



**A
PROJECT REPORT
ON
“A STUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE
SHOPPING W.R.T WAI”**

SUBMITTED TO,

**“SHIVAJI UNIVERSITY, KOLHAPUR”
IN PARTIAL FULFILLMENT OF THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY,

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(B.B.A)**

**UNDER THE GUIDANCE OF,
MRS. V. U. DESHMUKH**

(BSc. LLB. MBA)

**KARMAVEER BHAURAO PATIL INSTITUTE OF
MANAGEMENT
STUDIES AND RESEARCH, SATARA**

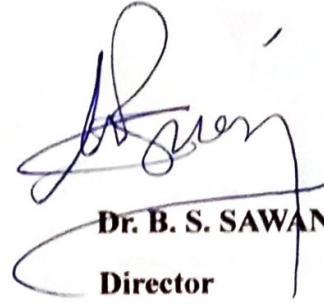
YEAR

2022-2023

INSTITUTE RECOMNDATION

This is to certify that **Miss. Anisha Ramesh Bhosale** is a Bona-fide student studying in B.B.A III. she has completed project work on “**A STUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING W.R.T WAI**” under the guidance of **MRS. V. U. DESHMUKH** satisfactory and submitted to Shivaji University, Kolhapur for the partial fulfilment of the requirement of award of degree of Bachelor of Business Administration (B.B.A).





Dr. B. S. SAWANT,
Director

Place: Satara

Date: 2-6-2023

GUIDE CERTIFICATE

This is to certify that the project report entitled, "A STUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING W.R.T WAI" which is being submitted herewith for the degree of Bachelor of Business Administration (BBA) of Shivaji University ,Kolhapur is the result of original project work completed by **Miss. Anisha Ramesh Bhosale**, under my supervision and guidance and to the best of my knowledge and belief the work embodied in this report has not formed earlier for the award of any degree or similar title of this or any other University or examining body.


Mrs. V. U. Deshmukh
(Project Guide)

Place: Satara

Date: 2-6-2023

DECLARATION

To

Dr. B.S. SAWANT

Director,

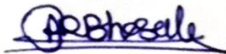
Karmaveer Bhaurao Patil Institute of

Management Studies and Research,

Varye, Satara

Respected sir,

I, the undersigned hereby declare that project report entitled on, "A STUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING W.R.T WAI" under the guidance of **MRS.V. U. DESHMUKH**, and submitted to Shivaji University, Kolhapur for the partial Fulfilment for the requirement of the award of degree of Bachelor Of Business Administration. This report is written by me under the guidance of **MRS.V. U. DESHMUKH** is my original work. The empirical findings in this project are based on data Collected by me while preparing the project report. I understand that any such copying liable To be punished in anyway the university Authorities deem it.



SIGNATURE OF STUDENT

ANISHA RAMESH BHOSALE

Place: Satara

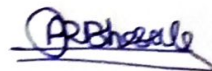
Date: 2-6-2023

ACKNOWLEDGEMENT

A journey starts with a single step. It is my great pleasure and proud to be able to complete and present this project report on "A STUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING W.R.T WAI", within the given span of time. The completion of this project was important beginning and best one in my professional life and the completion of the same was possible only with the inspiring and valuable guidance, co-operation and united support rendered to me by **MRS.V. U. DESHMUKH** of the Institute who guide me on this project. I am deeply indebted thankful to her for their valuable support and guidance. I would like to thank **Dr.B.S.Sawant, Director of Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara** for his valuable support and having faith in me. I am also thankful to my project guide **MRS.V. U. DESHMUKH** for his guidance and the valuable suggestion has given throughout the project work. It would be unfair if I forget my friends and family members those always encourage me to carry on my project with the great zeal that helped me to concentrate on the given work to complete it within the stipulated period. I express my sincere thanks to all of those who supported me directly or indirectly in carrying out this project.

Place: satara

Date: 2-6-2023



ANISHA RAMESH BHOSALE

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CHAPTER I

INTRODUCTION OF THE STUDY

1.1 Introduction

1.2 Research problem

1.3 Statement of research problem

1.4 Objective of study

1.5 Important of study

1.6 Scope of study

1.7 Research methodology

1.8 Chapterization

CHAPTER I

INTRODUCTION OF THE STUDY

1.1 Introduction

This project focuses on the customer's preference and satisfaction towards online shopping with reference to Wai city. Online shopping refers to the process of buying goods and services from merchants over the Internet. It is an emerging concept and is used everywhere around the world. In other terms, it is also known as E-commerce where it acts as a business model that equips the individual or enterprise to conduct business through the electronic media. Online shopping has changed the way consumers buy goods and services. The reduced cost factors of internet, as a direct channel of customers and a company with comparatively less maintenance costs and investment, were considered to be the key factors to the success of online based business. Many people choose to conduct shopping online because of the convenience. It allows you to browse through endless possibilities and also offers merchandise unavailable in stores.

Online Shopping becomes more popular into people's daily life, lot of people prefer online shopping to normal shopping. Online shopping is easy and convenient for people to pick up the product they want using internet. People just need to click the pointer to finish the whole shopping process. Online shopping makes shopping easy and life become easy too. There are various reasons of shifting the customers buying patterns towards online retail shop. The facility of comparing your product with competitive products based on price, colour, size and quality is one of the biggest benefits of online shopping. Online Shopping is booking delivery of a new and traditional sale products and service to the customer through electronic channels. It facilitates receiving prompt information on financial products and services. For the customers the important benefits are anywhere purchasing through internet and mobile. It has also facilitated the use of secured Debit card and Credit card and online bank transaction and cash on delivery.

Online shopping lets consumers to purchase goods directly from seller through Internet using any web browser. Online shopping is also known as e-web-store, e-shop, e-store, Internet shop, web-shop, web-store , e-shop, e-store, web-shop, web-store, online store, online storefront and virtual store. The popular online retailing companies in India are Flipkart, Amazon, e-bay, Myntra, Jabong, Snapdeal, Alibaba and so on. The factors which impact customer preference towards online shopping are Information, Easy to use, Security, Satisfaction, Proper utilization of available information to compare the different products available in the market.

1.2 Research problem

Online shopping plays an important role in the modernization. We face millions of problems when entering the world of online shopping. The attitude and preference of customers on purchasing products through online are affected by various factors. Customers who order the product may find defects in the products and makes the customer disturbed. Not delivering the products on time is one of the problems that the customers can face. There are cases where the product is out of stock. It might happen that payment is being made but the orders are not received yet. When the customer visits the site to order for the particular product, they find different from what they have ordered.

1.3 Statement of research problem

This study has been carried out on the title, “A study on customer’s preference towards online shopping”. The study talks about the various factors like security, website design, time convenience, comparability of products – to analyse what are all the factors influencing online shopping preference.

1.4 Objectives of the study

1. To awareness level of customers towards online shopping in Wai city.
2. To identify the customers opinion towards online shopping in Wai city.
3. To analyse the factors influencing the customer preference towards online shopping.

1.5 Importance of study

Online shopping has been recognized as the easiest and most convenient form of shopping around the world. It saves both the energy and time of the consumers and also due to the economies of scale consumers are enjoying the added benefits of cost reduction. The emergence and thriving of online shopping leads to the generation of more and more employment opportunities and also it widens the size of the market which is an essential requisition of a stable economy. The emergence of online shopping brings a healthy competition in the market. The healthy competition is beneficial to the consumers and increases the transparency and credibility of consumers.

1.6 Scope of study

1. Geographical scope-

Geographical of scope is limited to Wai city.

2. Conceptual study-

The study is related to the customer preference towards online shopping.

3. Analytical scope-

Analytical scope of the study is limited to various statistical tools like percentage, average is used for the analysis and tables and charts are used for tools for presentation.

1.7 Research methodology

This part of study defines all the process of data collection. When it comes to data collection, there are two methods in general used by researcher to collect data, primary and secondary method. Primary method includes observation method, interview/questionnaire method. Secondary method is the method in which already collected data.

1.7.1 Data required**a) Primary data –**

Primary data required is information regarding customer details and consumer preference towards shopping.

b) Secondary data-

Secondary data required is the conceptual framework of definition of customer preference.

1.7.2 Data source

The data sources used in the research included both primary and secondary sources. The details regarding the data sources are stated below:

a) Secondary data source-

Secondary data have been collected from various books, websites, online journals etc.

b) Primary data source-

To study the objectives relating to customer preference towards online shopping and Primary Data have been collected through structured questionnaires.

1.7.3 Instrument –

Schedule is used as the instrument for the study.

1.7.4 Sampling framework-**Sample units-**

Sample units are consumer preference towards online shopping.

Sample size-

For the study 128 samples were collected from various customer

Sample techniques-

Descriptive sampling technique used for selection online shopping.

1.8 Chapterization

The research project is mainly divided into five chapters.

1.8.1 Chapter I: Introduction of the study

Introduction to Study It includes introduction research problem, objectives of the study, scope of the study, importance of study, research methodology and chaptalization.

1.8.2 Chapter II: Conceptual framework

Its content introduction, concept and definition of online shopping.

1.8.3 Chapter III: Industrial profile

This chapter contain introduction of the online shopping.

1.8.4 Chapter IV: Data analysis and interpretation

Data Analysis and Interpretation It reveals presentation analysis and interpretation of the collected data in which data has been projected in pie-chart form with its interpretation and graphical presentation.

1.8.5 Chapter V: Finding and Suggestions

Findings, Suggestions and conclusion. This chapter includes findings and suggestions, Findings are drawn based on Data Analysis and Observations. Researcher has made and attempt to suggest certain measures based on observations.

CHAPTER II

CONCEPTUAL FRAMEWORK

2.1 Introduction

2.2 Definition

2.3 History of online shopping

2.4 Growth in online shoppers

2.5 Growth of online shopping in India

2.6 Payment

2.7 Advantages

2.8 Disadvantages

CHAPTER II

CONCEPTUAL FRAMEWORK

2.1 Introduction

Online shopping has obtained a very important position in the 21st century as most of the people are busy, loaded with hectic schedules. In such a situation online shopping became the easiest and most suitable mode for their shopping. The Internet has changed the way of consumer's store and has rapidly developed into a global perspective. An online shop arouses the physical similarity of buying products as well as services from internet shops and this process of shopping is called business-to-consumer online shopping.

2.2 Definition

“Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app.”

2.3 History of online shopping

One of the earliest forms of trade conducted online was IBM's (International Business Machines) Online Transaction Processing (OLTP) developed in the 1960s and it allowed the processing of financial transactions in real-time. The Computerized [10] Ticket Reservation System developed for American Airlines was one of its applications. The emergence of online shopping as we know today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Researchers found that having products that are appropriate for e-

commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment.

2.4 Growth in online shoppers

Throughout the world online buying has grown exponentially. Growth of online shopping has been characterised by strong consumer demands & the increasing number and type of good available. As the number of smartphone and internet users increased, the horizons of online marketing have been widened. According to researchers, Indians are increasingly demonstrating their increased acceptance of mobile based payment methods. More over the number of consumers has increased drastically.

2.5 Growth of online shopping in India

The online shopping sector has seen a boom in the Asian region in the recent years. India, the south east Asian country, had the fastest growing online retail market in 2020-21. The number of digital buyers across the country was estimated to be approximately 330 million in 2021. Almost 71 percent of internet users in the region will have purchased products online for the mentioned time period. The sector is driven by personalised advertisements, attractive discounts, quick delivery and return infrastructure and a high penetration rate of smartphones. This online shopping system combined with the comfort of being at home and getting all your choices delivered to your doorstep has turned the tables for the online shopping sector quite significantly.

2.6 Payment

Online shoppers commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines
- Bitcoin or other crypto currencies
- Cash on delivery (C.O.D.)
- Cheque/ Check
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment

2.7 Advantages

Besides being able to shop from the comfort of your home, many online stores offer low or no shipping charges and free ship-to-store options.

Other advantages of shopping online include:

1. **Always being open:** We can always buy products from online platforms around the clock. Consumers can buy products at the time of their convenience.
2. **Saving on transportation cost:** Through online purchases we can reduce the cost of transportation for travelling to the stores.

3. **No need of physical location:** Since the transaction and market place is virtual, there is no need for any physical locations.
4. **No aggressive salespeople or annoying crowds:** People and consumers who don't want to interact with crowds can easily adapt to online shopping.
5. **No waiting in long lines to check:** out Consumers do not have to wait in long lines to purchase or pay for products. They can buy products quickly and don't have to waste any time.
6. **Being able to read reviews about the products being purchased:** The consumers can review the product and its quality before buying any product. They can choose the best product among various options.
7. **More choices for buying products:** Consumers have a choice to choose between variety of products and they can access to a large variety of products. They can also find many substitutes in online platforms.
8. **Low purchase price:** Many online shops sell products at low prices because of lack of money spent on overheads such as rent, water etc.

2.8 Disadvantages

1. **Fraud in online shopping:** Online platforms are prone to many fraudulent activities. Although they provide security services it is not completely free from fraud.
2. **Delay in delivery:** The delivery of products cannot be always in time. It depends on the factors such as mode of transportation, natural phenomenon like rain, storms etc.

- 3. No physical contact:** The consumers cannot physically touch or feel the product before attainment. This is a major drawback of online shopping.
- 4. No bargaining power:** Although the prices are comparatively low, consumers don't hold bargaining power on the sellers.
- 5. Hide cost & shipping charges:** Usually the online platforms provide purchase prices, they don't clearly specify the shipping charges and other additional charges. The consumers have to proceed to further steps to identify the charges.
- 6. Lack of interaction:** Consumers and sellers don't have any direct contact in online shopping. Since the transactions take place in virtual platforms, they find it difficult to trust the other party completely.
- 7. Difficulty in return advantages:** The products or services provided from online shopping don't specify any particular place and may be they are provided from abroad or different countries around the world. Therefore, the return of the product is difficult and the consumers may not get any return advantages.

CHAPTER III

INDUSTRIAL PROFILE

3.1 Amazon

3.2 Flipkart

3.3 Snapdeal

3.4 Myntra

3.5 Meesho

CHAPTER III

INDUSTRIAL PROFILE

ABOUT ONLINE INDUSTRY

3.1 Amazon

Amazon was founded on July 5, 1994, by Jeff Bezos, who chose the Seattle area for its abundance of technical talent, as Microsoft was in the area.

Amazon went public in May 1997. It began selling music and videos in 1998, and began international operations by acquiring online sellers of books in the United Kingdom and Germany. The following year, it began selling music, video games, consumer electronics, home improvement items, software, games, and toys.

Amazon.com is an ecommerce platform that sells many product lines, including media (books, movies, music, and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal care products, industrial & scientific supplies, kitchen items, jewellery, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items, toys and games, and farm supplies and consulting services. Amazon websites are country-specific (for example, amazon.com for the U.S. and amazon.fr for France), though some offer international shipping.

3.2 Flipkart

Flipkart Private Limited is an Indian e-commerce company, headquartered in Bengaluru, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon India and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share in the Indian e-commerce industry.

Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones.

Start-up Phase

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the IIT, Delhi and former Amazon employees. The company initially focused on online book sales with country-wide shipping. Flipkart slowly grew in prominence and was receiving 100 orders per day by 2008.

3.3 Snapdeal

Snapdeal is an Indian e-commerce company, based in New Delhi, India. It was founded in February 2010 by Kunal Bahl and Rohit Bansal.

Snapdeal was one of the largest online marketplaces in India. Snapdeal targets the value e-commerce segment, which Bahl estimated to be three times larger than the branded goods market.

Fashion, home and general merchandise account for a majority of the products sold by over 500,000 sellers on Snapdeal. Buyers from more than 3,700 towns in India shop on Snapdeal.

Part of the strategy's success is derived from recreating the bustling and diverse experiences of India's bazaars online. To sell products to non-metro buyers, Snapdeal identified a need to engage and entertain, just like in physical bricks-and-mortar settings. In February 2021, Bahl shared in an interview with *KrASIA* that "Snapdeal's engagement with this new and a large part of our existing user base is built on three key themes of video, voice, and vernacular. All these initiatives are built around the central idea of how we can help our users discover and transact better, rather than a traditional approach of how we can sell better."

3.4 Myntra

Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007-2008 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart.

In May 2022, Myntra launched an express delivery service on its app to offer one of a kind of experience by fashion & beauty platform. This service allows shoppers to receive their orders for products marked with 'M-express tag' on the listing page within 24–48 hours of purchase.

Launched its first digital reality-based show "Myntra Fashion Superstar" which is based on the fashion influencer talent hunt on Myntra app on 17 September 2019. In association with Zoom Studios, his show will identify & reward India's next big fashion influencer. Show has eight episodes of reality serious which will see 10 contenders competing with each other. They would also be mentored and judged by a star studded jury, from the world of Bollywood, TV and fashion, including Bollywood actor Sonakshi Sinha and stylist Shaleena Nathani.

3.5 Meesho

Meesho is an Indian social commerce platform that allows users to resell products using their social networks. It was established in 2015 by IIT Delhi graduates Vidit Aatrey and Sanjeev Barnwal. The founders said 'Meesho' stands for 'Meri shop' or apni dukaan.

Their motto starting this startup is to empower women. Meesho helps individuals to start their own online selling business with zero investment because most individuals want to start their own business but they don't have access to capital. It helped many individuals turned self-employed people to grab the opportunity and do something on their own.

Become a Meesho seller and grow your business across India. All the benefits that come with selling on Meesho are designed to help you sell more and make it easier to grow your business. Suppliers selling on Meesho keep 100% of their profit by not paying any commission.

CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

4.2 Data Analysis

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

The project aims to study “A study on customer preference towards online shopping” implemented by many numbers of customers in Wai city. To evaluate the effectiveness of this of this program in Wai city, a questionnaire was prepared for finding out the actual customer satisfied with the online shopping products. This questionnaire was distributed among the sample of 128 customers are satisfied to online shopping products or few customers are dissatisfied with online shopping products. The result obtained from the responses were analysed.

4.2 Data Analysis and Interpretation

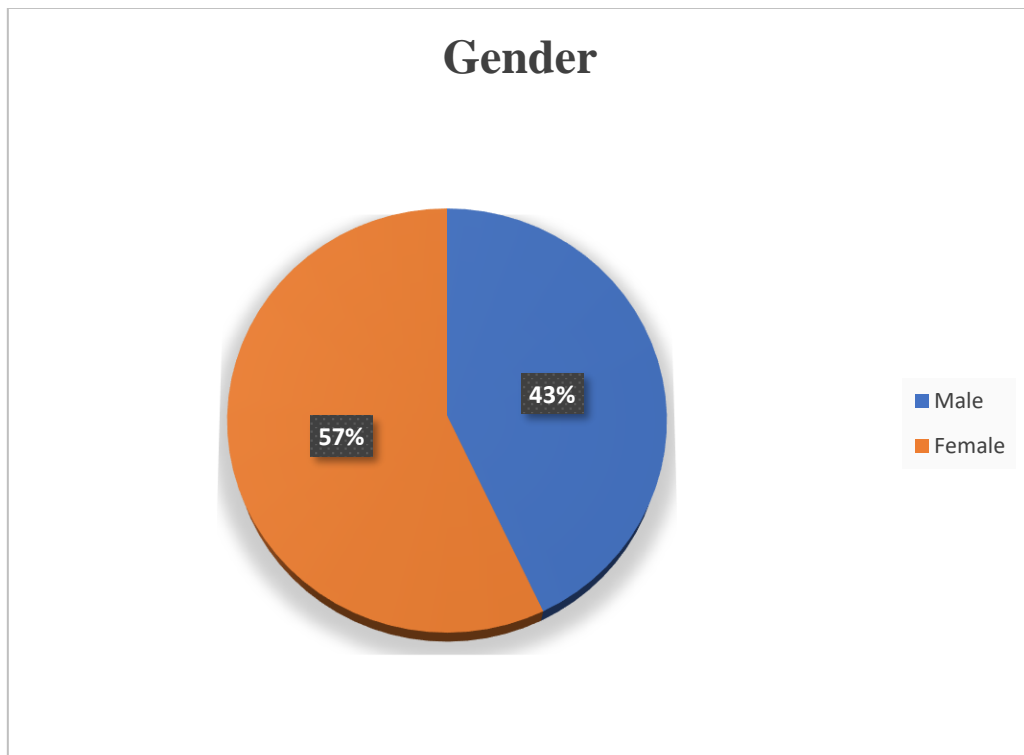
This chapter enclosed with data collection and analysis through questionnaire and statistical tools.

Table no. 4.2.1**Gender wise classification of respondent**

(n:128)

Sr. no	Gender	Frequency	Percentage
1	Male	55	43%
2	Female	73	57%
	Total	128	100%

(source: primary data)

Graph no. 4.2.1**Gender wise classification of respondent**

(source: primary data)

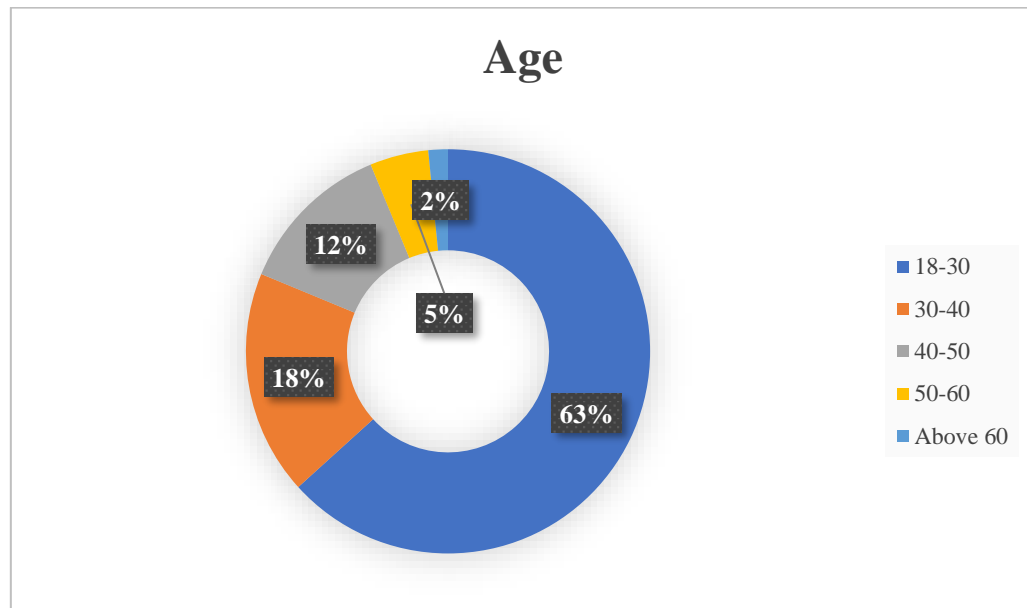
Interpretation - The above table shows information about sample distribution as per their gender. The majority of the respondents 57% are female as compared to 43% are male respondents. Therefore, conclusion that majority of respondents are female.

Table no. 4.2.2**Age wise classification of respondents**

(n:128)

Sr. no	Age	Frequency	Percentage
1	18-30	81	63%
2	30-40	23	18%
3	40-50	16	12%
4	50-60	6	5%
5	Above 60	2	2%
	Total	128	100%

(source: primary data)

Graph no. 4.2.2**Age wise classification of respondents**

(source: primary data)

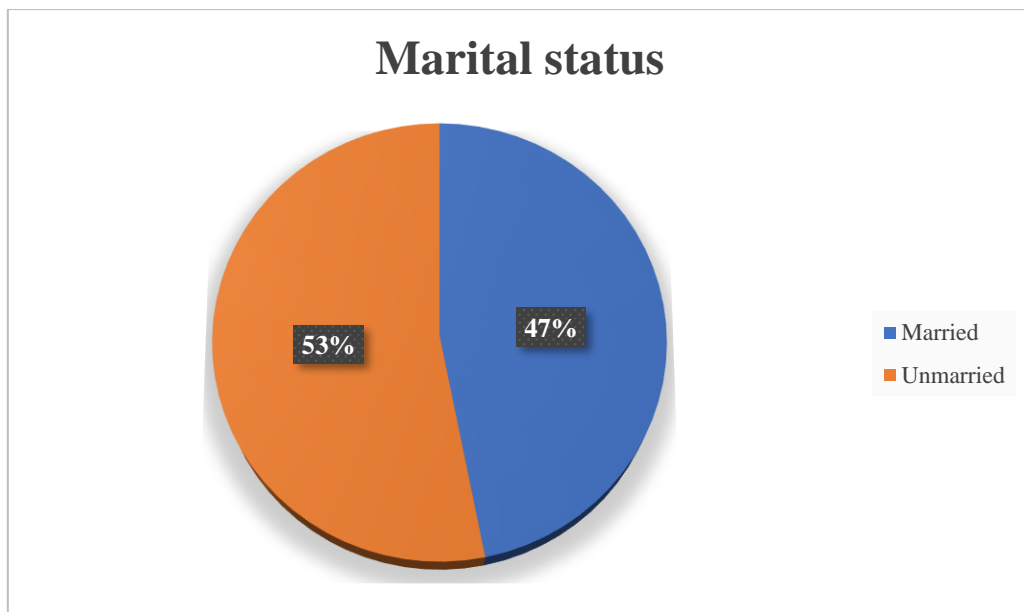
Interpretation -The above table shows information about sample distribution as per their age. The majority of respondents 63% is 18-30 years. 18% respondents are 30-40 years. 12% respondents are 40-50 years. The lowest respondents 5% and 2% are 50-60 years and above 60 years. Therefore, conclude the majority of respondents are 18-30 years.

Table no. 4.2.3**Marital status of respondents**

(n:128)

Sr. no	Marital status	Frequency	Percentage
1	Married	60	47%
2	Unmarried	68	53%
	Total	128	100%

(source: primary data)

Graph no. 4.2.3**Marital status of respondents**

(source: primary data)

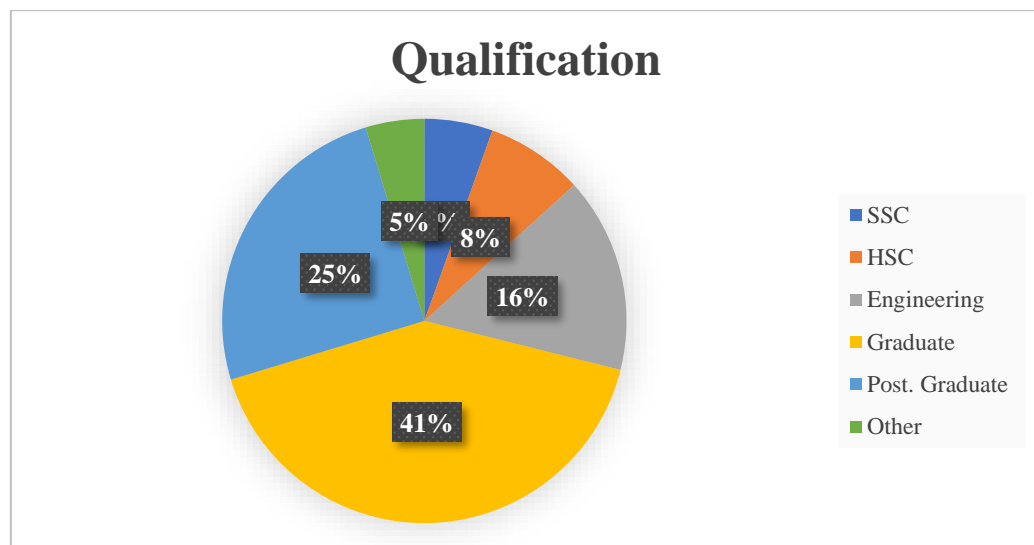
Interpretation - The above table shows information about sample distribution as per their marital status. The majority of the respondents 53% of the study are unmarried and 47% respondents are married. Therefore, conclusion that majority of respondents are unmarried.

Table no. 4.2.4**Qualification wise classification of respondents**

(n:128)

Sr. no	Qualification	Frequency	Percentage
1	SSC	7	5%
2	HSC	10	8%
3	Engineering	20	16%
4	Graduate	53	41%
5	Post. Graduate	32	25%
6	Other	6	5%
	Total	128	100%

(source: primary data)

Graph no. 4.2.4**Qualification wise classification of respondents**

(source: primary data)

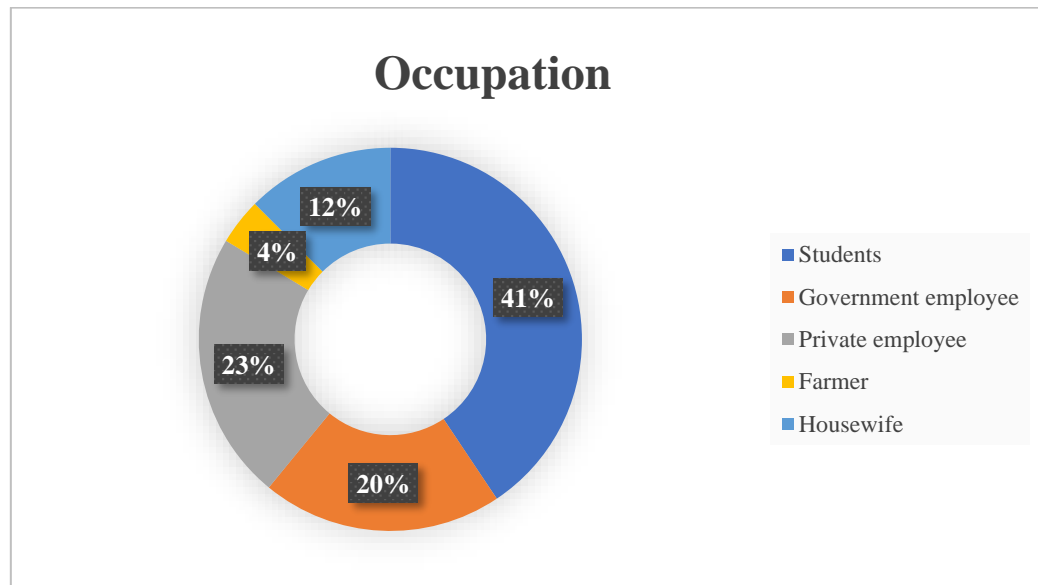
Interpretation - The above table shows information about sample distribution as per their qualification. The majority of respondents 41% are graduate. 25% respondents are post. graduate. 16% respondents are engineering. The lowest respondents 28%, 5% and 5% are HSC, SSC and other. Therefore, conclude the majority of respondents are graduate students

Table no. 4.2.5**Occupation wise classification of respondents**

(n:128)

Sr. no	Occupation	Frequency	Percentage
1	Students	52	41%
2	Government employee	26	20%
3	Private employee	29	23%
4	Farmer	5	4%
5	Housewife	16	12%
6	Other	128	100%

(source: primary data)

Graph no. 4.2.5**Occupation wise classification of respondents**

(source: primary data)

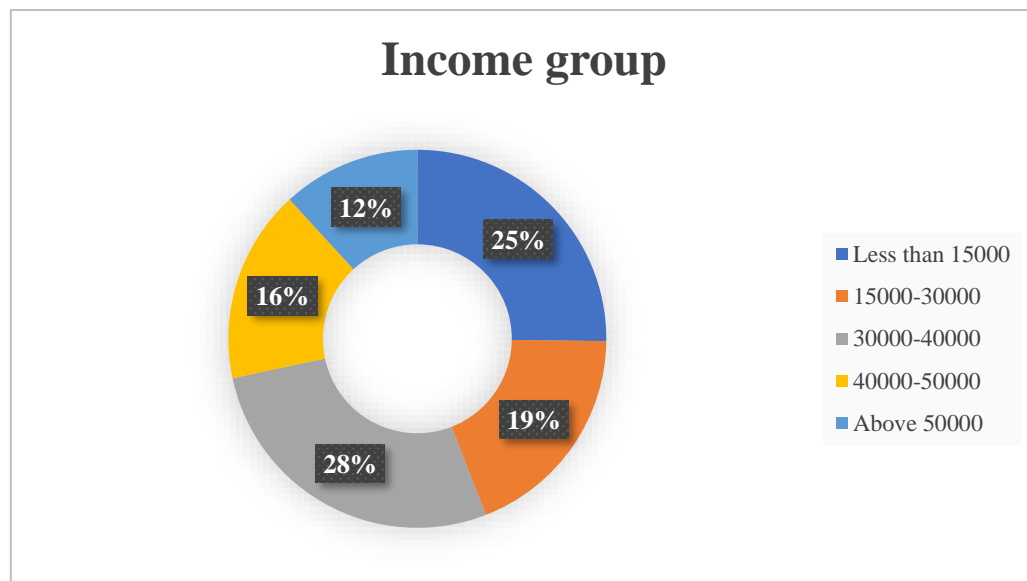
Interpretation – The above table shows information about sample distribution as per their occupation. The majority of respondents 41% are students in occupation. 23% respondents are private employee. Government employees are 20% respondents. And only 12% and 4% respondents are housewife and farmer. Therefore, conclude that majority of respondents are students.

Table no. 4.2.6**Income group wise classification of respondents**

(n:128)

Sr. no	Income Group	Frequency	Percentage
1	Less than 15000	32	25%
2	15000-30000	24	19%
3	30000-40000	35	28%
4	40000-50000	21	16%
5	Above 50000	15	12%
	Total	128	100%

(source: primary data)

Graph no. 4.2.6**Income group wise classification of respondents**

(source: primary data)

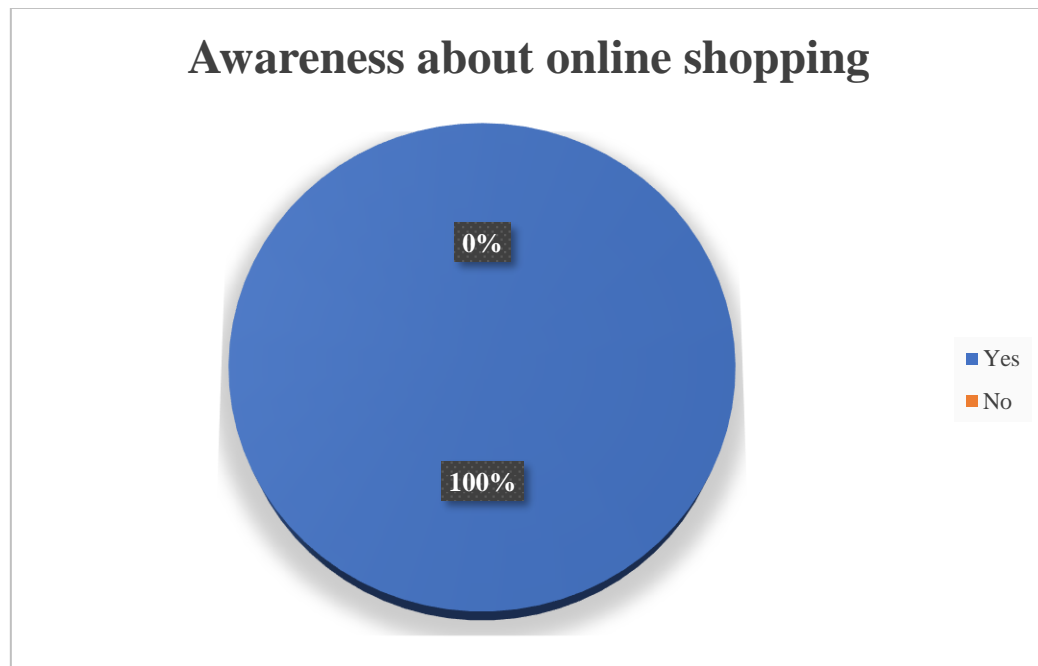
Interpretation - The above table shows information about sample distributing as per their monthly income. The majority of respondents (28%) have a monthly income ranging between 30000-40000. 25% respondents are having monthly income ranging less than 15000. 19% respondents are having 15000-30000 monthly incomes. And only 16% and 12% respondents are having 40000-50000 and above 50000 monthly incomes. Therefore, conclude that majority of respondents are 30000-40000 monthly incomes.

Table no. 4.2.7**Awareness about online shopping**

(n:128)

Sr. no	Awareness about online shopping	Frequency	Percentage
1	Yes	128	100%
2	No	0	0%
	Total	128	100%

(source: primary data)

Graph no. 4.2.7**Awareness about online shopping**

(source: primary data)

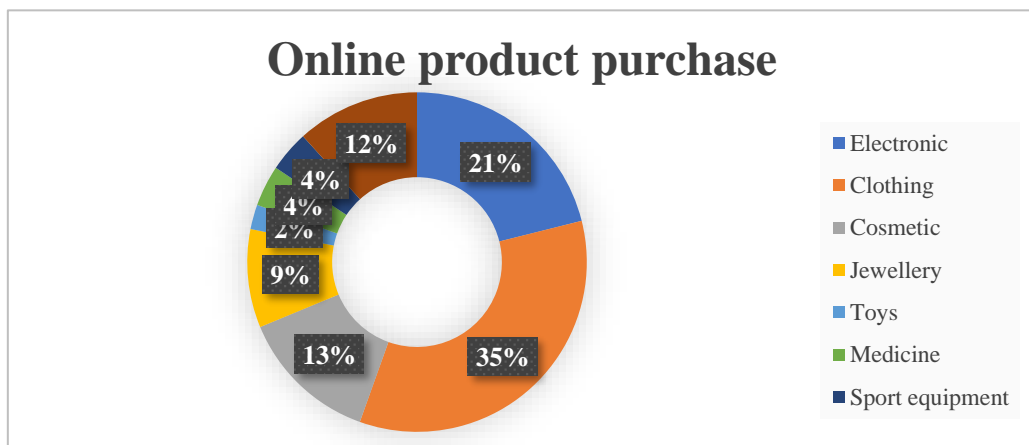
Interpretation - The above table shows information about know the online shopping. The majority of the respondents 100% is yes, they know online shopping. And 0% respondents are no. Therefore, conclude that of are the majority is yes.

Table no. 4.2.8**Preference to online product purchase**

(n:128)

Sr. no	Product purchase	Frequency	Percentage
1	Electronic	27	21%
2	Clothing	44	35%
3	Cosmetic	17	13%
4	Jewellery	12	9%
5	Toys	3	2%
6	Medicine	5	4%
7	Sport equipment	5	4%
8	Grocery	15	12%
	Total	128	100%

(source: primary data)

Graph no. 4.2.8**Preference to online product purchase**

(source: primary data)

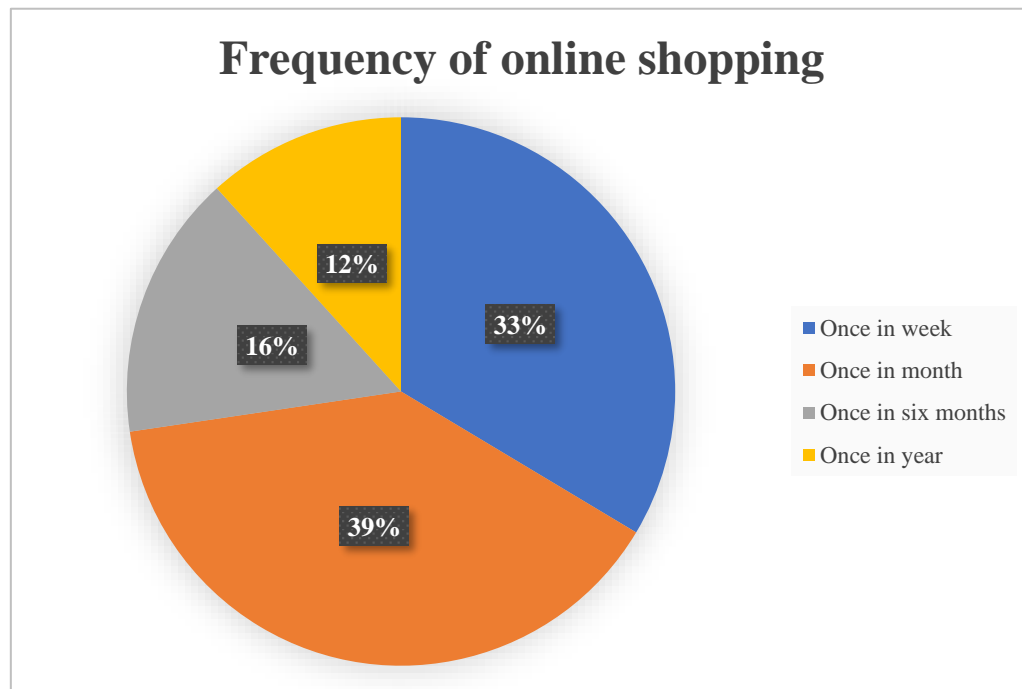
Interpretation- The above table shows information about sample distributing as per their buy products purchased. The majority of respondents 35% are had clothing buy frequently. 21% respondents are having purchase electronic frequently. 13% respondents are cosmetic buy frequently. And 12%, 9%, 4%, 4% and 2% respondent purchased grocery, jewellery, sports equipment, medicine and toys. Therefore, conclude that majority of respondents are have purchase clothing frequently.

Table no. 4.2.9**Frequency of online shopping**

(n:128)

Sr. no	Frequency of online shopping	Frequency	Percentage
1	Once in week	43	33%
2	Once in month	50	39%
3	Once in six months	20	16%
4	Once in year	15	12%
	Total	128	100%

(source: primary data)

Graph no. 4.2.9**Frequency of online shopping**

(source: primary data)

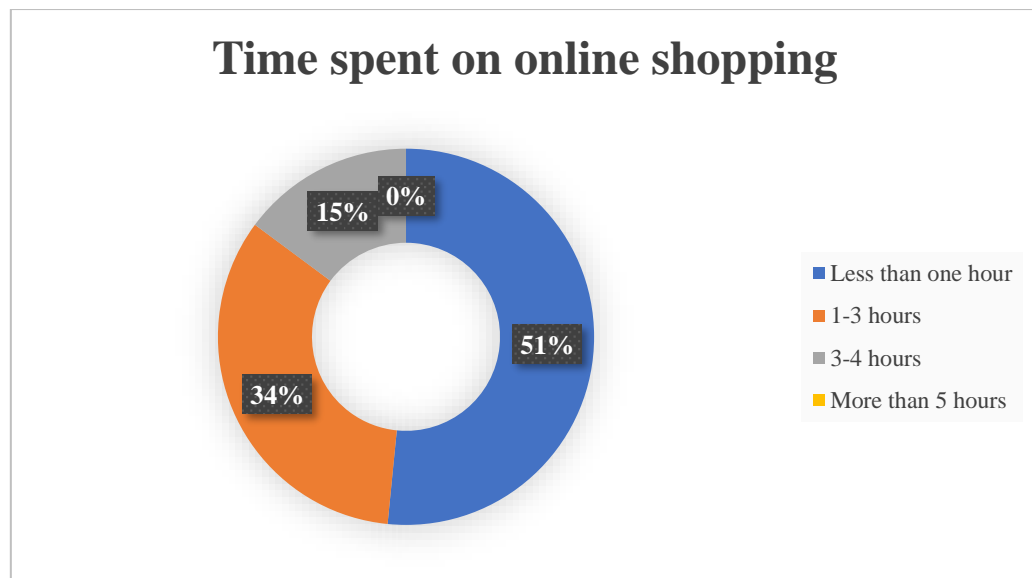
Interpretation – The above table shows information about sample distribution as per frequency of online shopping. The majority of respondents 39% are buying product once in month. 33% respondents are buying products once in week. And only 16% and 12% respondents are buying products once in six months and once in year. Therefore, conclude that majority of buying products is once in month.

Table no. 4.2.10**Time spent on online shopping**

(n:128)

Sr. no	Time spent on online shopping	Frequency	Percentage
1	Less than one hour	66	51%
2	1-3 hours	43	34%
3	3-4 hours	19	15%
4	More than 5 hours	0	0%
	Total	128	100%

(source: primary data)

Graph no. 4.2.10**Time spent on online shopping**

(source: primary data)

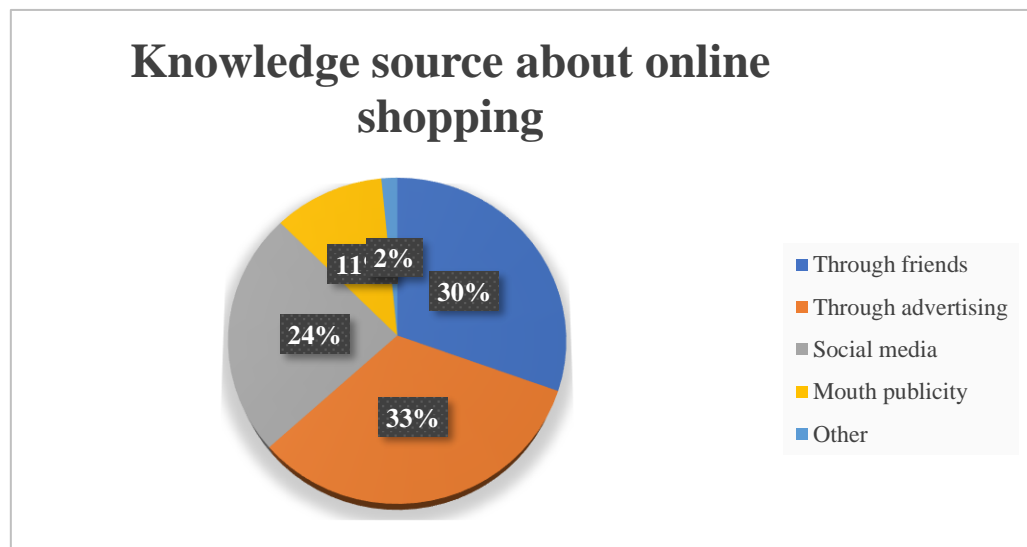
Interpretation – The above table shows information about sample distribution as per time spending on online shopping. The majority of respondents 51% are time spend is less than one hour on online shopping. 34% respondents are spending time is 1-3 hours on online shopping. And only 15% respondents are spending time is 3-4 hours on online shopping. No one can spend time on online shopping is more than 5 hours. Therefore, conclude that majority of time spending is less than one hour on online shopping.

Table no. 4.2.11**Knowledge source about online shopping**

(n:128)

Sr. no	Knowledge source about online shopping	Frequency	Percentage
1	Through friends	39	30%
2	Through advertising	42	33%
3	Social media	31	24%
4	Mouth publicity	14	11%
5	Other	2	2%
	Total	128	100%

(source: primary data)

Graph no. 4.2.11**Knowledge source about online shopping**

(source: primary data)

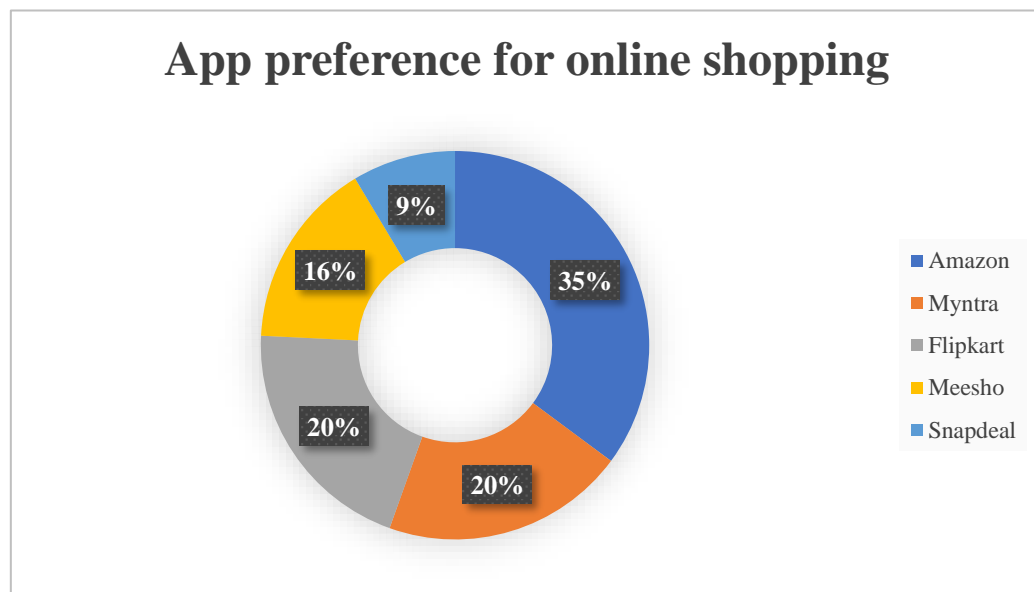
Interpretation – The above table shows information about sample to get knowledge of online shopping. The majority of respondents 33% are get knowledge through advertising. 30% respondents are getting knowledge through friends. 24% respondents getting knowledge through social media. And only 11% and 2% respondents are getting knowledge from mouth publicity and other sources. Therefore, conclude that majority of getting knowledge about online shopping through advertising.

Table no. 4.2.12**App preference for online shopping**

(n:128)

Sr. no	App preference for online shopping	Frequency	Percentage
1	Amazon	45	35%
2	Myntra	26	20%
3	Flipkart	26	20%
4	Meesho	20	16%
5	Snapdeal	11	9%
	Total	128	100%

(source: primary data)

Graph no. 4.2.12**App preference for online shopping**

(source: primary data)

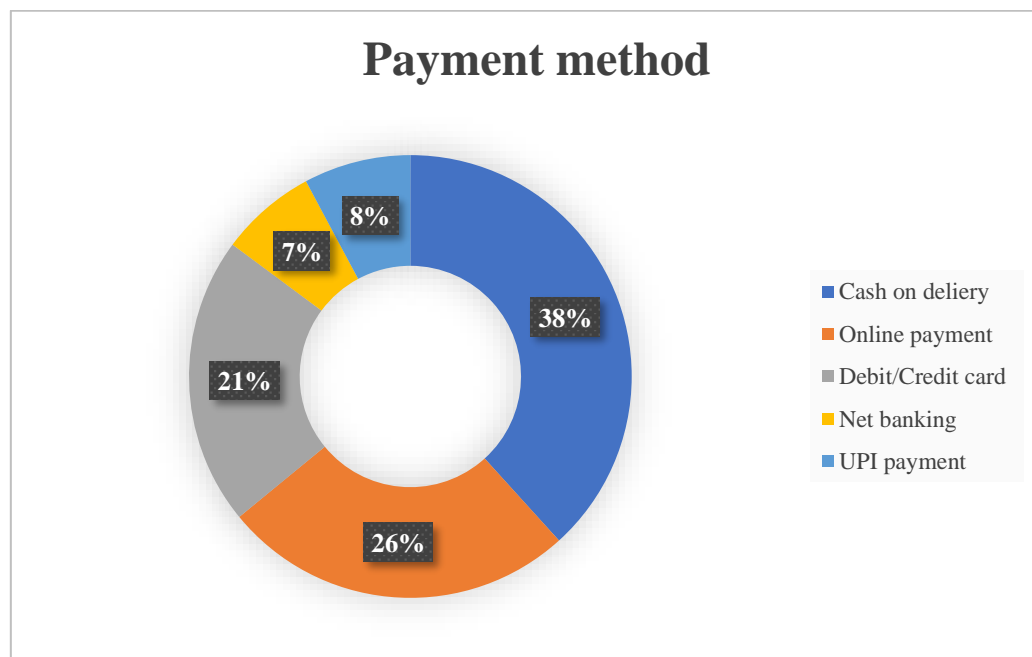
Interpretation – The above table shows information about sample app preferred for online shopping. The majority of respondents 35% for amazon. 20% and 20% respondents for Myntra and Flipkart. 16% respondents for meesho. And only 9% respondents for snapdeal. Therefore, conclude that majority of using apps for online shopping is Amazon.

Table no. 4.2.13**Payment method for online shopping**

(n:128)

Sr. no	Payment method	Frequency	Percentage
1	Cash on delivery	49	38%
2	Online payment	33	26%
3	Debit/Credit card	27	21%
4	Net banking	9	7%
5	UPI payment	10	8%
	Total	128	100%

(source: primary data)

Graph no. 4.2.13**Payment method for online shopping**

(source: primary data)

Interpretation – The above table shows information about sample for use mode of payment for online shopping. The majority of respondents 38% are using cash on delivery for online shopping. 26% respondents are using mode of payment is online payment. 21% respondents are using payment method is debit/credit card. And only 7% and 8% respondents are using net banking and UPI payment. Therefore, conclude that majority of using payment method is cash on delivery.

Table no. 4.2.14**Sample distribution as per reason that influence online shopping**

(n:128)

Parameter	Highly satisfaction		Satisfaction		Neutral		Dissatisfaction		Highly dissatisfaction		Weighted average
	F	%	F	%	F	%	F	%	F	%	
Combo products	27	21.1	51	39.8	25	19.5	20	15.6	5	3.9	3.58
Offer / Discount	31	24.2	40	31.3	38	29.7	16	12.5	3	2.3	3.62
Easy return	33	25.8	43	33.6	39	30.5	11	8.6	2	1.6	3.73
Can place order sitting at home	17	13.3	53	41.4	29	22.7	22	17.2	7	5.5	3.39
Delivery on time	20	15.6	40	31.3	34	26.6	25	19.5	9	7	3.28
Availability of product	28	21.9	44	34.4	33	25.8	20	15.6	3	2.3	3.57
Quality of product	23	18	51	39.8	33	25.8	19	14.8	2	1.6	3.58
Delivery before given date	29	22.7	42	32.8	24	18.8	27	21.1	6	4.7	3.47

(source: primary data)

Interpretation- The above table shows the reason that influence online shopping. From the analysis it is found that 25.8% respondents are highly satisfied on easy return. 39.8% respondents are satisfied on combo products and quality of product. The majority of respondents 30.5% are neutral about easy return. 27% respondents are dissatisfied on delivery before given date. 7% respondents are strongly highly dissatisfied on parameter delivery on time.

Table no. 4.2.15**Sample distribution as per the problems doing online shopping**

(n:128)

Parameters	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Weighted average
	F	%	F	%	F	%	F	%	F	%	
Defective product	21	16.4	36	28.1	32	25	30	23.4	9	7	2.76
Tracking issues	25	19.5	42	32.8	32	25	23	18	6	4.7	2.55
Delay in product delivery	25	19.5	24	18.8	37	28.9	29	22.7	13	10.2	2.85
Customer service	16	12.5	27	21.1	33	25.8	41	32	11	8.6	3.03
Online payment issue	10	7.8	31	24.2	32	25	40	31.3	15	11.7	3.15
Security problems	16	12.5	20	15.6	33	25.8	47	36.7	12	9.4	3.14

(source: primary data)

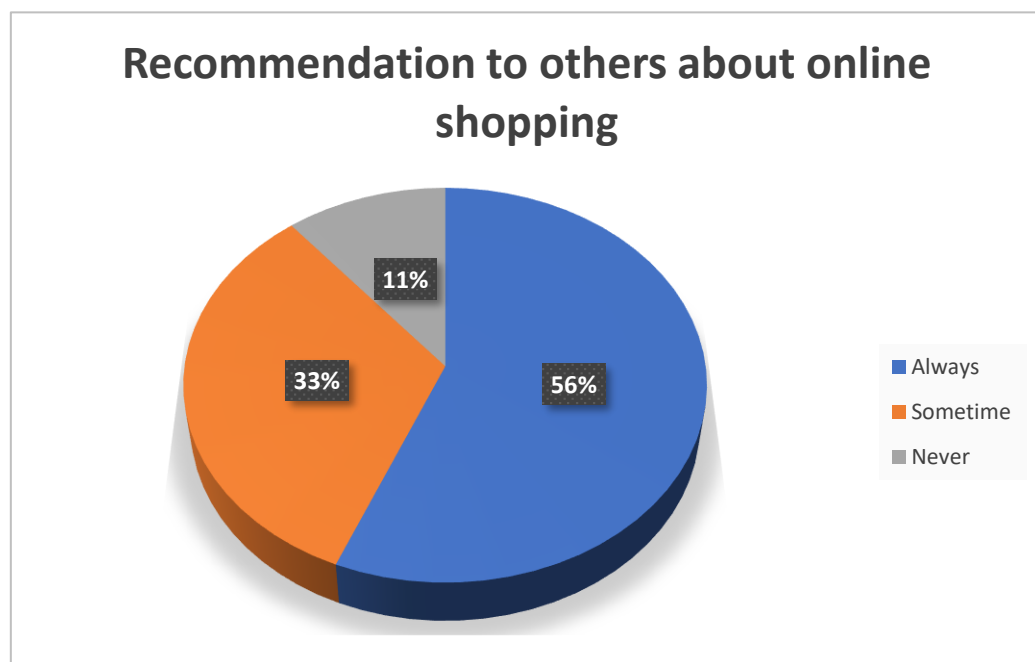
Interpretation- The above table shows the reason that the problem doing online shopping. From the analysis it is found that 19.5% respondents are strongly agree on tracking issues and delay in product delivery. 32.8% respondents are agree on tracking issue. The majority of respondents 28.9% are neutral about delay in product delivery. 32% respondents are disagree on customer service. 11.7% respondents are strongly disagree on online payment issue.

Table no. 4.2.16**Recommendation to others about online shopping**

(n:128)

Sr. no	Recommend online shopping	Frequency	Percentage
1	Always	72	56%
2	Sometime	42	33%
3	Never	14	11%
	Total	128	100%

(source: primary data)

Graph no. 4.2.16**Recommendation to other about online shopping**

(source: primary data)

Interpretation – The above table shows information about recommend to other as per frequency of online shopping. The majority of respondents 56% are always recommend to other. 33% respondents are sometimes recommended to other. And only 11% is never recommend to other about online shopping. Therefore, conclude that majority of respondent always recommend to other.

Table no. 4.2.17**Respondent satisfied about online shopping**

(n:128)

Sr. no	Satisfied about online shopping	Frequency	Percentage
1	Yes	103	80%
2	No	25	20%
	Total	128	100%

(source: primary data)

Graph no. 4.2.17**Respondent satisfied about online shopping**

(source: primary data)

Interpretation - The above table shows information about satisfied about the online shopping. The majority of the respondents 80% is yes, they satisfied about online shopping. And 20% respondents are no they are not satisfied about online shopping. Therefore, conclude that of are the majority is yes.

CHAPTER V

FINDING, SUGGESTION AND CONCLUSION

5.1 Introduction

5.2 Finding

5.3 Suggestion

5.4 Conclusion

CHAPTER V

FINDING, SUGGESTION AND CONCLUSION

5.1 Introduction

From the collected it has been possible to come across many facts and findings. Data collected by the researcher from the study has been analysed with help of the table and pie charts. Researcher have drawn certain conclusion. Which is based on the data analysis. The chapter represent the finding and suggestions. After obtaining the responses from questionnaire distributed among 128 customers of Wai city, the data obtained was analysed and following inferences were drawn.

5.2 Finding

- The majority of the respondents 57% of the study are female and 43% respondents are male. (4.2.1)
- The majority of respondents 63% is 18-30 years. (4.2.2)
- The majority of the respondents 53% of the study are unmarried and 47% respondents are married. (4.2.3)
- The majority of respondents 41% are graduate and 28%, 5% and 5% are HSC, SSC and other. (4.2.4)
- The majority of respondents 41% are students in occupation and only 12% and 4% respondents are housewife and farmer. (4.2.5)
- Largest number of respondents have monthly income ranging are 41%. (4.2.6)
- The majority of the respondents 100% is yes, they know online shopping. And 0% respondents are no. (4.2.7)
- The majority of respondents 35% clothing buy frequently. 21% respondents are having purchase electronic frequently. (4.2.8)
- The majority of respondents 39% are buying product once in month. And only 16% and 12% respondents are buying products once in six months and once in year. (4.2.9)

- The majority of respondents 51% spend time less than one hour on online shopping. No one spends time on online shopping more than 5 hours. (4.2.10)
- The majority of respondents 33% are get knowledge about online shopping through advertising. 30% respondents gets knowledge through friends. (4.2.11)
- The majority of respondents 35% does online shopping from amazon. 20% and 20% respondents for Myntra and Flipkart. 16% respondents for meesho. And only 9% respondents for snapdeal. (4.2.12)
- The majority of respondents 38% are using cash on delivery for online shopping. (4.2.13)
- The highest majority of respondents average (3.73) are satisfied with easy returns as it received first rank. Most respondents average (3.58) are satisfied with quality of products as it received middle rank. The lowest majority of respondents (3.28) are satisfied with the delivery on time. (4.2.14)
- The highest majority of respondents average (3.15) are agreed on problem facing online payment as it received first rank. Most respondents average (2.85) are agreed on facing issue of delay of product as it received middle rank. The lowest majority of respondents average (2.55) are agreed on problem facing about tracking of product as it received lowest rank.
- The majority of respondents 56% are always recommend to other about online shopping. (4.2.16)
- The majority of the respondents satisfied towards online shopping.

5.3 Suggestion

- The online shopping apps should invest in advertising to attract customers.
- It is suggested that online shopping apps must provide offers and sales to persuade customers into buying products.
- The online shopping apps should put seasonal sales in every month to maintain customers satisfy.
- It is suggested that online shopping apps offer better deals on online grocery as it saves time and money.
- The online shopping apps should provide safety features for online payment as some customers are facing problems on online payment process.

- The online shopping apps should provide affordable pricing on products for low and middle class people to satisfy customers.
- The majority of customers prefer shopping on amazon app as more comparative to Myntra and Flipkart so it is suggested that this shopping apps should invest in sales promotion, advertising to attract more customers.

5.4 Conclusion

The consumer's satisfaction on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The Satisfaction of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 18-25 are mostly interested in online shopping. It is also found that the majority of the people who shop online buys daily use products online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchase. The study reveals that majority of the respondent's buys products from Amazon India which is thus one of the leading online shopping sites in India. On top of that the most of the customers finds online shopping affordable.

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QUESTIONNAIRE

Personal information

Name -

Gender

Male

Female

Age

18-30

30-40

40-50

50-60

Above 60

Marital status

Married

Unmarried

Qualification

SSC

HSC

Engineering

Graduate

Post. Graduate

Other

Occupation

- Students
- Government employee
- Private employee
- Farmer Housewife
- Other

Income group

- Less than 15000
- 15000-30000
- 30000-40000
- 40000-50000
- Above 50000

1. Do you know about online shopping?

- Yes
- No

2. Which product do you purchase online?

- Electronics
- Clothing
- Cosmetic
- Jewellery
- Toys
- Medicine
- Sport equipment
- Grocery

3. Frequency of online shopping?

- Once in week
- Once a month
- Once in six months
- Once a year

4. How much time do you spend on shopping?
 Less than one hour
 1-3 hours
 3-5 hours
 More than 5 hours
5. How do you get knowledge about online shopping?
 Through friends
 Through advertising
 Social media
 Mouth publicity
 Other
6. Which app do you prefer for online shopping?
 Amazon
 Myntra
 Flipkart
 Meesho
 Snapdeal
7. Which mode of payment do you prefer most?
 Cash on delivery
 Online payment
 Debit/credit card
 Net banking
 UPI payment
8. What is the reason that influence online shopping?

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Combo product					
Offer / discount					
Easy return					
Can place order sitting at home					
Delivery on time					

Availability of product					
Quality of product					
Delivery before given date					

9. What is the problem doing online purchase?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Defective product					
Tracking issues					
Delay in product delivery					
Customer service					
Online Payment issue					
Security problems					
Refund policy					

10. Do you recommend online shopping services to other?

Always
Sometime
Never

11. Are you satisfied with online shopping?

Yes
No

GUIDE STUDENT MEETING RECORD

Student: Bhosale Anisha Ramesh

Contact no: 7249664551

Guide: MRS.V. U. Deshmukh

Contact no: 9284974802

Topic: "A study on customer preference towards online shopping w.r.t Wai"

Organization: -

Contact person: -

Sr. no.	Date	Description	Signature of guide/Experts	Signature of student
1	16-1-23	Presentation		
2	21-1-23	Submission of First Draft		
3	27-1-23	Submission of Second Draft		
4	28-1-23	Submission of Third Draft		
5	02-2-23	Submission of Final Draft		

Sr. no.	Date	Sign of Guide	Sign of Student	Description of Discussion
1	15-1-23			Objective Finalization
2	19-1-23			Literature review Finalized
3	21-1-23			Chapter 1
4	27-1-23			Chapter 2
5	30-1-23			Chapter 3
6	5-2-23			Questionnaire Finalized
7	8-2-23			Chapter 4
8	10-2-23			First Draft submit
9	11-2-23			Final Draft submit
10	14-2-23			PPT Presentation

Note: At the time of submission of the Final Project Report this, 'Guide Student Meeting Record' would form part of Annexure of Project Report, without which Project Report will not be accepted. Take note of the same.

Signature
Director



A
PROJECT REPORT
ON

A STUDY OF MIGRATED LABOURS IN MAHARASHTRA

SUBMITTED TO,
"SHIVAJI UNIVERSITY, KOLHAPUR"

IN PARTIAL FULFILLMENT OF THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

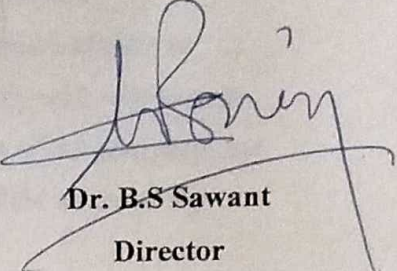
SUBMITTED BY,
RUTUJA DILIP DESHMUKH
UNDER THE GUIDANCE OF,
DR.S.S. BHOLA
(M. Com, M.B.A., Ph.D.)

THROUGH
THE DIRECTOR,
**KARMAVEER BHAURAO PATIL INSTITUTE OF MANAGEMENT
STUDIES AND RESEARCH, SATARA.**

2022-2023

INSTITUTE RECOMMENDATION

This is to certify that. **Rutuja Dilip Deshmukh** is a Bona-fide student studying in **B.B.A III**. She has completed project work on “**A STUDY OF MIGRATED LABOURS IN MAHARASHTRA**” under the guidance of **Dr. S.S. Bholra**, satisfactory and submitted to **Shivaji University, Kolhapur** for the partial fulfillment of the requirement of award of degree of Bachelor of Business Administration (BBA).


Dr. B.S Sawant
Director



Place: **Satara.**

Date: **1/6/2023**



DHANASHREE INDUSTRIES

D-12, Old M.I.D.C., SATARA - 415 004. Ph.: (02162) 244663
AN IATF 16949:2016 CERTIFIED COMPANY

Certificate

To Whomsoever It May Concern

This is to certify that **Miss.Rutuja Dilip Deshmukh** the student of Bachelor of Business Administration of Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara has completed her project work titled "**A Study of Migrated Labours in Maharashtra**" from the period 14 JAN-2023 to 13 MAY 2023 successfully with reference to our organization and under the guidance of Mr.Sunil Bhosale HR Manager of our company, and submitted to university, Kolhapur for partial fulfillment for requirement of the award of the Degree of Bachelor of Business Administration (B.B.A).

Name of Industrial Unit: Dhanashree Industries

Registered office address:

D-12, oldMIDC, Satara-415001

Phone-(02162)244663E-mail:dhanashree@muthagroup.com

Sales& corporate office:

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Phone-(02162)24464

E-mail:contact@muthagroup.com



GUIDE CERTIFICATE

This is to certify that the project report entitled, "A STUDY OF MIGRATED LABOURS IN MAHARASHTRA " which is being submitted here with for the degree of Bachelor of Business Administration (BBA) of Shivaji University, Kolhapur is the result of original project work completed by. Rutuja Dilip Deshmukh, under my supervision and guidance and to the best of my knowledge and belief the work embodied in this report has not formed earlier for the award of any degree or similar title of this or any other University or examining body.



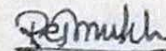
Dr. S. S. Bhola
(Project Guide)

Place: Satara

Date: 01/06/2023

ACKNOWLEDGEMENT

A journey starts with a single step. It is my great pleasure and proud to be able to complete and present this project report on " **A STUDY OF MIGRATED LABOURS IN MAHARASHTRA** within the given span of time. The completion of this project was important beginning and best one in my professional life and the completion of the same was possible only with the inspiring and valuable guidance, co-operation and united support rendered to me by Dr. S. S. Bhola of the Institute who guide me on this project. I am deeply indebted thankful to him for their valuable support and guidance, I would like to thank Dr. B. S. Sawant, Director of Karmaveer Bhaurao Patil Institute Management Studies and Research, Varye, Satara for his valuable support and having faith in me. I am also thankful to my project guide. Dr. S. S Bhola for his guidance and the valuable suggestion has given throughout the project work, It would be unfair if I forget my friends and family members those always encourage me to carry on my project with the great zeal that helped me to concentrate on the given work to complete it within the stipulated period. I express my sincere thanks to all of those who supported me directly or indirectly in carrying out this project.



Miss. Rutuja Dilip Deshmukh

Place: Satara

Date: 01/06/2023

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CHAPTER 1
INTRODUCTION TO THE STUDY

- 1.1 Introduction
- 1.2 Research Problem
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- 1.7 Research Methodology
- 1.8 Review of Literature
- 1.9 Chapterization

CHAPTER 1

Introduction of the study

1.1 Introduction: The migration is a phenomenon that arises from the need for food and the satisfaction of one's own desires and needs. Labor migration is defined as the movement of people from their home country to another country for the purpose of gainful employment. Today, an estimated 86 million people work outside the country of their birth. Labor migration is the process of moving workers from one physical location to another. Migration affects labor market changes between states. People very often migrate within the labor unions for better employment prospects. However, due to cultural differences and different values, migrants face the challenge of being employed by organizations. It is therefore important to find a balance between the needs of immigrants, workers and organizations. People have always left their homes in search of better economic opportunities, both within and outside their own countries. Most of these people he is years of working age. Migration is a continuous process that has been the subject of political debate worldwide. Migration has shown at the unbroken upward trend, be it of people who have left their homelands voluntarily for economic or other reasons, or of those who have been forced to leave their homes (Refugees, displaced persons, etc.). Managing human mobility is one of the most significant challenges for destination countries worldwide. In developed and developing countries. This is further exacerbated in cities where migrants typically seek better quality of life. The causes and routes of migration flow for different types of migration are difficult to distinguish, posing difficulties for governments. With refugees protected by the Convention Relating to the Status of Refugees and voluntary migrants admitted into destination labor markets through the sovereign decision of host countries, governments need to plan for different types of migrants accordingly.

Labor migration is part of international economic relations. Migration flows flow from one region or country to another. Labor migration, which causes some problems, has clear benefits for countries

1.2 Research problem:

As undertaken on the premise that the problem to be addressed in this study is the situation of migrant workers in Maharashtra, India. Maharashtra is one of the most industrialized states in India, and it attracts a large number of migrant workers from different parts of the country. These migrant workers are mostly employed in the unorganized sector, including construction, domestic work, and small-scale industries. why Migrated labours get employment immediately rather than local/ Marathi peoples, what

skills required to local labours, is migration is the way as opposed to local or ethnic jobs? The major question is to be answered the peoples who are migrated from other states/country are ready to do any kind of work including puncture also then what are the reasons that local people are not doing such jobs. This study is an effort to find the answer for this question.

1.3 Statement of research problem:

“A Study of Migrated labors in Maharashtra”.

The major question is to be answered the peoples who are migrated from other states/country are ready to do any kind of work including puncture also then what are the reasons that local people Are not doing such jobs. This study is an effort to find the answer for this question.

1.4 Objectives of the Study:

Present study purports following objectives:

- 1 - To study the reason for migration of labors in Maharashtra from other state.
- 2-To study the reasons behind local peoples not getting employment.
- 3 - To find out pull factors for migrant worker in Maharashtra.
- 4 - To study some essential skills required to local labors.
- 5- To study push factors for local peoples for migration.

1.5 Scope of the study:

Geographical scope: This study is conducted in Maharashtra state only.

Conceptual scope: Conceptual scope of study is limited to migrated labours and reasons why local people cannot replace them

Analytical scope:

A structured codified schedule was executed on these samples and the data analysis was undertaken using MS Excel. percentage, mean, and standard deviation has been used for data analysis.

1.6: Importance of the Study: The study of migrant workers in Maharashtra is essential for understanding the challenges and issues they face, particularly in the context of the COVID-19 pandemic. It can provide policymakers with evidence-based recommendations for improving their living and working conditions, promoting their social and economic rights. The study can also contribute to the broader discourse on migration, social integration, and economic development.

Importance of the Study: Society is of utmost importance because it provides a framework for individuals to interact, share resources, and cooperate in various activities. It shapes the way individuals think, feel, and behave, and it influences their beliefs, values, and aspirations. Society provides essential services such as healthcare, education, and public safety, and it creates opportunities for economic and social development. It promotes social cohesion, inclusiveness, and diversity, and it fosters a sense of belonging and identity. Society also plays a critical role in promoting social justice, equality, and human rights.

1.7 Research Methodology:

1] Type of research: The present study is descriptive in nature.

2] Data required:

The data required for study migrated labours from various sectors like industry, agriculture, hotel, repair works and other etc.

3] Data sources:

The above data required have been collected by using primary data

a) Primary data source: The data required for study is working of local labours can replace migrated labours by starting their own work at own place is collected by primary data source i.e, structured codified schedule.

b) Secondary data source: The data required regarding migrated labours is collected using secondary data source i.e, through websites.

4] Instrument: The research is descriptive in nature and data collected using an inferential approach, 101 sample employees using Google form.

A structured close ended codified schedule was executed on samples and data analysis was undertaken using MS Excel. Percentage, Mean, and standard deviation.

5] Sampling:

Sample Unit: Sample units are the Migrated labours in Maharashtra

Universe: The universe is infinite

Sample Size: 101

Sampling Technique: Convenient sampling method.

6] Data analysis:

The research is descriptive in nature and the data collected using inferential approach. 101 samples labours from different sectors like industry, construction, agriculture, hotels, repair works and so on. To look out the reasons how they are working by using their skills sophisticatedly. A structured codified schedule was executed on these samples and the data analysis was undertaken using Ms-Excel. percentage, mean, standard deviation has been used for data analysis.

1.8 LITERATURE REVIEW:

Introduction:

The literature review contains the review of literature of various scientist, economist on the migration and model on theory of migration. Their concepts and ideas used for the reference.

Literature Review

This article throws light upon the top three models of migration. The models are: 1. Lewis's Model of Rural-Urban Migration 2. The Fei-Ranis Model on Rural-Urban Migration 3. Harris-Todaro Model of Rural-Urban Migration.

(Lewis 1979)

1. Lewis's Model of Rural-Urban Migration:

Prof. W. Arthur Lewis in his article, "Unlimited Supplies of Labour" has explained the process of migration from rural to urban areas in an underdeveloped economy.

An underdeveloped economy is a dual economy having two sectors:

- (i) a modern sector, and
- (ii) an indigenous sector.

Out of these two, the latter is the predominant sector. The capitalist sector is defined as "that part of the economy which uses reproducible capital, pays capitalists for the use thereof and employs wage labour for profitmaking purposes."

The distinguishing feature of a capitalist sector is that it hires labour and sells output to earn profit. The subsistence sector is that part of the economy which does not use reproducible capital. Labour is abundant and disguised unemployment is the result. The marginal productivity of labour in the

agricultural sector may be zero or even negative. In order to solve the problem of disguised unemployment.

Prof. Lewis would like the capitalist (industrial) sector to be expanded by transferring labour from the subsistence (rural) sector to the capitalist sector. He assumes that the supply of labour is perfectly elastic at the subsistence wage.

Since the supply of labour is unlimited, new industries can be established or existing industries can be expanded without limit at the current wage i.e. subsistence wage by withdrawing labour from the subsistence sector. When people migrate from the subsistence sector to the modern sector, the wages should be higher in the capitalist sector than in the subsistence sector by a small but fixed amount.

Transfer of Labour to the Capitalist Sector:

Lewis explains the process of transfer of labour with the help of figure 1.

Quantity of Labour and Wage & Marginal Product

In the figure, the quantity of labour is shown on the X-axis and Y-axis represents wage and marginal product. OA is the wage rate of the subsistence (rural) sector and OW of the capitalist (industrial) sector. WW1 shows that the supply of labour is perfectly elastic at OW wage rate. N1D1 is the curve of marginal productivity of labour, which shows the demand of labour. Since the capitalist sector maximises profits, the wage rate remains equal to the marginal productivity of labour.

At the current wage rate OW, employment is OL and the total product in the capitalist sector is N1PLO. Out of this output, wages are equal to OWPL and the capitalist profits are WPN1, which are reinvested to create new capital. The key to the process is the use which is made of the capitalist surplus.

The capitalist employment also increases with the reinvestment of profits and the expansion of the capitalist sector. The amount of fixed capital increases as a result of further investment and the marginal productivity of labour is also raised to N2D2 making the capitalist surplus and employment larger to the level of WP1N2 and OL1 respectively in the figure.

Further, reinvestments raise the marginal productivity of labour to N3D3 and the level of employment to OL2 and so on. This process will continue till the entire surplus rural labour is absorbed in the industrial sector. Thereafter, if additional workers are withdrawn from the rural (subsistence) sector to the industrial sector, there will be loss in food production in the rural sector because the ratio of workers to land will decline.

This means that the marginal productivity of the remaining labour force is no longer zero. Thus the supply curve of labour WW1 will slope from left to right upwards like an ordinary supply curve (not shown in the figure) and wages and employment will continue to rise with the growth of population and labour force in the long run.

In the Lewis model, migration is the result of concerted effort on the part of the state to transfer surplus rural labour to the industrial sector by developing the latter for capital formation.

Its Criticisms:

The Lewis model of migration has been criticised on the following counts:

1. Wage Rate not constant in the Capitalist Sector:

The theory assumes a constant wage rate in the capitalist sector until the supply of labour is exhausted from the subsistence sector. This is unrealistic because the wage rate continues to rise over time in the industrial sector of an underdeveloped economy even when there is open unemployment in its rural sector.

2. Not Applicable if Capital Accumulation is Labour Saving:

Lewis assumes that the capitalist surplus is reinvested in productive capital. But according to Reynolds, if the productive capital happens to be labour saving, it would not absorb labour and the theory breaks down. This is shown in Fig. 2 where the curve N2D2 has a greater negative slope than the curve N1D1 thereby showing labour-saving technique.

With the shifting of the marginal productivity curve upwards from N1D1 to N2D2 the total output has risen substantially from ON1Q1L1 to ON2Q1L1. But the total wage bill OWQ1L1 and the labour employed OL1 remain unchanged.

Quantity of Labour and Wage & Marginal Product

3. Skilled Labour not a Temporary Bottleneck:

Given an unlimited supply of labour, Lewis assumes the existence of unskilled labour for his theory. Skilled labour is regarded as a temporary bottleneck which can be removed by providing training facilities to unskilled labour. No doubt skilled labour is in short supply in underdeveloped countries but skill formation poses a serious problem, as it takes a very long time to educate and train the multitudes in such countries.

4. One-sided Theory:

This is a one-sided theory because Lewis does not consider the possibility of progress in the agricultural sector. As the industrial sector develops with the transfer of surplus labour, the demand for food and raw materials will rise which will, in turn, lead to the growth of the agricultural sector.

5. Mobility of Labour not so Easy:

Higher capitalist wage will not lead to the movement of surplus labour from the subsistence sector to the capitalist sector. People are so intensely attached to their family and land that they do not like to leave their kith and kin. Moreover, differences in language and custom, the problems of congestion, housing and high cost of living in the capitalist sector stand in the way of mobility of labour of this sector. This is the weakness of the theory.

6. Marginal Productivity of Labour not Zero:

Schultz does not agree that the marginal productivity of labour in overpopulated underdeveloped countries is zero or negligible in the rural sector. If it were so, the subsistence wage would also be zero. The fact is that every worker receives the subsistence wage, may be in kind, if not in cash.

It is, therefore, difficult to find out the exact number of surplus labourers who are to move to the capitalist sector, their number hardly exceeding 5 per cent, as is now generally accepted.

7. Productivity falls with Migration of Labour from the Subsistence Sector:

Lewis assumes that when the surplus labour is withdrawn from the subsistence sector to the capitalist sector, the agricultural production remains unaffected in the subsistence sector. But, according to Schultz, the transfer of even, say, 5 per cent of the existing labour force out of agricultural will reduce output.

The Fei-Ranis Model on Rural-Urban Migration:

John Fei and Gustav Ranis have presented in an article entitled, "A Theory of Economic Development", the process of rural-urban migration in underdeveloped countries.

The model is related to an underdeveloped economy having surplus labour but scarcity of capital. The major part of the population is engaged in agriculture which is stagnant. Non-agricultural occupations use small capital. There also exists an industrial sector.

The process of development involves transfer of surplus labour from the agricultural sector to the industrial sector, so as to increase its productivity from zero to a wage level equal to the institutional wage in agriculture.

Its Assumptions:

The assumptions of the theory are:

1. Land is fixed in supply.
2. Population growth is taken as an exogenous phenomenon.
3. There is a dual economy consisting of a stagnant agricultural sector and an active industrial sector.
4. Agricultural activity is characterised by constant returns to scale with labour as a variable factor.
5. The output of the agricultural sector is a function of land and labour alone.
6. The output of the industrial sector is a function of capital and labour alone.
7. Workers in both the sectors consume only agricultural products.
8. If population increases above the point where marginal productivity of labour becomes zero, labour can be shifted to the industrial sector without loss in agricultural output.
9. The real wage in the industrial sector remains fixed and is equal to the initial level of real income in the agrarian economy, which they call the institutional wage.

The Model:

Based on these assumptions the model analysis the development process in three phases.

In the first phase, disguised unemployed workers, who are not adding to agricultural output are shifted to the industrial sector at the constant institutional wages.

In the second phase, agricultural workers add to the agricultural output but produce less than the institutional wage they get. These workers are also shifted to the industrial sector. If the migration of workers to the industrial sector continues, a point is ultimately reached when farm workers produce output equal to the institutional wage.

In the third phase, farm workers produce more than the institutional wage they get. Thus the surplus labour is exhausted and the agricultural sector becomes commercialized.

These three phases are explained in Fig. 3. In Panel (C) the labour force in the agricultural sector is measured from right to left on the horizontal axis ON and agricultural output downwards from O on the vertical axis OY. The curve OCX is the total physical productivity curve (TPP) of the agricultural sector. The horizontal portion CX of the curve shows that the total productivity is constant in this region so that the marginal productivity of MN labour is zero. Thus MN labour is surplus and its withdrawal to the industrial sector will not affect agricultural output.

The allocation process in three phases is depicted in Panel (B) of where the total labour force is measured from right to left on the horizontal axis ON and the average output on the vertical axis NY. The curve NMRU represents the marginal physical productivity of labour (MPPL) in the agricultural sector. NW is the institutional wage at which the workers are employed in this sector.

In Phase I, NM workers are disguised unemployed. Their marginal physical productivity is zero, as shown by NM portion of the MPP curve in Panel (B) [or CX portion of the TPP curve of Panel (C)]. This surplus labour force NM is transferred to the industrial sector shown as OM in Panel (A) at the institutional wage OW (= NW).

In Phase II, after NM, the MPP of agricultural workers begins to rise in Panel (B), as shown by the rising portion of the MPPL curve from M upwards. As a result, the labour force in the industrial sector increases from OM to OL in Panel (A). When workers migrate from the agricultural to the industrial sector, agricultural output declines. As a result, there is shortage of agricultural goods leading to rise in their prices relative to industrial goods.

This leads to the worsening of the terms for the industrial sector, thereby requiring a rise in the nominal wage in the industrial sector. This is met by making investment in the industrial sector which shifts the MPP curve PT outwards to P1H to P2Q in Panel (A).

The nominal wage rises above the institutional wage OW to LH and KQ. This is shown by the upward movement of the supply curve of labour from WT to H and Q, as ML and LK workers gradually shift to the industrial sector in Panel (A). The movement on the supply curve of labour WTW1 from T upwards is “the Lewis turning point.”

When Phase III begins, agricultural workers start producing agricultural output equal to the institutional wage and ultimately more than the institutional wage they get. This is shown by the rising portion RU of the MPPL curve in Panel (B) which is higher than the institutional wage KR (=NW).

Consequently, KO of labour will be transferred from the agricultural sector to the industrial sector at a rising nominal wage above KQ in Panel (A) of the figure. This leads to the exhaustion of the surplus labour in the agricultural sector which becomes fully commercialized.

Fei and Ranis point out that as agricultural workers are shifted to the industrial sector, there begins a surplus of agricultural commodities. This leads to the total agricultural surplus (or TAS) in the agricultural sector. The excess portion of total agricultural output over the consumption requirement of the agricultural labour force at the institutional wage is the TAS.

The amount of TAS is a function of the number of workers shifted to the industrial sector in each phase of the development process. The TAS is measured in Panel (C) of the figure by the vertical distance between the line OX and the TPP curve OCX. In Phase I when NM labour is transferred (Panel B), the TAS is BC. In phase II, as ML and LK workers (Panel B) are shifted to the industrial sector, DE and FG amounts of TAS arise (Panel C).

Criticisms:

This model is not free from criticisms which are discussed below:

1. Supply of Land not Fixed:

Fei and Ranis begin with the assumption that the supply of land is fixed. In the long run, the amount of land is not fixed, as the statistics of crop acreage in many Asian countries reveal.

2. Institutional Wage not above the MPP:

The model is based on the assumption of a constant institutional wage which is above MPPL during Phases I and II. But there is no empirical evidence to support this assumption. In fact, in labour surplus underdeveloped countries, wages paid to the agricultural workers are much below their MPP.

3. Institutional Wage not constant in the Agricultural Sector: The theory assumes that the institutional wage remains constant in the first two phases even when agricultural productivity increases. This is highly unrealistic because with a general rise in agricultural productivity, farm wages also tend to rise.

4. Closed Model:

According to Fei and Ranis, the terms of trade move against the industrial sector in the second phase when agricultural output declines and prices of agricultural commodities rise. This analysis is based on

the assumption of a closed economy where foreign trade does not exist. But this is unrealistic because underdeveloped countries are not close but open economies which import agricultural commodities when shortages arise.

5. Commercialization of Agriculture Leads to Inflation:

According to this model, when the agricultural sector enters the third phase, it becomes commercialized. But when many workers shift to the industrial sector, the agricultural sector will experience shortage of labour. In the meantime, the institutional wage also equals the MPP of workers and the shortage of agricultural products arises. All these factors create inflationary pressures within the economy.

6. MPP not Zero:

According to Fei and Ranis, MPPL is zero in the agricultural sector. But Schultz does not agree that in labour-surplus economies MPPL is zero. According to him, if it were so, the institutional wage would also be zero. The fact is that every worker receives a minimum wage, may be in kind, if not in cash. Thus it is wrong to say that MPPL is zero in the agricultural sector.

3. Harris-Todaro Model Of Rural-Urban Migration:

Prof. J.R. Harris and P. M. Todaro in an article "Migration, Unemployment and Development: A Two-Sector Analysis" in 1970 presented a model on rural-urban migration in underdeveloped countries.

The main idea of the Harris-Todaro model is that labour migration in underdeveloped countries is due to rural-urban differences in average expected wages rather than actual wages. The migrants consider the various opportunities of employment available to them in rural and urban sectors and choose the one that maximizes their expected wages from migration.

The minimum urban wage is substantially higher than the rural wage. If more employment opportunities are created in the urban sector at the minimum wage, the expected will rise and rural-urban migration will increase. Expected wages are measured by the difference in real urban income and rural agricultural income and the probability of a migrant's getting an urban job.

In fact, a migrant compares his expected income for a given time horizon in the urban sector with his prevailing average rural income and migrates if the former is more than the latter.

Thus migration in the Harris-Todaro modal is viewed as the wage or income gap between the urban and the rural sectors. But all migrants cannot be absorbed in the urban sector at high wages. Many fail to find a job and get employment in the informal urban sector at wages which are even lower than in the

rural sector. Thus they join the queue of the underemployed or disguised unemployed in the urban sector.

Assumptions of the Model:

The Harris-Todaro model is based on the following assumptions:

1. There are two sectors in the economy – the rural or agricultural sector (A) and the urban or manufacturing sector (M).
2. The model operates in the short run.
3. The marginal production of labour in agriculture (MPLA) and of industry (MPLM) are determined by their respective technologies.
4. Capital is available in fixed quantities in the two sectors.
5. There are L workers in economy with LA and LM numbers employed in the rural and urban sectors respectively.
6. The number of urban jobs available (LM) is exogenously fixed. In the rural sector some work is always available. Therefore, the total urban labour force LM comprises L-L Along with an available supply of rural migrants.
7. The urban wage is fixed at WM and the rural wage at WA, $WM > WA$.
8. The rural wage equals the rural marginal product of labour and the urban wage is exogenously determined.
9. Rural-urban migration continues so long as the expected urban real income is more than the real agricultural income.

The Model:

The Harris-Todaro model is explained in Fig. 4. where total labour force in the two sectors is measured along the horizontal axis. Employment in the agricultural sector (A) to the right starting from OA and in the industrial sector (M) to the left starting from

The left vertical axis from OA upwards measures the MP and wages of labour in agriculture (MPLA and WA). The right vertical axis measures the MP and wages of labour in industry (MPLM and WM). AA1 is the MP of labour curve in agriculture. It slopes downwards to the right as employment in agriculture (LA) increases. Similarly, MM1 is the MP of labour curve in industry which slopes downward to the left as LM increases.

WM is the wage level at which OMLM workers are employed in the urban sector. The remaining OALM workers are employed in the rural sector at OAWA, wage level. So the rural-urban wage gap is $WM - WA$, with WM wage fixed.

This wage gap attracts rural workers to the urban sector even in the face of urban unemployment and under-employment. Despite this, the rural jobseekers are willing to take their chance in the “urban job lottery” to find their favored jobs. If the probability (chances) of getting the favored jobs is the ratio of employment in manufacturing, LM, to the total urban labour pool Lu, then the expression

$WA =$

shows the agricultural wage at which the potential migrant equates the urban expected wage and is indifferent about job location. The locus of such points of indifference is given by the IIII curve. The unemployment equilibrium point is given by point Z.

The equilibrium agricultural wage is WA the new urban-rural wage gap is $WM - WA$. OA LA workers are working in the agricultural sector instead of OMLM before migration. OMLM workers in the manufacturing urban sector are still employed at the institutional fixed wage WM. But $Lu = OALA - OMLM$ migrants to the urban sector are engaged in low-wage jobs in the informal sector getting less than OAWA wage rate which they would have received in the rural sector.

1.9 Chapterization:**Chapter 1 – Introduction**

This chapter includes introduction of the study, objective of the study, statement of research problem, Scope of study, importance of study, research methodology, and Chapterization scheme.

Chapter 2 – Theoretical Background

This chapter includes articles of some authors and researchers and literature review regarding migrated labors.

Chapter 3 – Introduction to the Organization / Industry

This chapter includes a conceptual framework of migrated labors and the job opportunities for local labors.

Chapter 4 –Data Analysis and Interpretation

This chapter includes analysis and interpretation of collected data.

Chapter 5 – Findings, Suggestions and Conclusion

This chapter contains finding of the study, suggestions of the study, conclusion of study, besides above four chapters the project report is presented with a schedule used for data collection and bibliography.

CHAPTER 2
THEORETICAL BACKGROUND

2.1 Meaning

2.2 Concept

2.3 Types

CHAPTER 2 THEORETICAL BACKGROUND

2.1 Meaning:

Migration can be defined as the movement of people from one region to another region of a state or a country by settling temporarily or permanently, for better living conditions. Most of the migrations are due to economic conditions, business opportunities, education, and employment.

Globally, migration is all over. The number of migrations overall has multiplied since World War II. During the pioneer period, millions of Indian workers were shipped off to different nations, for example, Mauritius, Caribbean islands, Fiji, and South Africa to fill in as plantation workers. In the twentieth century semi-skilled Indians, for example, craftsmen, dealers, and assembly line laborers relocated to adjoining nations like Thailand, Malaysia, Singapore, Indonesia, Brunei, and African nations. In 2005, 191 million individuals were considered living external of the nation of their country. On the off chance that the migrants resided in a similar spot, the international migrants would frame the fifth most populous country on the planet. Education became the most important in the world; many students are migrating for higher education. Getting a degree from the World's top Universities has the highest recognition and value, and the chance of getting the best, highest-paid jobs. A large percentage of numbers increased, migrating for foreign studies. In today's world, highly educated professionals like doctors, engineers, software engineers, management consultants, financial experts, media persons, etc., are migrating to other countries like the US, Canada, UK, Australia, New Zealand, Germany, etc., for better opportunities, and they are the highest paid.

2.2 Causes of Migration:

1. In search of better economic conditions, employment, business opportunities, and education.
2. Migration to the towns in order to secure better living conditions, especially better schooling for their children.
3. To escape poor climate conditions such as drought, and natural disasters.
4. As punishment for crimes committed, the criminals and banned from a country due to their work against government laws.
5. Migration as a result of enslavement.

6. To escape war, invasion, military takeover, etc.
7. To spread a religion.
8. Migration to reunite with family, friends, marriages, etc. who have previously settled there.
9. To find personal freedom, to live a certain lifestyle, to hold certain beliefs.

2.3 Types of Migration:

In the view of the origin and destination of migrants

Internal migration

The movement of individuals within the geographical boundaries of a country or a state. Internal migration alludes to a change of residence within a state, region, city, or municipality.

Internal migration is additionally classified into four types.

Rural to Urban Migration The movement of population from rural areas to the nearby towns and cities mainly in search of better livelihood and standard of living, i.e., employment, education, and recreation facilities.

Rural to Rural Migration Mostly agricultural workers, because of marriages, and sometimes looking for land for cultivation.

Urban to Urban Migration The relocation from one metropolitan community to the next looking for more significant compensation and another market for business potential opens doors.

Urban to Rural Migration The movement from urban areas or cities to rural areas to get freed off the urban problems like air pollution, overcrowding, noise pollution, and returning to their native place after retirement from jobs.

International migration

This alludes to a change of residence over national boundaries. A global migrant is somebody who moves to an alternate country.

International migrants are additionally classified as

1. Legal immigrants are the individuals who moved with the lawful authority of the beneficiary country.
2. Unlawful immigrants are individuals who moved without lawful authorization.
3. Refugees are those who crossed a worldwide limit to get away from abuse.

In view of the time of stay of migrants in the region

Short-term migration: The migrants stay outside just for a brief length prior to getting back to their place. Examples: Tourists, business trips.

Long-term migration: The migrants stay outside, essentially, for a couple of years. Examples: Companies send their employees for projects and students for education.

Seasonal migration: Usually, a group of people moves from their local spots during a specific season and return after the finish of that season. Agriculture-based labor is an example of seasonal migration.

In view of the readiness of the individuals for migration

Voluntary migration: If the movement happens on migrant choice, drive and want to reside in a good place. Example: Business company CEOs.

Involuntary migration: If the relocation happens against the desire of migrants, it is called involuntary migration. Example: Refugees.

Positive side of migration

Migrants send money to their homes, helping in the growth of the economy of the region.

International Indian migrants are one of the major sources of foreign exchange in India.

States like Punjab, Kerala, and Tamil Nadu receive a huge amount of money from their international migrants.

Green revolution in Punjab, and Haryana result because of people's migration from Uttar Pradesh, and Bihar.

Leads to the balanced distribution of the population according to resources within a country.

Migrants act as a bridge of social change in rural areas.

Exposure to new technologies and learning the importance of girls' education can greatly affect the changes in orthodox families.

Intermixing of people from diverse cultures and respecting each other.

The mindset among people changes because of exposure.

Negative side consequences

Overcrowding is one of the major negative impacts on the metropolitan cities of India due to migration. Resulting in many negative side effects.

The development of slums in industrially developed states is another major negative consequence.

Shortage of skilled labor because most migrate to urban areas.

Under-development of rural regions due to lack of skilled people and economy of the region.

Imbalances in sex ratio due to large male migration.

Women in the rural areas will have more vulnerability, leaving with extra pressure when men are away from home.

Environmental consequences of migration

Overcrowding of people due to rural-urban migration has put pressure on the existing social and physical infrastructure in the urban areas

Formation of slum colonies in the middle of cities.

Over-exploitation of natural resources.

Metropolitan cities are facing the real problem of groundwater depletion.

Air pollution, and emission of carbon gases due to an increase in vehicles for transportation in urban areas.

Proper disposal of sewage will be a problem.

Difficult in management of solid wastes.

Land Pollution & problem of garbage disposal.

Deforestation, cutting down trees for expansion and construction.

CHAPTER 3

INTRODUCTION TO ORGANIZATION

3.1 Profile of Organization

3.2 Historical Background

3.3 Details of Organization

3.4 Strategic Intent of Organization

3.5 Product of The Company

3.6 Customer of The Company

3.7 Company Milestones

3.8 Future Plans of Company

CHAPTER 3

Introduction TO ORGANIZATION

3.1 INTRODUCTION:

Dhanashree Industries is dealing with casting and machining manufacturing unit for automotive components. They are manufacturing various types of brake Drums, flywheel, different types of pullers and critical parts which require to automobile industries, and have are in business of automotive components Manufacturing with variety of domestic customer. Dhanashree Industries is one of the major production unit of Mutha Group. Mutha group successfully produces subassemblies of automobiles and general engineering with the help of sophisticated modern machining. Today Mutha group can productivity claim to have their global presence in the field of Grey Iron, S.G. Iron, and Aluminum die casting components for automobile industries. Today Dhanashree Industries is certified with TS 1649:2009 certification as well as ISO 9001:2008 certification and they have adopted quality improvement programmed under UNIDO cluster. Dhanashree Industries is quality endorse company who adopting latest technology and equipment's to achieve high level of productivity and better quality of the product.

3.2 HISTORICAL BACKGROUND

M/S Dhanashree Industries, Satara is one of the Unit of Mutha Group of industries, started in 1976 by Shree Ajit Mutha, chief promoter. The company's principal business focus is to manufacture and supply The Grey Cast Iron Components and Aluminum components as per customer requirements. Beginning with only a few customers in 1976, Dhanashree industries has now progressed to being the prime supplier of crankcase, cylinder head, Break drums, Gearbox Housing in India. Over satisfied customer base has grown to more than 5

OEMs in India. Dhanashree Industries is located in 2 Acres of land with 500 sq meters of shop floor with dedicated and modern machinery set up plant in Satara MIDC. Dhanashree have an installed capacity to manufacture 7500 tones of Al casting per years, shree Mutha has considerable experience of about 25 years in the foundry business and it presently running three other such units on profitable lines. He has developed good reputation and market relations with reputed companies and industries.

The company has a policy of investing a substantial portion of the surplus generated into resources that would contribute to growth, quality and productivity.

3.3 DETAILS OF ORGANISATION:

Name of Industrial Unit: Dhanashree Industries

Registered office address:

D-12, old MIDC, Satara-415001

Phone-(02162)244663 E-mail: dhanashree@muthagroup.com

Sales & corporate office:

H-21, old MIDC, Satara-415001

Phone-(02162)24464

E-mail: contact@muthagroup.com

3.3.1 Other plants and four Location:

Following table shows the location of plants.

Sr.no.	Name	Address
1	Plant 1	Mutha engineering pvt, ltd Satara
2	Plant 2	Mutha founders pvt.ltd Satara
3	Plant 3	Mutha Spero cast India pvt ltd,Satara
4	Plant 4	Mutha engineering pvt ltd,Satara

Source: <https://www.muthagroup.com/dhanashreeindustries>

3.4 STRATEGIC INTENT OF ORGANIZATION

3.4.1 Vision:

To consolidate the position of data leading player in as cast and machining components across all engineering industries in general and Auto Industry in particular

3.4.2 Mission:

Organization is committed to Enhance Customer Satisfaction by providing cost effective and quality products and services with Timely Delivery in the field of "Automobile, oil engines, Refrigeration and air conducting components manufacturing" and continually Improving the Business Management System Effectiveness.

3.4.3 Objectives:

The company has following objectives,

- 1] Continual Improvement.
- 2] Reduce Rejection level.
- 3] Improve Delivery Performance.
- 4] Customer Satisfaction
- 5] Less Breakdowns.
- 6] Minimize wastage.
- 7] Employee Satisfaction.

3.5: PRODUCT OF THE COMPANY

Danse Indus offers variety of products in field of Grey Iron & Aluminium die casting components for automobile entries. Dhanashree Industries has the prime supplier of various types of Brake drums Gearbox Housing, Elbow, pulleys & cylinder hand in India. Hence are in business of different of automotive components manicuring with variety of domestic customers. Dhanashree Industries housing following main produces and aluminum and it segmented products differentiate under cast iron and aluminum.

CAST IRON PRODUCT DRUMS

1) BREAKE DRUMS	2) GEAR BOX HOUSING	3)FLYWHEEL
1) 3 WH. Brake drum	U 400 Case	Varroc Flywheel
4wh.Brake drum	U 500 Case	Flywheel 335
Front Brake drum	U 600 Case	Flywheel 275
Rear Brake drum		

4) PULLEY	5) CRANKCASE	6)CYLINDER HEAD
H.P Pump Pulley	AK Crankcase	Cylinder Head 24202
Damper Pulley	AWX Crankcase	Cylinder Head 24225
Crankshaft Pulleys	AWJ Crankcase	Cylinder Head 24201
Water Pump Pulleys		
Power Pump Pulleys		

Source: <https://www.muthagroup.com/dhanashreeindustries/>

ALUMINUM PRODUCT

1] ELBOW PRODUCT LINE

- Elbow Intake manifold 2001
- Elbow Intake manifold 3401
- Elbow Intake manifold 4201
- Air Intake manifold 3825
- Air Intake Elbow 3801
- EGR Manifold

2) SCOOP

- Air Intake Scoop 3816
- Air Intake Scope 3817

MAIN PRODUCT:

- 1) 3Wh.Brake Drum



2) Varroc Flywheel



3) AK Crankcase



3.6 CUSTOMER OF THE COMPANY

Following are the customers of the organization

- I) Mutha Engineering Pvt Ltd, Satara

- 2) Tatu Motors Ltd, Pune.
- 3) Force Motors Lad, Pune.
- 4) Tecumseh Products India Pvt Lad, Hyderabad
- 5) Premium Founders Pvt Lad. Satara

3.7 COMPANY MILE STONE

Dhanashree Industries traces their presence since 1976. The company manufactures and sells wide ranges of Brake Drums, Flywheel and Pulleys to major OEMs in India.

2001- Company accredited with ISO 9002

2006- Company accredited with TS 16949

2009 -Company adopted quality improvement program under UNIDO cluster

3.8 FUTURE PLANS OF COMPANY

Dhanashree Industries have various future business plans for enhancing Cost Effective and Quality Products with the help of technology advancement. The purpose of adopting latest technology and equipment's to achieve level of productivity to take competitive advantage.

The various future plans of Dhanashree as follows:

- Installation of high-pressure Molding Line
- Apron Crane for Material Changing in Furnace
- EOT Punch out System
- Installation of New Induction Furnace.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

4.2 Data Analysis and Interpretation

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter deals with data analysis and interpretation of collected data related to the working of migrated labours in Maharashtra. Data has been collected through structured schedule and observation of respondents.

Analysis is shown by giving the statistical tables and is based on facts and figures of collected data. Interpretation is based on analysis of tables which results to find out the solution to the research problem.

4.2 Data Analysis:

1. Gender of sample
2. Marital status of the sample
3. Education of sample
4. Experience of sample
5. Descriptive statistics of sample
6. Descriptive statistics of sample

Following table shows gender of samples Participated in the study. Two options were fascinated to mark the gender one is male and second is female.

Table no. 1: Gender of sample

(n=101)

Sr.no.	Gender	Frequency	Percentage
1	Male	90	89.1
2	Female	11	10.9
	Total	101	100.0

Source: (Field data)

Above table 1 revels male and female gender.

As from participation of sample I considered, it has found that participation of male samples are more in number i.e.89.1 %

Following table shows age of sample participated in the study.

Table no. 2: Marital status of the sample:

(n=101)

Sr.no.	Marital Status	Frequency	Percentage
1	Married	87	86.1
2	Unmarried	14	13.9
	Total	101	100.0

Source (field data)

Above table reveals the marital status of samples and it has found that married labours are more in number than unmarried i. e, 86.1 %.

Following table shows education of sample participated in the study. 5 options were facilitated to mark the education i.e., SSC, HSC, graduation, post-Graduation and other.

Table no. 3: Education of Sample:

(n=101)

Sr.	Education of sample	Frequency	Percentage
1	SSC	35	34.6
2	HSC	2	1.9
3	Graduation	7	6.9
4	PG	6	5.9
5	Other	51	50.5
	Total	101	100.0

Source: (Field data)

Above table reveals the educational qualification of sample participated. It has found Uneducated peoples are more i.e., 50.5%.

Cross Tabulation:

Count of F1e	Column Labels		Grand Total
	(blank)	2	
	(blank)	6	
	(blank)	5	
Row Labels		1	51
(blank)		49	49
35		1	1
Grand Total		49	50

Above table shows that out of 101 samples 51 samples are uneducated and 50 samples are educated.

Following table shows the samples work experience of samples. Four options were to mark the experience.

Table no. 4: Experience of the samples

(n=101)

Sr.	Working experience	Frequency	Percent
1	0 to 1	0	0
2	1 to 3	05	4.9
3	3 to 5	40	39.6
4	5 above	56	55.4
	Total	101	100.0

Source (Field Data):

Above table reveals that samples Participated having 5 years above experience are more i.e, 55.44% and samples with no experience are not participated in this study.

Count of H1d	Column Labels		Grand Total
	(blank)	0	
	H1c	56	
Row Labels	H1d	45	
H1d		45	45
blank		1	1
Grand Total		45	46

Above table shows that 45 samples have for years experienced and 56 samples are inexperienced.

Following table shows that mean, standard deviation and variance of the samples participated in the study.

Table no. 5: Descriptive Statistics for Reasons for migration of labours:

(n=101)

Sr.	Reasons for migration of labours	Mean	Standard Deviation	variance	Rank
1	Unemployment	3.66	0.16	2.60	5
2	Lack of industries	3.50	0.14	2.05	8
3	Drought	3.14	0.11	1.42	10
4	Education	2.82	0.14	2.02	11
5	Need fulfilment	3.60	0.12	2.06	7
6	Profit maximization	3.78	0.13	1.65	4
7	Seeking a better life	3.84	0.13	1.85	3
8	Displacement	3.65	0.13	1.76	6
9	Family reunification	3.44	0.12	1.82	9
10	Economic Reason	3.86	1.12	1.60	2
11	Skills push in sector	4.00	1.12	1.44	1

(Source (field data))

Above table shows that mean of unemployment is less and mean of skills push in sector is more it means that in field skills plays important role.

Cross Tabulation:

Count of 11k	Column Labels															Grand Total		
	1	3	5	2	1	2	3	4	5	3	2	3	4	5	4		5	
Row Labels	1	3	5	1	2	3	4	5	2	3	4	5	4	5	2	4	5	
1	3	1		1	1	1			1	1			2	1		2	4	18
2	1			1		2							2	1	1	4	2	14
3										2			1					3
4						1	2	1		1	2	3	1	2		1	1	15
5	4		1			3	1	4	1	4	3	3	8	3		2	4	51
Grand Total	8	1	1	2	1	7	3	5	2	8	5	6	4	7	1	9	1	101

Above table shows the cross tabulation of table Out of 101 samples 18 samples are strongly agree with the reasons of migration, 14 samples are Disagree, 3 peoples were neutral, 15 peoples was only agree and 51 people was strongly agree about the reasons of migraton.

Following table shows that mean, standard deviation and coefficient of variance and rank.

Table no. 6: Descriptive Statistics for Why Marathi/ Local people not get employment instead of local migrated labours.

(n=101)

Sr.	Statement	Mean	Standard deviation	Coefficient of variance	Rank
1	Dignity of work	3.059	0.14	2.09	5
2	Mentality	3.06	0.12	1.60	4
3	Adaption of environment	3.12	0.11	1.43	3
4	Egoistic	3.35	0.12	1.61	1
5	Not being stable to work	3.34	0.13	1.86	2

Source (field data)

Above table number 6 shows that local peoples are not being stable to their work. They are not so passionate about their work.

Cross Tabulation:

Count of J1e Row Labels	Column Labels					Grand Total
	1	2	3	4	5	
1	6	4			1	11
2	3	20	8	5	4	40
3		2	6	3		11
4		1	3		6	10
5	2	2	1	20	4	29
Grand Total	11	29	18	28	15	101

Above table shows reasons that why local people get employment instead of migrated labours are out of 101 samples there are 11 samples opinion is that local labours have dignity of work , 40 samples opinion was low mentality , 11 samples opinion less adaptability of environment , 20 samples opinion is they are egoistic in nature and 29 samples responds that they are not being stable at on work.

CHAPTER 5
Findings, Suggestions, and Conclusion

5.1 Findings

5.2 Suggestions

5.3 Conclusions

CHAPTER 5

5.1. FINDINGS:

Findings:

Findings revealed from data analysis has presented below.

1. Among the total 101 samples, 89.1% are males and remaining are the females in that 90males and 11 females was present.
2. The average percentage of marital status married peoples are 86.1% more.87 was married and 14 was unmarried.
- 3.Around 55% samples are illiterate and 34.6 % sample completed ssc only 6.9% samples are graduated. 45 samples have for years experienced and 56 samples are inexperienced.
4. Samples with 55.5 % have experience more than 5 years of experience and samples with 39.6 % have experience in between 3 to 5 years. Samples with 1.9 % have experience in between 1 to 3 years. that 45 samples have for years experienced and 56 samples are inexperienced.
- 5.The samples strongly agree with rate of unemployment is more than other factors. In the cross tabulation of table Out of 101 samples 18 samples are strongly agree with the reasons of migration, 14 samples are Disagree, 3 peoples were neutral , 15 peoples was only agree and 51 people was strongly agree about the reasons of migration.
- 6.The dignity of work is more in Marathi/local samples. why local people get employment instead of migrated labours are out of 101 samples there are 11 samples opinion is that local labours have dignity of work , 40 samples opinion was low mentality , 11 samples opinion less adaptability of environment , 20 samples opinion is they are egoistic in nature and 29 samples responds that they are not being stable at on work.

CHAPTER 5**5.2 SUGGESTIONS**

1. Equality in every work: The suggestion here is to promote equality in all types of work, regardless of gender, race, religion, or other factors. This could involve advocating for policies and practices that promote diversity and inclusion in the workplace, such as equal pay, non-discrimination policies, and diversity training programs.
2. Migration and ethnic locals: This suggestion appears to be focused on the idea that migration is not always the best solution to address issues related to ethnic locals. This could involve exploring alternative approaches, such as investing in local communities, creating jobs and opportunities, and supporting local businesses and industries.
3. Comfort zones: The suggestion here is that people need to step out of their comfort zones and explore the world around them. This could involve encouraging people to travel, try new experiences, and learn about different cultures and perspectives. By doing so, individuals can gain a better understanding of the world and develop empathy and appreciation for others.

CHAPTER 5**5.4 CONCLUSION**

The study of migrated labors in Maharashtra is an important topic, as it sheds light on the experiences of workers who have left their home states and moved to Maharashtra in search of employment. The study likely examines the challenges faced by these workers, including issues related to housing, healthcare, and discrimination, and may offer recommendations for improving the conditions of migrant workers in the state. The study of migrated labours in Maharashtra highlights the importance of addressing the needs and concerns of this vulnerable population. While much progress has been made in recent years to improve the conditions of migrant workers, there is still much work to be done. To truly support these workers and create a more just and equitable society, we must continue to push for policies and programs that promote fair treatment and equal opportunities for all. This includes providing safe and affordable housing, improving access to healthcare, and combating discrimination and exploitation in the workplace. By doing so, we can help to create a society that values and supports all its members, regardless of where they come from or what work they do.

ANNEXURES.

1 Schedule

2 Bibliography

Schedule

A study of migrated labors in Maharashtra.

1. Name –

--

2. Migrated from (state or Country)-

--

3. Age years

--

4. Gender –

Male	Female
------	--------

5. Marital status-

Married	Unmarried
---------	-----------

6. Education-

SSC	HSC	GRADUATION	POST- GRADUATION	OTHER
-----	-----	------------	---------------------	-------

7. Location -

--

8. Nature of work –

--

9. Sector:

Industry	
----------	--

Construction	
Agriculture	
Repair works	
Hotel	
Manufacturing	
Other	

10. Working experience – Years

0 to 1	1 to 3	3 to 5	5 above
--------	--------	--------	---------

11.

Sr.no	Reason for migration of labors	SD	D	N	A	SA
1	Unemployment					
2	Lack of industries					
3	Drought					
4	Education					
5	For need of fulfillment of basic needs.					
6	Profit maximization					
7	Seeking a better life					
8	Displacement of environmental factor.					
9	Family reunification					
10	Economic reason					
11	Skills push in sector					

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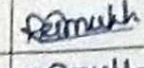

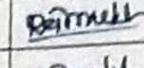



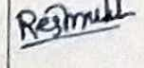

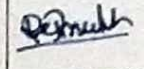

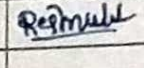

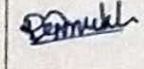

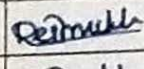

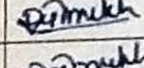

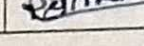
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GUIDE STUDENT MEETING RECORD

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Email-id	sarongbhola@gmail.com
Designation	Associate Professor.
Specialization of Project	Human Resources
Topic of Project	A study of migrated labours in Maharashtra

Sr. No.	Date	Description	Discussion	Signature of Guide	Signature of student
1	16/01/23	Objective, Research Methodology Finalization	Finalisation		
2	21/01/23	Review of Literature -Submission	Discussed		
3	27/03/23	Finalization of Chapter No.1 - Introduction to the study	Finalisation		
4	29/03/23	Finalization of Chapter No.2- Theoretical Background	suggest corrections & Finalisation		
5	29/04/23	Finalization of Chapter No.3- Introduction to the organization/Industry	Finalisation		
6	30/04/23	Questionnaire Finalization	Finalisation		
7	30/04/23	Finalization of Chapter No.4- Data Analysis, Findings, Suggestions	Final Topic		
8	14/05/23	Submission of First Draft of project report	Submission		
9	14/05/23	Submission of Final Draft of project report	Submitted		
10	03/05/23	PPT Presentation of Project work	Presented		



Signature

Head of Department/
Director/Principal



A
PROJECT REPORT
ON
“ A STUDY OF CUSTOMER SATISFACTION TOWARDS
ONLINE COSMETIC PRODUCTS APPLICATION WITH
RESPECT
TO GURUWAR PETH AREA IN SATARA CITY ”

SUBMITTED
TO
SHIVAJI UNIVERSITY, KOLHAPUR
FOR THE PARTIAL FULFILLMENT FOR THE REQUIREMENT
FOR
THE AWARD OF THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A)

SUBMITTED BY
MISS. BHUTKAR PRANOTI MANGESH
(B.B.A)

UNDER THE GUIDANCE OF
MISS. PRIYANKA. A. SHINDE
(M.B.A)

THROUGH
THE DIRECTOR
KARMAVEER BHAOURAO PATIL INSTITUTE OF
MANAGEMENT STUDIES AND RESEARCH, SATARA

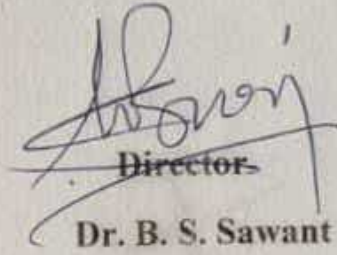
YEAR 2022-2023

INSTITUTE RECOMMENDATION

This is to certify that **Miss. Bhutkar Pranoti Mangesh** is a bona-fide student studying in B.B.A.III. He has completed project work “**A Study of Customer Satisfaction Towards Online Cosmetic products Application in Satara City**” under the guidance of **Miss. Priyanka A. Shinde** satisfactorily and submitted to Shivaji University, Kolhapur for the partial fulfilments of the requirement of the award of the Degree of Bachelor of Business Administration (B.B.A).

Place: Satara

Date: 6/6/23


Director
Dr. B. S. Sawant

K.B.P.I.M.S.R., Varye, Satara

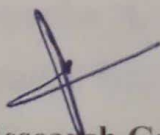


DECLARATION GUIDE CERTIFICATE

This is to certify that **Miss. Bhutkar Pranoti Mangesh** has completed the project report-on “ **A Study of Customer Satisfaction Towards Online Cosmetic products Application in Satara City** under my guidance satisfactorily. The project work is of original nature and not copied from other earlier project work and fur this no part of it has been submitted to any University for partial fulfilment of conditions for passing any examination. The observations and suggestions are based on data collected during project work.

Place: Satara

Date: / /



Research Guide

Miss. Priyanka A. Shinde

K.P.I.M.S.R., Varye, Satara

DECLARATION

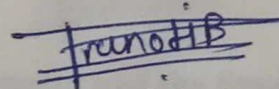
To,
Director,
Dr.B.S.Sawant
Karmaveer Bhaurao Patil
Institute Of Management Studies and
Research, Varye, Satara.

Respected Sir,

I, the undersigned hereby declare that project report entitled “ **A Study of Customer Satisfaction Towards Online Cosmetic products Application in Satara City**” under the guidance of Miss. Priyanka A. Shinde and submitted to **Shivaji University, Kolhapur** for the partial fulfillment for the requirement of the award of the degree of **Bachelor of Business Administration**. This report written and submitted by me under the guidance of Miss. Priyanka A. Shinde is my original work. The empirical findings in this project are based on data collected by me while preparing the project report. I have not copied from any report. I understand that any such copying is liable to be punished in anyway the University Authorities deem it.

Place:-Satara.

Date:- / /



Signature of the Student

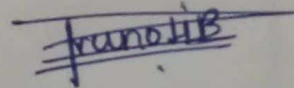
Miss. Bhutkar Pranoti Mangesh

ACKNOWLEDGEMENT

I express my sincere thanks to all of those who supported me directly or indirectly in completion of my project. It is my great pleasure and proud to be able to complete and present this project report on "A Study of Customer Satisfaction Towards Online Cosmetic products Application in Satara City" Within the given span of time. The completion of this project work is an important beginning and milestone in my professional life and the completion of the same was possible only with the inspiring and valuable guidance, co-operation and united support rendered to me by **Miss. Priyanka A. Shinde** of the institute who guided me on this project. I am thankful to my project guide **Miss. Priyanka A. Shinde** for his guidance and the valuable suggestion has given throughout the project work. I would like to thank **Dr. B. S. Sawant**, Director of Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara for his valuable support and having faith in me. It would be unfair if I forget my friends and family members those always encourage me to carry on my project with the great zeal that helped me to concentrate on the given work to complete it within the stipulated period.

Place:-Satara.

Date:- / /



Signature of the Student

Miss. Bhutkar Pranoti Mangesh

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CHAPTER I
INTRODUCTION OF STUDY

- 1.1 Introduction
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- 1.3 Objective of study
- 1.4 Importance of the study
- 1.5 scope of the study
- 1.6 Research Methodology
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CHAPTER I

INTRODUCTION OF THE STUDY

1. INTRODUCTION :

The Internet, as a mean for both firms and individuals to conduct business, is nowadays one of the most widely used non-store formats. With popular trends and demands the concept of the Internet as the way forward to increase profit margins, companies new and old are creating websites here and there. The significance for retailers to having a web site is that a web site is informational and transactional in nature, as the web site can be used for advertising and direct marketing; sales; customer support and public relations. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behaviour in cyberspace. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies

offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass.

1.2. STATEMENT OF THE PROBLEM:

We face many millions of problems when we entered into the world of online shopping. Nykaa, purple, MyGlamm, SUGAR also one of the online shopping applications site that nowadays reached to millions of people everywhere. There are some problems that customer are deals with like:-

Defected in product that leads to the customer peace of mind decreases.

Delay in delivery of Goods and Products is also one of the problems that affect the serenity of The customer The product which customers are choosing might be delivered wrong like, different in color or design etc.

Some goods or product, which customer needs may not be available sometimes. Or occasionally the product will not be currently available to the address of the customer.

1.3 STATEMENT OF RESEARCH PROBLEM

“ To Study the customer satisfaction towards online cosmetic products Applications”.

1.4 OBJECTIVES OF THE STUDY :

1. To study reasons behind customers preferring on cosmetic product online Application.
2. To study satisfaction level of customers on cosmetic products application.
3. To study problems faced by customers after purchasing the cosmetic product.

1.5 SCOPE OF STUDY :

1. Geographical scope:

The geographical scope is limited to customers in Guruwar peth in Satara City.

2. Conceptual scope:

The conceptual scope is the introduction, definition of customer satisfaction, importance of customer satisfaction, steps for better customer satisfaction.

3. Analytical scope:

Researcher has analyse the data and simple percentage technique is been used.

1.6 IMPORTANCE OF STUDY :

This study is helpful to know satisfaction level of online shopping customers. This study will help to know about the customers opinion about the present services provided by the organisation. The study will help the service organisation to know the customers need and services which they require while purchasing the products as well as solve the problems faced by the customers so that it will increase the strong and good relationship among the customer and the organisation. This will also increase satisfaction level of customers after identifying their problems and solving it.

1.7 RESEARCH METHODOLOGY:

1.7.1 DATA REQUIRED:

Primary data; Primary data are original in character and generated through surveys. Secondary data: Secondary data was internet.

1.7.2 DATA SOURCES:

Following are the sources of data collection

1. Secondary data source:

Secondary data source of the internet.

2. Primary data source:

Primary data is collected through information collected by respondents through questionnaire.

1.7.3 INSTRUMENTS:

The data researcher has used is the questionnaire.

1.7.4 SAMPLING:**1. Sample size:**

Sample size refers to the number of respondents researcher has selected for the survey. In this research the overall population is infinite hence I have selected 60 respondents.

2. Sampling area:

The respondents of questionnaire are from Guruwarpeth in satara city.

3. Sampling method:

The sampling method used is convenience sampling method.

1.8 Review of Literature

Thakur, S., & Singh, A. P. (2012) stated the bonding between loyalty intention, brand image and customer satisfaction regarding cosmetic products along with the people of central India and it also states the five advantages of brand image were discussed, they are symbolic, functional, social, appearance boost and experiential. Data was collected from 62 respondents which include both men and women, they preferred using cosmetic products of specific brand for this work.

The main goal of this research is to track and measure customer satisfaction on cosmetics, from that we can find the steps in order to increase the overall quality of the customer service and also to analyze about the spending the female customers make monthly on cosmetic. For this purpose, 62 customers were selected and obtained various response based on questionnaire method. The tools used in this study are percentage analysis, Anova, mean analysis and correlation This study reveals that majority of the customer are preferring brand when compared to advice from in-store consultant, recommendation from friend, packaging, quality, special offer or promotion and price. This study also finds that customers are giving at most importance to the product quality.

1.9 CHAPTERISATION.

The research project is mainly divided into five chapter

Chapter 1: Introduction to Study

It include introduction, research problem, objectives of the study, scope of the study, importance of the study, research methodology and chaptalization

Chapter 2: Theoretical Background

This chapter narrates conceptual framework of customer satisfaction definition of customer satisfaction, importance of customer satisfaction, steps for better customer satisfaction.

Chapter 3: Introduction to Organisation

This chapter contains introduction to the organisation History of organisation, Process of online shopping.

Chapter 4: Data Analysis and Interpretation

It reveals presentation, analysis and interpretation of the collected data, in which data has been projected in tables from which its interpretation and graphical presentation.

Chapter 5: Findings

Chapter 6: Conclusion and Suggestions

This chapter includes suggestions of study, conclusion of study

CHAPTER II

THEORETICAL BACKGROUND

2.1 Introduction and concept of online buying.

2.2 Features of online buying

2.3 Method of online buying

2.4 Value added services

2.5 Advantages of online buying

CHAPTER II

THEORETICAL BACKGROUND

3.1 Introduction & concept of online buying-

English entrepreneur Michael Aldrich invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. He believed that video text, the modified domestic TV technology with a simple menu-driven human-computer interface, was a 'new, universally applicable, participative communication medium the first since the invention of the telephone.' This enabled 'closed' corporate information systems to be opened to 'outside' correspondents not just for transaction processing but also for e- messaging and information retrieval and dissemination, later known as -business. His definition of the new mass communications medium as 'participative' [interactive, many-to-many] was fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25 years later.

In March 1980 he went on to launch Redifon's Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected online to the corporate systems and allow business transactions to be completed electronically in real-time. During the 1980's he designed, manufactured, sold, installed, maintained and supported many online shopping systems, using video text technology. These systems which also provided voice response and handprint processing predate the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS, and were installed mainly in the UK by large corporations. Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the internet. It is a form of Electronic Commerce. An online shop, E-shop, E-store, Internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying

products or services at a bricks and mortar retailer or in a shopping center. The process is called business-to-consumer (B2C) online shopping. When a business buys from another business, it is called business-to-business (B2B) online shopping.

In 1990, Tim Berners-Lee created the first World Wide Web server and browser. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping.

Also, in 1994, the German company inter shop introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared. A good online store is easy to navigate and browse for possible purchases. It has a product catalog that customers can use to browse the search criteria (usually a type, price, material, age, etc.), information about the products, the sellers, and the service center. Online stores may also discuss business conditions and a Complaints Procedure. If a shopper finds a product to purchase, clicking "send" will add the item to the shopping cart. The shopping cart collects all items to be purchased. Once a shopper is satisfied with their selections, the shopper makes a binding order and payment using a credit card or other financial arrangement. Therefore, implementing usability testing is highly important for an online store to avoid reduce of overall performances of the online store.

In the twenty first century, online shopping has become very popular, especially with the lifestyles of business people who are always busy and are looking for a convenient way to shop. Online Shopping (sometimes known as -tail from "electronic retail" or e-shopping) is a allows consumers to directly buy Goods form of electronic commerce which or services from a seller over the Internet using a web browser. Alternative names are e- web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks- and-mortar retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

3.2 Features of online buying -

There are hundreds of e-commerce platforms that online merchants can choose from. The differences between these carts can be significant, so knowing what features matter is important.

1. Large, Functional Product Images

Product images are among the most effective ways to communicate with customers on an ecommerce site. "Now think about it, whenever you're shopping online, the product image is the only opportunity you have to see that product, so if it's not impressive from the photo, customers aren't going to buy," said Matt Winn, an online communications specialist with Volusion, a hosted commerce platform. Although product images are essentially a standard feature on all shopping carts or ecommerce platforms, it is important to find a solution that is flexible enough to allow you or your developer to resize the images, since bigger is usually better. It is also helpful if the cart supports product image zooming.

2. Layered and Faceted Navigation

Layered and faceted navigation make it much easier for shoppers to find just what they're looking for on an ecommerce site. This kind of navigation divides products into rational sub-categories, and displays those sub-categories as product filters. Using this kind of a system, shoppers may drill down to products based on price, color, features, or attributes. As executed in a shopping cart, this feature should be data driven and programmatic. A site administrator or owner needs only establish the business rules and the shopping cart should do the rest.

3. Single-Page, Fast Checkout -

Actually paying for a purchase online is the last hurdle a shopper must traverse before completing an order. A shopper interested in buying wants to complete this step as quickly as possible, and a merchant should try to get out of the way. "Just like the supermarket, online shoppers are looking for the shortest line," Evolution said on its website. One of the simplest methods to speeding checkout is to limit the checkout form to as few fields as possible and keep the entire form on a single page to avoid loading a new page at each stage of the checkout process.

4. Coupons and Discounts -

It is the Groupon-age, as sites like Groupon, Living Social, Google Deals, Retail Me Not, Rimbambo, and others offer shoppers daily deals, hourly deals, and oodles of coupons. In this environment, an online merchant must be able to process coupon and discount codes, so that deal crazy shoppers can get their savings fix.

5. Product Import and Export -

The Internet is always changing and evolving. Likewise, so is ecommerce. A few years ago, it would not have occurred to me that a shopping cart should have good product import and export capabilities, but now this is a must-have feature. Whether one is exporting product data to a shopping comparison site or Facebook store or synchronizing inventory from an online store to a physical location, the ability to easily transfer price, inventory or product updates in to or out of a shopping cart is essential.

6. Easy Integration with Third Party Solutions -

There are many ways to go about building an ecommerce shopping cart, including a modular construction that allows site owners to easily add third-party solutions. For example, if you would like to use QuickBooks for accounting, there should be a simple way to connect it to your shopping cart without spending a fortune on development work. Likewise, if you would like to use Mail Chimp to manage your newsletter, it should be easy to integrate.

7. Analytics and Sales Reporting

Finally, a good shopping cart must have built-in sales reporting and analytics capabilities even if the later comes from simple integration with Google Analytics. Be sure that you can track product sales down to a significant level of detail. Sales reports should also be easy to export.

3.3 Method of Online Buying -

1. Customers

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favorable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favorable attitudes towards new shopping channels. In a December 2011 study, Equation Research surveyed 1,500 online shoppers and found that 87% of tablet owners made online transactions with their tablet devices during the early Diwali shopping season.

2. Product Selection

Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine. Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete. Less sophisticated stores may rely on consumers to phone or e-mail their orders (although full credit card numbers, expiry date, and Card Security Code, or bank account and routing number should not be accepted by e-mail, for reasons of security).

3. Payment

Online shoppers commonly use a Credit card or Paypal account in order to make payments. However, some systems enables users to create accounts and pay by alternative means such as:

- Billing to mobile phones and landlines
- Cash on delivery (C.O.D.)
- Cheque
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment
- Invoice, especially popular in some markets/countries, such as Switzerland
- Bit coin or other crypto currencies

Some online shops will not accept international credit cards. Some require both the purchaser's billing and shipping address to be in the same country as the online shop's base of operation. Other online shops allow customers from any country to send gifts anywhere. The financial part of a transaction may be processed in real time (e.g. letting the consumer know their credit card was declined before they log off), or may be done later as part of the fulfilment process.

4. Product Delivery

Once a payment has been accepted, the goods and services can be delivered in the following ways for physical items:

Shipping: The product is shipped to a customer-designated address. Retail package delivery is typically done by the public postal system or a retail courier such as FedEx, UPS, DHL, Or INT.

Drop shipping: The order is passed to the manufacturer or third-party distributor, who then ships the item directly to the consumer, bypassing the retailer's physical location to save time, money, and space.

In-store pick-up: The customer selects a local store using locator software and picks up the delivered product at the selected location. This is the method often used in the bricks and clicks business model. For digital items or tickets: Downloading/Digital distribution: The method often used for digital media products such as software, music, movies, or images.

Printing out, provision of a code for, or e-mailing of such items as admission tickets and scrip (e.g., gift certificates and coupons). The tickets, codes, or coupons may be redeemed at the appropriate physical or online premises and their content reviewed to verify their eligibility (e.g., assurances that the right of admission or use is redeemed at the correct time and place, for the correct dollar amount, and for the correct number of uses).

Will call, COBO (in Care Of Box Office), or "at the door" pickup: The patron picks up pre-purchased tickets for an event, such as a play, sporting event, or concert, either just before the event or in advance. With the onset of the Internet and e-commerce sites, which allow customers to buy tickets online, the popularity of this service has increased.

3.4 Value added services .

1. Expertise -

A lot of the value of doing business with us is reflected in our tag line: "We train our dogs with the products we sell.? That product knowledge and expertise is reflected in the content on our Yahoo! Store in our buyers' guides, comprehensive product line reviews, individual comments on select products, and superior products singled out as Steve's Picks."

2. Customer Service

Another value add for our customers is that real people answer the phone and are available during extended business hours for customers with product or order questions.

We know the 3000 SKUs we stock. When someone has a question about something, a phone rep with a wireless headset can bop back into the warehouse and in less than a minute read you something off the box, or measure a specific part, or even take a picture of something and e-mail it to you.

3. Fast, Accurate Shipping -

Our third big value added is that Steve and the hang in the warehouse ship stuff out fast. His staff has an error rate of less than 1%. The most important thing in online retail is to pick the right product, pack the box so it arrives in perfect condition, and ship the box to the correct address as fast as possible while communicating with the customer at each step in the process. This is much harder than it sounds so many retailers struggle with this. Amazon is my favorite example of a company that does this right. I order something and its here in a couple of days.

3.5 Advantages of online shopping

1. Save Time

Do you have the specific list that you want to buy? With just a couple of clicks of the mouse, you can purchase your shopping orders and instantly move to other important things, which can save time.

2. Save Fuel

The market of fuel industries battles from increasing and decreasing its cost every now and again, but no matter how much the cost of fuel are it does not affect your shopping errands. One of the advantages of shopping online is that there is no need for vehicles. so no purchase of fuel necessary.

3. Save Energy

Admit it, it is tiresome to shop from one location and transfer to another location. What is worse is that there are no available stocks for the merchandise you want to buy. In online shopping, you do not need to waste your precious energy when buying.

4. Comparison of Prices -

The advanced innovation of search engine allows you to easily check prices and compare with just a few clicks. It is very straightforward to conduct price comparisons from one online shopping website to another. This gives you the freedom to determine which online store offers the most affordable item you are going to buy.

5. Availability

Shopping stores are open round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any conventional retail stores that are open 24/7. The availability of online stores give you the freedom to shop at your own pace and convenience. Hate Waiting in Lines -When buying items online, there are no long lines you have to endure, just to buy your merchandise. The idea of shopping online is cutting down those bad habits of standing in a long line and just waiting. Every online store is designed with unique individual ordering features to purchase the item.

6. Too Ashamed to Buy

There are times that you want to purchase something out of the ordinary that can be a bit embarrassing when seen by other people. Items like weird ornaments, sexy lingerie, adult toys, etc. In online shopping, you do not need to be ashamed; your online transactions are basically done privately.

7. Easy to Search Merchandise You Want to Buy

You are able to look for specific merchandise that includes model number, style, size, and color that you want to purchase. In addition, it is easy to determine whether the products are available or out of stock.

CHAPTER III
INTRODUCTION TO THE ORGANIZATION

- 3.1 Introduction
- 3.2 History
- 3.3 Vision
- 3.4 Mission
- 3.5 Objectives

2.1 INTRODUCTION

2.1.1. INTRODUCTION OF NYKAA

Nykaa is an Indian e-commerce company, founded by FalguniNayar in 2012 and headquartered in Mumbai. It sells beauty, wellness and fashion products across websites, mobile apps and 100+ offline stores. In 2020, it became the first Indian unicorn startup headed by a woman. Nykaa sells products which are manufactured in India as well as internationally. In 2015, the company expanded from online-only to an omnichannel model and began selling products apart from beauty. As of 2020, it retails over 2,000 brands and 200,000 products across its platforms.

2.1.2. HISTORY

In April 2012, FalguniNayar, a former managing director at Kotak Mahindra Capital Company, founded Nykaa as an e-commerce portal curating a range of beauty and wellness products. The brand name Nykaa is derived from the Sanskrit word nayaka, meaning actress or "one in the spotlight". The website was first launched around Diwali 2012, and was available commercially in 2013. In 2015, the company expanded from online-only to an omnichannel model and began selling fashion products.

In 2018, Nykaa launched Nykaa PRO. It is a premium membership program that provides users special access to professional beauty products and offers on the Nykaa app. In 2018, the company also launched an online beauty forum called Nykaa Network. In March 2020, Nykaa raised ₹100 crore (US\$13 million) from Steadview Capital at a valuation of US\$1.2 billion, making it a unicorn startup. This was followed by another tranche of ₹67 crore (US\$8.4 million) funding by Steadview in May 2020. In October 2020, the company launched Nykaa Man, India's first multi-brand e-commerce store for men's grooming.[19][20] The company expanded into fashion by launching Nykaa Design Studio, which was renamed to Nykaa Fashion. In November 2020, global asset management firm Fidelity

invested in the company through a secondary sale of shares from an existing equity investor. In December 2020, Nykaa Fashion launched its first store in Delhi, making the fashion business omnichannel. Nykaa opened its initial public offering (IPO) on 28 October 2021.[24] The IPO raised ₹5,352 crore (US\$670 million) at a valuation of US\$7.4 billion. Nykaa was publicly listed on the NSE and BSE on 10 November 2021, and its price rose by

89.2% on opening day, valuing the company at nearly US\$13 billion.[25] Founder Falguni Nayar, who owned a 53.5% stake in the company, became India's wealthiest self-made female billionaire on the listing day.

2.1.3 Vision

"Bring inspiration and joy to people, everywhere, everyday."

2.1.4 Mission

"To create a world where our consumers have access to a finely curated, authentic assortment of products and services that delight and elevate the human spirit."

2.1.5 Organization structure

Falguni Nayar	Founder & CEO
Anchit Nayar	CEO Nykaa.com
Adwaita Nayar	CEO Nykaa Fashion
Nihir parikh	CEO Nykaa Man
Reena Chhabra	CEO Private Label
Vikas Gupta	CEO Nykaa B2B

2.2.1 INTRODUCTION OF PURPILLE:

Starting from clothes to medicines, everything is within our reach with just a few clicks now in the digital era that we are living in. The same goes for skincare and haircare products, cosmetics, and fragrances.

The skincare, haircare, cosmetics, beauty products, and the markets for all of them are growing at breakneck speeds. Thus, more and more companies are taking a dive into the beauty industry with their unique offerings. Purpille is one such example of an e-commerce beauty brand that is growing in its unique rapidly rising to compete with the bigger players in the industry.

2.2.2 HISTORY

Founded in 2011 and headquartered in Mumbai, Maharashtra, Purplle is an Indian multi-brand beauty retailer selling cosmetic and wellness products. With the help of its online store and an ever-growing list of cosmetics, fragrances, skin, and hair care products, Purplle is fast becoming a favorite. It gives an online space to beauty and wellness needs that showcase beauty brands and products. Purplle aims to take the shopping experience to a different level. The Nykaa competitor is already a unicorn, joining the prestigious club of unicorn companies on June 9, 2022. Purplle is an operator of an online beauty shopping store created to buy skincare products based on people's hair and skin type and other personal choices. It is an online portal with a large collection of cosmetics, skincare, haircare & fragrances. It showcases some of the best products from the leading brands in the world at the best prices. Purplle cosmetics aims to take the users' shopping experience to a completely different level by enabling the consumers to have a personalized shopping experience taking skin and hair type into account. They also have a brilliant customer service department that can be accessed via their customer care number. Purplle.com has a large assortment of products across over 650 brands with 50,000+ SKUs and 300+ beauty-specific sellers. Purplle provides all warehousing and logistics services to sellers to ensure that the quality of products and the delivery of them are well-maintained. Besides, Purplle also has a tie-up with over 6,000 salons with detailed pricing information on the platform for customers to make a choice for the right service. There are three major categories around which Purplle has built its website. The first is the Beauty Product Marketplace, where products catering to make-up, skincare, haircare, etc., are listed. The second is the Salon Booking Marketplace, where they list and accept bookings for salons and spas near you. The third is Purplle Salons, which is their chain of Premium Economy Salons, through which they aim to create a great salon experience for customers.

2.2.3 VISION

“The vision of the company is to grow as one of the most popular brands in the cosmetics and beauty industry as an online retailer”.

2.2.4 MISSION

"Purple gives an online space to your beauty and wellness needs. We showcase some of the best products from the leading brands in the world. It aims to take your shopping experience to a completely different level. We know shopping infuses an incomparable high."

2.2.5 Organization structure

Manish Taneja	founder & CEO
Rahul Dash	Co-founder and CEO
Rahul Dash	Co-founder and COO
Rahul Dash	Co-founder and CTO

2.3.1 INTRODUCTION OF MyGlamm

MyGlamm is an Indian e-commerce company that sells cosmetics and personal care products.[1] It was founded in 2015, headquartered in Mumbai, India. The company is owned by The Good Glamm Group and Sanghvi Technologies. In 2021, the company became the first Indian unicorn startup in the DTC beauty and personal care business.

2.3.2 HISTORY

MyGlamm was founded in 2015 by DarpanSanghvi as an at-home beauty salon service. In 2017, it was relaunched as an online cosmetic beauty company in India. In December 2018, it launched its luxury category, Manish Malhotra Haute-Couture Makeup, in partnership with fashion designer Manish Malhotra. In December 2020, the company launched the Manish Malhotra Luxe Artisanal Skincare range. As of September 2021, it has 20,000 POS across 70 cities in India. In November 2020, MyGlamm

launched an experiential store of 3000 square foot in Juhu, Mumbai.[9][10] In October 2021, the company entered the haircare segment with its MyGlamm Superfoods range. Acquisitions In August 2020, MyGlamm acquired the digital media platform POPxo and influencer marketing company Plixxo, both founded by Priyanka Gill in 2014 and 2017, respectively. In August 2021, MyGlamm acquired the parenting platform Baby Chakra for an undisclosed sum to expand its operations in South Asia. In October 2021, the company acquired the D2C brand, The Moms Com, for ₹500 crore, followed by the acquisition of ScoopWhoop, a digital media company. It made its fifth acquisition by acquiring Miss Malini Entertainment for an undisclosed sum. It bought a majority stake in Organic Harvest, an organic personal care brand, in January 2022.

2.3.3 MISSION

“provide high-quality beauty products at an affordable price”

2.3.4 Organization structure

Priyanka Gill	Founder & CEO
DarpanSanghvi	CEO
Deep Ganatra	Chief Technology Officer
RavindraDandekar	HR

2.4.1 INTRODUCTION OF SUGAR

SUGAR Cosmetics, a cult-favourite amongst Gen Z and millennials, is one of the fastest-growing premium beauty brands in India. With its clutter-breaking persona, signature low-poly packaging and chart-topping products, SUGAR is the makeup of choice for bold, independent women who refuse to be stereotyped into roles. Co-founded in 2015 by Vineeta Singh - CEO and Kaushik Mukherjee - COO, the brand is crafted in state-of-the-art facilities across Germany, Italy, India, USA and Korea. The brand ships its bestselling products in Lips, Eyes, Face, Nails & Skin categories across the world. With a cruelty-free range that is high on style and higher

in performance, the brand is obsessed with crafting products that are a perfect match for every Indian skin tone across seasons and around the calendar. SUGAR Cosmetics is rapidly scaling its physical presence with 35,000+ retail touchpoints as of 2021 across 500+ cities and a mission of reaching the doorstep of every makeup user in the country.

2.4.2 HISTORY

Founded by Kaushik Mukherjee and Vineeta Singh in 2015, Mumbai-headquartered SUGAR Cosmetics began life as a direct-to-consumer (D2C) cosmetic brand, and diversified into an omnichannel strategy in 2017. Since then, it has won both - consumer and investor approval. In early September, Bollywood actor Ranveer Singh invested an undisclosed amount in SUGAR, as part of the company's Series D funding round. In May 2022, SUGAR Cosmetics raised \$50 million as part of its Series D round, led by Asia fund of L Catterton. The round also saw participation from returning investors A91 Partners, Elevation Capital, and India Quotient. Seven years on, the women-centric brand claims to clock annual sales of over Rs 550 crore, and has more than 100 brand-owned stores and over 45,000 retail touch points in over 500 cities. The idea for SUGAR Cosmetics, which was launched in 2015, came from Fab Bag, a beauty subscription service run by Vineeta and Kaushik. "I have always been passionate about building a business by women, and for women as the core audience. I remember making many women-centric business plans on paper while studying, knowing that it was something I wanted to pursue," says Vineeta Singh, Co-founder and CEO, SUGAR Cosmetics. "When I started my beauty subscription service in 2012, I finally had a chance to work with women as my core audience - something I'd always wanted to pursue," she recallThe team ran the business for nine years, amassing 200,000 customers. The close-knit community of women shared their preferences, skin problems, and likes/dislikes with the team. As the Fab Bag team pored over the data, it realised that most available makeup brands—foreign or local—did not cater to Indian skin tones or the Indian way of life. This limited women's choices as they would either have to import makeup products from overseas

or wear shades that didn't work well for them. "We saw a trend of Indian millennial women who had started wearing makeup regularly as a feel-good accessory – one that made them feel more confident, powerful, and happier," Vinita says. She speaks about their biggest pain point: reapplying makeup throughout the day.

2.4.3 MISSION

"We believe in every interpretation of beauty. Bold to subdued, quirky to crazy, every day to glam goddess! We aim to celebrate every aspect of you, no matter what your style is. So, go ahead and pick your faves."

2.4.4 Organization structure

Vineetasingh	CEO
AkhileshGiri	Head
Amit Aggarwal	Chief Financial Officer
AvtejSawhney	Associate Vice President

CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

4.2 Data Analysis

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction:-

The required data is collected with the help of two source that is primary data source and secondary data source. For the purpose of data collection researcher have made schedule with the help of survey method data is collected. Secondary data is collected from the 50 samples.

4.2 Data Analysis:-

The data is Analysis by mean, standard deviation and percentage.

Table No. 4.2.1 Gender Wise classification

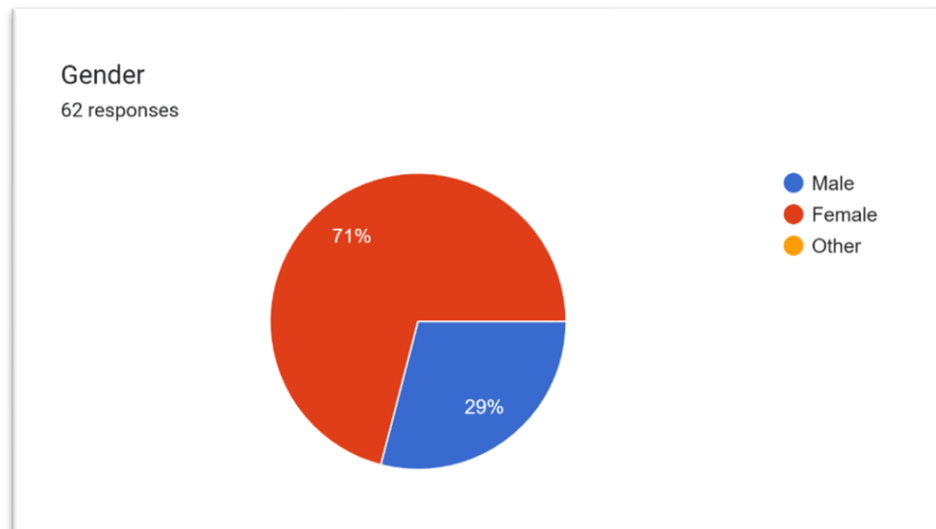
Table Showing Gender Wise Classification of Respondents.

Sr.No	Gender	Frequency	Percentage
1	Female	44	71%
2	Male	18	29%
	Total	62	100

(Source : Primary data)

Graph No. 4.2.1 Gender Wise Classification

Graph Showing Gender Wise Classification of Respondents.



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum i.e. 71% respondents are Female and very few i.e. 29% respondents are male.

Table No. 4.2.2 Age Wise classification

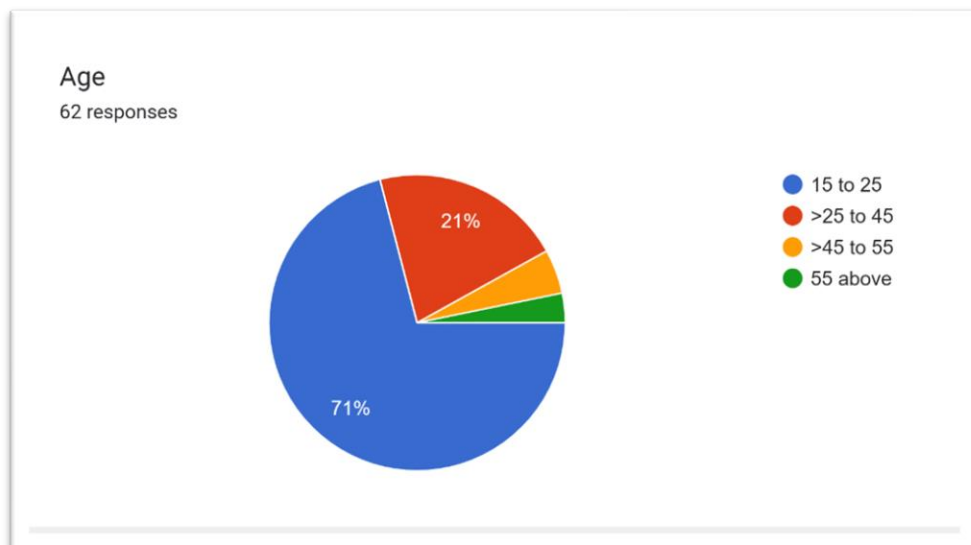
Table Showing Age Wise Classification of Respondents.

Sr.No	Problem Type	Frequency	Percentage
1	15 to 25	44	71%
2	>25 to 45	13	21%
3	>45 to 55	3	4.8%
4	55 Above	2	3.2%
		62	100

(Source : Primary data)

Graph No. 4.2.1 Age Wise Classification

Graph Showing Age Wise Classification of Respondents.



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum ie. 71% respondents age group is 15 to 25 and 21% respondents age group is <25 to 45, and 4.8% respondent age group is <45 to 55, and 3.2% respondent age group is 55 above.

Table No. 4.2.3 Qualification Wise Classification

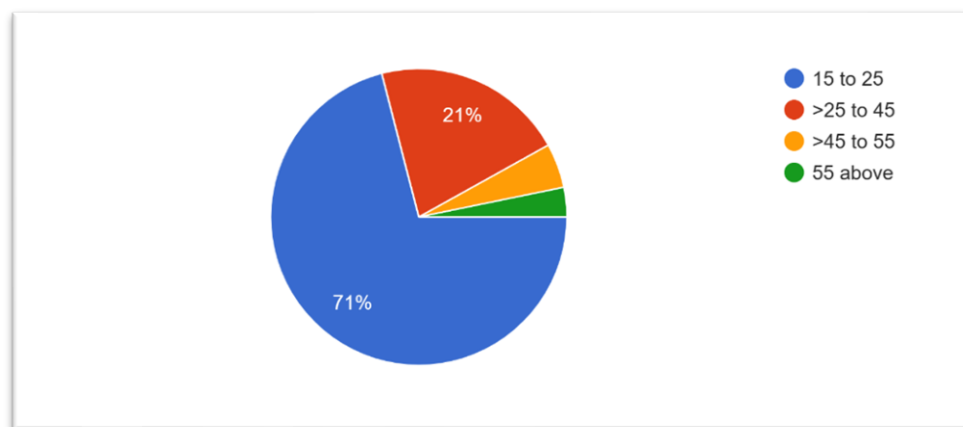
Table showing classification of respondents according to their qualification.

Sr.No	Qualification	Frequency	Percentage
1	SSC/HSC	3	4.8%
2	Some college but not Graduate	31	50%
3	Graduate/PG Professional	20	32.3%
4	Graduate/PG General	5	8.1%
5	BBA	1	1.6%
6	CBSC	1	1.6%
7	Makeup artist	1	1.6%
	Total	62	100

(Source : Primary data)

Graph No. 4.2.3 Qualification Wise Classification

Graph Showing Qualification Classification of Respondents.



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum i.e. 32.3% respondents completed their Graduation/Post Graduation in professional course, very few i.e.50%% respondents are still studying in some college but not graduate,8.1% respondents completed their Graduation/Post Graduation in general course, 4.8% respondents had completed their SSC/HSC, 1.6% respondents had completed their BBA, 1.6% respondents had completed their CBSE, 1.6% respondents had completed their makeup artist class.

Table No 4.2.4 Monthly Income Wise classification

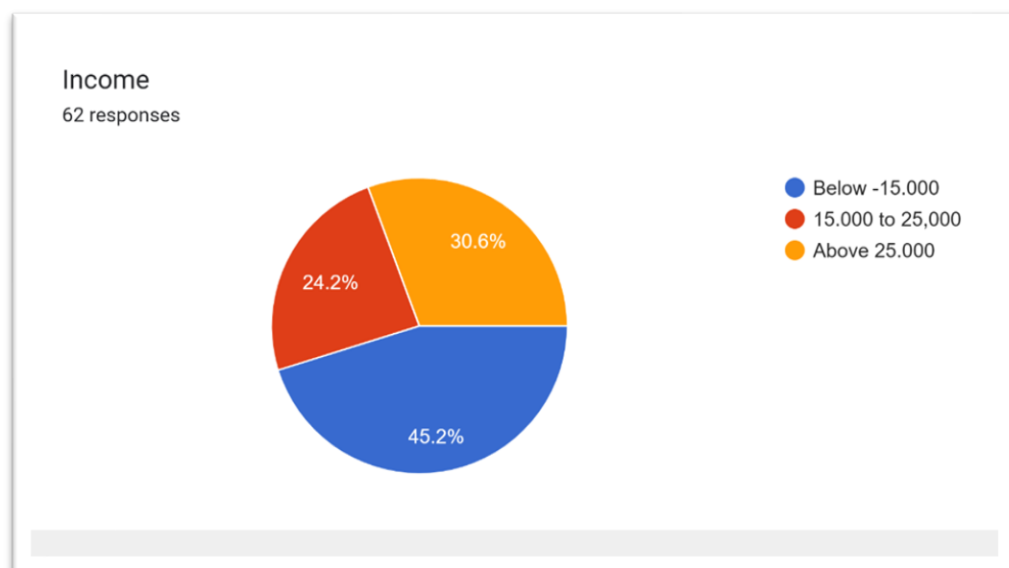
Table showing classification of respondents according to their Monthly Income.

Sr.No	Income	Frequency	Percentage
1	Below - 15000	28	45.2%
2	15000-25000	15	24.2%
3	Above 25000	19	30.6%
	total	62	100

(Source : Primary data)

Graph No. 4.2.4 Monthly Income Wise classification

Graph showing classification of respondents according to their Monthly Income.



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum i.e.45.2% respondents belongs to Below

Rs. 15000 income group, 24.2% respondents belongs to Rs. 15000-25000 income

group, 30.6% respondents belongs to above 25000 income group.

Table No. 4.2.5 Occupation Wise classification

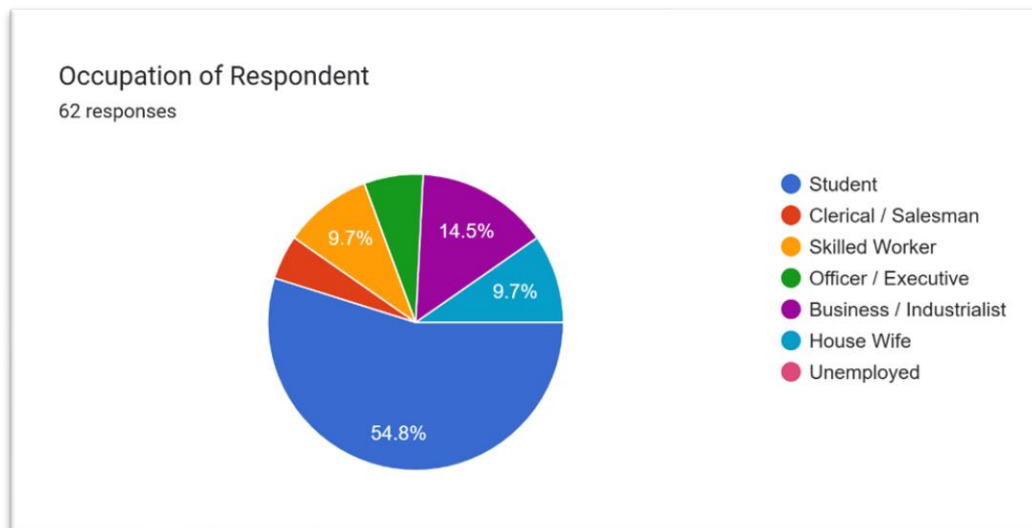
Table showing classification of respondents according to their occupation.

Sr.No	Occupation	Frequency	Percentage
1	Student	34	54.8%
2	Clerical / Salesman	3	4.8%
3	Skilled Worker	6	9.7%
4	Officer / Executive	4	6.5%
5	Business / Industrialist	9	14.5%
6	House Wife	6	9.7%
7	Unemployed	3	4.8%
	Total	62	100

(Source : Primary data)

Graph No. 4.2.5 Occupation Wise classification

Graph showing classification of respondents according to their occupation.



(Source : Primary data)

Interpretation :

above table and graph shows that maximum ie. 34% responders are student, 3% Skilled Workers Clerical / Salesman 6%a respondents are skilled workers, 4% responders officer/ executive ,9 % responders business / industrialist , 6% responders, 3% responders House Wife , 3% responders unemployed .

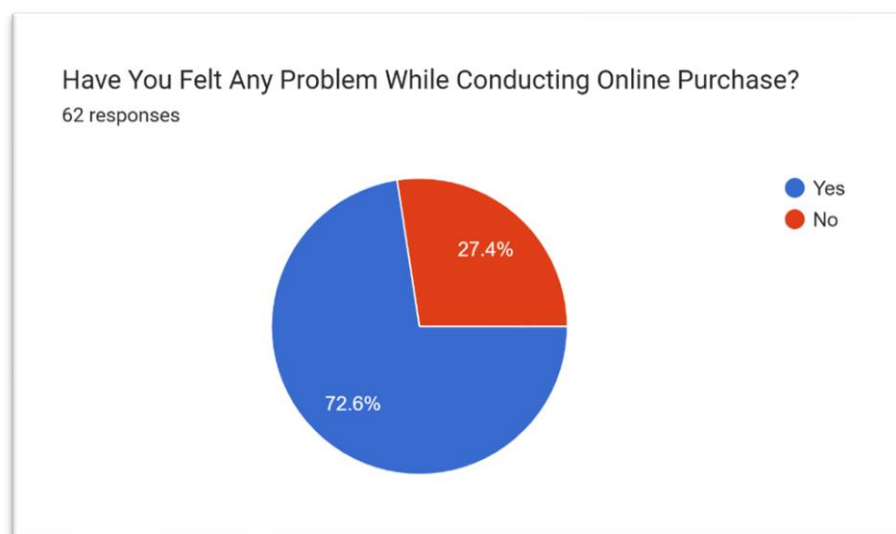
Table No. 4.2.6 Online Shopping Wise classification

Sr.No	Online Shopping	Frequency	Percentage
1	Yes	45	72.6%
2	No	17	27.4%
	Total		100

(Source : Primary data)

Graph No. 4.2.6 Online Shopping Wise classification

Graph showing how many respondents had online shopping



(Source : Primary data)

Interpretation :

Above the table and graph shows maximum 72.6 % respondents and Minimum 27.4%.

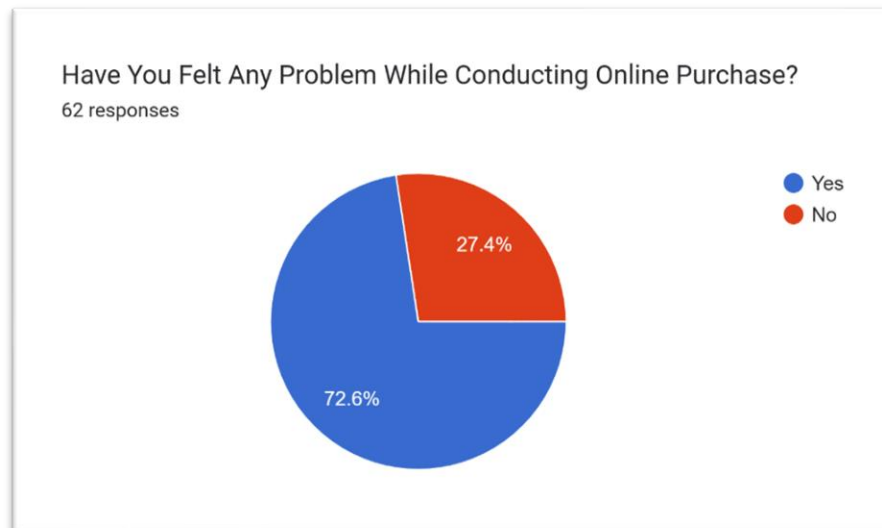
Table No. 4.2.7 Online Purchase Problem Wise classification

Sr.No	Online Purchase Problem	Frequency	Percentage
1	Yes	45	72.6%
2	No	17	27.4%
	Total	62	100

(Source : Primary data)

Graph No. 4.2.7 Online Purchase Problem Wise classification

Graph showing how many respondents had online Purchase Problem



(Source : Primary data)

Interpretation :

Above the table and graph shows maximum 72.6 % respondents and Minimum 27.4%.

Table No. 4.2.8 Online Shopping Last One Year Wise classification

Table showing how many respondents had Online Shopping Last One Year..

Sr.No	Problem Type	Frequency	Percentage
1	weekly	9	14.5%
2	Monthly	31	50%
3	yearly	14	22.6%
4	Rarely or never	8	12.9%
		62	100

(Source : Primary data)

Graph No. 4.2.8 Online Shopping Last One Year Wise classification

Graph showing how many respondents had Online Shopping Last One Year.



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum i.e. 50% respondents had monthly online shopping. 22.6% respondents had yearly online shopping, 14.5% respondents had weekly online shopping 12.9% respondents had rarely or never online Shopping.

Table No. 4.2.9 Problem Type Wise classification

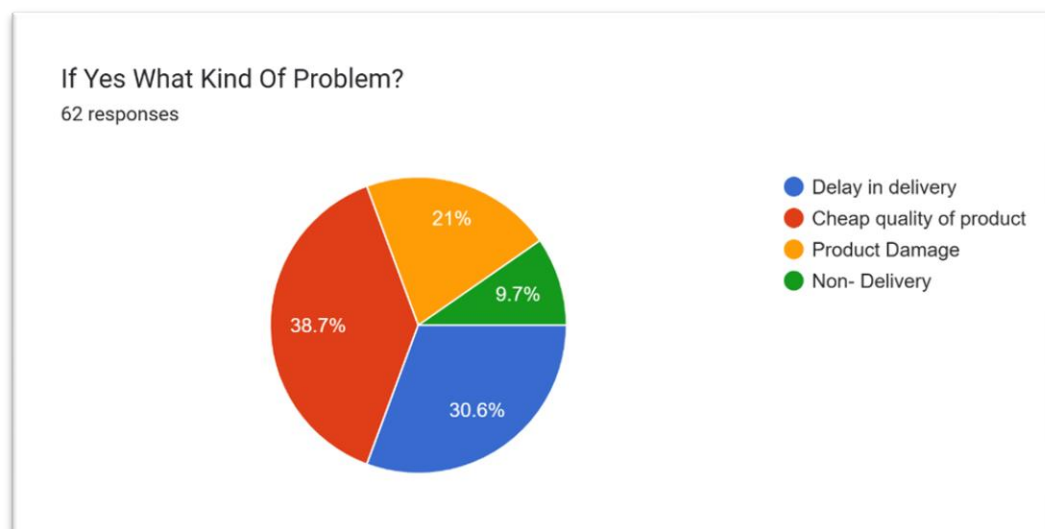
Table showing what type of problem respondents had while conducting online shopping.

Sr.No	Problem Type	Frequency	Percentage
1	Delay in delivery	19	30.6%
2	Cheap quality of product	24	38.7%
3	Product Damage	13	21%
4	Non- Delivery	6	9.7%
		60	100

(Source : Primary data)

Graph No. 4.2.9 Problem Type Wise classification

Graph showing how many respondents had online Purchase Problem Type



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum i.e. 30.6% respondents Delay in delivery while conducting online shopping. 38.7% respondents faced Product Damage delivery of product, 12% respondents faced problem Product Damage and very few 9.7.% respondents faced problem of Non-Delivery while conducting online Shopping.

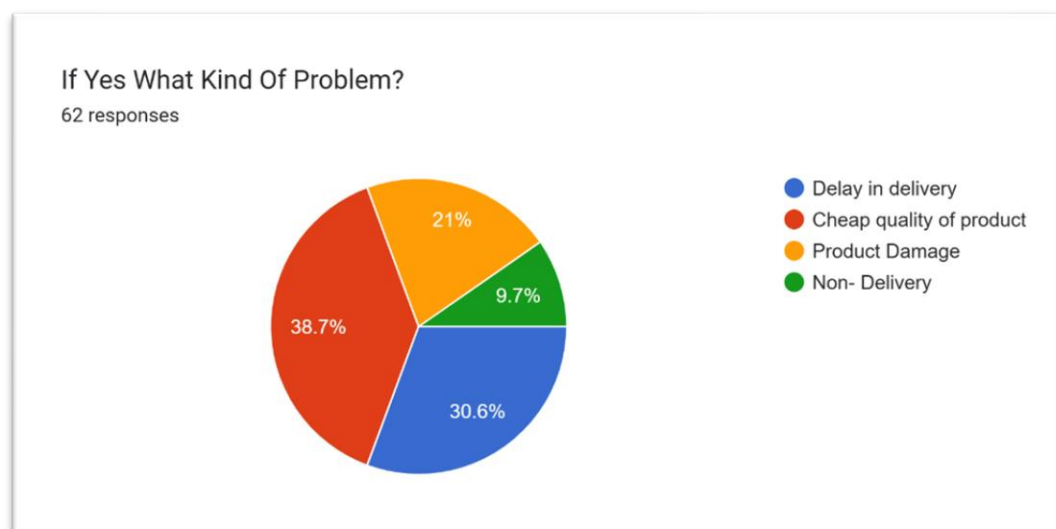
Table No. 4.2.10 Online Purchase Problem Wise classification

Sr.No	Online Purchase Problem	Frequency	Percentage
1	Delay in delivery	19	
2	Cheap quality of product	24	38.7%
3	Product Damage	13	21%
4	Non- Delivery	6	9.7%
	Total	62	100

(Source : Primary data)

Graph No. 4.2.10 Online Purchase Problem Wise classification

Graph showing how many respondents had online Purchase Problem



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum i.e. 38.7% respondents Cheap quality of product while conducting online shopping. 30.6% respondents faced Delay delivery of product, 21% respondents faced problem Product Damage and very few 9.7.% respondents faced problem of Non- Delivery while conducting online Shopping

Table No 4.2.11 cosmetic products used in daily life Wise classification

Table showing How many types of cosmetic products respondent used in daily life.

Sr.No	Cosmetic products used in daily life	Frequency	Percentage
1	3 to 4	44	71%
2	4 to 6	15	24.2%
3	More than 6	3	4.8%
	Total	62	100

(Source : Primary data)

Graph No. 4.2.11 cosmetic products used in daily life Wise classification

Graph showing How many types of cosmetic products respondent used in daily life.



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum 71% respondents 3 to 4 products used in daily life ,24.2% respondents 4 to 6 products used in daily life ,4.8% respondents more than 6 products used in daily life.

Table No 4.2.12 Application mostly prefer to shop cosmetic product Wise classification

Table showing which application respondent mostly prefer to shop cosmetic product.

Sr.No	Application mostly prefer to shop cosmetic product	Frequency	Percentage
1	Nykaa	25	14.3%
2	purple	13	21%
3	MyGlamm	15	24.2%
4	SUGUR	9	14.5
	Total	62	100

(Source : Primary data)

Graph No. 4.2.12 Application mostly prefer to shop cosmetic product Wise classification

Graph showing which application respondent mostly prefer to shop cosmetic product



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum 40.3% respondents used Nykaa app , 24.2% respondents used MyGlamm app ,21% respondents used purple app , 14.5% respondents used SUGUR app.

4.2.13 Spend monthly on cosmetic products Wise classification

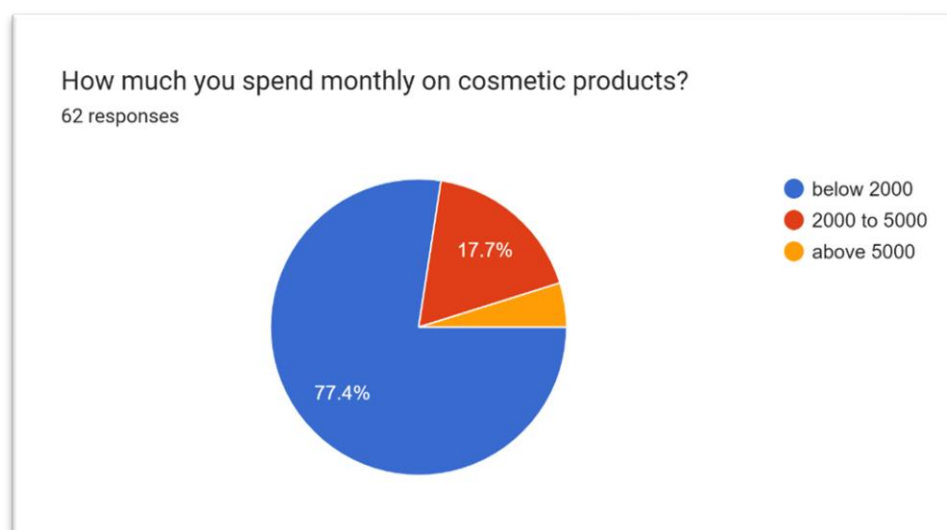
Table showing respondent how much spend monthly on cosmetic products.

Sr.No	Application mostly prefer to shop cosmetic product	Frequency	Percentage
1	Below 2000	48	77.4%
2	2000 to 5000	11	17.7%
3	5000 above	3	4.8%
	Total	62	100

(Source : Primary data)

Graph No. 4.2.13 Spend monthly on cosmetic products Wise classification

Graph showing respondent how much spend monthly on cosmetic products.



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum 77.4% respondents spent below 2000 On cosmetic products , 17.7% respondents spent 2000 to 5000 on cosmetic products ,4.8% respondents spent more than 5000 on cosmetic products .

Table No 4.2.14 Brand products respondent use for makeup Wise classification

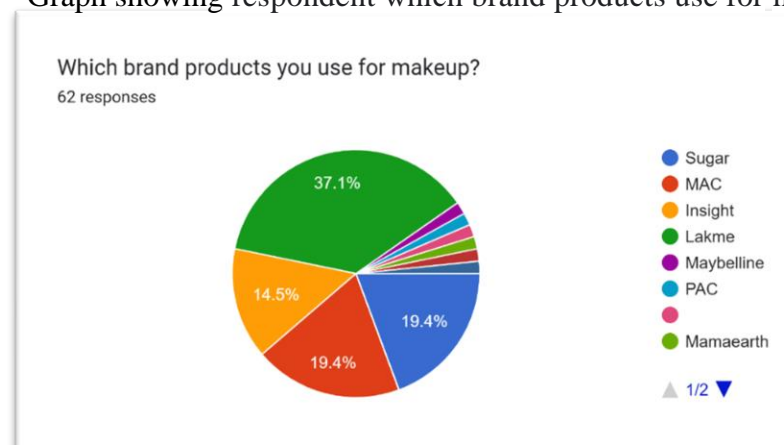
Table showing respondent which brand products use for makeup

Sr.No	brand products respondent use for makeup	Frequency	Percentage
1	Sugar	12	19.4%
2	MAC	12	19.4%
3	Insight	9	14.5%
4	Lakme	23	37.1%
5	Maybelline	1	1.6%
6	PAC	1	1.6%
7	Mamaearth	1	1.6%
8	MyGlamm	1	1.6%
9	import	1	1.6%
	Total	62	100

(Source : Primary data)

Graph No. 4.2.14 Brand products respondent use for makeup Wise classification

Graph showing respondent which brand products use for makeup



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum 37.1% respondents used lakme cosmetic products , 19.4% respondents used MAC cosmetic products , 19.4% respondents used SUGUR cosmetic products, 14.5 % respondent used insight cosmetic products, 1.6% used maybelline, PAC, Mamaearth, import cosmetic products .

Table No. 4.2.15 Safe Transaction Wise classification.

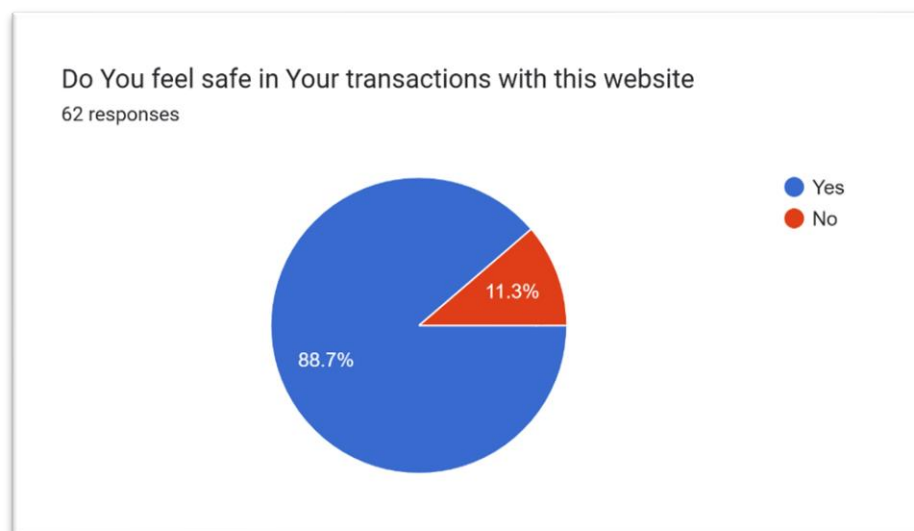
Table showing Safe in your Transaction respondents had while conducting online shopping

Sr.No	Safe Transaction	Frequency	Percentage
1	Yes	55	88.7%
2	No	7	11.3%
	Total	62	100

(Source : Primary data)

Graph No 4.2.15 Safe Transaction Wise classification

Graph showing how many respondents had online transaction



(Source : Primary data)

Interpretation:

Above the table and graph shows maximum 88.7 % respondents and Minimum 11.3%.

Table No. 4.2.16 Product Delivered Wise classification

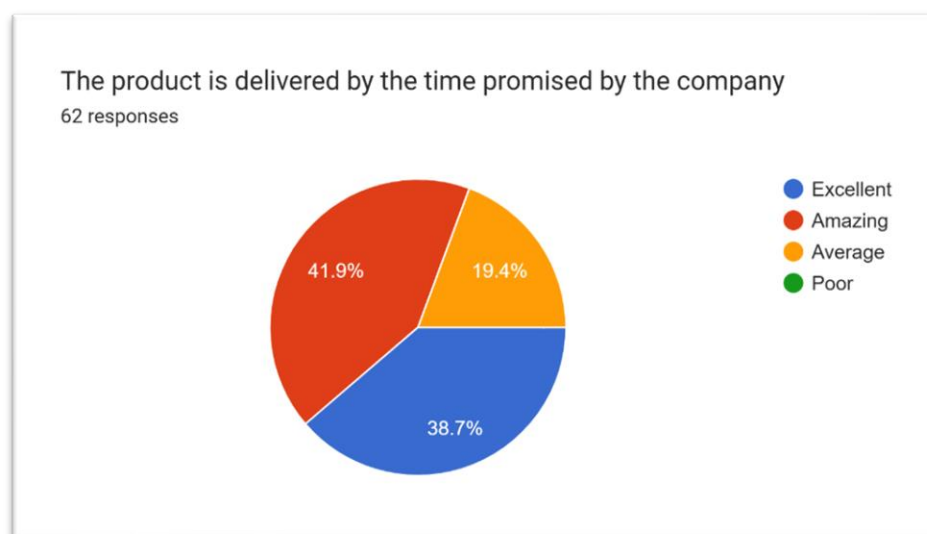
Table showing Product Delivered respondents had while conducting online shopping

Sr.No	Product Delivered	Frequency	Percentage
1	Excellent	24	38.7%
2	Amazing	26	41.9%
3	Average	12	19.4%
4	Poor	0	0
	total	62	100

(Source : Primary data)

Graph No 4.2.16 Product Delivered Wise classification

Graph showing how many respondents had online Product Delivered



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum 41.9% respondents Amazing , 38.7% respondents Excellent ,19.4% respondents by Poor and 0% respondents by Average.

Table No. 4.2.17 respond to customer needs Wise classification

Sr.No	respond to customer needs	Frequency	Percentage
1	Excellent	27	43.5%
2	Thrilling	15	24.2%
3	Average	19	30.6%
4	Poor	1	1.6%
	total	62	100

Table showing the company is willing and ready to respond to customer needs.

(Source : Primary data)

Graph No 4.2.17 respond to customer needs Wise classification

Graph showing the company is willing and ready to respond to customer needs.



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum 43.5% respondents Excellent , 24.2% respondents Thrilling ,30.6% respondents by Average and 1.9% respondents by poor.

Table No. 4.2.18 this website has adequate security features

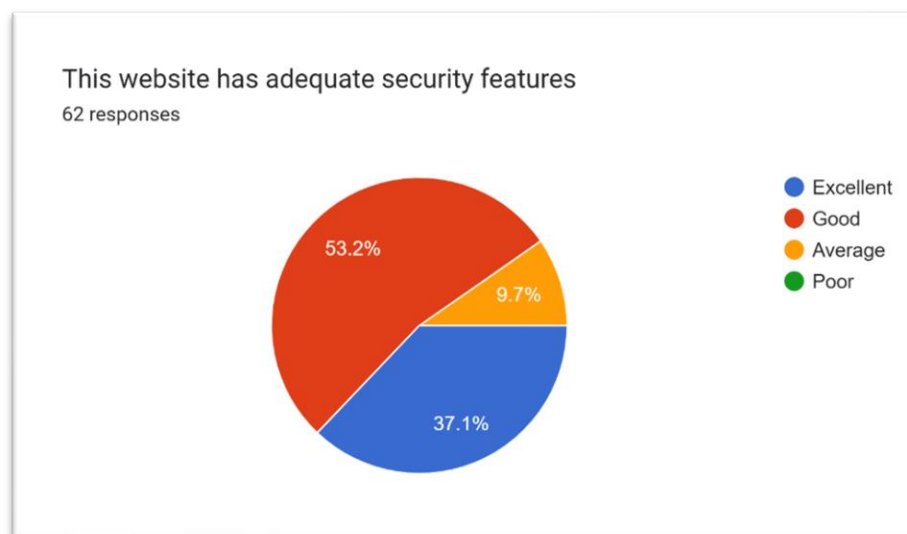
Table showing this website has adequate security features

Sr.No	This website has adequate security features	Frequency	Percentage
1	Excellent	23	37.1%
2	Good	33	53.2%
3	Average	6	9.7%
4	Poor	0	0
	total	62	100

(Source : Primary data)

Graph No 4.2.18 this website has adequate security features.

Graph showing this website has adequate security features



(Source : Primary data)

Interpretation :

Above table and graph shows that maximum 53.2% respondents Good , 37.2% respondents Excellent ,9.7% respondents by Average and 0% respondents by poor.

CHAPTER V

FINDINGS

5.1 Introduction

5.2 Findings

CHAPTER V

Finding Suggestion and Conclusion

5.1 Introduction

After collection of data, analysis and interpretation as well as studying the whole area of project work researcher has come across some important findings. These findings play a vital role in completion of the project work. Finding gave right direction to the project work.

5.2 Findings

1. The Researcher found that the majority of respondent Female 71%
(table no 4.2.1)
2. The Researcher found that the majority of respondent 15 to 25 age group 71% (table No 4.2.2)
3. The Researcher found that the majority of respondent are study some college but not graduate 50% (table No 4.2.3)
4. The Researcher found that the majority of respondents below 15000 monthly income 45.2% (table No 4.2)
5. The Researcher found that the majority of respondent are students 54.8%
(table No 4.2.4)
6. The Researcher found that the majority of respondent done online shopping 72.6% (table No 4.2.6)
7. The Researcher found that the majority of respondent faced online purchase problem 72.6% (table No 4.2 7).

8. The Researcher found that the majority of respondent monthly online shopping in last one year 50% (table No 4.2 8)
9. The Researcher found that the majority of respondent faced cheap quality of product problem 38.7% (table No 4.2 9)
10. The Researcher found that the majority of respondent faced cheap quality of product problem 38.7% (table No 4.2 10)
11. The Researcher found that the majority of respondent 3 to 4 used cosmetic products in daily Life 71% (table No 4.2 11)
12. The Researcher found that the majority of respondent MyGlamm application mostly prefer To shop Cosmetic product 24.2% (table No 4.2 12)
- 13 The Researcher found that the majority of respondent below 2000 spend monthly on cosmetic products 77.4% . (table No 4.2 13)
- 14 The Researcher found that the majority of respondent Sugar and MAC brand products respondent use for 19.4% (table No 4.2 14)
- 15 The Researcher found that the majority of respondent safe transaction 88.7% (table No 4.2 15)
- 16 The Researcher found that the majority of respondent amazing product delivered 41.9% (table No 4.2 16)
- 17 The Researcher found that the majority of respondent excellent respond to customer needs 43.5% (table No 4.2 17)
18. The Researcher found that the majority of respondent good this website has adequate security feature 53.2% (table No 4.2 18)

CHAPTER VI
SUGGETIONS, AND CONCLUSIONS

6.1 Suggestions

6.2 Conclusions

CHAPTER VI

SUGGETIONS, AND CONCLUSIONS

6.1 Suggestion

1. The delivery should not be delay by cosmetic applications , they should improve their delivery process
2. The cosmetic application should improve their replacement facility as early as possible
3. The cosmetic applications Should improve online payment system at some time it may occur any issue

6.2 Conclusions

A Study on online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of cosmetic applications are satisfied and the Customer satisfactions of the sites. The innovative thinking of online shopping sites to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. Based upon customers survey, However, the cosmetic applications satisfies the customer in the aspect of quality of products

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5. <https://startuptalky.com/purple-success-story/>
6. <https://yourstory.com/companies/myglamm>

QUESTIONNAIRE**SCHUDELE**

Demographic information.

(Please check the appropriate box or write in a better description .)

1. Name:- Mr./Ms./Dr _____
2. Residential Address:- _____
3. Mail Id :- _____
4. Gender:- Male = Female =
5. Age (In Years)

Sr.	Age	Tick
1	15 to 25	
2	>25 to 45	
3	>45to 55	
4	55 above	

6. Educational Qualification of Respondent :-

Sr.	Parameter	R	Sr.	Parameter	R
1	SSC/HSC		2	Some college but not Graduate	
3	Graduate /PG Professional		4	Graduate / PG general	

7. Monthly Income :-

Sr.	Income	M
1	Below -15.000	
2	15.000 to 25,000	
3	Above 25.000	

8. Occupation of Respondent :-

Sr	Parameter	R	Sr	Parameter	R
1	Student		2	Clerical / Salesman	
3	Skilled Worker		4	Officer / Executive	
5	Business / Industrialist		6	House Wife	
7	Unemployed		8	Others	

9. Have You Ever Had Online Shopping ?

Yes No

10. How Many Time Do You Have Online Shopping Last One Year ?

1. weekly
2. Monthly
3. yearly
4. Rarely or never

11. Have You Felt Any Problem While Conducting Online Purchase ?

Yes No

12. If Yes What Kind Of Problem

- a) Delay in delivery
- b) Cheap quality of product
- c) Product Damage
- d) Non- Delivery

13. How many types of cosmetic products you used in daily life

1. 3 to 4
2. 4 to 6
3. more than 6

14. which application you mostly prefer to shop cosmetic product ?

1. Nykaa
2. purple
3. MyGlamm
4. SUGUR

15. How much you spend monthly on cosmetic products?

1. below 2000
2. 2000 to 5000
3. above 5000

16. Which brand products you use for makeup?

1. Suarg
2. MAC
3. Insight
4. Lakme
5. other

17. The product is delivered by the time promised by the company.

- | | |
|--------------|------------|
| A) Excellent | B) Amazing |
| C). Average | D) Poor |

18 . The company is willing and ready to respond to customer needs

- | | |
|--------------|--------------|
| A) Excellent | B) Thrilling |
| C). Average | D) Poo |

19. Do You feel safe in Your transactions with this website.

- | | |
|--------|-------|
| A) Yes | B) No |
|--------|-------|

20. This website has adequate security features

A) Excellent

B) Good

C). Average

D) Poor

GUIDE STUDENT MEET RECORD

Student: - Bhutkar Pranoti Mangesh

Contact No: - 9373833374

Guide: - Miss . Priyanka A. Shinde

Contact No:- 9665644049

Topic:- "A Study of Customer Satisfaction Towards Online Cosmetic products Application With respect Guruwar Peth Area in Satara City 'City

Organization: - Contact Person:-

Sr. No	Date	Description	Signature of Guide	Signature of Student
1	16-1-23	Presentation		
2	21-1-23	Submission of First Draft		
3	27-1-23	Submission of Second Draft		
4	10-2-23	Submission of Third Draft		
5	14-2-23	Presentation of Project Work		
6	15-3-23	Submission of Final Draft of Project Work		

Sr. No	Date	Signature of Guide	Signature of Student	Description of Discussion
1	13-1-23			Discussion on project title
2	16-1-23			Discussion on project Chapter 1
3	24-1-23			Discussion on Chapter 2
4	6-2-23			Discussion on Chapter 3
5	14-2-23			Discussion on Questionnaire
6	16-2-23			Discussion on Chapter 4
7	28-2-23			Discussion on Finding & suggestion
8	15-3-23			Finalization of project.

Dr. B.S. Sawant
Director