



AIMAN COLLEGE OF ARTS & SCIENCE FOR WOMEN

(Sponsored by AIMAAN Education & Welfare Society)

Affiliated to Bharathidasan University

Recognized by UGC under Section 2(f) & 12 (B)

K.Sathanur, Tiruchirappalli-620 021

1.3.2 List of students undertaking project /field work / internships during year 2021-2023

Department of commerce

S. No	Reg No	Students Name	Project Title	Guide Name
1	P21112475	ASHIKA BANU .A	A STUDY OF POST PURCHASE BEHAVIOUR OF CUSTOMER OF HERO MOTOR BIKE WITH A SPECIAL REFERANCE TO KRT MOTO	MRS. A. ABI
2	P21112476	ASHOO. M	A STUDY ON CONSUMER REFERANCE TOWARDS NESTLE AND CADBURY CHOCOLATES IN THIRUCHIRAPALLY CITY	MRS. G REVATHY
3	P21112477	AYNUL IRFANA.A.M	A COMPARITIVE ANALYSIS OF FINANCIAL PERFORMANCE OF SBI AND ICICI BANK	MRS. G REVATHI
4	P21112478	AZEEM FATHIMA.S	A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR IN THIRUCHIRAPALLY CITY	MS. A. HARINI
5	P21112479	DEKRA .E	A STUDY ON CONSUMER AWARENESS AND PERCEPTION TOWARDS ATHER ELECTRIC SCOOTER	MRS. A. ABI
6	P21112481	GUNASHEELA .R	A STUDY OF IMPACT OF SOCIAL MEDIA IN ONLINE SHOPING IN THIRUCHIRAPALLY	DR.A KRITHIKA
7	P21112482	JULPIKA RANI. M	A STUDY ON CUSTOMER SATISFACTION TOWARDS TATA NANO	DR. K.KALPANA
8	P21112483	KEERTHANA .K	A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPING IN THIRUCHIRAPALLY CITY	MS. A. HARINI
9	P21112484	LEELAVATHI. G	A STUDY ON CUSTOMER SATISFACTION TOWARDS SELECTING BAJAJ PULSAR IN THIRUCHIRAPALLY	DR. K.KALPANA



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10	P21112485	MEHAR ROOBINA .S	A STUDY ON CUSTOMER BEHAVIOUR TOWARDS SELECTING MOBILE PHONES	MS. A. HARINI
11	P21112486	PARASAKTHI ANUSUIYA .D	A STUDY ON INVESTMENT AVANUE INMUTUAL FUNDS WITHSPECIAL REFERANCE TO KARVY GROUP TRICHY	MRS. G REVATHY
12	P21112487	RAJALAKSHMI. I	R STUDY ON CONSUMER REFERANCE TOWARDS NESTLE AND CADBURY CHOCOLATES IN THIRUCHIRAPALLY CITY	DR.A KRITHIKA
13	P21112489	SUGANTHI .K	A STUDY ON WORKING CAPITAL MANAGEMENT IN BRITANNIA INDUSTRIES LTD	DR.A KRITHIKA
14	P21112490	SUMAIYA PARVEEN .M	A STUDY ON CUSTOMER SATISFACTION TOWARDS AIR INDIA EXPRESS	DR. K.KALPANA

**"A STUDY ON POST PURCHASE BEHAVIOUR OF CUSTOMERS OF
HEROMOTOR BIKES WITH A SPECIAL REFERENCE TO KRT MOTORS"**

A project work submitted to the
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI.
In partial fulfillment of the requirements for the award of the degree of

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Submitted by
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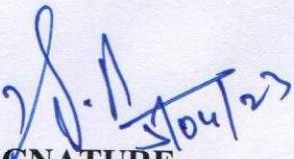
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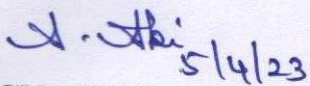
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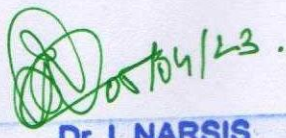

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ABSTRACT

This study entitled “ **A study on post purchase behavior of customers of Heromotor bikes with a special reference to KRT Motor, Tiruchirappalli District** ” was conducted to analyze the behavior of customers of Hero Bikes after purchasing. For doing this study, convenient sampling method is used. In this study, the Post purchase behavior of Hero Bikes can be measured by using percentage analysis and graphical representations. So, this analysis will lead to understand whether the service provided by the Hero Motocorp is effective or not.

The research design adopted for the study is descriptive research, which is a fact-finding research. The population used for the study is Hero Bike users in and around Edappal and sample size for the study are 50 units. The type of data is primary data and secondary data. Primary data is collected through survey method; and secondary data through journals, magazines, company records, websites and literature survey. Questionnaire is used for data collection.

From this study, it's clear that the majority of customers are satisfied with Hero Bikes. Though, they indicate that the parts defects are the major problem of Hero Bikes and they seek variety of models from Hero Bikes. So, the company should be vigilant to take these matters into consideration.

CHAPTER-1

1..1 INTRODUCTION TO THE STUDY

Post purchase behaviour is the behaviour of customers after a product was purchased.

After purchasing or consuming, the opinion of customers may vary from his previous attitude. Somebody may be satisfied and somebody may dissatisfy. However, the analysis about the customer's behaviour after purchasing possesses a key role in the growth of the organisation. So, the firms concentrate with necessary importance on the post purchase behaviour.

Marketing

Marketing is a comprehensive term. It comprises of all activities performed by firms to direct and facilitate flow of goods and services from producers to buyers. It's a two way exchange process in which needs and wants of both buyers and sellers are satisfied. It's the exchange of value between buyer and seller.

According to Philip Kotler, "Marketing is a social and managerial process by which individual and group obtain what they need and want through creating and exchanging products and value with others".

Behaviour

Behaviour simply refers to doing of anything. In the words of Goethe, 'behaviour is a mirror in which everyone displays his/her image'. The American Heritage Dictionary defines Behaviour as the manner of behaving or conducting oneself on one's best behaviour behaving with careful good manners.

Post Purchase Behaviour

Generally, after a product purchase, the buyer undergoes post purchase dissonance means the buyer regrets his or her purchase. This dissonance can be due to :-

- Large number of alternatives
- The other alternatives have better features
- It was a difficult buying decision
- Performance risk of the product
- High financial commitment towards the product
- Wear and tear of the product.

CONCLUSION

The study on Post purchase behaviour of customers of Hero Motor bikes with a special reference to Golden Motors, Edappal, Malappuram was mainly intended to assess the attitude of customers of Hero Bikes after their purchase and use. Through analyzing whether the customers are satisfied or not, the company can take necessary strategies to sustain a steady or increased demand for the growth of the Company and to compete in the present complex and un predictable market situation.

From the analysis, it's very clear that the customers still have hope in Hero Motocorps even somebody records their depression. Customers are mere satisfied only in the performance of the Hero Bikes and Hero's service. Defects related with some bike parts such as chain, self start system etc..., became a major problem to customers and they seeks a variety of models also from Hero. Reputation and legacy are the major demand generating factors rather than the advertisement and sales promotion strategies of Hero Motocorp.

The company should introduce new models and resolve the defects of parts to make their customers as satisfied. It's necessary to formulate effective sales promotion strategies and financial services to boost up the sales. It's understandable from this study, that the users still give priority to Hero Bikes when they decide to change the Bike. So, we can assume that customers have hope in Hero Motocorp even the withdrawal of Honda affected its reputation

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS SELECTING BAJAJ PULSAR
IN TIRUCHIRAPPALLI CITY**

A project work submitted to the
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In partial fulfillment of the requirements for the award of the degree of

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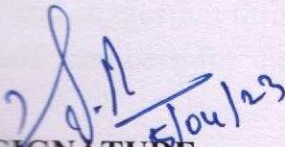
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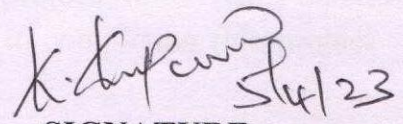
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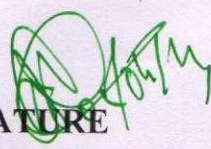

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ABSTRACT

This topic is selected in order to Study and identify the Customer satisfaction Level of Bajaj Pulsar in Trichy city.

A questionnaire was prepared consisting of 22 questions. Around 150 respondents were questioned. The questionnaire circulation covered customers of Bajaj Pulsar in Trichy City.

A descriptive study was undertaken. Simple Random Sampling technique was used. Simple percentage analysis and chi square method was used.

In this project the following were researched and studied in detail. The Customers attitude towards Bajaj pulsar, to determine the effects of the company image on the sales and also to find the reason for buying pulsar motorcycle.

INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 ABOUT THE INDUSTRY

India is the second largest producer and manufacturer of two-wheelers in the world. It stands next only to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. Indian two-wheeler industry has got spectacular growth in the last few years. Indian two-wheeler industry had a small beginning in the early 50's. The Automobile Products of India (API) started manufacturing scooters in the country. Bikes are a major segment of Indian two wheeler industry, the other two being scooters and mopeds. Indian companies are among the largest two-wheeler manufacturers in the world.

In the initial stages, the scooter segment was dominated by API; it was later overtaken by Bajaj Auto. Although various government and private enterprises entered the fray for scooters, the only new player that has lasted till today is LML. The motorcycle segment was initially dominated by Enfield 350cc bikes and Escorts 175cc bike.

The two-wheeler market was opened to foreign competition in the mid-80s. And the then market leaders - Escorts and Enfield - were caught unaware by the onslaught of the 100cc bikes of the four Indo-Japanese joint ventures. With the availability of fuel efficient low power bikes, demand swelled, resulting in Hero Honda - then the only producer of four stroke bikes (100cc category), gaining a top slot. The first Japanese motorcycles were introduced in the early eighties. TVS Suzuki and Hero Honda brought in the first two-stroke and four-stroke engine motorcycles respectively. These two players initially started with assembly of CKD kits, and later on progressed to indigenous manufacturing. In the 90s the major growth for motorcycle segment was brought in by Japanese motorcycles, which grew at a rate of nearly 25% CAGR in the last five years.

The industry had a smooth ride in the 50s, 60s and 70s when the Government prohibited new entries and strictly controlled capacity expansion. The industry saw a sudden growth in the 80s. The industry witnessed a steady growth of 14% leading to a peak volume of 1.9mn vehicles in 1990. In 1990, the entire automobile industry saw a drastic fall in demand. This resulted in a decline of 15% in 1991 and 8% in 1992, resulting in a production loss of 0.4mn vehicles. Barring Hero Honda, all the major producers suffered from recession in FY93 and FY94. Hero Honda showed a marginal decline in 1992. The reasons for recession in the sector were the incessant rise in fuel prices, high input costs and reduced purchasing power due to significant rise in general price level and credit crunch in consumer financing. Factors like increased production in 1992, due to new entrants coupled with the recession in the industry resulted in company either reporting losses or a fall in profits. Key players in the Two-wheeler Industry:

SUGGESTION:

- Respondents feel that the price is high and suggested that it should be brought down, so that more people can purchase it.
- Respondents suggest that the company should take initiative in selling up more number of authorized services centers in different locality of the city.
- Few respondents are not satisfied with the resale value, so the company should take necessary steps regarding the resale value.
- Majority of the respondents are highly satisfied in driving the bike, so the company shall maintain the same strategy.
- Few respondents are much worried about the maintenance, because the cost of giving it to service is very high when compared with the other bikes
- Most of the respondents are very much aware of giving free services, so the company should increase free services as much as possible.
- Few respondents feel that the free services should be done properly and it should not be for namesake.

CONCLUSION:

From this research work done in Bajaj pulsar in, Trichy city. The respondents are highly satisfied with the present Bajaj pulsar bike. The reason is because of their brand image and style of the bike and the comfort and also the free services provided by them. But there are few respondents who are not satisfied with the price. So the company should look on the price also.

When compared to all Bajaj bikes, Bajaj Pulsar is sold many. Because, the main thing is, it is very familiar to all the people when compared with all other Bajaj bikes.

**A STUDY ON INVESTMENT AVENUES IN MUTUAL FUNDS WITH SPECIAL
REFERENCE TO KARVY GROUP TRICHY**

A project work submitted to the
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALI.
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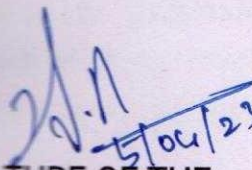
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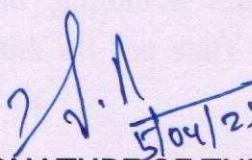
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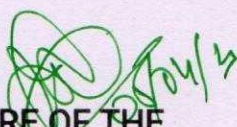
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CHAPTER1

INTRODUCTION AND DESIGN OF THE STUDY

1.1 Introduction to Mutual Funds

A mutual fund is a collective investment vehicle that collects & pools money from a number of investors and invests the same in equities, bonds, government securities, money market instruments.

The money collected in mutual fund scheme is invested by professional fund managers in stocks and bonds etc. in line with a scheme's investment objective. The income / gains generated from this collective investment scheme are distributed proportionately amongst the investors, after deducting applicable expenses and levies, by calculating a scheme's "Net Asset Value" or NAV. In return, mutual fund charges a small fee.

In short, mutual fund is a collective pool of money contributed by several investors and managed. Mutual funds are ideal for investors who –

- a. lack the knowledge or skill / experience of investing in stock markets directly.
- b. want to grow their wealth, but do not have the inclination or time to research the stock market.
- c. wish to invest only small amounts.

Mutual Funds in India are established in the form of a Trust under Indian Trust Act, 1882, in accordance with SEBI (Mutual Funds) Regulations, 1996.

The fees and expenses charged by the mutual funds to manage a scheme are regulated and are subject to the limits specified by SEBI.

One should avoid the temptation to review the fund's performance each time the market falls or jumps up significantly. For an actively-managed equity scheme, one must have patience and allow reasonable time - between 18 and 24 months - for the fund to generate returns in the portfolio.

When you invest in a mutual fund, you are pooling your money with many other investors. Mutual fund issues "Units" against the amount invested at the prevailing NAV. Returns from a mutual fund may include income distributions to investors out of dividends, interest, capital gains or other income earned by the mutual fund. You can also have capital gains (or losses) if you sell the mutual fund units for more (or less) than the amount you invested.

5.3 CONCLUSION

The main objective of the study is to find out the investors preference towards various investment avenues like fixed deposits, post-office schemes, bonds / debentures, share market, mutual funds and insurance. The study revealed that mutual fund ranks as the most popular avenue for investment followed by life insurance and fixed deposits with regard to the risk appetite of the investors, it is found that the investors perceive that investments in mutual funds carry moderate risk.

The study also reveals that better and steady returns is the main reason for investment in mutual fund. The study in dictated that the majorities of the investors are satisfied with their investments in mutual fund.

BIBLIOGRAPHY

Investments in insurance and housing are found to be the popular avenues for saving tax in addition to mutual funds suggestions have been made to improve investments in mutual funds particular low risk schemes such as debt funds & get funds and also by highlighting the tax advantages in investors in mutual funds.

**A STUDY ON CONSUMER AWARENESS AND PERCEPTION
TOWARDS ATHER ELECTRIC SCOOTER**

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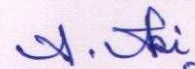
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ABSTRACT

The first dimension of Brand Knowledge is Brand Awareness. It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Rossiter and Percy, 1987). Customer satisfaction is "an emotional response to the experiences provided by, associated with particular products or services purchased. This research paper is an attempt to explore the customer satisfaction towards Ather Electric scooter. Random Sampling method is used for Data collection. The study uses primary data. The primary data was collected by using a well-structured questionnaire from 50 respondents and are entered into the sub-tables by using the simple percentage analysis. The tools like simple percentage analysis and Chi-Square Analysis were used. The study was conducted for a period of 3 months from January to March 2021. To conclude, Ather electric scooter has positioned its brand and has created a good brand image in the minds of customers concerned with petrol consumption service compared to non-electric scooter.

INTRODUCTION OF THE STUDY

CHAPTER-I

INTRODUCTION OF THE STUDY

“A STUDY ON CONSUMER AWARENESS AND PERCEPTION TOWARDS ATHER ELECTRIC SCOOTER”

1.1 INTRODUCTION:

Ather Energy is an Indian electric vehicle company, headquartered in Bangalore. It was founded by Tarun Mehta and Swapnil Jain in 2013. It manufactures two electric scooters - the Ather 450X and the Ather_450_Plus. It has also established electric vehicle charging infrastructure across the country called Ather Grid. The electric vehicle segment is the one of the fast-growing segments among the green vehicles in India two wheelers market. So, many popular and new startup electric two wheelers manufacture company interested to launched the new electric vehicles in India. The Bengaluru-based new and popular startup electric two wheelers manufacturer company Ather Energy has introduced new electric scooter 450X in India. The Ather electric vehicles will be available at all authorized Ather Energy vehicle showrooms across the India.

The Ather Energy will also increase its sales and service dealerships across the India. Ather 450X is the stylist premium modern electric scooter from Ather Energy lineup in India. In terms of design the Ather 450X electric scooter equipped with attractive looking stylist modern scooter design body panels with includes the apron mounted LED headlight setup, LED turn indicator light, stylist LED taillight and attractive colors options. Ather 450X electric scooter is the works on PMSM motors with 2.9kwh lithium-ion battery pack setup. The lithium-ion battery pack takes the time in fully charges in around 5 hours 45 minutes only. The electric scooter claimed the riding range stands at 55-85 km in a single full-battery charge and the range is depending on the riding modes conditions. Ather 450X electric scooter comes with Bluetooth-enabled (4.2) touch screen instrument cluster, 1.3 GHz Snapdragon processor, music or call controls, integrated 4G LTE SIM

5.3 CONCLUSION:

From the study it was concluded that maximum number of respondents are not aware of Ather electric scooter. So various promotional activates need to be taken in order to increase the awareness level there by increase the sales. The study also identified and evaluated the consumer perception toward various factor about electric scooter. The result of this study shows that there is a combination of both positive and negative effect of the factor on consumer perception. Here most of the respondents consider the cost and the mileage while purchasing a scooter, so there is ample potential to electric scooter in two-wheeler sectors. But their battery performance, speed and appearance are the major factors which is affecting the sales of electric scooter.

The study explains what are the perception prevailing in the minds of customers and recommendations to create awareness through marketing through marketing campaign. The company cam implements the suggestions to achieve the above said objectives.

A COMPARATIVE ANALYSIS OF FINANCIAL PERFORMANCE OF SBI AND ICICI BANK

A project work submitted to the
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CHAPTER - I

INTRODUCTION AND RESEARCH DESIGN

1.1 INTRODUCTION

Banking sector plays a vital role in the development of Indian economy. Higher profits are the indicators of growth of the banking sector. Higher profits are dependent upon optimum procurement and utilization of resources. Banks are the lifeline of the last resort, thus are helpful in satisfying the personnel needs of the individual and play significant role in the development of economy, Banks are the lifeline of the modern economy.

Finance is a branch concerned with resource allocation as well as resource management, acquisition an investment. Simply, finance deals with matters related to money and the matters related to money and the markets. To raise money through the issuance and sale of debt or equity. Finance is the life blood of each and every organization. Whether the organization is large or small the success of the depends on its financial management. The financial statements or financial reports should be properly maintained in a systematic manner. This firm should make a point to procure its funds in the most Favourable and easy terms. The funds so acquired should be properly allocated and utilized in an effective manner.

This study discussed about comparison analysis of SBI bank and ICICI Bank financial Performance.

(i) Finance:

The definition given by "F.W. Paish" may fall in this category.

According to him in modern money using economy, finance may be defined as "the provision of money and time is wanted".

(ii) Performance:

The oxford English dictionary defines performance as "the action of performing or something performed. It can be observed directly and hence quantified compared and appraised".

(iii) Bank:

Banking means "Accepting deposits for the purpose of lending or investment of deposits of money from the public, repayable on demand or otherwise and withdraw by cheque, draft or otherwise".

-Banking companies (regulation) Act, 1949

(iv) Origin of the word "bank":

The origin of the word bank is should in mystery, according to one view point the Italian business house carrying on crude from of banking were called banchibancheri "according to another

- In order to attract more and more customers, banks should become market savvy, but the cost of deposits and development plans should be kept in mind in order to raise productivity, banks should spell turnover strategies, income-oriented and cost-oriented strategies from time to time.
- Better management information system, credit monitoring and cash management cash can result increase in productivity.
- Better coordination with the unions may give productivity, if the unions take a positive in matters relating to transfer, placement and technology up gradation.
- Strong recovery measures should be adopted which will lead to more profitability of banks.

5.3 CONCLUSION

The study was undertaken entitled on a performance analysis of the SBI and ICICI bank financial performance. Tools such as ratio analysis is and comparative financial statement; common size financial statement have been used to find out the banks overall financial performance. Both banks have good potential to grow in future if the funds are properly deployed in a proper way to maximize the profitability of the banks. The ICICI banks provides maximum returns of investment to the invested shareholders. From the analysis of the financial statement of the ICICI bank for the period (2018-2022) it is clear that the financial performance is good and will improve in the coming years.