAKING DIGITAL PAYMENT IN MADURAI CITY". It is a bonafide record of the project work done by: K.DIVYA BHARATHI (2021AC12), S.S.HARINIMAHESH (2021AC15), A.ISWARYA (2021AC19), K.KAVYA (2021AC28), O.LAKSHMI (2021AC34), R.PAVITHRA (2021AC45), B.PRIYADHARSHINI (2021AC49), T.S.SRENETHE (2021AC67). In partial fulfillment of the award of the B.com. (SF) Degree in Bonafide record of the work under the guidance of DR.T.K.LATHA MAHESWARI, MCOM, M.PHIL, PGDCA, Ph.D., SET., Assistant Professor, Department of commerce (sf) during the year 2023-2024.

Head of the department

P. Sathish Kumar

Internal Examiner

T.K. Latha Maheswari 18/3/2024

Submitted for viva-voce held on 18/03/2024

External Examiner

C. R. Dhanasekaran
18/3/2024

DECLARATION

Hereby we declare that this software project titled, "A STUDY ON CONSUMER BEHAVIOUR IN MAKING DIGITAL PAYMENT MADURAI CITY" has been done thoroughly at the outside knowledge and has not drafted out to any other mode of information.

REG.NO	NAME	CANDIDATE SIGNATURE
2021AC12	K.DIVYA BHARATHI	K. Divya Bharathi
2021AC15	S.S.HARINI MAHESH	S.S. Harini Mahesh
2021AC19	A.ISWARYA	A. Iswarya
2021AC28	K.KAVYA	K. Kavya
2021AC34	O.LAKSHMI	O. Lakshmi
2021AC45	R.PAVITHRA	R. Pavithra
2021AC49	B.PRIYADHARSHINI	B. Priyadharshini
2021AC67	T.S.SRENETHE	T.S. Srethe

DATE : 18/03/2024

PLACE : MADURAI

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G.CELINE SAHAYA MARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P.SAKUNTHALA, M.COM., M.Phil., PGDCA., Ph.D** Head & Assistant Professor Department of Commerce with Computer Applications, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to **Dr. T.K.LATHA MAHESWARI, M.COM, M.PHIL, PGDCA, Ph.D., SET.,** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this study.

**A STUDY ON PEOPLE'S PREFERENCE TOWARDS ONLINE
EDUCATION WITH SPECIAL REFERENCE TO MADURAI CITY**

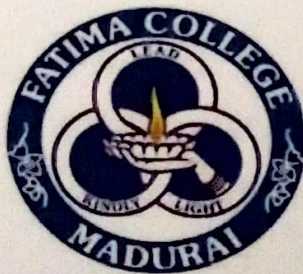
The project report submitted in partial fulfillment of the requirement for the award of the degree of Bachelor of commerce (S.F).

SUBMITTED BY

NAME	REGISTER NUMBER
1. HEMINI V	2021AC18
2. KAVIYA SHREE G	2021AC27
3. SHANMUGA PRIYA R	2021AC57
4. SINISHA N	2021AC64
5. SOFIA RUTH H	2021AC65
6. VAISHNAVI A	2021AC77
7. VARSHA R	2021AC78
8. VARSHINI K	2021AC79

Under the guidance of

Mrs. R. Kousalya M.Com., (NET)., B.Ed.(Phd)



Department of Commerce (SF)

Fatima College (Autonomous)

Madurai-625 018

MARCH 2024

BONAFIED CERTIFICATE

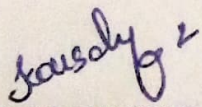
This is to certify that the project work entitled, "A STUDY ON PEOPLE'S PREFERENCE TOWARDS ONLINE EDUCATION WITH SPECIAL REFERENCE TO MADURAI CITY" is a Bonafied research done by,

HEMINI V	(2021AC18)
KAVIYA SHREE G	(2021AC27)
SHANMUGA PRIYA R	(2021AC57)
SINISHA N	(2021AC64)
SOFIA RUTH H	(2021AC65)
VAISHNAVI A	(2021AC77)
VARSHA R	(2021AC78)
VARSHINI K	(2021AC79)

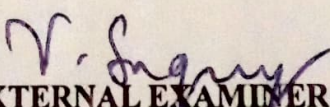
In partial fulfillment of the requirement for the award of Bachelor of Commerce Degree, Fatima College, under my guidance and supervision and that no part of it has been presented before for any other degree, diploma, fellowship or other similar title.

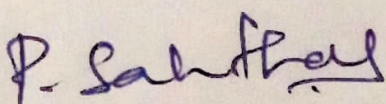
A Study on people's preference Towards online Education.

Submitted for Viva-Voce examination held at Fatima College, Madurai - 625 018, on 18.03.2024


FACULTY GUIDE

(Mrs. KOUSALYA R)


EXTERNAL EXAMINER


HEAD OF THE DEPARTMENT

(Dr. Mrs.SAKUNTHALA P)

DECLARATION

We, the under signed students pursuing Bachelor of Commerce (S.F) at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled, "A STUDY ON PEOPLE'S PREFERENCE TOWARDS ONLINE EDUCATION WITH SPECIAL REFERENCE TO MADURAI CITY" is our original work and no part has been submitted for the award of any similar titles.

NAME	SIGNATURE
HEMINI V (2021AC18)	V. hemini
KAVIYA SHREE G (2021AC27)	G. Kaviya Shree
SHANMUGA PRIYA R (2021AC57)	R. Shanmuga priya
SINISHA N (2021AC64)	N. Sinisha
SOFIA RUTH H (2021AC65)	H. Sofia Ruth
VAISHNAVI A (2021AC77)	A. Vaishnavi
VARSHA R (2021AC78)	R. Varsha
VARSHINI K (2021AC79)	K. Varshini

Place: Madurai

Date: 18.03.24

ACKNOWLEDGEMENT

First and foremost we thank god Almighty we creator and sole provider of the universe, without him our work could not have been a success.

We wish to acknowledge our sincere gratitude and thanks to our principal **Rev. Dr. Sr. G. Celine Sahaya Mary, M.B.A., FDP., Ph.D.**, for having extended all facilities in the college towards the completion of our course,

We extend our sincere gratitude to **Dr.P.Sakunthala, M. Com., M.Phil., PGDCA, Ph.D.** the Head of the Department Commerce with computer application and Commerce (sf) for her encouragement throughout the preparation of this project.

We owe our special time to **Mrs. R. Kousalya M.com (NET)., B.Ed.(Phd)** for guidance and encouragement during the preparation till the completion of this research.

Finally, we express our heartfelt appreciation to our family members & friends for their abundant support throughout this study.

**A STUDY ON CUSTOMER PREFERENCE TOWARDS SONY TELEVISION WITH
SPECIAL REFERENCE TO MADURAI CITY**

The project report submitted in partial fulfilment of the requirement for the award of the Degree
of Bachelor of Commerce

Submitted by

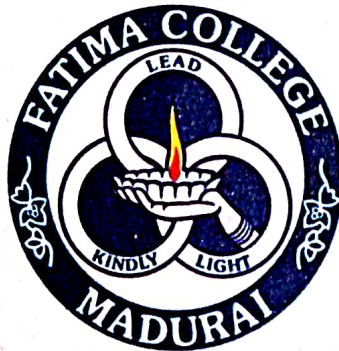
NAME	REGISTER NUMBER
1. K. KOWSALYADEVI	2021AC33
2. G. MALAR VIZHI	2021AC38
3. R. RAYHANA BEGUM	2021AC51
4. S. SHIBA FATHIMA	2021AC59
5. M. SHYAMA	2021AC62
6. S. SRITHARSHA	2021AC68
7. K. SWETHA	2021AC74
8. R. WAHEEDA AFREEN	2021AC81

Under the Guidance of

Mrs. M. Fanny. M.Com., M.Phil., D.FOM., NET, SET, (Ph.D.)

Assistant Professor

Department of Commerce (S.F.)



Fatima College (Autonomous)

Madurai-625018

APRIL 2024

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND

MADURAI-625018

BONAFIDE CERTIFICATE

This is to certify that the project research entitled, "A STUDY ON CUSTOMER PREFERENCE TOWARDS SONY TELEVISION WITH SPECIAL REFERENCE TO MADURAI CITY" is a bonafide research done by,

K. KOWSALYADEVI (2021AC33)

G. MALAR VZHI (2021AC38)

R. RAYHANA BEGUM (2021AC51)

S. SHIBA FATHIMA (2021AC59)

M. SHYAMA (2021AC62)

S. SRITHARSHA (2021AC68)

K. SWETHA (2021AC74)

R. WAHEEDA AFREEN (2021AC81)

In partial fulfilment of the requirement for the award of the Degree of Bachelor of Commerce of Madurai Kamaraj University, during the year 2023-2024



Head of the Department

Faculty Guide



Mrs. M. Fanny,

Mrs.P. Sakunthala,

M.Com., M.Phil., PGDCA., Ph.D.

M.Com., M.Phil., D.FOM., NET, SET, (Ph.D.)



External Examiner

Submitted viva-voce held on 18.03.2024

DECLARATION

We, the under signed students pursuing Bachelor of Commerce at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declare that this project report entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS SONY TELEVISION WITH SPECIAL REFERENCE TO MADURAI CITY" is our original work and no part has been submitted for the award of any similar titles.

NAME	SIGNATURE
1. K. KOWSALYADEVI (2021AC33)	K. Kowsalyadevi
2. G. MALAR VIZHI (2021AC38)	G. Malar Vizhi
3. R. RAYHANA BEGUM (2021AC51)	R. Rayhana Begum
4. S. SHIBA FATHIMA (2021AC59)	S. Shiba Fathima
5. M. SHYAMA (2021AC62)	M. Shyama
6. S. SRITHARSHA (2021AC68)	S. Sridharsha
7. K. SWETHA (2021AC74)	K. Swetha .
8. R. WAHEEDA AFREEN (2021AC81)	Waheeda Afreen R

Place: Madurai

Date: 18.03.2024

ACKNOWLEDGEMENT

First and foremost we thank God almighty the creator without him our work could not have been a success.

We wish to acknowledge our sincere gratitude and thanks to our principal Rev. Dr. Sr. G. CELINE SAHAYA MARY, M.B.A., FDP., Ph.D., for having extended all facilities in the college towards the completion of our course,

We extend our sincere gratitude to Mrs.P. Sakunthala, M.Com., M.Phil., PGDCA.,Ph.D., the Head of the Department Commerce with Computer Application and Commerce (S.F.) for her encouragement throughout the preparation of this project.

We owe our special thanks to Mrs. M. Fanny, M.Com., M.Phil., D.FOM., NET., SET, (Ph.D.), Assistant Professor, Department of Commerce (S.F.) for her guidance and encouragement during the preparation till the completion of this project.

Deepest appreciation to all our friends, thank you for being there for us always.

**“A COMPARATIVE STUDY ON ONLINE BUSINESS VS OFFLINE
BUSINESS WITH SPECIAL REFERENCE IN MADURAI CITY”.**

A project report submitted in partial fulfilment of the award of the degree of

BACHELOR OF COMMERCE for the Degree of

MADURAI KAMARAJ UNIVERSITY .

SUBMITTED BY :

A.APARNA	2021AC05
K. GAYATHRI	2021AC13
M. G. HEMA PURANI	2021AC17
V. KARTHIKEYANI	2021AC24
R. KEERTHIKA	2021AC30
N. NIVETHA	2021AC44
V. YUTHIKAA	2021AC83
A.M.M. RAAJAPRIYADHARSHANA	2021AC85

Under the guidance of

DR. P. SAKUNTHALA, M.Com., M. Phil., PGDCA., SET, Ph.D.



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for Excellence)

(Re-Accredited with “A++” grade by NAAC)

MARY LAND, MADURAI – 625018

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A COMPARATIVE STUDY ON ONLINE BUSINESS Vs OFFLINE BUSINESS WITH SPECIAL REFERENCE TO MADURAI CITY" is a bonafide record of the project work done by,

A.APARNA	2021AC05
K. GAYATHRI	2021AC13
M.G. HEMA PURANI	2021AC17
V. KARTHIKEYANI	2021AC24
R. KEERTHIKA	2021AC30
N. NIVETHA	2021AC44
V. YUTHIKAA	2021AC83
A.M.M. RAAJAPRIYADHARSHANA	2021AC85

This is submitted in partial fulfilment for the award of BACHELOR OF COMMERCE DEGREE of Madurai Kamaraj University, Fatima College, Madurai during FEB 2024 to MAY 2024 under our guidance.


Head of the Department


Internal Guide

Submitted for VIVA – VOCE Examination held at the Department of Commerce (SF).

Fatima College, Madurai on 18.03.2024


EXTERNAL EXAMINER

DECLARATION

We hereby state that the project for the Degree of Commerce on "A COMPARATIVE STUDY ON ONLINE BUSINESS VS OFFLINE BUSINESS WITH SPECIAL REFERENCE TO MADURAI CITY" is our original work and no part of this project has been submitted for the award of any other similar titles.

NAME	REG NO
A. APARNA	2021AC05
K. GAYATHRI	2021AC13
M.G. HEMA PURANI	2021AC17
V. KARTHIKEYANI	2021AC24
R. KEERTHIKA	2021AC30
N. NIVETHA	2021AC44
V. YUTHIKAA	2021AC83
A. M.M. RAAJAPRIYADHARSHANA	2021AC85

PLACE : MADURAI

DATE : 18.03.2024.

Signature of candidates:

A. Aparna

K. Gayathri

M.G. Hema Purani

V. Karthikeyani

R. Keerthika

N. Nivetha

V. Yuthikaa

A.M.M. Rajapriyadharshana

ACKNOWLEDGEMENT

First and foremost, we thank God almighty the creator and soul provider of the universe, without him our work could not have been a success.

We wish to acknowledge our sincere gratitude to our Principal Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., Ph.D for having extended all facilities in the college towards the completion of our course.

We extend our sincere gratitude to Dr. P. SAKUNTHALA, M.Com., M.phil., PGDCA., Ph.D the head of the Department of Commerce (SF), for her encouragement throughout the preparation of this project.

We owe our special thanks to Dr. P. SAKUNTHALA, M.Com., M.phil., PGDCA., Ph.D for her guidance and encouragement during the preparation till the completion of this research.

We thank all our friends and respective family for being there for us always.

A STUDY ON AWARENESS OF E-BANKING SERVICES WITH SPECIAL REFERENCE TO MADURAI CITY

The project report was submitted in partial fulfilment as the requirement for the degree of Bachelor of commerce.

SUBMITTED BY:

NAME	REGISTER NO
R. CHANDRALEKHA	2021AC08
V.HARINI	2021AC16
A.NANDHITHA	2021AC41
C.PREETHI	2021AC46
B.SHOBICA	2021AC60
A.SUSMITHAJEN	2021AC72
M.S.THARANKGINI	2021AC75
C.YOGALAKSHMI	2021AC82
J. JENISHA KONSHAKGA	2021AC84

Under the guidance of

Dr. S. P. Savitha, M.com., M.Ed., M.Phil., Ph.D.

Department of Commerce with Computer Applications.



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re – Accredited with “A++” by NAAC (4th.cycle)

MARYLAND, MADURAI -18

APRIL 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON AWARENESS OF E-BANKING SERVICES WITH SPECIAL REFERENCE TO MADURAI CITY" is Bonafide record of the project work done by

R.CHANDRALEKHA (2021AC08)

V.HARINI (2021AC16)

A.NANDHITHA (2021AC41)

C.PREETHI (2021AC46)

B.SHOBICA (2021AC60)

A.SUSMITHAJEN (2021AC72)

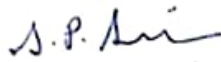
M.S.THARANKGINI (2021AC75)

C.YOGALAKSHMI (2021AC82)


J.JENISHA KONSHAKG (2021AC84)

In partial fulfilment of the requirements for the award of Bachelor of Commerce degree, in bonafide record of the work under the guidance of Dr.S.P.Savitha, M.Com, M.Ed., M.Phil., Ph.D Assistant Professor, Department of Commerce with Computer Applications.


Head of the Department


Internal Examiner

Submitted viva-voce held on 18.03.2024


External Examiner

DECLARATION

We hereby declare that the project towards work entitled "A STUDY ON AWARENESS OF E-BANKING SERVICES WITH SPECIAL REFERENCE TO MADURAI CITY" submitted to the Fatima College (Autonomous) in partial fulfilment of requirements for the degree of Commerce is a record of work done under the guidance of Dr. S. P. SAVITHA, M.com., M.Ed., M.Phil., Ph.D. Department of Commerce with Computer Applications in Fatima College, Madurai. It has not been submitted to any university for the award of any degree/diploma.

NAME

SIGNATURE

R.CHANDRALEKHA (2021AC08)

R. Chandralekha

V.HARINI (2021AC16)

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J.JENISHA KONSHAKG (2021AC84)

J. Jenish Konshakg

ACKNOWLEDGEMENT

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We would like to express my gratitude and our sincere thanks to Dr.P.Sakunthala,M.Com., M.Phil., PGDCA., Ph.D. Head, Department of Commerce with Computer Applications and Department of Commerce (SF), Fatima College (Autonomous),Madurai, for her permission, and support to complete the project.

We would like to express our sincere thanks to Dr. S. P. Savitha, M.com., M.Ed., M.Phil., Ph.D., Department of Commerce with Computer Application , Fatima College (Autonomous), Madurai for her wholehearted guidance, continuous supervision and support to complete the project.

We would like to express our sincere thanks to all staff members in the Department for their kind encouragement in completing the project.

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