

Consumer Perception towards Swiggy Digital Food Application Service: A Analytical Study with Special Reference to Ernakulam City

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Abstract- Online food ordering and delivery is a new type of business model in the current era of e-commerce and that leads to the startups of several online business. Online food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process were a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application in the mobile phone. Swiggy is an application for food ordering and delivery which is a Bangalore based company. Swiggy was mainly to provide a complete order and delivery solution to the urban foodies. The main aim of this research is to study the factors influencing the consumer perception and buying decision of Swiggy and to study the level of consumer satisfaction of Swiggy. For this purpose, with help of convenient sampling method 100 respondents were selected and data were collected through structured questionnaire. The result of the result showed that, there is significant relationship between usage and satisfaction of services of Swiggy, there is significant relationship between usage and preference over other food ordering apps, there is no association between age and frequent usage of Swiggy app, there is no association between gender and convenience of Swiggy app .

Key words: Consumer perception; Customer satisfaction; Delivery; Online food ordering; Swiggy Application;

I. INTRODUCTION

Online food ordering and delivery is a new type of business model in the current era of e-commerce and that leads to the startups of several online business. Online food ordering and delivery plays an important role in consumers, entrepreneurs, investors etc. Online food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process were a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application in the mobile phone. Online food ordering and delivery system is depended on a mobile application and it works based on the location of the customer.

Swiggy is an application for food ordering and delivery. It is a Bangalore based company and is founded out by Rahul Jaimini, Sriharsha Majety, Nandan Reddy. Swiggy was mainly to provide a complete order and delivery solution to the urban foodies. It has an exclusive fleet of delivery personnel to pick up orders from restaurants and deliver it to customers. They provide customers with offers which will enable them to get frequent orders. Payments can be made through online as well as at the time of delivery. And they offer to their customers no minimum order policy. They make sure that the customers get their order on time for that delivery personnel's carry one order at a time.

II. IMPORTANCE OF THE STUDY

Generally, people consume food from hotels which takes a lot of time for its delivery. The time factor will be more in case of people going to restaurants and buy foods and cost will also be more. This study is conducted to study the consumer perception towards online food ordering Swiggy, how it bridges the gap between the consumer and the hotels. The factors influencing the consumers to buy through food ordering application Swiggy is also identified in the study and the satisfaction derived out of the food ordering applications Swiggy is also examined.

III. OBJECTIVES

- To study the factors influencing the consumer perception and buying decision of Swiggy.
- To study the level of consumer satisfaction of Swiggy.

IV. HYPOTHESIS OF THE STUDY

- Ho: There is significant relationship between usage and satisfaction of services of Swiggy
- Ho: There is significant relationship between usage and preference over other food ordering apps
- Ho: There is association between age and frequent usage of Swiggy app
- Ho: There is association between gender and convenience of Swiggy app

V. RESEARCH METHODOLOGY

The data is collected from primary as well as secondary sources. The area of the study is Ernakulam city. A sample size of 100 respondents have been set for collecting primary data. Data from primary source is collected using questionnaire. The primary data is collected from the digital food application users. The secondary data is collected from books, journals and various websites. The statistical tool which is used for analysis is ANOVA and CORRELATION.

VI. LITERATURE REVIEW

1. Seema Gopichand, Hariramani (August 2017) Conducted a study on the topic "Consumer Perception about online shopping in India." Her major findings were that maximum number of internet users are aged below 25 and have income of 15000-25000. And the



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factor for shopping online is the quality, ease of accessibility, customer care, website policy. The study also reveals that convenience, time savings and reasonable price also tends the consumers to buy through online.

2. S.Kamakshi (September 2016) Conducted a Study on the topic "Consumer Perception and behaviour towards fast food a study with reference to Chennai city."

The major findings were that consumer of fast food are health conscious and they do not have emotional attachment for fast food products. And the consumers consume fast food not only because of the taste, price, offers, and discounts rather they consider the Quality, health and hygiene factors of the fast food.

3. Kashyap, Radha (April 2017) has Conducted a study on the topic "Consumer Perception towards online shopping for apparel through various websites."

Their findings were the shopping behaviour varies with respect to the age, gender, occupation, income, marital status. It also indicates that lack of information such as description of Product, return policy are major drawback for online shopping websites.

4. Kalaiselvi.T. (October 2014) has conducted a study on the topic "Buying behaviour of consumer towards selected white goods."

The major findings of her are the manufacturing to be successful, they have to concentrate more on Product, its attributes, quality, their design, and the technology. They have to make sure that they are providing a good showroom ambience with courteous of employees and varieties of brands. And they also have to make sure that manufacturers and dealers work in a team for a successful brand in market.

5. Murugupandian.R. (2015) has conducted a study on "Consumer satisfaction towards coke soft drinks in Nagapattinam district Tamil Nadu."

Its findings are that the royalty of brand is based on the demographic background of consumers. The royalty of Consumer purpose is high and so that their strength and expectation will be the maximum.

6. Shilpa Goyal (August 2014) has conducted a study on "Comparative study on consumer behaviour of working women and homemakers for the ready to eat food products in Salem city."

It is found out from the study that consumer preferring for a particular food product is obviously influenced by the product and the surrounding in which it is being manufactured and also the lifestyle of the consumers. When the consumer prefer for ready to eat food products they are expecting the best quality and this is also the main consideration for the manufacturers and marketers. The marketer has to fulfil all the needs and wants of the consumers so in order to achieve this he would be conducting a detailed market research in order to bring some innovation in the product such that it catches the eyes of the consumer and thereby they can increase the demand for the product.

7. Kumaran .M. (November 2017) has conducted a study on "Perception towards online shopping an Empirical study with respect to Indian buyers."

This research deals with E-marketing researches concerning the factors which affects consumer

perception towards online purchasing experiences, this research dealt with the perceived risks, web site role, domain specific innovativeness, subjective norms, Attitude, perceived usefulness, perceived ease of use, attitude, online shopping intention and online shopping behaviour. There are many reasons for people preferring online shopping but the major reason for a consumer backing out from online shopping is the security issues but the industry has given little concern to this issue. The ambience associated with the website is the most important factor that makes a consumer satisfied or dissatisfied. The website efficiency and usability can improve the buying process and establish confidence in consumers towards online shopping.

8. Anita Goyal and N.P.Singh (2007) has done a study on "Consumer perception about fast food in India: an exploratory study." And the findings are: -

The study shows that Indian youth are attracted towards fast food for fun and for a change in the daily routine of having homely food. The youngsters prefer for nutritious food followed by ambience and hygiene at the fast food outlets. They personally feel that nutritional value and hygiene conditions inside cooking area should be disclosed to them.

9. M.Manikanteswara Reddy and M.Sree Rama Raju (2010) has done a study on "Consumer perception towards online shopping" and the findings are: -

E-Commerce is a growing industry and has a bright future where online shopping has become the life blood of the consumers in order to meet their daily needs. E-Commerce is creating a new trend in conducting business for vendors and a new place for sellers and buyers to meet called online shopping. By just clicking with their hands the item is available to the person at their doorstep. Online shopping is playing a major part in the life of today's youngsters, thereby reducing the time that they have to spent at shops. The main reason for adopting online shopping is affordable price and time saving.

10. Farah Ayuni Shafie and Denise Rennie (November 2009) has done a study on "Consumer perception towards organic food" and the findings are: -

Organic consumers can be defined with determinants such as age, income and education. High price of organic food is one reason why the consumers hesitate to buy it. Domestic supply of organic food should be promoted so that the farmers would be able to produce it at a lower rate and would be available to the consumers at a much lower rate there by reducing the price and increasing the demand for organic foods.

VII. ANALYSIS AND INTERPRETATION

A.Age of the respondent

Interpretation

The age of the respondents lies between less than 25 years and above 45 years. The study reveals that majority of the respondents belong to the age group of less than 25 years which constitute 79% followed by age group 35-45 years with 14% and the least is constituted by the age group of 35-45 years with 1% and the remaining is constituted



by the age group above 45 years which constitute 6%.

B. Gender of the respondent

Interpretation

The respondents can be either Male or Female. The study shows that majority of the respondents were female constituting 67% and the remaining 33% are being constituted by male respondents.

C. Educational qualification of the respondents

Interpretation

The educational qualification of the respondents is distributed among 4 sections, they are Higher secondary, Graduation, Post-Graduation and Others. The study reveals that majority of the respondents are graduates which constitute 58% followed by post graduates with 34% and the least number of respondents are higher secondary and others which are constituted by 4% each.

D. Occupation of the respondents

Interpretation

The occupation of the respondents belongs to different categories namely: Students, Business, Government Employed, Home maker, Private Employed and Others. The study shows that majority of the respondents selected for the study were Students which constitute to 58% of the respondents followed by private employed employees with 29% followed by business and home makers with 5% each followed by others with 2% and the least is being constituted by the Government employed respondents which constitute only 1%.

E. Income of the respondents

Interpretation

The income of the respondents ranges from less than 20000, 20000-30000, 30000-40000 and above 40000. The study shows that majority of the respondents had an income of less than 20000 which constituted to 71% of total respondents followed by 15% of the respondents who had an income of above 40000 followed by respondents who earned an income of 20000-30000 and 30000-40000 which constituted equally to 7% each.

F. Marital status of the respondents

Interpretation

The marital status of the respondents is either Married or Single. The study reveals that 89% of the respondents are Single and the remaining 11% of the respondents are Married.

G. Are you using a smart phone?

Interpretation

The usage of smart phone among the respondents have 2 responses either Yes or No. The study reveals that 97% of the respondents use smartphone and only 3% of them does not use smartphone.

H. Usage of swiggy app

Interpretation

The usage of Swiggy Application by the respondents are either Yes or No. The study showed 78% of the respondents use Swiggy app and the remaining 22% of the respondents does not use Swiggy app.

I. Source of information about swiggy

Interpretation

The source of information about Swiggy can be from: Advertisements, Family, Friends, Internet, Newspaper or Other sources also. The study showed that 44% of respondents came to know about Swiggy through friends followed by 23% through advertisement followed by 19% through internet followed by 8% through family followed by other sources which constitute 4% and remaining 2% by newspapers.

J. Satisfaction of services provided by swiggy

Interpretation

The satisfaction of services provided by Swiggy is a five-scale rating that is being rated by the respondents. The study revealed that 57% of the respondents are satisfied with the services provided by Swiggy, 18% of them are highly satisfied, 22% of them are neutral, 2% of them is dissatisfied and 1% is highly dissatisfied with the services provided by Swiggy.

K. How often had the respondents used swiggy?

Interpretation

The question of how often does the users use Swiggy is given five option namely: Daily, Twice in a week, Once in a week, Once in a month and Once in 2 months. The study showed that 31% of the respondents used Swiggy once in a week. Followed by 30% of them who used it once in a month, followed by 29% who had used it once in 2 months followed by 8% who had used Swiggy twice in a week remaining 2% had used Swiggy daily.

L. Are You Satisfied With The Offers Of Swiggy?

Interpretation

The satisfaction of offers provided by Swiggy is a five-scale rating that is being rated by the respondents. The study shows that 24% of the respondents are highly satisfied followed by 22% of them who are highly dissatisfied followed by satisfied and dissatisfied which constitute 19% each and remaining 16% of them are neutral.

M. Is the food delivered in time?

Interpretation

The question of is the food delivered in time is a five-scale rating that is being rated by the respondents. The study showed that 32% of the respondents are satisfied with the food delivered on time followed by 31% who are highly satisfied, 25% who are neutral, 7% highly dissatisfied and 5% dissatisfied with the food delivered on time.

N. Which mode of payment is used for swiggy?

Interpretation

The mode of payment that is used for Swiggy can be: Cash on delivery, Credit card, Debit card, PAY TM, Phone Pe, Others. The study shows that 65% of the respondents prefer Cash on Delivery followed by 17% who use Debit Cards followed by PAYTM constituting 7% of the respondents followed by Phone Pe and Others which constitute 4% each and least number of respondents use credit cards as a mode of payment for Swiggy which constitute to 3%.



O. Do you feel that card transaction is safe for swiggy?

Interpretation

The question of the safety regarding card transaction is safe or not in Swiggy is a five-scale rating that is being rated by the respondents. The study showed that 33% of the respondents are highly satisfied safety of card transaction in Swiggy followed by 27% who are satisfied, 17% who are neutral, 13% dissatisfied and 10 % highly dissatisfied with the safety of card transaction in Swiggy.

P. Do you feel that swiggy charges extra on food delivery at your doorstep?

Interpretation

The question of is Swiggy charging extra charges for delivering at door step is a five-scale rating that is being rated by the respondent. The study showed that 32% of the respondents are satisfied that Swiggy charge extra for food delivery to their doorstep followed by 31% who are highly satisfied, 15% who are highly dissatisfied, 13% dissatisfied and 9% are neutral that Swiggy charge extra on food delivery at your doorstep.

Q. Would you prefer swiggy over other apps?

Interpretation

The question of would you prefer Swiggy over other Applications have 2 responses either Yes or No. The study shows that 73% of the respondents would prefer Swiggy over other applications and the remaining 27% says that they would not prefer Swiggy over other applications.

R. Satisfaction With The Behaviour Of Delivery Boy

Interpretation

The satisfaction of behavior of the delivery boy is a five-scale rating that is being rated by the respondents. The study showed that 33% of the respondents are satisfied with the behavior of the delivery by followed by 30% who are highly satisfied, 26% who are neutral, 6% dissatisfied and 5% are highly dissatisfied with the behavior of the delivery boy of Swiggy.

S. Rating of quality service offered by swiggy.

Interpretation

The Rating of Quality service provided by Swiggy is a five- scale rating that is being rated by the respondents. The study showed that 69% of the respondents gives the rating of quality services provided by Swiggy as satisfied by followed by 18% who are neutral ,11% who are highly satisfied followed by dissatisfied and highly dissatisfied which constitute 1% of the respondent each.

T. Time for ordering from swiggy.

Interpretation

The preferred time for ordering from Swiggy varies from: Morning, Afternoon, Evening and Night. The study revealed that majority of the respondents preferred using Swiggy during night which constituted to 47% followed by 33% of them who had used them evening followed by 16% who had used it in the afternoon and the remaining 4% had used Swiggy in the morning.

U. Difficulties faced while ordering from swiggy.

Interpretation

The difficulties faced by the respondents are: Advertisements that occur in the application in between the ordering process, Confusion in decision making, Not deliverable to remote areas, Slow internet and Other reasons. The study concludes that most of the respondents had faced the difficulty of Swiggy not being delivered to remote areas which constitute 36% followed by confusion in decision making with 35% followed by others which constitute 17% of the respondent, and the remaining 12% is being distributed equally among Advertisement that occur in the application in between the ordering process and Slow internet.

V. Would you recommend swiggy to others?

Interpretation

The question of recommending Swiggy to others have got three options namely: Very Likely, somewhat likely and Not at all Likely The study reveals that 52% of the respondents are somewhat likely to recommend Swiggy to others, 45% of the respondents are very likely to recommend Swiggy to others, and only 3% of the respondents say that they would not recommend Swiggy to others.

W. Customer satisfaction towards speed of swiggy

Interpretation

The question of Customer Satisfaction towards the speed of Swiggy is a five-scale rating that is being rated by the respondents. The study shows that customer satisfaction towards the speed of Swiggy is equally distributed among highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied constituting 20% each.

X. Customer satisfaction towards quantity of swiggy

Interpretation

The question of Customer Satisfaction towards the Quantity of Swiggy is a five-scale rating that is being rated by the respondents. The study shows the satisfaction of the respondents towards considering quantity as a factor 22% of the respondents are highly satisfied with the quantity of Swiggy followed by 21% who are satisfied with the quantity of Swiggy followed by respondents who are neutral and dissatisfied which constitute 20% each and the remaining 17% of the respondents are highly dissatisfied.

Y. Customer satisfaction towards quality of swiggy

Interpretation

The question of Customer Satisfaction towards the quality of Swiggy is a five-scale rating that is being rated by the respondents. The study reveals that 26% of the respondents are highly satisfied with the quality that is being offered by Swiggy followed by 23% of them who are neutral followed by 21% who are satisfied the remaining 30% is being constituted equally by dissatisfied and highly dissatisfied respondents.

Z. Customer satisfaction towards pricing of swiggy

Interpretation

The question of Customer Satisfaction towards the Pricing of Swiggy is a five-scale rating that is being rated by the respondents. The study shows that customer satisfaction towards pricing of Swiggy is distributed equally among highly satisfied, satisfied, neutral, dissatisfied and



highly dissatisfied each constituting of 20% each.

AA. Customer satisfaction towards discounts and offers of swiggy

Interpretation

The question of Customer Satisfaction towards Discounts and Offers of Swiggy is a five-scale rating that is being rated by the respondents. The study reveals that 43% of the respondents are highly satisfied with the discounts and offers of Swiggy followed by 17% respondents who are neutral, 16% of them are satisfies, 14% of them are dissatisfied and remaining 10% of the respondents are highly dissatisfied.

BB. Customer satisfaction towards convenience of swiggy

Interpretation

The question of Customer Satisfaction towards Convenience of Swiggy is a five-scale rating that is being rated by the respondents. The study reveals that 58% of the respondents are highly satisfied with the convenience factor of Swiggy followed by 14% of the respondents who are satisfied, 12% of the respondent who are neutral followed by 10% who are dissatisfied and remaining 6% of the respondents are highly dissatisfied.

CC. Customer satisfaction towards application of swiggy

Interpretation

The question of Customer Satisfaction towards Application of Swiggy is a five -scale rating that is being rated by the respondents. The study shows that 23% of the respondents are highly satisfied with the application of Swiggy and 23% of the respondents are satisfied with the application followed by 21% who are highly dissatisfied, 17% neutral and 16% of the respondents are dissatisfied with the application of Swiggy.

DD. Customer satisfaction towards other factors of swiggy

Interpretation

The question of Customer Satisfaction towards Other Factors of Swiggy is a five-scale rating that is being rated by the respondents. Table 1.29 shows that 40% of the respondents are highly satisfied with other factors of swiggy, 18% of them are satisfied, 16% of them are neutral, 14% of them is dissatisfied and remaining 12% are highly dissatisfied.

Testing hypothesis

Analysis

EE. Hypothesis 1

There is significant relationship between usage and satisfaction of services of Swiggy

Test applied: Correlation

Correlations

		USAGEOFSWIGGYAPP	SATISFACTIOF SERVICES OF SWIGGY
USAGEOFSWIGGYAPP	Pearson Correlation Sig. (2-tailed)	1	.342** .000

		N	100	100
SATISFACTIOF SERVICES OF SWIGGY	Pearson Correlation Sig. (2-tailed)		.342** .000	1
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Result: The p value = .000 which is smaller than .05, hence statistically significant.

Therefore, alternative hypothesis is accepted; hence there is a significant relationship between usage and satisfaction of services of Swiggy.

FF. Hypothesis 2

There is significant relationship between usage and preference over other food ordering apps

Test applied: Correlation

Correlations

		USAGEOFSWIGGYAPP	CUSTOMER LOYALTY PREFERENCE OVER OTHERS
USAGEOFSWIGGYAPP	Pearson Correlation Sig. (2-tailed)	1	.221* .027
CUSTOMER LOYALTY PREFERENCE OVER OTHERS	Pearson Correlation Sig. (2-tailed)	.221* .027	1
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

Result: The p value = .027 which is smaller than .05, hence statistically significant.

Therefore, alternate hypothesis is accepted; hence there is a significant relationship between usage and preference over other apps (customer loyalty).

GG. Hypothesis 3

There is association between age and frequent usage of Swiggy app

Test applied: Anova

ANOVA

HOWIF TEND YOU USES WIGGY APP

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.060	3	1.353	1.297	.280
Within Groups	100.180	96	1.044		



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Total	104.240	99			
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Result: The p value = .280 which is higher than .05, hence not statistically significant.

Therefore, alternate hypothesis is rejected; hence there is no association between age and frequent usage of Swiggy app.

HH. Hypothesis 4

There is association between gender and convenience of Swiggy app

Test applied: Anova

ANOVA

FACTORS AFFECTING CONSUMER PREFERENCE CONVENIENCE

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.439	1	1.439	.871	.353
Within Groups	161.921	98	1.652		
Total	163.360	99			

Result: The p value = .353 which is higher than .05, hence not statistically significant. Therefore, alternate hypothesis is rejected; hence there is no association between gender and convenience of Swiggy app.

VIII. FINDINGS

No proper clarification is provided to the user if the order cannot be placed at a particular time whether the restaurant is not accepting any orders or due to shortage of delivery boys has to be specified so that they can make necessary changes in their plans. The study reveals that majority of the respondents use the Swiggy app and are satisfied with the services that are being provided by Swiggy and they are highly satisfied with the offers that are being introduced. The respondents are satisfied with deliveries on time as well as safety of card transactions that take place through Swiggy. Even though there are other online food delivery applications most the respondents would prefer Swiggy and would recommend others to use the app. The behaviour of the delivery boy is an important factor that influences the consumer satisfaction of online food delivery and respondents are satisfied with the behaviour of the delivery boy which adds a golden feather to Swiggy. Majority of the respondents are satisfied for the quality services that is being provided by Swiggy. The study also shows the respondents are highly satisfied with the Speed, Quantity, Quality, Pricing, Discounts and Offers, Convenience, Application and other factors of Swiggy. The study reveals that there is a significant relationship between usage and satisfaction of services of Swiggy and between usage and preference over other apps.

IX. SUGGESTIONS

Necessary information should be provided to the users for not accepting the order such as whether the restaurant is not accepting any orders or whether it is because of the shortage of delivery boys. There should be no minimum order value and every order should be made free delivery. Recommendations regarding quality of delivery has to be

accepted from the respondents which helps the company to understand the areas where they should improve.

X. CONCLUSION

This study was undertaken to examine the service quality, customer satisfaction, and over all consumer preference of Swiggy . In this study, the numbers of participants were 100 and the type of questionnaire used was structured mailed questionnaire. In this research paper, the main data used are primary and secondary data. It is concluded from the study that the majority of respondents and they are aware of Swiggy. The main limitations of this study were time limit, the sample size was small and trustworthiness of the customer 's. In this age of ever-increasing competition, it is important for Swiggy to keep an eye on the preferences of the customers in order to capture the largely untapped market.

On the basis of the study, it can be concluded that Swiggy has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better timely delivery and offers like discounts and freebees. Swiggy has been in the top position in online food delivery service providers and if it improves further, it can remain in the top. The biggest difference between Swiggy and other food delivery start-ups is the fact that they have their own delivery fleet and serve from neighbourhood restaurants. The boys are equipped with smartphones powered by routing algorithms which enables them to deliver food in the most efficient way possible.

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