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Customer Satisfaction - Corner Stone For A Sustainable Market

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I am always eager to pen few words of mine to encourage the department on its untiring efforts in bringing out this journal. The content of this journal is a narrative of all the combined initiatives of both staff and students who venture into various activities throughout the academic year. Highlight of this year beings…. I place on record my gratitude to each and every member starting from the Head of the department and all the rest. May God bless all your hard work in the coming years too.

Rev. Sr. Dr. Sheela V.J.

Principal

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These forewords aim to introduce the journal’s purpose and scope and value proposition setting the tone for content that follows.

Sr. Alphonsa K.C.

Secretary,

Research has always been the backbone of any field and it is really refreshing to see that the Online journal in ProviCommercia has been going strong for the last 3 years, come out with their latest issue that does an extensive deep dive into the world of research. The journal has been a focal point towards which inspired students worked to get their ideas as showcased to a wider audience specially PG students. This year's issue goes over a wide array of topics such as customer Awareness studies. Studies on the impact of AI, CHATBOTS and their influence on the student's community and many more. With many such entries, the journal continues to attain its goal of being a platform for students to show their ideas and learn to apply SPSS tools. I reach out my heartly congratulations to the editorial and the contributors and wish for its grand success.

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ISBN: 978-81-987228-1-2

Index

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Impact of Instragram Influencers on Consumer Buying Behavior in Niligiris District

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Abstract

The purpose of this study is to evaluate how well influencer marketing initiatives affect consumer behavior. Through an analysis of how Instagram influencers affect consumers' decisions to buy, brand preferences, and product assessments, researchers can learn a great deal about the effectiveness of this marketing tactic. Marketers can improve their tactics and get the most out of their influencer collaborations by figuring out what makes consumers react the way they do to influencer content. Furthermore, it's critical to comprehend the traits and attributes that Instagram influencers possess. What qualities or abilities do these people have that allow them to gain devoted fans and effectively interact with their audience. Understanding what characteristics influencers have and how to best leverage their impact will be aided by an analysis of influencer characteristics. By looking into the impact of Instagram influencers on consumer behavior, and this research attempts to give brands and marketers useful information. The results will not only add to the body of knowledge in the sector, but they will also provide useful advice on how to make the most of influencer marketing. Eventually, in the always changing digital landscape, firms will be able to create more impactful and focused marketing strategies by comprehending the intricacies of this significant interaction.

Keywords: Instragram, Consumer, Niligiris

Introduction

Instagram has developed into a really helpful tool for influencer marketing. In recent years, social media platforms have fundamentally altered how businesses engage with their target market.Thanks to the growth of Instagram influencers, marketers now have a new way to interact with and attract customers by using people who have amassed substantial followings and influence on the platform. Examining the ways in which Instagram influencers impact attitudes, preferences, and purchasing decisions is the main goal of this research project. Instagram's visually-focused design and enormous user base give influencers a unique platform to promote companies, display items, and share their experiences with millions of followers. Because consumers routinely search for these influencers, they have the ability to alter consumer behavior because of their affluent lifestyles, distinct opinions, and ability to sway their purchasing decisions.

History

Over the past ten years, Instagram influencers have had a major impact on consumer purchasing behavior. Instagram was first only a photo-sharing platform, but as influencers gained popularity, companies began working with them to market their goods. Fans of influencers trust them because they see their recommendations as more relatable and real than standard advertisements. Influencers on a smaller scale, known as micro-influencers, have become increasingly important to brands as influencer marketing has grown in popularity. Influencers now play a key role in establishing trends, increasing product awareness, and promoting impulsive purchases—particularly with Instagram's purchasing features. They have a significant influence on how consumers find and choose things to purchase, and as social media develops, this influence will probably only grow.

Review of Literature

PB Singh's 2020 The importance of influencers on consumer behavior is investigated. It looks into how consumers perceive influencers and whether or not it affects how they make decisions. Therefore, the purpose of this paper is to provide an overview of the research on the impact of influencers on consumer behavior and purchase decisions. SaadHusseino, Las Amin, and NourKellawi. (May 1, 22) The main objective of this study is to ascertain the specific mechanisms by which social media influencers—also known as "Instagrammers"—influence consumers' preferences for making online purchases. In businesses that rely on these individuals for their ecommerce marketing campaigns, the study aims to understand how Instagram influencers mold different online purchasing patterns.

Statement of the Problem

In the digital age, Instagram influencers have a significant impact on consumer behavior. Despite the growing popularity of influencer marketing, little is known about how these influencers impact consumers' decisions to buy. Through an analysis of the consequences of their recommendations and endorsements on consumer behavior, this study aims to investigate the ways in which Instagram influencers affect the attitudes, tastes, and spending patterns of their followers. The key questions at hand are figuring out the precise processes by which influencer marketing affects consumer decisions and how effective these strategies are in influencing purchase decisions. Understanding these elements is crucial for businesses trying to get the most out of their marketing strategies and for consumers interacting with the contemporary advertising landscape.

Objectives

- To study the socio economic(demographic)profile of the respondents
- To analyse the impact of instagram on consumer buying behaviour.

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Profile of the Study Area

The study was conducted in the neighboring Nilgiris town of Coonoor. Tea plantations, valleys, ravines, and waterfalls envelop Coonoor. There are many of walking and hiking trails on the Western Ghats hills that encircle Coonoor.Coonoor, blessed with the stunning biodiversity of the Nilgiris Hills, is a quintessential hill station, with gardens, lakes, waterfalls, tea estates, and colonial-style buildings.

Research Methodology

Data source: Primary and secondary data were both used in the study.

Sample size: 50 people were included in the sample because it was the study's goal.

Tools for statistical analysis: Tables are used to present data statistically. The data is analyzed using two methods: simple frequency analysis and the chisquare test.

Limitation of the Study

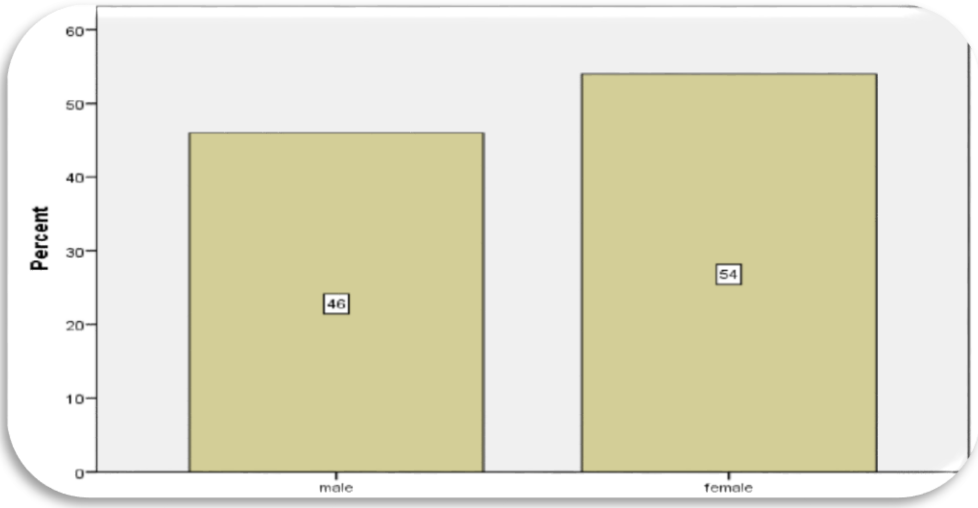
Because the study only used a small number of samples, its conclusions might not be accurate.

Respondents' data may not always be accurate; their perceptions may alter in light of additional information.

Analysis and Interpretation

1. Gender

Gender	Frequency	Percentage
Male	23	46
Female	27	54
Total	50	100



From the above table and chart, we come to know that 46% of the respondents are male and 54% of the are female. It is observed that maximum number of respondents are female

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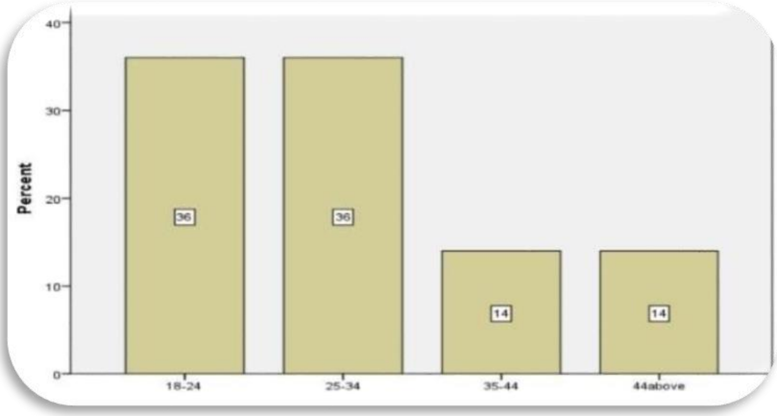
2. age

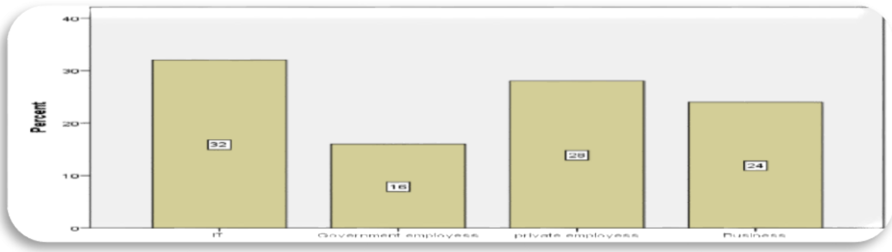
Age	Frequency	Percent
18-24	18	36.0
25-34	18	36.0
35-44	7	14.0
44 Above	7	14.0
Total	50	100.0



From the above table and chart, we come to know that 36% are in the age group of 1824 where as 36% of the respondent are age group of 25-34, 14% of the respondent are in the age group of 35-44, 14% of the respondent are in the age group of 44 above years.it is observed that the maximum numbers of the respondent are in age group of both 18-24 and 25-34years.

3. Occupation

Occupation	Frequency	Percent
IT	16	32.0
Government employees	8	16.0
Private employees	14	28.0
Business	12	24.0
Total	50	100.0



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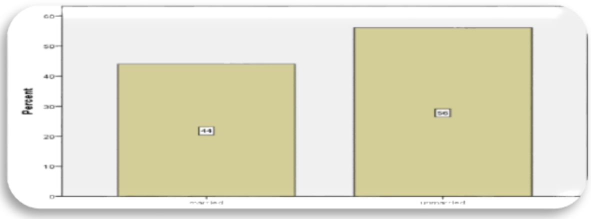
From the above table and chart, we come to know that 32%of the respondent are IT people,16% of the respondent are Government employee, 28% of the respondent are Private employee, 24% of the respondent are business people. It is observed that maximum number of respondent are IT people.

4. Marital Status

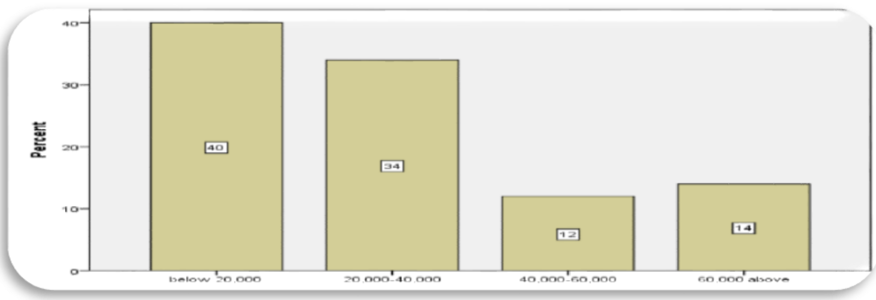
Martial	Frequency	Percent
Married	22	44.0
Unmarried	28	56.0
Total	50	100.0



From the above table and chart, we come to know that 44%of the respondent are married 56%of the respondent are unmarried. So it is observed that maximum number of the people are unmarried

5. Income

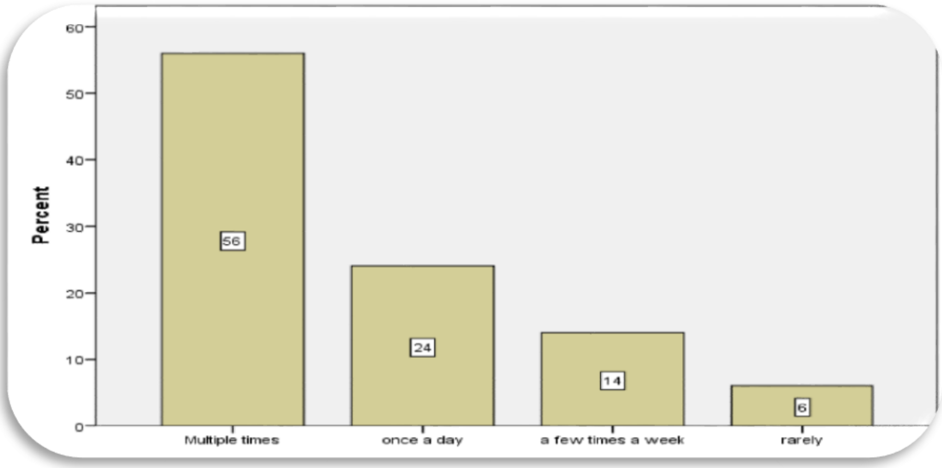
Income	Frequency	Percent
Below 20,000	20	40.0
20,000-40,000	17	34.0
40,000-60,000	6	12.0
60,000 above	7	24.0
Total	50	100



From the above table and chart, we come to know that 40% respondent are under the income level of below 20000 , 34% respondent are under the income level of 20000,40000,12% respondent are under the income level of 40000-60000, 14% respondent are in the income level of above 60000 . It is observed that the maximum number of respondent are below 20000 only.

6. How often do you use Instagram

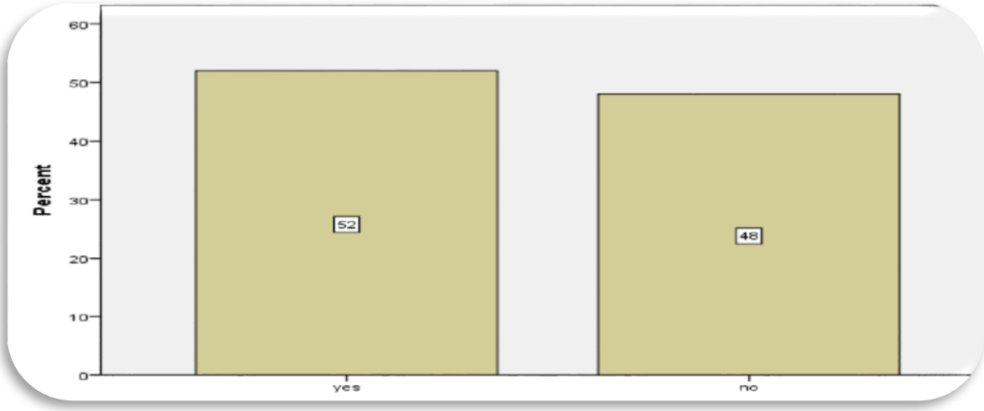
How often do you use Instagram	Frequency	Percent
Multiple times	28	56.0
Once a day	12	24.0
A few times a week	7	14.0
Rarely	3	6.0
Total	50	100.0



From the above table and chart, we come to know that 56% of the respondent are using Instagram multiple times a day, 24% are using it once a day, 14% are using it only a few times a week, 6%are rarely using the Instagram. It is observed that the maximum number of respondent are using Instagram multiple times a day

7. Do you follow any Instagram influencer

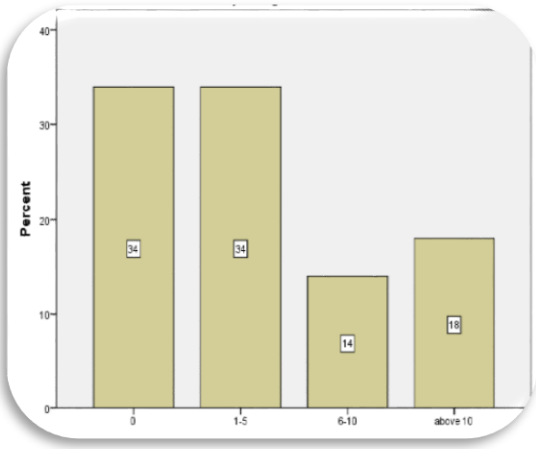
Do you follow any Instagram influencer	Frequency	Percent
Yes	26	52.0
No	24	48.0
Total	50	100.0



The above table and chart, we come to know that 52% of the respondent are only following the influencer , 48% are not following any Instagram influencer. It is observed that the maximum number of respondent are following the instagram influencer .

8.How many instagram followers do you follow

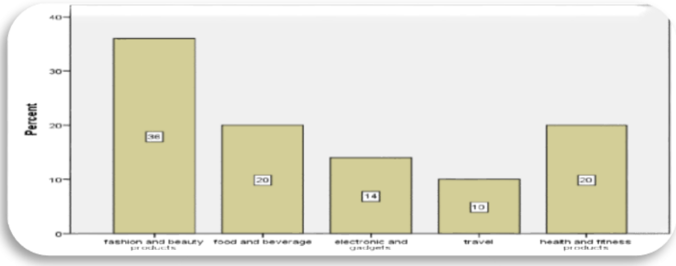
How many Instagram followers	Frequency	Percent
0	17	34.0
1-5	17	34.0
6-10	7	14.0
10 above	9	18.0
Total	50	100.0



From the above table and chart, we come to know that there are 34% of the respondent are following 0 influencer , 34% of the respondent are following 1-5 influencer , 14% of the respondent are following 6-10 influencer, 18% of the respondent are following above 10 influencer. It is observed that the maximum number of respondent are from 0, 1-5 .

9. What type of product or service do you usually purchase based on the Instagram influencer

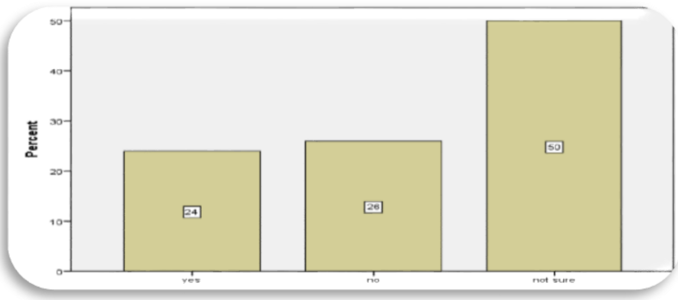
Types of product purchased	Frequency	Percent
Fashion and beauty products	18	36.0
Food and leverage	10	20.0
Electric and gadgets	7	14.0
Travel	5	10.0
Health and fitness	10	20.0
Total	50	100.0



From the above table and chart, we come to know that 36% of the respondent are of the fashion and beauty products, 20% of the respondent are from the food and beverage section, 14% of the respondent are from the electronic and gadgets, 10% of the respondent are from the travel, 20% of the respondent are from the health and fitness product. It is odserved that the maximum number of products purchased is fashion and beauty products.

10.Do you believe that Instagram influencer have a genuine interest in the product they promote

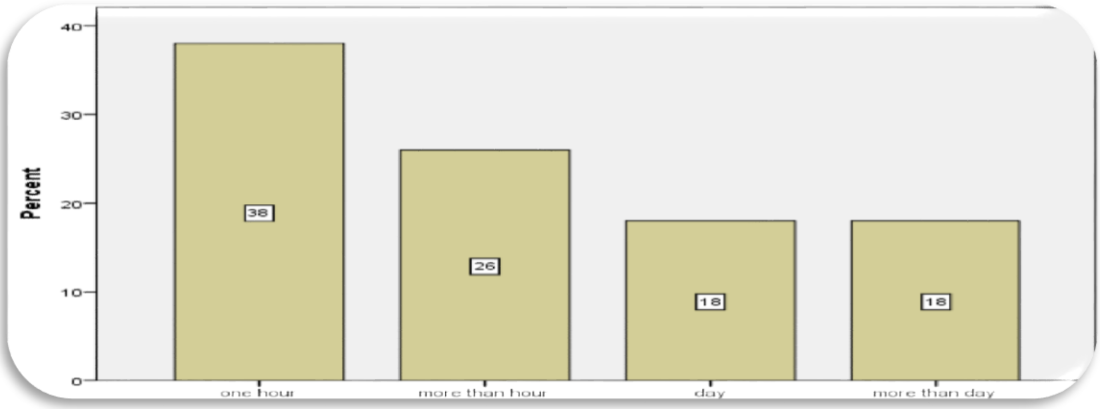
Genuine product	Frequency	Percent
Yes	12	24.0
No	13	26.0
Not sure	25	50.0
Total	50	100.0



From the above table and chart, we come to know that 24% of the respondent are having intrest in the product they promote, 26% of the respondent are not having intrest they promote , 50 % of the respondent are not sure of the product they are being promoted. It is observed that the maximum number of respondent are not sure.

11. How much do you spend researching a product after seeing it recommended by an Instagram influencer

Researching a product	Frequency	Percent
One hour	17	36.0
More than one hour	13	26.0
Day	9	18.0
More than day	9	18.0
Total	50	100.0



From the above table and chart, we come to know that38% of the respondent are researching the product one hour, 26% of the respondent are researching the product more than one hour, 18% of the respondent are researching the product a day, 18% are researching the product more than a day. It is observed that maximum number of people are researching the product in one hour.

12. Do you believe that the Instagram influencer have a genuine use in the product they promote

Do you believe the product they promote	Frequency	Percent
Most of the time	13	26.0
Always	13	26.0
Only for sponsorship	23	44.0
Total	50	100.0

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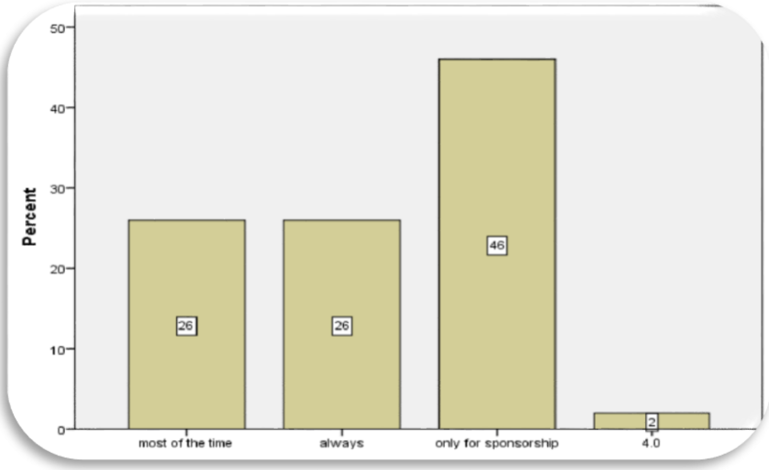
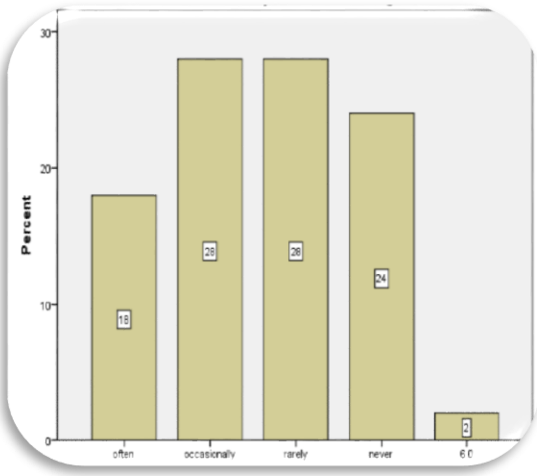


From the above table and chart, we come to know that 26% of the respondent are promoting From most of the time, 26% of the respondent are promoting always, 46% of the respondent are promoting only for sponsorship .It is observed that only for sponsorship it is being genuinely promoted.

13. Have you ever felt influenced to buy the product after demonstrating by the Instagram influencer

Buy the product after demostrating	frequency	percent
Often	9	18.0
Occasionally	14	28.0
Rarely	14	28.0
Never	12	24.0
Total	50	100.0



From the above table and chart, we come to know that18% of the respondent are being often used, 28% of the respondent are being occasionally ,28% of the respondent are rarely using, 24% of the respondent are never . It is observed that maximum number are occasionally and rarely.

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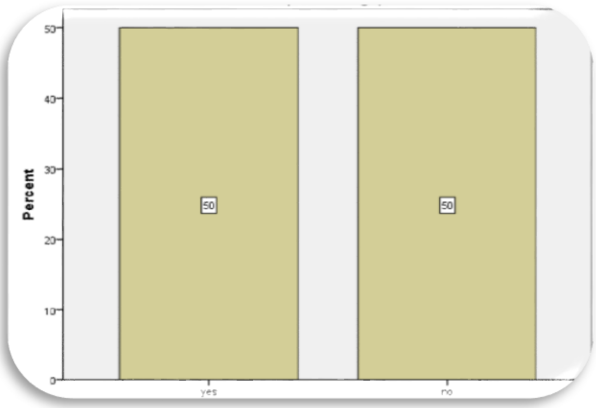
14.Have you felt satisfaction after purchasing the product from the Instagram influencer.

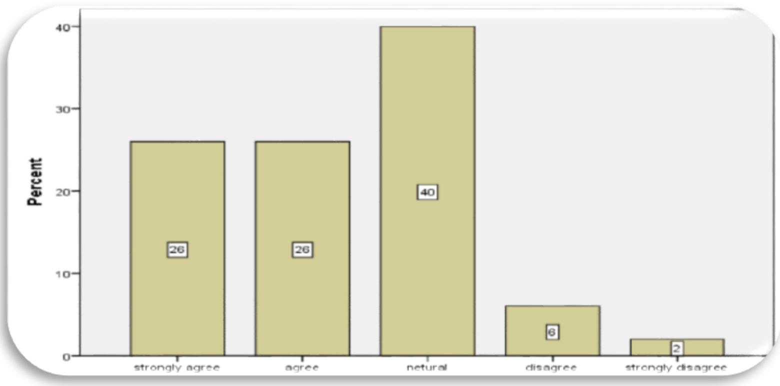
Felt satisfied after purchasing	Frequency	Percent
Yes	25	50.0
No	25	50.0
Total	50	100.0



From the above table and chart, we come to know that 50% of the respondent are yes and 50% of the respondent are no with the satisfaction level. It is observed both are equal.

15. How would you rate the trustworthiness of the Instagram influencer.

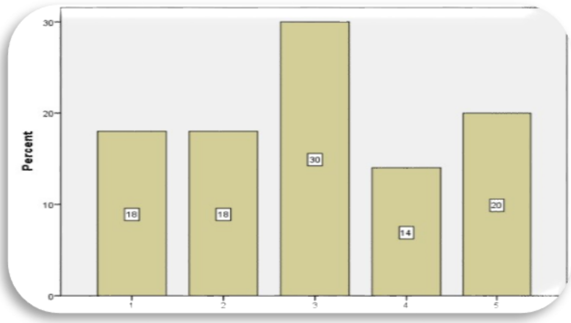
Trustworthiness	Frequency	Percent
Strongly agree	13	26.0
agree	13	26.0
Netural	20	40.0
Disagree	3	6.0
Strongly disagree	1	2.0
Total	50	100.0



From the above table and chart, we come to know that 26% strongly agree, 26% agree, 40% netural, 6%disgree, 2% strongly disagree with the trustworthiness of the influencer. It is observed that netural people are having trustworthiness of the influencer

16.The Instagram Credibility and expertise in the product category.

credibility	frequency	percentage
1	9	18.0
2	9	18.0
3	15	30.0
4	7	14.0
5	10	20.0
	50	100.0



From the above table and chart, we come to know that 18% of the respondent are having 1 rank of the creditability , 18% of the respondent are having 2 rank ,30% of the respondent are having 3 rank, 14% of the respondent are having 4 rank, 20% of the respondent are having 5 rank . It is observed that maximum number of respondent are from 3 rank

17.The number of likes comments and engagement on the influencer post.

Likes comments	Frequency	Percent
1	9	18.0
2	6	12.0
3	10	20.0
4	10	20.0
5	15	30.0
Total	50	100.0

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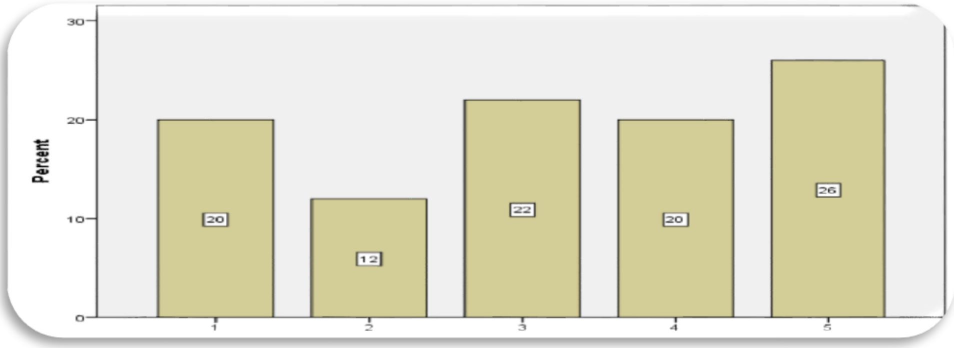
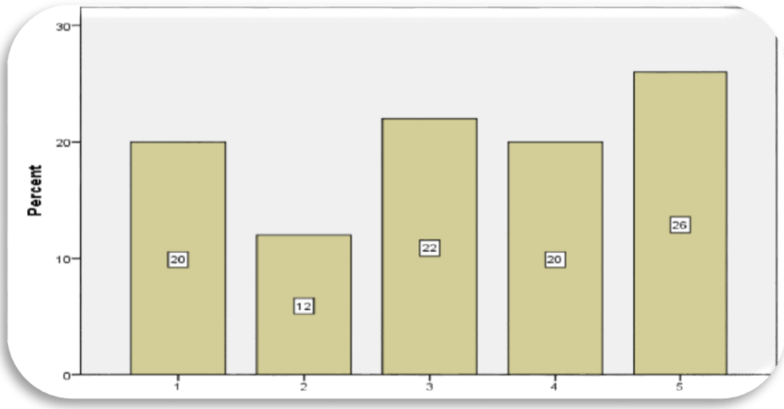


From the above table and chart, we come to know that 18% of the respondent are having likes and comments from 1rank, 12%of the respondent are from the 2 rank , 20% of the respondent are from the 3 rank, 20% of the respondent are from the 4 rank, 30% of the respondent are from the 5 rank. It is observed that the maximum number of respondent are from the 5 rank

18.The relevance of the product to your interests and needs .

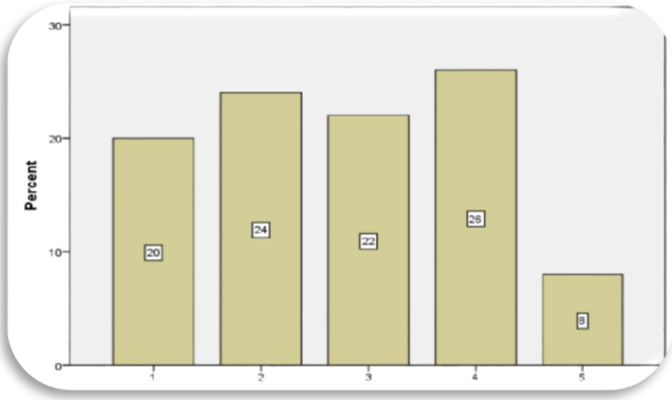
Interests and needs	Frequency	Percent
1	10	20.0
2	6	12.0
3	11	22.0
4	10	20.0
5	13	26.0
Total	50.0	100.0



From the above table and chart, we come to know that 20% of the respondent are of relevance of the intrest and needs from 1 rank, 12% of the respondent are from 2 rank, 22% of the respondent are from the 3 rank, 20% of the respondent are from the 4 rank, 26% of the respondent are from the 5 rank. It is observed that the maximum number of respondent have 5 rank.

19.The quality of the influencer's content.

Quality	Frequency	Percent
1	10	20.0
2	12	24.0
3	11	22.0
4	13	26.0
5	4	8
Total	50.0	100.0



From the above table and chart, we come to know that 20% of the respondent are having quality of the content in 1 rank, 24% of the respondent are having 2 rank, 22% of the respondent are having 3 rank, 26% of the respondent are having 4 rank, 8% of the respondent are having 5 rank. It is observed that the maximum number of respondent are from 4 rank

Findings

- It is observed that maximum respondents are Female
- It is observed that maximum respondents are under the age of 18-24 years It is observed that maximum respondents belong to IT.
- It is observed that maximum respondents are unmarried
- It is observed that maximum respondents family income is Below 20,000
- It is observed that maximum respondents are using Instagram Multiple times a day.
- It is observed that maximum respondents are following Instagram influencer.

- It is observed that maximum respondents are following 1-5 Instagram influencers
- It is observed that maximum respondents are purchasing Fashion and beauty type of products.
- It is observed that maximum respondents are have genuine interest on the product
- It is observed that maximum respondents are Researching a product for One hour
- It is observed that maximum respondents Accept that the Instagram influencer promote the product only for sponership.
- It is observed that maximum respondents are felt influenced to buy the product after demonstration.
- It is observed that maximum respondents choice review as a factor influencing the decision to purchase.

Suggestion

- The review can be genuine since it is trusted by many followers.
- The product in the video and the actual product which they are using can be the same
- Influencers can help brands reach a large audience and increase brand visibility
- Since the influencers are the role model to the customer, when the influencers showcase their luxurious lifestyle and promote product the customers get more attracted
- Influencers can drive sales through customer reviews and stimulate competition among brands.

Conclusion

Instagram influencers have a big influence on the buying decisions of customers. Influencers that successfully influence their followers' purchases do so by fostering real connection, establishing credibility, and providing social proof.Influencers' aspirational lives, targeted advertising, and superior content make the things they endorse more appealing. Deals, in-depth analyses, personal accounts, and increasing sales across a variety of industries.

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Satisfaction Level of Female Young Adults towards Himalaya Face Wash with Special Reference to Nilgiris District

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Abstract

The customer's response to fulfillment is satisfaction. It is an assessment that a feature of a product or service offers a satisfying degree of use or satisfaction. It is imperative to acknowledge that the assessment of customer satisfaction at a specific moment is subject to the influence of multiple factors. Depending on where in the usage or experience cycle one is focusing, satisfaction can vary greatly, especially when a product is used or a service is received over time. Customers are crucial because they give marketers and business owners a statistic to monitor and enhance their operations. It is a leading indication of product loyalty and consumer intentions to repurchase. Monitoring shifts in satisfaction makes it easier to determine if the customers are actually happy with the product or service.

Keywords: Female, Face wash, Nilgiris

Introduction

Natural elements like Himalayan salt, which is well-known for its exfoliating qualities, and other botanical extracts are frequently found in Himalayan face cleansers. They are well-liked for their mild yet efficient purifying and cleansing properties, particularly for people with delicate skin. Typically, Himalayan face cleansers use minerals like calcium, magnesium, and potassium that are present in Himalayan salt to cleanse and nourish the skin. They frequently try to encourage a healthy glow, clear clogged pores, and eliminate pollutants. A lot of formulas are also made to regulate the moisture levels in the skin and give it a renewed, revitalized feeling.

For further advantages like calming and hydrating, certain Himalayan face cleansers may also contain other organic components like aloe vera, coconut oil, or essential oils. In the field of medically proven herbal remedies, Himalaya is a global pioneer. It has a reputation for producing clean, safe, clinically tested herbal medicinal products that adhere to strict quality controls and extensive scientific validation. Now offering a wide range of products for personal care, baby care, wellness, and animal health, Himalaya has transformed into a "head-to-heel" herbal wellness brand. In addition to encouraging an atmosphere of open communication and diversity and providing the creative flexibility to push the boundaries of research, Himalaya's supportive work environment brings out the best in their products. The study focuses on young individuals, and each and every employee at Himalaya is distinct and adds to the success of the company. "Young adults" are defined as those who are typically between the ages of 18 and 26, marking a significant life shift from adolescence to full adulthood, including ending education, beginning careers, and developing relationships.

Statement of the Problem

A lot of young adults, particularly women, incorporate skincare treatments for the face into their daily grooming routines. Given the increasing number of skincare brands accessible, it is imperative for manufacturers and marketers to comprehend client satisfaction in order to effectively tailor their products and strategies. Today's market is flooded with face wash makers. Therefore, it is critical to pay attention to young people's preferences and effects in this fiercely competitive atmosphere. Therefore, more research is required to find out how happy female young adults who use Himalayan face wash are.

Objective

- To study the demographic profile of respondent.
- To study the factors influencing the purchasing decisions of young adults.
- To study the satisfaction level of young adults with reference to Himalayan face wash.
- To know the problem faced by the young adults by using Himalayan face wash.
- To find and provide suggestion for the improvement of the product.

Review of Literature

Radhika and Krishna Radhika (2018) investigated Himalaya Products' customers' contentment with regard to Cuddalore Town. The number of customers—or proportion of all customers—whose experiences with a business, its goods, or services surpass predetermined levels of satisfaction is known as customer satisfaction. This is now regarded as a crucial differentiator and a crucial component of corporate strategy. Finding out what problems respondents have with Himalayan goods is the aim. Forty-five percent of the respondents chose the Ayurvedic products. Users benefit from high-quality products since each one is thoroughly examined and monitored by the Himalaya firm's research and development center.

Naveen Prasad AG and Dr. Rajandran KVR (2019) looked at consumer purchasing patterns in relation to purchases of Himalayan products. Samples from forty clients were collected following their purchase of a Himalayan product. The study used statistical tools as well as a straightforward random sample technique. The results of the instrument used in this study's data analysis were not consistent. This study indicates that people are satisfied with the quality and cost of Himalayan items. The Himalaya product users have responded positively and encouragingly to our study.

R. Lavanya and Dr. Velumani (2014) set out to find out how satisfied customers were with Himalayan herbal and medical items. The study also looked at how product dimensions affected consumer loyalty and happiness in addition to the goods' herbal effect. According to the report, the majority of traditional societies maintain their cultural customs in remote areas with little to no access to contemporary medical facilities. Apart from delving into the historical roots of Himalayan Ayurvedic Concepts, the Himalaya Herbal HealthCare Company has been leading the charge in creating novel treatments.

Ramesh and Pavithra (2015) conducted a study with reference to Coimbatore, in order to determine customers' preferences and satisfaction with Himalaya products, as well as to look into how product dimensions affect customer satisfaction and customer loyalty, as well as to comprehend the Himalaya effect of the products. One hundred fifty consumers provided the sample. Convenience random sampling techniques were then used as a statistical tool, and they were followed by correlation and percentage analysis techniques. Himalayan goods are a part of the long-standing knowledge of marginalized and indigenous civilizations around the world.

M. Banu Rekha and K. Gokila (2015) conducted a study to better understand the attitudes of various Indian social classes toward herbal cosmetic products, particularly in Coimbatore, Tamil Nadu. The research design used in the study was a descriptive design, which is concerned with the descriptive of a group. This allowed for the classification of the various strata of the population according to area, gender, age, income, etc. When conducting descriptive research, it is important to give respondents clear instructions and specific information that will help the researcher measure the data. Users of herbal cosmetics products provided the data for collection. In order to determine the uses of the, a sample of fifty respondents was considered herbal cosmetics. The conclusion is that people no longer view cosmetics as a luxury. The majority of consumers believe that cosmetics include too many chemicals, which can have negative side effects. As a result, they are starting to switch to herbal-based cosmetics.

Profile of the Study Area

The research was limited to the area of Coonoor and its surroundings. The southern Indian state of Tamil Nadu is home to the hill station of Coonoor. The nearby Nilgiri hills are renowned for their tea estates. Rhododendrons, roses, and eucalyptus trees can be seen in the vast public garden that is Sim's Park. Between Mettupalayam and Ooty, via Coonoor, is the steam-powered Nilgiri Mountain Railway. An overlooking the tumbling Catherine Falls is available from Dolphin's Nose.

Research Methodology

Research Design: A descriptive research design was used to analyze and evaluate the data gathered from the sample respondents.

Time frame for study: Three months were allotted for the investigation. where data collecting was place in the first month, and data analysis, interpretation, and documentation were completed in the next two months.

Data Source: For the study, both primary and secondary data were employed. Primary data was collected using the survey approach. Secondary data were gathered from a variety of websites, books, journals, and reference materials.

Sample size: For convenience's sake, the sample size was sixty.

Statistical instruments used: The many tools used to analyze the data include correlation, chisquare testing, and simple percentage analysis.

Hypothesis

H0 There is no significant association between marital status and monthly expenditure of the respondents.

H1 There is significant association between marital status and monthly expenditure of the respondents

LIMITATIONS OF THE STUDY

There was a restricted number of samples used in the investigation. Thus, inferences might not be correct.

Respondents' data need not always be accurate; their impressions could alter after having fresh experiences.

The research is carried out within a limited geographic region. Thus, findings cannot be applied to all situations.

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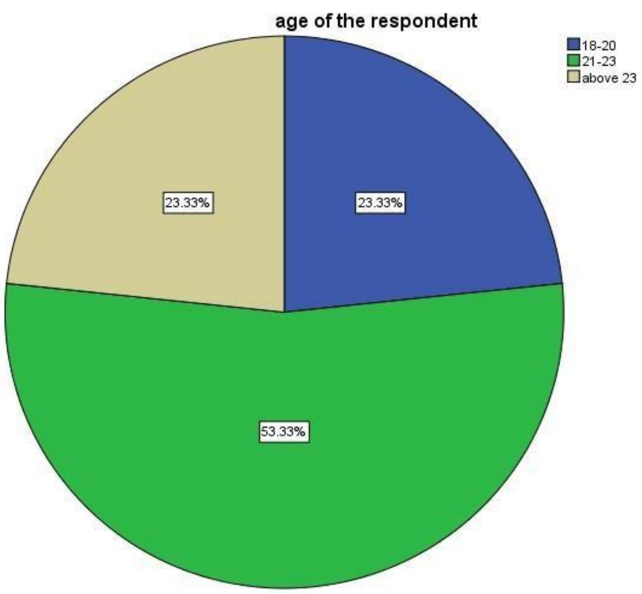
Data Analysis and Interpretation

1. Age of the respondent Table 1 Age of the respondent

Age group	Frequency	Percent %
18-20	14	23.3
21-23	32	53.3
23-26	14	23.3
Total	60	100.0

Chart 1

From the above table and chart we come to know that 23.3% of the respondents are in the age group of 18-22 where as 53.3% of the respondents are in the age group of 21-23 and 23.3% of the respondents are in the age group of 23-26. So it is observed that maximum of the respondents are from the age group of 21-23.



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Marital status of the respondent

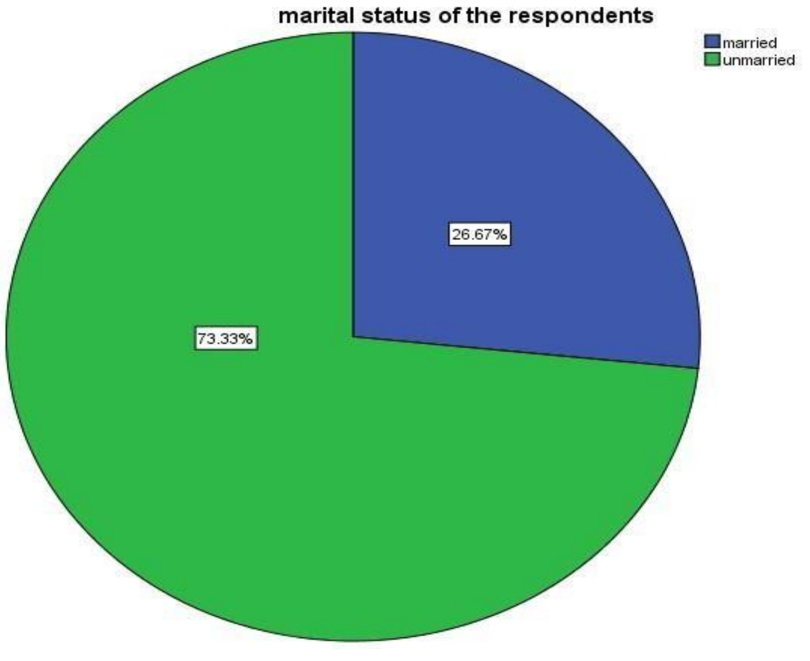
Table 2

Marital status of the respondents

Marital status	Frequency	Percent
Married	16	26.7
Unmarried	44	73.3
Total	60	100.0

Chart 2

From the above table and chart we come to know that 26.7% of the respondents are married and 73.3% of the respondents are unmarried. So it is observed that maximum of the respondents are unmarried.



Education qualification of the respondents.

Table 3

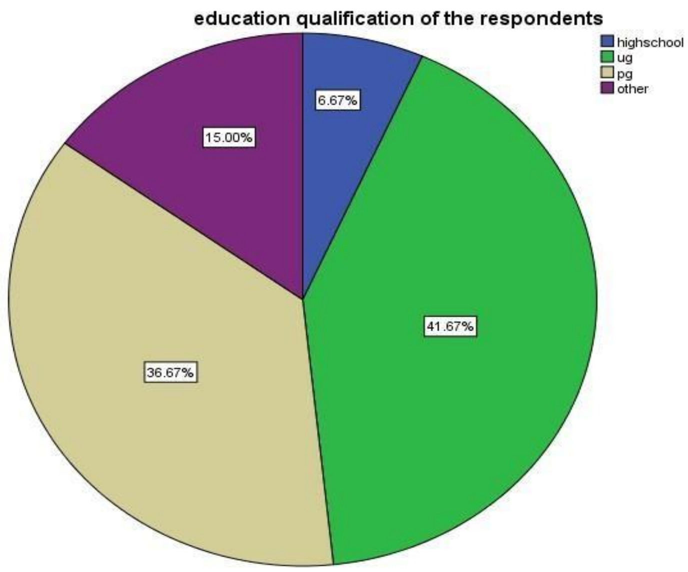
Education qualification of the respondents

Education	Frequency	Percent
High school	4	6.7
UG	25	41.7
PG	22	36.7
Other	9	15.0
Total	60	100.0

Chart 3

From the above table and chart we come to know that 6.7% of the respondents have completed high school group. where as 41.7% of the respondents have completed UG,

36.7% of the respondents have completed PG and 15.0% of the respondents are in other group. So it is observed that maximum of the respondents are post graduate.



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Family type of the respondents

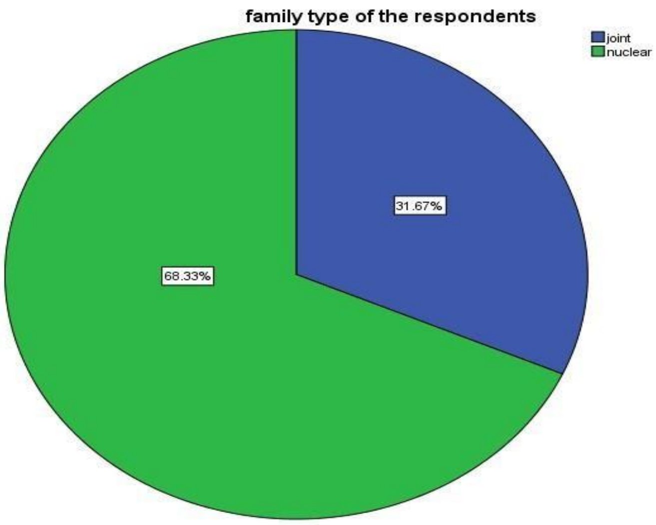
Table 4

Family type of the respondents

Family type	Frequency	Percent
Joint	19	31.7
Nuclear	41	68.3
Total	60	100.0

Chart 4

From the above table and chart we come to know that 31.7% of the respondents are in joint family. where as 68.3% of the respondents are in nuclear family. So it is observed that maximum of the respondents are nuclear family.



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Employee status of the respondent

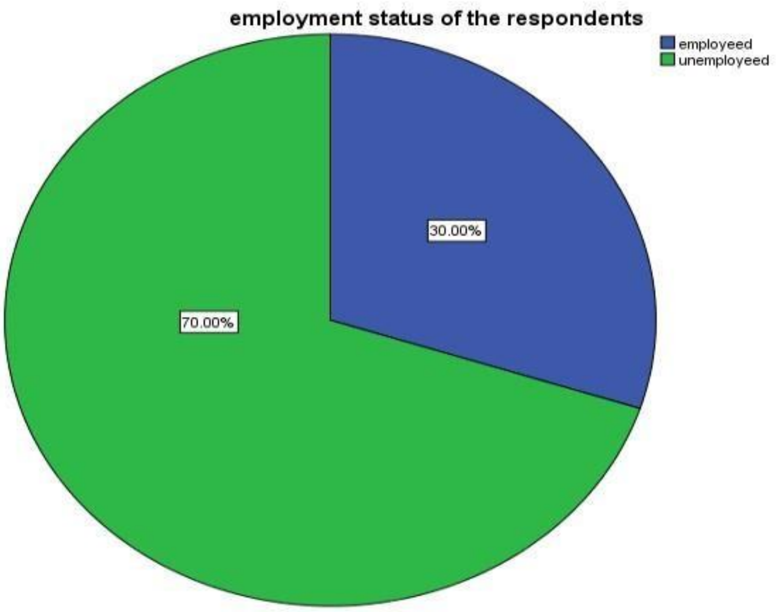
Table 5

Employment status of the respondents

Employment Status	Frequency	Percent
Employed	18	30.0
Unemployed	42	70.0
Total	60	100.0

Chart 5

From the above table and chart we come to know that 30.0% of the respondents are employed where as 70.0% of the respondents are unemployed. So it is observed that maximum of the respondent are unemployed.



Variety of the product Table 6

Variety of the products

Particulars	Frequency
Himalayan purifying neem face wash	22
Himalayan moisturising aloe vera face wash	11
Himalayan glow kesar face wash	10
Himalayan tan removal orange face wash	6
Himalayan oil clean lemon face wash	5
Himalayan whitening face wash	6
Total	60

Chart 6

From the above table and chart we come to know that 36.7% of the respondent purchased Himalayan purifying neem face wash, 18.3% of the respondents have purchased Himalaya moisturising aloe vera face wash, 16.7% of the respondents have purchased Himalaya glow kesar face wash, 10% of the respondents have purchased Himalayan tan removal orange face wash, 8.3% of the respondents have purchased Himalayan oil clean lemon face wash, 10% of the respondents have purchased Himalayan whitening face wash. So it is observed that maximum of the respondents are use Himalayas purifying neem face wash.

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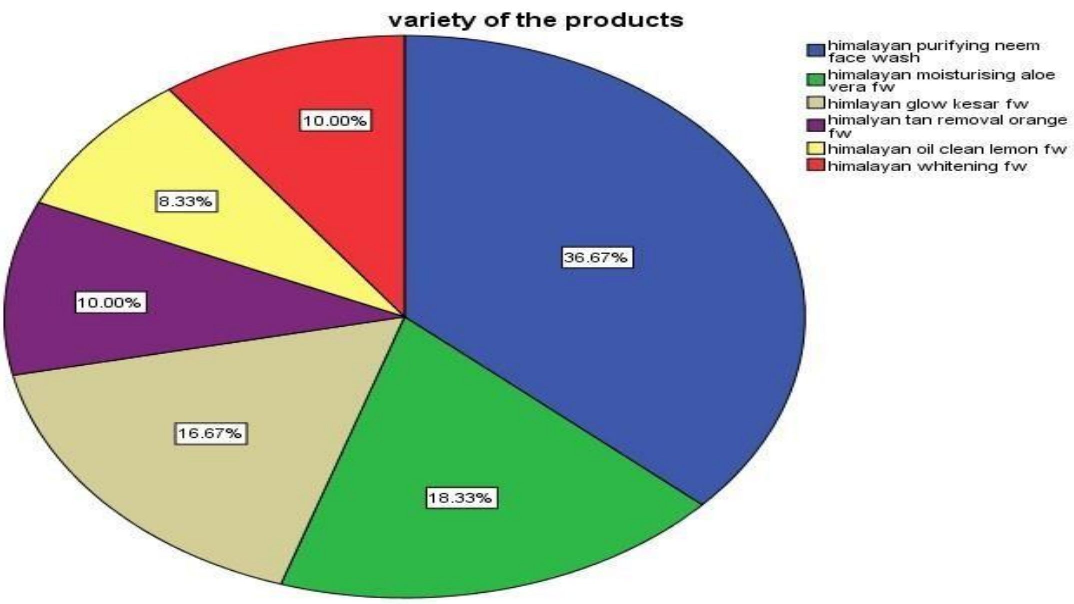


Frequency of purchase

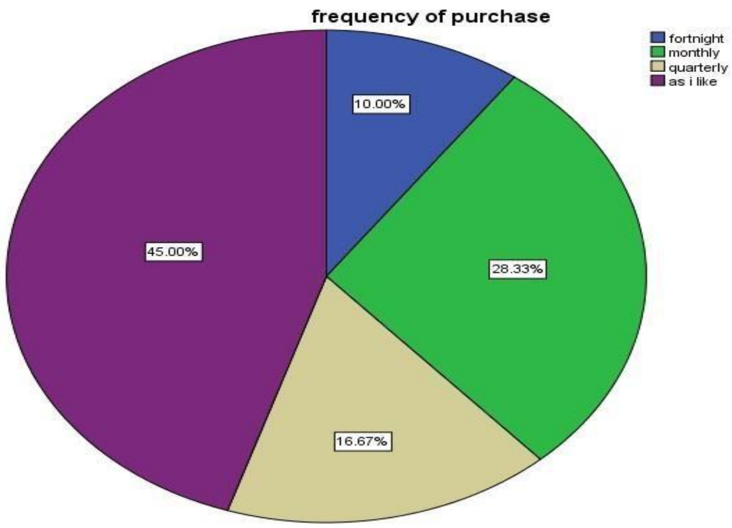
Table 7

Frequency of purchase

Basis	Frequency	Percent
Fortnight	6	10.0
Monthly	17	28.3
Quarterly	10	16.7
As I like	27	45.0
Total	60	100.0

Chart 7

From the above table and chart we come to know that 10% of the respondent purchased the product fortnight, 28.3% of the respondent purchases the product monthly, 16.7%of the respondent purchases the product quarterly, 45.0% of the respondent purchases the product as they like. So it is observed that maximum of the respondent purchases the product as they like.



Duration of use

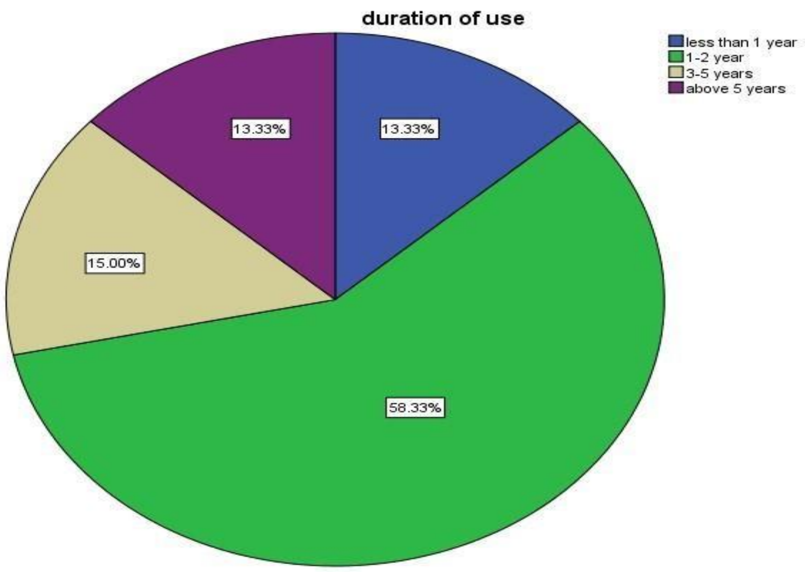
Table 8

Duration of use

Basis	Frequency	Percent
less than 1 year	8	13.3
1-2 year	35	58.3
3-5 years	9	15.0
above 5 years	8	13.3
Total	60	100.0

Chart 8

From the above table and chart we come to know that 13.3% of the respondent are using the product less than 1 year, 58.3% of the respondent are using the product 1-2 years, 15.0% of the respondent are using the product 3-5 years, 13.3% of the respondent are using the product above 5 years .So it is observed that maximum of the respondents are using the product for the duration of 1-2 years.



Source of awareness

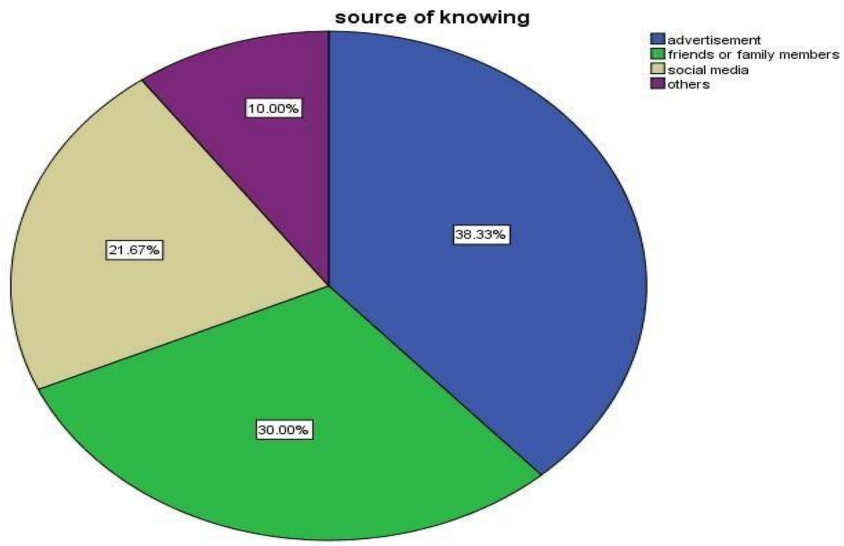
Table 9

Source of knowing

Basis	Frequency	Percent
Advertisement	23	38.3
friends or family members	18	30.0
social media	13	21.7
Others	6	10.0
Total	60	100.0

Chart 9

From the table and chart we come to know that 38.3% of the respondent come to know about the product from Advertisement, 30.0% of the respondent come to know about the product from friends and family, 21.7% of the respondent come to know about the product from social media, 10.0% of the respondent come to know about the product from others. So it is observed that maximum of the respondents come to know about the Himalayan face wash through advertisement.



Monthly expenditure for Himalayan face wash

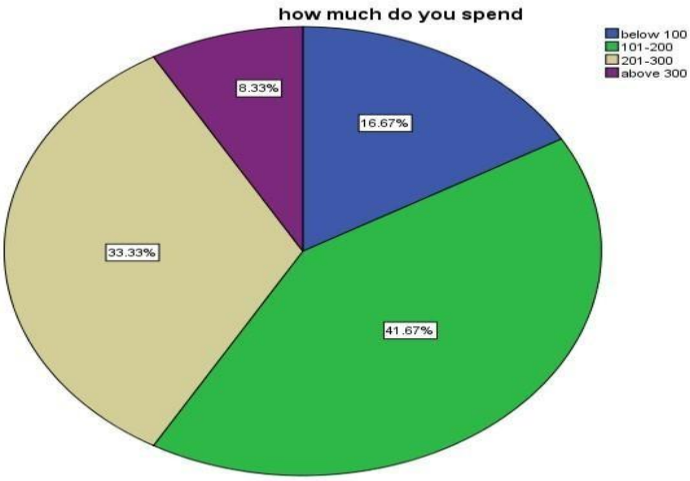
Table 10

How much do you spend?

Basis	Frequency	Percent
below 100	10	16.7
101-200	25	41.7
201-300	20	33.3
above 300	5	8.3
Total	60	100.0

Chart 10

From the above table and chart we come to know that 16.7% of the respondents amount spend on the product is below 100,41.7% of the respondents amount spend on the product is 101-200, of the respondents amount spend on the product is 201-300 and 8.3% of the respondents amount spend on the product is above 300. So it is observed that maximum of amount spends for the product is 101-200



Purchasing modes

Table 11

Modes of purchase

Basis	Frequency	Percent
Medical	26	43.3
Fancy stores	17	28.3
Online	6	10.0
Others	11	18.3
Total	60	100.0

Chart 11

From the above table and chart we come to know that 43.3% of the respondents purchases from medical shop, 28.8% of the respondents purchases from fancy stores, 10.0% of the respondents purchases from online, 18.3% of the respondents purchases from others. So it is observed that maximum of the respondents have purchases from medical shop.

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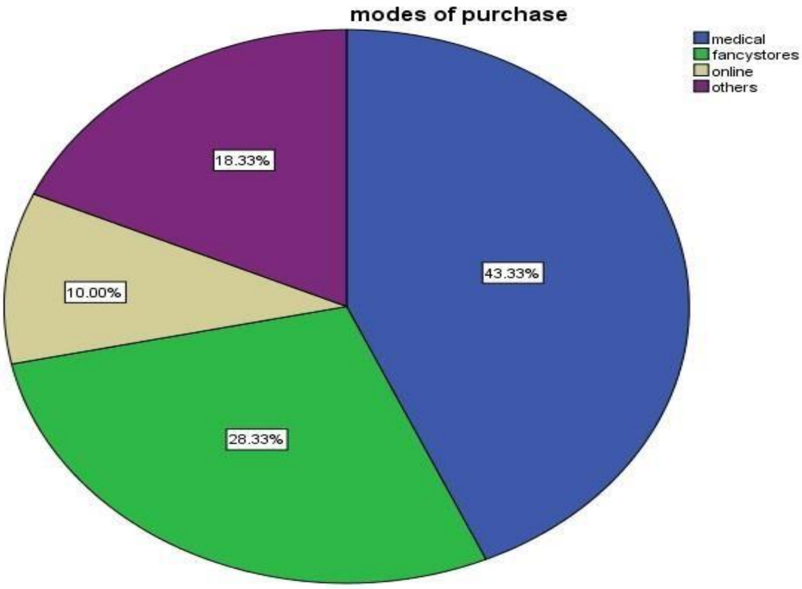

Recommendation to other

Table 12

Recommendation to others

Basis	Frequency	Percent
Yes	41	68.3
No	19	31.7
Total	60	100.0

Chart 12

From the above table and chart we come to know that 68.8% of the respondents have recommendation to others, 31.7% of the respondents have not given recommendation to others. So it is observed that maximum of the respondents are recommendation to others.

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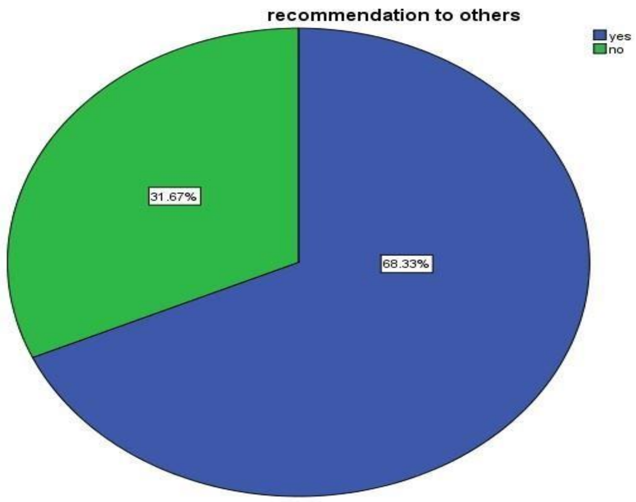

Is pricing reasonable

Table 13

Price is reasonable

Basis	Frequency	Percent
strongly agree	10	16.7
Agree	25	41.7
Neutral	21	35.0 1.7
Disagree strongly disagree	1	
Total	3	5.0
	60	100.0

Chart 13

From the above table and chart we come to know that 16.7% of the respondents strongly agree that the price is reasonable, 41.7% of the respondents agree that the price is reasonable, 35.0% of the respondents are neutral that the price is reasonable, 1.7% of the respondents disagree that the price is reasonable, 5.0% of the respondents strongly disagree that the price is reasonable. . So it is observed that maximum of the respondents agree with the price is reasonable.

Satisfaction level of Himalayan face wash

Himalayan face wash are chemical free

Table 14.1

HFW are chemical free

Particulars	Frequency	Percent
highly satisfied	5	8.3
Satisfied	31	51.7
Neutral	20	33.3
Dissatisfied	1	1.7
highly dissatisfied	3	5.0
Total	60	100.0

Chart 14.1

From the above table and chart we come to that 8.3% is highly satisfied, 51.7% is satisfied, 33.3% is neutral, 1.7% is dissatisfied, 5.0% is highly dissatisfied that Himalayan face wash are chemical free. . So it is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are chemical free

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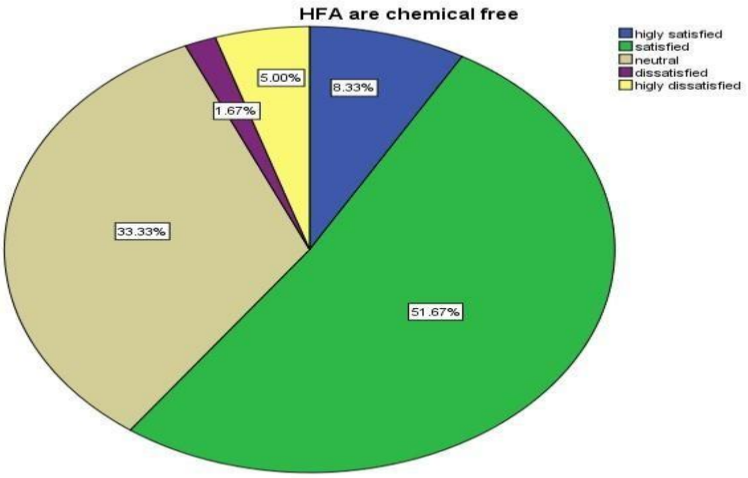

Himalayan face wash are affordable Table 14.2

HFW are affordable

Particulars	Frequency	Percent
highly satisfied	8	13.3
Satisfied	25	41.7
Neutral	22	36.7
Dissatisfied	3	5.0
highly dissatisfied	2	3.3
Total	60	100.0

Chart14.2

From the above table and chart we come to that 13.3% is highly satisfied, 41.7% is satisfied, 36.7% is neutral, 5.0% is dissatisfied, 3.3% is highly dissatisfied that Himalayan face wash are affordable. . So it is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are affordable.

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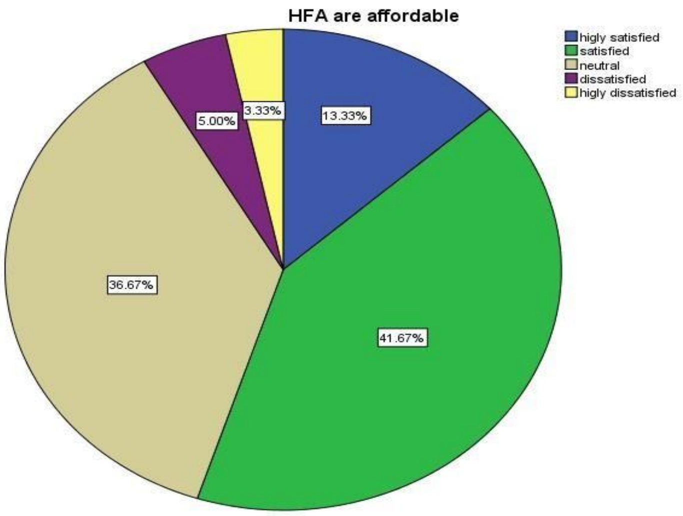


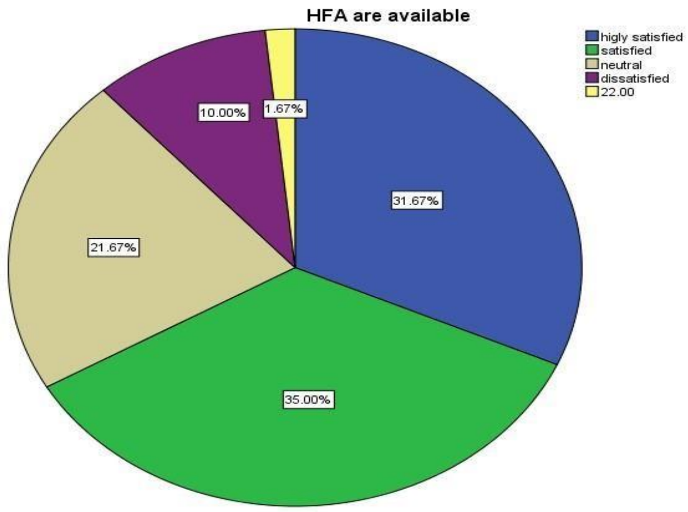
Himalayan face wash are available Table 14.3

HFW are available

Particulars	Frequency	Percent
highly satisfied	19	31.7
Satisfied	21	35.0
Neutral	13	21.7
Dissatisfied	6	10.0
Highly dissatisfied	1	1.7
Total	60	100.0

Chart 14.3

From the above table and chart we come to that 31.7% is highly satisfied, 35.0% is satisfied, 21.7% is neutral, 10.0% is dissatisfied, 1.7% is highly dissatisfied that Himalayan face wash are available . So it is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are available.



Himalayan face wash packaging

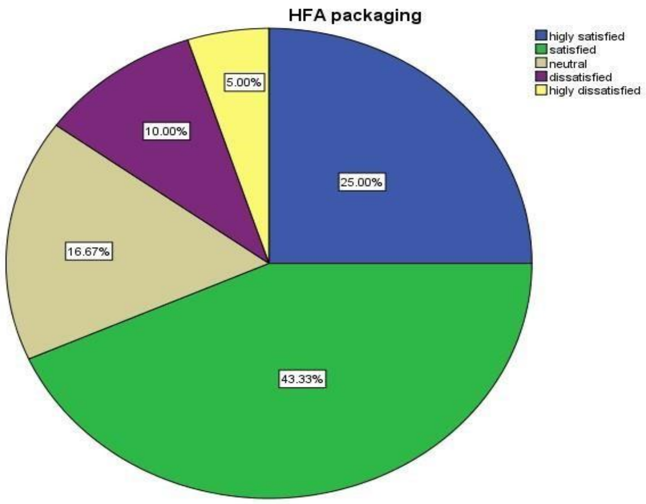
Table 14.4

HFW packaging

Particulars	Frequency	Percent
highly satisfied	15	25.0
Satisfied	26	43.3
Neutral	10	16.7
Dissatisfied	6	10.0
highly dissatisfied	3	5.0
Total	60	100.0

Chart 14.4

From the above table and chart we come to that 25.0% is highly satisfied, 43.3% is satisfied, 16.7% is neutral, 10.0% is dissatisfied, 5.0% is highly dissatisfied that Himalayan face wash are packaging . So it is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are packaging.



Himalayan face wash brand name

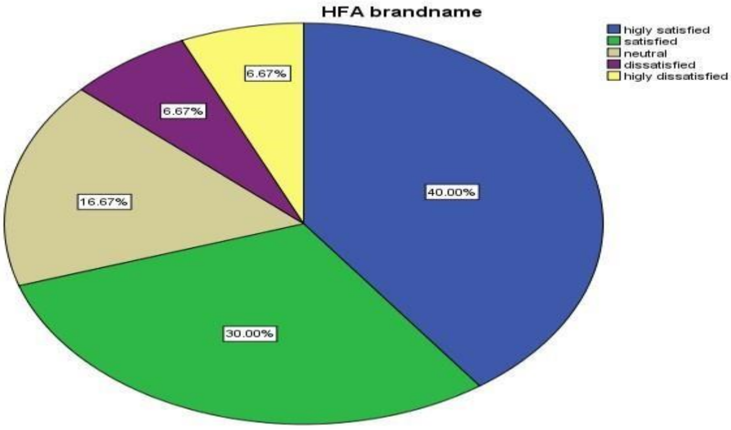
Table 14.5

HFW brand name

Particulars	Frequency	Percent
highly satisfied	24	40.0
Satisfied	18	30.0
Neutral	10	16.7
Dissatisfied	4	6.7
highly dissatisfied	4	6.7
Total	60	100.0

Chart 14.5

From the above table and chart we come to know that 40.0% is highly satisfied with the brand name where as, 30.0% is satisfied, 16.7% is neutral, 6.7% is dissatisfied, 6.7% is highly dissatisfied. So it is observed that maximum of the respondents are highly satisfied with the brand name.



Himalayan face wash superior quality Table 14.6

HFW superior quality

Particulars	Frequency	Percent
highly satisfied	6	10.0
Satisfied	29	48.3
Neutral	17	28.3
Dissatisfied	5	8.3
highly dissatisfied	3	5.0
Total	60	100.0

Chart 14.6

From the above table and chart we come to that 10.0% is highly satisfied, 48.3% is satisfied, 28.8% is neutral, 8.3% is dissatisfied, 5.0% is highly dissatisfied that Himalayan face wash are with the superior quality . So it is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are superior quality

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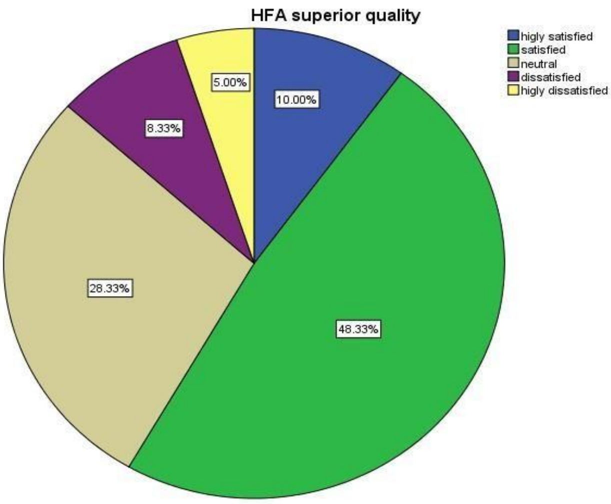

Ranking

Effectiveness of himilayan face wash

Factors of HFW	Ranking
HFA enhance the skin tone	1
HFA clear pimples	2
HFA clean and purifies skin	3
HFA removes impurities	4
HFA improves skin health	5
HFA prevents wrinkles	6

The perceived benefits of himalayan face wash have moderate average rating ranging from 2.7833 to 3.0333, indicating a generally positive but varied perception of its effectiveness in enhancing skin tone,clearing pimples,cleaning and purifying skin,romoving impurities,improving skin health, and preventing wrinkless. The spread of opinions varies,with some benefits having more consistent ranting than others.

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Ineffectiveness of himalayan face wash

Factors of HFW	Ranking
HFA delayed effects	1
HFA high cost	2
HFA less quality	3
HFA not fulfilling the purpose	4
HFA strong fragrance	5
HFA allergies	6

The data suggests that while there are some notable disadvantages, such as delayed effects and high cost, other factors like quality, effectiveness, fragrance, and allergies are less concerning for most customer.

Chi-square Association between the demographic profile and duration of using Himalayan face wash

S.NO	Demographic variable	Chi-square	Df	Sig
1.	Age	8.829	6	0.183
2.	Marital status	4.860	3	0.182
3.	Education qualification	14.741	9	0.098
4.	Family type	4.205	3	0.240
5.	Employment states	9.673	3	0.022

P-value is less than the table value so, we accept the hypothesis that employment status has significant association with duration of use.

Since p-value is greater than the table value hypothesis has been rejected except for employment status and we accept the null hypothesis for others. So, from the above calculation we come to know that there is no signification association between demographic profile and duration of use of Himalayan face wash.

Correlations

		employment status of the respondents	modes of purchase
employment status of the respondents	Pearson Correlation	1	-.078
			.556
modes of purchase	Pearson Correlation	-.078 .556	1

The analysis suggests that there is no significant relationship between the employment status of the respondents and their modes of purchase. The correlation, is very weak and not significant, implying that employment status does not have a substantial impact on how respondents choose their modes of purchase in this dataset.

Findings:

- It is observed that maximum of the respondents are from the age group of 21-23.
- It is observed that maximum of the respondents are unmarried.
- It is observed that maximum of the respondents are post graduate.
- It is observed that maximum of the respondents are nuclear family.
- It is observed that maximum of the respondent are unemployed.
- It is observed that maximum of the respondents are use Himalayas purifying neem. face wash.
- It is observed that maximum of the respondent purchases the product as they like.
- It is observed that maximum of the respondents are using the product for the duration of 1-2 years.
- It is observed that maximum of the respondent come to know about the Himalayan face wash through advertisement.
- It is observed that maximum of the respondents amount spends for the product is 101 -200.
- It is observed that maximum of the respondents are purchases from medical shop.
- It is observed that maximum of the respondents are recommendation to others.
- It is observed that maximum of the respondents agree with the price is reasonable.

- It is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are chemical free.
- It is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are affordable.
- It is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are available.
- It is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are packaging.
- It is observed that maximum of the respondents are highly satisfied with the brand name.
- It is observed that maximum of the respondents are satisfied with the statement that Himalayan face wash are superior quality.
- It is observed that average of the respondents have given 1 for the statement that Himalayan face wash clears and purifies skin.
- It is observed that average of the respondents have given 1 for the statement that Himalayan face wash less quality.

Suggestions:

- In order to address the specific bad experiences that consumers have mentioned, thoroughly investigate them.
- Think about conducting product testing to guarantee that the face wash is mild and suitable for all skin types.
- Create different face washes (such as dry, oily, and combination) and label them appropriately. This can assist customers in choosing a product that is appropriate for their skin type.
- For consumers with sensitive skin, think about providing a face cleanser without any scent. Offer face cleanser to improve skin tone and avoid wrinkles.
- Keep running more ads targeting young folks between the ages of 21 and 23. Emphasize the salient features and enhancements of the product in these advertisements.
- Utilize marketing campaigns to inform customers about the advantages of the product and its compatibility for various skin types.
- Urge happy customers to share their positive experiences so that the product can be improved.
- Keep the pricing range between 101 and 200. So that everyone may afford it. □ Make sure the product is easily accessible everywhere.
- Survey users on a regular basis to get their comments
- . Utilize this information to make ongoing product improvements.

Conclusion:

According to the study, the majority of participants are aware of Himalayan face wash. Additionally, upholding open and instructive marketing tactics will aid in controlling consumer expectations and emphasizing the advantages of the product. ensuring simple accessibility via a range of retail outlets. For the long term, the business must use presents and promotions to draw in clients. The organization will soon achieve its utmost goal if the aforementioned recommendations are put into practice.

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A Study on Customer Awareness and Perception towards Millet Consumption

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Abstract

This study investigates the patterns of millet consumption in daily diet plans among individuals of diverse demographics. A questionnaire-based survey was conducted to gather data on millet consumption habits, preferences, and perceptions among participants. Results revealed varying levels of millet consumption across demographic groups, with factors such as taste preferences, health beliefs, and cultural influences influencing dietary choices. Barriers to millet consumption included limited availability and unfamiliarity with cooking methods, while facilitators included perceived health benefits and cultural significance. Overall, this study provides insights into the role of millets in daily diet plans and highlights opportunities for promoting their inclusion in diverse culinary practices.

Keywords: Millet, Diet, Customer

Introduction

Millet grains, once marginalized in mainstream diets, are experiencing a resurgence of interest due to their nutritional value, gluten-free nature, and environmental sustainability. This review synthesizes existing literature on millet consumption patterns to provide insights into its role in modern dietary practices. Millets, renowned for their resilience and adaptability, offer a rich source of protein, fibre, and essential nutrients, making them valuable additions to diverse dietary plans. However, despite their nutritional benefits, barriers such as limited availability, lack of consumer awareness, and unfamiliarity with cooking methods hinder widespread adoption. Cultural influences also play a significant role, with millets deeply rooted in culinary traditions of regions like India and Africa. By addressing barriers and leveraging cultural heritage, there is potential to promote millet consumption and contribute to sustainable and nutritious dietary practices worldwide. This review aims to inform strategies for increasing millet consumption and fostering its integration into modern diets.

Objectives

Objective 1: Quantify Millet Consumption:

Determine the prevalence and frequency of millet consumption among participants in the study population, including variations across demographics such as age, gender, and geographic location.

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Objective 2: Assess Preference and Acceptance:

Evaluate participants' liking and acceptance of millets in their daily diet plans through sensory evaluation techniques, self-reported satisfaction levels, and willingness to continue incorporating millets based on taste preferences.

Objective 3: Explore Dietary Patterns:

Investigate the role of millets in participants' overall dietary patterns, including their use as substitutes for traditional staples like rice and wheat, and the diversity of milletbased dishes consumed across meals.

Objective 4: Examine Nutritional Impact:

Analyse the nutritional composition of millet-based meals consumed by participants, assessing their contribution to daily nutrient intake and potential health benefits, such as fibre content, micronutrient profiles, and glycaemic index.

Objective 5: Investigate Cultural Influences:

Explore the cultural significance of millets in participants' dietary practices, including culinary traditions, familial influences, and perceptions of millets as heritage foods or symbols of cultural identity.

Objective 6: Examine Health Perceptions:

Investigate participants' perceptions of millets' health benefits and their impact on dietary choices, including beliefs about weight management, disease prevention, and overall well-being.

Review of Literature

Recent studies on millet consumption patterns reveal a growing interest in this ancient grain due to its nutritional benefits and sustainability. Research by Jones et al. (2020) found that millets are rich in protein, fibre, and essential nutrients, making them valuable additions to diverse dietary plans. Similarly, a study by Smith *et al.* (2019) highlighted the gluten-free nature of millets, appealing to individuals with celiac disease or gluten sensitivities.

However, barriers to millet consumption persist. Patel and Gupta (2018) identified limited availability and lack of consumer awareness as key obstacles to wider adoption of millets in daily diets. Additionally, research by Wang *et al.* (2021) noted that unfamiliarity with cooking methods and perceptions of taste or texture hindered millet acceptance among certain demographic groups.

Cultural influences also shape millet consumption patterns. Studies by Kumar *et al.* (2017) and Li *et al.* (2018) highlighted the significance of millets in traditional diets of regions like India and Africa, where culinary heritage plays a pivotal role in food choices.

Overall, these studies underscore the need for targeted interventions to promote millet consumption, addressing barriers and leveraging cultural influences to foster greater acceptance and integration into diverse dietary practices.

Research Methodology

Study Design: This research employs a cross-sectional study design to investigate millet consumption patterns in daily diet plans among individuals.

Participant Recruitment: Participants will be recruited through convenience sampling methods, including online platforms, community centers, and local organizations. Inclusion criteria will target adults aged 15 years and above.

Data Collection: A structured questionnaire will be developed based on previous literature and research objectives. The questionnaire will include sections on demographic information, millet consumption habits, preferences, health perceptions, and cultural influences.

Survey Administration: The questionnaire will be administered electronically via online survey platforms or in-person interviews, depending on participant preferences and accessibility. Informed consent will be obtained from all participants prior to data collection.

Sample Size: A sample size calculation will be performed to ensure adequate power for statistical analysis. A minimum sample size of 75 participants will be targeted to achieve reliable results.

Data Analysis: Quantitative data will be analyzed using descriptive statistics to summarize millet consumption patterns, preferences, and health perceptions. Inferential statistics.

Qualitative Analysis: Open-ended responses will be analyzed thematically to identify recurring themes and insights into participants' experiences and perceptions regarding millet consumption.

Ethical Considerations: This research will adhere to ethical guidelines, ensuring participant confidentiality, informed consent, and data protection throughout the study.

Limitations: Potential limitations include sampling bias, self-reporting biases, and generalizability to broader populations. Strategies to mitigate these limitations will be implemented where possible.

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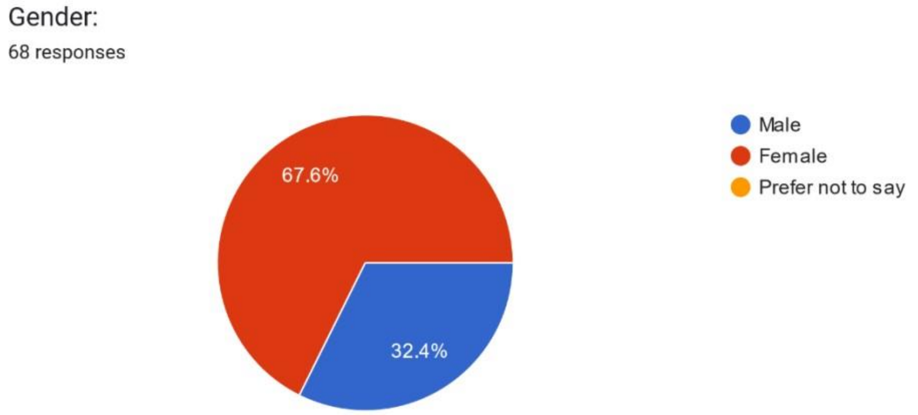
Data Analysis and Interpretation

1. Gender of the respondents

Table 1

	Frequency	Percent
Male	46	32.4%
Female	22	67.6%
Total	68	100%



It is inferred that majority of the respondents are female (67.6%). Male respondents are confined to (43.3%). It is observed that most of the respondents are female.

2. Age of the respondents

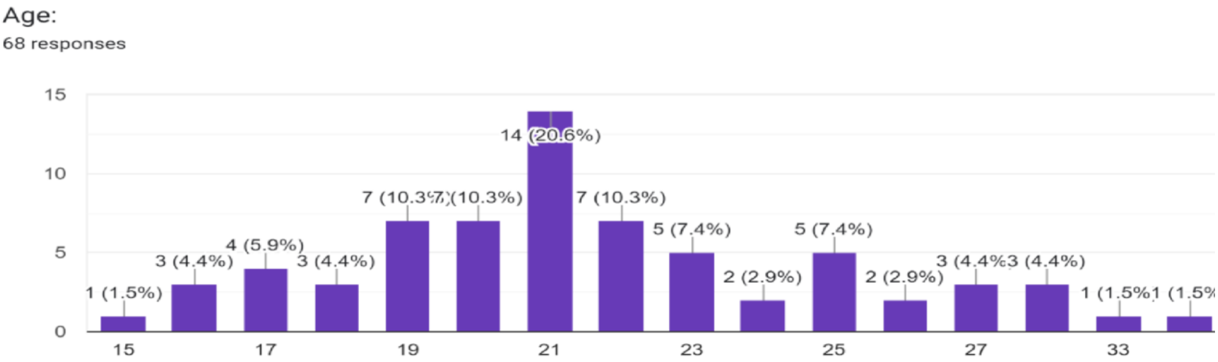
Table 2

	Frequency	Percent
15	1	1.5%
16	3	4.4%
17	4	5.9%
18	3	4.4%
19	7	10.3%
20	7	10.3%
21	14	20.6%
22	7	10.3%
23	5	7.4%
24	2	2.9%
25	5	7.4%
26	2	2.9%
27	3	4.4%
28	3	4.4%
33	2	2.9%

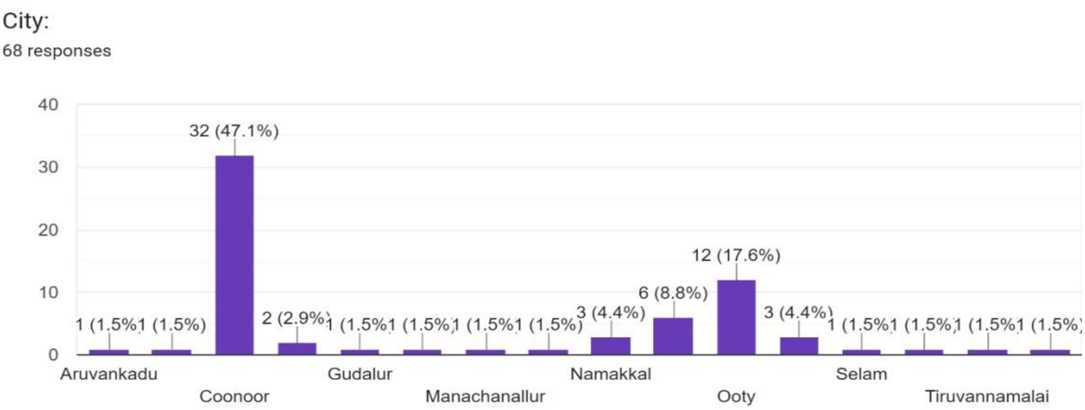
From above table and chart, it describes that the respondents are from various age group consuming millets in their diet plan but it is observed that most of the respondents are in the age group 21-30

City of the Respondents

Table 3



	Frequency	Percent
Coonoor	32	47.1%
Ooty	20	29.4%
Namakkal	6	8.8%
Salem	4	5.9%
Erode	2	2.9%
Gudalore	1	1.5%
Karamadai	1	1.5%
Coimbatore	1	1.5%
Aruvankadu	1	1.5%
Manachanallur	1	1.5%
Tiruvannamalai	1	1.5%

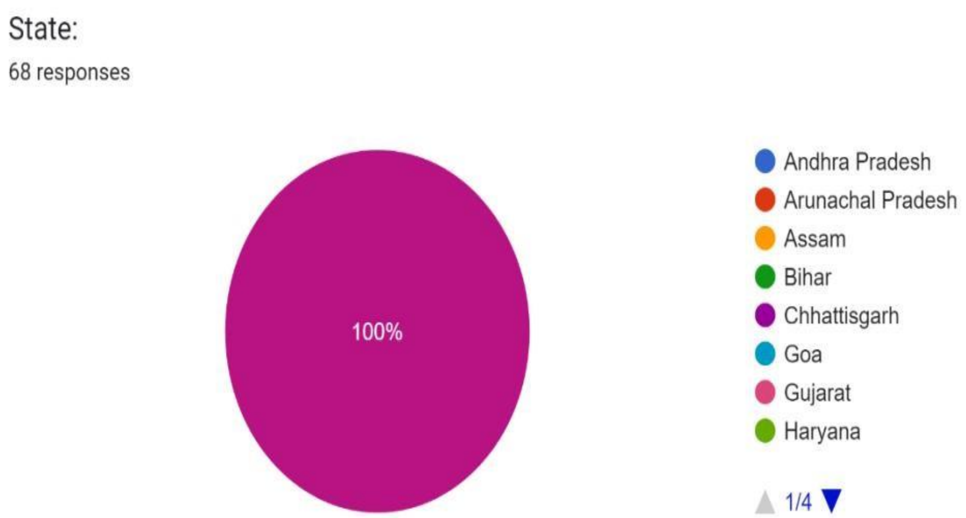


From the above table and chart, it is described that most of the respondents are from Coonoor and Ooty, (i.e.) 47.1% from Coonoor and 29.4% from Ooty and 5.9% from Salem and 2.9% from Erode, 1.5% from Tiruvannamali, Manachanallur, Aruvankadu, Coimbatore, Gudalore, Karamadai and 8.8% from Namakkal. So, it is observed that most of the respondents are from Coonoor.

State of the Respondents

Table 4

	Frequency	Percent
Tamil Nādu	68	100%



It is observed that most of the respondents are from Tamil Nadu.

Country of the Respondents

Table 5

	Frequency		Percent
India	68	100%	

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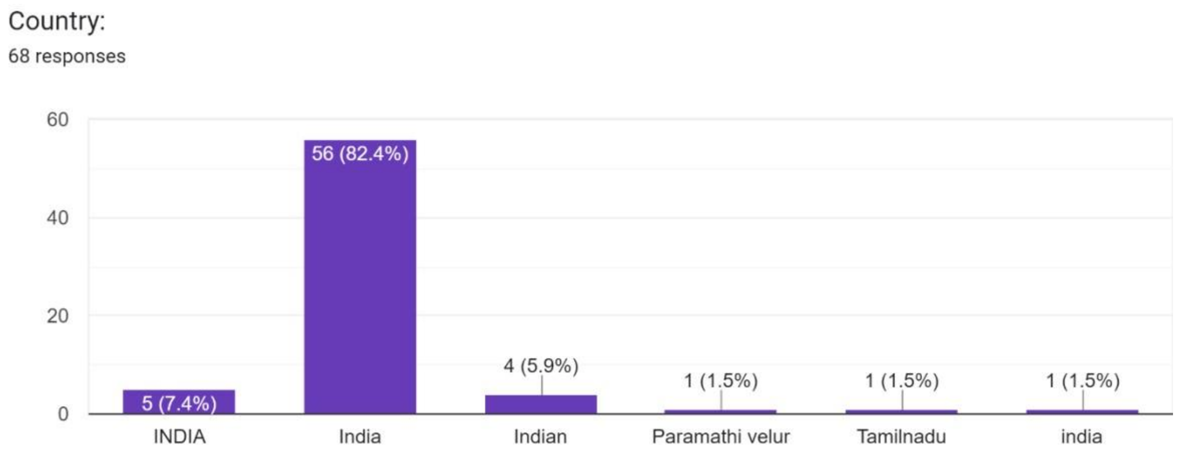
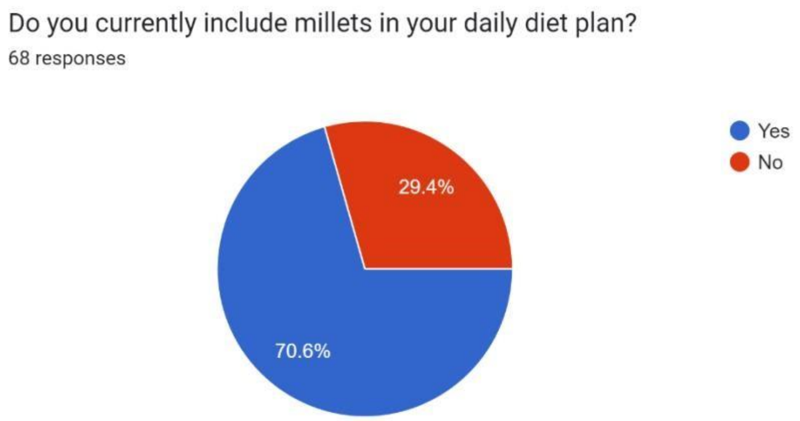


It is observed that most of the respondents are from India.

Inclusion of Millets in the Diet Plan of the Respondents

Table 6

	Frequency	Percent
No of respondents who include millets	48	70.6%
No of respondents who do not include millets	20	29.4%

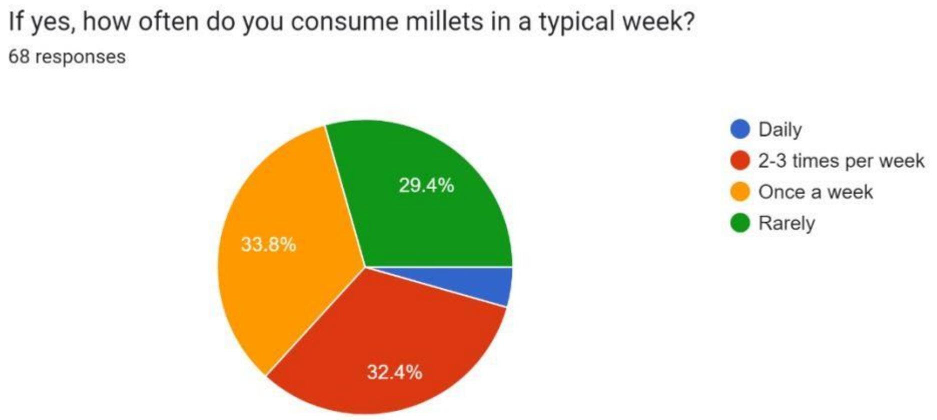


From the above table and chart, it is described that 70.6% of respondents include millets in their diet plan and 29.4% of respondents do not include millets in their diet plan. So, it is observed that most of the respondents take millets in their diet plan.

How often respondents consume millets in a typical week

Table 7

	Frequency	Percent
Once in a week	23	33.6%
2-3 times per week	22	32.4%
Rarely	20	29.4%
Daily	3	4.6%

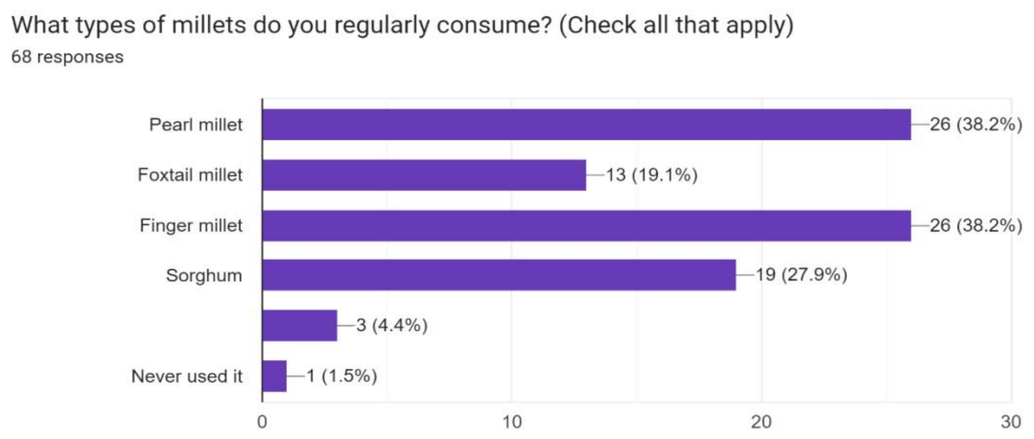


From the above table and chart, it describes that 32.4% of respondents consume millets 2-3 times per week and 33.8% of respondents consume millets once a week and 29.4% of the respondents consume millets rarely and 4.6% of the respondents consume millets daily. So, it is observed that most of the respondents consume millets 2-3 times per week.

Type of millets respondents consume

Table 8

	Frequency	Percent
Pearl millet	26	38.2% 19.1% 38.2%
Foxtail millet	13	27.9%
Finger millet	26	4.4%
Sorghum	19	1.5%
Other type of millets	3	
Never used	1	

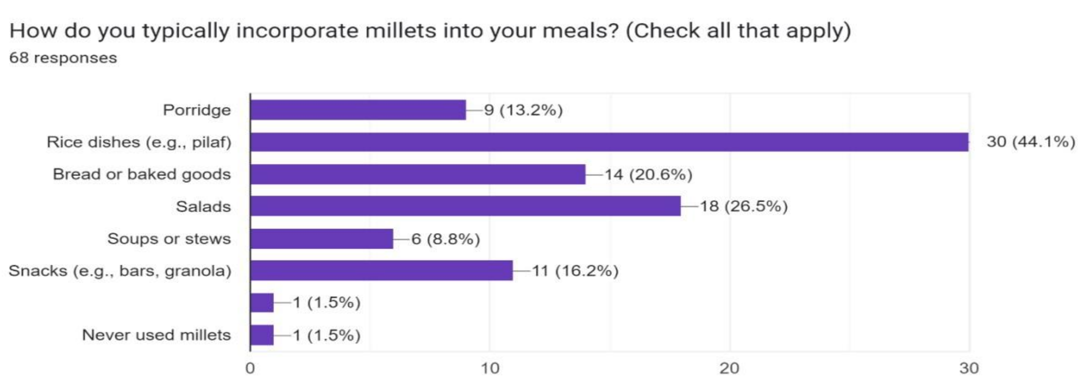


From the above table and chart, it describes that 38.2% of respondents consume Pearl millet and Finger millet regularly and 19.1% consume Foxtail millet and 27.9% consume Sorghum. So, it is observed that most of the respondents include Pearl and Finger millet regularly in their diet plan.

How respondents typically incorporate millets into their meals

Table 9

	Frequency	Percent
Porridge	9	13.2%
Rice dishes	30	44.1%
Bread or baked items	14	20.6%
Salads	18	26.5%
Soups or stews	6	8.8%
Snacks	11	16.2%
Other	1	1.5%
Never used	1	1.5%

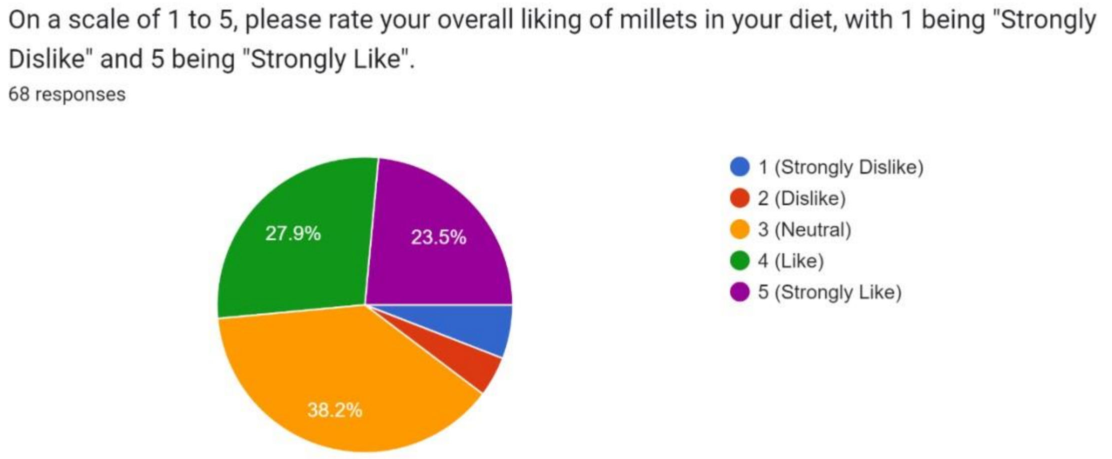


From the above table and chart, it describes that 13.2% of the respondents incorporate millets as porridge and 44.1% incorporate millets as rice dishes and 20.6% as bread or baked goods and 26.5% as salads and 8.8% as Soups or stews and 16.2% as snacks. So, it is observed that most of the respondents incorporate millets as Rice Dishes as their meal.

Overall liking of millets of the respondents in their diet

Table 10

	Frequency	Percent
Strongly Dislike	4	6.1%
Dislike	3	4.6%
Neutral	26	38.2%
Like	19	27.9%
Strongly Like	16	23.5%

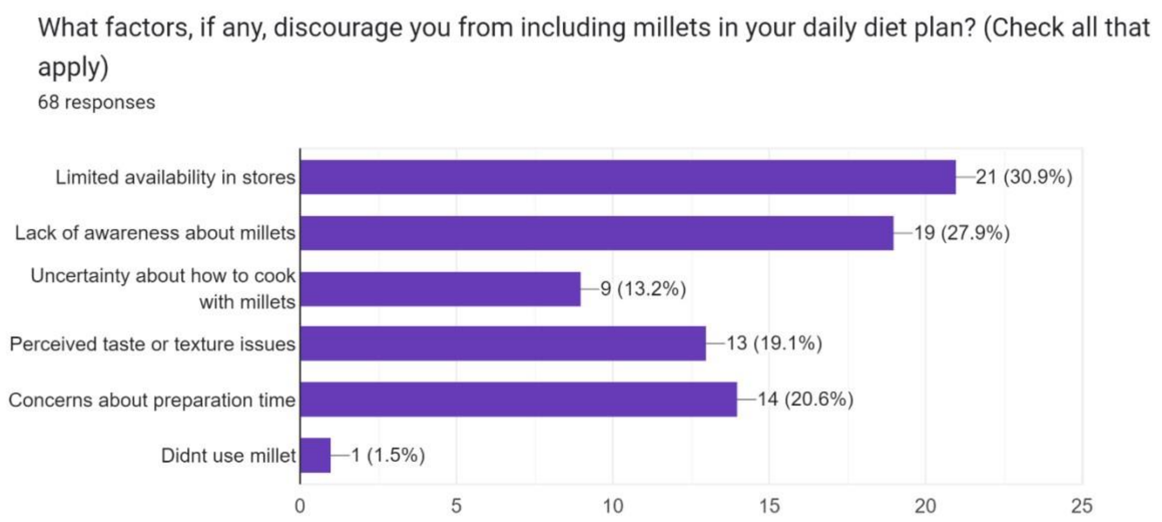


From the above table and chart, it describes that 6.1% respondents Strongly Dislike Millets, 4.6% respondents dislike millets, 38.2% respondents are neutral in liking millets, 27.9% of the respondents like millets and 23.5% Strongly Like millets. So, it is observed that most of the respondents are Neutral in liking millets.

What are the factors that discourage respondents from including millets in their diet plan

Table 11

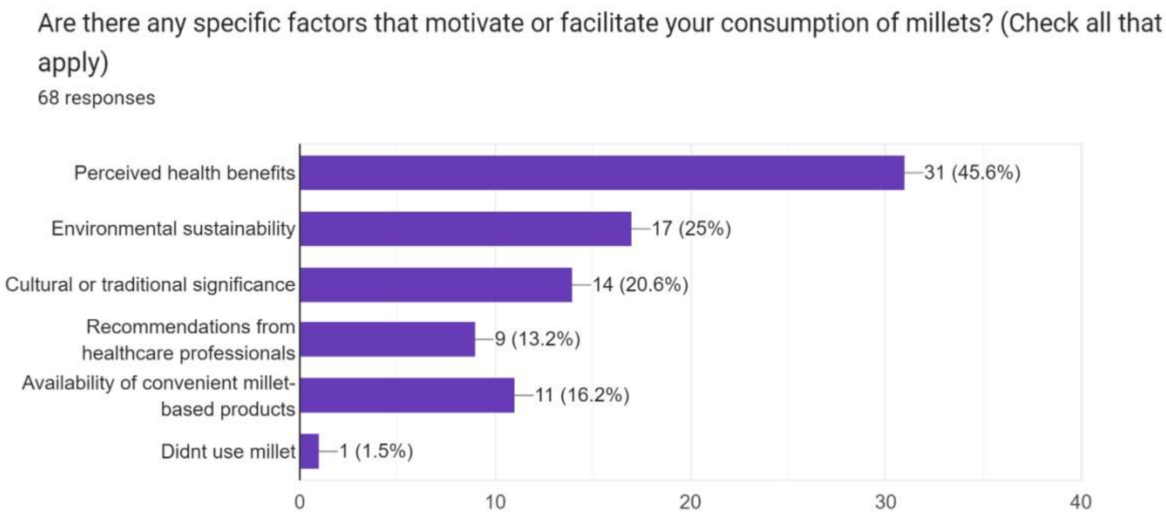
	Frequency	Percent
Limited availability in stores	21	30.9%
Lack of awareness about millets	19	27.9%
Uncertainty about how to cook with millets	9	13.2%
Perceived taste or texture issues	13	19.1%
Concerns about preparation time	14	20.6%
Didn't use millet	1	1.5%



From the above table and chart, it describes that 30.9% of the respondents are discouraged to use millets due to limited availability in stores, 27.9% of the respondents are discouraged due to lack of awareness about millets, 13.2% of the respondents are discouraged due to uncertainty about how to cook millets, 19.1% of the respondents are discouraged for perceived taste and texture issue,20.6% of the respondents are discouraged due to concerns about preparation time. So, it is observed that most of the respondents are discouraged due to limited availability of millets in the stores.

Factors that motivate the respondents in the consumption of millets in their diet plan. Table 12

	Frequency	Percent
Perceived health benefits	31	45.6%
Environmental sustainability	17	25%
Cultural or traditional significance	14	20.6%
Recommendations from healthcare professionals	9	13.2%
Availability of convenient millet- based products didn’t	11	16.2%
use millet	1	1.5%



From the above table and chart, it describes that 45.6% of the respondents are motivated to use millets due to percieved health benefits, 25% of the respondents are motivated due to environmental sustainability, 20.6% of the respondents are motivated due to cultural or traditional significance, 13.2% of the respondents are motivated due to recommendations from the healthcare professionals, 16.2% of the respondents are motivated due to availabilty of convenient millet based products. So, it is observed that most of the respondents are motivated to consume millets due to percieved health benefits.

Respondents perception of consuming millets in their diet plan.

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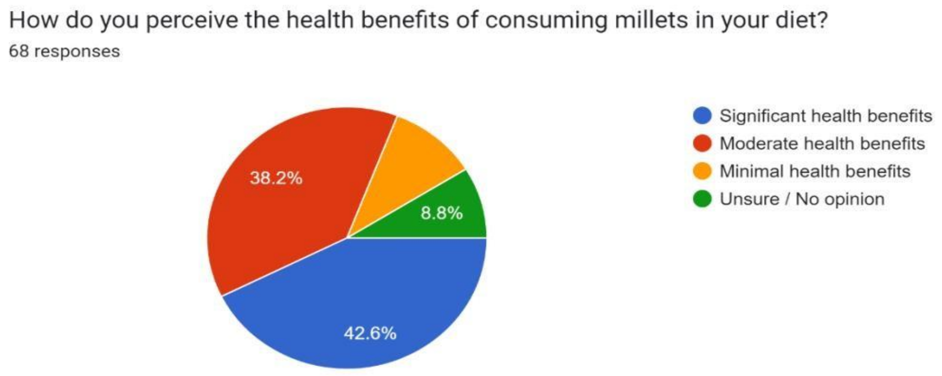
Table 13

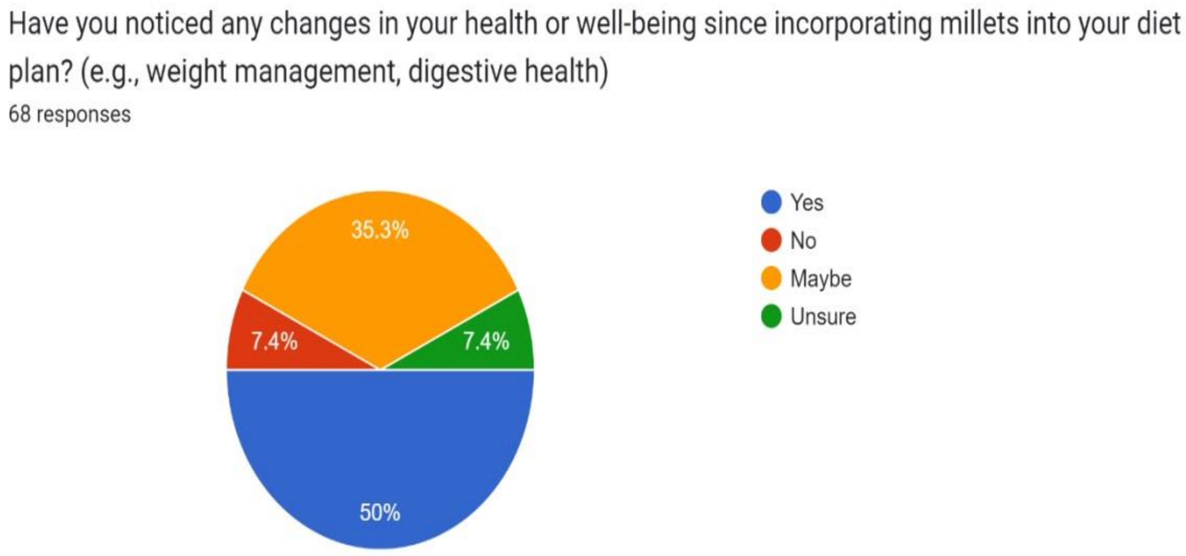
	Frequency	Percent
Significant health benefits	29	42.6%
Moderate health benefits	26	38.2%
Minimal health benefits	7	10.4%
Unsure / No opinion	6	8.8%



From the above table and chart, it describes that 42.6% of the respondents perceive significant health benefits, 38.2% of the respondents perceive moderate health benefits, 10.4% of the respondents perceive minimal health benefits and 8.8% of the respondents are unsure about the health benefits. So, it is observed that most of the respondents perceive significant health benefits from the consumption of millets in their diet plan.

14.Changes in the health of the respondents since incorporating millets in their diet plan. Table 14

	Frequency	Percent
Yes	34	50%
No	24	7.4%
Maybe	5	35.3%
Unsure	5	7.4%



From the given table and chart, it describes that 50% of the respondents have noticed changes in their health or well-being since incorporating millets in their diet plan, 7.4% of the respondents haven't noticed changes in their health or well-being since incorporating millets in their diet plan, 35.3% of the respondents may have noticed changes in their health or wellbeing since incorporating millets in their diet plan and 7.4% of the respondents are unsure in the changes in their health or well-being since incorporating millets in their diet plan. So, it is observed that most of the respondents have noticed changes in their health or well-being since incorporating millets in their diet plan.

15.To what extent do cultural or familial influences impact the respondents decision to consume millets?

Table 15

	Frequency	Percent
Strongly influenced	32	22.1%
Moderately influenced	15	47.1%
Slightly influenced	15	22.1%
Not influenced at all	6	8.8%

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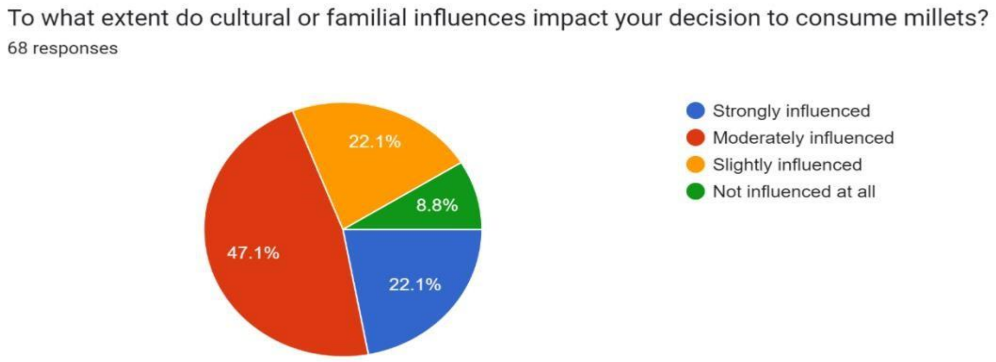

From the above table and chart, its described that 22.1% of the respondents are strongly influenced and have impact from the cultural and familial influences in the decision to consume millets, 47.1 of the respondents are moderately influenced and have impact from the cultural and familial influences in the decision to consume millets, 22.1% of the respondents are slightly influenced and have impact from the cultural and familial influences in the decision to consume millets, 8.8% of the respondents are not influenced at all and don't have impact from the cultural and familial influences in the decision to consume millets. So, it is observed that most of the respondents are moderately influenced and have impact from the cultural and familial influences in the decision to consume millets.

CHI-Square

Demographic level and medicinal benefits from millet consumption

H0: There is significant association between demographics level and medicinal benefits from millet consumption

H1: There is no significant association between demographics level and medicinal benefits from millet consumption

S. No	Demographic profile	Chi-square	df	sig	Hypothesis accepted/rejected
1	gender	19.564	3	0.812	H1
2	age	18.934	9	0.026	ho

- The above table consist of pearson Chi-square value with degree of freedom and a pvalue.
- P-value is less than table value so, the hypothesis is accepted. It is concluded that there is a significant association between age and medicinal benefits from millet consumption
- For other demographic variables, Since the p-value is greater than table value 0.05, we fail to reject the null hypothesis. This implies that there is no significant association between gender and medicinal benefits from millet consumption

Findings

- It is observed that most of the respondents are female.
- It is observed that most of the respondents are in the age group 21-30.
- It is observed that most of the respondents are from Coonoor.
- It is observed that most of the respondents are from Tamil Nadu.
- It is observed that most of the respondents are from India.
- It is observed that most of the respondents take millets in their diet plan.
- It is observed that most of the respondents consume millets 2-3 times per week.
- It is observed that most of the respondents include Pearl and Finger millet regularly in their diet plan.
- It is observed that most of the respondents incorporate millets as Rice Dishes as their meal.
- It is observed that most of the respondents are Neutral in liking millets.
- It is observed that most of the respondents are discouraged due to limited availability of millets in the stores.
- It is observed that most of the respondents are motivated to consume millets due to percieved health benefits.
- It is observed that most of the respondents perceive significant health benefits from the consumption of millets in their diet plan.
- It is observed that most of the respondents have noticed changes in their health or well-being since incorporating millets in their diet plan.
- It is observed that most of the respondents are moderately influenced and have impact from the cultural and familial influences in the decision to consume millets.

Suggestion

- In order to increase the availability Work with local stores and suppliers to increase the availability of millets.
- This could involve partnering with grocery stores to stock a wider variety of millets and ensuring they are easily accessible.
- Conduct awareness campaigns about the health benefits of millets.
- This could include cooking demonstrations, nutritional seminars, and distribution of informational pamphlets to educate people about how to incorporate millets into their diets effectively.
- Share recipes and cooking tips for preparing millet-based dishes, particularly focusing on rice dishes, as these are popular among the respondents.

- Since most respondents are female and in the age group of 21-30, marketing efforts should be tailored to appeal to this demographic.
- Highlight the cultural and familial significance of millets.
- Create community events or festivals celebrating millet-based cuisines to strengthen cultural ties and encourage communal support for millet consumption.
- Encourage respondents to track their health and well-being improvements upon consuming millets.
- Collect feedback from respondents on their experiences with millets and use this data to continually improve the strategies.
- Improve the packaging and branding of millet products to make them more attractive.
- Organize millet-based cooking competitions or challenges in the community or online.

Conclusion

By increasing the consumption of millets among respondents requires Comprehensive approach that addresses availability, awareness, cultural integration, and convenience. By enhancing millet availability in stores, promoting health benefits through targeted campaigns, and leveraging cultural and familial influences, we can foster greater acceptance and incorporation of millets into daily diets. Additional strategies such as educational workshops, partnerships with health professionals, and innovative product development will further encourage millet consumption. These efforts, collectively, aim to improve dietary habits and overall health and well-being, particularly among the female demographic aged 21-30 from Tamil Nadu and India. By implementing these suggestions, we can create a sustainable and health-oriented community that values the nutritional benefits of millets.

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A Study on Customer Awareness and Perception towards Indulekhabringha Products with Special Reference to Coonoor, Nilgiris

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Abstract

Hair oil is thought to offer benefits such as nourishment, strengthening, improved and faster growth, and a reduction in hair loss. The brand Indulekha Bringha hair oil is well-known these days. In this article a study was conducted to learn more about young people's opinions and levels of awareness with Indulekha hair oil. Findings indicated that the majority of young people are happy with Indulekha hair oil. It was also determined that the main elements influencing decisions to buy are the product's pricing, features, and Ayurvedic.

Keywords: Indulekha, Hair oil, Ayurvedic

Introduction

A primitive ayurvedic medicine known to grow new hair, reduce hair fall, and reduce dandruff is indulekha. Hand-selected herbs are sautéed in virgin coconut oil and let to mature for seven days in the sun. Every bottle of Indulekha oil is made possible by the sun's energy and the strength of these herbs. The revolutionary'selfie comb' makes it simple and quick to apply directly to the scalp, allowing oil to go right to the root of the problem. Exclusive ayurvedic treatment for hair loss called Indulekha Bringha Oil stimulates the growth of new hair. This 100% ayurvedic oil has been successfully shown to decrease hair loss and promote the growth of new hair in four months. The Ayurvedic Granthas, a source of ancient knowledge, are used to create indulekha. Every herb is grown in Kerala's beautiful surroundings, selected by hand from professionals, and allowed to ripen in the sun for seven days.

Statement of the problem

In the current scenario there are so many companies on the market now producing hair oils, it is necessary to focus on customer influence and taste in such a competitive atmosphere.Thus, a study of the customer's desire and degree of awareness regarding Indulekha hair oil is necessary.

Objective of the study

- To study the socio-economic (demographic) profile of the respondents.
- To study the consumer awareness among Indulekha bringha products in Coonoor, Nilgiris
- To study the consumer perception towards Indulekha bringha products in Coonoor, Nilgiris.
- To give suggestions for the improvements of the products.

Review of literature

S. Jagadeesan and G. Vani. Baldness and other conditions that cause hair to clump together can be prevented and treated with hair oils. Additionally, they encourage hair growth that is luxuriant. Herbal-based hair oil is used as a tonic for the hair. Women have long used cosmetics to manipulate how they look and, perhaps, how attractive they are physically. This study examines the attitudes of college students in Salem City about hair oil consumers' satisfaction. This study used a descriptive research design. This study used a convenience sampling technique. There are seventy samples. Primary as well as secondary sources of Information were used. Primary data are those gathered from the Hair Oil User's Survey. For the study, structured questionnaires were created specifically for consumers who use hair oil. The secondary data was material gleaned from books, journals, periodicals, reports, and daily articles. The study's main conclusion is that there is no discernible difference between hair oil customers' satisfaction levels and the demographic variable.

Saravanakumar and B. Santosh Kumar's 2018 study, "A study on female customer satisfaction on hair oil and beauty cream with special reference to Himalaya products in Coimbatore district," How well a company's entire product meets a set of consumer needs is measured by customer satisfaction. In areas like quality and customer service, where customer satisfaction is strongly correlated, organizations have made significant investments in performance improvement. When a business releases new products and improves old ones, thrilled customers typically become more devoted and spend more money. Products with a quick turnover rate and cheap price point are known as fast-moving consumer goods, or FMCG. Ideas related to marketing that take into account how a customer feels, knows, and is aware of a company's products. Customer satisfaction is determined by comparing the product's actual performance with the performance he anticipated from its use. The principal aim of this research is to investigate customer perception and satisfaction by examining product awareness among consumers and the quantity of customers who use cosmetics.

Chelladurai and S. Mallikain (2021) The paper "A Study On Consumer's Brand Preference Towards Consumer Goods With A Special Reference To Hair Oil In Tirunelvalli District". The consumer market is a complex process in which every business must maintain its position in the market through a variety of strategies. To do this, companies are using a variety of strategies, such as product creation, advertising, customer retention, and market research. In a competitive market, market research is the most effective way to gauge consumer attitudes and preferences for different brands of products. Since the consumer Is king in today’s market, businesses must offer their goods In a way that is competitive, whether directly or indirectly, and to that end, they employ a variety of marketing techniques to meet the demands of their client.

Anumesh Kariappa (2016) conducted this survey to find out how satisfied customers are with Indulekha items in the Kasarkode market. This research aids in determining the viewpoints of Indulekha product consumers. To gauge consumer knowledge of the Indulekha brand. The acquired data are examined and conclusions are drawn for the study’s aims. Over 100 respondents from various sections of the Kasarkode region are questioned as part of the research, which is carried out with the aid of a well-designed questionnaire that helps to make this study more effective. The key finding of the marketing philosophy Is that client pleasure is paramount. In addition, a business cannot remain in the market indefinitely without happy clients.

Profile of the study area

Only the area in and around Coonoor was included in the study. The hill station of Coonoor is located in Tamil Nadu, a state in southern India. In the neighboring Nilgiri hills, it is well-known for its tea estates. Huge rhododendrons, roses, and eucalyptus trees may be seen in Sim’s Park, a public garden. Through Coonoor, the steam Nilgiri Mountain Railway connects the towns of Mettupalayam and Ooty. A vintage point with views of Catherine Falls’ cascade is Dolphin’s Nose.

Research Methodology

Research Design: A descriptive research design was used to analyze and evaluate the data gathered from the sample respondents.

Source of Data: The study made use of both primary and secondary data. Primary data was collected using the survey approach. SPSS version 20 was utilized for the analysis and documentation of primary data. Secondary data were gathered from a variety of websites, books, journals, and reference materials.

Time frame for study: Three months were allotted for the investigation. Where data collecting took place in the first month, and data analysis, interpretation, and documentation took place in the next two months.

Sample size: For convenience’s sake, the sample size was sixty.

Applied statistical instruments: The primary data is presented via tables. The many procedures utilized to analyze the data include correlation tests, chi-square analyses, and simple percentage analyses.

Hypothesis

- There is significant association between demographics level and perception level of the respondents in Coonoor, Nilgiris.
- There is a significant relationship between gender and customer awareness about different product of Indulekha Bringha products.

Limitation of the study

- There were only a few samples used in the investigation. Thus, inferences might not be correct.
- The information supplied by the participants may not always be accurate as their opinions can alter after gaining new experiences.
- The research is carried out within a limited geographic region. Thus, findings cannot be applied to all situations.

Data Analysis and Interpretation

Table 1

Demographic profile	Particulars	Frequency	Percentage
gender	Male	26	43.3
	Female	34	56.7
	Total	60	100.0
age	Below 20	13	21.7
	21-30	22	36.7
	31-40	13	21.7
	Above 41	12	20.0
	Total	60	100.0
Educational qualification	SSLC	14	23.3
	HSC	13	21.7
	Degree	21	35.0
	Other	12	20.0
	Total	60	100.0
occupation	Government Employee	17	28.3
	Private sector	21	35.0
	Bussiness	7	11.7
	Housewife	9	15.0
	Other	6	10.0
	Total	60	100.0
Marital status	Married	28	46.7

	Unmarried	32	53.3
	Total	60	100.0
Nature of the family	nuclear family	34	56.7
	Joint Family	26	43.3
	Total	60	100.0

It is inferred that majority of the respondents are female (56.67). Male respondents are confined to (43.3%) only. 21.67% of the respondents are 21.67% and 36.67% of the respondents are in the age group of 21-30 and 21.67% are in the age group of 31-40 and 20% are above 41, So it is observed that most of the respondent are in the age group of 21-30. 23.33% have completed SSLC and 21.67% have completed HSC and 35% have completed degree and 20% have completed other courses So, it is observed that most of the respondents are degree holders. 28.33% of the respondents are government employee and 35% of the respondents are engaged in private sector and 11.67% of the respondents are doing business and 15% of the respondents are house wifes where as 10% are engaged in other sectors. So, it is observed that most of the respondents are working in private sector. 48.67% of the respondents are married and 53.33% of the respondents are unmarried. So, it is observed that most of the respondents are unmarried, 56.67% of the are nuclear family and 43.33% of the respondents are joint family. So, it is observed that most of the respondents are from nuclear family.

2. Awareness of the respondents Table 2

Awareness through which source

	Frequency	Percent
Friends	12	20.0
Family	26	43.3
Members	12	20.0
advertisement social media	10	16.7
Total	60	100.0

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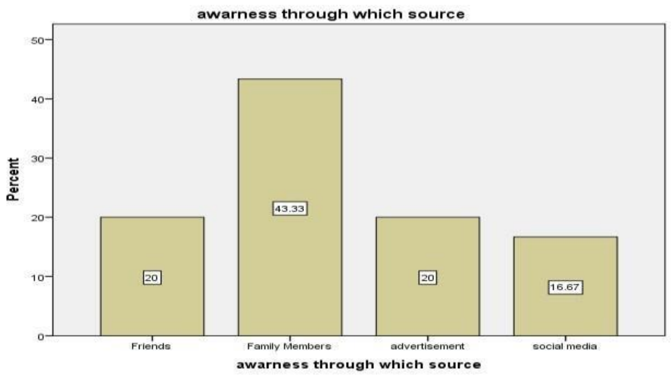


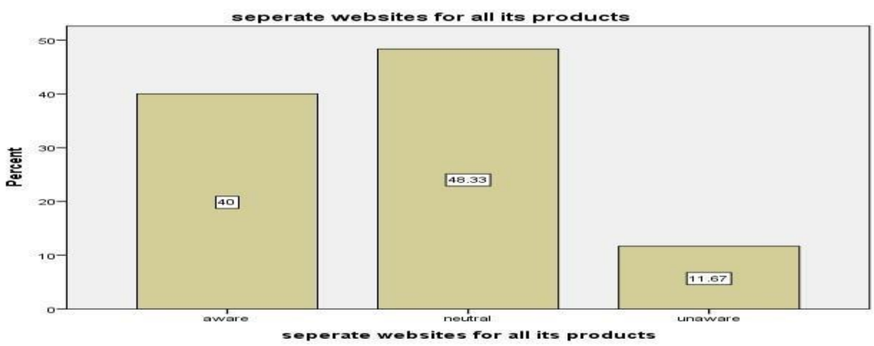
From the above table and chart it describes that 20% of the respondents are aware if Indulekhaproducts through friends and majority of the respondents are aware of Indulekhabringha products through family members and 20% of the respondents are aware through advertisements and 16.67% through social media. So, it is observed that most of the respondents are aware of Indulekhaproducts through family members.

3.Level of awareness

1.Indulekha bringha has a separate website for its products: Table 3

Seperate websites for all its products

	Frequency	Percent
Aware	24	40.0
Neutral	29	48.3
Unaware	7	11.7
Total	60	100.0

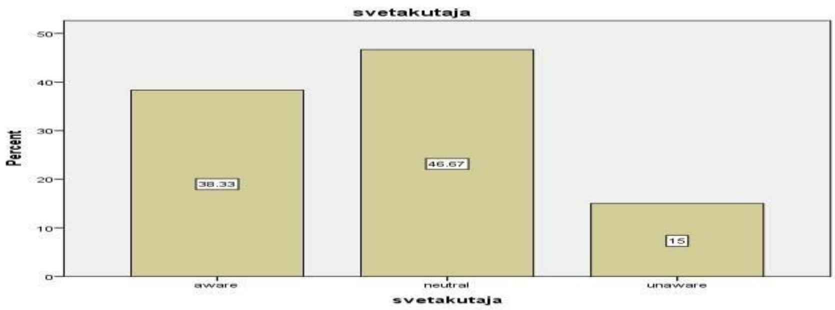


From the above table we come to know that 40% of the respondents are aware that the Indulekhahas a separate website for its products where as 48.33% of the respondents are neutral and 11.67% of the respondents are unaware So, it is observed that most of the respondents are neutral that Indulekhabringha has a separate website for its products.

It has a separate hair oil for dandruff treatment: Table 4

Svetakutaja

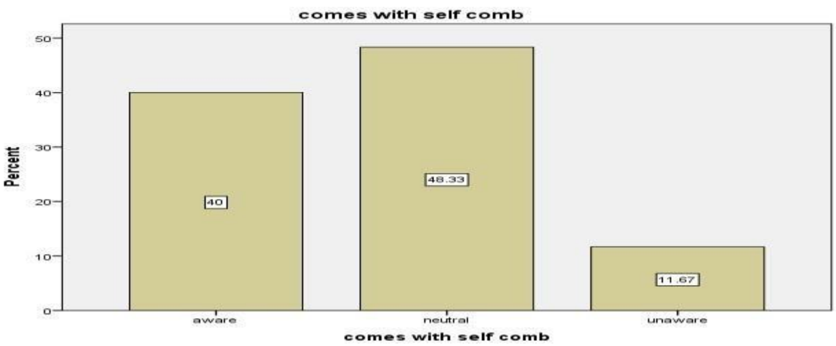
	Frequency	Percent
Aware	23	38.3
Neutral	28	46.7
Unaware	9	15.0
Total	60	100.0



From the above table we come to know that 38.2% of the respondents are aware that the Indulekhahas a separate hair oil for dandruff treatment where as 46.7% of the respondents are neutral and 15% of the respondents are unaware So, it is observed that most of the respondents are neutral that Indulekhaoffers a separate oil for dandruff treatment.

Indulekha bringha product comes with self comb

	Frequency	Percent
Aware	24	40.0
Neutral	29	48.3
Unaware	7	11.7
Total	60	100.0



From the above table we come to know that 40% of the respondents are aware that the Indulekha oil comes with self comb where as 48.3% of the respondents are neutral and 11.7% of the respondents are unaware. So, it is observed that most of the respondents are neutral that Indulekhabringha hair oil comes with self comb.

There is Indulekha ayurvedic shampoo

Table: ayurvedic shampoo

	Frequency	Percent
Aware	24	40.0
Neutral	26	43.3
Unaware	10	16.7
Total	60	100.0

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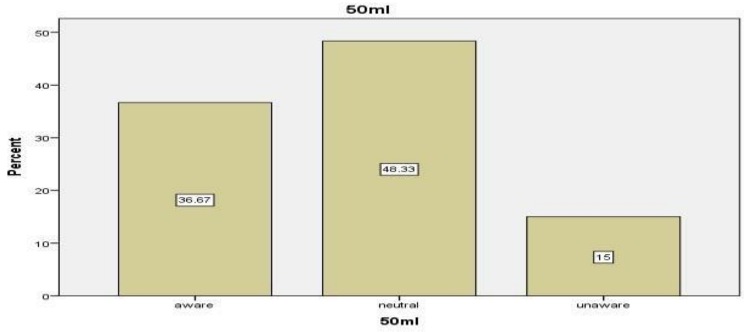
From the above table we come to know that 40% of the respondents are aware that the Indulekhahas a ayurvedic shampoo where as 43.3% of the respondents are neutral and 16.7% of the respondents are unaware. So, it is observed that most of the respondents are neutral that Indulekha bringha has a ayurvedic shampoo.

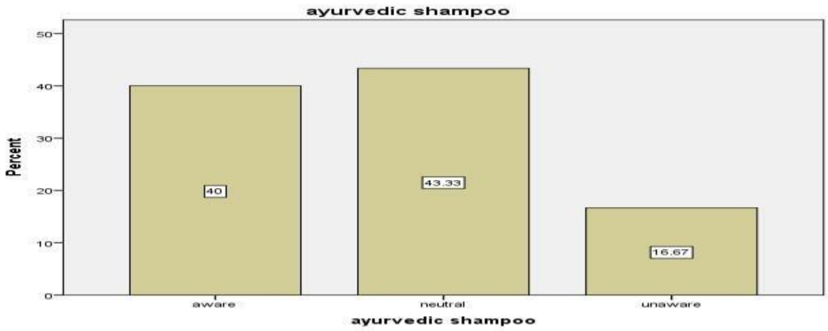
5.Indulekha bringha has a separate ayurvedic oil 50ml.

50ml

	Frequency	Percent
Aware	22	36.7
Neutral	29	48.3
Unaware	9	15.0
Total	60	100.0



From the above table we come to know that 36.7% of the respondents are aware that the

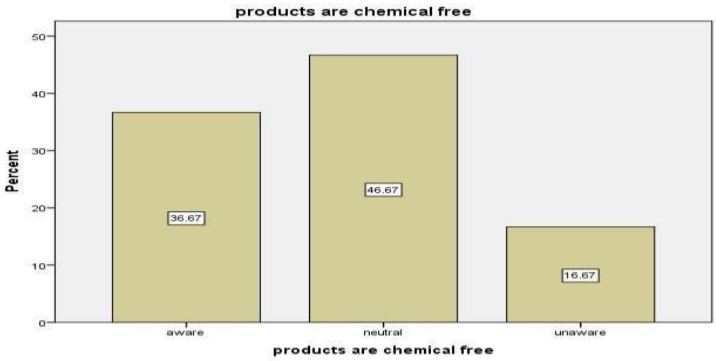


Indulekhahas a separate ayurvedic oil 50ml where as 48.3% of the respondents are neutral and 15% of the respondents are unaware So, it is observed that most of the respondents are neutral that Indulekhabringha has a separate ayurvedic oil 50ml.

Indulekha products are chemical free

Table products are chemical free

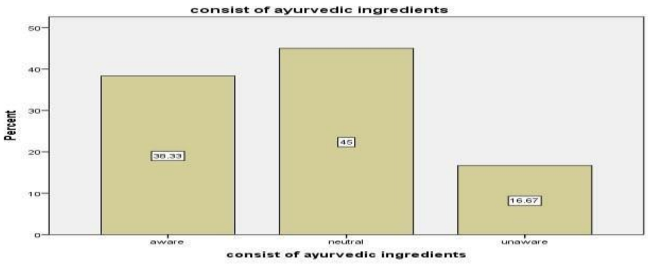
	Frequency	Percent
Aware	22	36.7
Neutral	28	46.7
Unaware	10	16.7
Total	60	100.0



From the above table we come to know that 36.7% of the respondents are aware that the Indulekhaproducts are chemical free where as 46.7% of the respondents are neutral and 16.7% of the respondents are unaware So, it is observed that most of the respondents are neutral that Indulekhabringha products are chemical free.

Indulekha products consist of ayurvedic ingredients Table consist of ayurvedic ingredients

	Frequency	Percent
Aware	23	38.3
Neutral	27	45.0
Unaware	10	16.7
Total	60	100.0

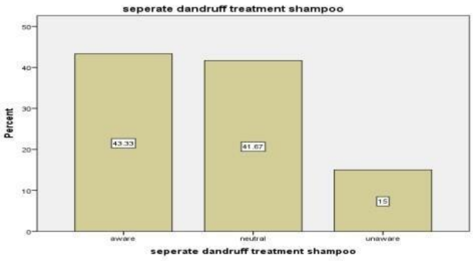


From the above table we come to know that 38.3% of the respondents are aware that the Indulekhaproducts consist of ayurvedic ingredients where as 45% of the respondents are neutral and 16.7% of the respondents are unaware So, it is observed that most of the respondents are neutral that Indulekhabringha products consist of ayurvedic ingredients.

Indulekha has a separate dandruff treatment shampoo

seperate dandruff treatment shampoo

	Frequency	Percent
Aware	26	43.3
Neutral	25	41.7
unaware	9	15.0
Total	60	100.0

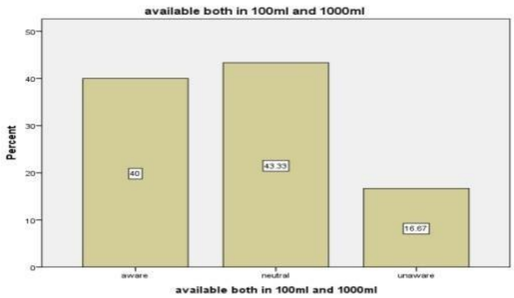


From the above table we come to know that 43.3% of the respondents are aware that the Indulekhahas a separate dandruff treatment shampoo where as 41.7% of the respondents are neutral and 15% of the respondents are unaware. So, it is observed that most of the respondents agree that Indulekha bringha has a separate dandruff treatment shampoo.

3.9.Indulekha shampoo are available in 100ml and 1000ml

Table available both in 100ml and 1000ml

	Frequency	Percent
Aware	24	40.0
Neutral	26	43.3
unaware	10	16.7
Total	60	100.0



From the above table we come to know that 40% of the respondents are aware that the Indulekhashampoo are available in 100ml and 1000ml where as 43.3% of the respondents are neutral and 16.7% of the respondents are unaware So, it is observed that most of the respondents are neutral that Indulekhabringha hair oil is available in 100ml as well as 1000ml.

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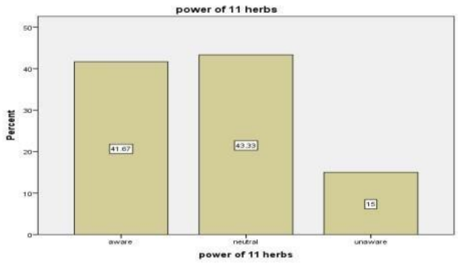
10.The oil contains power of 11 herbs

power of 11 herbs

	Frequency	Percent
Aware	25	41.7
Neutral	26	43.3
unaware	9	15.0
Total	60	100.0



From the above table we come to know that 41.7% of the respondents are aware that the Indulekhaoil contains power of 11 herbs where as 43.3% of the respondents are neutral and 15% of the respondents are unaware So, it is observed that most of the respondents are neutral that Indulekha bringha oil contains power of 11 herbs.

3.11. The oil contains virgin coconut oil cooked under sunlight for 7 days

Table cooked under sunlight for seven days

	Frequency	Percent
Aware	26	43.3
Neutral	26	43.3
unaware	8	13.3
Total	60	100.0

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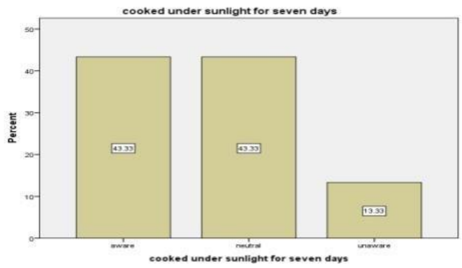
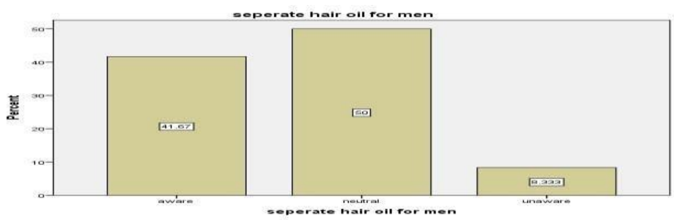


From the above table we come to know that 43.3% of the respondents are aware that the Indulekhaoil contains virgin coconut oil cooked under sunlight for 7 days where as 43.3% of the respondents are neutral and 13.3% of the respondents are unaware. So, it is observed that most of the respondents are aware that Indulekhaoil contains virgin coconut oil cooked under sunlight for 7 days.

3.12.There is separate oil for men

Table seperate hair oil for men

	Frequency	Percent
Aware	25	41.7
Neutral	30	50.0
unaware	5	8.3
Total	60	100.0



From the above table we come to know that 41.7% of the respondents are aware that the Indulekha has a separate oil for men where as 50% of the respondents are neutral and 8.3% of the respondents are unaware. So, it is observed that most of the respondents are neutral that Indulekha bringha offers a separate oil for men.

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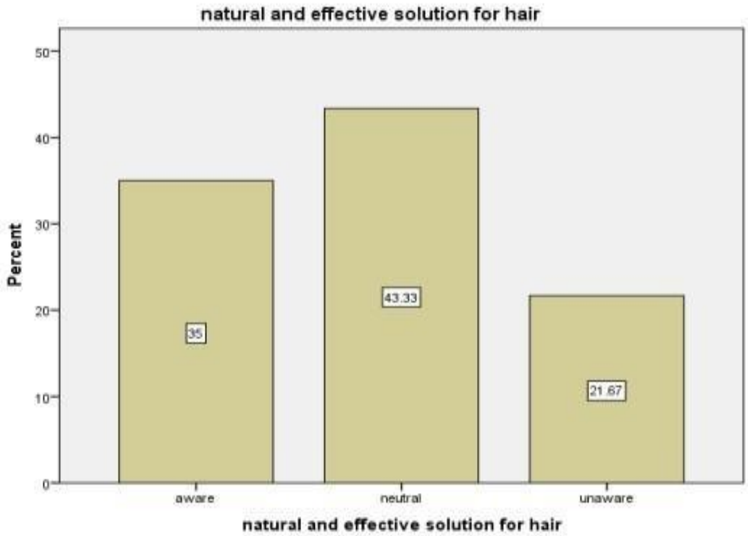
3.13.Indulekha bringha products are a natural and effective solution for all hair problems.

Table natural and effective solution for hair

	Frequency	Percent
Aware	21	35.0
Neutral	26	43.3
Unaware	13	21.7
Total	60	100.0



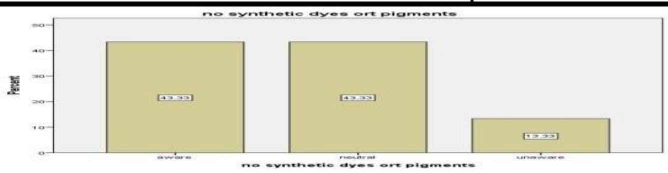
From the above table we come to know that 35% of the respondents are aware that the Indulekha bringha products are a natural and effective solution for all hair problems where as 43.3% of the respondents are neutral and 21.7% of the respondents are unaware. . So, it is observed that most of the respondents are neutral that Indulekha bringha hair products are a natural and effective solution for all hair problems.

3.14.There are no synthetic dyes or pigments in Indulekha bringha products.

Table

No synthetic dyes or pigments

	Frequency	Percent
Aware	26	43.3
Neutral	26	43.3
unaware	8	13.3
Total	60	100.0

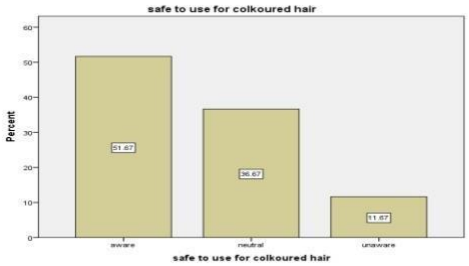


From the above table we come to know that 43.3% of the respondents are aware that the Indulekha bringha products has no synthetic dyes or pigments where as 43.3% of the respondents are neutral and 13.3% of the respondents are unaware. So, it is observed that most of the respondents are aware that Indulekha bringha products has synthetic dyes or pigments.

3.15.Indulekhaproducts are safe to use for coloured hair

Table 3.15 safe to use for coloured hair

	Frequency	Percent
Aware	31	51.7
Neutral	22	36.7
unaware	7	11.7
Total	60	100.0

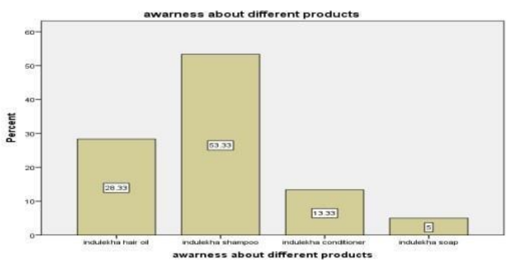


From the above table we come to know that 51.7% of the respondents are aware that the Indulekha products are safe to use for coloured hair as 36.7% of the respondents are neutral and 11.7% of the respondents are unaware. So, it is observed that most of the respondents are aware that Indulekha bringha hair products are safe to use for coloured hair.

4.Products of Indulekha bringha products that you are aware off

Table awarness about different products

	Frequency	Percent
Indulekhahair oil	17	28.3
Indulekhashampoo	32	53.3
Indulekhaconditioner	8	13.3
Indulekhasoap	3	5.0
Total	60	100.0



From the above table we come to know that 28-3% of the respondents are aware of Indulekha hair oil,53.3% of the respondents are aware of Indulekha shampoo,13.3% of the respondents are aware

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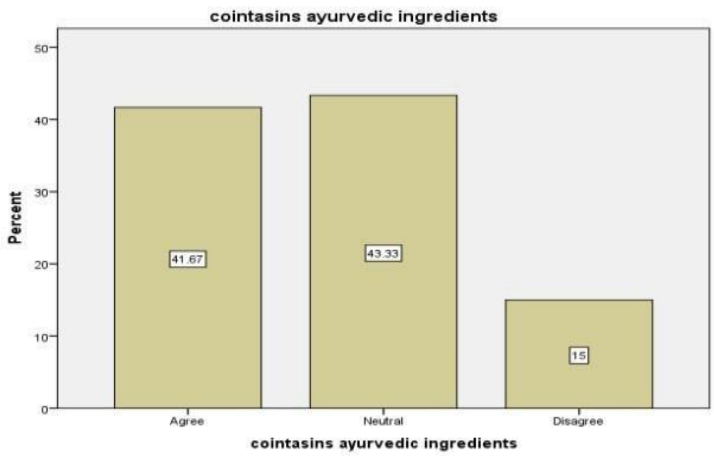
of Indulekha conditioner,5% of the respondents are aware of Indulekha soap. So, it is observed that most of the respondents are aware of Indulekha shampoo.

5.Perception about Indulekha bringha products

5.1. Indulekha products contains ayurvedic ingredients

Table contains ayurvedic ingredients

	Frequency	Percent
Agree	25	41.7
Neutral	26	43.3
Disagree	9	15.0
Total	60	100.0



From the above table we come to know that 41.7% of the respondents agree that the Indulekha products contains ayurvedic ingredients where as 43.3% of the respondents are neutral and 15% of the respondents are disagree. So, it is observed that most of the respondent are neutral towards the statement Indulekha products contain ayurvedic ingredients.

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5.2.Indulekha bringha products are affordable by all group of people

Table

affordable by all age groups

	Frequency	Percent
Agree	27	45.0
Neutral	26	43.3
Disagree	7	11.7
Total	60	100.0

From the above table we come to know that 45% of the respondents agree that the Indulekha bringha products are affordable by all group of people where as 43.3% of the respondents are neutral and 11.7% of the respondents are disagree. So, it is observed that most of the respondent agree that Indulekha bringha products are affordable by all group of people.

5.3.Indulekha bringha products are of good fragrance

Table products are of good fragrance

	Frequency	Percent
Agree	28	46.7
Neutral	25	41.7
Disagree	7	11.7
Total	60	100.0

From the above table we come to know that 46.7% of the respondents agree that the Indulekha bringha products are of good fragrance where as 41.7% of the respondents are neutral and 11.7% of the respondents are disagree. So, it is observed that most of the respondent agree that Indulekha bringha products are of good fragrance.

5.4.Indulekha bringha products are of medicinal benefits Table

products are of medicinal benefits

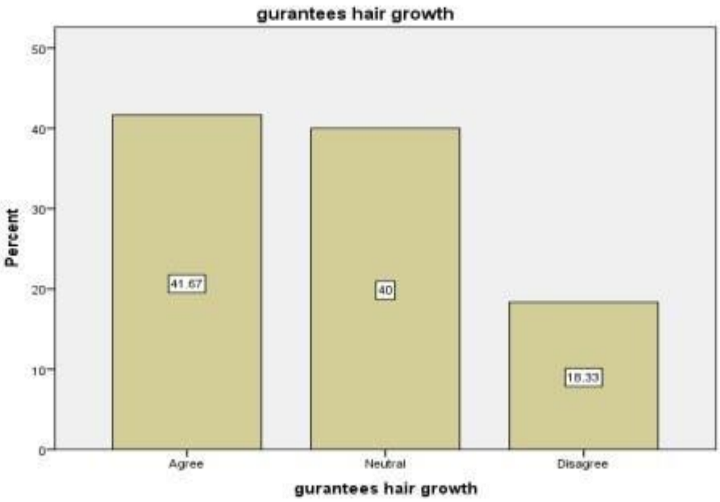
	Frequency	Percent
Agree	28	46.7
Neutral	26	43.3
Disagree	6	10.0
Total	60	100.0

From the above table we come to know that 46.7% of the respondents agree that the Indulekha bringha products are of medicinal benefits where as 43.3% of the respondents are neutral and 10% of the respondents are disagree. So, it is observed that most of the respondent agree that Indulekha bringha products are of medicinal benefits.

5.Indulekha bringha hair oil guarantees 100% hair growth

Table guarantees hair growth

	Frequency	Percent
Agree	25	41.7
Neutral	24	40.0
Disagree	11	18.3
Total	60	100.0

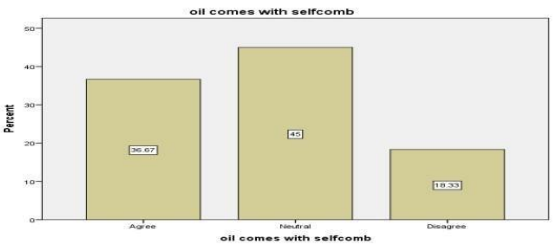


From the above table we come to know that 41.7% of the respondents agree that the Indulekha bringha hair oil gurantees hair growth where as 40% of the respondents are neutral and 18.3% of the respondents are disagree. So, it is observed that most of the respondent agree that Indulekha bringha hair oil grurantees hair growth

5.6. Indulekha bringha hair oil comes with self comb bottle

Table oil comes with selfcomb

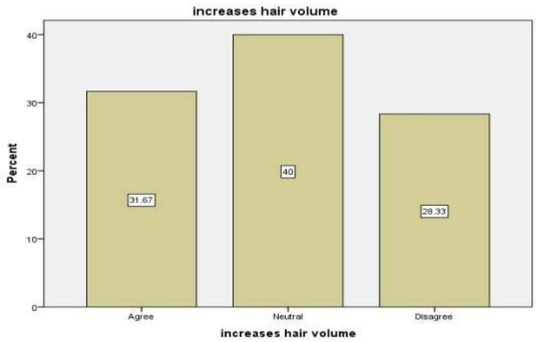
	Frequency	Percent
Agree	22	36.7
Neutral	27	45.0
Disagree	11	18.3
Total	60	100.0



From the above table we come to know that 36.7% of the respondents agree that the Indulekha bringha hair oil comes with self comb bottle where as 45% of the respondents are neutral and 18.3% of the respondents are disagree. So, it is observed that most of the respondent feel neutral that Indulekha bringha hair oil comes with self comb.

5.7.Indulekha bringha hair oil increases hair volume Table increases hair volume

	Frequency	Percent
Agree	19	31.7
Neutral	24	40.0
Disagree	17	28.3
Total	60	100.0



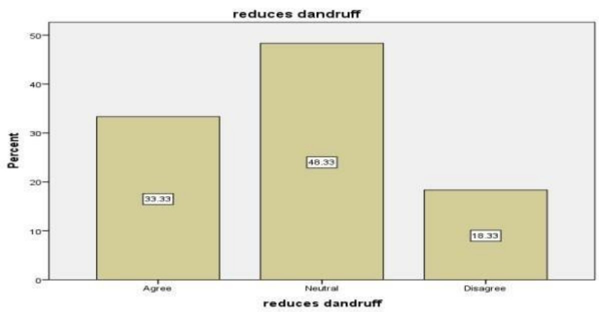
From the above table we come to know that 31.7% of the respondents agree that the Indulekha bringha hair oil increases hair volume where as 40% of the respondents are neutral and 28.3% of the respondents are disagree. So, it is observed that most of the respondent are neutral that Indulekha bringha hair oil increases hair volume.

5.8.Indulekha bringha hair oil reduces dandruff

Table

Reduces dandruff

	Frequency	Percent
Agree	20	33.3
Neutral	29	48.3
Disagree	11	18.3
Total	60	100.0

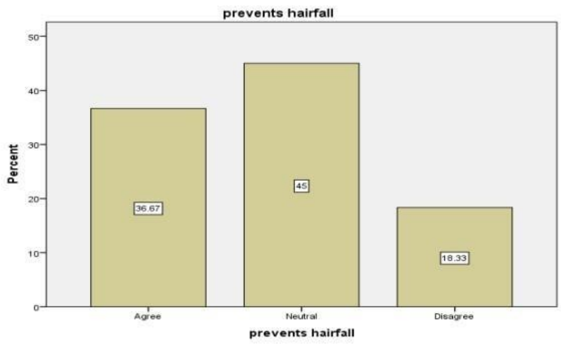


From the above table we come to know that 33.3% of the respondents agree that the Indulekha bringha hair oil reduces dandruff where as 48.3% of the respondents are neutral and 18.3% of the
respondents are disagree. So, it is observed that most of the respondent are neutral that Indulekha bringha hair oil reduces dandruff..

5.9.Indulekha bringha hair oil prevents hairfall

Table prevents hairfall

	Frequency	Percent
Agree	22	36.7
Neutral	27	45.0
Disagree	11	18.3
Total	60	100.0



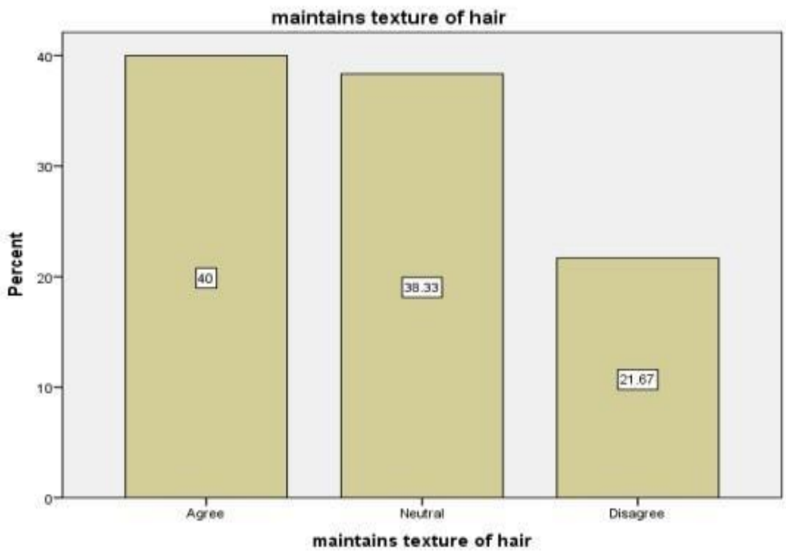
From the above table we come to know that 36.7% of the respondents agree that the Indulekha bringha hair oil prevents hair fall where as 45% of the respondents are neutral and 18.3% of the respondents are disagree. So, it is observed that most of the respondent are neutral that Indulekha bringha hair oil prevents hairfall.

5.10.Indulekha bringha hair oil maintains texture of hair

Table

maintains texture of hair

	Frequency	Percent
Agree	24	40.0
Neutral	23	38.3
Disagree	13	21.7
Total	60	100.0



From the above table we come to know that 40% of the respondents agree that the Indulekha bringha hair oil maintains texture of hair where as 38.3% of the respondents are neutral and 21.7% of the respondents are disagree. So, it is observed that most of the respondent agree that Indulekha bringha hair oil maintains texture of hair.

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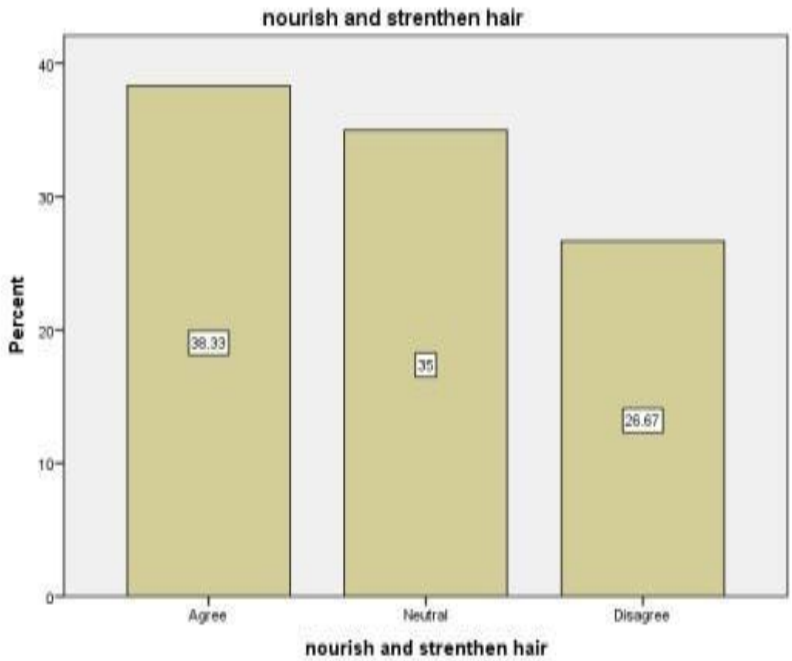
5.11.Ayurvedic herbs and oils in Indulekha hair oil nourish and strengthen hair from root

Table nourish and strenthen hair

	Frequency	Percent
Agree	23	38.3
Neutral	21	35.0
Disagree	16	26.7
Total	60	100.0

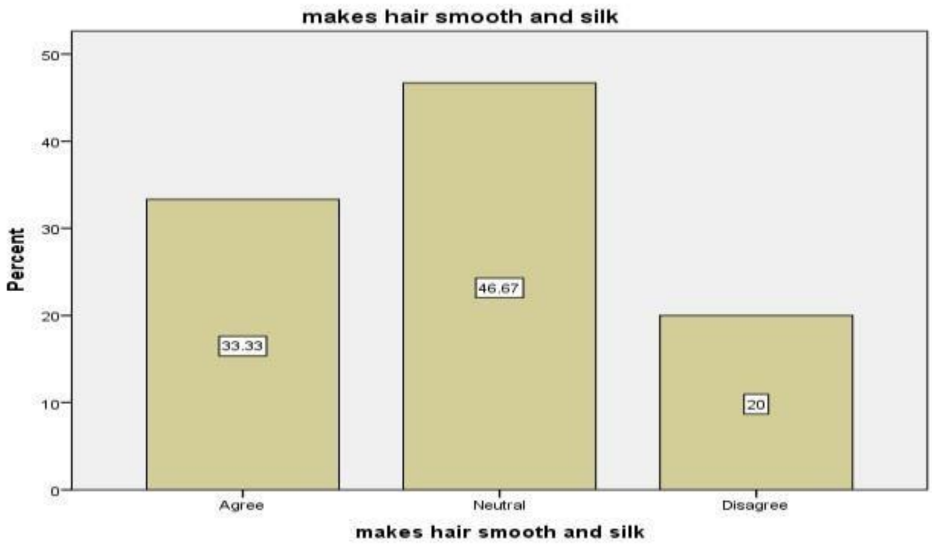


From the above table we come to know that 38.3% of the respondents agree that the where as Ayurvedic herbs and oils in Indulekha hair oil nourish and strengthen hair from root 35% of the respondents are neutral and 26.7% of the respondents are disagree. So, it is observed that most of the respondent are neutral that Ayurvedic herbs and oils in Indulekha hair oil nourish and strengthen hair from root.

5.12.Indulekha hair oil makes hair smooth and silk Table

makes hair smooth and silk

	Frequency	Percent
Agree	20	33.3
Neutral	28	46.7
Disagree	12	20.0
Total	60	100.0



From the above table we come to know that 33.3% of the respondents agree that the Indulekha bringha hair oil makes hair smooth and silk where as 46.7% of the respondents are neutral and 20% of the respondents are disagree. So, it is observed that most of the respondent are neutral that Indulekha bringha hair oil makes hair smooth and silk.

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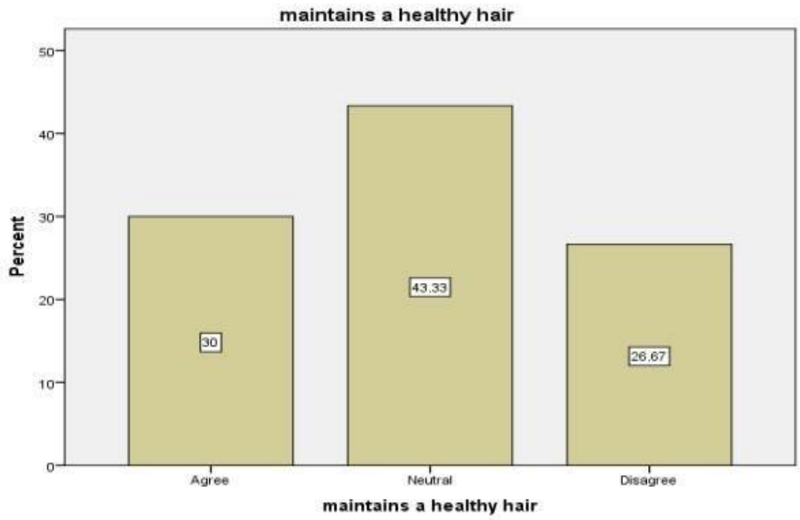
5.13.Indulekha bringha hair oil maintains a healthy hair

Table

Maintains a healthy hair

	Frequency	Percent
Agree	18	30.0
Neutral	26	43.3
Disagree	16	26.7
Total	60	100.0



From the above table we come to know that 30% of the respondents agree that the Indulekha bringha hair oil maintains a healthy hair where as 43.3% of the respondents are neutral and 26.7% of the respondents are disagree. So, it is observed that most of the respondent are neutral that Indulekha bringha hair oil maintains a healthy hair.

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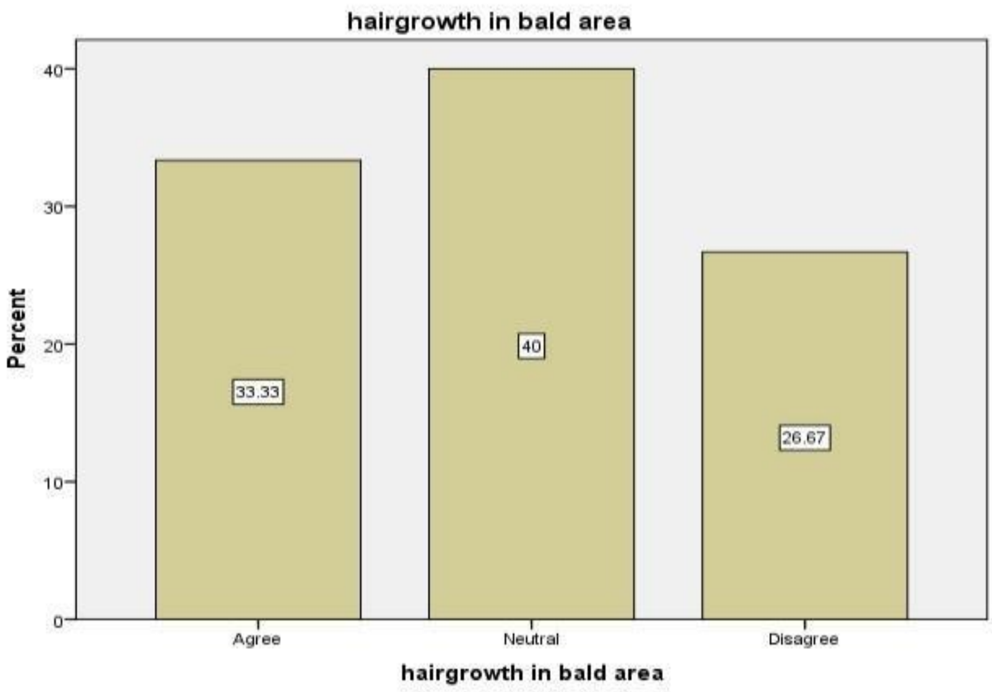
5.14.Indulekha bringha hair oil promotes growth of hair in bald area.

Table hairgrowth in bald area

	Frequency	Percent
Agree	20	33.3
Neutral	24	40.0
Disagree	16	26.7
Total	60	100.0



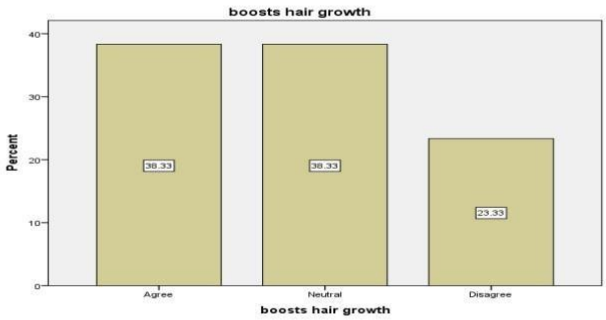
From the above table we come to know that 33.3% of the respondents agree that the Indulekha bringha hair oil promotes growth of hair in bald area where as 40% of the respondents are neutral and 26.7% of the respondents are disagree. So, it is observed that most of the respondent are neutral that Indulekha bringha hair oil promotes growth of hair in bald area.

5.15.Indulekha hair oil boost hair growth.

Table

boosts hair growth

	Frequency	Percent
Agree	23	38.3
Neutral	23	38.3
Disagree	14	23.3
Total	60	100.0



From the above table we come to know that 38.3% of the respondents agree that the Indulekha bringha hair oil boost hair growth where as 38.3% of the respondents are neutral and 23.3% of the respondents are disagree. So, it is observed that most of the respondent agree that Indulekha bringha hair oil boost hair growth.

Chi square

1. Demographics level and source of awareness among indulekha bringha products H0: There is significant association between demographics level and source of awareness among indulekha bringha products in Coonoor,Nilgiris

H1:There is no significant association between demographics level and source of awareness among indulekha bringha products in Coonoor,Nilgiris.

Chi-Square analysis

S.no	Demographic profile	Chi-square	df	Sig	Hypothesis accepted/rejected
1	Gender	2.934	3	0.402	0
2	Age	14.920	9	0.093	0
3	Education	11.157	9	0.237	0
4	Occupation	16.983	12	0.150	0
5	Marital status	8.298	3	0.040	1
6	Nature of family	3.733	3	0.292	0

The above table consist of pearson Chi-square value with degree of freedom and a pvalue.
P-value is less than table value so,the hypothesis is accepted. It is concluded that there is a significant association between marital status and awareness among indulekha bringha products.
For other demographic variables,Since the p-value is greater than table value 0.05, we fail to reject the null hypothesis. This implies that there is no significant association between demographics level and source of awareness among indulekha bringha products in Coonoor,Nilgiris

2.Demographics level and awareness that indulekha bringha hair oil bottle is available both in 50ml & 1000ml.
H0: There is significant association between demographics level and awareness that indulekha bringha hair oil bottle is available both in 50ml & 1000ml
H1:There is no significant association between demographics level and awareness that indulekha bringha bottle is available both in 50ml &1000ml.

Chi-Square Table

S.no	Demographic profile	Chi-square	df	Sig	Hypothesis accepted/rejected
1	Gender	0.117	2	0.943	H1
2	Age	4.085	6	0.665	H1
3	Education	14.044	6	0.029	H0
4	Occupation	11.909	8	0.155	H1

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5	Marital status	1.399	2	0.512	H1
6	Nature of family	4.733	2	0.094	H1

The above table consist of pearson Chi-square value with degree of freedom and a pvalue. P-value is less than table value 0.05 so,the hypothesis is accepted. It is concluded that there is a significant association between education and awareness that indulekha bringha product is available both in 50ml&1000ml bottle.

For other demographic variables,Since the p-value is greater than table value 0.05, we fail to reject the null hypothesis.p This implies that there is no significant association between demographics level and awareness that indulekha bringha product is available both in 50ml&1000ml bottle.

Correlation

		education	awareness about different products
Education	Pearson Correlation	1	
	Sig. (2-tailed) Pearson about	.071	.071
awareness different products	Correlation		.587
			1
	Sig. (2-tailed)	.587	

The correlation analysis indicates a very weak and non-significant relationship between education level and awareness about different products. This suggests that education does not have a significant impact on the awareness about different products

Findings

- It is observed that most of the respondent are female.
- It is observed that most of the respondent are in the age group of 21-30.
- It is observed that most of the respondents are degree holders.
- It is observed that most of the respondents are working in private sector.
- It is observed that most of the respondents are unmarried
- It is observed that most of the respondents are from nuclear family.
- It is observed that most of the respondents are aware of Indulekha products through family members.
- It is observed that most of the respondents are neutral that Indulekha bringha has a separate website for its products.
- It is observed that most of the respondents are neutral that Indulekha offers a separate oil for dandruff treatment.
- It is observed that most of the respondents are neutral that Indulekha bringha hair oil comes with self comb.
- It is observed that most of the respondents are neutral that Indulekha bringha has a ayurvedic shampoo.
- It is observed that most of the respondents are neutral that Indulekha bringha has a separate ayurvedic oil 50ml.
- It is observed that most of the respondents are neutral that Indulekh bringha products are chemical free.
- It is observed that most of the respondents are neutral that Indulekha bringha products consist of ayurvedic ingredients.
- It is observed that most of the respondents agree that Indulekha bringha has a separate dandruff treatment shampoo.
- It is observed that most of the respondents are neutral that Indulekha bringha hair oil is available in 100ml as well as 1000ml.
- It is observed that most of the respondents are neutral that Indulekha bringha oil contains power of 11 herbs.
- It is observed that most of the respondents are aware that Indulekha oil contains virgin coconut oil cooked under sunlight for 7 days.
- It is observed that most of the respondents are neutral that Indulekha bringha offers a separate oil for men.

- It is observed that most of the respondents are neutral that Indulekha bringha hair products are a natural and effective solution for all hair problems.
- It is observed that most of the respondents are aware that Indulekha bringha products has synthetic dyes or pigments.
- It is observed that most of the respondents are aware that Indulekha bringha hair products are safe to use for coloured hair.
- It is observed that most of the respondents are aware of Indulekha shampoo.
- It is observed that most of the respondent are neutral towards the statement Indulekha products contain ayurvedic ingredients.
- It is observed that most of the respondent agree that Indulekha bringha products are affordable by all group of people.
- It is observed that most of the respondent agree that Indulekha bringha products are of good fragrance
- It is observed that most of the respondent agree that Indulekha bringha products are of medicinal benefits.
- It is observed that most of the respondent agree that Indulekha bringha hair oil grurantees hair growth
- It is observed that most of the respondent feel neutral that Indulekha bringha hair oil comes with self comb.
- It is observed that most of the respondent are neutral that Indulekha bringha hair oil increases hair volume.
- It is observed that most of the respondent are neutral that Indulekha bringha hair oil reduces dandruff.
- It is observed that most of the respondent are neutral that Indulekha bringha hair oil prevents hairfall.
- It is observed that most of the respondent agree that Indulekha bringha hair oil maintains texture of hair.
- It is observed that most of the respondent are neutral that Ayurvedic herbs and oils in Indulekha hair oil nourish and strengthen hair from root.
- It is observed that most of the respondent are neutral that Indulekha bringha hair oil makes hair smooth and silk.
- It is observed that most of the respondent are neutral that Indulekha bringha hair oil maintains a healthy hair.

- It is observed that most of the respondent are neutral that Indulekha bringha hair oil promotes growth of hair in bald area.
- It is observed that most of the respondent agree that Indulekha bringha hair oil boost hair growth.
- The correlation analysis indicates a very weak and non-significant relationship between education level and awareness about different products. This suggests that education does not have a significant impact on the awareness about different products Suggestion
- Since women make up the majority of respondents, advertising should concentrate on women's hair care demands
- Provide corporate staff with exclusive rates or perks.
- Design advertising efforts with a family theme, since family members are typically the ones that bring awareness.
- To draw clients through families, provide family bundle discounts.
- Use product trials, provide free samples, and make in-depth films demonstrating how to use and benefit from the product to change unfavorable opinions.
- Directly mention the advantages of self-combination, the usage of virgin coconut oil, and the ayurvedic components in packaging and advertising.
- Make the product website better by adding comprehensive details about each item, such as uses, components, and advantages.
- Verify that the website is mobile-friendly and easy
- In marketing campaigns, clearly distinguish products to target specific demands and lessen neutral views, such as dandruff treatment treatments or men's specific oils.
- Draw attention to the fact that affordability is a benefit in your advertising.
- Draw attention to information highlighting the lack of artificial coloring or pigment and the safety of Indulekha products for colored hair.
- Incorporate testimonials praising medical benefits, scents, and promises of hair growth into advertising campaigns.
- Inspire happy consumers to post about their experiences on e-commerce and social media sites.
- Connect with consumers through events, training on hair care, and partnerships with bloggers and influencers who can recommend Indulekha goods.

Conclusion

According to the study, the majority of participants are aware of Indulekha bringha goods. By tackling the unbiased opinions and skillfully conveying the advantages and excellence of Indulekha merchandise, the brand may enhance customer recognition, contentment, and market portion. Indulekha can enhance its market visibility, elevate consumer satisfaction, and raise overall product awareness by implementing the required measures. The organization will soon achieve its utmost goal if the aforementioned recommendations are put into practice.

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A Study on Customer's Perception towards Digital Payments

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Abstract

This study investigates customer perceptions of digital payment systems, focusing on satisfaction levels and the challenges encountered during usage. As digital payment methods gain prominence, understanding customer experiences becomes critical for enhancing service delivery and user engagement. Through a mixed-methods approach, the research collected quantitative data via surveys and qualitative insights through interviews, targeting a diverse demographic of users. Findings reveal that while a significant portion of customers express high satisfaction with the convenience, speed, and security of digital payments, notable concerns persist regarding usability, transaction failures, and data privacy. Difficulties such as technical glitches, lack of user-friendly interfaces, and inadequate customer support were frequently reported. The study highlights the need for service providers to address these challenges to improve user experience and foster greater adoption of digital payment systems. Ultimately, recommendations for enhancing customer satisfaction and minimizing friction in digital transactions are presented, providing valuable insights for stakeholders in the financial technology sector.

Introduction

In recent years, the proliferation of digital payment methods has reshaped the landscape of financial transactions, offering unparalleled convenience, speed, and accessibility to customers worldwide. From mobile wallets to contactless payments, the advent of digital technologies has revolutionized the way individuals manage their finances and conduct transactions. However, alongside the widespread adoption of digital payment solutions, there exists a diverse array of perceptions and attitudes among customers that profoundly influence their acceptance and usage of these technologies.

The study of customers' perceptions towards digital payment is of paramount importance in elucidating the factors that drive or hinder the adoption of these innovative financial tools. Perceptions encompass a spectrum of beliefs, preferences, and concerns that shape individuals' attitudes and behaviors towards digital payment platforms. Understanding these perceptions is not only crucial for businesses seeking to design user-friendly payment systems but also for policymakers aiming to foster a conducive environment for digital financial inclusion and innovation.

This study aims to provide a comprehensive exploration of customers' perceptions towards digital payment, encompassing various dimensions such as usability, security, convenience, and trust.

Statement of Problem

The aim of the study is to know the customer's perception of digital payments. The study focuses on the different modes of Digital Payments System (DPS) is most preferred by the customer as an easy payment device, from how long they are using Digital Payment. Whether demonetization impact on DPS. Is it Digital Payments system is secure and time saving and customer aware about digital India programme initiated by Govt. of India.

Objectives of the Study

1) To know the demographics profile of the respondents.
2) To know the digital payments applications which is preferred mostly by the respondents.
3) To analyze the satisfaction level of the customers in the usage of digital payments.
4) To analyze the difficulties faced by the user.
5) To determine the various facilities available in the Digital Payment Applications

Review of Literature

Here's a review of literature on customer perception towards digital payment:
Adoption and Usage of Mobile Payment Services in Korea: This study by Lee and Chung (2016) explored the factors influencing the adoption and usage of mobile payment services in Korea. They found that perceived usefulness, Facilities of use and social influence significantly affected users' intention to adopt mobile payment services.

Customer Perception and Adoption of Mobile Payment in India: Sharma and Bansal (2018) investigated the factors influencing customer perception and adoption of mobile payment in India. They identified factors such as perceived usefulness, perceived ease of use, and trust as critical determinants of customer adoption.

Customer Perception of Online Payment Methods in China: In a study by Liu et al. (2017), customer perceptions of various online payment methods in China were examined. The study found that security, convenience, and trust were significant factors influencing customer choice of online payment method.

Digital Payment Adoption in Developing Countries: Kshetri and Voas (2018) conducted a study on digital payment adoption in developing countries. They found that factors such as infrastructure, regulatory environment, and trust significantly impacted the adoption of digital payment systems in these countries.

Perception of Security in Digital Payments: In a study by Alalwan et al. (2018), the perception of security in digital payments was examined. The study found that perceived security significantly influenced customers' intention to adopt digital payment methods.

These studies highlight the importance of various factors such as perceived usefulness, ease of use, trust, security, and social influence in shaping customer perceptions and adoption of digital payment methods.

Profile of the Study Area

The observe turned into restrained most effective to in and around Coonoor. Coonoor is a hill station with inside the southern Indian nation of Tamil Nadu. It’s recognized for its tea estates surrounding Nilgiris hills. Sim’s Park is a sprawling public lawn with plant life like roses and eucalyptus trees. The steam Nilgiris Mountain Railway travels among the cities of Mettupalayam and Ooty thru Coonoor.

Research Methodology

Research Design: To examine and interpret the facts collected from the respondents. Descriptive Research layout turned into followed.

Source of Data: Both number one and secondary data had been used with inside the observe. Survey applications turned into followed to collect primary facts. Primary facts turned into analysed and documented with the assist of SPSS model 20. Secondary facts had been accrued through various reference, books journals and website.

Period of study: The study was done in a period of three months. Data collection was done in the first month and in following two months data analysis, interpretation and documentation was made.

Sample Size: Data has been collected from the hundred respondents. Connivance sampling method was used to collect the data.

Statistical Tools used: Simple percent analysis, chi-square analysis were used to find the results.

Hypothesis

H0: There is no significant association between demographic level of the respondents and customer satisfaction towards digital payments.

H1: There is a significant association between demographic level of the respondents and customer satisfaction towards digital payments.

Limitations of the Study

The study was conducted on a limited number of samples. So conclusions may not be true. Data provided by the respondents need not be always true; their perceptions may change on new experience. The study is conducted on a small geographical area. So conclusions are not universally applications

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Analysis and interpretation

Percentage Analysis

1. Age of the respondents

Table No.1

AGE	Frequency	Percentage
Above 18	49	49.0
25-35	30	30.0
36-45	7	7.0
45 and above	14	14.0
Total	100	100

(Source: Primary Data)

From the above table, we come to know that 49% of the respondents are belonging to the age category of age above 18 years, 30% of the respondents are 25-35 , 7% of the respondents are 36-45 and 14% of the respondents are above 45. It is remarked that maximum number of the respondents come under the group of 18 and above age group .

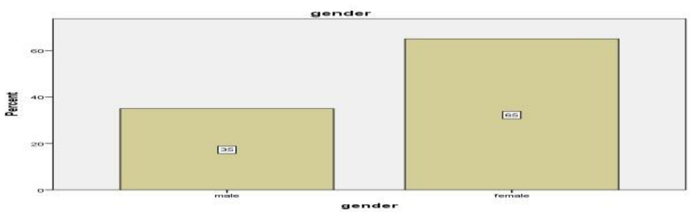
2. Gender of the respondents

Table No :2

Gender	Frequency	Percentage
Male	35	35.0
Female	65	65.0
Total	100	100

(Source: Primary Data)

Chart:2



From the above figure, we come to know that 35% of the respondents are male and the remaining 65% of the respondents are female. It is remark that the maximum number of respondents are female.

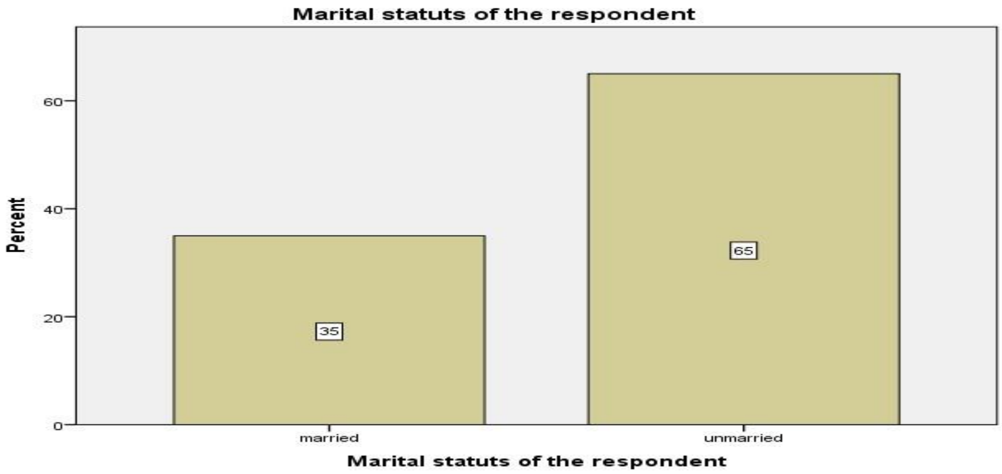
3.Marital status of the respondents

Table No 3:

Marital Status	Frequency	Percentage
Married	35	35.0
Unmarried	65	65.0
Total	100	100

(Source: Primary Data)

Chart3:



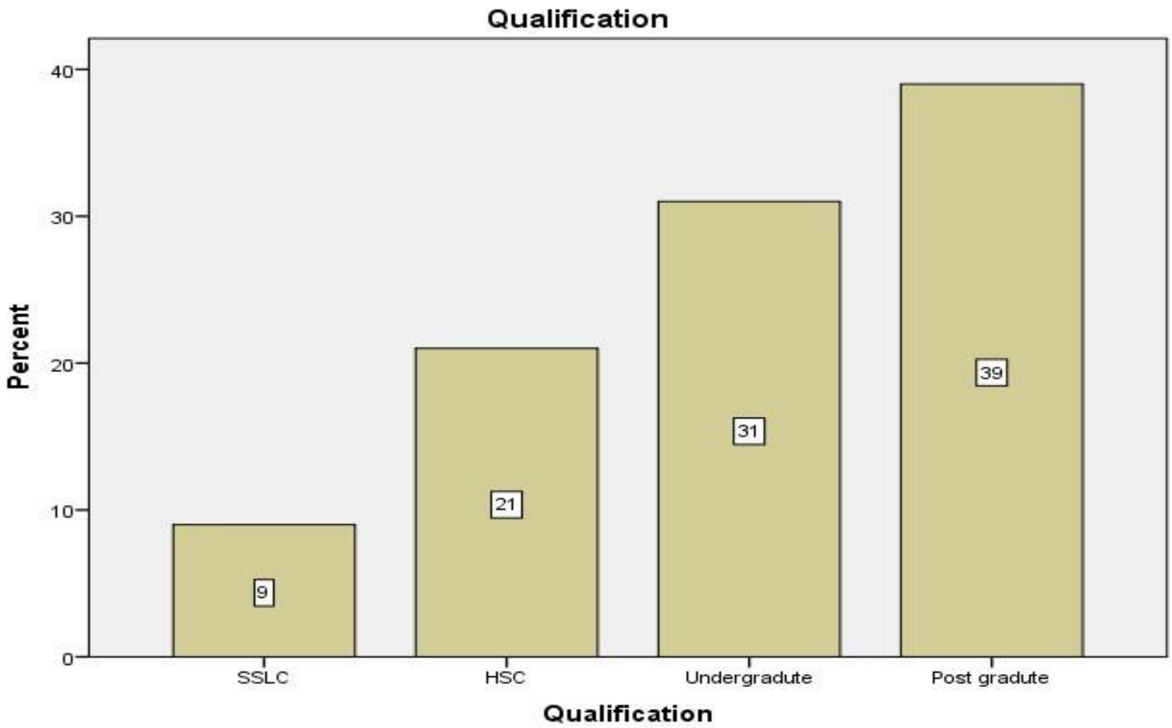
From above figure, we come to know that 35% of the respondents are married and 65% of the respondents are unmarried . So, it is observer that most of the respondents are unmarried. 4. Qualification of the respondents

TABLE No 4:

Qualification	Frequency	Percentage
SSLC	9	9.0
HSC	21	21.0
Under Gradute	31	31.0
Post Gradute	39	39.0
Total	100	100

(Source: Primary Data)

Chart 4:



From the above table and chart, we come to know that 9% of the respondents are pursuing SSLC , 21% of the respondents are pursing HSC, 31% of the respondents are pursuing Undergrdute and 39% of the respondents are pursuing Post gadute . It is remark that maximum number of the respondents come under the post gradute .

5.Occupation of the respondents

Table No 5:

Occupation	Frequency	Percentage
Self-employed	37	37.0
Retried people	28	28.0
Employed	29	29.0
Unemployed	6	6.0
TOTAL	100	100

(Source: Primary Data)

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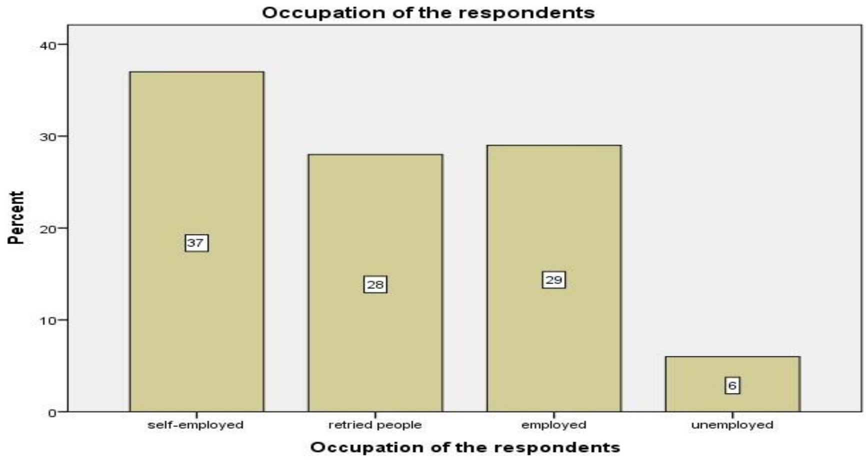
Chart 5:



From the above figure, we come to know that 37% of the respondents are self employed , 28% of the respondents are retried people , 29% of the respondents are employed and 6% of the respondents are unemployed . It is remarked that maximum number of the respondents are self employed .

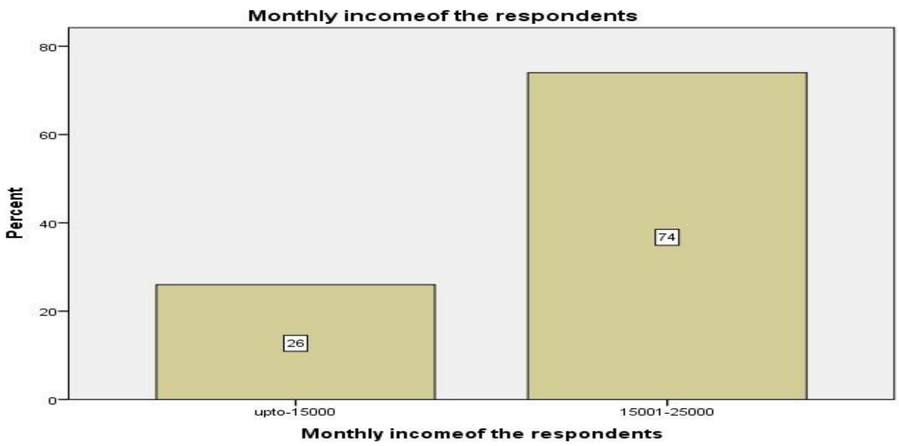
6.Monthly income of the respondents

Table No 6:

MONTHLY	FREQUENCY	PRECENTAGE
UPTO -15000	26	26.0
15001-25000	74	74.0
ABOVE 25000	0	0
TOTAL	100	100

(Source: Primary Data)

CHART 6:



From the above figure, we come to know that 26% of the respondents monthly income is upto 15000, 74% of the respondents monthly income is 15001 to 25000. It is state that maximum number of the respondents monthly income is 15001 to 25000.

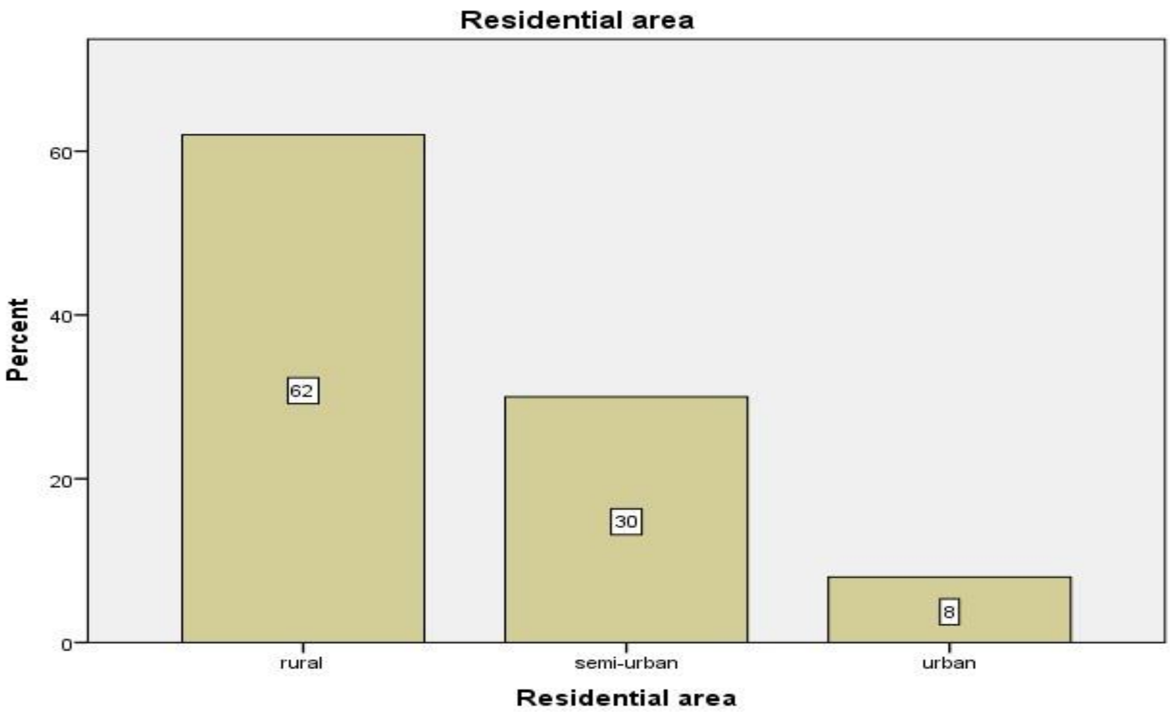
7.Residentail area

Table No 7:

RESIDENTAIL AREA	FREQUEMCY	PERCENTAGE
Rural	62	62.0
Semi urban	30	30.0
Urban	8	8.0
Total	100	100

(Source: Primary Data)

Chart 7:



From the above shown figure , we come to know that 62% of the respondents are from rural area , 30% of the respondents are from semi-urban and the remaining 8% of the respondents are from urban . It is remark that maximum number of the respondents are from Rural area.

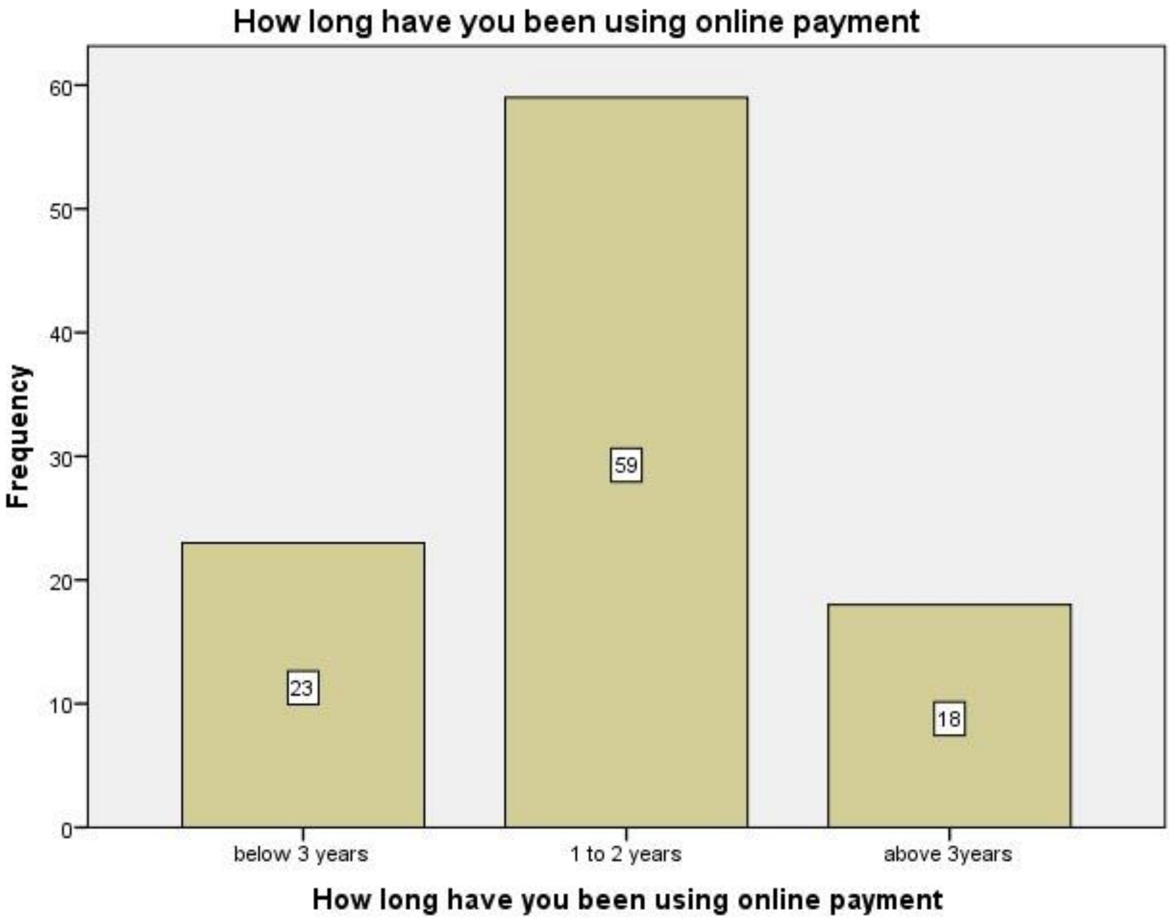
8.How long have you been using online payment?

Table No 8:

ONLINE PAYMENT	FREQUENCY	PERCENTAGE
Below 3	23	23.0
1-2 years	59	59.0
Above 3 years	18	18.0
Total	100	100

(Source: Primary Data)

Chart 8:



From the above shown surface, we come to know that 23% of the respondents are using digital payment below 3 years , 59% of the respondents are using from 1-2 years and 18% of the respondents are using above 3 years . It is remark that maximum number of the respondents are using digital payment from 1-2 years .

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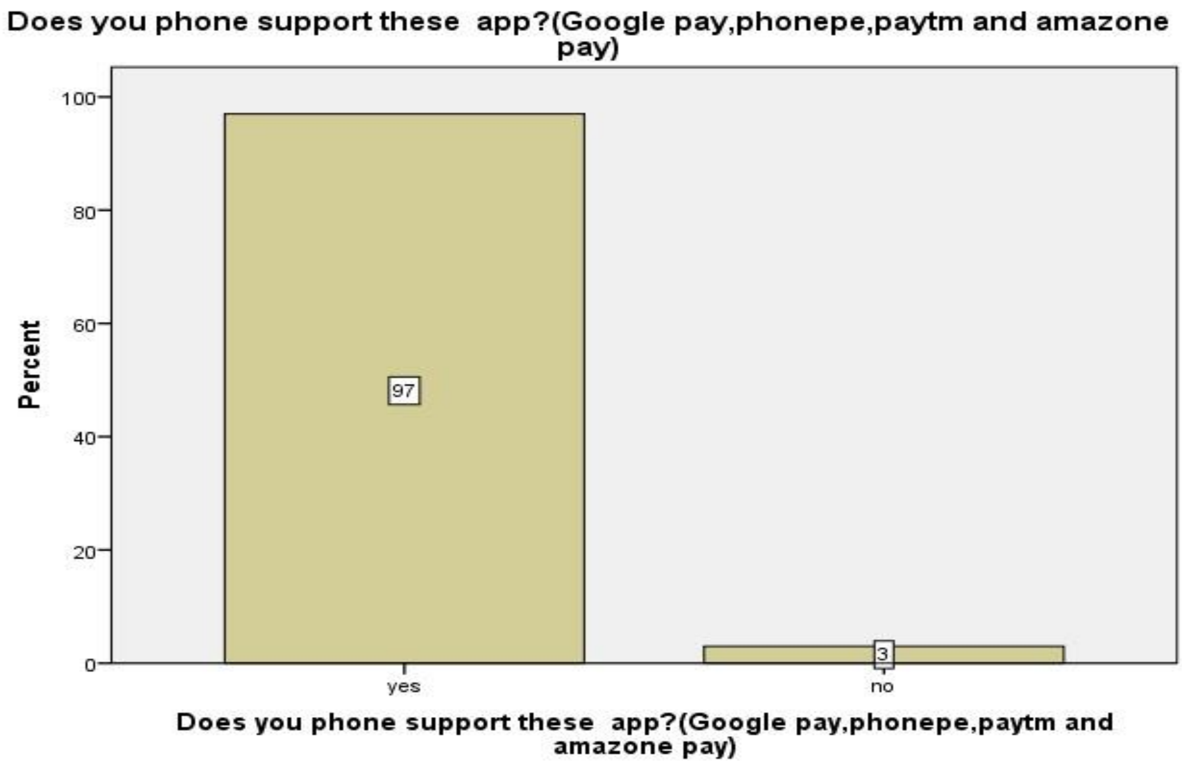
9.Does you phone support these applications ?(Google pay, PhonePe, Paytm and Amazone pay)

Table No 9:

SUPPORT	FREQUENCY	PRECENTAGE
YES	97	97.0
NO	3	3.0
TOTAL	100	100

(Source: Primary Data)

Chart 9:



From the above figure, we come to know that 97% of the respondents'mobile phone is supporting the digital payments and the remaining 3% of the respondents' phone doesn't support digital payment . It is noted that maximum number of the respondents phone is supporting the digital payments .

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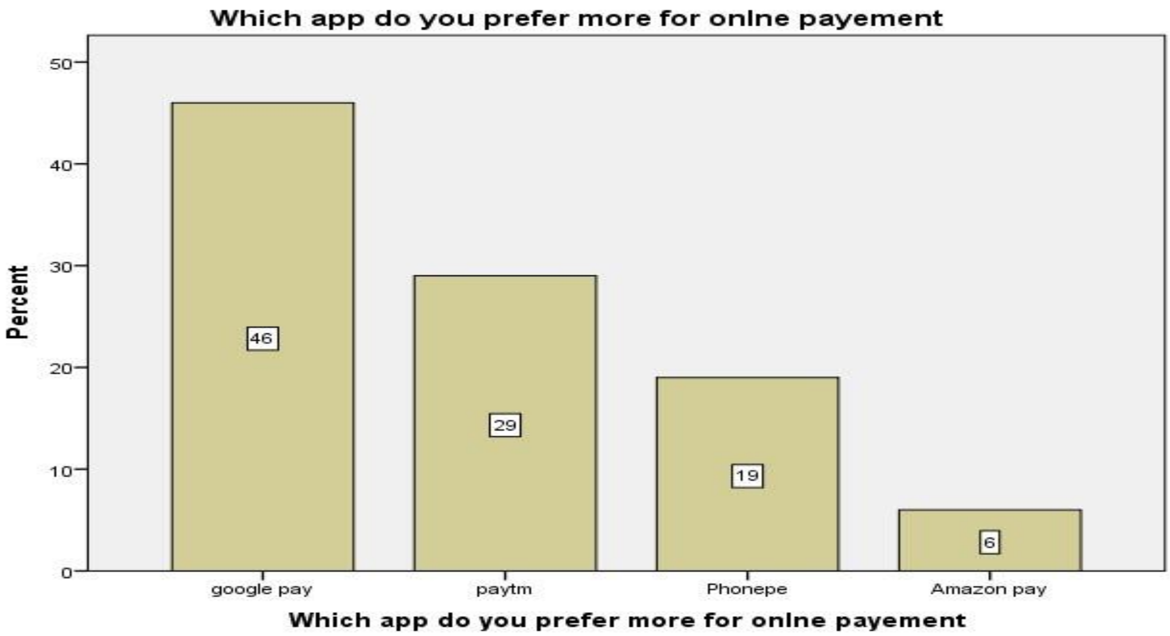
10.Which applications do you prefer more for online payement?

Table No 10:

PREFER MORE	FREQUENCY	PERCENTAGE
Google pay	46	46.0
Paytm	2	2.0
PhonePe	19	19.0
Amazon pay	6	6.0
TOTAL	100	100

(Source: Primary Data)

Chart 10:



From the above shown figure, we come to know that 46% of the respondents prefer google pay , 29% of the respondents prefer paytm , 19% of the respondents prefer PhonePe and the remaining 6% of the respondents prefer amazon pay. It is remarked that the maximum number of the respondents prefer google pay .

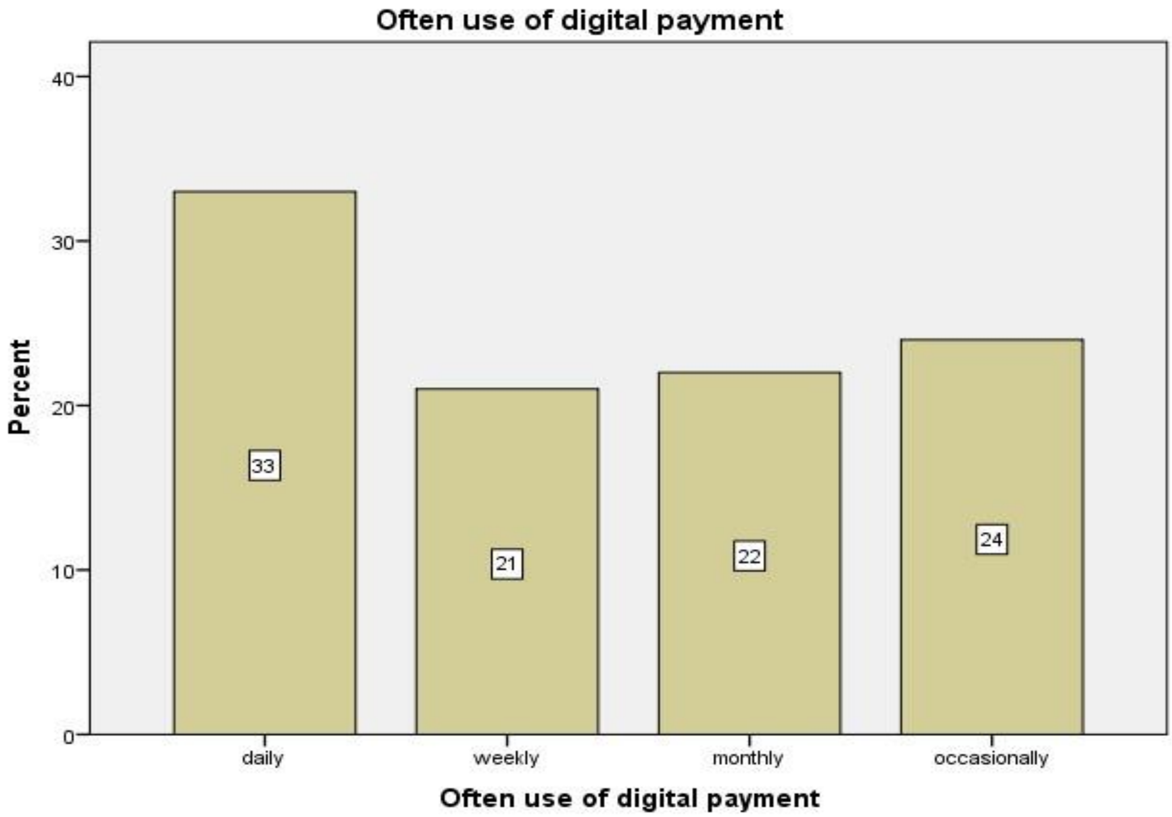
Often use of digital payment

TABLE No 11:

OFTEN USE	FREQUENCY	PERCENTAGE
Daily	33	33.0
Weekly	21	21.0
Monthly	22	22.0
Occasionally	24	24.0
Total	100	100

(Source: Primary Data)

Chart 11:



From the above shown details , we come to know that 33% of the respondents use daily , 21% of the respondents use weekly , 22% of the respondents use monthly and 24% of the respondents use occasionally. It is remark that maximum number of the respondent use daily.

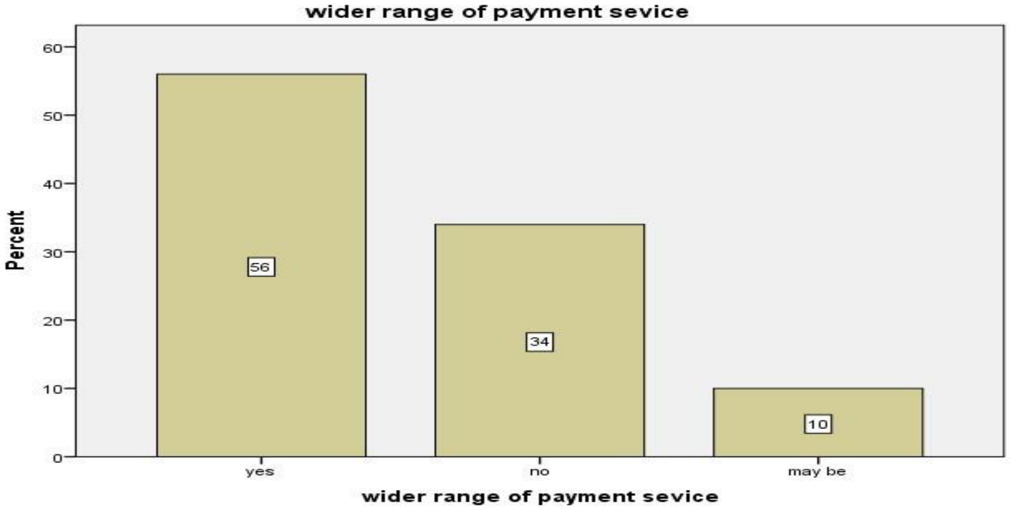
Wider range of payment service

Table No 12:

WIDER RANGE	FREQUENCY	PERCENTAGE
Yes	56	56.0
No	34	34.0
May be	10	10.0
Total	100	100

(Source: Primary Data)

Chart 12:



From the above table , it is observed that 56% of the respondents said that they have a wider range of payment services, 34% of the respondents said that they have no wider range of payment sevice and 10% of the respondents said that they may have wider range of payment service. Finally, it is remark that maximum number of the respondents say yes to wider range of payment services.

13.Services of the digital payment

Table No :13

SERVICES	FREQUENCY	PERCENTAGE
Highly satisfied	43	43.0
Moderately	21	21.0
Dissatisfied	36	36.0
Total	100	100

(Source: Primary Data)

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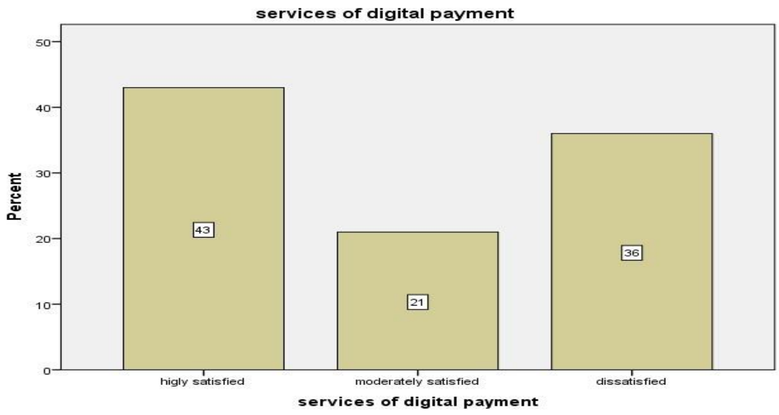
Chart 13:



From the above figure, we come to know that 43% of the respondents are highly satisfied, 21% of the respondents are moderately satisfied and the 36% of the respondents are dissatisfied . It is remark that maximum number of the respondents are highly satisfied.

Payment option provided

Table No 14:

PAYMENT OPTION	FREQUENCY	PERCENTAGE
Highly satisfied	62	62.0
Moderately	30	30.0
Dissatisfied	8	8.0
Total	100	100

(Source: Primary Data)

Chart 14:

From the above figure, we come to know that 62% of the respondents are highly satisfied , 30% of the respondents are moderately and 8% of the respondents are dissatisfied . It is remark that maximum number of the respondents are highly satisfied with payment option provided.

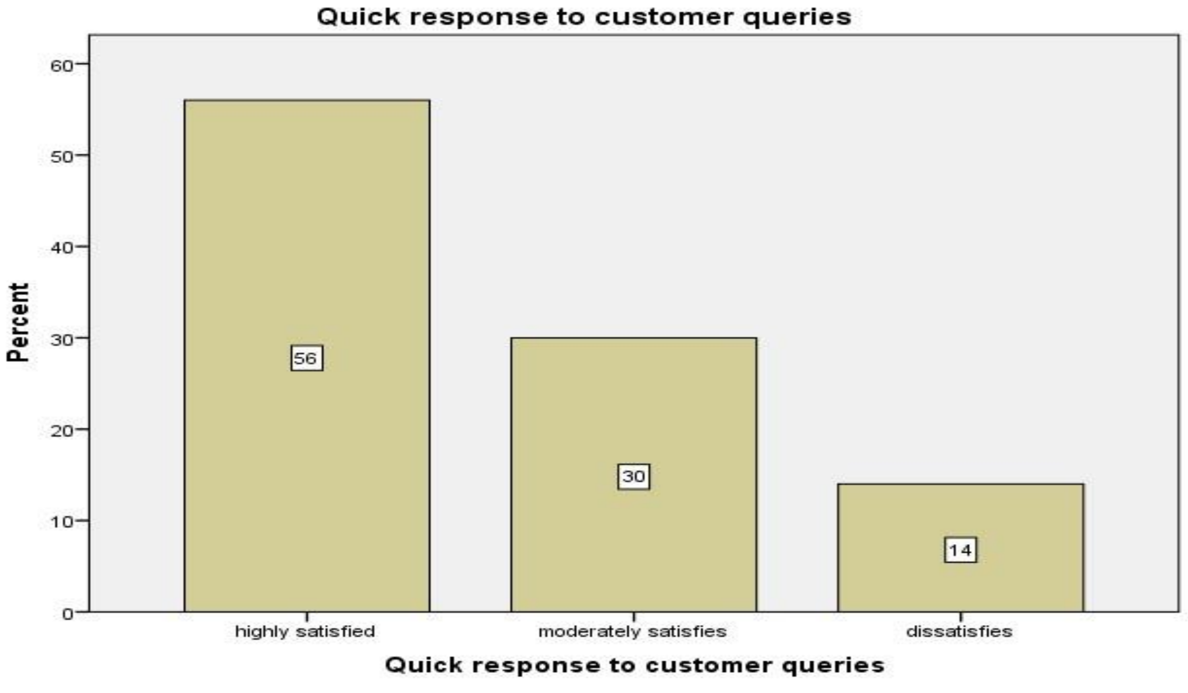
Quick response to customers queries

Table No : 15

PAYMENT OPTION	FREQUENCY	PERCENTAGE
Highly satisfied	56	56.0
Moderately	30	30.0
Dissatisfied	10	10.0
Total	100	100

(Source: Primary Data)

Chart 15:



From the above figure, we come to know that 56% of the respondents are highly satisfied, 30% of the respondents are moderately satisfied and 14% of the respondents are dissatisfied. It is remark that maximum number of the respondents are highly satisfied with the quick respondensed to customer queries.

16.Trust the security

Table No: 16

TRUST THE SECURITY	FREQUENCY	PERCENTAGE
Yes	50	50.0
No	22	22.0
May be	28	28.0
Total	100	100

(Source: Primary Data)

From the above table, it is revealed that 50% of the respondents say “Yes” to trust the security, 22% of the respondents say “NO” and 28% of the respondents say may be. It is remark that maximum number of the respondents say yes to trust the security.

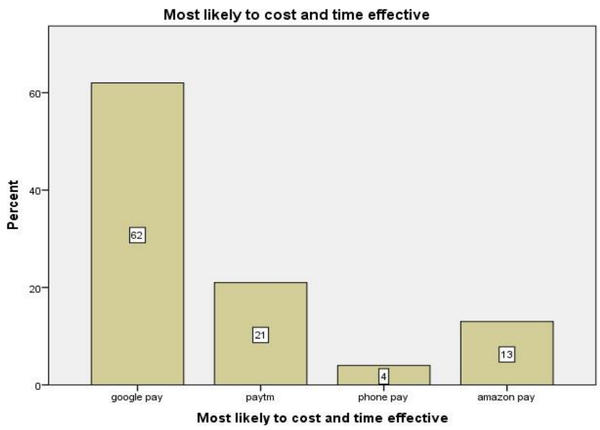
17.Most likely to cost and time effective

Table No :17

MOST LIKELY	FREQUENCY	PERCENTAGE
Google pay	62	62.0
Paytm	21	21.0
PhonePe	4	4.0
Amazon pay	13	13.0
TOTAL	100	100

(Source: Primary Data)

Chart 17 :



From the above figure , we come to know that 62% of the respondents use google pay , 21% of the respondents use paytm , 4% of the respondents use PhonePe and 13% of the respondents use amazon . It is remark that maximum number of the respondents are most likely to cost and time effective is google pay .

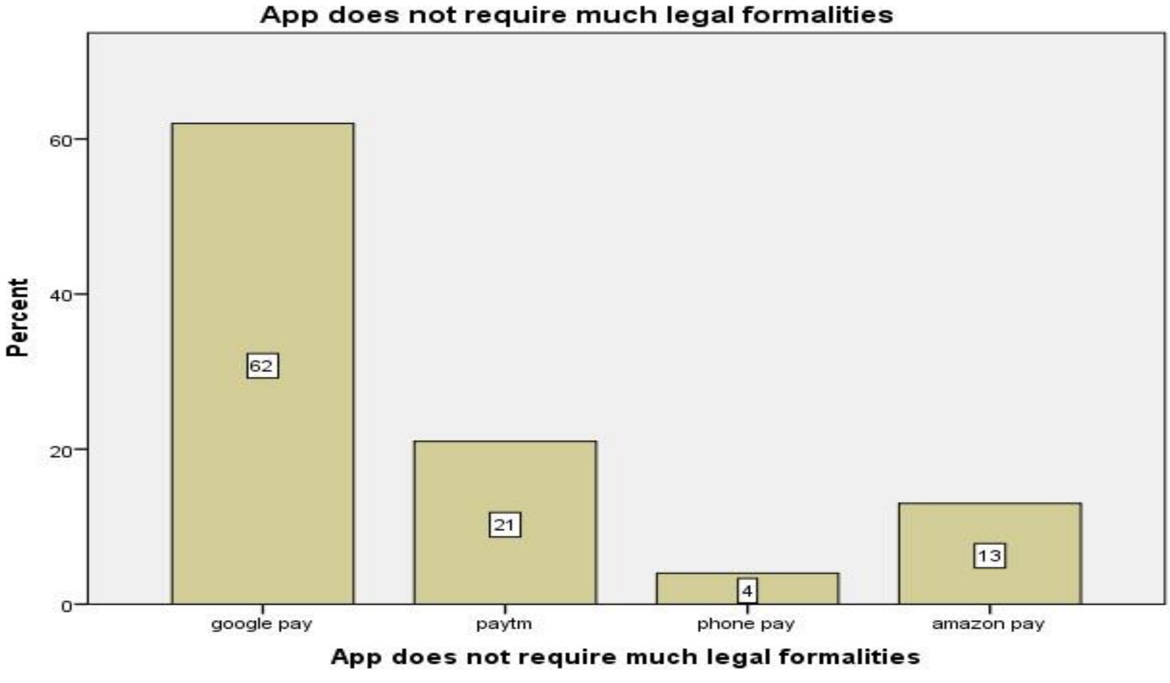
18.Which applications does not require much legal formalities

Table No :18

APPLICATIONS	FREQUENCY	PERCENTAGE
Google pay	62	62.0
Paytm	21	21.0
PhonePe	4	4.0
Amazon pay	13	13.0
TOTAL	100	100

(Source: Primary Data)

Chart 18:



From the above figure, we come to know that 62% of the respondents use google pay, 21% of the respondents use Paytm , 4% of the respondents use Phon pe and 13% of the respondents use amazon . It is remark that maximum number of the respondents say that google pay applications does not require much legal formalities.

19 Application providing more reward like getting offer, food offer and mobile recharge through which (DPS)

Table No:19

APPLICATIONS	FREQUENCY	PERCENTAGE
Google pay	62	62.0
Paytm	21	21.0
Phone Pe	7	7.0
Amazon pay	10	10.0
TOTAL	100	100

(Source: Primary Data)

From the above figure, it is concluded that 62% of the respondents use Google pay, 21% of the respondents use Paytm, 7% of the respondents use Phone Pe and 10% of the respondents use amazon.

It is remark that maximum number of the respondents say that google pay have more reward.

20. Have you suggested to others

Table No :23

SUGGESTED	FREQUENCY	PERCENT
Yes	67	67.0
No	33	33.0
Total	100	100

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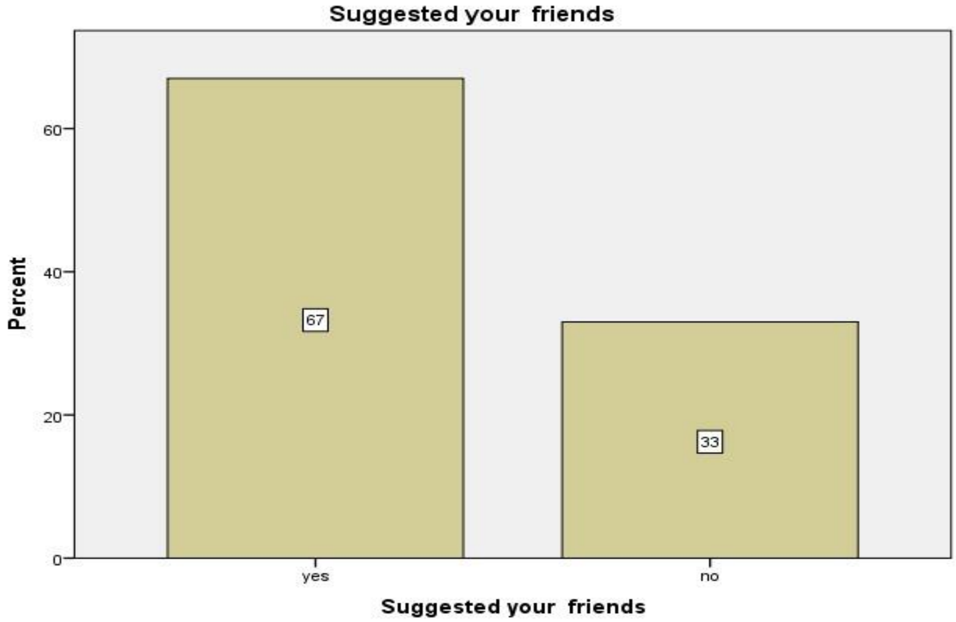
Chart 23:



From the above figure. we come to know that 67% of the respondents will suggested there friends and 33% of the respondents wont suggested there friends. It is remark that the 67% of the respondents will be suggested there friends.

Chi Square Analysis:

ASSOCIATION BETWEEN DEMOGRAPHIC PROFILE AND CUSTOMER SATIFACTION IN USING DIGITAL PAYMENTS

s.no	Demographical variable	chi square value	Df	SIG	Hypothesis accepted /rejected
1	Gender	9.446	2	0.027	H0 Rejected
2	Age	17.694	6	0.442	H0 Accepted
3	Qualification	8.554	6	0.602	H0 Accepted
4	Occupation	12.993	6	0.810	H0 Accepted
5	Marital status	11.622	2	0.550	H0 Accepted
6	Monthly income	9.277	2	0.528	H0 Accepted
7	Residential area	5.285	4	0.259	H0 Accepted

If P-value is less than the 5%, alternative hypothesis is accepted and the null hypothesis is rejected. From the above table, it is concluded that there is a significant association between gender and customer satisfaction in the usage of digital payments systems.

Findings

- It is remarked that maximum number of the respondents come under the group of 18 and above.
- It is remarked that the maximum number of respondents are female.
- It is remarked that most of the respondents are unmarried.
- It is remarked that maximum number of the respondent's comes under the category of post graduate.
- It is remarked that maximum number of the respondents are self-employed.
- It is remarked that maximum number of the respondent's monthly income range is Rs.15,001 to Rs.25,000.
- It is remarked that maximum number of the respondents are from urban area.
- It is remarked that maximum number of the respondents are using digital payment from less than 3years.
- It is remarked that maximum number of the respondents mobile phone supports the digital payments system.
- It is remarked that maximum number of the respondents prefer google pay.
- It is remarked that maximum number of the respondent use daily.
- It is remarked that maximum number of the respondents say yes to wider range of payment services.
- It is remarked that maximum number of the respondents are highly satisfied.
- It is remarked that maximum number of the respondents are highly satisfied with payment option provided,
- It is remarked that maximum number of the respondents are highly satisfied with the quick response to customer queries
- It is remarked that maximum number of the respondents say yes to trust the security.
- It is remarked that maximum number of the respondents are most likely to cost and time effective is google pay.
- It is remarked that maximum number of the respondent say that google pay applications does not require much legal formalities
- It is remarked that maximum number of the respondent say that google pay has more reward offer.

- It is remarked that the 67% of the respondents suggested others to use Digital payments system

Suggestions

- Awareness programs are needed in rural areas to adopt the digital payments system.
- Awareness should be given to the respondents reagarding the rewards offer through Google pay.
- Strengthen the rewards program by offering more various , including cashback on buying, transfer bonuses, or exclusive promotions with partner brands. Use these rewards to drive daily usage and engagement.
- Focus on how Google Pay can help users save both time and money through quick transactions, rewards, and fee-less transactions. Position Google Pay as the solution for a busy, costconscious demographic looking for efficient ways to handle financial transactions.

Conclusion

In conclusion, this study highlights the evolving landscape of digital payments and the corresponding shift in customer perceptions. It is evident that digital payment methods have become increasingly integral to modern-day transactions, with convenience, security, and efficiency being paramount considerations for customers. However, there remain areas of concern such as privacy, reliability, and accessibility that warrant further attention from service providers and policymakers. As technology continues to advance and customer behaviour's change, continuous research and adaptation will be necessary to ensure that digital payment systems effectively meet the needs and expectations of customers in an ever-changing digital economy.

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