



SHANLAX INTERNATIONAL JOURNAL OF COMMERCE

(A Peer-Reviewed-Refereed/Scholarly Quarterly Journal with Impact Factor)

Vol. 5 Special Issue 2 September, 2017 Impact Factor: 3.017
ISSN: 2320-4168 UGC Approval No: 44120

STRATEGIC GROWTH OF BUSINESS IN NEW INDIA-PROSPECTS AND CHALLENGES



POST GRADUATE DEPARTMENT OF COMMERCE (SF)

Chief-In-Editor

Dr. A.M. Mohamed Sindhasha
Head & Associate Professor of Commerce (SF)
Jamal Mohamed College (Autonomous)
Tiruchirappalli – 620 020



Since 1951

JAMAL MOHAMED COLLEGE (AUTONOMOUS)

College with Potential for Excellence
Re-accredited (3rd Cycle) with 'A' Grade by NAAC
(Affiliated to Bharathidasan University)
TIRUCHIRAPPALLI – 620 020

TAMILNADU

CONTENTS

Sl. No.	Title	Page No.
1	GST and its Impact on Business in India – SWOT Analysis <i>Dr.A.M.Mohamed Sindhasha & Dr.K.Halimunnisa</i>	01
2	A Study on Effect of Time Management as a Tool for Organizational Performance at Sangeetha Creations Pvt. Ltd., Tirupur <i>Dr.J.J.Jeyakumari & A.N.Christy</i>	13
3	Customer Awareness on Green Banking Initiatives in Select Private Sector Banks with Reference to Tiruchirappalli City <i>Dr.E.Mubarak Ali & Dr.M.H.N.Badhusha</i>	19
4	Customer Satisfaction of Information Technology through Banking Institutions in Villupuram District <i>Dr.R.Anandaraman & E.Gayathri</i>	27
5	MSME's in 2020: It's Growth and Prospects <i>D.Sathya Banu</i>	34
6	A Descriptive Analysis of Smartphone Brands in Karur Town <i>S.Thenmozhi & L.Backiya</i>	40
7	A Study on Impact of Agricultural Irrigation on Environment in Nagapattinam District <i>Dr.A.Peer Mohideen & U.Priya</i>	49
8	A Study on Service Quality and Customer Satisfaction of Airtel Mobile Phone Services in Tiruchirappalli Town <i>Dr. M.Radhakrishnan</i>	54
9	A Study on Green HRM Practices - An Overview <i>K.Punitha Devi</i>	62
10	Investment Preferences of Select Employees in Tiruchirappalli <i>P.Anwar Basha</i>	67
11	A Study on Policyholders Perception towards Life Insurance Policies in Thanjavur Town <i>B.Sudha</i>	75
12	A Study on the Role of Celebrity Endorsers and the Impact Created by them in Marketing of Products and Services among College going Women Students <i>S.Maris Shinia Clarissia</i>	81
13	A Study on Employee's Acceptance towards Application of '5 ^S ' Model with Special Reference to Self-Finance College in Thanjavur Town <i>I.Rosanth & Dr. M.Manimekalai</i>	91
14	Investments in Indian Pharmaceutical Industry <i>Dr.R.Mangaiyarakarasi & M.Gajalakshmi</i>	99

15	A Study on the Promotional Strategies in the Two Wheeler Market in Tiruchirappalli District <i>Dr.M.Sirajudeen & Dr.U.Leyakath Ali Khan</i>	103
16	Development and Impact of Tourism Industry in Kerala <i>Dr.M.Abdul Hakkeem & B.K.Muhammed Juman</i>	108
17	A Study on Perception of Home Loan Borrowers of State Bank of India with reference to Trichirappalli District <i>P.Arivazhagan</i>	114
18	An Analysis on Contributions of Accommodation Sector in Development of Tourism in Pudukkottai <i>Dr.M.P.Senthilkumar</i>	121
19	Capital Structure and its Determinants of the Automobile Companies in India: An Empirical Analysis <i>Dr.S.Vanitha & M.Deivanai</i>	128
20	An Empirical Study on Capital Market Investment Patterns of Individual Investors with Special reference to Tiruchirappalli District <i>Dr.PL. Senthil & S. Gopi</i>	135
21	Human Resource Management in the Tourism Industry <i>Dr.D.Gunaseelan</i>	145
22	Consumers' Perception of Social Media Marketing with Special reference to Facebook in Tiruchirappalli City <i>M.I.Mohamed Ibrahim</i>	151
23	A Study on Rural Policyholder's Satisfaction in Life Insurance Corporation of India with Special Reference to Tiruchirappalli District <i>Dr.S.Mohamed Mohideen & Dr.K.Devaraju</i>	158
24	Consumer Buying Behaviour at Shopping Mall with Special Reference to Reliance Mart Tiruchirappalli City <i>Dr.M.Raja & J.Chandrasekaran</i>	168
25	Customer Satisfaction towards ATM Services - A Comparative Study of State Bank of India and ICICI Bank in Tiruchirappalli City <i>A.Ansar Ali</i>	179

GST AND ITS IMPACT ON BUSINESS IN INDIA – SWOT ANALYSIS

Dr.A.M.Mohamed Sindhasha

Head Department of Commerce (SF),
Jamal Mohamed College (Autonomous), Trichy

Dr.K.Halimunnisa

Assistant Professor of Commerce (SF),
Jamal Mohamed College (Autonomous), Trichy

Abstract

The Goods and Services Tax (GST) is a vast concept that simplifies the giant tax structure by supporting and enhancing the economic growth of a country. GST is a comprehensive tax levy on manufacturing, sale and consumption of goods and services at a national level. In order to avoid the payment of multiple taxes such as excise duty and service tax at Central level and VAT at the State level, GST would unify these taxes and create a uniform market throughout the country. Integration of various taxes into a GST system will bring about an effective cross-utilization of credits. GST will be beneficial to the Centre, states, industrialists, manufacturers, the common man and the country at large since it will bring more transparency, better compliance, an increase in GDP growth and revenue collections. Thus, GST has been a hot topic of discussion everywhere in India. Therefore, everyone needs to be aware of different aspects of GST. In this connection, this paper is an outcome of an explanatory research which is based on secondary data to understand the concept of GST and its impact on business in India.

Keywords: CGST, Goods and Services Tax (GST), Indirect Tax, SGST, SWOT.

Introduction

A tax is an enforced contribution, exacted pursuant to legislative authority. Taxation System in India includes both Direct and Indirect Tax. Goods and Services Tax (GST) is one of the most debated Indirect Taxation reforms. GST is a comprehensive tax regime levied on manufacture, sales and consumption of goods and services. It is expected to bring about 2% incremental GDP growth of the country. Therefore, GST is to be a substantial step in the reform of indirect taxation in India. Merging several Central and State taxes into a single tax would diminish cascading or double taxation, facilitating a common national market. The simplicity of the tax would lead to easier administration and enforcement. From the consumer point of view, the major advantage would be in terms of a reduction in the overall tax burden on goods, which is estimated at 25% - 30%, free movement of goods from one state to another without stopping at state borders for hours for payment of state-tax or entry-tax and reduction in paperwork to a large extent. The Goods and Services Tax Bill or GST Bill, also referred to as The Constitution (One Hundred and Twenty-Second Amendment) Bill, 2014, initiates a Value added Tax to be implemented on a national level in India. GST will be an indirect tax at all the stages of production to bring about uniformity in the system. On bringing GST into practice, there would be amalgamation of Central and State taxes into a single tax payment. It would also enhance the position of India in both, domestic as well as international market. At the consumer level, GST would reduce the overall tax burden, which is currently estimated at 25-30%. Under this system, the consumer pays the final tax but an efficient input tax credit system ensures that there is no cascading of taxes- tax on tax paid on inputs that go into

Strategic Growth of Business in New India-Prospects and Challenges

manufacture of goods. The GST, which came into effect from 1st July 2017, has a four-tier rate structure - 5, 12, 18 and 28 per cent. Besides, certain essential commodities are zero-rated.

Review of Literature

Pradeep Chaurasia et. al., (2016) pointed out that, in India, the unified tax will take the form of a Dual GST, to be levied concurrently by both the Centre and States. They concluded that, GST will be helpful for the development of Indian economy as well it will be very much helpful in improving the GDP of our country higher than 2 percent.

According to Akanksha Khurana et. al., (2016), a relief will be provided to producers and consumers by GST by providing wide and comprehensive coverage of input tax credit set-off, service tax set-off and incorporating the several taxes. They also pointed out that an efficient formulation of GST would lead to resource and revenue expansion for both Centre and State governments majorly through widening of tax base and improvement in tax compliance.

Monika Sehrawat et. al., (2015) concluded that GST implementation stands for a coherent tax system which will colligate most of current indirect taxes and in long term it will lead to higher output, will generate more employment opportunities and will flourish GDP by 1-1.5%. Further they stressed that GST will give India a world class tax system by clutching different treatment to manufacturing as well as service sectors.

Nitin Kumar (2014) inferred from his study 'Goods and Service Tax- A Way Forward' that, the implementation of GST in India would help in removing economic distortion by current indirect tax system and this would encourage an unbiased tax structure which is indifferent to geographical locations.

This research focuses on the concept of GST and also analyzing the SWOT of GST implementation in India.

Statement of the Problem

Every initiative taken by the Government will have both pros and cons. It is important to study which of these two is greater. Therefore an attempt has been made to study the impact of GST implementation on business in India using SWOT analysis.

Objectives of the Study

The study has the following objectives:

- To understand the conceptual framework of GST.
- To study the impact of GST in Indian Economy, using SWOT analysis.
- To identify the sectors stand to lose or gain from the implementation of GST.

Research Methodology

Being an explanatory research it is based on secondary data of journals, articles, newspapers and magazines. Considering the objectives of study descriptive type research design is adopted to have more accuracy and rigorous analysis of research study. The accessible secondary data is intensively used for research study.

An Overview of GST

GST was first introduced during 2007-08 budget session. On 17th December 2014, the current Union Cabinet Ministry approved the proposal for the introduction GST Constitutional Amendment Bill. On 19th December 2014, the bill was presented on GST in Loksabha. The Bill was presented in Budget session. The present central government is very determined to implement GST Constitutional Amendment Bill. At present, there are around 160 countries that have implemented GST or VAT in some form or other. In some countries, VAT is the substitute for GST, but conceptually it is a destination based tax imposed on consumption of goods and services. France was the first country to introduce GST in 1954. Right now, only Canada has a dual GST model (somewhat similar to the Dual GST Model that India is going to implement).

Many experts have suggested that to resolve the issues of different types of taxes, there is a need to streamline all indirect taxes and implement a 'single taxation' system. This system is entitled as Goods and Services Tax (GST). Goods and Services Tax as the name implies, it is an indirect tax applied both on goods and services at a uniform rate. In simple term, GST is a tax that people need to pay on supply of goods and services. Any person, who is providing or supplying goods and services, is liable to charge GST. A single form of tax known as GST will be applied throughout the country, replacing a number of other indirect taxes like VAT, Service tax, CST, CAD etc. Therefore, GST shall be the biggest indirect tax reform providing a uniform and simplified way of indirect taxation in India. GST is a consumption based tax (i.e) based on the 'Destination Principle'. Thus, GST is imposed on goods and services at the place where the actual consumption happens.

GST is an indirect tax which will subsume almost all the indirect taxes of central government and states governments into a unified tax. As the name suggests it will be levied on both goods and services at all the stages of value addition. It has dual model including central goods and service tax (CGST) and states goods and service tax (SGST). CGST will subsume central indirect taxes like central excise duty, central sales tax, service tax, special additional duty on customs, counter veiling duties whereas indirect taxes of state governments like state vat, purchase tax, luxury tax, octroi, tax on lottery and gambling will be replaced by SGST. Integrated goods and service tax (IGST) also called interstate goods and service tax is also a component of GST. It is not an additional tax but it is a system to examine the interstate transactions of goods and services and to further assure that the tax should be received by the importer state as GST is a destination based tax.

Requirements for IGST Model

- There should be a uniform e-registration system
- There should be a common e-return for CGST, SGST & IGST in place
- Common periodicity of returns for every class of dealers
- There should be a uniform cut-off date for filing of returns
- The reporting of sales and purchase invoice details prior to or along with filing of e-return should be a mandate

Strategic Growth of Business in New India-Prospects and Challenges

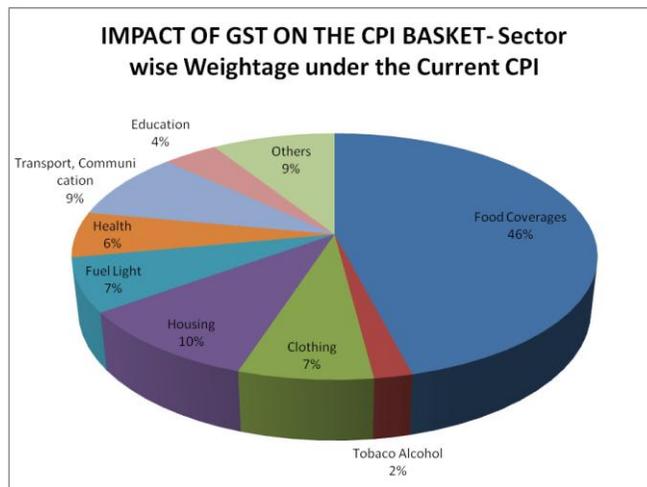
- A system- based verification of returns on monthly basis to be implemented
- A system- based validations/consistency checks on the ITC availed, utilized & Tax payments is required.

Impact of GST on Economy

The Goods and Service Tax (GST) bill is expected to have wide ranging ramifications for the complicated taxation system in the country. It is likely to improve the country's tax to GDP ratio and also inhibit inflation. However, the reform is likely to benefit the manufacturing sector but may make things difficult for the services sector. Though there are expectations that the GDP growth is likely to go up by 1 to 2 %. The response is mixed from countries around the world. While the New Zealand economy had a higher GDP growth, it was lower in case of Canada, Australia and Thailand after the GST was implemented. The one per cent tax that has been proposed as a sop to appease the States for compensating their loss of revenue from the inter-state CST is likely to play a spoil sport. It is probable that it may affect the GDP adversely. The GS Tax rate is expected to be around 17-18% and can be assumed as a tax neutral rate. This tax rate is not likely to give any incremental tax revenue to the government. The rate will prove beneficial for the manufacturing sector where the tax rate is around 24% at present. The major manufacturing sectors that will benefit the most are FMCG, Auto mobiles and Cement. This is because they are currently reeling under 24 to 38 per cent tax.

The sector which is going to be adversely affected is the services sector. Already there has been a hike from 12 to 14% from 1st of June 2017. Another 4 per cent increase will break their backs. The uniformity in the taxation rate is fine but it should not result in disparity for the goods and services sectors. Nobody has thought of the implications it will have in the services sector if the government moots a higher GS Tax rate like 20% or 24%. The higher GST rate will definitely boost the tax to GDP ratio, while giving financial muscle to the government for increasing the capital expenditure. This is likely to spur growth in the economy. There is definitely a silver lining to the whole exercise. The unorganised sector which enjoys the cost advantage equal to the taxation rate can be brought under the GST bill. This will bring a lot of unorganized players in the fields like electrical, paints, hardware etc. under the tax net.

For one it will widen the tax reach and secondly it will benefit the organized players who lose out revenue to the unorganized sector at present. There are still a lot of unchartered territories which need to be looked into. To The Individuals and Companies - With the collection of both the central and state taxes proposed to be made at the point of sale , both components will be charged on the manufacturing costs and the individual will benefit from lowered prices in the process which will subsequently lead to increase in consumption thereby profiting companies.



Source: Edel Invest Research

The above diagram shows that GST will have a significant impact on only 20-25% items in the Consumer Price Index (CPI) Basket.

Impact of GST on Businesses

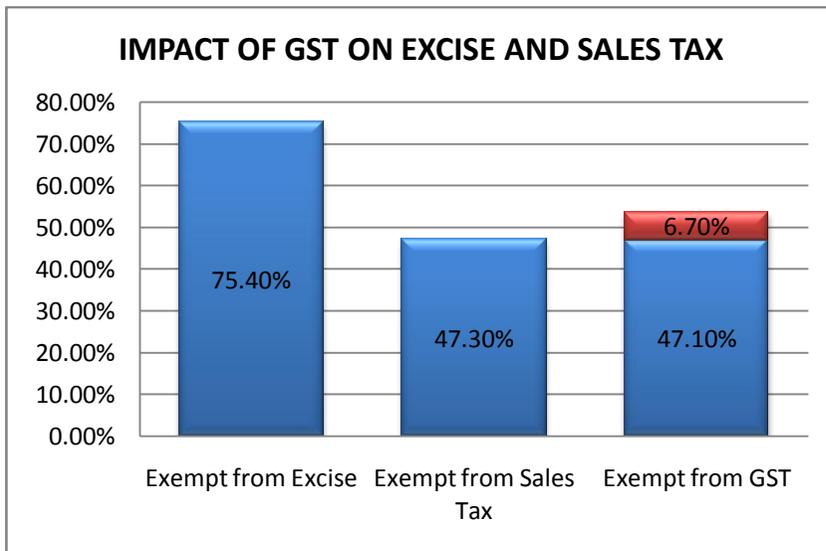
Sourcing: Inter-state procurement will become easier; Manufacturers get the option of consolidating supplies from vendors; Additional Duty/CVD and Special Additional Duty components of Customs Duty to be subsumed.

Distribution: The new regime will allow consolidation and optimisation of warehouses; Current arrangements for distribution of finished goods to change; Current network structure and product flows may need review and possible alteration because of removal of Excise Duty.

Pricing and profitability: Tax changes resulting from the GST structure would require repricing of Products. Prices could both increase or decrease; Margins or price mark-ups would also need to be re-examined.

Cash flow: Removal of the concept of Excise Duty on manufacturing can result in improvement in cash flows and inventory costs as GST would now be paid at the time of sale/supply rather than at the time of removal of goods from the factory.

System changes and transaction management: Potential changes to accounting and IT systems in areas of master data, supply chain transactions, system design; Existing open transactions and balances as on the cut-off date need to be migrated out to ensure smooth transition to GST; Changes to supply chain reports (e.g., purchase register, sales register, services register), other tax reports and forms (e.g., invoices, purchase orders) need review; Appropriate measures such as training of employees, compliance under GST, customer education and tracking of inventory credit are needed to ensure smooth transition to the GST regime.



Source: Edel Invest Research

Over 50% of goods under the Consumer Price Index (CPI) Basket will be exempt from Excise or Sales Tax.

Impact of GST on Manufacturers, Distributors and Retailers

GST is expected to boost competitiveness and performance in India’s manufacturing sector. Declining exports and high infrastructure spending are just some of the concerns of this sector. Multiple indirect taxes have also increased the administrative costs for manufacturers and distributors and it is being hoped that with GST in place, the compliance burden will ease and this sector will grow more strongly.

Impact of GST on Service Providers

As of March 2014, there were 12,76,861 service tax assesses in the country out of which only the top 50 paid more than 50% of the tax collected nationwide. Most of the tax burden is borne by domains such as IT services, telecommunication services, Insurance industry, business support services, Banking and Financial services etc. These pan-India businesses already work in a unified market, and while they will see compliance burden becoming lesser there will apparently not be much change in the way they function even after GST implementation.

GST BUSINESS IMPACT	
Advocacy	<ul style="list-style-type: none"> • Rate of Tax • Time & Place of Supply • Treatment of Current Incentives
Indirect Tax Impact Assessment (GST Navigator) for	<ul style="list-style-type: none"> • Revenue Stream • Procurement Stream • Costing, Pricing & Working Capital • Availability of Credit of GST (incl. Transitional Credits)

Supply Chain	<ul style="list-style-type: none"> • Operating Model • Sourcing • In-house Vs Outsource • Supply Chain Processes • Working Capital • Contracting
Accounting & Reporting	<ul style="list-style-type: none"> • Tax Credits, Payments & Accounting • Change Assessment in Accounting Entries (incl. Revised Chart of Accounts, Compliance with Indian Accounting) • Risks & Controls
Technology Refresh	<ul style="list-style-type: none"> • System Changes – ERP, EI tools, other Technology Tools • Compliance- with GSTN requirements • Getting Systems ready for Audit • Automation
Compliance	<ul style="list-style-type: none"> • GST Registrations • Tax Credit Transitions • Return Reporting • Other Statutory Compliances • Manager/Shared Services
Program Management	<ul style="list-style-type: none"> • Program Planning • Governance Forums • Deliver Communications • Drive Project Delivery • Program Integration • Budget Management
Change Management & Training	<ul style="list-style-type: none"> • Enabling Business Engagement • Facilitating Business Readiness

Source: EY India Tax Insights

Positive Impact of GST

- A unified tax system removing a bundle of indirect taxes like VAT, CST, Service tax, CAD, Excise etc.
- A simplified tax policy as compared to earlier tax structure.
- Tax evasion will become difficult.
- Removes cascading effect of taxes (i.e) removes tax on tax.
- Due to lower burden of taxes on the manufacturing sector, the manufacturing costs will be reduced, hence prices of consumer goods likely to come down.
- Due to reduced costs, some products like cars, FMCG etc. will become low-priced.

Strategic Growth of Business in New India-Prospects and Challenges

- This will help in lowering the burden on the common man (i.e) you will have to spend less money to buy the same products which were earlier costly.
- The low prices will further lead to an increase in the demand of goods.
- Increased demand will lead to increase in supply. Hence, this will ultimately lead to increase in the production of goods.
- The increased production will lead to more job opportunities in the long run. But, this can happen only if consumers actually get low-priced goods.
- More business entities will come under the tax system thus widening the tax base. This may lead to better and more tax revenue collections.
- E-Commerce will get a boost by increasing market penetration.
- Increase in Foreign Direct Investment and improvement in international investors' confidence.
- Companies which are under unorganized sector will come under tax regime.
- The entire Indian market will be a unified market which may translate into lower business costs. It can assist seamless movement of goods across states and reduce the transaction costs of businesses.
- It is good for export oriented businesses. Because it is not applied for goods or services which are exported out of India.
- The procedure of GST registration would also be made simple, thereby improving the ease of starting a business in India.
- Less developed states such as Bihar, Odisha will benefit as the present 2 per cent inter-state tax will be dispersed.
- As goods, will move in and out of states without any hurdle, it will lower down the logistics and inventory management costs of corporates, which is quite high in India.
- GST is expected to boost Indian economy by nearly 2 per cent as movement of goods will be quicker, simpler and cheaper.
- But, this is possible only if the actual benefit of GST is passed on to the final consumers. There are also various other factors like the seller's profit margin that determine the final rate of goods. This shows that, GST alone does not determine the final price of goods.

Negative Impact of GST

- Service tax rate @ 15% is presently charged on the services. So, if GST is introduced at a higher rate which is likely to be seen in the near future, the cost of services will increase (i.e) all the services like telecom, banking, airline etc. will become more expensive.
- Increased cost of services means, an add-on to your monthly expenses.
- Budgets need to recognise to bear the additional services cost.
- An increase in inflation might be seen initially.
- If actual benefit is not passed to the consumer and the seller increases his profit margin, the prices of goods can also see a rising trend.

But the rate of GST and how effectively GST is introduced in all the States and at the Centre also plays a crucial role in deciding the actual impact of GST.

SWOT Analysis

Strengths of GST in India

- GST provides a comprehensive and a wider coverage of input credit set off service tax credit could be used for the payment of tax on the sale of goods etc.
- A single GST could be used instead of other indirect taxes at the state and central level.
- GST is under dual taxation system. It should be charged intra-State by Central and State governments. It would be called CGST (Central Goods and Service Tax) and SGST (State Goods and Service Tax).
- It would end the cascading effects.
- There would be uniformity of tax rates across the states.
- It ensures better compliance as the aggregate tax reduces.
- It helps in the reduction of prices of the goods and services to the consumer with the reduction of tax.
- It would reduce transaction costs and unnecessary wastage to both government and individuals.
- It encourages transparency and unbiased tax structure.
- It brings efficiency in the indirect tax mechanism.
- It will dropping out the cascading effects of tax on production and distribution of goods and services which will competitiveness and consequently, GDP will increase.
- It will apply all goods and services except some exempted products.
- Tobacco is not exempted from the area of GST. It is treated as Sin goods and come under the taxation with central excise tax.
- Natural gas, Aviation Turbine Fuel (ATF), High Speed Diesel (HSD), Crude oil, Petrol products are exempted till the GSTC (Goods and Service Tax Council) discloses date of their formation.
- Alcohol, real estate, custom duty and electricity are exempted from GST. (Proposed article, 366 (12A).

Weaknesses of GST in India

- It does not include alcohol and petroleum products which would lead to incurring of huge losses.
- It requires strong IT infrastructure which is not highly developed in India.
- Single GST rate would be high compared to individual indirect tax rate.
- In reality, it might result in a dual tax system in which both state and the Centre would collect tax separately.
- Dealers paying VAT in the state will be required to pay GST at the Centre.
- Sudden implementation of GST might create confusion to the common man.
- The doorstep goal is very ground level for traders and service providers. It will raise appropriation of government ways and means which are costlier than government's revenue.

Strategic Growth of Business in New India-Prospects and Challenges

- GST is a subsume of various States and Central taxes like excise duty, cess, service tax, countervailing duty etc., but many more are left which should be included like electricity, alcohol etc.
- GST for States and Central (SGST, CGST) seems to be different, further it can be diversified on the basis of location, geographical structure etc.
- The tax rate is depends upon availability of fund in States. The States has power to increase the rate according to their need.
- This system is very fond of technology, but India is a developing country where people are not habitual of technology.

Opportunities of GST in India

- Reduction in tax burden will increase the competitiveness of Indian products in the international market.
- There would be a gradual increase in the revenues of state and the union.
- The rates of tax are set at ground level which will help States and Unions to collect more revenue.
- It helps to reduce the corruption as the implementation of GST would result in a gradual decrease of procedures and formalities. GST can provide the opportunity of Corruption Free Indian Revenue Services. The root of corruption found in political system. It will bring transparency in Indian political system.
- It will reduce the transaction costs and wastages of scare resources because at a one registration people can do transactions from States and Unions. So, it will connect the whole nation from a single click.
- In Indirect tax structure multiple taxes were charged from taxpayers. But GST will eliminate the taxes on chain of transactions.
- GST is also known as “One Point Single Taxation System”. This is a helping hand for businessman’s, they can come to agreement on price modalities, supply chain etc., without thinking too much about taxes imposed on them at later stages.
- GST will reduce average tax burden of consumers. They will be certain about their taxes which will reduce evasion of taxes.

Threats of GST in India

- It is entirely dependent on the efficiency and effectiveness of the system.
- Beneficiaries of the system are uncertain. It could be either state or the Centre. This would create a chaos while preparing budgets and financing polices.
- Lack of co-ordination between the Centre and the state might affect the system and also the revenues generated.
- Inter-States supply of goods and services are considered as import and IGST will be applied (1%) in addition to custom duties.
- The Central government promised for compensation to loss making States for a period of 5 years. The compensation will be as: 100% for first 3 years, 75 % for 4th year and 50% for

5th year. So, it is possible that all States does not implement it in effective manner to get compensation.

- GST is not friendly with banking sector. Because the cost of goods become cheaper after GST and it will promote export. Presently, 14% service tax is being levied on baking transactions. GST will make these transactions more costly. Over and above, in most of countries banking sector is excluded from GST.
- GSTC (Goods and Service Tax Council) will set the benchmark for resolving the dispute on recommendations of GSTC. It means GSTC will lay down the criteria for GSTC itself. It is against the principle of natural justice.
- GST is not a guarantee in itself that it would not be influenced by political parties and politicians will not use it as a win-loss game.

From the above SWOT analysis it is clear that GST would create uniformity of taxes and also reduce tax burden. This in turn would increase revenues of the state and the union at the country level and increase competition at the international level. But this in reality might appear to be a dual tax system and would also require a strong IT infrastructure. Besides this, it is entirely dependent on the efficiency of the system. Co-ordination between the Centre and the state only can help in its implementation and execution of the proposed plan. Therefore before implementation of such a tax regime, it should be carefully examined at every level to benefit all the stakeholders.

GST is purported to bring in the 'one nation one tax' system, but on 14th August 2017, its effect on various industries will be slightly different. The first level of differentiation will come in depending on whether the industry deals with manufacturing, distributing and retailing or is providing a service.

Suggestions

- Besides Government, there could be other professional bodies which could assist in the execution of the GST system.
- Tax-payers difficulties should be addressed by the tax authorities as and when they arise.
- Alternative schemes should be offered to those who would be adversely affected.
- Policies should be framed to protect the interest of the SSI and small traders who could be adversely affected.

Conclusion

The overview of Goods and Service Tax (GST) gave an insight about the entire concept and reducing tax burden, therefore it can be considered as a most logical step towards indirect tax reforms in our country. All sectors of the economy have benefits and impact with GST whether individual, industry, trade, government departments, service sector, professionals, importers etc. It is a simple mechanism yet can boost economy compared to the previous system. It is also having uniform and transparent system to all players than existing complexities. Indirect tax collections (central excise, service tax and customs) in 2016-17 stood at Rs 8.63 lakh crores. The government is yet to gauge the impact on revenue collection under

Strategic Growth of Business in New India-Prospects and Challenges

GST as it had said that they are predicting a neutral growth as they do not know whether the tax growth will go up or down. Implementation of GST will be a significant step towards a comprehensive indirect tax reform in India. History has proved by giving success stories of various countries that have benefited from moving to a GST regime. From the SWOT analysis presented in the paper it is clear that GST would not only bring about an efficient and a transparent system but also help in removing economic distortions. With a well-planned GST regime, India would be both business friendly and consumer friendly economy. At present, consensus among political parties and the states only would help in the successful implementation of GST. GST is a long-term strategy planned by the Government and its positive impact shall be seen in the long run only. Let us hope GST will leave a positive impact and will help to boost-up the Indian economy and will convert India into a unified national market with simplified tax regime. A rising Indian economy will anyways help in the financial growth of the common man. Let us hope this 'One Nation - One Tax' proves to be a game changer in a positive way and proves to be beneficial not only to the common man but to the country as a whole.

References

1. Pradeep Chaurasia et. al., "Role of Goods and Services Tax in the Growth of Indian Economy", International Journal of Science Technology and Management, Vol. 5, Issue 2, pp. 152 -157, February 2016.
2. Akanksha Khurana et. al., "Goods and Services Tax in India - A Positive Reform for Indirect Tax System", Vol. 4, Issue 3, pp. 500 -505, 2016.
3. Srinivas K.R, "Issues and Challenges of GST in India", International Journal of Management and Social Science Research Review, Vol. 1, Issue 4, pp. 228 – 233, 2016.
4. Monika Sehrawat et. al., "GST in India: A Key Tax Reform", International Journal of Research – Granthaalayah, Vol. 3, Issue. 12, December 2015, pp. 133 -141, 2015.
5. Dr.Shakir Shaikh, Dr.S.A Sameera & Mr.Sk .C. Firoz , "Does Goods And Service Tax (GST) Leads To Indian Economic Development?", IOSR Journal of Business and Management, Vol. 17, Issue 12, Dec. 2015.
6. Nitin Kumar "Goods and Service Tax in India- A way forward", "Global Journal of Multidisciplinary Studies", Vol. 3, Issue 6, May 2014.

A STUDY ON EFFECT OF TIME MANAGEMENT AS A TOOL FOR ORGANIZATIONAL PERFORMANCE AT SANGEETHA CREATIONS PVT. LTD., TIRUPUR

Dr.J.J.Jeyakumari

Research Advisor & Assistant Professor,
PG & Research Department of Commerce,
Kundhavai Nachiyar Arts & Science College for Women Thanajur

A.N.Christy

Ph.D Research Scholar,
Kundhavai Nachiyar Arts & Science College for Women Thanajur

Abstract

This research on time management and organizational performance will enable us to realize the importance of time and to determine how it should be invested to achieve the results they desire. The concept of time management just gains prominence in the field of management due to the inability of many organizations and individuals to achieve their vision and mission of existence. This art of arranging , organizing, scheduling, and budgeting one's time for the purpose of generating more effective work and productivity, is solely responsible for the failure of many people who hitherto had a promising prospect. Time management is critical for success and efficiency of an organization. While time management books and courses frequently place their emphasis on business pioneers and partnerships, it is additionally important for educator, job holders, experts, and factory workers.

Keywords: Time management, Organizations, Business.

Introduction

Time management is critical for success and efficiency of an organization. While time management books and courses frequently place their emphasis on business pioneers and partnerships, it is additionally important for educator, job holders, experts, and factory workers. Time management is indeed the most crucial for both individuals and organizations for carrying their business effectively. Overseeing work and home obligations under the same rooftop takes a unique kind of time administration. An imperative part of time management is effective planning for the future. Once in a while, effective time management includes investing more effort at the beginning keeping in mind the end goal to revamp the organization. In spite of the fact that numerous time management books and teachings contrast in their proposals, most concur that the first venture in productive time management is to sort out the workspace or home. In the professional world of national and multinationals organization, time is considered as hallmark of an organizational success. In other words, firms believe that more time management will lead to more productive outcomes both in monetary and non-monetary terms. As a result, effective time is considered as a critical factor for both employees and organizational productivity. Time management concept is further enhanced with the concept of "employee time management" where employees are expected to superbly manage their time at work. Despite of the significance time management has acquired in the business world, Innovative (Pvt) Ltd, recently has been accused of not managing time effectively. This research study is intended to assess the level of time management in private sector organizations and then to find the impact of time management on employee satisfaction and the overall performance of the organization. This study on time management and

Strategic Growth of Business in New India-Prospects and Challenges

organizational performance will enable us to realize the importance of time and to determine how it should be invested to achieve the results they desire.

Review of Literature

Scott (2002) Made it clear that one of the fundamental challenges in effective time management is remembering the difference between “urgent” and “important”. Urgency alone cannot make a task important it is connection to our personal principles and business priorities that determines the importance of a task with a clear personal mission and objectives. Time can be scheduled with a definite purpose in mind.

Donaldson (2011) Good time management is essential for coping with the pressures of modern life without experiencing too much stress. Good time management doesn't mean you do more work, it means you focus on the tasks that matter and which will make a difference. Whether it's in your job or your lifestyle as a whole, learning how to manage your time effectively will help you feel more relaxed, focused and in control. As revealed from the foregoing, time management represent the skills, tools ,and abilities of doing the right thing at the right thing at the skills, tools. Time management makes you important and respected, and organizes thing around you which result to optimal performance.

Oddey (2012) Posited that brilliant leaders with vision, determination and focus build such high performing organizations that deliver effective services and products to its clients at all times. Such organizations are good time managers and instrument of change through efficient and effective management of time and resources. In such organization there is yearning and continuous learning.

Statement of the Problem

Despite the importance of time in the provision of services in organization not much attention seems to have been paid to it. There are those who hold the minority opinion that paper qualification, not with stand ability to carry out aligned roles. Should take precedence over ability to effectively time management is not given the attention it deserved, and when used to quality jobs. It is applied sparingly, which is insufficient to show results. It is because of those developments that this identified the following problems. That there is the existence of ignorance on part of management as regards to scope and specific use of time saving formalities. That where such skills exist, the level of utilization is too marginal, That lack of prior training of executive secretaries etc. in the schedule of duty, delegating duties when possible, to enhance output at its and of the day is another cause for concern. Thus in order to throw light on this concept, the research has been undertaken.

Objectives of the Study

1. To investigate the nature of effective time management in the study.
2. To study the organizational practices for effective time management in the organizations.

Scope of the Study

Time management is of great important for the success of any organization. It directs management to how effectively manage time and make the most of it. Time is the special resource that cannot be store for later use. Through time management, organization can create the time needed and not just wait for it to come. By planning the time wisely it will have more time to do more things and help to set up their priorities. Time management will lead to more balance and fulfillment in all the endeavors taken up, Time management which is the good tool for attainment of organization goal, is taken up for the study.

Methodology

Research Design: The research was conducted through a descriptive survey.

Sampling Design: A sample of 75 employees was utilized in this study. The researcher adopted convenience sampling for selecting the sample.

Data Analysis and Interpretation

Table No. 1 Time Management Improves Output

Source: Primary Data

S.No	Opinion	Respondents	Percentage
1	Strongly agree	27	36
2	Agree	24	36
3	Undecided	13	17
4	Disagree	6	8
5	Strongly disagree	2	3
	Total	75	100

Interpretation

30% agree that the time management improve output 36 %strongly agree with the opinion 17% do not have clear idea,8% disagree and 3% strongly disagree.

Table No. 2 Lack of Time Management is Affecting the Organization Today

Source: Primary Data

S.No	Opinion	Respondents	Percentage
1	Strongly agree	21	28
2	Agree	26	35
3	Undecided	24	32
4	Disagree	2	3
5	Strongly disagree	2	2
	Total	75	100

Interpretation

35% of the respondents agree that lack of time management is one of the problems affecting the organization today, 32% did not convey any opinion, 28% strongly agree, 3% disagree and 3% strongly disagree.

Strategic Growth of Business in New India-Prospects and Challenges

Table No. 3 Planning Is Effective In Time Management

Source: Primary Data

S.No	Opinion	Respondents	Percentage
1	Strongly agree	34	45
2	Agree	24	32
3	Undecided	11	15
4	Disagree	3	4
5	Strongly disagree	3	4
	Total	75	100

Interpretation

45% of the respondents strongly agree that planning is the key in effective time management, 32% agree with the opinion, 15% are neutral, 4% disagree and 4% strongly disagree.

Table No. 4 The Organization Practice Effective Time Management

Source: Primary Data

S.No	Opinion	Respondents	Percentage
1	Strongly agree	20	27
2	Agree	35	47
3	Undecided	18	24
4	Disagree	1	1
5	Strongly disagree	1	1
	Total	75	100

Interpretation

47% of the respondents are practice of time management on disagree, 26% of the respondents of strongly agree in time organization, 24% of the respondents organization practice effect of time management, 1% disagree and 1% strongly disagree

Table No. 5 Organization Practices for Effective Time Management

S.No	Opinion	Percentage				
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1	Lack of time management is one of the problem affecting the organization today	28	35	32	3	2
2	Avoiding problematic people help in managing time	31	44	16	7	2
3	Procrastination is a time waster	24	49	17	7	3
4	Making a day list of the activities help to manage the time	35	33	25	4	3
5	Planning is the key in effective time management	45	32	15	4	4
6	Organization knows all about time management but still not put it into practice	24	41	27	4	4
7	Organization practices effective time management	27	47	24	1	1

Interpretation

- 35% of the respondents agree that lack of time management is one of the problems affecting the organization today.
- 44% of the respondents agreed that avoiding problematic people help in managing time
- 49% of the respondents agreed that procrastination is a time waster
- 35% of the respondents strongly agree that making a day list of their time
- 45% of the respondents strongly agree that planning is the key in effective time management
- 41% of the respondents agree that the organization knows all about time management, but skill not into practice
- 47% of the respondents agree that organization practices time management effectively.

Test 1 Difference between Need for Effective Time Management and Increased Productivity

Need effective time management	Agree that Time Management					Total	X ² Test
Strongly Agree	10	7	3	3	1	24	x ² = 15.728 < the Table value 21.0.
Agree	9	12	6	3	-	30	
Undecided	3	9	4	-	1	17	
Disagree	4	-	-	-	-	4	
Total	26	28	13	6	2	75	

Null Hypothesis (Ho)

There is no significant difference between need for effective time management and increased productivity.

Alternative hypothesis (H1)

There is a significant difference between need for effective time management and increased productivity.

Since calculated value of x² is less than tabulated value .Hence, null hypothesis is accepted. So, it concludes that there is no significant difference between need for effective time management and increased productivity.

Suggestions

Sequel to the findings of this research, it is recommend that

- Time should be set for the accomplishment of all activities by the organization at all levels.
- Adequate provision should be made for the attainment of the goals set.
- Mechanism should be put in place to monitor the attainment of the time set.
- An objective performance appraisal should be conducted at the expiration of the time.
- A commensurate compensation and adequate sanction should be adopted for any workers who meet target and those who failed.

Conclusion

Effective time management is panacea to a organizational effectiveness and not a placebo. Effective time management will improve staff productivity, make scheduling of jobs easier, make staff to perform tasks at their highest skill level, helping staff to prioritize and accomplish important work. Being well organized in respect of the use of time does not necessary means a fixed state of quality. It can be acquired through learning and developing through consistent practicing and experience. Time will only work if the person is committed fully to it thereby removing any shred of doubts. Firstly, one needs to believe and have .the full confidence that learning is possible and also the development of the skills is possible as well. Secondly, the time management techniques must be trusted because if not, there is no way it can work. If the two aspects can be achieved, then the level of effectiveness will be immense. The researchers found out that majority of the organization workforce are young, single, highly educated and had been taken into account. At the end data collected and tested showed a relationship between the two variables in the research work. Thus, it is obvious that the effective time management for high performance in organization cannot be ignored because it may result in a costly decline in organization performance. As such, organization must take effective time management with all seriousness for high organization performance.

References

1. K.Aswathappa, “Human resource and Personnel Management Text and cases”, Fourth edition.
2. Gary Dessler, “Human Resource Management”, Himalaya Publication, Ninth Edition.
3. Memoria.C.B and Mamoria S, (2007) “Personnel Management, Himalaya Publication.
4. Lawrence, P. (1968) “How to deal with resistance to change, Howard Business Review (January – February).
5. Martin. J. and Siehl. C, (1983), Organizational culture and counterculture: an uneasy symbiosis organizational dynamics.
6. C.B.Gupta, (2006) “Human Resource Management”, Himalaya Publication, New Delhi, Ninth Edition. .
7. H.John Bernadin, (2002) “Human Resource management and Experimental approach”, Third Edition.
8. Kevin MM, Joan LC, Adrian JW (2004). “Organizational change and employee turnover” Personnel Rev. 33 (2):161-166.
9. Ongori Henry (2007) A review of the literature on employee turnover. African Journal of Business Management, pp. 049-054, June2007.

CUSTOMER AWARENESS ON GREEN BANKING INITIATIVES IN SELECT PRIVATE SECTOR BANKS WITH REFERENCE TO TIRUCHIRAPPALLI CITY

Dr.E.Mubarak Ali

*Associate Professor & HOD of Commerce,
Jamal Mohamed College (Autonomous), Trichy*

Dr.M.H.N.Badhusha

*Assistant Professor of Commerce (SF),
Jamal Mohamed College (Autonomous), Trichy*

Abstract

The continuous climate change and recent cyclone, flood, drought, heavy waves, have made us to think and find solutions to control global warming, even though we are ignorant so far. It is welcoming fact that people have awareness and sensitised to wards the disasters and have state of mind to preserve the environment. Banks also contribute to ecological footprint directly and indirectly through investment/lending in their customer enterprises. As such they need to play a key role in optimizing/reducing the carbon footprint. Foreign banks are practising green banking on a much serious note. Few Indian banks are just taking initiatives into this form of banking. Still, many of them are keen to actively pursue this strategy. In December 2007, the Reserve Bank of India (RBI) issued a circular (RBI 2007-2-8/216) highlighting the importance for banks to act responsibly and contribute to sustainable development and emphasizing the need for Indian banks to establish institutional mechanisms to enshrine environment sustainability. Green banking is comparatively a new development in the financial world. It is a form of banking taking into account the social and environmental impacts and its main motive is to protect and preserve environment. This paper discusses the initiatives taken by the private sector banks in adopting green banking practices in their internal processes, educating customers on technology based transactions, saving energy, etc.

Keywords: *Green Banking, Strategies, Banking, Environment, Sustainability.*

Introduction

Green banking is emerging concept for environment sustainability it means promoting environment friendly practices for sustainable growth and reduces the carbon footprint from the banking industry. Using online banking instead of branch banking, paying bills online instead of mailing them, opening online bank account are now added advance to the banking technology or contributing the environment sustainability. The beginning of 21st century brought tremendous changes in banking activities. Due to this change bank has shifted toward the adoption of innovative banking products. The use of ATM, internet banking, online transfer, debit card and credit card became popular. Innovative product is time saving, create less cost to the bank as well as to the customer. Innovative banking has different channel to provide service to the customer but the main source is internet which create less cost to the customer and it also save the time and create less pollution to the environment. Environment sustainability can be defined by taking a decision which reduces business's negative impact on environment. But it's not simply to reduce the impact on environment but it means to develop a process which provides a sustainable growth in future.

Banking can be defined as the business activity of accepting and safeguarding money owned by others and lending out this money to earn profit. Except this now bank is providing many retail services like issue of debit card, credit card, ATM, mobile banking, internet banking, online transfer of payment and bills etc, across the world.

Strategic Growth of Business in New India-Prospects and Challenges

Need for the Study

Today environmental sustainability is an important issue and green banking is a step in this regard. Hence, there is a need for studying the green banking initiatives taken by the private sector banks. Consumer behaviour is dynamic and to be studied regularly. Increasing awareness, living standards and urbanization has led to increase in the changing preference. There is a fundamental shift in the usage behaviour of consumers from traditional ways to modern ways in response to the services rendered. Technological innovation in banking services is an opportunity to differentiate nature market. The technological innovation includes ATM, internet banking, mobile banking etc. These technologies can be used by the customer in an independent way without interaction of an assistant or an employee. Now a days banking automation services is indispensable in order to obtain efficiency to provide basic financial needs.

Scope of the Study

In fact the perception and expectation of the customers have undergone a vast change with the availability of retail banking services at their door steps with the help of technology and expects to complete all their banking transactions from a single place. The study identifies the product and service usage in terms of customer convenience pattern. The reason for choosing this topic is to analyse customer behaviour towards usage of different green banking services provided by the private sector banks and to suggest strategies for using these services in order to make it more competitive and customer friendly. The study will help private sector banks to reorient their marketing strategies for better reach among customers in order to complete with its rivalry with technology as its core competence.

Review of Literature

Ragupath.M and Sujatha.S (2015), Green Banking Initiatives of Commercial Banks in India studied the way to go green through green banking. According to this paper, earlier bank was not aware about the concept green banking. But now a day's banks are playing very important role in environment sustainability program. By the green banking practice people is getting more aware about the global warming and each business man's contributing in environment sustainability to make this earth a better place to live in. Green banking is not only greening the industries but it will also facilitate in improving the assets quality of the bank in future.

Rajesh & Dileep (2014), Studied the role of banks in sustainable economic development through Green Banking activities. The study was based on secondary data obtained from the reports of various Banks, various seminars and workshop information and other relative information published on the banks and other internet sites. The study concluded that Banks also contribute to ecological footprint directly and indirectly through investment/lending in their customer enterprises. Green banking can be an avenue to reduce pollution and save the environment aiding sustainable economic growth. Before making the decision to finance a project, banks must see its environmental risks and ensure the project players have

environmental safety measures in their plans, including recycling facilities or smoke and arresting units.

Jha & Bhome (2013), Found the ways to go Green through “Green Banking”. The research methodology used in this study is based on primary as well as secondary data. The primary data was collected from the study conducted through telephonic interactions and personal interviews. The study examines major aspects concerned with the Green Banking. Specially structured questionnaires and interviews with employees, of well established banks and general public have been used for survey purpose. The analysis was done by using percentage techniques. The study found that Green banking is good way to get more awareness about global warming: each businessman will contribute a lot to the environment. The concept of “Green Banking” will be mutually beneficial to the banks, industries and the economy. It will not only ensure the greening of the industries but it will also facilitate in improving the assert quality of the banks in future.

Objectives of the Study

- i. To examine the practices of the select Private Sector Banks to create awareness on using green banking services by their customers.
- ii. To study the impact of the demographic profile of the respondents on the awareness of green banking services.

Methodology

Survey method was adopted for the study. The main branches of the select private sector banks namely Axis Bank, HDFC Bank, ICICI Bank, Karur Vysya Bank, Lakshmi Vilas Bank which practice green banking in this study area are selected. The population of green banking users in Tiruchirappalli City constitutes the universe of the research work and it is unknown to find out. 50 respondents from each bank were selected for the study through simple random sampling which constituted a sample size of 250. The filled-in questionnaires received were 210, out of which only 187 were found to be complete in all aspects. Hence the sample size for the study is 187. The primary data were collected through structured questionnaire from the respondents

Green Banking – A SWOC Analysis

An analysis of strengths weaknesses opportunities challenges (SWOC)

Strengths

- Green banking practice save time of customer as well as bank also.
- It reduces the cost of bank operation and cost to the customer too.
- Transaction can be done any time and at any place.
- By financing in solar energy and wind energy program the bank is reducing carbon footprint from the environment.
- Quality customer practice password in green banking practice take time.
- Lack of knowledge among the employee has been noticed.

Strategic Growth of Business in New India-Prospects and Challenges

- There are some geographical barriers for the implementations of green banking practices.
- All banks are not coming equally for the practice of green banking.
- Problem of security is always with green banking practices.

Opportunities

- People are becoming more computer literate so it's easy to start green banking practice and grape the customer toward the activities.
- Most of the customer are using ATM card only. So it is a time to start all the initiatives for green banking practices.
- Mobile banking and internet banking is increasing day by day so it's a time to spend the green banking practice.

Challenges

- It's a new concept and customer will take time to adopt this.
- Green banking requires a technology which will highly costly.
- It requires renewable and recycling technique which is costly.
- Data protection is another challenge for the adoption of green banking.
- Bank employees need training for all this practice.

Table No.1 Initiating Green Banking Practices

Sl.No.	Name of the Bank	Date
1	Axis Bank	Aug.1, 2013
2	HDFC Bank	Sep14, 2014
3	ICICI Bank	Apr,9 2010
4	Karur Vysya Bank	Feb.13, 2013
5	Lakshmi Vilas Bank	Nov.21, 2015

The above table shows that ICICI Bank has initiated Green Banking Practices firstly in 2010, City Union Bank in 2011, Axis Bank and Karur Vysya Bank in 2013, HDFC Bank in 2014 and Lakshmi Vilas Bank in 2015.

Table No.2 Employees Training provide on Green Banking Services

Sl.No.	Name of the Bank	Yes	No
1	Axis Bank	✓	-
2	HDFC Bank	✓	-
3	ICICI Bank	✓	-
4	Karur Vysya Bank	✓	-
5	Lakshmi Vilas Bank	-	✓

It is inferred that except Lakshmi Vilas Bank all the select banks are providing training to their employees on green banking services.

Table No.3 Problems faced by the bankers in implementing Green Banking system

Problems	Banks
Lack of thorough knowledge of technology	-
Lack of confidence in handling automated transactions	3 (Axis Bank, HDFC Bank, ICICI Bank)
No direct and interaction with the customer	2 (Karur Vysya Bank, Lakshmi Vilas Bank)
Fear about security	-

The above table shows that the bankers feel that lack of confidence in handling automated transactions and no direct interaction with the customers are the major problems faced by banks in green banking services.

Table No.4 Methods of creating awareness to customers on green banking

Methods/Initiatives	Frequency	Banks
Make them cheaper by reducing charges/fees	-	-
Incentives to green banking users	2	HDFC Bank, ICICI Bank
Intensive advertisement	2	ICICI Bank, Axis Bank
Contacting every customer personally	-	-
Keep on reminding customers through written communication	-	-
Demonstrating on how to use services to them	2	LVB, Axis Bank
Giving them guarantee of security and privacy	3	LVB, HDFC Bank, KVB
Providing technological know-how to the customers to use green banking services	1	KVB

It is inferred from the above table that banks motivate their customers by guaranteeing them security and privacy in green banking operations, providing incentives for using green banking, giving intensive advertisement and demonstrating how to use green banking services. But they are not sending any written communications or try to contacting the customers personally to promote green banking. If they do these, they may be able to bring more awareness among their customers to use green banking and contribute for sustainability of the environment.

Hypotheses

H₀: Customer demographic profile such as age, gender, educational qualification, family size, family monthly income, family type do not have significant association with the overall green banking awareness factors.

Table No. 5 Association between Demographic Profile and Overall Green Banking Awareness

Personal Factors	Particulars	Disagree	Neutral	Agree	Total	%	χ^2 Value	Sig/ Not Sig.
Age	< 20 Years	7	13	3	23	12.2	0.005**	S
	20-30 Years	4	29	14	47	25.2		
	31-40 Years	11	14	8	33	17.6		
	41-50 Years	5	31	6	42	22.5		
	> 50 Years	25	5	12	42	22.5		
	Total	52	92	43	187	100		

Strategic Growth of Business in New India-Prospects and Challenges

Gender	Male	41	63	17	121	64.7	0.771	N.S			
	Female	11	29	26	66	35.3					
	Total	52	92	43	187	100					
Edu. Qual.	UG	23	2	13	38	20.3	0.006**	S			
	PG	6	17	9	32	17.2					
	Professional	2	62	14	78	41.7					
	Other	21	11	7	39	20.8					
	Total	52	92	43	187	100					
Family Size	Below 3	27	53	7	87	46.5	0.000**	S			
	3-5 members	17	26	16	59	31.6					
	Above 5 members	8	13	20	41	21.9					
	Total	52	92	43	187	100					
Family Income (Per Month)	< ₹10,000	8	15	7	30	16.0	0.030*	S			
	₹ 10,000 - ₹ 20,000	12	19	7	38	20.3					
	₹ 20,001 - ₹ 30,000	11	24	4	39	20.9					
	₹ 30,001 - ₹ 40,000	4	31	16	51	27.2					
	>40,000	17	3	9	29	15.6					
	Total	52	92	43	187	100					
	Family Type	Nuclear	46	76	28	150			80.2	0.804	N.S
		Joint	6	16	15	37			19.8		
Total		52	92	43	187	100					

Source: Primary Data (*5% level of Significance **1% level of Significance)

As in the Table No. 5, it is found that majority (25.2%) of the sample respondents belonged to 20–30 years age group and 64.7% are male respondents. Majority of the respondents (41.7% of them) are having professional degrees. Nearly half of the respondents 46.5% are having a family size of below 3 members. More than one-fourth of the respondents i.e. 27.2% are getting their family monthly income between Rs.30,001 to 40,000, Most of the respondents (i.e. 80.2% of them) are in Nuclear type of family.

Age, Educational Qualification, Family Size and Family Monthly Income have a significant association with overall green banking awareness. Gender and Family Type do not have a significant association with overall green banking awareness.

Hypotheses

H₀: There is no significant difference between mean rank among various E-banking services.

H₁: There is significant difference between mean rank among various E-banking services.

Table No.6 Friedman test for significant difference between mean rank among Various E-banking Services

Sl.No.	E-Banking Services	Mean	SD	Mean Rank	χ^2 value
1	E-banking services are generally faster than traditional banking.	4.27	0.796	4.10	0.001**
2	E-banking services have no time limit since I can use them at any time of the day.	4.40	0.754	4.35	
3	There is high degree of convenience in accessing E-banking services.	1.73	0.792	1.25	
4	E-banking channels are easier to use than traditional channels.	4.38	0.775	4.32	
5	E-banking services are generally cheaper than traditional banking at the branch	2.66	1.733	2.39	
6	Using E-banking service is more prestigious than queuing at the bank halls.	4.51	0.718	4.58	

Source: Statistically analyzed data

Note: **Denotes significance at 1%level

It was observed that “Using E-banking service is more prestigious than queuing at the bank halls” with mean rank of 4.58 is the best factor behind E-banking services.

Since P value is less than 0.01, the hypothesis is accepted at 1% level of significance. Hence, there is no significant difference between mean rank among various E-banking services.

Findings of the study

- i. ICICI Bank has first introduced green banking practices in 2010.
- ii. Except Lakshmi Vilas Bank all the select banks are providing training to their employees on green banking services.
- iii. No direct interaction with the customer and lack of confidence in handling automated transactions are the major problems faced by banks in green banking services.
- iv. Banks motivate their customers to create awareness by guaranteeing them the security and privacy in green banking operations, providing incentives for using green banking, also giving intensive advertisements and demonstrating how to use green banking services.
- v. Age, Educational Qualification, Family Size and Family Monthly Income have a significant association with overall green banking awareness.
- vi. Using E-banking service is more prestigious than queuing at the bank halls with mean rank of 4.58 is the best factor behind E-banking services

Suggestions

1. The employees of ICICI, AXIS, HDFC and KVB are given training on green banking services. Lakshmi Vilas Bank employees are not trained on green banking services. So the

Strategic Growth of Business in New India-Prospects and Challenges

- bank management should implement green banking training to the employees so that customers can make use of it and ensure energy usage.
2. The employees in the select private sector banks experience lack of confidence in handling automated transactions. Management should take necessary steps and provide confident training to the employees in handling the automated transaction while implementing green banking systems.
 3. Customer satisfaction rests at the heart of every successful business, KVB and LVB have no interaction with the customers in implementing the green banking services. The management of these two banks should be conduct proper orientation programmes relating to the customer interaction in green banking.
 4. Increasing awareness increase the living standards and urbanization will also increase in changing preference. So, Banks have to take initiatives in spreading the awareness among their clients in adoption of green banking in a big way.
 5. Green banking is still a major issue and can take an important role for the development of our country. So the Green banks should also have lower fees and give rate reduction on loans going towards energy efficient projects.

Conclusion

Green banking is also called as the ethical bank started with the aim of protecting the environment. Green banking as a concept is a proactive and smart way of thinking towards future sustainability. Among five banks from the study area ICICI bank was the first to initiate Green Banking practices on April 9, 2010. The banks create motivation and awareness to the customers by giving them the assurance for the security and privacy in green banking operations. The level of green banking services among the customers was moderate to high. Using E-banking services is the more prestigious than queuing at the bank halls is the most influencing factor of green banking initiatives in the banking sector. Green Banking practices would act as a catalyst to banks and financial institutions to further identify their efforts at reducing energy usage and thereby contribute their best to the ongoing global efforts on ensuring sustainable development.

References

1. Balwinder Singh.B, Malhotra.P (2004), "Adoption of Internet Banking" An Empirical Investigation of Indian Banking Sector".
2. Dileep (2014), "Sustainable Green Banking Approach: The Need of the Hour", Vol. 1(1).
3. Dr.Bahl Sarita, (2012), "The Role of Green Banking In Sustainable Growth", International Journal of Marketing, Financial Services & Management Research, Vol.1(2).
4. Jha & Bhome (2013), "A Study of Green Banking Trends in India" Vol.2 International Monthly Refereed Journal of Research in Management & Technology.
5. Nigamananda Biswas, (2011), "Sustainable Green Banking Approach: The need of the Hour", Vol. 1(1)
6. Ragupathi. M and Sujaha. S (January 2015), "Green Banking Initiatives of Commercial Banks in India International research Journal of Business and Manaagement", Vol. 8(2).

CUSTOMER SATISFACTION OF INFORMATION TECHNOLOGY THROUGH BANKING INSTITUTIONS IN VILLUPURAM DISTRICT

Dr.R.Anandaraman

Assistant Professor of Commerce,
PG and Research Department of Commerce
Dr.R.K.Shanmugam College of Arts and Science,
Indili, Kallakurichi, Villupuram

E.Gayathri

M.Phil Research Scholar,
PG and Research Department of Commerce
Dr.R.K. Shanmugam College of Arts and Science,
Indili, Kallakurichi, Villupuram

Abstract

Banking sector is uniquely information technology adopted multi-service of computerized network linkage preparing the financial statement analysis delivery of info network easy way transfer communication between the customer and bankers. Present day customer utilized modern technology such as deposit cash withdraw money, number of financial transactions through internet banking. Banking institutions fully dedicated customer services of information technology sharing inclusive growth of communication network transfer prescribed manner. Customers satisfactions of information technology are the key role of promote the bankers issuing cheques, demand draft transfer of fund electronic method directly delivery information sharing among people through net banking. Information technology is faster growth of banking activities not only using financial aspects and also every function of customer services quick and easy way communication gathering in internet banking.

Keywords: Banking, Information Technology, Customers

Introduction

Banking institutions promote the customer services through information technology increasing the easy and faster way of communication network linkage contributes to the economic growth of our nation. Banking sector ensures quality of e-commerce and electronic view of financial transactions through new innovation of technology to improve the business models. Customers use computerized bills preparation and electronic payment system including utilization of internet banking through connectivity of mobile banking network throughout world. Banking services of information technology network existing in the customer relationship communicate and reduce cost of minimum time served under various activities of online- banking and preparation of payment and receipt in prescribed manner. Banking network adoption of multi-level services of information technology promotes the ATM card, online-banking, internet banking and mobile banking prepaid recharges and apply online application of competitive examinations. Public sector commercial bank implemented number of non- financial services of information technology used for RTGS method quickly transfers of fund from bank to bank. Customers from almost all the group of people used electronic payment system for cash transaction. Every bank has maintained mobile banking services to promote the customer relationship management. Information technology is ensuring the sustainable development of inclusive growth through banking services.

Strategic Growth of Business in New India-Prospects and Challenges

Objectives

1. To know the Demographic Profile of Customer and its impact on information technology through banking institutions.
2. To understand the use of information technology in various banking services in public and private sector bank.
3. To find out level of satisfactions in the use of information technology through connectivity of e-banking services in banking sector.

Research Methodology

The present research is analytical in nature, using primary data collected for analysis. Primary data were gathered on customer satisfaction of information technology in banking sector. In Villupuram, there are four types of banks operating namely public sector banks and private sector bank, and District central co-operative bank and pallavan grama bank. Data were collected from 175 customers representing public sector, private sector banks, and District Central Co-operative bank and Pallavan Grama Bank. The researcher collected the data using interview schedule. The data were classified and analysed using simple percentage.

Hypothesis

1. There is significant relationship among the age group with regards to customer satisfaction of information technology of the respondents.
2. There is significant relationship among the gender wise with regard to customer satisfaction of information technology of the respondents.
3. There is significant relationship between the educations with regards to customer satisfaction of information technology of the respondents.
4. There is significant relationship between the marital status and customer satisfaction of information technology of the respondents.
5. There is no significant relationship between the occupations and customer satisfaction of information technology of the respondents.
6. There is significant relationship between the income and customer satisfaction of information technology of the respondents.

Table -1 Demographic Profile of Customer and Satisfaction

Profile	Variables	Total		ANOVA Results
		T.N.R	Percentage	
Age	Below 25	42	24	F value is (3.233) < Significant value (0.00) Sig
	26-30	28	14	
	31-35	14	12	
	36-40	35	20	
	41 and above	56	32	
	Total	175	100	
Gender	Male	90	51	F value is (4.521) < Significant value (0.00) Sig
	Female	85	49	
	Total	175	100	

Marital Status	Married	105	60	F value is (3.121) < Significant value (0.00) Sig
	Unmarried	70	40	
	Total	175	100	
Education	Illiterate	40	23	F value is (14.284) < Significant value (0.00) Sig
	Primary	35	20	
	High School	7	4	
	High Secondary	56	32	
	Graduate	21	12	
	Post Graduate above	16	9	
	Total	175	100	
Occupation	Daily Wages	28	14	F value is (7.32) > Significant value (2.71) Not Sig
	Employees	63	36	
	House Wife	42	24	
	Business	14	8	
	Farmer	28	14	
	Total	175	100	
Monthly Income	Below Rs.10000	77	44	F value is (7.452) < Significant value (2.71) Sig
	Rs.11000- Rs.2,000	63	36	
	Rs.21000- Rs.30000	14	8	
	Rs.31000 and above	21	12	
	Total	175	100	

Source: Primary Data 2017

In Table 1 it is found that age of the respondents that 24 percent the respondents are belonging to the age groups of below 25 years, 14 percent of the respondents are belonging to the age group of 26-30 years, 12 percent of the respondents are belonging to the age group of 31-35 years, 20 percent of the respondents are belonging to the age group of 36-40 years, 32 percent of the respondents are belonging to the age group of 41 and above. It reveals that 51 percent of the respondents are male and remaining 49 percent of the respondents are female. It is seen from the above table of marital status of the respondents i.e, 60 percent of the respondents are married and remaining 40 percent of the respondents are unmarried.

It is inferred that educational of the respondents 23 percent of the respondents are Illiterate, 20 percent of the respondents are primary, 4 percent of the respondents are high school, 32 percent of the respondents are higher secondary, 12 percent of the respondents are graduates, 9 percent of the respondents are post graduates and above. It reveals that 14 percent of the respondents are their daily earners, 6 percent of the respondents are employees, 24 percent of the respondents are house wife, 8 percent of the respondents are doing business, and 14 percent of the respondents are farmers.

It is found that 44 percent of respondents are in monthly income below Rs.10000, 36 percent of the respondents having income Rs.11000-20000, 8 percent of the respondents are with monthly income of Rs.21000-30000, 12 percent of the respondents are in the income

Strategic Growth of Business in New India-Prospects and Challenges

bracket of Rs.31000 and above. It is calculated that the F value is (3.233) greater than the significant value (0.00) at 1 per cent level of significance. Therefore, there is significant relationship among the age group with regard to customer satisfaction of information technology. Hence, the null hypothesis (Ho) is rejected.

It is calculated that the F value is (4.521) greater than the significant value (0.00) at 1 per cent level of significance. Therefore, there is significant relationship among the gender wise respondents with regard to customer satisfaction of information technology. Hence, the null hypothesis (Ho) is rejected. It is calculated that the F value is (14.284) greater than the significant value (0.000) at 1 per cent level of significance. Therefore, there is significant relationship between the education and customer satisfaction of information technology. Hence, the null hypothesis (Ho) is rejected. It is calculated that the F value is (3.121) greater than the significant value (0.000) at 1 per cent level of significance. Therefore, there is significant relationship between the marital status and customer satisfaction of information technology. Hence, the null hypothesis (Ho) is rejected. It is calculated that the F value is (7.32) greater than the significant value (2.71) at 5 per cent level of significance. Therefore, there is no significant relationship between the occupations and customer satisfaction of information technology. Hence, the null hypothesis (H1) is accepted. It is calculated that the F value is (7.452) greater than the significant value (0.000) at 1 per cent level of significant. Therefore, there is significant relationship between the monthly income and customer satisfaction of information technology. Hence, the null hypothesis (Ho) is rejected.

Table 2 exhibits that 14 percent of the respondents are using banking service for less than one year, 42 percent of the respondents are using banking service for 2-4 year, 44 percent of the respondents are using banking service for 5 years and above. It is found that 48 percent of the respondents are account holders in Public Sector Banks, 36 percent of the respondents are account holders in Private Sector, 12 percent of the respondents are account holders in Co-operative Banks, 4 percent of the respondents are account holders in PallavanGramma Bank. It is found that 34 percent of the respondents were opening bank account for savings, 12 percent of the respondents were opening bank account for loan, 8 percent of the respondents are opening account for cash transactions, 4 percent of the respondents are opening account for Mahatma Gandhi National Rural Employment Guarantee schemes (MGNREGS), 12 percent of the respondents are opening account for salary, 4 percent of the respondents are opening account for scholarship, 26 percent of the respondents are opening account for business. It reveals that 84 percent of the respondents are maintaining saving account, 12 percent of the respondents are maintaining current account, 2 percent of the respondents are maintaining fixed deposit account, 2 percent of the respondents are maintaining other types of accounts.

Table -2 Process of Information Technology

Process	No.of Respondents	Percent
Banking Linkage Less than one year	28	14
2- 4 Year	70	42
5 Years and above	77	44
Category of Bank Public Sector	84	48
Private Sector	63	36

Co-operative Bank	21	12
Pallavan Grama Bank	7	4
Types of Account Saving	147	84
Current Account	21	12
Fixed Deposit Account	4	2
Others	3	2
Purpose of bank Account Loan	60	34
Cash Transaction	21	12
Mahatma Gandhi National Rural Employment Guarantee Schemes	14	8
Salary	7	4
SHGs	21	12
Business	7	4
Value Service Financial Service	77	44
Information Technology	42	24
Branch Bank	41	22
Trust	14	10
Benefit Minimum time of cash transaction	56	32
Innovation Technology	21	12
Reduce the cost	70	40
Quick and fast communication	28	16
Note: Total sample size 175 calculated on 100 percent		

Source: Primary Data 2017

It is exhibited that 44 percent of the respondents are getting financial services, 24 percent of the respondents are getting information technology, 22 percent of the respondents are getting from branch bank, and 10 percent of the respondents are getting from trust. It is understood that the benefits of promotion of Information Technology include 32 percent of the respondents are getting minimum time of cash transaction, 12 percent of respondents are using innovation technology, 40 percent of the respondents get benefit of cost, 16 percent of the respondents are getting quick and fast communication.

Table 3 Level of Satisfaction in Information Technology

Satisfaction on Information Technology	S	HS	NO	DS	HDS	Total
Necessary Information and customer enquiry	80(46)	16(9)	35(20)	30(17)	14(8)	175(100)
Requirement of Electronic payment	105(60)	20(12)	15(9)	24(14)	10(6)	175(100)
Transfer of money bank to bank	110(63)	10(6)	25(14)	15(9)	15(9)	175(100)
Bank Statement SMS, email, Fax	10(6)	20(12)	50(29)	60(35)	5(3)	175(100)
Prepaid Mobile Recharge	50(30)	40(23)	30(17)	20(12)	25(14)	175(100)
Connected of Internet through mobile phone	80(46)	10(6)	10(6)	20(12)	55(31)	175(100)
Lacking of Tele banking	60(35)	40(23)	20(12)	30(17)	25(14)	175(100)
Debit and credit card using cash transaction	50(29)	20(12)	20(12)	40(23)	45(26)	175(100)
Disconnect on Information technology	20(12)	10(6)	10(6)	60(35)	75(43)	175(100)
Online Banking Service	10(6)	10(6)	30(17)	70(42)	55(31)	175(100)

Source: Primary Data 2017. Note: S- Satisfied, HS- Highly Satisfied, NO- No opinion, DS- Dissatisfied, HDS- Highly Dissatisfied.

It is understood that level of satisfaction in the use of information technology consist of 46 percent of the respondents getting necessary Information and customer enquiry are satisfied,

Strategic Growth of Business in New India-Prospects and Challenges

60 percent of the respondents whose requirement of electronic payment are satisfied, 63 percent of the respondents transfer of money bank to bank are satisfied, 35 percent of the respondents getting bank statement SMS, email, fax is dissatisfied, 30 percent of the respondents using prepaid mobile recharge is satisfied, 46 percent of the respondents connected with internet through mobile phone are satisfied, 29 percent of the respondents debit and credit card for cash transactions are satisfied, 43 percent of the respondents who had disconnection of Information technology are highly dissatisfied and remaining 42 percent of the respondents using online banking Service are dissatisfied.

Suggestions

1. Banker must create good customer relationship management practices in order to provide timely sharing of necessary information and customer enquiry.
2. Private sector Banks are collecting high customer services charge. They may reduce certain percentage of amount.
3. Public sector bank like IOB, IB, CB, Oriental Bank of Commerce, Central Bank of India, Corporation Bank may also reduce online-banking service charges encouraging customers to apply for multi-Variou activities through online-network.
4. Central co-operative banks financial assistance of farmers may be implemented through information sharing of new ideas by way of e-banking.

Conclusion

Banks have fast network and up-to-date information transfer enabling speedier decisions, by interconnecting all the computerized branches and controlling offices. Information technology is rapidly becoming the information superhighway of banking operations. In this regard accurately computing of cumbersome and time-consuming jobs such as balancing and interest calculations on due dates with automatic printing of covering schedules, deposit receipts, pass book and the staff performing these time-consuming jobs, and enabling them to give more attention to the needs of the customer are the real issues. Customer satisfaction of the use of information technology needs to be improved further to cope with the changes in the field from time to time.

References

1. Ahmed.J.U. (2011). Services Rendered by Commercial Bank: A Customer Oriented Empirical Evidence From State Bank of India, Management Convergence, Vol.1, No: 2, pp.63-82.
2. Bindiya Tater Manish and Tanwar.Krishna Murari. (2011). Customer Adoption of Banking Technology in Private Banks of India, International Journal of Banking and Finance, Vol.8, No:3, pp.73-88.
3. Amruth Raj and Nippatlapalli. (2013). A Study Customer Satisfaction of Commercial Banks; Case Study on State Bank of India, IOSR Journal of Business and Management, Vol.15, No:1, pp.60-68.

4. Harinder Singh Gill.SaurabhArora. (2013). Study of Customer Satisfaction: A Comparison of Public and Private Bank, Pacific Business Review International, Vol.6, No: 6, pp.74-79.
5. Mandan and MaasomehDashtipour. (2013). Analysis the Effects of Electronic Banking on Customer Satisfaction and Loyalty, Interdisciplinary Journal of Contemporary Research in Business, Vol.4, No:4, pp.230-241.
6. Ms.Fozia. (2013). A Comparative Study of Customer Perception toward E-Banking Services Provided by Selected Private and Public sector Bank in India, International Journal of Scientific and Research Publications, Vol.3, No: 9, pp.1-5.
7. Sharma. B.S. and Preeti Aggarwal. (2014). Customer Satisfaction in Commercial Banks A Case Study of Bank of Baroda, International Research Journal of Management and Commerce, Vol.1, No:9, pp.8-18.

MSME'S IN 2020: IT'S GROWTH AND PROSPECTS

D.Sathya Banu

Research Scholar (Commerce,)

Bhaktavatsalam Memeorial College for Women, Chennai

Abstract

In recent years, the Indian economy has shown an excellent growth performance with annual growth rates closing in on 9 per cent per annum. The economy rebounded strongly over the past fiscal year and is among the leaders in exiting the global recession. Prompt and strong fiscal stimulus and monetary easing, an improving global economic environment, a return of risk appetite, and large capital inflows were instrumental in the bounce back. Monetary tightening and withdrawal of fiscal stimulus are under way. It is pertinent to address infrastructure bottlenecks and reform the agriculture sector to sustain long-term growth. "SME sector of India is growth engine of the Indian economy. It is a broad sector comprising of manufacturing, service industry, infrastructure, packaging, chemicals, food processing, even venturing into IT sector now. The sector contributes 45% to the total manufacturing output and 40% to the exports from the country. Most importantly SME in India is employing more than a million people per annum. The SME sector is the largest sector which is also the training sector for many unemployed and unskilled people and for last 10 years efforts are being made to encourage young entrepreneurs and youth to start their own business." The MSME sector is an important pillar of Indian economy as it contributes greatly to growth of Indian economy. This sector even assumes greater importance now as the country moves towards a faster and inclusive growth agenda. Moreover, it is the MSME sector which can help realize the target of proposed National Manufacturing Policy of raising the share of manufacturing sector in GDP from 16% at present to 25% by the end of 2022. The present paper is an attempt to focus the present status of performance of MSMEs in India & future prospects.

Introduction

The Micro, Small and Medium Enterprises Development (MSMED) Act was notified in 2006 to address policy issues affecting MSMEs as well as the coverage and investment ceiling of the sector. The Act seeks to facilitate the development of these enterprises as also enhance their competitiveness. It provides the first-ever legal framework for recognition of the concept of "enterprise" which comprises both manufacturing and service entities. It defines medium enterprises for the first time and seeks to integrate the three tiers of these enterprises, namely, micro, small and medium. The Act also provides for a statutory consultative mechanism at the national level with balanced representation of all sections of stakeholders, particularly the three classes of enterprises and with a wide range of advisory functions. Establishment of specific funds for the promotion, development and enhancing competitiveness of these enterprises, notification of schemes/programmers for this purpose, progressive credit policies and practices, preference in Government procurements to products and services of the micro and small enterprises, more effective mechanisms for mitigating the problems of delayed payments to micro and small enterprises and assurance of a scheme for easing the closure of business by these enterprises, are some of the other features of the Act. Micro, small and medium enterprises as per MSMED Act, 2006 are defined based on their investment in plant and machinery (for manufacturing enterprise) and on equipment for enterprises providing or rendering services.

Recognizing the contribution and potential of the sector, the definitions and coverage of the Small Scale Industry (SSI) sector were broadened significantly under the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 which recognized the concept of

“enterprise” to include both manufacturing and services sector besides, defining the medium enterprises.

The present ceilings on investment for enterprises to be classified as micro, small and medium enterprises are as follows:

Manufacturing Sector

1. Micro Enterprises- Does not exceed twenty five lakh rupees
2. Small Enterprises- More than twenty five lakh rupees but does not exceed five crore rupees
3. Medium Enterprises- More than five crore rupees but does not exceed ten crore rupees

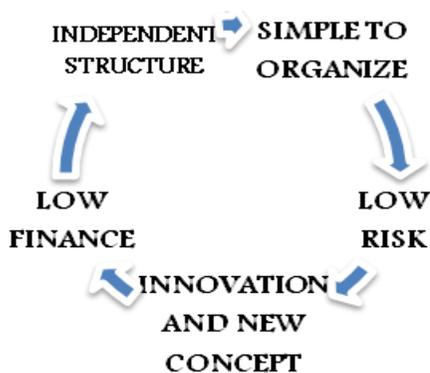
Service sector

1. Micro Enterprises- Does not exceed ten lakh rupees
2. Small Enterprises- More than ten lakh rupees but does not exceed two crore rupees
3. Medium Enterprises -More than two crore rupees but does not exceed five core rupees

Salient features of SME sectors

1. Instant decision making, No notes, no papers, no consultation Gut feeling
2. Personal Knowledge
3. Personal firsthand information
4. No time clock for work (0 HRS to 24 HRS)
5. Often times –more often than not – everyone in the family is a contributor to business
6. Negligible labor problems: interpersonal relationship between the owners and the employees is intimate

Why SME's are more adoptable



Indian economy is dominated by a vibrant set of enterprises, which are prestigiously known as Micro, Small and Medium Enterprises (MSMEs) for their scale of operations. The role of MSMEs in economic and social development of country is widely acknowledged. The role of MSMEs in economic and social development of country is widely acknowledged.

Major Sectors of SME's

Textiles and Paper Service industries Automotive components Food and beverages IT Tobacco and Wood/Furniture Pharmaceuticals Electronics Agriculture ET and other

Profile of Indian MSME Sector

In the last decade, the growth rate of MSMEs has been consistently higher than the overall growth rate of the industrial sector, crossing the 12% mark in the terminal year of the Tenth

Strategic Growth of Business in New India-Prospects and Challenges

Plan. The MSMEs are, however, more than just GDP earners; they are instruments of inclusive growth which touch upon the lives of the many persons. It is being the largest source of employment after agriculture, the MSME sector in India enables 695 lakhs men, and women, living in urban slums, upcoming towns, remote villages and isolated hamlets to use indigenous knowledge, cultural wisdom, and Entrepreneurial skills for the sustenance of their lives and livelihoods. In addition, this sector is capable of giving the country a strong presence in the global market. India has seen increase in the small sector since 19 th century. As already mentioned, prior to the formation of the MSMED Act 2006, it was known to be the small scale industry and later it was bifurcated into various categories. The present position of the MSME sector is given below.

1. Number of micro, small and medium enterprises 298 Lakhs units
2. Share in total industrial production 45%
3. Employment 695 lakhs
4. Share in GDP 17%
5. Share in manufacturing output 45%
6. Share in exports 40%

Economic Performance

Export participation raised productivity of these industries further due to technology transfer and continuous innovation thereby boosting employment rate. India's IT/ ITeS sector is a prime example. The export-oriented IT/ ITeS sector is one of the largest employment generators in India's organised sector. Employment in this sector increased from 180 thousand in 2002-03 to nearly 830 thousand in 2009-10. India's exports to GDP ratio increased to 21 per cent in 2009-10 from 13 per cent in 2000-2001. India's rising exports provided a stimulus to domestic production whereas its growing imports supported domestic production by supplying necessary raw materials, technology, and consumer and capital goods.

Growth Imperative

The long-term policy imperative of the country is to achieve inclusive growth. The current developmental problem facing India is exacerbated by the changing demographic profile of the country. The number of unemployed will range from 19 to 37 million people by 2012, of which the proportion of the educated youth will be the largest. Therefore, the need for strong, accelerated economic growth is now more acute than ever. India's economic growth has been led by the services sector in the last decade, particularly owing to the growth in information technology (IT) and business process outsourcing (BPO) industries. The manufacturing sector's importance has grown in the recent years with the advancement in its output. The sector offers huge potential for employment creation. Moreover, the importance of Micro, Small and Medium Enterprises (MSMEs) in the growth process is considered to be a key engine of economic growth in India.

The MSME sector accounts for about 45 per cent of manufacturing output, 95 per cent of the industrial units and 40 per cent of exports. Besides, the sector provides employment to almost 60 million people, mostly in the rural areas of the country, making it the largest source

of employment after the agriculture sector. Development of this sector, thus, holds key to inclusive growth and plays a critical role in India's future.

Key Challenges Faced By the MSME Sector

Lack of availability of adequate and timely credit, High cost of credit, Collateral requirements. Limited access to equity capital, Procurement of raw material at a competitive cost, Problems of storage, designing, packaging and product display, Lack of access to global markets, Inadequate infrastructure facilities, including power, water, roads, etc, Low technology levels and lack of access to modern technology, Lack of skilled manpower for manufacturing, services, marketing, etc, Multiplicity of labor laws and complicated procedures associated with compliance of such laws.

SME Trends in 2017

Rise of SME focused B2B ecommerce: The advent of advanced technology is opening newer channels for businesses across several sectors. This is particularly true for B2B ecommerce firms focused on the Indian SME sector. Hitherto overlooked, the presence of innovative technological platforms is bringing on board a rising number of small players including the neighborhood kirana store. This is a win-win situation for all involved enabling smoother transactions, procurement of raw materials and industrial goods, and forging a better connection between established brands and small shop owners. With SMEs in India touted to be a \$25.8 billion market for emerging technologies by 2020, the rise of B2B ecommerce is a trend that will certainly gain more momentum in 2017.

Amalgamation of ecommerce & m commerce Digital transformation is no longer a fancy term vis a vis Indian SME courtesy faster penetration of Internet. When this is coupled with extensive usage of smart phones which are becoming more and more affordable, Indian SMEs are experiencing simultaneous adoption of web as well as mobile based technology. As per an EY report, companies have enhanced their focus on mobility as against social, resulting in a change from Social-Mobility-Analytics & Cloud (S-M-A-C) to Mobility-Analytics-Cloud & Social (M-A-C-S).

Improving SME lending with growth in Fin Tech firms: A major constraint in the growth of the SME sector has been non-availability of easy finance. Not all small and medium enterprises find favour with traditional banks when it comes to lending courtesy lack of experience, absence of collaterals and infrastructure, poor financials, and small ticket size. Given their significant online presence, several modern fintech players are making it convenient for the SMEs to receive loans. The year 2017 will experience a surge in NBFCs with special focus on offering customised loan solutions on online platforms. Creating a disruption in the industry and for good, these alternative lending companies analyse credit worthiness of the sellers using analytics and other scanning metrics like their sales and fulfilment records and can disburse loans in less than 48 hours.

Government initiatives, a major boost: The MSME sector, acknowledged as the backbone of the India economy, is further expected to contribute significantly to India's growing GDP. The sector will inevitably support India to improve nation's financial inclusion and mitigate the

Strategic Growth of Business in New India-Prospects and Challenges

urban rural divide. Also, it is expected that by 2020, India will have the largest job ready, youth population in the world and with favourable business ecosystem in the manufacturing sector it will not only generate employment of significant level but also become hot bed of entrepreneurial activities.

Our government realises the urgency for providing a fast paced growth to MSME sector and therefore, 2017 will further witness strengthening of current policies and introduction of new initiatives to improve the business environment for MSMEs. The most awaited reform in 2017 is implementation of GST bill. Implementation of GST Bill is expected to benefit MSMEs not only with simpler tax structure but also with aspects such as improved technology adoption in order to comply with GST system. The 'One Nation, One tax' approach will make India an open market helping SMEs explore new markets with no or low entry barriers and experience business expansion.

To conclude, 2017 is going to be a year of progressive changes in the Indian SME sector based on the above-mentioned trends. Several policy interventions along with technology and innovation will continue to play a pivotal role in creating a business-friendly atmosphere for the SMEs.

Opportunity 2020

Driven by a nominal annual growth rate of 13 per cent, GDP is set to quadruple over the next ten years to reach Rs.205 trillion (US\$ 4.5 trillion) by 2020. The gross domestic savings are expected to grow by 3.8 times from Rs.19 trillion in 2009 to Rs.72 trillion by the end of the next decade. The increased savings are expected to lead to a huge surge in domestic consumption expenditure which is set to triple from Rs.30 trillion in 2009 to Rs.113 trillion in 2020. The change in the economic pattern of the country by 2020 is expected to reduce inequality among the various population classes of India. The population in the deprived category is likely to be reduced from 133 million households to 100 million households during this period. This reduction would tantamount to growth in consumption. Consumption by middle and higher-middle class population is likely to increase from 47 per cent in 2010 to 60 per cent in 2020. A substantial growth in consuming class population could serve as a self-igniting phenomenon for the Indian economy. The working age (20-59 years) population is also likely to increase by 20 per cent, which will ensure higher per capita income. Population in the above 60 years age bracket is likely to increase by a whopping 45 per cent. This age group could herald an increasing need for medical and healthcare facilities apart from strong financial products like retirement and pension funds.

Conclusion

Small and Medium Enterprises (SMEs) contribute to economic development in various ways such as creating employment opportunities for rural and urban population, providing goods & services at affordable costs by offering innovative solutions and sustainable development to the economy as a whole. SMEs in India face a number of problems - absence of adequate and timely banking finance, non-availability of suitable technology, ineffective marketing due to limited resources and non availability of skilled manpower. The Micro, Small

and Medium Enterprises (MSME) sector contributes significantly to manufacturing output, employment and exports of the country. It is estimated that in terms of value, the sector accounts for about 45 % of the manufacturing output and 40% of total exports of the country. To make this sector to become more vibrant and significant player in development of the Indian economy the Government of India has taken various initiatives.

References

1. The SME White book 2011-2012 (Business world), New Delhi.
2. Mali, D.D. (1998), 'Development of Micro, Small and Medium Enterprises of India: Current Scenario and Challenges', SEDME (Small Enterprises Development, Management and Extension) Journal, Vol.25, No.4.
3. Dr. Sanjeeb Kumar Dey MSMEs IN INDIA: IT'S GROWTH AND PROSPECTS Volume 3, Issue 8 (August, 2014) Online ISSN-2277-1166

A DESCRIPTIVE ANALYSIS OF SMARTPHONE BRANDS IN KARUR TOWN

S.Thenmozhi

*Assistant Professor, Department of Management Studies,
Sri Sarada Niketan College of Science for Women, Karur*

L.Backiya

*Assistant Professor, Department of Management Studies,
Sri Sarada Niketan College of Science for Women, Karur*

Abstract

With the wide spread innovations in the communication technology, people are shifting from their basic phones to the smartphone technology. Now a day, many manufacturers are tapping this potential market which has created a lot of choice availability for the customers. This study focuses on the consumer preference towards smartphone brands. This study is to find out the customers view on smartphone brands and services provided by the company in Karur city. This study will help the company to identify the problems in the product and services offered by them. The main aim of the study is to find out the customer's satisfaction regarding their preferred brand and the service offered by the company.

Keywords: *Smart Phone Brands, Customer preference and Satisfaction.*

Introduction

The Indian telecom sector has grown by leaps and bounds in the last decade. The telephone, which was earlier considered as a luxury item, has become an essential part of our daily life. The present global mobile phone market is estimated as 6.6 billion connections with global revenues of \$1.5 trillion last year. The Indian mobile market is one of the fastest growing markets, and this industry is growing at an incredible pace, with no sign of a slowdown. It is actually a sunrise industry in India with the prominent players like Nokia, Samsung, Sony, Apple, Motorola, LG, Micromax, etc. As smartphones get smarter and consumers, expectations rise, mobile technology is required to continuously offer innovative and cutting-edge services.

Smartphone is a mobile phone that is able to perform many functions of a computer, typically having a relatively large screen and an Operating System (OS) capable of running general applications (Oxford Dictionary, 2012). A smartphone is a mobile phone which has got advance capabilities beyond short messaging service and making calls. Displaying photos, playing videos, checking and sending e-mails, and surfing the Web are some of the functionalities of a smartphone. Though used by businessmen, smartphones have now become a common choice. Advancements in technology have made modern smartphones cheaper, slimmer and smaller than earlier devices. Also, users can now choose from a wider range of smartphones than before. While Blackberry, Apple and Nokia controlled the smartphone market for several years, other manufacturers like HTC, Sony, Lenovo, LG and Samsung, etc. are also present in the market with a large variety of smartphone options. Increased availability of smartphones has led to a resultant decline in the usage of standard Personal Digital Assistants (PDAs), which do not include phone capabilities. India is the second largest mobile handset market in the world (after China) and is poised to become an even larger market.

Revenues of the Indian mobile handset market grew by 15% to touch US\$6.75 billion in 2010-11 from US\$5.88 billion a year back (IS Advisors, 2012). In the next five years, the revenue share of smartphones in the mobile handset market is expected to rise steadily, as an increasing number of participants are targeting this space for higher margins. This trend is likely to persist, as numerous handset manufacturers are strategizing to deploy more smartphone models in their portfolio (Frost and Sullivan, 2011). The urban markets matured in terms of feature phone usage, and numerous mobile users in this demographic are looking to upgrade to a smartphone. This replacement market will be predominantly populated by the younger demographic, who are early adopters of technology and this could see the market revenues soar from Rs. 255.91 billion in 2010 to Rs. 350.05 billion in 2016 (Frost and Sullivan, 2011).

Consumer behaviour is the study of when, why, how and where people do or do not buy a product. Advancement in science and technology has offered man – equipment, machineries and apparatus, which have made life more comfortable and enjoyable. Televisions, washing machines, refrigerator, microwave ovens, cell phones are some of the contribution of science meant for expediting the house hold tasks, provide personal comfort, information and entertainment. In fact, the process of marketing is directed at satisfying needs and wants through the exchange process. It focuses on consumer needs ends with profits through customer satisfaction. The traditional marketing concept was manufacturer oriented. But the modern concept of marketing is consumer oriented. It is the consumer who gives colour and meaning to modern concept of marketing. Modern marketing begins with the customer and ends with the customer. In the beginning, the needs of customers should be identified and marketing functions should be directed towards its satisfaction. A firm should produce those goods which the consumer needs, the quantity of it that the consumer requires, and produce it at the price which the consumer is ready to pay. That is, all channels should be best suited to the convenience of consumers. That is why modern marketing is said to be consumer oriented in its approach. Understanding the consumer behaviour of the target market is essential in the correct application of the modern marketing concept. An attempt will be made by the marketing manager to understand and predict human actions in the buying process. An effective marketer will try to find out a need of the prospective buyer and try to satisfy it. Great stress will be given to trace out the unsatisfactory consumers.

Review of Literature

Tasi and Shih (2011), in their study analysed the customized interface preferences deemed essential by young consumers aged between 16 and 25 years for the design of their smartphone interfaces. This study proposed a multi-options design for customized interfaces as a reference for companies engaging in new mobile phone development projects, thereby enhancing the requirements which are deemed essential by young smartphone users. The interface designs have been categorized into four dimensions, namely, presentation interface, conversation interface, navigation interface and mousing around.

Statement of the Problem

The Indian telecom industry has undergone a massive transformation since its introduction. The mobile phones are progressively becoming cheaper and affordable for people in the country

Strategic Growth of Business in New India-Prospects and Challenges

with the increase in disposable income that improves the quality of life in India. People are tech-savvy, fashion conscious, and love to explore different brands. On the other hand, there are a plethora of different handsets with access to the Internet and new schemes. Technology advancement has resulted in more and more consumers to switch to new mobile phones. The cellular companies are also aggravating the situation by introducing latest mobile phone models having attractive features and Internet services facility. Every single cellular company is trying hard to keep their share intact as there is a cut-throat competition among different companies as well as different models of the same company. As the people have a great tendency to switch to a new phone just for hedonistic pleasure or to acquire an "innovator" status or to match the current technology, it is absolutely necessary for the mobile companies to understand their customers and their buying decision processes.

Scope of the Study

This study is related to the consumers view about the price, quality and availability of smartphone brands and to know the reason for selecting a particular brand. In competitive field, each company wants to know about their strength and weakness. In each business customer is the king. These keys are to retention of customer satisfaction. Hence, this study focused on the smartphone users in Karur town.

Objectives of the Study

The objectives of the study are as follows:

1. To study the impact of demographic variables on the consumers preference for smartphone brands.
2. To analyse how the consumer behaviour has its influence in making the buying decision of smartphone.
3. To find out the consumer's brand preference, awareness and attitude towards smartphone.
4. To study the factors affecting the consumption pattern of consumer regarding smartphone.
5. To recommend formulating suitable policy measurement to meet the customer expectations.

Methodology

The study is based on both primary and secondary data primary data are collected from the respondents by issuing self-administered questionnaires. The respondents were assumed of anonymity. Besides, direct information has also been obtained from the shop keepers, retailers and authorized dealers in Karur town. Secondary data and information were collected from various books, journals, periodicals and websites pertaining to the relevant matter of subject under study.

Statistical Tools Used

The data has been collected from 120 consumers. The consumers were selected on the basis of simple random sampling techniques. Correlation and chi-square test was applied for

examining association and difference between products, attributes and brand choice behaviour and certain demographic variables.

Limitations of the Study

The research study posed the following limitations.

- The study is restricted to Karur town.
- Due to the time constraints, the sample size was limited to 120 respondents.
- Since the respondents had to fill the questionnaire while busy with their hectic work, many people were reluctant to answer.
- Lack of time has handicapped a deep and through study.

Data Analysis and Interpretation

Table No. 1 Age wise Classification

Source: Primary Data

S. No	Age	No. of Respondents	%
1	Less than 18 years	20	17
2	18 – 25 years	50	42
3	25 – 35 years	35	29
4	Above 35 years	15	12
Total		120	100

From the above table it is clear that among 120 respondents, majority of the respondents come under the age group of 18 – 25 years. It indicates that, smartphones are mostly used by the respondents whose age between 18 – 25 years.

Table No. 2: Gender wise Classification

Source: Primary Data

S. No	Gender	No. of Respondents	%
1	Male	85	71
2	Female	35	29
Total		120	100

From the above table it is clear that among the sample respondents, 71% of the respondents were male members and 25% of respondents were female members. Majority of the respondents belongs to male category.

Table No. 3: Size of the Family

Source: Primary Data

S. No	Members	No. of Respondents	%
1	2 – 4 members	60	50
2	4 – 6 members	30	25
3	6 – 8 members	20	17
4	Above 8 members	10	8
Total		120	100

It is found that majority of the respondent's size of family is 2 – 4 members.

Strategic Growth of Business in New India-Prospects and Challenges

Table No. 4: Educational Wise Classification

Source: Primary Data

S. No	Educational Qualification	No. of Respondents	%
1	School level	30	25
2	Degree / Diploma	30	25
3	Professional	60	50
Total		120	100

The table concludes the fact that majority of the respondents are professional holders.

Table No. 5: Occupation Wise Classification

Source: Primary Data

S. No	Occupation	No. of Respondents	%
1	Student	12	10
2	Government Employee	24	20
3	Private Employee	27	22
4	Business man	33	28
5	Others	24	20
Total		120	100

From the above table, it is to be concluded that business man mostly prefers smartphone brand's than the other groups of people.

Table No. 6: Monthly Income

Source: Primary Data

S. No	Monthly Income	No. of Respondents	%
1	Below Rs. 10,000	12	10
2	Rs. 10,001 – Rs. 20,000	18	15
3	Rs. 20,001 – Rs. 30,000	30	25
4	Above Rs. 30,000	60	50
Total		120	100

It is interesting to note that 50% of the total sample with come under the income group of above Rs. 30,000.

Table No. 7: Type of Smartphone used by Respondents

Source: Primary Data

S. No	Brand Name	No. of Respondents	%
1	Samsung	31	26
2	Apple	14	12
3	Sony	19	15
4	Nokia	22	18
5	LG	11	9
6	Micromax	8	7
7	Karbons	6	5
8	Others	9	8
Total		120	100

From the total sample, it is clear that majority of the respondents prefer Samsung smartphones.

Association of Occupation and Brand Preference Hypothesis

H₀: Let us assume that there is no relationship between occupation of the respondents and brand preferences.

Table No. 8: Result of Chi-Square Test

Test used	Degree of Freedom	Level of Significance	Table value	Calculated value	Result
Chi-square	28	5%	42.6	13.14	Accepted

By applying the chi-square test the calculated value is less than the table value. That is there is no significant relationship between the occupation and the brand. Hence, occupation does not influence the brand preference. Further it is understood that a particular brand of smartphone is preferred by all occupational group of people. So, one cannot conclude that a particular brand attracts a particular occupational group.

Table No. 9: Personal Role in Decision Making

Source: Primary Data

S. No	Personal Role	No. of Respondents	Percentage
1	I made decision to entirely myself	72	60
2	I was most important but some on else in the family helped	24	20
3	Others in the family were important but I helped	12	10
4	Someone else in the family made the decision entirely	12	10
Total		120	100

The table shows the importance of their personal role in making the decision to buy a particular smartphone brand. Most of the respondents opine that they made the decision entirely by themselves.

Table 10: Utilization of Offer for Purchase of Smartphone

Source: Primary Data

S. No	Utilization of Offer	No. of Respondents	%
1	Yes	61	51
2	No	59	49
Total		120	100

It clearly shows that the people have a remarkable interest in incentives and sales offer.

Table No. 11: Factors Influencing Purchase Decision

S. No	Factors	No. of Respondents	%
1	Brand Loyalty	48	40
2	New Technical Features	36	30
3	Price	12	10
4	Battery Capacity	10	8
5	Processer Speed	8	7
6	Others	6	5
Total		120	100

The table shows the total sample respondents opinion about the use of smartphone brands. Majority of the respondents preferred their smartphone because of its brand loyalty.

Strategic Growth of Business in New India-Prospects and Challenges

Association of Income and Factors Influencing Purchase Decision

Hypothesis

H₀: Let us assume that there is no relationship between income level of the respondents and factors influencing purchase decision.

Table 12: Result of Chi-Square Test

Test used	Degree of freedom	Level of significance	Table value	Calculated value	Result
Chi-square	15	5%	25	6.86	Accepted

By applying the chi-square test the calculated value is less than the table value. That is there is no significant relationship between the income level of the respondents and influencing factors for purchasing decision. Further it is understood that a particular brand of smartphone is preferred by all income group of people. So, one cannot conclude that a particular brand of smartphone attracts a particular income group of the people of the people.

Table No. 13: Level of Satisfaction

Source: Primary Data

S. No	Satisfaction with Products	No. of Respondents	%
1	Satisfied	107	89
2	Not satisfied	13	11
Total		120	100

It is clear from the above table that the majority of the respondents (89%) are satisfied.

Table No. 14: Factors Influencing Change of Brand

Source: Primary Data

S. No	Factors	No. of Respondents	%
1	Poor performance of present handset	2	11
2	New technical features	4	20
3	Technical incompatibility	10	47
4	Price offer	4	17
5	Others	1	5
Total		21	100

From the above table it is found that 11% of the respondents prefer to change this present brand for its poor performance, 20% of the respondents prefer to switch the new hand set for new technical features, 47% of the

respondents switch to a new hand set because of its technical incompatibility with the current upgraded technology 17% of the respondents feel that price offers given by the new brands and the remaining 5% of the respondents prefer to switch a new handset because of various reasons such as ram size, screen size, slimness of the phone etc.

The primary reason given by the respondents for switching to a new handset was technical incompatibility with the current upgraded technology.

Table No. 15: Satisfaction Level towards various attributes of Smartphone Brands

S. No	Attributes	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Weighted Average	Rank
1	Price	52	55	13	-	-	120	34.66	1
2	Brand Name	40	53	27	-	-	120	32.86	3
3	Screen	44	43	31	1	1	120	32.53	4
4	Ram Size	34	50	35	1	-	120	37.73	5
5	Processor Speed	39	45	32	2	2	120	31.66	6
6	Battery Capacity	36	37	43	2	2	120	30.86	7
7	Internet Brower	24	64	29	3	2	120	30.73	8
8	Life	53	45	16	5	1	120	32.2	2
9	Presence of External card slot for memory expansion	15	62	40	2	1	120	29.6	9
10	Multitasking	12	56	47	5	-	120	29	10

Source: Primary Data

The above table reveals the satisfaction level of various attributes of smartphone brands through of weighted average method. Out of 120 respondents, the price attributes is placed on the rank of premier satisfaction, followed by duration attributes which is placed on the second priority of satisfaction, followed by brand name that is placed on the third priority and screen size is the forth priority of satisfaction followed by ram size attributes which is placed on the fifth priority of satisfaction and processor speed is placed on the sixth priority of satisfaction and battery capacity is placed on the seventh priority of satisfaction and internet browser is placed on the eighth priority of satisfaction and presence of external card slot for memory expansion and multi-tasking is placed on the ninth and tenth priority of satisfaction.

Hence, it can be concluded that the price, life time and brand name attributes of smartphone are the reasons which attract most of the respondents.

Suggestions

- Most of the respondents were satisfied with the price, life time and brand name of smartphone. So, it is suggested that the same standard is to be maintained.
- Factors like after sales service, quality and special features are admired the respondents, hence this feature has to be continued.
- Regarding presence of external card slot for memory expansion and multitasking, a few of the respondents expressed their dissatisfaction. So this factor has to be improved with a view to attract more customers.
- To attract customers situated in all the areas, advertisement can be given through all media to attract customers in rural areas.
- The manufacturers should introduce more sponsorship programmes and use the advertisement tactics to induce the people to prefer a particular brand.

Strategic Growth of Business in New India-Prospects and Challenges

- The sales promotion offers are not impressive. Hence, the company should work towards providing more sales promotion offers to attract the customers.

Conclusion

Consumers have a unique buying behaviour as compared to the other age groups. Except their age, none of the other factors like educational qualification, income, financial status and gender had any impact on brand loyalty. A lot of what they purchase represents their self-expression. Mobile devices are a part of their personal selves and are a vital component which connects them with the world and the people around them.

Consumers frequently switch to a new handset, even to accommodate a new type of technology. It is a challenge for the marketers how well they would be able to provide the desired products to the consumers and get the maximum satisfaction from them. If a company can acquire the competitive advantage that is long term and stable by creating products that cannot be duplicated or imitated by other firms, they will be market leaders with core competencies, as we have seen in case of Apple Inc. Apple is one of the most aspirational brands, especially among youngsters, though the penetration rate is low. One of the probable reasons for the low penetration may be price. Apple should further probe into this factor to improve its market share. The study revealed that Samsung is the most popular brand among Indian consumers followed by Sony and Nokia. This study can help the smartphone manufacturers to understand the preferences of the customers. They may consider using android OS more as it is the most preferred OS among the consumers. Also, looking at the other smartphone attributes, price-sensitivity, and preference of large screen size, larger RAM and brand influence are the most important factors which the manufacturers should address to attract the customers.

To conclude in order to utilize the immense potential of the mobile telephony market among consumers, companies need to develop specific strategies and action plans taking into account the complex set of factors that influence consumer buying behaviour. Companies must translate preferences of their target segments into the diverse models meant for different segments. Moreover, the companies may design their communication messages according to the factors considered the most important by a definite age, gender and other demographic groups.

References

1. Suja R. Nair, "Consumer Behaviour" Himalaya publishing House, 1999
2. Philip Kotler, "Principles of Marketing" (5th Edition) prentice – Hall of India private Limited, 1991.
3. Dr. Sharma D.D. – "Marketing Research" (First Edition) – Sultan Chand & Sons, 23, Daryagank, New Delhi 1998.
4. Sherlekar. S.A, "Principles of Marketing" (Second Edition) – Himalaya Publishing House, 1997.
5. Rajan NAIR, Marketing, Sulthan Chand & Sons, New Delhi, 1993.
6. The IUP Journal of Marketing Management, Volume XII, No. 4, November 2014, Page No. 7
7. Indian Journal of Marketing, Volume 45, March 2015, Page No. 39.

A STUDY ON IMPACT OF AGRICULTURAL IRRIGATION ON ENVIRONMENT IN NAGAPATTINAM DISTRICT

Dr.A.Peer Mohideen

Research Advisor & Associate Prof. of Commerce
Khadir Mohideen College, Adirampatinam

U.Priya

Research Scholar, Asst. Professor of Commerce,
Bon Secours College for Women, Thanjavur

Abstract

Agriculture is the main occupation of our country, which insists on the Importance of agriculture. Most parts of our country are made of villages, and agriculture is chief occupation of the people. Urban areas totally depend on the agriculture and they survive on the perspiration of the farmers. Irrigation systems water is moving over the land by simple gravity flow in order to wet it and to infiltrate into the soil. They can be subdivided into furrow, border strip or basin irrigation. Irrigation is a system where water is distributed under low pressure through a piped network, in a pre-determined pattern, and applied as a small discharge to each plant or adjacent to it. Irrigation in developing countries tends to be stereo typed as equity reducing, in competition with other uses for scarce water resources. Agricultural intensification through the practice of irrigation as a strategy for environment reduction is examined. Irrigation is the method in which a controlled amount of water is supplied to plants at regular intervals for agriculture. It is used to assist in the agricultural crops, maintenance of landscapes, and revegetation of disturbed soils in dry areas and during periods of inadequate rainfall. There is potential for improving water productivity in many field crops and there is sufficient information for defining the best deficit irrigation strategy for many situations. That the level of irrigation supply under deficit irrigation should be relatively high in most cases. Therefore, researcher made an attempt to conduct investigation of agricultural irrigation on environment in nagapattinam district

Keywords: Irrigation, agriculture, water, environment.

Introduction

Our country mostly depends on monsoon rain, especially south India where there is no perennial rivers like the north. If monsoon rains fail, entire agriculture will be a failure and fields become waste-lands, green field will become dry-lands. There are different agricultural operations like ploughing, sowing transplanting, weeding maturing, harvesting, threshing, storing the food grains etc. Still in most of the village, the ancient traditional methods are used. But now a days, the modern machines have replaced the old fashions methods and there by labour. These machines have increased the production and yield of the crops in due course and hence they are successfully used. Though the world becomes modern day by day, we cannot give-up agriculture and hence it is back-bone of the entire world. Additionally, irrigation also has a few other uses in crop production, which include protecting plants against frost, suppressing weed growth in grain fields and preventing soil consolidation. In contrast, agriculture that relies only on direct rainfall is referred to as rain-fed. Irrigated agriculture will take place under water scarcity. Insufficient water supply for irrigation will be the norm rather than the exception. Emphasizing production per unit area towards maximizing the production per unit of water consumed the water productivity. Irrigation water scarce supplies, deficit irrigation, defined as the application of water below full crop water requirements, is an important tool to achieve the goal of reducing irrigation water use.

Strategic Growth of Business in New India-Prospects and Challenges

Irrigation water withdrawals on a global scale predict sharp increases in future demand to meet the needs of the urban, industrial, and environmental. This is due to the fact that more than yet has access to running water or sanitary facilities, and also to insufficient attention being paid, until now, to meet the water requirements of natural ecosystem.

Review of Literature

Aherra D.Y. (2011) Studied an impact of irrigation on Agricultural and in his research he pays attention on the cropping pattern, multi-cropping patterns, techniques used in farm. He also focused on the changes in cropping patterns, agricultural production, crop frequency, economic and social changes etc. This shows irrigation and its good effects on agricultural occupation.

Beaker and Bhole (2011) studied the growth and utilization of irrigation water in Akola district of Vidarbha. The study reveals that irrigation plays a crucial role in reducing uncertainty in agriculture and helped in stabilizing the production and income of the farmers. The results of the study indicated that well irrigation was a major source of irrigation.

Dagade S.J. (2012) water irrigation project using data interpretation in present study various irrigation policies and its impacts on irrigated area have studied carefully. He prepared various maps for study with the help of above tech. with the help of this technique the problems of irrigation and use of land is solved very successfully.

Fanus Asefaw Aregay (2012) Purposefully studied the contribution of irrigation and a chemical fertilizer on agricultural production growth is considerable. The main objective of this paper was to analyze whether irrigation have a significant impact on fertilizer use decision of farmers. He concluded that policies that improve irrigation water efficiency could also have impact on fertilizers use efficiency.

Statement of the Problem

Farmer's lives mainly depend on cultivation. Since most of the people own the field of their own. Their occupation is depended on irrigation of water facility especially in the lowest irrigation areas. This district area, being a lowest irrigational area, doesn't get proper water for neither the dam not river. Now a days the livelihood of the people is mostly affected because of the lack of proper water irrigation from the river and for small streams. The cultivational work is blocked because of lack of proper water facility. There are two reasons behind all these problems. One of the reason is, people, cut off all the trees, because of which they are not getting proper rain in proper reason and because of this lot of soil erosion takes place especially in the river banks. Another reason is that they don't have proper water irrigational facilities by building dam or water reservoir. Because of all these reasons their life is affected whole and their livelihood is damaged highly.

Objectives of the study

1. To increase the efficiency of water use for irrigation management.
2. To recover government water charges effectively.
3. Rain water harvesting through farm ponds.

4. Conservation of stored water in reservoirs and also in small water harvesting structures.
5. To improve the level of agricultural productivity by acting as an agent for adoption of modern technology.

Scope of the study

- After the Independence during plan periods, number of multipurpose river valley projects have been constructed, big dams & reservoirs have been built for agro economic growth & national prosperity, through irrigation management, hydropower generation, flood control, soil conservation, water supply the main objective of this type of river project is to supply irrigation water to the fields where there was none or little before.
- Irrigation by wastewater can increase the crop yield because of its nutrient and organic matter content, which will reduce the agricultural production cost.
- Protecting sources of freshwater is critically important to the future of agriculture because freshwater available for agricultural use is becoming scarce due to population growth and increasing pollution in many parts of the world.
- Judicious use of wastewater in irrigation and treatment before field application, when necessary, can help to improve water security for agriculture.
- However, more studies should be conducted to assess the overall impacts of wastewater irrigation on the quality and quantity of agricultural produce as well as the long-term consequences on soil and water environment.
- Increased storage of groundwater that may be used for irrigation, municipal, household and drinking water by pumping from wells

Research design

The research design is the blue print of the entire research. The exploratory and descriptive research design is used in this study.

Sources of data

The data was collected from primary and secondary data.

Sampling method

The sample size of the study is taken as 200 which consist of 500 respondents who belong to farmers at Nagapattinam district. Convenient sampling is adopted as the sampling method.

Research hypothesis

There is no significant association between the enough water for cultivation and Dam water enough for irrigation.

Area Profile

Agriculture is the principal occupation in the district. Nearly 65.42% of the total work force is dependent upon agriculture. Nearly 12% are cultivators and the rest 54 % agricultural labourers. 55 % of the geographical area constitutes net sown area in the district. Paddy is the

Strategic Growth of Business in New India-Prospects and Challenges

principal crop of the district. It accounted for nearly 66% of the gross cropped area Nagapattinam has a coastal area spreading up to 165 Kms and marine fishing is practiced in almost 60 villages along the coast line. The district is deprived of any major industries but it is a flourishing center of cottage and handicrafts industry. Madras Refineries Limited is the major refinery unit located in the district. The district is a true example of religious harmony with all three major religions Hinduism, Christianity and Islam flourishing with major religious centers developed in the district.

Data Analysis and Interpretation

Table - 1

S. No	Opinion	No. of respondents %	
		Yes	No
1	Enough water for irrigation	4	96
2	Dam water is enough for cultivation	15	85
3	Water wastages due to irregular maintenance of dams	78	22

- 96% of the respondents stated that the water is not enough for irrigation.
- Majority (85%) of the respondents opined that the dam water is not enough for cultivation.
- 78% of the respondents opined that the water wastages due to irregular maintenance of dams

Table – 2 Opinion Based On Availability of Water in These Canals

S.No	Months of water	No of Respondents	%
1	3 Months	96	48
2	3-6 Months	104	52
3	9 Months	-	-
4	One year and Above	-	-
Total		200	100

The table inferred that 52% of the respondents stated that the availability of water in these canals are only 3-6 months

Table – 3 Opinion based on irrigation wells in their area

S.No	Opinion	No of Respondents	%
1	Less than 2	-	-
2	4 - 6	62	31
3	More than 6	138	69
Total		200	100

69% of the respondents stated that more than 6 irrigation wells in their area

Table – 4 Opinion based on farmers take over any practices for the Green Revolution to Increase the Irrigation

S.No	Opinion	No of Respondents	%
1	Strongly Agree	121	61
2	Agree	72	36
3	Neutral	7	3
4	Disagree	-	-
5	Strongly Disagree	-	-
Total		200	100

61% of the respondents strongly agree that farmers take over any practices for the green revolution to increase the irrigation.

Table – 5
Opinion Based On Environmental Problems Faced
By Farmers for Irrigation

S.No	Opinion	No of Respondents	%
1	Area sanitized and still cultivated	200	100
2	Area sanitized and abandoned	-	-
Total		200	100

100% of the respondents stated that the area sanitized and still cultivate is the major problem faced by farmers for their irrigation.

Finding Related to Hypothesis

Used Statistical test

Chi square analysis test is used to test the above hypothesis.

Findings

There is a significant the enough water for cultivation and dam water enough for cultivation. Therefore, Alternative hypothesis is accepted.

Suggestions

- In order to improve water use efficiency the farmers have plan their cropping pattern well in advance on the basis of water availability.
- The problem of water logging can be addressed through the adoption of an alternative method of cultivation on a large scale. The participants in the focus group discussion had suggested the practical aspects of evolving such as alternative method. This method could be applied in water logged areas for the cultivation of all crops.
- The authorized utilization of water from the canals should be prevented.
- There should be proper co-ordination between the Department of Irrigation, Department of Agriculture local bodies and the beneficiaries of the project for fixing the time of supply and its management.
- Department of Irrigation in consolidation with other interested parties should take steps for proper maintenance of the main canal and the sub-canals.

Conclusion

The research work has resulted in some significant findings. In which are very relevant to the farmers as well as to the policy makers. From the farmers point of view they are not affecting changes in their cropping pattern to suit the exigencies of water non-availability. They are quite reluctant to go for modern irrigation methods to optimize the water use and derive maximum benefit out of it.

A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION OF AIRTEL MOBILE PHONE SERVICES IN TIRUCHIRAPPALLI TOWN

Dr.M.Radhakrishnan

*Assistant Professor in Commerce,
Jamal Mohamed College (Autonomous), Tiruchirappalli*

Abstract

Service quality is the difference between the service expectation of the customer and service received by the customer that is service perception. Various factors influence the customer perception. Also Customer satisfaction is influenced by customer perception. The Airtel Mobile communication network in India is now facing tremendous competition in providing quality service and ensuring customer satisfaction. The objective of this paper is to find the important service quality dimensions affecting customer satisfaction in Airtel Mobile communication network and to find the impact of these dimensions on customer satisfaction. A modified questionnaire was prepared based on SERVQUAL instrument. Here the sample size came to 150. Respondents were asked to rate the level of satisfaction based on the five-point Likert scale ranging from highly satisfied to highly dissatisfied. The researcher has applied convenience sampling method. The researcher found that according to the rankings, out of the five service quality dimensions it is evident that the customers are substantially satisfied with the assurance dimension. Although the rankings show that the Reliability dimension is fairly higher than the responsiveness dimension, but the Airtel Mobile network should make sincere efforts to improve their performances on these two dimensions.

Keywords: Customer Satisfaction, Service Quality, Telecommunication, Services, Prepaid, Technology, Mobile phones

Introduction

In present time, the service sector is one of the most important sectors for almost all the countries and is a key contributor to the GDP. In today competitive environment, any service organization cannot survive successfully without delivering high quality service. Hence, it has become necessary to analyse the impact of service quality dimensions of customer satisfaction because if customers are satisfied with the service of a company, then it can increase the market share of the company. Now-a-days, the telecommunication sector is one of the most important service sectors of a country, and delivery high quality service in this sector can lead to growth and long-term development of any country. Also quality in service acts as an antecedent of customer satisfaction. Service quality is different from goods quality because of three features unique to services intangibility, heterogeneity and inseparability of production and consumption.

Service Quality

Parasuraman, Zeithaml and Berry (1988) state that service quality is determined by the differences between customer's expectations of services provider's performance and their evaluation of the services they received. One of the most useful measurements of service quality is the dimension from the SERVQUAL model. In the creation of this model for the very first time, "**Parasuraman et al. (1985)** identified 97 attributes which were condensed into ten dimensions. Further investigation led to the finding that, among these 10 dimensions, some were correlated. After refinement, these ten dimensions were later reduced to five dimensions as shown below:

Tangibility: Physical facilities, equipment, and appearance of personnel.

Reliability: Ability to perform the promised service dependably and accurately.

Responsiveness: Willingness to help customers and provide prompt service.

Assurance: Knowledge and courtesy of employees and their ability to inspire trust and Confidence.

Empathy: Caring individualized attention the firm provides to its customers.

Bharti Airtel Limited

Bharti Airtel Limited is an Indian global telecommunications services company based in New Delhi, India. It operates in 18 countries across South Asia and Africa. Airtel provides GSM, 3G and 4G LTE mobile services, fixed line broadband and voice services depending upon the country of operation. Airtel is also testing Volte technology across five cities in India and should roll out the technology towards the end of 2017. It is the largest mobile network operator in India and the third largest in the world with 400 million subscribers.

India, the second most populated country in the world, is set to achieve another milestone of having one billion wireless connections and will become the second largest group of mobile phone users in the world. In a fewer than fifteen years ago, mobile phones were considered to be rare and expensive pieces of equipments used by affluent people, but now they have become a common house-hold item. Building trust and adapting to the individual and local needs of the community/region are the two-fold success factors in the diffusion and the introduction and implementation of cutting-edge technology in the sector.

The telecommunication services in India have witnessed phenomenal changes over the last few years and the information technology has brought tremendous changes in day-to-day activities of common man. The craze for mobile phone services in the Sub-continent is increasing substantially. Keeping high consumer demand into consideration, a number of major players like Airtel, BSNL, Reliance, Aircel, Vodafone, Tata Indicom, Idea etc. have launched their services in the market.

Literature Review

Although telecommunications industry has seen massive change around the world but the impact of service quality dimensions still needs further emphasis in this field. A study conducted by **Aali, A. et al. (2011)** measured the service quality of mobile phone companies operating in Saudi Arabia by using the SERVQUAL instrument. It was found that there was difference in customers' perceptions in almost all the dimensions.

Sivanesan, R. (2013) studied the subscribers' attitude and perception on BSNL and AIRTEL services in Kanyakumari district. The researcher also identified the various problems faced by the customers in the district.

Hirmukhe, J. (2012) investigated the responses of 33 Tehsildars to a SERVQUAL questionnaire and found the gap between expectations and perceptions to provide a way to improve the services.

Chopra, R. et al. (2014) investigated the students' perceptions of service quality in higher education, using the service quality (SERVQUAL) instrument. The study has been done on 500 students of 10 institutions pursuing their post-graduation in management and education

Strategic Growth of Business in New India-Prospects and Challenges

streams. A significantly negative gap was found in the expectations and perceptions of the service quality.

Chaudhary, A. et al. (2013) identified the major dimensions of Telecom Service Quality. The TOPSIS and AHP method with trapezoidal fuzzy numbers were used to identify the dimensions.

Bhargav, A. et al. (2014) investigated the gap between customers' expectations and perceptions in telecom sector. The primary data was collected with the help of a standardized questionnaire of service quality.

Statement of the Problem

The problem of this study is driven by the need to empirically measure the service delivery of mobile telecommunication operators in Tiruchirappalli Town of Tamil Nadu. Airtel is one of the largest and leading units providing comprehensive range of telecom services in India. The aim of the research is to examine the level of service quality as perceived by customers of Airtel mobile phone subscriber and its effect on the level of customers' satisfaction. The questionnaire survey was the main form of data collection. The survey instrument (questionnaire) comprises five constructs viz, Tangibility (Recognition), Reliability, Responsiveness, Assurance and Empathy for measuring Service Quality and Customer's Satisfaction.

Scope of the Study

This study is much helpful to Airtel Network for enhancing the customer satisfaction by adopting strategies which serves the purpose. The analysis of the study would prove to be useful, as the efforts are directed to attract and retain customers by offering them a basket of tailor made schemes supported by a state of the art distribution system.

Objectives of the Study

Hence for this study following objectives have been framed:

1. To know the various important service qualities dimension's in Airtel Mobile Phone services.
2. To know the satisfaction level of Airtel Mobile Phone Users in each service Quality dimension

Research Methodology

Sources of data

The sources of information for the study were primary and secondary. Primary source of information were obtained through the use of the interview schedule (Questionnaire) from the customers. Secondary data were also collected from library, books, Magazines, internet and journals etc.

Sampling Procedure

The Researcher has Chosen Airtel Mobile Phone User only for my research. Here the sample size was fixed as 150. So, the questionnaire was administered to 150 respondents. The questionnaire consists of six parts. The first part contains questions on demographic characteristics and some general information about the customers. The remaining five parts consists of questions on various service quality dimensions like Tangibility, Reliability, Responsiveness, Assurance and Empathy. Respondents were asked to rate the level of satisfaction based on the five-point Likert scale ranging from highly satisfied to highly dissatisfied. The researcher has applied convenience sampling method.

Data analysis and findings

The data collected were analyzed for the entire sample. Data analyses were performed with Statistical Package for Social Science (SPSS) using techniques that include the percentage, mean. The questionnaire also consists of customer profiles. The demographic profile of the respondents is framed in

Table: 1 Distribution of Sample Respondents

Personal Factors	Level	Count	Prob
Gender	Male	82	0.54948
	Female	68	0.45052
Age(Years)	Below 20	54	0.35938
	20 - 40	67	0.44948
	40 - 60	13	0.09115
	Above 60	16	0.09999
Marital Status	Married	65	0.43490
	Unmarried	85	0.56510
Educational qualification	Below HSC	15	0.09896
	Degree	83	0.55729
	Technical	38	0.25781
	Others	14	0.08594
How many mobile networks	One	40	0.26667
	Two	75	0.50000
	Three	20	0.13333
	Four	15	0.10000
Kind of service	Post paid	60	0.40000
	Prepaid	90	0.60000
Rang to buy the 4G service	Network service	65	0.43333
	Brand image	35	0.23333
	Value added service	20	0.13333
	Service charges	30	0.20001
Occupation	Private Sector	15	0.09896
	Government Sector	61	0.40625
	Self-Employed	41	0.27344
	Other	33	0.22135
Income(Rs)	Below Rs.10,000	90	0.60156
	10,000 - 20,000	34	0.22656

Strategic Growth of Business in New India-Prospects and Challenges

Personal Factors	Level	Count	Prob
	20,000 - 30,000	17	0.11458
	Above 30,000	09	0.05729
Daily Expenditure for Mobile	Below Rs.20	10	0.06666
	21 - 50	35	0.23333
	51 -100	60	0.40000
	Above 100	45	0.30001

The above table shows the classification of the respondents on the basis of their personal and demographic details. Out of 150 sample respondents, 55 per cent are male and 45 per cent are female. It is clear that majority of the respondents are male in the study. Regarding the age of respondents, four levels of age are classified. Out of 150 sample respondents 36 percent are below 20 years, 44 Percent of them come under 20 – 40 years and 9 percent 40 to 60 years and 9Percent are above 60 years. It is clear that majority of the respondents are 20 – 40 years in the study. Regarding the marital status, 57 per cent are Unmarried and remaining 43 per cent are married respondents in this study. The Education level of respondents is classified into four levels. Out of 150 sample respondents, 10 percent are below HSC, 55 per cent have completed their college level of education. 26 per cent respondents have Technical Qualification and 9 per cent is other level of Education. Regarding the number of mobile network uses 27 percent of the respondent only one network used, 50 percent of the respondents are two network used, 12 percent of the respondent are used three network and 11 percent of the respondent are used four network. Regarding 60 percent of the respondent are used prepaid network and 40 percent are used postpaid network. Regarding the occupation of the respondents, 10 per cent respondents are working in the private sector and 40 per cent respondents are Government, and 27 percent are Self-employed. 13 per cent respondents are working in the other sector. It is clear from the table that, 41 per cent of respondents of their study are working in the private sector. Regarding the income level of sample respondents, 60 per cent of respondents earn below Rs.10,000 and 23 per cent of respondents earn Rs.10,001 to 20,000. It is clear that the majority of the respondents earn below Rs.10,000 as a monthly salary.

Table: 2 Service Quality rating for Airtel Mobile Phone User

S. No	Service Quality Variables	Rating (Mean)
Tangibility		
1	The network should have modern equipment	2.96
2	Provision of visually attractive offices, equipment and materials like starter packs and reload cards	2.80
3	The employees should be well dressed and appear neat	3.01
4	The general physical environment of the service points should be clean and comfortable to stay in.	3.25
Mean Score		3.01

Reliability		
5	The mobile network should be truthful(keeping topromises)	2.28
6	The network should be dependable and consistent in solving customers' complaints/problems	2.65
7	The network should perform services right the first time	3.07
8	The network should be timely in the delivery of SMS, MMS, Money transfer and other network services	3.25
9	The network should insist on error-free records ie airtime and money balances, and personal information	2.69
Mean Score		2.78
Responsiveness		
10	The network ability to give prompt customer services and attend to customers' needs/problems	2.87
11	The employees should be approachable, easy to contact and respond to customers request	3.15
12	The staff should be able to communicate clearly to customers	2.35
13	The employees should be willing to help customers in an emergency situations	2.65
Mean Score		2.76
Assurance		
14	The ability of employees to use the required skills and knowledge to answer customers' questions	3.05
15	The employees should be courteous/polite to customers	3.89
16	The behavior of employees in instilling confidence in customers	3.55
17	The customer should feel safe in transaction with the network.	3.25
Mean Score		3.44
Empathy		
18	The employees should give customers individual attention	3.08
19	Dealing with customers in a caring fashion. i,e having convenient terms, free airtime, promotions	2.63
20	Having the customers' best interest at heart	3.20
21	The network should have operating hours convenient to all customers	2.68
22	The network should always put more effort to understand the specific customers' needs	3.02
Mean Score		2.92

The summary of the mean scores of different service quality dimensions tabled above shows that how well the mean scores are related to one another in showing the overall performance of the Airtel mobile network offered to the customers. In the above table the mean scores are ranked in the order of customer satisfaction. The rankings show that the customers are on the whole satisfied with all the service quality dimensions selected for the study. According to the rankings, out of the five dimensions tabled above, it is evident that the customers are

Strategic Growth of Business in New India-Prospects and Challenges

substantially satisfied with the assurance dimension (3.44). This is immediately followed by the Tangibility dimension (3.01). Whereas, the mean scores of the other three dimensions namely Empathy(2.92) Reliability and Responsiveness, are very close to each other. Although the rankings show that the Reliability dimension is fairly higher than the responsiveness dimension, but the Airtel Mobile network should make sincere efforts to improve their performance on these two dimensions.

Suggestions

Based on the results, the study offers several recommendations to Airtel to increase mobile phone service quality and enhance customer satisfaction. The recommendations are as follow.

- The Bharti Airtel has to pay more attention to customers' need. They can secure satisfaction from services by increasing their capacity to respond promptly customers' problems and they should be courteous to the customers while addressing the issues.
- Airtel should create and implement customer friendly complaint handling system to get redress the customers' grievances.
- Airtel should take efforts for better customer care. Billing the tariff should be planned uniformly and should be reduced. Network quality has been found to be very important factor in determining service quality.
- Airtel should create more number of customer service centers in both the rural and urban areas to provide better service to its customers.
- To improve service quality of employees, Airtel should give individual attention to their customers and understand the specific needs of their customers.

Conclusion

The telecommunication services in India have witnessed phenomenal changes over the last few years and the information technology has brought tremendous changes in day-to-day activities of common man. The craze for mobile phone services in the Sub-continent is increasing substantially. The competitive intensity in the telecom industry in India is one of the highest in the world and has led to sustained fall in realisation for the service providers. With increasing number of new entrants in the telecom space the competitive intensity is likely to continue, putting further downward pressures on the telecom tariffs. The researcher found that Bharti Airtel Mobile network should make sincere efforts to improve their performance on Empathy and Responsiveness dimensions of service Quality and Customer satisfaction in the study area. Thus, the Bharti Airtel companies might give service quality to attract customer satisfaction.

References

1. Parasuraman, A., Zeithammal, V. and Berry, C. (1988), "SERVQUAL: A Multiple Item Scale for Measuring Customer Perceptions of Service Quality: Journal of Retailing.
2. Al-Aali, M. A. Khurshid, N. M. Nasir, and H. A-Aali, "Measuring the service quality of mobile phone companies in Saudi Arabia", *Administrative Sciences*, vol. 22(2), pp. 43-55, 2011.

3. R. Sivanesan, "A comparative study on subscribers attitude and perception of BSNL and AIRTEL services in Kanyakumari district", *International Journal of Commerce, Business and Management*, vol. 2(2), pp. 95- 104, April 2013.
4. J. Hirmukhe, "Measuring internal customers' perception on service quality using SERVQUAL in administrative services", *International Journal of Scientific and Research Publications*, Vol. 2(3), pp. 1-6, March 2012.
5. R. Chopra, M. Chawla, and T. Sharma, "Service quality in higher education: A comparative study of Management and Education institutions", *NMIMS Management Review*, vol. 24, pp. 59-72, April-May 2014.
6. Chaudhary and I. Uprety, "Identification of Telecom Service quality dimensions in India with Fuzzy Analysis", *Global Journal of Management and Business Studies*, Vol. 3(5), pp. 467-474, 2013.
7. Bhargav and S. V. Kushwah, "Service quality expectations and perceptions of telecom sector in India", *International Journal of Advancements in Technology*, vol. 5(1), pp. 1-10, March 2014.
8. Mobile User Satisfaction Survey in Voice & Data", *The Business of Communications Magazine*, Cyber Media Publications, April 2008.
9. McDougall, G. and Lavesque, T.(2000), "Customer Satisfaction with Service Putting Perceived Value into Equation" *Journal of Service Marketing*.

A STUDY ON GREEN HRM PRACTICES - AN OVERVIEW

K.Punitha Devi

Asst. Prof. of Commerce,
Bon Secours College for Women, Thanjavur

Abstract

In the current business environment, Green Human Resource Management is an emerging topic in the area of Human Resource Management. In an organization the corporate world is going to global so it's become essential to explore green HRM policies and practices as well as in an environment. This study focuses on various green HRM practices followed in the organization. And the study extended giving suggestions to the human resource department about initiatives to make the organization green and utilization from those values. The data were collected by using questionnaire. The result showed that the Green HRM practices like green recruitment, green training and employee involvement have significant impact on the firm performance.

Keywords: Green HRM, environment management, organization, HRM practices

Introduction

In the current business environment, Green Human Resource Management is an emerging topic in the area of Human Resource Management. Green management initiatives become an important factor in forward thinking business houses around the world. In Human Resource Management, the green policies are developed to preserve their resources for future enlargement of the company along with society too. Now a day, the green human resource management policies are adopting in various environmental management techniques. Many HR managers in organizations are now identifying that the green programs in the place of work can promote social responsibility among workers. Today, the go green policies are implementing in each sectors to reduce environmental issues. Green HRM involves two essential elements: environmentally friendly HR practices and the preservation of knowledge capital. Hence HR professionals indicated that encouraging employees to be more environmentally friendly in the workplace was the top practices for their organization. It refers to the polices , practices and systems that make employees of the organization green for the benefit of the individual, society, natural environment and the business. The strategy involves implementing changes to the different functions of HR like recruitment, induction, training and development, conducting performance appraisal, and also determining employee compensation. Green initiatives within HR form a wider form of corporate social responsibility. The present scenario of organizational working and its impact on the environment has carry-forwarded the go green concept form just individual to organizations. More organizations are operating in more environment friendly way.

Green HRM

The term Green HRM has become the buzz word within the business field at present and its significance is increasing manifold with the passage of time. This term has also its secured position as a hot topic in recent research works since the awareness on environmental management and sustainable development has been increasingly raising day by day all round the globe. Today the topic Green HRM not only includes awareness toward environmental

affairs, but also stands for the social as well as economical well-being of both the organization and the employees within a broader prospect.

Need for Green HRM

Today the need for green human resource management is important for all over the world. The ecological consciousness of each human drives the living style and environment. The general employees are interested in green human resource management because of its important and need in the current workplace. Our personal and professional lifestyle is affected due to many consequences. The corporate world is the most significant in enhancing the environment issues and the corporate has to give solution to this hazards.

Review of Literature

Ongoing research and introduction confirms that the need of integration between Environment management and Human Resources Management. Need to implement such practices that directly or indirectly related to the environment, Human resource and Human Work-Life. Studying the relation between HRM and environmental, researchers draw the results that HRM imparts to intensify or further improve the quality, value of environmental performances (e.g. Jackson et al., 2012; Renwick et al., 2013).

Green HRM practices include compensation, recruitment and selection, performance management, training and development, employee involvement and participation (Geetu Nijhawan, 2014).

Fayyazia et al. (2015) said that there is a requirement for the amalgamation of environmental management in Human Resource Management (HRM) because it is essentially or very important rather than just desirable.

Statement of the Problem

With the increasing industries in the world, the need to adopt different environment friendly practices has become a major concern today. All the departments which are directly involved with the outer world are not only responsible to bring in green practices but also all support functions are equally responsible to keep their organizations environment green. This paper tries to focus on the consciousness and execution of green HR practices in an organization.

Objectives of the Study

The main purpose of this study is to:

1. To provide with a basic understanding of green HRM to the readers.
2. To investigate on various green practices that can be incorporated for building a Green Work place.
3. To suggest appropriate Green HRM polices suitable for the Organizations.

Methodology

Research Design

Strategic Growth of Business in New India-Prospects and Challenges

Research design indicates a plan of action to be carried out in connection with a proposed research work. The present study is in descriptive and analytical in nature.

Sources of Data

The study is based on both primary and secondary sources of data. Primary data were collected from the women workers in the organizations by means of administering a structured interview schedule and secondary data were collected from various sources like journals, magazines, website and so forth.

Sample Size

333 respondents were selected for the study and Convenience random sampling method was adopted.

Limitations of the study

- The respondents may have been biased in answering the questions.
- The study was limited to a sample of 333 respondents.
- This study has been carried out from the view point of the employees' only and not from any other angles.

Analysis and interpretation

Table No. 1 Organizations studied follow the Green HRM policies

Sl.No.	Green HRM Polices followed by the organization	No. of respondent	Percentage
1	Strongly Agree	42	12.61
2	Agree	86	25.83
3	Neutral	108	32.43
4	Disagree	66	19.82
5	Strongly Disagree	31	9.31
Total		333	100

The above table shows that the green HRM polices facilities are adequate, 12.61% of respondents are strongly agree, 25.83% of respondents are agree, 19.82% of respondents are disagree, 9.31% of the respondents are strongly disagree and majority (32.43%) of the respondents are neutral.

Table No. 2 Organizations studied analyse the green performance appraisal

Sl.No.	Green HRM Polices followed by the organization	No. of respondent	Percentage
1	Strongly Agree	52	15.62
2	Agree	84	25.23
3	Neutral	95	28.53
4	Disagree	45	13.51
5	Strongly Disagree	57	17.11
Total		333	100

The above table shows that the green HRM performance appraisal are adequate, 15.62% of respondents are strongly agree, 25.23% of respondents are agree, 13.51% of respondents are

disagree, 17.11% of the respondents are strongly disagree and majority (28.53%) of the respondents are neutral.

Table No. 3 Organization provide green training and development

Sl.No.	Green HRM Polices followed by the organization	No. of respondent	%
1	Strongly Agree	56	16.82
2	Agree	75	22.52
3	Neutral	133	33.94
4	Disagree	30	9.01
5	Strongly Disagree	39	11.71
Total		333	100

The above table shows that the green training and development facilities are adequate, 16.82% of respondents are strongly agree, 22.52% of respondents are agree, 9.01% of respondents are disagree, 11.71% of the respondents are strongly disagree and majority (33.94%) of the respondents are neutral.

Table No. 4 Human Resource Management support health and safety to green environment

Sl.No.	Green HRM Polices followed by the organization	No. of respondent	%
1	Strongly Agree	55	16.52
2	Agree	81	24.32
3	Neutral	145	43.54
4	Disagree	25	7.51
5	Strongly Disagree	27	8.11
Total		333	100

The above table shows that the green HRM polices facilities are adequate, 16.52% of respondents are strongly agree, 24.32% of respondents are agree, 7.51% of respondents are disagree, 8.11% of the respondents are strongly disagree and majority (43.54) of the respondents are neutral.

Findings

This study focuses upon the need and requirement of GREEN HRM and its relevance's to the present scenario. To find out the truth involved in Green HRM in or problems, certain steps must be taken Green HRM of an organization results in an increase of productivity and reduces wastage. It is corporate prudence and cost effective practice to retain workers for new jobs than releasing and hiring new ones. Green HRM started with the aim to develop the eco-friendly nature within them and the preview of the organizational setup, by developing HR policies and the strategies, in order to attain the organizational goal.

Suggestions

- Provide environmental awareness to the employees through workshops and seminars.
- Provide induction training for newly joined employees regarding greening office and its benefits.
- Give priority to the employees, who are aware of the green HRM in the recruitment.
- Conduct waste management programmes in the organization
- Create separate team to lead the organization eco-friendly programmes.
- Implement green manufacturing process.

Strategic Growth of Business in New India-Prospects and Challenges

- It is necessary that HR managers in the organizations should develop and implement appropriate Green HRM polices.

Conclusion

In this competitive world, it is very important for each and every organization to understand go green HRM concept. From the study, it is clear that the Green HRM practices have a significant influence on the performance of the firms or organizations. Today an organizations are well versed about the green HR concept that has been put forward to help them to keep the environment green but still few companies are unable to put it in to practices in different functional areas of Human resource Management. These Green HRM policies will result great impact on firm performance which leads to environmental sustainability. This paper has also helped to identify the areas like training and development, performance appraisal system and some routine activities where non implementation of this concept of Green HRM takes place.

References

1. Banerjee, S. (2001), Managerial perceptions of corporate environmentalism: interpretation from industry and strategic implications for organizations, *Journal of Management Studies*, Vol. 38, No. 4, pp 489-513. 2
2. Jacob Cherian and Jolly Jacob(2012),” A Study of Green HR Practices and its Effective Implementation in the Organization: A Review”, *International Journal of Business and Management*, No.7, Vol 21, pp. 25-33.
3. Mohammad Main Uddin and Md. Rabiul Islam (2015),” Green HRM: Goal Attainment through Environmental Sustainability”, *The Journal of Nepalese Business Studies*, No.1, Vo.9, pp.13-19.
4. Cook, J. and Seith, B. J. (1992), Designing an effective environmental EMS training program, *Journal of Environmental Regulation*, Vol. 2, No. 1, pp. 53-62.

INVESTMENT PREFERENCES OF SELECT EMPLOYEES IN TIRUCHIRAPPALLI

P.Anwar Basha

Assistant Professor of Commerce (SF),
Jamal Mohamed College, Tiruchirappalli

Abstract

Investment is an activity that is engaged in by people who have savings i.e. investments are made from savings, or in other words people invest their savings. A variety of investment options are available such as Equity, Debt, Post office, mutual funds, Life Insurance & so on. Investors are investing their money with the different objectives such as profit, security, appreciation, Income stability. Researcher has studied the different avenues of investments as well as the factors while selecting the investment with the sample size of 80 salaried employees by conducting the survey through questionnaire in Tiruchirappalli. The study is based on personal interviews with salaried Employees, using a structured questionnaire. Actually, the present study identifies the preferred investment avenues among the investors using self assessment test. The study is based on primary sources of data which are collected by distribution of a close ended questionnaire. The data has been analyzed using percentage, chi-square test, with the help of statistical software. The researcher has analyzed that salaried employees consider the safety as well as good return on investment on regular basis.

Keywords: Saving, Investment, salaried employees

Introduction

Income is the consumption and savings opportunity gained by an entity within a specified timeframe, which is generally expressed in monetary terms. However, for households and individuals, "income is the sum of all the wages, salaries, profits, interests payments, rents and other forms of earnings received... in a given period of time". It also means, money or other forms of payment (received periodically or regularly) from commerce, employment, endowment, investment and royalties.

Income

Investment income comes from interest payments, dividends, capital gains collected upon the sale of a security or other assets, and any other profit made through an investment vehicle of any kind. Generally, most people earn a large portion of their total net income through employment income. However, disciplined saving and investment in the financial markets can grow moderate savings into large investment portfolios, yielding an investor a large annual investment income.

Savings

The portion of disposable income not spent on consumption of consumer goods but accumulated or invested directly in capital equipment or in paying off a home mortgage, or indirectly through purchase of securities.

Investment

Investment also helps grow the economy because it creates economic activity, such as the buying and selling of goods and services and employing people. Employed people get paid and either save, invest, or spend their money. If they spend their money, businesses make more

Strategic Growth of Business in New India-Prospects and Challenges

profits. Businesses can then reinvest the profits in further business activities that expand the economy.

Saving and Investment

In common usage, saving generally means putting money aside, for example, by putting money in the bank or investing in a pension plan. In a broader sense, saving is typically used to refer to economizing, cutting costs, or to rescuing someone or something. In terms of personal finance, saving refers to preserving money for future use - typically by putting it on deposit - this is distinct from investment where there is an element of risk. Saving is closely related to investment. By not using income to buy consumer goods and services, it is possible for resources to instead be invested by being used to produce fixed capital, such as factories and machinery. Saving can therefore be vital to increase the amount of fixed capital available, which contributes to economic growth. "Investment refers to the concept of deferred consumption, which involves purchasing an asset, giving loan or keeping funds in a bank account with the aim of generating future returns.

In finance, the purchase of a financial products or other item of value with an expectation of favorable future returns. In general terms, investment means the use money in the hope of making more money. It also means money committed or property acquired for future income. There are basically two main classes of investment (1) Fixed income investment such as bonds, fixed deposits, preference shares, and (2) Variable income investment such as business ownership (equities), or property ownership. In economics, investment means creation of capital or goods capable of producing other goods or services. Expenditure on education and health is recognized as an investment in human capital.

Salaried Class People

Saving and Investment is always comprehended as a wise decision as it is perceived to be the para-assurance to one's regular income. The fantasy for the choice of best saving and investment policies sustains to be a highly progressive curve at all times irrespective of their strata of society. However, the saving and investment interest of salaried middle class seems to be extremely high and undoubtedly they have an indispensable role in their investment choices of their hard earned money. The portion of investments that get segregated to various financial and investment policies of the salaried class of Tiruchirappali district on whom this study is made, are due to several reasons like enjoying the benefits of the best investment schemes, tax exemption, foresight of their children's future, emergency medical needs of the family and security reasons for risk coverage.

Various Investment Options

Equity: Investing in direct equity. One can start investing in Indian equities by participating in primary markets (applying for IPO's) and also by purchasing securities from secondary markets (stock exchanges). Investing in direct equity is termed risky and one needs to diversify the risk by investing in multiple securities from various sectors. Example: investing in real estate stocks, pharma stocks, PSU stocks and Oil stocks all at once. Equities carry the

maximum risk and (may) also provide you with maximum returns. Investors can also participate in equities by investing in mutual funds.

Mutual Funds: Mutual fund is a financial instrument created with pool of investments from many investors. Mutual funds are professionally managed and they invest in equity, debt, gold, foreign equity, etc. on your behalf. Mutual funds are one of the best way to diversify your portfolio. SIP's are a form of Mutual fund where one tends to invest systematically i.e. once a month or once in three months, etc.

Bonds: Corporate's need money and they don't go to banks every time to fulfill their needs, they have two options to raise money – come up with an IPO or issue bond with fixed term to maturity and fixed coupon payments. They function just like the government bonds and the only difference is that they are a bit riskier compared to government bonds.

Real Estate: In India investing in real estate is considered as the best form of investment but only after gold. Historically real estate has performed well in India. Investing in metros has become very expensive so it is advisable to invest in outskirts.

Gold: The only form of investment which most of our mothers and fathers would believe in. Gold is considered as the best investment in India, that is the only reason why India is the highest consumer of gold in the world. Most of the people in India buy physical gold. ETF's, Mutual funds, etc. are yet to pick up as an investment avenues in India.

Bank fixed deposits: This considered as one of the traditional ways of Investing. Most of the people in India with a bank account will have at least one fixed deposit. FD's offer a fixed return at the end of specified period. Currently bank FD's offer somewhere around 8% to 9% returns annually.

Corporate Fixed Deposits: They are just like bank FD's they only difference is that they are issued by corporations. They are a bit riskier compared to bank FD's as most of these corporate deposits are unsecured and hence offer higher interest rate. They offer interest rates as high as 12% to 13% p.a. An example of this would be – FD by Mahindra Finance, Shriram Transport Finance, etc.

Post office savings schemes: These saving schemes by post offices are trusted by many Indians. The scheme attracts decent returns. One can start investing with as low as Rs 100 per month. Check out the details here. National Pension Scheme: The National Pension System (NPS) is a defined contribution based pension system launched by Government of India. This instrument is used for retirement planning by many. One can find more details here.

Commodity: This is one of the latest passions for investors, trading in MCX to offset the risk of their equity portfolio. Many hedgers and arbitrageurs use this financial instrument. Retail investors can invest in commodity with the help of commodity mutual funds in India.

Review of Literature

Shukla (2016) attempted this research paper, about investor's preference towards investment avenues and the study focused on the salaried person only. The author concluded that majority of the respondents invested their money based on education background and they invested in purchasing home and long-term investment. Respondents have the criteria of investment as safety and low risk.

Strategic Growth of Business in New India-Prospects and Challenges

Thulasipriya (2015) conducted investment performance of government employees based on ANOVA Test, t-test and Freidman's Ranking Analysis her research. She found that employees who educated, salaried and independent preferred investment that tax benefit, security and safety, high return, liquidity and so on but as the government employee prefer to invest their money in private chits, private deposit and equity shares. Finally, the researcher concluded that investing in private chit is highly risky.

Sonali patil & Dr.Kalpana Nandawar (2014) examined the Preferred Investment Avenues among Salaried People. A sample of 40 investors has been taken from Pune, India. The result of findings showed 60% investors are aware about the investment avenues where as 40% investors are unaware. The main avenues of investment are Bank deposits and the main purpose of investment is for children education, marriage, and security after retirement

Scope of the Study

The study is confined to the factors considered by the investors while making their investment in different investment avenues. Their level of awareness about the various aspects of investment avenues available in the study area is considered.

Objectives of the Study

The present study is an attempt to throw a light on Investment preferences of salaried employees in Tiruchirappalli District. The objectives are as follows:

1. To examine the demographic details of the respondents.
2. To study the investment pattern and preferences of salaried employees in the study area.
3. To know the sources of motivation of salaried employees

Research Methodology

The validity of any research is based on the systematic method of data collection and analysis of the data collected. The data is collected through primary data as well as secondary data. The study is based on the data collected from individual investors in Tiruchirappalli District. The sampling technique followed in this study is non- probability sampling. Convenient sampling techniques are used to select the respondent from the available database. Accordingly the researcher has selected 80 respondents in the study area.

Limitations of the Study

1. The study is mainly based on the primary data collected from 80 respondents in Tiruchirappalli district.
2. The data has been collected from the respondents of Tiruchirappalli District and therefore the conclusions drawn may not be applicable to other Districts.
3. Few respondents are not willing to express their opinion and views on their investment and have expressed common view on investment practices.

Hypotheses of the Study

1. There is no significant relationship between the Gender and awareness of the investors.
2. There is no significant relationship between the Occupation and awareness of the investors.

Data Analysis and Interpretation

Table No: 1 Analysis of Demographic Factors of Investors

Source: Primary Data

	Level	No. of Respondents	(%)
Gender	Male	56	70
	Female	24	30
	Total	80	100
Age	25-30	05	06
	30-35	30	38
	35-40	21	26
	40-45	11	14
	45-50	10	12
	50-55	03	04
	Total	80	100
Marital Status	Married	28	35
	Unmarried	52	65
	Total	80	100
Education Level	Schooling	10	13
	Graduates	35	44
	Technical/Diploma	20	25
	Professionals	15	18
	Total	80	100
Income	10000 - 20000	09	11
	20001 - 40000	32	40
	40001 - 60000	28	35
	Above 60000	11	14
	Total	80	100
Occupation	Public sector	50	63
	Private sector	30	37
	Total	80	100

The above table shows the classification of sample respondent on the basis of their personal and demographic factors. Out of 80 sample respondent, 70 percent of sample respondent are male and remaining 30 percent are Female. Majority respondents are male. Out of 80 sample respondent, 35 percent are married and remaining 65 percent are unmarried. The age of respondent are classified into six levels. Among the six level classification of respondent age, 38 percent of respondent age is in between 30 – 35 and 26 percent of respondent ages are in between 35 – 40. The above table clearly indicates that 64 percent of sample respondent age is in between 30 – 40. The education level of respondent is classified into four, such as, schooling, Graduation, Technical or Diploma and Professionals. Out of that four

level classification of education, 35 percent of respondent are completed up to Graduation level of education and 25 percent are either Technical or Diploma. Regarding the monthly income of respondent, out of 80 sample respondents, 40 percent of respondent income is in between 20,001 – 40,000 and 35 percent of respondent incomes are in between 40,001 – 60,000. The above table 63 percent of the respondent working in public sector.

Strategic Growth of Business in New India-Prospects and Challenges

Hypothesis: There is no significations difference between gender and preference of employess.

Observed Frequency

Gender	Awareness	Not awareness	Total
Male	33	23	56
Female	18	06	24
Total	51	29	80

Results

Since the calculate of the chisquare value 1.877 is greater than the table value of chisquare at 5% level of significance is the hypothesis is accepted.

Hypothesis

There is no signifacations difference between occupation and preference of employess.

Observed Frequency

Occupation	Awareness	Not awareness	Total
Public sector	38	12	50
Private sector	22	08	30
Total	60	20	80

Results

Since the calculate of the chisquare value 0.07 is less than the table value of chisquare at 5% level of significance is the hypothesis is rejected.

Objectives of the Investments

S.No	Objectives	No. of Respondents	(%)
1	High return	20	25.00
2	Future security	14	17.50
3	Tax benefit	07	8.75
4	Children"s education	11	13.75
5	Children"s marriage	08	10.00
6	Personal safety	20	25.00
Total		80	100

The objectives of the investment vary from one to another. Most of the investors invest their savings for the objective of high return and personal safety, followed by 14 respondents preferred future security and 11 respondents selected children's education

as their investment objectives. Children's marriage and tax benefit has the lowest priority among the investment objectives. Hence high return and personal safety are the prime motive of investment.

Preferences of the Investors

There are so many investment avenues available in the market, so the investors have to take investment decision very carefully. A study is made to identify their investment preference. The following table displays the investment options.

The below table shows that out of 80 respondents 33.75 percent of the investors prefer to invest their money in Gold, 25 percent of the investors invest their money in bank deposits, 17.50 percent of investors invest their Money in postal deposits, 11.25 percent of the investors invest their money in insurance, 3.75 percent of the respondents invest their money in real estate and 6.25 percent of the respondents invest their Money in stock market and the

remaining 2.50 percent of the investors invest their money in others. Most of the investors invest their money in gold and bank deposits, because they want only safety to their investment amount.

Preference of Alternative Investments

S.No	Options	No. of Respondents	(%)
1	Bank deposits	20	25.00
2	Post office	14	17.50
3	Gold	27	33.75
4	Insurance	09	11.25
5	Real estates	03	3.75
6	Stock market	05	6.25
7	Others	02	2.50
Total		80	100

Findings

This study was carried out to find the salaried employees saving and investment pattern and their perception over it. This study was limited in the way analyzing the saving and investment pattern of salaried employees working in Government sector and private sector in Tiruchirappalli district. Based upon the

quantitative analysis and its interpretation done in the previous chapter, the following findings

Findings from frequency table

1. Out of 80 sample respondent, 70 percent Majority respondents are male.
2. The study reveals that most of the investors belong to were 65 percent of the respondents were unmarried.
3. Above 64 percent of respondents were between 30 – 40 years of age peoples.
4. 45 percent of respondent were completed up to Graduates level of education.
5. 40 percent of respondent were income level between 20,001 – 40,000
6. 63 percent of respondent were employees working in public sector.

Findings from Chi square Test

1. Chisquare value 1.877 is greater than the table value of chisquare at 5% level of significance is the hypothesis is accepted.
2. Chisquare value 0.07 is less than the table value of chisquare at 5% level of significance is the hypothesis is rejected.

Suggestions and Conclusion

At national as at individual level the excess of income after consumption level savings as funds for investment. Surplus funds can be invested in either real asset or in financial assets. Purpose of investment is to protect one's wealth against erosion of value due to inflation and to earn risk adjusted return. Today, the living standard of the people increasing day by day so salaried class community has started realizing the importance of savings and proper investment of their savings. They avoid spending money on heavy luxurious life style and preferring the normal living standard. It is evident from the study undertaken that most of the people are saving their money for children's education, Marriage and to fulfill the other goals of life. There are bright chances to increase the saving and investment habits of salaried employees at this study area. This study has made an attempt to analyze the savings and investment pattern of

Strategic Growth of Business in New India-Prospects and Challenges

salaried class investors. An in-depth analysis is done to identify the attitude, factor influencing investors to save and savings preference of investors. This study identified the problem faced by the investors and the impending problems could be solved in the right direction. Hence appropriate recommendation has been made to make the investment climate more congenial and attractive to the investing community. The study will help the financial institutions in designing exclusive instruments for women and to the Government in coming up with new policies for utilizing women's savings for the betterment of the economy.

References

1. Shukla N (2016) Investors' Preference towards Investment Avenues with Special Reference to Salaried Personnel in North Gujarat Region 2: 2395-1052.
2. Thulasipriya (2015) A study on the Investment Preference of Government Employees on Various Investment Avenues. International Journal of Management Research and Social Science 2: 9 -16
3. Sonali patil &Dr.Kalpana Nandawar (2014), "Preferred Investment avenues among Salaried People". Journal of Economics and Finance. Vol:5, pp09-17
4. Ravichanan P,(2002),Research Methodolgy, Margam Publication.
5. Singh Preeti, (1986), Investment Management: Security Analysis and Portfolio Management, Himalaya Publishing House, Bombay.

A STUDY ON POLICYHOLDERS PERCEPTION TOWARDS LIFE INSURANCE POLICIES IN THANJAVUR TOWN

B.Sudha

Assistant Professor of Commerce,
Bon Secours College for Women, Thanjavur

Abstract

Insurance sector plays a very important role in the development of any economy as it provides long term funds for infrastructure development and strengthens the risk taking ability. The current scenario in the insurance industry is a complex and competitive environment tinged with little stability. The major hassle the industry faces is obtaining clients. This is due to the fact that the big fish in the insurance industry dominates the sector. The study is undertaken to help the insurance sectors to find out the reasons to improve their standard in the society. In this research an effort has been made to analyze perception of policyholders towards life insurance companies and their policies.

Keywords: Insurance, Policy holders, Investment, Risk etc.,

Introduction

Insurance sector plays a very important role in the development of any economy as it provides long term funds for infrastructure development and strengthens the risk taking ability. The current scenario in the insurance industry is a complex and competitive environment tinged with little stability. The major hassle the industry faces is obtaining clients. This is due to the fact that the big fish in the insurance industry dominates the sector. It has become increasingly difficult for this particular sector to gain profits while curtailing costs. Insurance is a contract between two parties whereby one party called insurer undertakes, in exchange for a fixed sum called premium to pay the other party an assured sum of money on the occurrence of a certain event. Life insurance protects against the economic loss in the event of death. A family is generally dependent for its food, clothing and shelter on the income brought in by the bread winner of the family. As long as he lives, the family is secure but an unexpected death of the person may put the family in a very difficult situation. Uncertainty of death is inherent in human life. It is this uncertainty that gives rise to the necessity for some form of protection against the financial loss arising from death. Life insurance substitutes this uncertainty by certainty.

Insurance has become important to our national economy. The millions of rupees of annual premiums paid into insurance companies are invested in a wide range of investments to secure sufficient earnings to meet the contracted coverage. In fact, the insurance industry is reported to be second only to the commercial banking industry as a source of investment funds.

To the average untrained person, insurance as a whole is mind boggling and, since it involves one's hard earned money, it is often scary. There's no other way to put it. Insurance can be scary. There are so many choices for one's money and so many people chasing after it that often times it is difficult to decide the best option for a person to take and talk about options! Life insurance, annuities, variable products, continued care insurance, etc., are all voluntary options. One does not have to invest in any of these but one wants for a myriad of reasons. Security for those one's loved ones, better return on the investment, less risk,

Strategic Growth of Business in New India-Prospects and Challenges

retirement, fear of old age, etc., are all good reasons to look at a vehicle to provide those results. Insurance can provide for those reasons but it's not free. It's scary!

Throughout most people's lives, they will have to make some sort of decision relating to these options and will need to make these decisions again and again. New and better insurance products, interest rate changes, family changes, etc., will cause one to relook at one's position many times. One wants to do the right thing each time but, indeed, it is scary!

From a purely financial perspective, both personal and business, insurance plays a very important role in preserving those hard earned rupees. One has tried so hard to accumulate rupees and one needs to make the best choice possible with each of those rupees.

At some time one may be asked to exchange one's life insurance product for another. Insurance is a constantly evolving industry and there are many new products on the market from when one may have entered into his current policy and he may be shown what appears on the surface to be a better deal. Is it a better deal? Should he exchange his old policy for a new one? That is difficult to say without a thorough review of both his old policy and the new policy but particularly his old policy. The study is undertaken to help the insurance sectors to find out the reasons to improve their standard in the society. In this research an effort has been made to analyze perception of policyholders towards life insurance companies and their policies.

Review of Literature

Neelamegam and Karthihaiselvi (2010) compared the performance of LIC branch, Virudhunagar in terms of number of policies, maturity claim settlements, death claim settlements, first premium incomes and sum assured with such criteria of performance at all levels of Madurai division, South zone, Tamilnadu state and over India; and there by ascertaining the need for improving the marketing strategy of LIC branch of Virudhunagar. Five null hypotheses were formulated and tested. On the basis of study findings, authors suggested the insurer to implement some of the service marketing strategies viz., introduction of new schemes, restructuring of old plans, implementation of social security schemes, creation of awareness among rural people, reviewing the mode of premium and establishing customer relationship management (CRM) to improve LIC performance.

Pfeffer (2011)¹ in his study makes an effort to measure the profit potential of the new life insurance companies. The five types of strategies available to new companies are: grandfather strategy; hit and run; captive; brokerage; and traditional strategy. Although the evaluation of profit potential in case of new companies is practically impossible due to various reasons such as paucity of useful published data about the actual performance, it is concluded that out of many entrants, only a few are capable of doing business in the long run.

Dr.P.Sheela and G.Arti (2012) stressed that the insurance companies have to understand the changing needs of customers. They have to develop viable and cost-effective distribution channels, build consumer awareness and confidence which will together contribute in further strengthening the insurance business in India. The study revealed that though majority of the respondents are aware of life insurance and its significance, only 41.7% of them have opted for insurance coverage. The study indicated that saving element was the main element that made them to purchase life insurance policies.

Statement of the problem

Life is full of risk and uncertainties. Since we are the social human beings we have certain responsibilities too. Indian consumers have big influence of emotions and rationality on their buying decisions. They believe in future rather than the present and desire to have a better and secured future. In this direction, life insurance service has its own value in terms of minimizing risk and uncertainties. Indian economy is developing and having huge middle class societal status and salaried persons. Their money value for current needs and future desires has the pendulum moves to another side which generate the reasons behind holding a policy. Insurance industry is a service-oriented unit. It renders services like available space, display adequate information, suggestion box and so on to the policyholders.

It is essential that insurance schemes should attract and satisfy the policyholders in different ways. Life insurance has today become a mainstay of any market economy since it offers plenty of scope for garnering large sums of money for long periods of time.

The advent of private foreign insurance companies in India has become a competition of the Insurance sector of India. Thus, the attitude of the policyholders towards the Insurance sector of India has started changing in the present days.

There are murmurs at different corners as to the services of the Insurance sector of India. More and more new private insurance companies coming up year after years. And, these new and private insurance companies adopt aggressive marketing strategies to introduce their products called policies and to attract the potential policyholders.

It is witnessed that new policies like ULIPs are aggressively marketed by these new private life insurance companies. It is in this context this study has been undertaken to analyze the Policy holder's perception towards Life insurance policies in the study area.

Objectives of the Study

- To find out the policyholders perception towards life insurance policies in Thanjavur town.
- To identify the most preferred insurance company
- To examine the various factors that influences the policy holders to choose the life insurance policies.
- To identify the problems faced by policy holders
- To offer some suggestions to attract the policy holders

Methodology

The present study has been undertaken in Thanjavur Town. The study is based on both primary data and secondary data. The primary data is collected from 70 policy holders by using questionnaire and the secondary data is obtained from books, journals and websites. The collected data were analyzed with the help of Simple Percentage analysis, Correlation and Chi-Square Test.

Strategic Growth of Business in New India-Prospects and Challenges

Data Analysis & Findings

Table No. 1 Distribution of Respondents Based On Need for the Policy

Source: Primary data

S.No	Opinion	No. of Respondents	%
1	Future Need	30	50
2	For old age saving	20	25
3	Time to Time Need	10	14
4	Others	10	11
	Total	70	100

The table indicates 50% of the respondents need the policy for future need; 25% of the respondents holding a policy for old age savings; 14% of the respondents holding a policy for time to time need & 11% of the respondents holding a policy for some other purposes.

Table No. 2 Insurance Company of the Respondents

Source: Primary data

S.No	Insurance Company	No. of Respondents	%
1	LIC	32	45
2	Bajaj Allianz	15	21
3	Tata AIG	5	8
4	KOTAK Mahindra	9	12
5	HDFC	5	8
6	ICICI Prudential	4	6
	Total	70	100

The table indicates Insurance company of the respondents 45% of the respondents have taken the policy in LIC; 21% of the respondents have taken the policy in Bajaj Allianz; 12% of the respondents have taken the policy in KOTAK Mahindra; 8% of the respondents have taken the policy

in Tata AIG & HDFC & 6% of the respondents have taken the policy in ICICI Prudential.

Table No. 3 Preference of Life Insurance Policy

Source: Primary data

S. No	Policy	No. of Respondents	%
1	Whole Life Insurance	22	31
2	Limited Payment	12	17
3	Endowment	13	19
4	Joint Life Insurance	8	12
5	Child Life Endowment	15	21
	Total	70	100

The data describes the preference of Life Insurance policy 31% of the respondents have invested in Whole Life Insurance; 21% of the respondents have invested in Child Life Endowment; 19% of the respondents have invested

in Endowment policy; 17% of the respondents have invested in limited payment & 12% of the respondents invested in Joint life insurance policy.

Suggestions

The following are the suggestions offered by the respondents and the researcher for increasing the Goodwill among the policyholders in the study area

- Due to the intense competition in the Life Insurance market, the life insurance companies have to adopt better strategies to attract more policyholders.
- Life Insurance products are taken mainly by middle & higher income group. Hence they should be regarded as main targeted income groups. Life insurance products which are suitable for lower income group should be identified so that the market share increases.
- IDRA Authorized agent should be appointed by the Insurance Company so that people find it easy to hand over the premium so that mobilization of saving could be increased.
- Return on investment company reputation and premium outflow are most preferred attributes that are expected by the respondents. Hence great focus should be given to these attributes.
- Private life insurance companies should adopt effective promotional strategies to increase the awareness level among the customer.
- Life Insurance Companies should ask for their policyholder's feedback to know whether the holders are really satisfied or dissatisfied with the service and product of the companies. If they are dissatisfied then reasons should be found out and should be corrected in future.
- The LIC brand name has earned a lot of goodwill and enjoys high brand equity among the study area. As there is intense competition in Life Insurance Market, LIC should work hard to maintain its top position and offer better services to their customers.

Conclusion

The main objective of this research work is to study the policyholder's perception towards Life Insurance Policies in Thanjavur Town. It enables the Life Insurance companies to understand how policyholder's perception differs from person to person. How a consumer selects, organizes and interprets the service quality and the product quality of different life Insurance Policies, offered by various Life Insurance companies. In the study area, the investment habits of consumers are changing very frequently. So that the Insurance Company should introduce new products with certain innovative features in terms of better customer service and also wider cover.

References

Journals

1. Jagannathan R., Sundar K., 2011, Job satisfaction among the employees of life insurance corporation of India-Vellore division, Tamil Nadu, India, International Journal of current research, vol. 3, Issue, 9, pp. 157-164, August.
2. Parmjit K., Meenakshi N., 2010, A study of customer satisfaction with life insurance in Chandigarh tricity, Paradigm, Institute of Management Technology, vol. 14, Source Issue: 2.
3. Luam P., Lin T.M.Y., Lo P.K.Y, 2003, An exploratory Study ogadvancing Mobilization in the Life Insurance Industry: The Case of Taiwan's Nan Shan Life Insurance Corporation, Internet Research: Electronic Networking Applications and Policy, vol. 13, no. 4, pp. 297-310.

Strategic Growth of Business in New India-Prospects and Challenges

4. Swan, J.E. and Combs, L.J. (2000), "Product performance and consumer satisfaction: a new concept", Journal of Marketing, Vol. 40, No. 2, pp. 25-33.
5. Anderson, E.W., Fornell, C. and Rust, R.T., 2008, Customer Satisfaction, Productivity, and Profitability: Differences between Goods and Services, Marketing Science. Vol. 16, No. 2, pp. 129-45.

Websites

1. www.servicesector.com
2. www.insurance.com
3. www.lic.org.in
4. www.lifeinsurance.com
5. www.insurancepolicy.com
6. www.insurance.org.in

A STUDY ON THE ROLE OF CELEBRITY ENDORSERS AND THE IMPACT CREATED BY THEM IN MARKETING OF PRODUCTS AND SERVICES AMONG COLLEGE GOING WOMEN STUDENTS

S.Maris Shinia Clarissia

*Assistant Professor of Commerce,
Jamal Mohamed College, Trichy*

Abstract

The topic which has been taken for the study is related to the effects of celebrity endorsement and the impact created for marketing of various products and services i.e., persuading and attracting the consumers to buy the products. This can be done effectively if the marketer has a detailed insight in to present marketing scenario and prevailing marketing conditions. Hence the process of marketing and advertising should go hand in hand while selecting and endorsing a particular product line. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves. Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. Celebrity endorsements pull in hundreds of norm every year, and are widely preferred by marketers to promote their products. Using celebrities for endorsing brands has become a trend for building the brands as well as the company's image. Promotion of a company's products through these celebrities is termed as celebrity endorsement. The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialties with an aim to position them in the minds of the target consumers.

Keywords: *Celebrity Endorsers, Advertising, Company Image*

Introduction

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. It involves systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endorse a brand can have its downsides, however. One mistake by a celebrity can be detrimental to the public relations of a brand. Celebrity endorsements pull in hundreds of norm every year, and are widely preferred by marketers to promote their products. Using celebrities for endorsing brands has become a trend for building the brands as well as the company's image. Promotion of a company's products through these celebrities is termed as celebrity endorsement. The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialties with an aim to position them in the minds of the target consumers.

Celebrity Endorser in Marketing

Celebrity marketing has been used across all mediums. Print, television, radio, film and various forms of new media have all been effective outlets for celebrity endorsed products. The key is to match the right celebrity with the right product and place them both in the right ad campaign. If the combination is done well, it can lead to huge profits and an immediate change in the public perception of a company. If it is done poorly, it can ruin a brand overnight. Like

Strategic Growth of Business in New India-Prospects and Challenges

almost all jobs, marketing managers get better at what they do as they gain more experience. The advertising world places a high priority on experience and a proven track record of success. Here is a chart of how long current marketing managers had been working in the field before they were promoted to manager.

Companies hoping to work with a celebrity endorser must be willing to pay a premium price for their services. The greatest disadvantage of celebrity marketing is the high cost of securing celebrity partnerships. Advertising mediums such as TV commercials can be expensive; therefore smaller companies can focus on more affordable options like print ads or autograph-signing events. A company hoping to work with a celebrity must balance risk and reward, both of which can be significant. There are several reasons that a company might choose to use a celebrity marketing strategy. A new product can easily be introduced to consumers if they feel familiar and comfortable with the famous face endorsing it. A celebrity marketing strategy might also simply be a way to associate a well-known product with a popular famous person.

Choosing a Right Celebrity

The credibility of the celebrity breaks down into three categories: expertise, trustworthiness and attractiveness. A successful celebrity endorser must be seen as an expert in the industry they are endorsing. Finally, they must be considered attractive to the target demographic. This is more than just physical attractiveness. This extends to respect for the celebrity's achievements and their public character. Once a celebrity has been chosen there are a number of logistical details to work out. It is important that the terms of a contract are clearly spelled out to protect the interests of both the endorser and the advertiser. The length of the endorsement deal needs to be established and any special conditions that apply to either party need to be agreed upon. An endorsement deal is only signed after lengthy negotiations between agents, lawyers and marketing representatives. Celebrities rarely carry out negotiations themselves.

Review of Past Studies

Dr. Puja Khatri in her research thesis titled “Effectiveness of Celebrity Endorser in Indian Marketing”(2007) who is a faculty member of Apeejay School of Management, Dwarka, New Delhi states that the “celebrity endorser is a panacea for all marketing woes. It is today a frequently used approach in marketing for all brand building exercises. Celebrity endorsement in mass media advertising has become a very beneficial phenomenon for many countries and has significantly increased in the past decade, and should be the main principle of brand communications since it is the key to the marketing success”.

Aaker, D. A., Batra, R. and Myers, J.G. (2007) in their case study on Media Studies has found out that Celebrity Endorsements act as a credible means of “money burning”. This is because this is a world of products for which the value a consumer obtains from purchasing any given variety. This could be for reasons of social standing-People want to wear the “right” clothes, drink the “right” beverages and use the “right” fragrances.

Dr. Premnath Gaurav, in his case study entitled “An Empirical Study on Consumer Attitudes” (2001) who is a faculty of Indian Institute of Management observes that “messages

for two different firm's products, one product's message containing a celebrity endorsed. Celebrity endorsement is more likely to be observed for those products having a high price-production cost margin and on a large customer base."

Agarwal, Jagdish and Kamakura on their case study on "The Economic Worth of Celebrity Endorsers: An Event Study Analysis" (1995) cites industry sources who estimate that approximately 20% of all television commercials feature famous people. Certain sets of products feature celebrity endorsements more often.

Importance of the Study

This study focuses on the importance of a celebrity-brand match and the various roles played by them on marketing of products and services and the impact created by those celebrities among the target audience. India is a country where people are star-struck by film stars, cricketers, politicians, and so on. The more familiar a celebrity is to the widest possible segment of the population, the more effective their advertisements will be. The celebrity chosen must be seen in the eyes of the public as linked to the product they endorse. Celebrity marketing is about associating a famous person's reputation with the product. This main ideology of this study is that the brand should be cautious when employing celebrities to ensure promise, believability and delivery of the intended effect.

Statement of the Problem

Celebrity endorsements have several benefits, like building credibility and getting attention of the public, which can translate into higher sales. This study takes into account the various problems related to the celebrity endorsing a particular product line and also multiple products and their effects on target consumers. Even if the advertisers chooses the right celebrity for the advertisement, there still exists a level of risk when employing endorsers. The most of the big companies have developed a new strategy to enroll celebrities and make them brand ambassadors of their products to increase the product sale. Many risks have been associated with celebrity endorsements. Advertisers are always trying to find a message or an image that makes their product seem unique when compared to the competitors. And hence the marketers strive to create the greatest fit between the product and its celebrity endorser. The greater the link between the endorser and the product, the more customers will trust the message being delivered.

The researcher have structured, organized and analyzed many earlier empirical studies conducted by different researchers on celebrity endorsements. Moreover, it has been evident that celebrities hold a distinct status and position in Indian culture and treated with high regards. And hence, on account of understanding Indian consumer's perception towards celebrity endorsements has enforced the researcher to conduct this research.

Objectives of the Study

1. To find out the impact of celebrity endorsements among the target audience.
2. To find out the level of reach of advertisements endorsed by celebrities.

Strategic Growth of Business in New India-Prospects and Challenges

3. To rank the choice of celebrity according to the individuals preference
4. To find out the credibility of a celebrity.

Scope of the Study

This study is related to the effects of product endorsement by celebrities is done among the various college going girls in Tiruchirappalli district and the study is limited to this particular area alone. The data collection process is done among the girls of the various arts and science colleges alone. Thus the main scope of this research study is to,

- Establish credibility in research
- Have an ensured attention in responding to the questionnaire.

Limitations of the Study

- Mismatch between the celebrity and the brand. This occurs when a particular celebrity endorses a product which does not suit his/her personality at all.
- Inappropriate selection of celebrity also may result in a failure of the particular brand of product.
- Sometimes, advertisers may fail to present the content of the advertisement in the fair, descent and responsible manner. Some advertisements are even offensive and are unacceptable to public decency this may automatically derogate the particular brand and pave way for the rival competitors.

Methodology

This study is related to the effects of product endorsement by celebrities is done among the various college going girls. The data collection process is done through survey method.

Primary Sources of Data: The method of data collection used by the researcher includes the "Survey Method" which is used as a research approach to visit the respondents to collect all the required information. "**Structured Questionnaire**" is used as the research instrument to make the data collection process easier.

Secondary Sources at Data: in this method, data was collected from books, magazines, journals, internet sources and the collected data is edited, analyzed and presented in a prescribed format.

Sample Size: Sample size is determined by dividing the population into distinct independent strata. Using a **Stratified random sampling** method the strata are divided into various sub groups of different departments. The samples in this step are selected not on the basis of availability but based on the relevance in their ability to understand and answer the criterion in the questions framed by the researcher. The total strength of the commerce students of the six women colleges are alone taken into consideration to arrive at a sample size of 100.

Tools of Analysis: The data collected, is further analyzed and interpreted with the help of statistical tools like,

- Percentage calculation
- Correlation test
- One Way ANOVA

**Table 1 Respondents Buying Desire of Products and Services in
Relation to Celebrity Endorsement**

S.No	Buying Desire of Products & Services	No. of Respondents (100)	Percentage
1	Celebrity endorser plays a major role in providing the required information about the brand		
	Strongly Disagree	-	-
	Disagree	34	34.0
	No Opinion	8	8.0
	Agree	47	47.0
2	Product or Services get noticed because of a celebrity endorsement		
	Strongly Disagree	-	-
	Disagree	7	7.0
	No Opinion	9	9.0
	Agree	39	39.0
3	Choice of celebrity is the reason for the success of celebrity endorsement in any media vehicle		
	Strongly Disagree	-	-
	Disagree	-	-
	No Opinion	4	4.5
	Agree	33	33.0
4	Popularity and Credibility is the main reason for a celebrity influencing a brand		
	Strongly Disagree	-	-
	Disagree	3	3.0
	No Opinion	4	4.0
	Agree	65	65.0
5	Costly product is bought only because of favorite celebrity endorser in the ad		
	Strongly Disagree	2	2.0
	Disagree	27	27.0
	No Opinion	26	26.0
	Agree	21	20.5
6	The information perceived through celebrity endorsement of a brand lasts longer		
	Strongly Disagree	-	-
	Disagree	7	7.0
	No Opinion	9	9.0
	Agree	46	46.8
	Strongly Agree	37	37.2

Interpretation

It is observed from the above table that 50.0 per cent of the respondents strongly agreed that endorsement of various products and services by celebrities would eventually boost up the brand awareness, 40.0 per cent of the respondents agreed that endorsement of various products and services by celebrities would eventually boost up the brand awareness, 6.0 per cent of the respondents did not have any opinion and 4.0 per cent of the respondents disagreed that endorsement of various products and services by celebrities would eventually boost up the brand awareness.

It is evident from the above table that 45.0 per cent of the respondents strongly agreed that Celebrity endorsement played a major role in creating the desire, 39.0 per cent of the respondents agreed that Celebrity endorsement played a major role in creating the desire, 9.0 per cent of the respondents did not have any opinion and 7.0 per cent of the respondents disagreed that Celebrity endorsement played a major role in creating the desire.

It is evident from the above table that 62.5 per cent of the respondents strongly agreed that Choice of celebrity was the reason for the success of celebrity endorsement in any media vehicle, 33.0 per cent of the respondents agreed that Choice of celebrity was the reason for the success of celebrity endorsement in any media vehicle and 4.5 per cent of the respondents did not have any idea. It is understood from the above table that 65.0 per cent of the respondents agreed that popularity and Credibility was the main reason for a celebrity influencing a brand, 28.0 per cent of the respondents strongly agreed that popularity and Credibility was the main reason for a celebrity influencing a brand, 4.0 per cent of the respondents did not express any opinion and 3.0 per cent of the respondents disagreed that popularity and Credibility was the main reason for a celebrity influencing a brand.

It is obvious from the above table that a 27.0 per cent of the respondents disagreed that they bought a costly product only because of favourite celebrity endorser in the ad, 26.0 per cent of the respondents did not express any opinion, 24.5 per cent of the respondents strongly agreed that they bought a costly product only because of favourite celebrity endorser in the ad, 20.5 per cent of the respondents agreed that they bought a costly product only because of favourite celebrity endorser in the ad and 2.0 per cent of the respondents strongly disagreed that they bought a costly product only because of favourite celebrity endorser in the ad. It is evident from the above table that 46.8 per cent of the respondents agreed that the information perceived through celebrity endorsement of a brand lasted longer, 37.2 per cent of the respondents strongly agreed that the information perceived through celebrity endorsement of a brand lasted longer, 9.0 per cent of the respondents did not have any opinion and 7.0 per cent of the respondents disagreed that the information perceived through celebrity endorsement of a brand lasted longer.

Table 2 Inter Correlation Matrix among various Dimensions of Effects of Product Endorsements by Celebrities

	Buying desire & product price score	Brand awareness & Reliability score	Celebrity endorser & Choice of brand score	Brand impact score	Media vehicle score	Brand usage & Familiarity score	Brand association & Credibility score	Brand satisfaction score	Overall score
Buying desire & product price	1								
Brand awareness & Reliability	-.072	1							
Celebrity endorser & Choice of brand	.114*	.062	1						
Brand impact	.095	.166**	.125*	1					
Media vehicle	.135**	.171**	-.066	.094	1				
Brand usage & Familiarity	-.058	-.080	.001	.003	.020	1			
Brand association & Credibility	-.060	.275**	.112*	.236**	.129**	-.039	1		
Brand satisfaction	-.002	.019	.031	.043	.047	-.039	.126*	1	
Overall	.377**	.459**	.405**	.640**	.190**	.209**	.427**	.338**	

** Correlation is **significant** at the **0.01** level

* Correlation is **significant** at the **0.05** level

Interpretation

The above table shows that there is a significant correlation between the Buying Desire and Product Price dimension with celebrity endorser and choice of brand and there is a significant correlation between Celebrity endorser and Choice of Brand dimension with the Brand impact and Brand association and credibility. Further, there is a significant correlation between Brand association and Credibility dimension with Brand satisfaction. And there is a highly significant correlation between buying desire and product price dimension with Media Vehicle and Overall effects of product endorsement by celebrities. Similarly, there is a highly significant correlation between Brand awareness and reliability dimension with Brand impact, Media Vehicle, Brand association and credibility and Overall effects of product endorsement by celebrities. Further, there is a highly significant correlation between Celebrity endorser and Choice of Brand dimension with Overall effects of product endorsement by celebrities.

Strategic Growth of Business in New India-Prospects and Challenges

Similarly, there is a highly significant correlation between Brand Impact dimension with Brand association and Credibility and Overall effects of product endorsement by celebrities. And there is a highly significant correlation between Brand Usage and Familiarity dimension with Overall effects of product endorsement by celebrities. And there is a highly significant correlation between Brand Association and Credibility dimension with Overall effects of product endorsement by celebrities. And there is a highly significant correlation between Brand Satisfaction dimensions with Overall effects of product endorsement by celebrities.

Table 3 One way Analysis of Variance among the type of Celebrity with regard to various Dimensions of Effects of Product Endorsements by Celebrities

S.No	Source	Df	SS	MS	_ X	Statistical Inference
1	Buying desire & product price				G1=37.0897	F=1.771
	Between Groups	2	28.739	14.369	G2=37.6981	P > 0.05
	Within Groups	397	3220.759	8.113	G3=37.2500	Not Significant
2	Brand awareness & Reliability				G1=58.7138	F=1.640
	Between Groups	2	32.777	16.389	G2=58.1226	P > 0.05
	Within Groups	397	3967.400	9.993	G3=59.7500	Not Significant
3	Celebrity endorser & Choice of brand				G1=26.4724	F=1.785
	Between Groups	2	28.747	14.374	G2=25.8679	P > 0.05
	Within Groups	397	3196.430	8.051	G3=26.0000	Not Significant
4	Brand impact				G1=53.0034	F=1.160
	Between Groups	2	27.858	13.929	G2=53.1698	P > 0.05
	Within Groups	397	4768.940	12.012	G3=50.5000	Not Significant

G1= Film star, G2= Sports man/Women, G3= Models

Interpretation

From the above table it is understood that there is no significant difference among the type of celebrity with regard to buying desire & product price (F=1.771, P > 0.05). There is no significant difference among the Type of celebrity with regard to Brand awareness & Reliability (F=1.640, P > 0.05).

There is no significant difference among the Type of celebrity with regard to Celebrity endorser & Choice of brand (F=1.785, P > 0.05). There is no significant difference among the Type of celebrity with regard to Brand impact (F=1.160, P > 0.05).

Findings related to Role Celebrity Endorser and the Impact created in Products and Services

- 47.0 per cent of the respondents agreed that the celebrity endorser plays a major role in creating an impact in the minds of the customer of products and services.

- 45.0 per cent of the respondents strongly agreed that products and services get noticed because of Celebrity endorsement.
- 62.0 per cent of the respondents strongly agreed that the choice of celebrities is the reason for the success of the celebrity endorsement in any media vehicle.
- 65.0 per cent of the respondents agreed that popularity and credibility of the celebrity is the main reason for celebrity influencing a product.
- 24.0 per cent of the respondents strongly agreed that even the costly product is bought because of the favourite celebrity endorser endorsing a product or a service.
- 46.0 per cent of the respondents agreed that information perceived through the celebrity endorsement of a brand lasts longer and has much effectiveness among the customer.

Suggestions

- Selecting appropriate celebrity for an advertisement appeal creates more impact in the minds of the customer emphasizing on consumer's choice of celebrity.
- Companies need to make good judgments on consumer's needs and interests while making an endorser represent a particular product.
- Carefully selection of an adverting spokesperson. Companies should carefully choose and evaluate a popular celebrity to promote their products.
- Celebrities possessing high star value power during the time of endorsement can be selected since they will be more effective in the advertisement.
- When celebrities endorse a product, they, may also give equal importance to the message developed for the advertisement. Since the word from a celebrity is keenly observed by the audience, the celebrity may avoid giving tall claims about the product and must ensure that whatever positive they saw are there in the product or service.

Conclusion

Celebrity endorsements pull in hundreds of cores of money every year and are widely preferred by marketers to promote their products. Using celebrities for endorsing brands has become a trend for building the brands as well as the company's image. Celebrities leave great impression especially in the mind of their fans and status conscious viewers or consumers therefore celebrities should have to be careful while working in some particular advertisement. It is understood that celebrity advertisements create impact in the minds of the college going girls. At the same time, having a celebrity in an advertisement without a clear strategy will lead to a kind of situation in which, the celebrity alone gets highlighted and the brand may go unnoticed. Hence, in order to register the brand name and make the buyer to recollect and to act mainly depends on the theme or ideas or attractive strategy. It is highly difficult to create new ideas; hence, developing new ideas of celebrity endorsement should be an on-going process. It is always appreciable to invest in good ideas, which will-sure ensure good returns. Hence, Celebrity endorsement has positive impact on the college going girls' students.

References

1. Dr.Puja Khatri, Effectiveness of Celebrity Endorser in Indian Marketing University School of Management Studies, GGS Indraprastha University, Sector 16-C, Dwarka, New Delhi 110078
2. Aaker, D. A., Batra, R. and Myers, J.G. Media studies 28 Indian Media Studies Journal Vol.1. No.1. July-Dec. 2006
3. Dr. Premnath Gaurav “An Empirical Study of Consumer Attitudes,” Journal of Accounting-Business & Management, Vol.13, pp.69-84.
4. Agarwal, Jagdish and Kamakura, Wagner A. (1995), “The Economic worth of Celebrity Endorsers: An Event Study Analysis”, Journal of Marketing, 59, No. 3 pp.56-62.
5. Mehulkumar, P. (2005), An Examination of Universal Personality Endorser in the Interaction between PCI and PBI, Leeds University Business School Report, December, volume 2. Pg. 13.
6. Menon, K. (2001), Celebrity Advertising: An Assessment of Its Relative Effectiveness, mimeo.Pg. 45
7. Vijayalakshmi.M, “Television:An Effective medium of advertisement”” Indian Journal of marketing, Vol XIX No.8-10, Apr-Jun.8, pp:25-27.

A STUDY ON EMPLOYEE'S ACCEPTANCE TOWARDS APPLICATION OF '5S' MODEL WITH SPECIAL REFERENCE TO SELF-FINANCE COLLEGE IN THANJAVUR TOWN

I.Rosanth

Asst. Professor, Adaikalamatha Institute of Management and Research,
Vallam, Thanjavur

Dr. M.Manimekalai

Asst. Professor, Dept. of Commerce,
Srimad Andavan Arts and Science College, Trichy

Abstract

Quality in professional education, how to enhance it and how to evaluate it, has been placed squarely on the contemporary agenda in higher education. 'Total Quality Management (TQM)' is an alternative methodology/philosophy for governance. The principles of TQM have been successfully adopted in the field of higher education by developed countries. The desire or enthusiasm to pursue professional education in order to acquire knowledge, skills and new tools of analysis is one thing; to actually succeed and be able to show evidences of having acquired these in concrete terms is quite another. Irrespective of any design or framework, competitive advantage and professional excellence fundamentally depends upon the quality of the product or service. Management professionals are playing an important role to run the organization and its business successfully. Management education is essential to improve the skills and knowledge of technical and professional manpower of a country.

The higher education in India has grown significantly in the recent years. The number of students enrolled for higher education in India has tremendously increased to become one of the largest systems of its kind in the world in the recent past. However, the system has been grappling with several problems like funds crunch, equity, reorientation of programmes, ethics, value associated to delivering education, teaching learning process, assessment and accreditation of institutions, academic standards of the students, quality of research, innovativeness and creativity. Such factors directly or indirectly affect the student's academic productivity in the educational institutions.

Keywords: *Quality, TQM, Ethics delivering education, assessment etc.,*

Introduction

One of the methods of determining an organizations approach to its business is to evaluate its workplace organization capability & visual management standards. 5S engages people through the use of 'Standards' and 'Discipline'. It is not just about housekeeping, but concentrating on maintaining the standards & discipline to manage the organization - all achieved by upholding & showing respect for the Gemba [workplace] every day. Some 5S Success Stories examples by Kaizen Institute Consulting Group.

There are five 5S phases: They can be translated from the Japanese as "sort", "set in order", "shine", "standardize", and "sustain". Other translations are possible.

Objective of the Study

1. To study '5S' Model philosophy, issues, and assess /address the need for quality perspectives in Management Institutions.
2. To identify and analyze TQM practices accepted by Management Institutions of Thanjavur.
3. To study perceptions of stakeholders about practices of '5S' Model in Management Institutions of Thanjavur.

Strategic Growth of Business in New India-Prospects and Challenges

4. To formulate quality framework and Quality assurance mechanism in Management Institutions.

Methodology

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Research Design

The researcher has used descriptive research design. In descriptive research design, the researcher is supposed to describe the problem using a questionnaire or a schedule. This method helps the researcher to explore new areas of investigation.

- Descriptive Research includes fact-finding enquires.
- Descriptive Research studies are those studies, which are concerned with describing characteristics of a particular individual, or of a group.

Sample Design: Cluster Sampling is very different from Stratified Sampling. With cluster sampling one should. Divide the population into groups (clusters). Obtain a simple random sample of so many clusters from all possible clusters. Obtain data on every sampling unit in each of the randomly selected clusters.

Sample Method: In probability sampling it is possible to both determine which sampling units belong to which sample and the probability that each sample will be selected.

Sample Unit: Self-finance Arts and Science College under Bharathidasan University in Thanjavur town.

Sample Size: Out of various colleges around Thanjavur town 160 respondents are taken for the study.

Method of Data Collection

Primary data is collected from faculty of private college in Thanjavur. Questionnaire: The required information for the study is collected through a structured questionnaire. The questionnaire consists of closed-ended multiple choice questions. Multiple Choice Questions: These are questions, which has a number of options to select. It allows the respondent to select the appropriate one of their own.

The secondary data was collected through company profile, books, and internets. Through secondary data basic information about the organization was known.

Statistical Design (Using SPSS 20)

- Percentage
- Mean
- Standard deviation

Classification of the respondents by demographic factors

S.No.	Demographic Questions	Opinions	Frequency	Percent
1	Gender	Male	108	68
		Female	52	33
		Total	160	100
2	Marital Status	Single	24	15
		Married	136	85
		Total	160	100
3	Academic Experience	5 & Below	31	19
		6-10	73	46
		11-15	42	26
		16 & Above	14	9
		Total	160	100
4	Faculty Retention (working within same Institution)	3 & Below	35	22
		4-9	72	45
		10-14	39	24
		15 & Above	14	9
		Total	160	100

Source: Primary Data (Output generated from SPSS 20)

Interpretation

From the above table it is inferred that the socio-demographic values, 68% of the respondents are male and 33% of the respondents are female. Majority of the respondents are male. 15% of the respondents are single and 85% of the respondents are married. Majority of the respondents are married. 19% of the respondents are 5 & below years' experience, 46% of the respondents are 6-10 years' experience, 26% of the respondents are 11-15 years' experience and 9% of the respondents are 16 & above years' experience. Majority of the respondents are 6-10 years' experience. 22% of the respondents are 3 & below years' retention in same institution, 45% of the respondents are 4 - 9 years' retention in same institution, 24% of the respondents are 10 - 14 years' retention in same institution and 9% of the respondents are 15 & above years' retention in same institution. Majority of the respondents are 4-9 years' retention in same institution.

Mean and standard deviation for Seiri – Structure (Organizing the essential stuffs for institutions)

Seiri – Structure (organizing the essential stuffs for institutions)	Mean	SD
Built-up area of the building	3.73	1.153
Class-rooms	4.43	1.147
Qualified Faculty	3.56	.957
Smart Class (LCD & Internet Facilities)	3.81	.928
Auditorium/ Amphitheater/ Seminar Hall	3.40	1.123
Power back Gen-set on Campus	3.85	1.029
Drinking water facility with RO and rest room	3.58	1.006
Library facility	4.07	.952

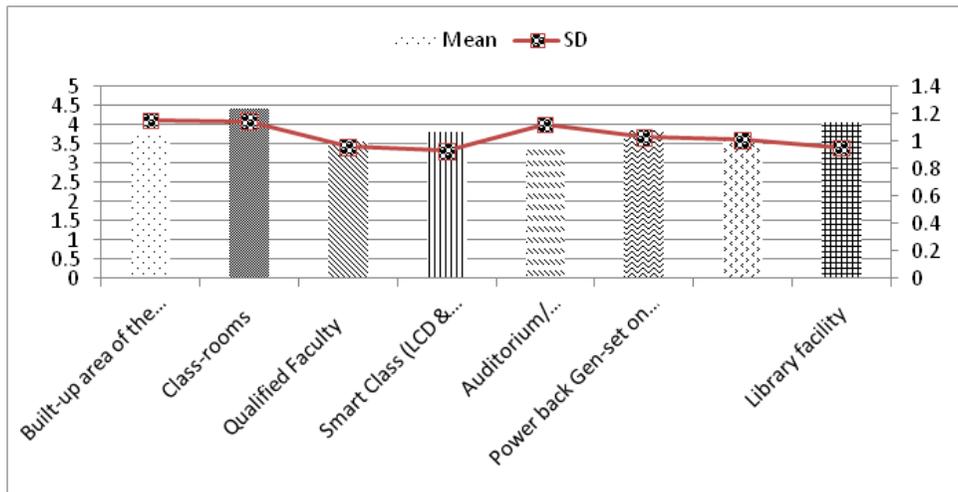
Source: Output generated from SPSS 20

Strategic Growth of Business in New India-Prospects and Challenges

Interpretation

From the above table it was identified mean for the 6 variables are between neutral and slightly accepted and 2 variables are between slightly accepted and totally accepted. The entire mean variables are positioned towards positive side. The standard deviation of the variables shows that the three variables that less deviates then others.

**Mean and standard deviation for Seiri – Structure
(Organizing the essential stuffs for institutions)**



**Mean and standard deviation for Seition - Systemise
(Retrieval of any things file/books/document etc., in 30 seconds)**

Seition - Systemise (Retrieval of any things file/books/document etc., in 30 seconds)	Mean	SD
Building flowchart(classroom, seminar hall, library etc.,)	3.58	1.119
Class-rooms tools(chalk, board, duster & furniture)	3.80	1.069
Faculty (updating recent research work and current affairs)	3.59	.921
Smart Class (use of PPT and videos for difficulty content)	3.88	.827
Seminar Hall (use of audio, system and furniture requirement)	3.29	1.162
Gen-set (use of UPS and alternative power source)	3.98	.948
Drinking water facility and rest room (quality, drainage and equipment)	4.28	.816
Library Management (book & journal with code for understanding)	3.63	.909

Source: Output generated from SPSS 20

Interpretation

From the above table it was identified mean for the 7 variables are between neutral and slightly accepted and 1 variables are between slightly accepted and totally accepted. The entire mean variables are positioned towards positive side. The standard deviation of the variables shows that the three variables that high deviates then others.

**Mean and standard deviation for Seiso - Sanitise
(Individual cleaning responsibilities for respective belongings)**

Seiso - Sanitise (Individual cleaning responsibilities for respective belongings)	Mean	SD
Building (maintenance staffs)	3.54	1.176
Class-rooms (keep clean class of teaching staff and student)	3.69	1.128
Teaching Faculty (maintenance study material and staff room)	3.51	.978
Smart Class (maintenance of smart class equipment)	3.79	.921
Seminar Hall (maintenance of seminar hall equipment)	3.24	1.157
Power (maintenance of UPS and gen-set equipment)	3.86	1.098
Drinking water facility and rest room (maintenance of RO and keep clean)	4.16	.955
Library Management (maintenance of book in respective place)	3.54	.971

Source: Output generated from SPSS 20

Interpretation

From the above table it was identified mean for the 7 variables are between neutral and slightly accepted and 1 variables are between slightly accepted and totally accepted. The entire mean variables are positioned towards positive side. The standard deviation of the variables shows that the four variables that low deviates then others.

**Mean and standard deviation for Seiketsu – Standardise
(transparency of storage with color coding, labeling and name plate)**

Seiketsu – Standardise (transparency of storage with color coding, labeling and name plate)	Mean	SD
Built-up area of the building (Place a name plate on every room)	3.52	1.228
Class-rooms tools(right place for chalk, board, duster & furniture)	3.70	1.154
Faculty (transparency in study material and book reference etc.,)	3.46	1.051
Smart Class (share PPT and videos used in the class)	3.87	1.023
Seminar Hall (keep at right place audio equipment and furniture)	3.28	1.160
Gen-set (Keep instruction for operation of alternative power source)	3.83	1.119
Drinking water facility and rest room (Label maintenance time near RO)	3.96	1.107
Library Management (place the books as per coding and labeling)	3.52	1.028

Source: Output generated from SPSS 20

Interpretation

From the above table it was identified mean for the 8 variables are between neutral and slightly accepted. The entire mean variables are positioned towards positive side. The standard deviation of the variables shows that the all variables that high deviates then others.

Strategic Growth of Business in New India-Prospects and Challenges

Mean and standard deviation for Shitsuke – Self-discipline (Communication & reporting organisation performance chart)

Shitsuke – Self-discipline (Communication & reporting organisation performance chart)	Mean	SD
Built-up area of the building (maintain feedback and reporting note)	3.34	1.203
Class-rooms tools (maintain feedback and reporting note)	4.42	1.073
Faculty (maintain feedback and reporting note)	3.38	1.143
Smart Class (maintain feedback and reporting note)	4.37	.922
Seminar Hall (maintain feedback and reporting note)	3.30	1.103
Gen-set (maintain feedback and reporting note)	3.89	.969
Drinking water facility and rest room (maintain feedback and reporting note)	3.46	1.228
Library Management (maintain feedback and reporting note)	3.93	1.019

Source: Output generated from SPSS 20

Interpretation

From the above table it was identified mean for the 6 variables are between neutral and slightly accepted and 2 variables are between slightly accepted and totally accepted. The entire mean variables are positioned towards positive side. The standard deviation of the variables shows that the 6 variables that high deviates then others.

Percentage Findings

The socio-demographic discovery, majority 68% of the respondents are male, majority 85% of the respondents are married, majority 46% of the respondents are 6-10 years' experience and majority 45% of the respondents are 4-9 years' retention in same institution.

Mean Findings

Class room and library facility have high mean value in Structure, drinking water & rest room facility have high mean value in Systemize, drinking water & rest room facility have high mean value in Sanitise, drinking water & rest room facility have high mean value in Standardise and Class room and smart class have high mean value in Self-discipline.

Standard Deviation Findings

Building facility have high SD value in Structure, seminar hall facility have high SD value in Systemize, building facility have high SD value in Sanitise, building facility have high SD value in Standardise and drinking water and rest room facilities have high SD value in Self-discipline.

Suggestions

TQM has direct bearing upon the output quality of management education and matter of interest for all the concerned. During the research processes, researcher has observed certain grey areas which need immediate attention and quality assurance mechanism. The following recommendations are made for the benefit of educational system and the society.

- Quality of output of management education system is directly depends on incoming quality of the students and service quality provided by the management institutions. Incoming quality of the students is uncontrollable factor, which could be managed through enhancing the credibility of the institutions. Therefore, every institution should enhance their credibility and attract quality students.
- Service quality should be as per the expectations of all concerned stakeholders; therefore institutions should periodically assess the service quality. For expected service quality, TQM practices and processes should be adopted ensuring required faculty quality, infrastructure quality and requisite financial support from top management of the institutions.
- For quality management education Govt. and apex bodies (UGC, AICTE, Universities) should discourage non-professional management institutions by adopting stringent quality policies for admission procedures, faculty and infrastructure. Intake-police should be reframed and recommended to enhance the interactive learning quality.
- The management institutions do not provide conducive environment that is supportive to research. Management institutes needs to work in this direction. Management institutes should inculcate proper motivation and interest among faculty for research. This can be done by providing incentives to faculty involved in research/ higher studies, giving due weightage to research activities and providing a good library support system.
- Also faculty must be encouraged to go for Faculty development programs (FDP) and skills and knowledge enhancement training, giving due weightage and incentives. Faculty interaction with executives should be enhanced by increasing participation of industry experts in academics either by appointing them as full time faculty or part time faculty. Institutions should be encouraged to arrange tie ups with business houses.

Conclusion

TQM as a management theory is a relatively new concept within organizational theory which may raise management theory up to a new level of understanding, relevance and consciousness. The use of TQM as a management and planning tool has gained widespread acceptance in the business world. The educational institutions are slow to embrace this important management paradigm which enhances the quality of all functions of an organization. The need for a TQM is significant for educational institutions and universities, as they constantly need to meet the accreditation bodies' and stakeholders' expectation for continuous improvement. In addition, their improvement has a direct impact on the quality of the society. Top management commitment is key critical factor which must be present before initiating TQM implementation process.

Management education in India has grown significantly in recent years, however, in most of cases quality of management education have been questioned. Management institutes affiliated to universities are working with many uncontrollable parameters. They are not able to design their input student's quality (they can only attract quality student input). Another major factor is curriculum, which is not often revised as per the need and requirement of the

Strategic Growth of Business in New India-Prospects and Challenges

customers (students and industry). Considering dynamic external environment, need and requirements of customers, expectations from stakeholders, rigid working systems, cut-throat competition, fund crunch, reduction in intake (seats vacant) perspective of quality has crept in and need of TQM is felt.

References

1. P. Rai, "Effectiveness of 5S Implementation on Organizations Performance," *Abhinav International Monthly Refereed Journal of Research in Management & Technology*, Volume 5, Issue 1, January, 2016.
2. M. Jiménez, L. Romero, M. Domínguez, M. M. Espinosa, "5S methodology implementation in the laboratories of an industrial engineering university school," *Safety Science* 78, 2015, pp. 163–172.
3. Y. Johana, N. M. Hardi, L. Abdullah, N. Jumadi, W.N.S.W. Mohammad, N. S. Taharuddin, "The Sustainability of QE/5S Implementation in an Administration Office of a Higher Education Institution," 2014,
4. D. A. Gürel, "A Conceptual Evaluation of 5S Model in Hotels," *African Journal of Business Management*, Vol. 7 (30), 14 August, 2013, pp. 3035-3042.
5. D. S. Uma, A. Kannan, "Implementation of 5S in HRM," *Journal of Contemporary Research in Management*, October - December, 2010.
6. S. Erdem, K. Aksoy, "Implementing Lean Service Operations: A Case Study from Turkish Banking Industry," *İşletmeFakültesiDergisi*, Cilt 10, Sayı 1, 2009, pp. 171-198.
7. S.K.M. [1999], *TQM: An Integrated Approach -- Implementing TQ through Japanese 5-S and ISO 9000*, Kogan Page, UK (95 & 97 Ed.), HKBU (99 Ed.).
8. [8] S.K.M. [1997], *5-S: The Key to Improve your Quality and Productivity*, Hong Kong Government Industry Department Workbook, HK Baptist Uni., Hong Kong.
9. S.K.M. & Fung C. [Feb 95]. "Developing a TQM Excellence Model: Part 2", *TQM Magazine*, MCB, Vol.7, No.1, UK, pp.24-32.
10. Osada T. [1991], *The 5-S: Five Keys to a T.Q. Environment*, Asian Productivity Organization, Tokyo.
11. Peters T.J. & Waterman R.H. [1982], *In Search of excellence*, New York: Harper & Row.
12. Revans R. [1983], *ABC of Action Learning*, Chartwell-Bratt, UK.
13. *Total Quality Management - S. Rajaram, M. Sivakumar*
14. *Total Quality Management - Principles and Practice – S.K. Mandal*
15. *Research Methodology – Kothari*

INVESTMENTS IN INDIAN PHARMACEUTICAL INDUSTRY

Dr.R.Mangaiyarakarasi

Assistant Professor of Commerce,
Seethalakshmi Ramaswami College, Trichy

M.Gajalakshmi

M.Phil Research Scholar in Commerce,
Seethalakshmi Ramaswami College, Trichy

Abstract

The pharmaceutical industry is developing, producing, and marketing drugs or pharmaceuticals. The Pharmaceutical companies are generally dealing in generic or brand medications and medical devices. The pharma products are subject to a variety of laws and regulations in all countries. Because of the multi various compliance to be complied with as required by law and procedure the pharmaceutical industry has become a large and very complex enterprise. The industry has also come to be characterized by outsourcing. That is, many companies contract with specialty manufacturers or research firms to carry out parts of the drug development process for them. Others try to retain most of the processes within their own company. Since the pharmaceutical industry is driven largely by profits and competition-each company striving to be the first to find cures for specific diseases-it is anticipated that the industry will continue to change and evolve over time. This paper helps to know the development of Indian pharmaceutical industry. The following are the facts for the growth of Pharmaceuticals industry:

- Growth in healthcare financing products;
- Demand in the generics market;
- Rise in outsourcing activities; and
- Demand for emerging segments.

Keywords: Indian Pharmaceutical industry, Service sector, Development of service sector

Introduction

The Indian pharmaceuticals market is the third largest in terms of volume and thirteenth largest in terms of value, as per a report by Equity Master. India is the largest provider of generic drugs globally with the Indian generics accounting for 20 per cent of global exports in terms of volume. Of late, consolidation has become an important characteristic of the Indian pharmaceutical market as the industry is highly fragmented. India enjoys an important position in the global pharmaceuticals sector. The country also has a large pool of scientists and engineers who have the potential to steer the industry ahead to an even higher level. Presently over 80 per cent of the antiretroviral drugs used globally to combat AIDS (Acquired Immuno Deficiency Syndrome) are supplied by Indian pharmaceutical firms. The UN-backed Medicines Patent Pool has signed six sub-licences with Aurobindo, Cipla, Desano, Emcure, Hetero Labs and Laurus Labs, allowing them to make generic anti-AIDS medicine Tenofovir Alafenamide (TAF) for 112 developing countries.

Market Size

The Indian pharma industry, which is expected to grow over 15 per cent per annum between 2015 and 2020, will outperform the global pharma industry, which is set to grow at an annual rate of 5 per cent between the same period!. The market is expected to grow to US\$ 55 billion by 2020, thereby emerging as the sixth largest pharmaceutical market globally by absolute size, as stated by Mr Arun Singh, Indian Ambassador to the US. Branded generics

Strategic Growth of Business in New India-Prospects and Challenges

dominate the pharmaceuticals market, constituting nearly 80 per cent of the market share (in terms of revenues). The sector is expected to generate 58,000 additional job opportunities by the year 2025. India's pharmaceutical exports stood at US\$ 16.4 billion in 2016-17 and are expected to grow by 30 per cent over the next three years to reach US\$ 20 billion by 2020, according to the Pharmaceuticals Export Promotion Council of India (PHARMEXCIL). Indian companies received 55 Abbreviated New Drug Application (ANDA) approvals and 16 tentative approvals from the US Food and Drug Administration (USFDA) in Q1 of 2017. The USFDA approvals are expected to cross 700 ANDA in 2017, thereby recording a year-on-year growth of 17 per cent. The country accounts for around 30 per cent (by volume) and about 10 per cent (value) in the US\$ 70-80 billion US generics market. India's biotechnology industry comprising bio-pharmaceuticals, bio-services, bio-agriculture, bio-industry and bioinformatics is expected to grow at an average growth rate of around 30 per cent a year and reach US\$ 100 billion by 2025. Bio pharma, comprising vaccines, therapeutics and diagnostics, is the largest sub-sector contributing nearly 62 per cent of the total revenues at Rs 12,600 crore (US\$ 1.89 billion).

Generic Drugs form the Largest Segment

- With 70 per cent of market share (in terms of revenues), generic drugs form the largest segment of the Indian pharmaceutical sector.
- India supply 20 per cent of global generic medicines market exports in terms of volume, making the country the largest provider of generic medicines globally and expected to expand even further in coming years
- Over the Counter (OTC) medicines and patented drugs constitute 21 per cent and 9 per cent, respectively, of total market revenues of US\$ 20 billion

Major Pharmaceutical Companies in India

Even though there are many players in the Pharma Industry in India, the following table reveals some of leading Indian players in this industry as on July 2017:

List of Major Pharmaceutical Companies in India

Company Name
Sun Pharmaceutical
Lupin Limited
Dr. Reddy's Lab
Cipla
Aurobindo Pharma
Cadila Health care
Glenmark Pharmaceuticals
Glaxo Smithkline Pharmaceuticals Limited
Divis Laboratories
Torrent Pharmaceuticals

Investments

The Union Cabinet has given its nod for the amendment of the existing Foreign Direct Investment (FDI) policy in the pharmaceutical sector in order to allow FDI up to 100 per cent under the automatic route for manufacturing of medical devices subject to certain conditions.

The drugs and pharmaceuticals sector attracted cumulative FDI inflows worth US\$ 14.71 billion between April 2000 and March 2017, according to data released by the Department of Industrial Policy and Promotion (DIPP).

Some of the major investments in the Indian pharmaceutical sector are as follows:

- Indian pharmaceutical firm, Eric Life sciences Pvt Ltd, has launched its initial public offering (IPO) worth Rs 2,000 crore (US\$ 311 million) in June 2017.
- Indian pharmaceutical company, Cadila Healthcare Ltd, is planning to raise Rs 1,000 crore (US\$ 155 million) via a qualified institutional placement (QIP) of shares shortly.
- Capital International Group, a private equity fund, has acquired a three per cent stake in Intas Pharmaceuticals Ltd from Chrys Capital Llc for a consideration of US\$ 107 million, thereby valuing Intas Pharma at approximatively US\$ 3.5 billion.
- Aurobindo Pharma Ltd, has acquired four biosimilar products from Swiss firm TL Biopharmaceutical AG, which will require TL Biopharmaceutical to supply all the developmental data for four molecules, which will be developed, commercialised and marketed by Aurobindo Pharma
- Piramal Enterprises Ltd acquired a portfolio of spasticity and pain management drugs from UK-based specialty biopharmaceutical company Mallinckrodt Pharmaceuticals, in an all-cash deal for Rs1,160 crore (US\$ 171 million).
- Aurobindo Pharma has bought Portugal based Generis Farmaceutica SA, a generic drug company, for EUR 135 million (US\$ 144 million).
- Sun Pharmaceutical Industries Ltd, India's largest drug maker, has entered into an agreement with Switzerland-based Novartis AG, to acquire the latter's branded cancer drug Odomzo for around US\$ 175 million.
- Kedaara Capital Advisors LLP, a private equity (PE) firm, plans to invest Rs 430 crore (US\$ 64.5 million) to acquire a minority stake in Hyderabad-based diagnostics chain Vijaya Diagnostic Centre Pvt Ltd.
- Sun Pharmaceuticals Industries Limited plans to acquire 85.1 per cent stake in Russian company Biosintez for US\$ 24 million for increasing its presence in Russia through local manufacturing capability.
- Abbott Laboratories, a global drug maker based in US, plans to set up an innovation and development center (I&D) in Mumbai, which will help in developing new drug formulations, new indications, dosing, packaging and other differentiated offerings for Abott's global branded generics business.

Increasing Investments in the Sector

- The Indian pharmaceuticals market increased at a CAGR of 17.46 per cent during 2005-16 with the market increasing from US\$ 6 billion in 2005 to US\$ 36.7 billion in 2016 and is expected to expand at a CAGR of 15.92 per cent to US\$ 55 billion by 2020.

Strategic Growth of Business in New India-Prospects and Challenges

- By 2020, India is likely to be among the top three pharmaceutical markets by incremental growth and sixth largest market globally in absolute size.
- India's cost of production is significantly lower than that of the US and almost half of that of Europe. It gives a competitive edge to India over others.

Government Initiatives

The implementation of the Goods and Services Tax (GST) is expected to be a game-changer for the Indian Pharmaceuticals industry. It will lead to tax-neutral inter-state transactions between two dealers, thereby reducing the dependency on multiple states and increasing the focus on regional hubs. It is expected to result in an efficient supply chain management, which is expected to reduce its cost considerably. The cost of technology and investment is expected to reduce on account of tax credit which can be availed now on the duties levied on import of costly machinery and equipment. Some of the initiatives taken by the government to promote the pharmaceutical sector in India are as follows:

- The Government of India unveiled 'Pharma Vision 2020' aimed at making India a global leader in end-to-end drug manufacture. Approval time for new facilities has been reduced to boost investments.
- The government introduced mechanisms such as the Drug Price Control Order and the National Pharmaceutical Pricing Authority to deal with the issue of affordability and availability of medicines.
- Mr Ananth Kumar, Union Minister of Chemicals and Petrochemicals, has announced setting up of chemical hubs across the country, early environment clearances in existing clusters, adequate infrastructure, and establishment of a Central Institute of Chemical Engineering and Technology.

Conclusion

The Indian pharmaceutical market size is expected to grow to US\$ 100 billion by 2025, driven by increasing consumer spending, rapid urbanisation, and raising healthcare insurance among others. Going forward, better growth in domestic sales would also depend on the ability of companies to align their product portfolio towards chronic therapies for diseases such as cardiovascular, anti-diabetes, anti-depressants and anti-cancers that are on the rise. The Indian government has taken many steps to reduce costs and bring down healthcare expenses. Speedy introduction of generic drugs into the market has remained in focus and is expected to benefit the Indian pharmaceutical companies. In addition, the thrust on rural health programmes, lifesaving drugs and preventive vaccines also augurs well for the pharmaceutical companies.

References

1. Consolidated FDI Policy, Department of Industrial Policy & Promotion (DIPP), Press Information Bureau (PIB), Media Reports, Pharmaceuticals Export Promotion Council
2. The National Manufacturing Competitiveness Council The National Strategy for Manufacturing, New Delhi, March 2017.
3. www.en.wikipedia.org

A STUDY ON THE PROMOTIONAL STRATEGIES IN THE TWO WHEELER MARKET IN TIRUCHIRAPPALLI DISTRICT

Dr.M.Sirajudeen

Assistant Professor of Commerce,
Jamal Mohamed College (Autonomous), Trichy

Dr.U.Leyakath Ali Khan

Assistant professor of BBA,
Jamal Mohamed College (Autonomous), Trichy

Abstract

Indian Automobile is one of the largest industries in the global market with an annual production of 23.37 million vehicles in 2015-2016, following a growth of 8.68 Percent over the last year. The Industry accounts for 7.1 percent of the country's Gross Domestic Product. From a semi luxury product for the urban middle class in the eighties and earlier, the two wheeler has now become not only the favourite mode of personal transport but also the most coveted personal household durable possession among nearly all consumer classes, except perhaps the most affluent. The major players in the two wheeler market are Hero, Honda, TVS, Suzuki, Bajaj and Yamaha. The leading motorcycle in the two wheeler segment is the stylish, fuel-efficient and sturdy 4-stroke motorcycle the purchase of which is influenced by various factors like social, economic and technological factors.

Keywords: Two wheeler, strategy, consumer behaviour and social factor

Introduction

India is the second largest 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 sold respectively. The two wheelers market has had a perceptible shift from a buyers' market to a seller market with a variety of choices. Players will have to compete on various fronts viz. pricing, technology product design, productivity, after sale service, marketing and distribution. In the short term, market shares of individual manufacturers are going to be sensitive to capacity, product acceptance, pricing and competitive pressures from other manufacturers. The term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Thus consumer behaviour focuses on how individuals make decisions to spend their available resources like time, money and effort on consumption related items.

Two Wheeler Industries in India

The two wheelers market has had a perceptible shift from a buyers' market to a seller market with a variety of choices. Players will have to compete on various fronts via pricing, technology product design, productivity, after sale service, marketing and distribution. In the short term, market shares of individual manufacturers are going to be sensitive to capacity, product acceptance, pricing and competitive pressures from other manufacturers. The two-wheeler segment is divided into 5 major product classifications: (1) Mopeds; (2) Motor cycles; (3) Scooters; (4) Step thrus and (5) Ung geared scooters. The Two wheelers segment with 8.1 percent market share is the leader of the Indian Automobile market owing to the growth of

Strategic Growth of Business in New India-Prospects and Challenges

middle class and young population. Moreover, the companies take interest and explore the rural markets further for the growth of the sector.

Review of Literature

Dominic F. Wilson (2000) in a paper argued that individual consumer not purchase only for themselves, in response to their own perception and wishes, but also collectively on behalf of others and under many powerful societal (i.e. organizational) influences.

As per one article in the Business Today (2007) “it is expected that motorcycle market will continue to grow in rural India. Currently rural India accounts for 33% of total motorcycle sales but this could increase if, more dealers are set up in the rural areas. More ever, rural sales are likely to be cash sales and there is need to finance sales of motorcycles in the rural areas. Support from self-help groups or micro finance may be required. It is also expected that customers’ demands will be for 125cc and 150cc models”.

P. Mohan, Sasikumar, Jishnu and S. Sriram (2013) in their study identified the factors influencing customers’ brand preferences of the economy segment SUV’s and MUV’s. They found that the preference are influenced by product reliability, monetary factor, trendy appeal, frequency of non-price promotions offered, trustworthiness and customer feeling or association towards brand.

Statement of the Problem

A two-wheeler purchase is influenced by several factors like social, economic and technological factors. The Indian automobile industry faces a tough competition with the entry of many companies. All the companies are constantly engaged in gaining the attention of consumers by introducing a novelty in the existing vehicles, changing the design and model. In this study, popular two-wheeler motorcycles such as, Hero, Honda, TVS, Suzuki, Bajaj and Yamaha brands are taken into account, to gain knowledge of issues related to the factors influencing two wheeler motorcycles. Hence, an attempt has been made to investigate into those factors that are responsible for the influence of a two-wheeler purchase decision and to determine the most important promotional tool which a buyer thinks would influence his or her two-wheeler purchase decision.

Objectives of the Study

1. To identify and analyze the market of automobile industry in two wheeler segment.
2. To study the social factors those influence the purchase of two wheelers Tiruchirappalli District.
3. To analyse the importance of various promotional strategies in the purchase of two wheelers in Tiruchirappalli District.
4. To identify the brand preference of two-wheelers in the Tiruchirappalli District.
5. gomenezes@rediffmail.com

Methodology

This is a descriptive study of the buyer behaviour in the two-wheeler market in the Tiruchirappalli District. The study is based on both primary and secondary data which are analysed using statistical tools like Percentage analysis to draw conclusions.

Sources of Primary and Secondary Data

Since most of the information necessary to fulfil the objectives of the study was not available from secondary sources, the researcher mainly based his study on relevant primary data which were collected by conducting a field survey from the selected sample units in Tiruchirappalli District. The primary data were collected from 300 two-wheeler owners through a structured interview schedule. The secondary data necessary for the study were compiled from published and unpublished sources.

Sample Frame

The present study pertains to two-wheeler owners in Tiruchirappalli District. Thus, a sample comprising 300 two wheeler owners was selected from the sample frame of the study.

Sample Design

The study adopts a stratified random sampling method for sample selection. The size of the population of this study is users of two wheelers who are found out from the Regional Transport Office of the Tiruchirappalli District. There are fourteen blocks namely, Andanallur, Manikandam, Thiruverambur, Manapparai, Marungapuri, Vaiyampatty, Lalgudi, Manachanallur, Pullampady, Musiri, Thottiam, Thathayangarpettai, Thuraiyur and Uppilliyapuram. The data were collected by distributing a well-structured 78 items of questionnaires to 300 consumers.

Sample Unit

The sample unit selected for the users of two wheelers in Tiruchirappalli District of Tamil Nadu. The size of the population is found out from the Regional Transport office of the Tiruchirappalli District. The District offices situated at Tiruchirappalli (West), Srirangam, Lalgudi, Musiri, Thuraiyur; Tiruchirappalli (East), Thiruverumbur for the study purpose the researcher collected the vehicle population according to the various blocks of Tiruchirappalli district.

Analysis and Interpretation

The major players in the two-wheeler market are Bajaj, Hero, Honda, TVS, Suzuki and Yamaha. The two-wheeler market in Tiruchirappalli District is abundant in motor bikes, scooters, scooters and mopeds with a wide variety of models and attractive features catering to the tastes and preferences of consumers in Tiruchirappalli District.

Table No. 1 Distribution of respondents on the basis of two wheeler motorcycles brands

Source: Primary Data

Brand Name	Frequency	Percentage
Hero	68	23
Honda	52	17
TVS	40	13
Suzuki	21	7
Bajaj	83	28
Yamaha	36	12
Total	300	100.0

The table 1 reveals the name of the brand of two wheeler motorcycle. The majority of two wheeler motorcycle users are using 28 percent of Bajaj, 23 percent of Hero and 17 percent of Honda brands. TVS brand of two wheeler motorcycle users are 13 percent only. The lesser level of two wheeler motorcycle users are 12 percent and 7 percent for Yamaha Suzuki and brands respectively.

Strategic Growth of Business in New India-Prospects and Challenges

Promotional Tools influencing the Two Wheeler Purchase Decision in Tiruchirappalli District

In this information age, advertisements play a very significant role in the consumption patterns of the consumer population. The sale of any product depends on the media that is used by the companies to provide product information and create brand image. All the two wheeler motorcycle companies use television, magazine, sign/bill boards, internet, newspaper etc., to influence the people. This is evident from the fact that the average consumer is, today perpetually with advertisements of all sorts.

Table No.2 Distribution of respondents on the basis of Promotional tools

Source: Primary Data

Promotional Tools	Frequency	Percentage
Television	129	43.0
Magazine	61	20.4
Sign/Billboards	9	3.1
Internet	11	3.6
Newspaper	89	29.6
Others	1	0.3
Total	300	100.0

The table 2 reveals the mode of advertisement. Most of the two wheeler motorcycle users were 43 percent reported having seen the advertisement through television and 29.6 percent of two wheeler motor cycle users have seen advertisement through newspaper. The two wheeler motor cycle users were 20.4 percent who have seen the advertisement through magazine. The

very least media of advertisements through internet, billboards and others for two wheeler motor cycle users expressed were 3.6 percent, 3.1 percent and 0.3 percent respectively.

Source of Buying Decision in Social Factors

There are several two wheeler models available in the market. They are offered by various companies. While making a purchase, decisions are from media, relatives, friends, dealer or salesman, and a major role played by existing user.

Table No. 3 Source of buying decision in Social factors

Source: Primary Data

Source of Buying Decision	Frequency	Percentage
Media	30	10.1
Relatives	37	12.2
Friends	175	58.2
Dealer/Salesman	10	3.5
Existing user	48	16.0
Total	300	100.0

This table 3 reveals the source of influence of buying motor cycle. 58.2 percent of two wheeler motor cycle holders made decision induced by their friends. The existing users induced to buy two wheeler motor cycles were 16 percent. The relatives and media encouraged to purchase

two wheeler motorcycles were 12.2 percent and 10.1 percent respectively. The very lesser level of 3.5 percent purchased two wheeler motor cycles induced by dealer/salesman.

Findings

- Majority of the two-wheeler buyers in the Tiruchirappalli District prefer the brand Bajaj. Out of the 300 respondents interviewed in the Tiruchirappalli District in the two-wheeler market, it was found that 108 i.e. 83% of the respondents owned a Bajaj motorcycle followed by Hero, Honda, TVS, Yamaha and Suzuki respectively.
- The various promotional tools that influenced the purchase decision in the two-wheeler market in Tiruchirappalli District are television, magazine, sign/billboards, internet, newspaper and others. Among them “Television was ranked first which influenced the purchase decision the most in the two-wheeler market in the Tiruchirappalli District followed by newspaper, magazine, internet, sign/billboards and others.
- The various social factors that influenced the purchase decision in the two-wheeler market in the Tiruchirappalli District are Media, relatives, friends, dealer and existing user. Among these social factors it was found that the “Friends” factor influenced the two-wheeler purchase decision the most. It was followed by Existing user, relatives, media and dealer. Thus, majority of the buyers in Tiruchirappalli District rely on their friends to purchase a two-wheeler followed by the decision of their existing user.

Suggestions

- There is a heavy demand for Hero, Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customers.
- Some of the respondents have suggested improving the mileage of Yamaha, Suzuki and TVS Two wheeler.
- Two wheelers recently introduced by Yamaha are mostly concerned about youth. So, they should also consider middle-aged people while manufacturing.
- Some of the respondents felt that the price of Bajaj is high and it should be decreased so as to attract more customers.

Conclusion

Marketing plays an important role in the today's world. The global market competition is growing day to day. The two-wheeler manufacturers and dealers may conduct causal marketing like a “wellness programme or a “literacy campaign” for the people of a particular rural or urban area. This will not only improve the sales of the marketer but will also create a brand image of the company and will benefit the society at large. The marketing efforts should be for the cause of the potential customers and the existing customers which should also render free training and health fitness activities for the relatives and friends of the existing customers.

References

1. Domonic F. Wilson (2000), “Why divide consumer and organizational buyer behavior”,
2. *European Journal of Marketing*, Vol. 34, No. 07, PP 780-796.
3. Kotler, Philip, *Marketing Management*, (Prentice-Hall of India, New Delhi, 2000).
4. Schiffman, Leon G. and Leslie Lazer Kanuk, *Consumer Behaviour*, (Prentice-Hall of India, New Delhi, 2005), p. 8.
5. www.indiatodaygroup.com, *business Today*, January29, 2006
6. Mohan. P., Raj, Sasikumar, Jishnu, Sriram, S. (2013) “A Study on Customers Brand Preference in SUVs and MUVs: Effect of Marketing Mix Variables”. *Academic Journal Article Researchers World*, 4(1): 48-58.

DEVELOPMENT AND IMPACT OF TOURISM INDUSTRY IN KERALA

Dr.M.Abdul Hakkeem

Assistant Professor & Research Supervisor Dept. of Commerce
Jamal Mohamed College (Autonomous), Trichy

B.K.Muhammed Juman

Ph.D Research Scholar in Commerce,
Jamal Mohamed College (Autonomous), Trichy

Abstract

Tourism has moved to be the one of the major source of income to India. Tourism in India is going through a significant phase of growth and development. The growth in Indian tourism industry both in terms of Tourist arrival and foreign exchange earnings is remarkable. Tourism is promoted by the government both state and national level because it supposedly contributes to creating wealth at the national and local levels. Therefore, keeping in view the importance and relevance of tourism, the objective of this paper is to analyze from the literatures the contributions of tourism for the economic growth. The result of the research points out that the tourism development is an important factor for the economic development to address the needs of future generations. The study reveals that Kerala has built on its strengths; it has created partnerships to achieve a quantum growth in the tourism sector. The quantum of growth has been forecasted through this study. Critical among these has been the state's success in bringing in private sector participation through the various stakeholders on a developmental platform.

Keywords: *Impact of Tourism, Ecotourism, stages, Sustainability, Strength and Weakness*

Introduction

World over, particularly among the developing nations, tourism is fast picking up as a tool for economic development and employment generation. However, the question as to the long-term sustainability of tourism is increasingly becoming a challenge for all concerned, because of the adverse effects of tourism on the environment. As such, there is a growing significance for environment-friendly tourism (ecotourism) initiatives for long-term sustainability. There are various definitions of tourism. Theobald (1994) suggested that etymologically, the word "tour" is derived from the Latin '*tornare*' and the Greek '*tornos*, 'meaning '*a lathe or circle; the movement around a central point or axis.*' This meaning changed in modern English to represent '*one's turn.*' The suffix -ism is defined as '*an action or process; typical behavior or quality*' whereas the suffix -ist denotes one that performs a given action. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist. [en.wikipedia.org/wiki/Tourism]

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Tourism has become a thriving global industry with the power to shape developing countries in both positive and negative ways. No doubt it has become the fourth largest industry in the global economy.

Similarly, in developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge

employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. However, there are pros and cons involved with the development of tourism industry in the country. Let us discuss the development as well as the negative and positive impacts of tourism industry in India.

Stages of Tourism Development

Stages that a tourism destination may go through from beginning to decline as suggested by Butler, R.W. (1980)¹⁷ are as follows:

- Exploration stage - Small number of visitors discover the destination area.
- Involvement stage - As the number of visitors increases, more host community members become involved in serving the needs of the tourists.
- Development stage- As the tourists arrivals increase rapidly and outside developers build large facilities to serve the seemingly endless demand tour operators add the destination to tours.
- Consolidation stage - When the growth in the number of visitors ceases, the destination loses its distinctiveness. Professional managers focus on controlling costs and gaining from tour groups. Some environmental and cultural problems begin to appear.
- Stagnation / Decline stage - When the area has reached full capacity, the business tries to maintain tourist numbers and revenues by decreasing prices. Maintenance of facilities declines and the resort area begins to look dated. All of the environmental and social problems of tourism appear.
- To identify the Eco – friendly strategies for the development of tourism in Kerala
- To identify the strength and weakness of Kerala tourism sector.

Kerala Tourism Statistics – 2016

- Foreign Tourist arrival to Kerala during the year 2016 is 10, 38,419. It shows an increase of 6.23% over the previous year's figure of 9,77,479
- Domestic Tourist arrival to Kerala during the year 2016 is 1, 31,72,535. It shows an increase of 5.67 % over the previous year's figure 1, 24, 65,571.
- Foreign exchange earnings for the year 2016 are Rs.7749.51Crores which recorded an increase of 11.51 % over the previous year.
- Total Revenue (including direct & indirect) from Tourism during 2016 is Rs.29658.56 Crores, showing an increase of 11.12% over the last year's figure.
- Trends in Domestic & Foreign tourist arrivals into Kerala and Earnings from tourism sectors in Kerala are as shown below:

Strategic Growth of Business in New India-Prospects and Challenges

TRENDS IN DOMESTIC & FOREIGN TOURIST ARRIVALS INTO KERALA

YEAR	DOMESTIC TOURISTS	% VAR.	FOREIGN TOURISTS	% VAR.
2007	6642941	5.92	515808	20.37
2008	7591250	14.28	598929	16.11
2009	7913537	4.25	557258	-6.96
2010	8595075	8.61	659265	18.31
2011	9381455	9.15	732985	11.18
2012	10076854	7.41	793696	8.28
2013	10857811	7.75	858143	8.12
2014	11695411	7.71	923366	7.60
2015	12465571	6.59	977479	5.86
2016	13172535	5.67	1038419	6.23

Source: Department of Tourism, Tourism Report of GOK, 2016

EARNINGS FROM TOURISM

Year	Foreign Exchange Earnings (Rs. In Crores)	Percentage of Increase	Total revenue generated from Tourism(Direct & Indirect) Rs. In Crores	Percentage of Increase
2007	2640.94	32.82	11433.00	25.28
2008	3066.52	16.11	13130.00	14.84
2009	2853.16	-6.96	13231.00	0.77
2010	3797.37	33.09	17348.00	31.12
2011	4221.99	11.18	19037.00	9.74
2012	4571.69	8.28	20430.00	7.32
2013	5560.77	21.63	22926.55	12.22
2014	6398.93	15.07	24885.44	8.54
2015	6949.88	8.61	26689.63	7.25
2016	7749.51	11.51	29658.56	11.12

Source: Tourism Statistics Report Government of Kerala, 2016

Eco-Friendly Strategies for Sustainable Tourism Development in Kerala

1. Private Sector Participation through PPP (Public-Private Partnership) Model:

Participation of private sector appears to be essential in the Kerala tourism because of the resource constraints of the Government. The Government may play the roles of both an enabler and regulator. Firstly, as an enabler / facilitator – who provides the licenses to private agencies who fulfill the norms laid by the government and also agrees to comply with pre-fixed norms of service quality, use of natural resources, pollution control norms etc. Secondly, as a regulator the government ensures strict adherence to the pollution

- control, use of resources, service quality etc. by the private agencies and takes remedial / corrective action in case of defaults.
2. **Better Infrastructure and Capacity Building amongst the Local Community.** Better infrastructure facilities, like, road lines, air ports, accommodation facilities, drainage and sanitation facilities etc. need to be created with immediately for faster tourism development. India has to go a long way in this regard. Apart from infrastructure creation as above, a holistic and integrated approach would call for considerable amount of capacity building amongst the local community to manage and operate the tourism sector.
 3. **Easier Entry/Immigration Facilities are Vital.** The norms prevailing in India being rather procedural, the same need to be overhauled based on international best practices. That is to say, either a (i) Visa-Free situation, or (ii) Visa-on-Arrival situation need to be ensured, in order to attract more foreign tourism.
 4. **Enhanced Level of Services and Utilities to the Tourists.** Better services need to be provided to the international tourists, which include inter alia, readily accessible information kiosks, information guides / bulletins, clean public utilities (sanitation, drainage etc.), hassle-free arrivals, improved hygienic conditions in tourism sites and surroundings, clean air ports and railway stations and so on.
 5. **Thrust on Responsible Tourism and Eco-tourism Added** thrust on responsible tourism appears to be quite desirable in Kerala because of the peculiar socio-economic scenario in Kerala. Complete co-operation from the various stake holders is a must for sustainability in the long run. Particularly important is the need for promotion of ecotourism in Kerala, as it ensures "responsible travel to natural areas that conserves the environment and improves the well-being of local people".
 6. **Special thrust on Medical Tourism,** especially Ayurvedic Tourism Given the excellent healthcare system in Kerala – one of the best in the entire country and also quite comparable with many advanced nations of the world, concerted efforts to promote medical tourism is quite advisable. The main attraction is very low charges for medical treatment of world class quality that is available here. Another focus area should be Ayurveda tourism. This niche segment has special relevance in this state which is world reputed for its ayurvediccentres.
 7. **Complete Co-operation and Support from Local Populace.** Last, but the not the least, full co-operation and support from the local population need to be ensured. For this their representation in all policy making forums is absolutely essential. Needless to mention tourism policies sans local support would not be sustainable in the long run. Moreover resentment or hostility of the localities may alienate the tourists also.

Strengths of Kerala Tourism

1. Excellent geographical features, extremely serene environments that attract tourists the world over – lakes, hillocks, vast coastal areas, network of 44 rivers, waterfalls, lush green paddy fields, sprawling plantations, exotic wildlife etc. Well known destination for medical tourism; both Ayurvedic centres and world class health care (modern medicine) at cheap rates. Above all, the world famous brand, „Gods own Country also.

Strategic Growth of Business in New India-Prospects and Challenges

2. Recognitions and awards, both from National and International agencies. Six times winner of Best Tourism state from Govt. of India.
3. Consistent increase in the number of tourist arrivals, both domestic and foreign.
4. In respect of foreign tourist arrivals, Kerala in one among the best 10 states in India.
5. One of the highest growth rates in tourist arrivals. The number of tourist arrived in Kerala during the year 2016 is 10,38,419. It shows an increase of 6.23% over the previous year's figure of 9,77,479.
6. About 10% share of Kerala in Indian tourism.

Weaknesses of Kerala Tourism

1. The share of Kerala in Indian tourism is wavering at about 10%, not increasing over the years. In 2003, it was 10.81% which declined to 8.85% in 2005 and slightly improved to 9.67% in 2006. (ii) Not among the best ten states in India in tourist arrivals (domestic), though one among the best ten in foreign tourist arrival and that too eight.
2. Gross underutilization of the excellent tourism potentialities of the state, hence there is an urgent need for scaling up of tourism initiatives for optimal results.
3. Kerala lags behind all the three south Indian states in tourist arrivals, Andhra Pradesh, Tamil Nadu and Karnataka.
4. Under-utilization of immense tourism potential, like the classic tourist attractions like House Boats, Tree Houses etc.

Conclusion

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. while go through the Kerala Tourism Statistics 2016, we can see that the hike and increasing tendency of visitors and income /earnings.

Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organisations become active partners in the endeavor to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

References

1. Krishna, A.G., 1993 "Case study on the effects of tourism on culture and the environment:
2. Honey, Martha and Gilpin, Raymond, Special Report, 2009, "Tourism in the Developing World - Promoting Peace and Reducing Poverty"
3. IJCISS Vol.2 Issue-10, (October, 2015) ISSN: 2394-5702 International Journal in Commerce, IT & Social Sciences (Impact Factor: 2.446)

4. Butler, R.W. (1980): The Concept of a Tourist Area Life Cycle of Evolution: Implications for management of resources, *Canadian Geographer*, 24, p. 5-12.
5. www.keralatourism.org/tourismstatistics/tourist_statistics_2016
6. www.ibef.org
7. www.incredibleindia.org
8. <http://en.wikipedia.org/wiki/Tourism>

A STUDY ON PERCEPTION OF HOME LOAN BORROWERS OF STATE BANK OF INDIA WITH REFERENCE TO TRICHIRAPPALLI DISTRICT

P.Arivazhagan

Assistant Professor in Commerce,
Jamal Mohamed College (Autonomous),
Tiruchirappalli

Abstract

A home loan is a long term commitment which is critical. There are lot of banks and financial institutions through which one can easily avail a home loan. Using customer view assessment and evaluation, various housing finance establishments can focus on the issues most important to the customer and understand the points of service strength and weaknesses as viewed by the customer. Consequently, the housing finance sector, as a whole, can develop pertinent service-oriented performance measures and improve the quality of the service offered to society to levels consistent with customer expectation. The study aims at studying the customers' perception on the home loans offered by SBI. The factors that influencing customers in choosing housing finance agency and the reasons for pre closure of home loans and customers' opinion about the Electronic Clearing Service of SBI. The major factors that influence customers in choosing housing finance companies are Competitive interest rate, Flexible repayment system, Progressive funding and Prepayment penalty, which if it is focused by SBI can attract new customers and can also retain loyal customers in the long run.

Keywords: *Housing finance, Perception, Pre closure, Electronic Clearing Service*

Introduction

A home loan is a long term commitment of 15-20 years, several factors like expertise, quality of service, in-depth domain knowledge and the company's level of commitment and transparency right through, the loan procedures, the fine print, quality of services offered and safe retrieval of the title deed are critical. There are lot of banks and financial institutions through which one can easily avail of a home loan at reasonable rate of interest. The success of a business depends upon its ability to attract and retain customers those are willing to purchase goods and services at prices those are profitable to the company. Consumer perception describes how customers and potential customers view a company and its products and services. Consumer perception is important to businesses since it can influence consumer behavior, which ultimately affects the profitability of a business.

State Bank of India

State Bank of India is the India's largest bank by virtue of its size and importance it become leader among the Public Sector Banks. It is a multinational banking and financial services company based in India. It is a government-owned corporation with its headquarters in Mumbai, Maharashtra. As of December 2014, it had assets of US\$501 billion and 15,003 branches including 191 foreign offices, making it the largest banking and financial services company in India by assets. SBI is the most trusted and patronized bank. State Bank of India offers largest banking network of Indian customers. The bank is also in the process of providing complete payment solution to its clientele with its over 49577 ATMs and other electronic channels such as Internet banking, Debit cards, Mobile banking etc. State Bank of India is expecting a development of around 30 % in home credits after it cut down home advance rates to 9.95%, the SBI is getting a major leg up in home advances as far back as have brought home

advance rates to 9.95% and there is an enormous buyer premium. SBI extraordinary advance book is around 1.19 lakh crore and is developing by Rs 3000 crore for each month and are to expected around 25-30% development in home advances.

Literature Review

Kaur R (2013) conducted the study to analyze the level of customer satisfaction in regard to services provided by HDFC (private sector) and GIC housing finance (public sector) institutions. The data was collected through questionnaire administered to 100 respondents selected conveniently, 50 from each institution. It was observed maximum amount of loan was disbursed by HDFC and maximum loan taken by businessmen followed by government employees.

S. Tarakeswara Rao (2013) analyses the perceptions and problems of home loan takers in Andhra Pradesh State. It offers policy options to make the housing finance more effective in addressing the hitherto neglected segment, the rural and less-developed region. Home Loan providers should continue to address the huge potential in the industry and would attain their focus on the individual loan segment. A trend that has emerged over the years in the housing finance is that the decreasing role of interest rates as a competitive tool.

Shiv Kumar Garg, Gajendra Kumar (2014), says housing finance sector is fastest growing segment of the retail financing sector with a slew of tax breaks and sharp cut in cost of owing housing, buying a house is easier. The agencies of public sector housing finance companies, Private sector housing companies and banks are competitors in housing finance market. Every citizen of the country dreams of having his own house. It is the bounden duty of the government to provide house to the houseless. Considering the paramount importance of housing, government has no doubt considered.

Research Gap

The existing researches dealt with the studying of customer perception towards banking services and insurance industry. So far, not many studies have been carried out on the customer perception towards home loans. Hence the research has been carried out to study the customers' perception on home loans.

Statement of the Problem

Home loan is not only a profit giving business but also a brilliant answer to those who are finding ways to acquire a house without down paying a large amount of money. SBI has a huge market share and a large customer base yet emerging competitors offering home loans at lower rates of interests and other facilities are attracting majority of the customers. There is cut throat competition on SBI which makes it essential for it to understand the needs and expectations of its customers in order to retain them. Hence the researcher has undertaken study on Housing loan perception of borrowers with respect to State Bank of India.

Strategic Growth of Business in New India-Prospects and Challenges

Objectives of the Study

1. To know the demographic profile of Home loan borrowers of SBI.
2. To examine the pattern of home loan taken by customers.
3. To exhibit the opinion of customers about home loan services.

Methodology

Research Design

The type of research design used here is the descriptive research. Descriptive research is carried out to describe the characteristics of consumer segment viz., demographic, socio-economic, geographic, psychographic and benefits sought.

Sampling Technique

The sampling technique used in this research is convenience sampling. Convenience sampling is a non probability sampling technique where the subjects are selected because of their convenient accessibility and proximity to the researcher. The sample size is 150.

Method of Data Collection

The study depends on primary data. A structured questionnaire is used for collection of data.

Results and Discussions

Table No. 1 Demographic Profile of the Respondents

Gender	No. of Respondents	Percentage (%)
Male	122	81.3
Female	28	18.7
Age (in yrs)	No. of Respondents	Percentage (%)
25 – 35	41	27.3
35 – 45	51	34.0
45 – 55	43	28.7
55 – 65	15	10.0
Educational Qualification	No. of Respondents	Percentage (%)
Up to Class 12	30	20.0
Diploma	19	12.7
Graduate	50	33.3
Post Graduate	50	33.3
Others	01	0.7
Occupation	No. of Respondents	Percentage (%)
Salaried	101	67.3
Self-Employed	26	17.3
Others	23	15.3

Marital Status	No. of Respondents	Percentage (%)
Married	133	88.7
Unmarried	17	11.3
Monthly Income	No. of Respondents	Percentage (%)
15,000-35,000	61	40.7
35,000-55,000	28	18.7
55,000-75,000	22	14.7
Above 75,000	31	20.7
Others	08	5.3
Location	No. of Respondents	Percentage (%)
Urban	86	57.3
Semi-urban	31	20.7
Semi-rural	16	10.7
Rural	17	11.3

Majority (81.3%) of the respondents are male. Most (34.0%) of the respondents belong to the age group 35 to 45 years. Maximum numbers (33.3%) of the respondents are graduates and post graduates of each. Majority (67.3%) of the respondents belong to the salaried class. Majority (88.7%) of the respondents are married. Most (40.7%) of the respondents earn income between Rs. 15,000 and Rs. 35,000 per month. Majority (57.3%) of the respondents reside in urban locations.

Table No. 2- Pattern of Home Loan Taken

Sources	Option	No. of Respondents	Percentage (%)
Purpose of home loan	Land Purchase	05	4.16
	House purchase	79	52.7
	House construction	43	28.7
	House Modification	14	8.44
	other purpose	09	6.00
Tenure of home loans	5-10 years	39	26.00
	10-15 years	55	36.67
	15-20 year	44	29.33
	Above 20 years	12	8.00
Type of interest rate	Fixed rate	47	31.3
	Floating rate	103	68.7
Opinion regarding rate of interest charged	Very high	09	6.00
	High	28	18.67
	Moderate	85	56.67
	Low	22	14.67
	Very Low	06	3.99

Strategic Growth of Business in New India-Prospects and Challenges

Processing Time	Less than 7 days	05	3.33
	7-15 days	26	17.33
	15-30 days	34	22.67
	More than 30days	85	56.67
Repayment Schedule	EMI	146	97.33
	Other	04	2.67
Procedural Formalities	Very personable	26	17.7
	Reasonable	50	33.3
	Un reasonable	55	36.7
	Very unreasonable	19	12.7
Security for obtaining Home Loan	Mortgage	62	41.33
	Guarantee	43	28.67
	Collateral	40	26.67
	LIC Policy	05	3.33
Awareness regarding recovery procedure followed	Yes	138	92
	No	12	8
Overall opinion on Home Loans	Very good	35	23.33
	Good	53	35.33
	Moderate	42	28
	Poor	17	11.33
	Very poor	03	2.66

- Highest proportion of respondents 52.7 per cent had taken home loans for purchase of house. For 28.7 per cent had taken belonging to construction of house.
- 29.33 per cent of respondents to took the loan for the period of 15-20 years. 36.67per cent of respondents had taken loan for 10-15 years.
- 68.7 per cent of respondents opted for floating rate of interest as present economy is featured by falling rate regime.
- Per cent of the respondents felt that the interest rate charged it is low. 56.67 percent of the respondents are felt that the interest rate is moderate.
- 17.33 per cent of the respondents specified that processing time was 7-15 days. Whereas 56.67 per cent of the respondents claimed that the processing time was above 30 days. It was obvious that the loan processing is in SBI much greater than that of other banks.
- Majority (97.33) of the respondents opted for EMI. Very less percentage of respondents i.e. 2.67 per cent opted for other methods of repayment.
- 36.66 And 12.66 per cent specified that procedural formalities are unreasonable and very unreasonable. This is the issue which has to be taken care by SBI.
- 41.33 per cent of respondents keep mortgage as a security and 26.67 percent of respondents keep collateral as a security.

- It can be revealed that, awareness level was high with regard to the respondents 92 per cent of the respondents were aware of the concerned procedure.
- 23.33 per cent 35.33 per cent of respondents expressed its functioning very well and good and 28 per cent of respondents expressed as moderate and 11.3 per cent specified as poor.

Suggestions

The bank can improve the service by enabling automatic generated SMS or e-mails to be sent as soon as the entries are made in the loan accounts of the customers in the system. The customers felt that the RBI guidelines and any such changes on interest rates are not properly conveyed to them. The company can improve the service by tele calling, sending SMS and e-mails to the customers regarding from the factor analysis that had been made, it is to be observed that the major factors that influence customers in choosing housing finance companies are competitive in interest rate, flexible repayment system, progressive funding and prepayment penalty. If SBI keeps focusing on these factors, it can attract new customers and can also retain more loyal to the customers in the long run. Majority of the customers are not aware of the various other home loan products offered by SBI, other than the product availed by them. Awareness can be created through display boards within the office and newspaper inserts.

Conclusion

Majority of the customers agreed that the people's service, products and processes are effective. The company can improve the service of updating repayments and conveying information about RBI guidelines and interest rate changes by enabling automatic generated SMS or e-mails to be sent or through mobile calling to the customers within a time limit of one or two weeks. The major factors that influence customers in choosing housing finance company are competitive interest rate, flexible repayment system, progressive funding and prepayment penalty, which could be focused by SBI to attract new customers and can also retain the loyal customers in the long run. Awareness about the home loan products can be created through display boards within the office and newspaper inserts.

References

1. Praful S. Gudadhe, Customer Perception Towards Products and Services Of State Bank of India- With Special Reference to Yavatmal District, (M.S.) India, IRACST – International Journal of Commerce, Business and Management, Vol. 2(4),2013, PP: 194-201 [In Text Citation Praful, 2013]
2. S.Tarakeswara Rao, A Study on comprehensive problems of HDFC & SBI home loan takers in Andhra Pradesh state, Innovative Journal of Business and Management, 2, 2013 PP: 123-127 [In Text Citation Rao, 2013]
3. Shiv Kumar Garg, Gajendra Kumar, Housing Finance in India: A Comparative Study of Public and Private Sector Banks, Journal of Commerce & Trade, Vol 9(2), 2014 PP: 44- 52 [In Text Citation Garg, Kumar, 2014]

Strategic Growth of Business in New India-Prospects and Challenges

4. Shalini Kumar, Sudha, Housing Loans - Customer Perspective (A Study Conducted With Reference To Chennai), Madras University Journal of Business and Finance, Vol 2 (2), 2014 PP: 34-41 [In Text Citation Shalini, Sudha, 2014]
5. Aarti Varma, A Study on Customers View and Perception towards Home Loan, Episteme: an online interdisciplinary, multidisciplinary & multi-cultural journal, Vol 3(4), 2015 PP: 1-14 [in Text Citation Varma, 2015]

AN ANALYSIS ON CONTRIBUTIONS OF ACCOMMODATION SECTOR IN DEVELOPMENT OF TOURISM IN PUDUKKOTTAI

Dr.M.P.Senthilkumar

Assistant Professor & Member in Charge,
Department of Hotel Management & Catering Science,
Jamal Mohamed College (Autonomous), Trichy

Abstract

The travel and tourism industry is one of the largest industries in the world and the largest contributor to global economic development. This industry also helps to attain economic development in our country in recent decades. More over the level of guest satisfaction achieved by the accommodation facilities on a large measure determines the total success of our fulfillment to their travel plans. Tourism is an ever growing industry plays a vital role in the country's economy and it yields more foreign exchange next to the export industry. This service industry is maintaining its sustainable growth with the supportive role of transportation services, hospitality outlets, accommodation sectors and amusement venues. The destination is a backbone for tourism and destination is made up of four principal components: amenities, attraction, accessibility and ancillary services. Accommodation sector is considered as one of the primary constituents of tourism. More over the level of guest satisfaction achieved by the accommodation facilities on a large measure determines the total success of fulfillment on their travel to tourism destinations. This present study has attempted to evaluate the role of accommodation sector in development of tourism in Pudukkottai district.

Keywords: *Tourism, Accommodation sectors, Tourism in Pudukkottai*

Introduction

Tourism is a growing industry in India, with people from all over the world coming here to experience the country's natural beauty and visit its vast array of state and their differing cultures and climates. Many are also attracted by India's famous landmarks such as the Taj Mahal and Khajuraho temples. The largest number of foreign tourist arrivals is usually seen in December and January during the cooler winter months when temperatures are more bearable. Tourism is the largest service industry in India with a substantial contribution to the country's Gross Domestic Product (GDP) and employment. Tourism in broad sense is dependent on the quality and quantity of hospitality facilities available. It is very vital factor of tourism factor of tourism development. To attain a successful and sustainable tourism development the good accommodation should be considered as a core factor of a tourism planning. In other words accommodation is a matrix of tourism and therefore appropriate choice of accommodation is required in order to expand and develop the tourism industry.

Pudukkottai is located on Tiruchirappalli – Rameswaram about 50 k.m South-East of Tiruchirappalli and 60 k.m South of Thanjavur. Presently, the boundaries of the Pudukkottai district are the Bay of Bengal in the East, Thanjavur and Tiruchirappalli in the North, Tiruchirappalli in the West and Sivaganga and Ramanathapuram in the South. It is having 936 k.m of seashore in the East. There are large numbers of interesting tourist places around pudukkottai which attract the tourists. Some of the important tourist places of Pudukkottai include Sittannaval, Kudumiyamalai, Kodumbalur, Avudaiyarkoil, Tirumayam, Narthamalai, Viralimalai, Avur, Kumaramalai, Kattubava Pallivasal, Vendanpatti and Aranthangi.

Strategic Growth of Business in New India-Prospects and Challenges

These abundant tourism resources of Pudukkottai attract the tourists towards them to enjoy and admire the historical, cultural, religious and architectural wealth of the district. To cater these tourists, there are comfortable hotels and other forms of accommodation facilities play a vital role in attracting tourists to the destination places. The purpose of the study is to find out the role of the accommodation sector in tourism development of Pudukkottai.

Review of Literature

Kaul, R.N., (Dynamics of Tourism, A Trilogy, Vol.2 The Accommodation, 1985) evaluated the role of accommodation in inducing and expanding tourism from historical perspective. It is observed that in ancient times, Indian villages had clubrooms and halls which served as rest houses for travelers and as centers of social life. Later the places of these halls were taken by the village temples.

Chakraborty, B.K., (A Technical guide to Hotel Operation, 1981) conducted the study on management in hotels. S.Dharmarajan and Rabindra Seth, (1994) in their work, Tourism in India – Trends and Issues which have covered important segments related to tourism industry and there are also details on some destinations and the urgency for improving those tourist spots, the lapses of suppliers, consumers protection and environment concerns.

Vijaya kumar in his book 'Indian Tourism Industry' mention the problems faced by the tourist related with accommodation, transformation, sanitations, taxation, shopping, bathing, human resources, security protection in the remote site. Every tourist must be undertaking the free travel. Definitely these problems should be avoided immediately.

Need for and Importance of the Study

This present study has attempted to evaluate the role of hotel industry in development of tourism in Pudukkottai. Tourism is an ever-growing industry plays a vital role in the country's economy. This study would definitely strongly support the promotion of tourism in Pudukkottai region and further there may be an increase in flow of both domestic and international tourist. As promotion of tourism in a destination is also based on the standard accommodation facilities available in the region, this study would help to identify the role and standard of hotel industry in tourism sector.

Statement of the Problem

The travel and tourism industry is one of the largest industries in the world and the largest contributor to global economic development. This industry also helps to attain economic development in our country in recent decades. More over the level of guest satisfaction achieved by the accommodation facilities on a large measure determines the total success of our fulfillment to their travel plans. Hence, it is important to study the following factors that support the growth of tourism in selected area.

1. How do the infrastructure facilities enhance the growth of tourism in the region?
2. How does the hospitality industry help in promotion of tourism?
3. What is the contribution of hotel industry in Pudukkottai district?

Objectives of the Study

1. To study the role and standard of hotel industry in tourism
2. To identify the standard of infrastructures in tourism spots
3. To find out the perceptions of tourists about status of accommodations in Pudukkottai

Methodology

The methodology selected for this research is based on the objectives constructed. Those objectives have been designed based on the following guidelines.

1. Selection of samples
2. Sample design
3. Sources of data
4. Tools of data collection
5. Collection of data

Selection of Samples

In order to fulfill the objectives framed for the research, simple random sampling was used to assess the opinion of the guests whom had availed the services and facilities of hotels in Pudukkottai. A sample is a miniature picture or a cross section of the entire group or aggregate from which the sample is taken. The sample for the study was selected by the researcher from the hotel guests of the hotels in Pudukkottai. Since the tourists comprised of several families the researcher had collected only one response from a family. Hence the sample sizes of 75 respondents were chosen for the research.

Sample Design

Sample design consists of these three elements: Sample frame, Sample selection and Sample size.

Sample Frame

The sample frame determines which groups are to be covered by the researcher had taken the sample to be the guests who had stayed at three well known hotels namely Hotel Sathyam, Hotel Royal Park and Hotel Chidambara Vilas. In addition to these samples the researcher take sample from tourist places in Pudukkottai.

Sample Selection Process

Non-Probability and probability sample selection can be used in a research. Non-Probability samples are drawn on the basis of convenience or judgments which is less precise than the probability samples.

Sample Size

Choosing the sample size depends on how precise the information needs to be. The researcher had taken a sample size of 75 for the study.

Strategic Growth of Business in New India-Prospects and Challenges

Sources of Data

The researcher had adopted the both primary as well as the secondary data.

Primary Data

Primary data were collected from the guests who were staying in Hotel Sathyam, Hotel Royal Park and Hotel Chidambara Vilas of Pudukkottai. A questionnaire was framed by the researcher to get the opinion of the tourist who availed the services of the hotels in Pudukkottai.

Secondary Data

The secondary data was utilized to the study about hotel industry in tourism development and in other unit with the tourism resources in Pudukkottai. These were collected from the hotels catalogue and other sources like tourism text books, magazines, news papers, etc.

Tools of Data Collection

A good questionnaire is one of the keys to getting quality research information. Questionnaire for this research has been framed by the researcher with 21 criteria in which the respondent has to answer on his own to offer the information regarding the facilities and services with emphasis to the standards of hotels in Pudukkottai.

Limitations of the Study

The following are the limitations of the study.

- The period covered under the study was only from June 2017 to August 2017.
- The observations, comment and conclusions are based on the information collected through questionnaire from limited number of travelers.
- Lack of time from the respondent's side was also a limitation to this study.

Tourism and Hotel Industry in Pudukkottai

In modern times, the way people spend their vacations has undergone a great change. People like to spend good times with family and friend while at the same time exploring various tourist places across the globe. As a result of tourism industry across the globe has seen an unprecedented growth which in turn has also resulted in tremendous growth in the hotel and accommodation facilities. Comfortable hotels and accommodation facilities in Pudukkottai district play a very important role in popularizing any tourist destinations.

Pudukkottai district as one of the princely states of Tamilnadu holds rich cultural heritage with Fortresses, Palaces, Temples, Cave Paintings and many other historical monuments. The district was one of the homes of pre-historic man. Many of the villages are of ancient foundation and also referenced often in Tamil Sangam Literature.

In Pudukkottai perhaps that is why, hotels and accommodation facilities being made available at different tourist spots have shifted focus on providing maximum comfort to tourists at reasonable rates. It is also vital to provide comfortable accommodation to people from diverse economic backgrounds. While star hotels can cater to the needs of affluent visitors,

small and medium range hotels and lodging houses are available for use by a middle class traveler whom visits to Pudukkottai. Reviews in Pudukkottai are also vital that information about all the hotels and accommodation facilities available in a particular tourism spot is available to people quite easily. For this there can be no better option than internet, as most tourist gain information about the hotels and accommodation facilities through his medium only. In Pudukkottai the information provided to the tourists should be detailed and correct. It should contain the information related to room rents, types of rooms available, catering services offered, Check-in and check-out timings and availability of pickup and drop facility, etc. Additional information about the significant tourist spots in the area can also be provided both on the net as well as the booklets, to promote not only the hotel but the tourist spot as well.

Places of Tourist Attraction

S.No	Name of the Block	Tourist Places
1	Pudukkottai	Government Museum-Pudukkottai
2	Thirumayam	Fort and Perumal Kovil, Thirumayam Jain Cave Temple, Chithanvasal Sivan Koil Cave Temple,
3	Annavasal	Kudumiyamalai Jain Sculptures/ Vijayaya cholishwarar Temple, Narthamalai. Anna Agriculture Farm & STAMIN-Kudumiyamalai
4	Viralimalai	Sri Subramainyar Kovil, Viralimalai, Kodumbalur-Moovar Kovil, Malaiyadipatti-Cave Temple
5	Avudaiyarkovil	Sri Atmanatha swami Koil Sculptures, Avudaiyarkoil.

Source: District Tourist Development Office.

Data Analysis and Interpretation

Table 1 Purpose of Stay Hotels of Pudukkottai

S. No.	Purpose of Visit	Percentage (%)
1	Study	14
2	Business	24
3	Tourism	59
4	Others	3

The purposes of stay of tourist in hotels of Pudukkottai were different. 59% of them reviewed that they stayed here the tourism of Pudukkottai were 24% were used to stay here for their business.

Table 2 Preference of Staying

S. No.	Accommodation	Percentage (%)
1	TTDC Hotel	40
2	Private Classified Hotels	37
3	Lodges	23

It shows that 40% of their prefer accommodation offered by ITDC, 37% prefer private Hotels.

Table 3 Opinion about the Standard of Services offered in Hotels o Pudukkottai

Sl. No.	Accommodation	Percentage (%)
1	Excellent	5
2	Good	10
3	Just Satisfied	20
4	Needs improvement	60
5	Very Poor	5

While enquiring about the standard of services offered in hotels of Pudukkottai, 60% of tourists revealed that they expect improvement in standards. Only 5% of tourists revealed that they availed excellent services where 10% of tourists found good.

Strategic Growth of Business in New India-Prospects and Challenges

1. Results of data interpretation show that youngsters between the age group of 15-25 are eager to visit the tourism spots of Pudukkottai.
2. The percentage of women travelling to these places is much less when compared to male population.
3. 40% of the respondents were unmarried and majority of visitors were domestic tourists.
4. From the study the researcher found that 58% of respondents belong to the income group of Rs.25000 and above.
5. Investigation of purpose of stay in hotels of Pudukkottai shows that 59% of guests were tourists.
6. Majority of tourists preferred hotels run by ITDC.
7. It was found from study that 64% of respondent felt that the room rate where they stayed is not expensive and was moderate.
8. 36% of guests revealed that staff working in the hotel of Pudukkottai served them with good manners.
9. More than 60% of respondents expect improvement in standards of services offered in the hotels of Pudukkottai in which they stayed.
10. As per the opinion of the visitors of Pudukkottai, indulging in tourism at this destination has been observed as inexpensive.
11. Pollution which is increasing day by day in Pudukkottai may be a threat to tourist inflow.
12. The environment management system was not properly followed in Pudukkottai.
13. Increased family income visibly raised the standard of living in the community.
14. Except hotel division which records progressive profits, profit of transport and fair divisions are highly volatile and require more attention and control to yield higher overall profits of the industry.
15. The number of foreign tourist arrival increased significantly, year by year due to the promotional effort of the government.
16. Websites, television, Newspaper and Magazines, Fairs & Exhibitions are the effective marketing mechanism for promoting tourism infrastructure in Pudukkottai.
17. Expanded social contacts with fellow employees and tourists produced an awareness of outside world among the women workers.
18. Culturally, the impact of the tourism development through the hotels in Pudukkottai is even more difficult to assess. Tourism development creates an economic demand for trappings of the local art forms and customs.

Suggestions

The following points are the suggestion for further developments in Pudukkottai to attract more tourists and to satisfy the desires of the guests or tourists.

1. Promotion of standards in hotels to offer valuable services to guests and tourists of Pudukkottai is the need of hour.
2. The government should take initiatives to increase awareness and interest among the target audience both in domestic as well as international.
3. To increase the flow of tourists, tourist brochures may be issued in the tourist places.

4. Air transport operators should come forward to increase the number of air seat capacity.
5. Removing the hurdles by stipulating and passing new laws to construct more hotels is most needed one for this region
6. Constructing more hotels may help in the increase of tourist inflow.
7. Development of standards in accommodations and air travel may be welcomed by foreign tourists.
8. The relationship between the host and tourist that can be most useful and powerful in solving any potential complaints.
9. Promoting the standards of local transports and basic infrastructures should be main objective of the government to strengthen the tourism destination.

Conclusion

The future belongs to the establishment which understood the need of quality in service. In future quality service may provide the competitive edge as destinations between similar and increasingly numerous star hotels, restaurants became blurred in the guest' mind. For these, it is mandatory to identify those groups of visitors who are already come to the destination. The greatest benefits and then to consider potential markets they could also be encouraged to visit. A visitor friendly attitude must prevail if the local industry is to become and remain successful a local destination may have outstanding natural attractions and excellent locations, but if the quality of service is poor, this would all be for nothing. Hence the quality in service is most important. People are willing to pay for quality services. The results of this study brought the conclusion that tourism resources may attract may more tourists from both host country and abroad if they are increased in number and their standards are upgraded to international level.

References

1. Stephen J.Page., Tourism Management, Elsevier Publications Pvt. Ltd., New Delhi, India. 2003.
2. Kaul R.N., Dynamics of Tourism, A Trilogy Volume I – The Phenomenon, 1985.
3. Kothari C.R., Research Methodology, Methods and Techniques, Wiley Ester Ltd, First Edition, New Delhi.
4. Kamara Krishnan K & Mohinder Chand., Basics of Tourism Theory, Operations and Practices, 2000
5. Jag Mohan Nagi., Millennium Trends in Travel and Tourism, Raj at New Delhi, 2002.

Websites

1. www.tamilnadutourism.org
2. www.pudukkottai.tn.nic.in
3. www.tourism.gov.in

CAPITAL STRUCTURE AND ITS DETERMINANTS OF THE AUTOMOBILE COMPANIES IN INDIA: AN EMPIRICAL ANALYSIS

Dr.S.Vanitha

Assistant Professor and Research Supervisor,
Department of Commerce and Financial Studies,
Bharathidasan University, Tiruchirapalli

M.Deivanai

Ph.D Research Scholar,
Department of Commerce and Financial Studies,
Bharathidasan University, Tiruchirapalli

Abstract

In every business the decision making relating to financing the assets is a very difficult task. The optimum proportion of debt and equity should be implemented for maximum value of the firm. The major part of the financial structure is the capital structure, which constituted the firm's debt and equity for financing its assets. In this study the impact and relationship between the determinants of capital structure of the selected 10 automobile companies in India listed in S&P BSE 500 has been studied and analysed and identified that there is positive and negative relationship among the determinants of the capital structure and no impact of leverage on the determinants of the capital structure except the variable liquidity during the period 01.04.2007 to 31.03.2016.

Keywords: Capital Structure, Automobile Sector

Introduction

The Indian auto industry is one of the largest industries in the world. The automobile industry accounts 7.1 percent of the country's Gross Domestic Product. Capital Structure plays an important role in determining the strength of the company's balance sheet. Formation of appropriate capital structure leads to increase in the value of the firm, Maximisation of return, Minimisation of risk, Minimisation of Cost of Capital, etc. There are many internal factors and external factors that determine the capital structure of the firm. In this study the relationship among the determinants of capital structure of automobile industry and the impact of leverage on the other determinant of capital structure is analysed.

Review of Literature

In this study, an attempt has been made to briefly review the literature which is the work already undertaken by earlier researchers relating to the current area of study. A brief of selected studies has been presented.

The study entitled by **Raghu Ram,G.Rajanet.et,al., (1991)** investigated the determinants of capital structure by analyzing the financing decision of public firms in the major industrialized countries and found that leverage in the United States are similarly correlated in cross-section with firm's leverage in the United States are similarly correlated in other countries. However a deeper examination of that the U.S and foreign evidence suggests the theoretical in underlining of the observed correlation is still largely unresolved.

Aydinozkan (1996) his study on "Determinants of Capital Structure and Adjustment to Long Run Targets: Evidence from UK Company Panel Data" analysed the determinants of targets capital structure of the firms and the adjustment process toward this target. The firms

have the long-term targets leverage ratios and they adjust to the target ratio relatively fast, implying the costs of being away from the target ratios and the costs of adjustment are of equal form of the important for firms

The study entitle “Economic Performance of Indian Automobile Industry: An Econometric Appraisal” by **Prof. Sarbapriya Ray**” (2006) assess the influence of various factors impelling capacity utilization. In this paper, optimal of output is defined form the lowest point from the firm’s short run normal total cost curve and the rate from capacity utilization is merely ratio of its actual output to capacity in productivity level. In view of identifying several factors that influence capacity utilization result suggests that coefficient of the export-intensity variable, import perception ratio are deleterious which indicate that capacity utilization of this level relatively lower in firms belonging to industry characterized by the high export-intensity and import perception. A positive relationship is found between the size and capacity utilization and similarly between market share and capacity development in this economic performance.

Angelos A. Antzoulators,.et.al (2007) in his study “Supply of Capital and Capital Structure: The Role of Financial Development” investigatedthe effect of financial development on the corporate from capital structure and is the tightness of financial constraints that firms face. Econometric technique has been applied that allows to explicitly test for the convergence in capital structure. The driving force of Convergence of the financial development positively affects the firms' leverage ratio. Identified a group of firms, whose leverage are not affected by financial development, because they were are financially constrained in the role of financial development.

Need for the Study

The study would help to improve the capital structure performance of the Automobile Company. The leverage and productivity position of the automobile company is investigated. This helps the business managers to take appropriate decisions relating to capital structure. It helps the stake holders to analyse the financial position of the company and take investment decision. This study gives an idea about the future prediction of the company.

Statement of the Problem

The study is to analyze the capital structure of automobile companies in India. To analyze the capital structure performance, ratio analysis is the most logical way to show the company position. So this study has been conducted to identify the relationship and impact between the determinants of capital structure – Business risk, firm size, growth, leverage, liquidity, non debt tax shield, profitability and tangibility of automobile companies. As leverage is an imporantant factor that determine the capital structure of the firm, it is considered to identify the impact and relationship between the variables of determinants of capital structure.

Objectives of the Study

The present study is proposed with the following objectives. They are,

1. To investigate the willpower of capital structure of the Automobile Companies in India.

Strategic Growth of Business in New India-Prospects and Challenges

2. To analyze the relationship between the determinants of capital structure of the Automobile Companies in India.
3. To analyze the impact of leverage on the determinants of capital structure of the Automobile Companies in India.
4. To analyze the normality of the Leverage, Profitability, Firm Size, Tangibility, Growth, Business Risk, Non-Debt Tax Shield and Liquidity.

Hypothesis of the Study

HO1: There is no significant relationship between capital structure and the determinants of capital structure of the Automobile Companies in India.

HO2: There is no significant impact of determinants of capital structure of the Automobile Companies in India.

HO3: There is no significant normality of the Leverage, Profitability, Firm Size, Tangibility, Growth, Business Risk, Non-Debt Tax Shield and Liquidity.

Methodology

Sample Selection

The study investigates the capital structure of the Automobile Companies in India. The constituents of the major broad market index of BSE i.e., BSE S&P 500 is considered for the purpose of sample selection. Among these 500 Automobile Companies in India, based on the availability of data constitute the sample. From the list of sample S&P 500 Automobile companies, the researcher has selected totally 10 companies for analysis.

Table-1 List of Sample S&P 500 Automobile Companies during the study Period from 01.04.2007 to 31.03.2016

S.No	Name of the company	Name of the sectors
1	Ashok Leyland Ltd	Automobile
2	Bosch Ltd	Automobile
3	Bajaj Auto Ltd	Automobile
4	Eicher Motor Ltd	Automobile
5	Exite Industries	Automobile
6	Hero Motors Ltd	Automobile
7	Mahindra &Mahindra Ltd	Automobile
8	Maruti Suzuki India Ltd	Automobile
9	MRF Ltd	Automobile
10	Tata Motors Ltd	Automobile

Source: www.bseindia.com

Sources and Collection of Data

The study was conducted on secondary data of the variables-Leverage, Profitability, Firm Size, Tangibility, Growth, Business Risk, Non-Debt Tax Shield and Liquidity of 10 selected automobile companies collected from CMIE Prowess database.

Period of the Study

The study period consists of 10 years extending from 01.04.2007 to 31.03.2016.

Tools to be used for Analysis

The present study has analyzed the following tools testing the performance of the firm

- Descriptive Statistics
- Correlation
- Regression

Descriptive statistics

Descriptive statistics are statistics which describe and summarize the attributes of collection of data or information in a quantitative manner. It includes Arithmetic mean, Standard deviation, Skewness, Kurtosis, Correlation Co-efficient and Regression

Limitations of the Study

This study suffers from the following limitations.

- The study is bound to face the limitations of the secondary data.
- The study is restricted to automobile sectors.
- This study is limited to 10 companies in the automobile sector.
- The periods of study covers data only for 10 years.

Table – 2 Results of Descriptive Statistics on Capital Structure of the Automobile Companies during Study period from 01.04.2007 to 31.03.2016

Variables	Business Risk	Firm size	Growth	Leverage	Liquidity	Non debt tax shield	Profitability	Tangibility
Mean	50.2	0.283	-0.00027	-518.1494	2235.227	-247.7277	1852.635	-45.85249
Median	0.1037	0.0897	0.126	-0.959351	0.424068	-0.162902	0.263288	-1.005722
Maximum	487.01	3.4834	0.351	13.84912	20107.42	11.05255	16663.04	38.22111
Minimum	-39.82	-0.819	-0.607	-4675.434	-0.99999	-2238.011	-0.999935	-273.2873
Std. Dev.	164.36	1.2566	0.311	1558.99	6702.075	746.366	5553.904	104.522
Skewness	2.4415	2.0368	-0.857	-2.474823	2.474873	-2.474749	2.474871	-1.475171
Kurtosis	7.0365	6.0516	2.653	7.124858	7.124998	7.12465	7.124994	3.555645

Sources: Data Collected from Prowess Database and Computed from E-views 7.0.

The **Table-2** shows the results of descriptive statistics for automobile industry. The mean value was positive for Business Risk, Firm Size, Profitability, Liquidity and negative for Growth, Leverage, Non Debt Tax Shield, Tangibility. The highest mean value is 2235.227 for liquidity and growth has the lowest mean value of -0.0002. The maximum value of 20107.42 recorded for liquidity and the minimum value of -4675.434 recorded for leverage. The highest standard deviation value is 6702.075 recorded for liquidity and the lowest value is 0.311 for growth value. Skewness is positive for Business Risk, Firm Size, Profitability, Liquidity and negative for Growth, Leverage, Non Debt Tax Shield, Tangibility. The kurtosis value is greater

Strategic Growth of Business in New India-Prospects and Challenges

than 3 for all the variables which is leptokurtic except growth variable for which the value is less than 3 which is platykurtic. Therefore the null hypothesis of “There is no normality between the determinants of capital structure of the Automobile Companies in India” is rejected except for the variable Growth.

Table -3 Results of Correlation Analysis between Capital Structure its determinants of Automobile Companies the during the Period from 01.04.2007 to .31.03.2016

	Business Risk	Firm Size	Growth	Leverage	Liquidity	Non Debt Tax Shield	Profitability	Tangibility
Business Risk	1							
Firm Size	-0.0349	1						
Growth	0.380819	0.320267	1					
Leverage	0.117614	0.288902	-0.1699	1				
Liquidity	-0.11684	-0.28951	0.17029	0.8765	1			
Non Debt Tax Shield	0.204904	0.074516	0.43715	-0.12357	0.12457	1		
Profitability	-0.10529	-0.329001	-0.732	0.12448	-0.12471	0.123885	1	
Tangibility	0.202943	0.191859	0.13259	-0.15992	0.16097	0.459357	0.1598	1

Sources: Data Collected from Prowess Database and Computed from E-view 7.0.

The **Table-3** reveals the results of correlation analyses between the Capital Structure determinants such as Leverage, Profitability, Firm size, Tangibility, Growth, Business Risk, Non-debt tax shield, Liquidity on the analyses to find the relationship between the variables for the period from 01.04.2007 to 31.03.2016. The analysis shows that there is positive relationship between Business Risk and Growth, Leverage, Non debt tax shield and Tangibility and there is negative relationship between Business Risk and Firm Size, Liquidity and Profitability. There is positive relationship between Firm Size and the other determinant variables except Firm size, Liquidity and Profitability. Positive relationship exists between Growth and other determinant variables except Leverage and Profitability. There exist a positive relationship between leverage and liquidity and profitability and negative relationship between leverage and Non Tax Shield and Tangibility. There is a positive relationship between Liquidity and other dependant variables except Non Debt Tax Shield and Profitability. There exist a positive relationship between Non Debt Tax shield and Profitability and Tangibility and positive relationship between Profitability and Tangibility.

Table-4 Results of Regression Analysis between Capitals Structure its Determinants of Automobile Companies the during the Period from 01.04.2007 to .31.03.2016

Dependent Variable:

LEVERAGE

Method: Least Squares

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	5.601407	7.100377	0.788889	0.5748
Business risk	0.005767	0.029822	0.193381	0.8784
Firm size	-1.664646	3.953431	-0.421064	0.7463
Growth	-11.73815	33.80199	-0.347262	0.7872

Liquidity	-0.232775	0.000699	-332.8435	0.0019
Non debt tax shield	0.00392	0.009106	0.43054	0.7412
Profitability	-0.000796	0.001604	-0.496676	0.7065
Tangibility	0.01792	0.046561	0.384866	0.7661
R-squared	0.999994	Mean dep.var		-518.1494
Adjusted R-squared	0.99995	S.D. depvar		1558.99
S.E. of regression	11.02041	Akaike info criterion		7.217928
Sum squared resid	121.4494	Schwarz criterion		7.393239
Log likelihood	-24.48s068	Hannan-Quinn criter.		6.839608
F-statistic	22870.74	Durbin-Watson stat		1.869917
Prob(F-statistic)	0.005091			

Sources: Data Collected from Prowess Database and Computed from E-views7.0.

The **Table-4** shows the result of regression analyses of dependent variable leverage and independent variable Business Risk, Firm Size, Growth, Liquidity, Non Debt Tax Shield, Profitability and Tangibility. It seen that R- square value is 0.999994 and adjusted R-square value is 0.99995, where the adjusted R-Square value is less than the R –Square value which shows that the model is good. The probability value of 0.0019 is recorded for liquidity which shows that there is impact between leverage and liquidity where as the probability value is greater than 0.05 for other dependent variables which shows that there is no impact between leverage and Business Risk, Firm Size, Growth, Non Debt Tax Shield, Profitability and Tangibility. Therefore the null hypothesis of “There is no significant impact of capital structure of the Automobile Companies in India” is accepted for all the variables except Liquidity.

Findings

The following are the important findings of the study.

- There is normality among the determinants of capital structure variables of Business risk, Firm Size, Leverage, Liquidity, Non Debt Tax Shield, Profitability and Tangibility.
- The highest standard deviation value is 6702.075 recorded for liquidity and the lowest value is 0.311 for growth value.
- There is positive relationship between Business Risk and Growth, Leverage, Non debt tax shield and Tangibility and there is negative relationship between Business Risk and Firm Size, Liquidity and Profitability.
- There is positive relationship between Firm Size and the other determinant variables expect Firm size, Liquidity and Profitability.
- Positive relationship exists between Growth and other determinant variables except Leverage and Profitability.
- There exist a positive relationship between leverage and liquidity and profitability and negative relationship between leverage and Non Tax Shield and Tangibility.
- There is a positive relationship between Liquidity and other dependants variables except Non Debt Tax Shield and Profitability.
- There exist a positive relationship between Non Debt Tax shield and Profitability and Tangibility and positive relationship between Profitability and Tangibility.

Strategic Growth of Business in New India-Prospects and Challenges

- There is no impact between leverage and Business Risk, Firm Size, Growth, Non Debt Tax Shield, Profitability and Tangibility.
- There is impact between leverage and liquidity.

Suggestions

The following are the suggestions in order to increase the Automobile Company follows.

- Appropriate mix of capital structure should be implemented to increase the profitability of the firm.
- Effective steps should be taken to increase the profitability of the firm.
- The impact between leverage and determinant variables – Business Risk, Firm Size, Growth, Non Debt Tax Shield, Profitability and Tangibility has to be improved.

Conclusion

This paper investigates the impact of capital structure of Automobile Companies in India. Using annual statistical data, empirical analysis has been carried out for the period of 2007 to 2016 to analyze the status of capital structure performance of the Automobile Companies in India using the variables leverage, liquidity, profitability, Business Risk, Firm size, Tangibility, Growth and Non-Debt Tax Shield position of automobile company is considered and concluded that liquidity influence the capital structure of the sector to a certain extent.

References

1. Angelos.A.Antzoulators,.et.,al (2007) a study on “Supply of Capital and Capital Structure: The Role of Financial Development” .
2. Aydinozkan (1996), a study on “Determinants of Capital Structure and Adjustment to Long Run Targets: Evidence from UK Company Panel Data”.
3. Raghuram.G.Rajanet.,al., (1991) a study on “What do we Know About Capital Structure: Some Evidence from International Data”.
4. Sarbapriya Ray (2005-06) a study on “Economic Performance of Indian Automobile Industry: an Econometric Appraisal”.
5. Sheridan Titman et.,al., (1982) a study on “The Determinants of Capital Structure Choice”.

AN EMPIRICAL STUDY ON CAPITAL MARKET INVESTMENT PATTERNS OF INDIVIDUAL INVESTORS WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT

Dr.PL.Senthil

Research Advisor in Commerce,
Jamal Mohamed College, Trichy

S.Gopi

Research Scholar in Commerce,
Jamal Mohamed College, Trichy

Abstract

Investment is important because of financial interdependence, wealth development, fulfilling personal goals and reducing future risk. The method of making investment decisions and developing investment portfolios by individual investors is different in many respects. They choose the different investment instruments on the basis of their needs and personal demographic profile. In real life situation due to lack of proper financial knowledge and exploitation of marketers people face many difficulties. This study concentrates on pattern of individual investors in capital market investments based on demographic profile of investors in the study area of Tiruchirappalli district. It also tries to identify the reasons for selection of capital market investments.

Keywords: Investment Avenues, Investment Pattern, Risk – Return, Capital Market.

Introduction

Investment means putting money to work to earn more money. It can help to meet personal financial goals. Success of an investor depends upon ability to choose the right investment options. This, in turn, depends on one's requirements, needs and goals. The choice of the best investment options will depend on personal circumstances as well as general market conditions. The right investment should satisfy the basic principles of investments of Safety, Liquidity, Risk level, Transparency and Return on Investment. Investment Planning helps to decide upon the right investment strategy. It depends upon age, personal circumstances and risk appetite. An investment plan is important because it creates a framework for every investment activity. It states the type of investment, quantum of investment, reasons for investment and what percentage of your money you will invest, and so on. The economic development of a country depends mainly on the sustained growth of the industrial and service sectors. It requires vast resources and a major part of which is to be mobilized from domestic savings. In India, household sector is the major contributor to domestic savings. But savings of the household sector are held mainly in physical assets and conventional forms of financial assets like Currency, Bank Deposits, Post Office Savings, Chit Funds, Insurance, Provident and Pension Funds etc.,. If those savings can be channelized into the business sector it will facilitate the development of the country through the development of industrial and service sectors. This calls for the existence of an efficient Capital Market. The Capital Market is an agency or conduit through which small and scattered savings of investors are directed towards productive activities of business enterprises. Investment in capital market can be made through primary market or secondary market. In the primary market corporate entities offer new securities directly to the investors and mobilize the funds needed for their development. The secondary market provides continuous liquidity to the securities by trading them in the stock exchanges.

Strategic Growth of Business in New India-Prospects and Challenges

The investors can buy or sell the existing securities at the prevailing market prices in the stock exchange through stockbrokers.

Review of Literature

Decision Process of Individual Investors by Shanmugam.R (1997)

The study dealt with the characteristics and goals of investors and the nature of investment patterns. The researcher analysed the primary data of Coimbatore investors, who invested in equity shares. The study used a chi-square test and the analysis of variance. The major findings of the study were: The investors mainly belong to salaried group and they made investments on long term basis. Most of the investors were young and first operation investors. The study is limited to Coimbatore only which considered only equity investors. The study provided insights for the preparation of a questionnaire for primary data and for forming a general appraisal about the investors.

Investment Behaviour of Individual Investor in Stock Market by Dr. D. P. Warne (2012)

The study attempts to understand the behaviour of individual investor in stock market, specifically their attitude and perception with respect to the stock market. A survey is conducted to attain the objectives of the paper. Respondents are classified in to different categories on the basis of income, profession, education status, sex and age. Primary data is collected from a sample around 50 investors of Ambala District. Finally there are different factors which affect the investment behaviour of individual investors such as their awareness level, duration of investment etc. The study reveals that the respondents integrate the objectives of saving, the factors influencing the saving and the sources of information for decision making. The annual income and the annual saving are given importance of consideration by the respondents, because the level of income decides the level of savings. Today's investors are fully aware about the stock market. The market movements affect the investment pattern of investors in the stock market.

Statement of the Problem

A problem statement is a clear concise description of the issues that need to be addressed by a problem solving team and should be presented to them(or created by them)before they try to solve the problem. When bringing together a team to achieve a particular purpose efficiently provide them with a problem statement. The method of making investment decisions and developing investment portfolios by individual investors is different in many respects .Individual investors have many commitments and constraints hence they should choose the different investment instruments on the basis of their needs and personal demographic profile. This requires there should be a balance between risks oriented capital market and risk less other investments. Individual investors are also important and they are also able to play a critical role in the growth of the stock market. Another important role of individual investors lies in providing a stable ownership base. However, all this can happen only when individual participation in the stock market is sufficiently large. These issues of investments lead to following research questions: How the demographic factors influence the investment pattern of individual investors? What are the reasons for selection of capital market investments? The

present study provides first-hand information on the contents of individual investors' investments and decision making.

Objectives of the Study

1. To examine the influence of demographic profile on capital market investment patterns.
2. To find out the reasons for selection of capital market investments.
3. To understand the level of basic knowledge of investors who select capital market investment.

Hypothesis of the study

The following hypothesis has been formulated on the basis of objectives of the study:-

There is association between the selection of capital market and demographic profile of respondents.

Scope of the study

Total number of financial instruments in the market is so large and lot of resources are required to analyze all the instruments individually this study concentrates only on pattern of individual investors in capital market investments based on demographic profile of investors in the study area of Tiruchirappalli district. It also tries to identify the reasons for selection of capital market investments and to understand the level of basic knowledge of investors who select capital market investments.

Population and Sample Size

All the individuals who are dealing in capital market in Tiruchirappalli City will be the population for this study whereas 200 individuals have been taken as Sample for the purpose of the study.

Data Collection

The study is based on Primary data. The main source of data used for this study is primary and it will be derived from structured Questionnaire. Other sources of data are journals, reports, books and other web sites.

Tools of Analysis

Primary data collected for this study have been analyzed using Simple Percentages and Chi-Square test of significance.

Limitations of the Study

The study suffers from the following limitations:

The investors in general do not properly keep records of their investment details. Most of the investors are not interested in expressing their investment details in full. Therefore the information furnished by them from their memories have to be relied upon. Moreover investor behavior frequently changed due to standard of living and economic conditions. Hence, this

Strategic Growth of Business in New India-Prospects and Challenges

study may be restricted to similar situations only. This study covers only the individual investors of the study area and not covers institutional and foreign investments.

Data Analysis and Interpretation

Table No. 1 Demographic Profile of the Investors

Gender	No. of Respondents	Family Type	No. of Respondents
Male	107 (51.5)	Nuclear	97 (48.5)
Female	93 (48.5)	Joint	103 (51.5)
Age		Family Size	
Below 30	32 (16.0)	Upto 3	44 (22.0)
30-40	93 (46.5)	3-4	14 (7.0)
40-50	57 (28.5)	4-5	60 (30.0)
50-60	12 (6.0)	5-6	55 (27.5)
Above 60	6 (3.0)	Above 6	27 (13.5)
Marital Status		Residence	
Married	159 (79.5)	Urban	132 (66.0)
Unmarried	41 (20.5)	Semi-urban	61 (30.5)
No. of Children		Rural	7 (3.5)
0	41 (20.5)	Earning Members	
1	25 (12.5)	1	22 (11.0)
2	77 (38.5)	2	41 (20.5)
3	44 (22.0)	3	73 (36.5)
4 & above	13 (6.5)	4	48 (24.0)
Education		Above4	16 (8.0)
Upto School	17 (8.5)	Family Income	
UG	72 (36.0)	Upto 20000	22 (11.0)
PG	57 (28.5)	20000-40000	78 (39.0)
Professional	39 (19.5)	40000-60000	77 (38.5)
Technical	15 (7.5)	60000-80000	19 (9.5)
Occupation		Above 80000	4 (2.0)
Private	29 (14.5)	Individual Income	
Government	65 (32.5)	Upto 10000	18 (9.0)
Business	52 (26.0)	10000-20000	57 (28.5)
Profession	39 (19.5)	20000-30000	78 (39.0)
Retired	11 (5.5)	30000-40000	32 (16.0)
Self Employed	4 (2.0)	Above 40000	15 (7.5)
Number of Dependents		Preparation of Formal Budget	
Upto 2	35 (24.5)	Yes	154 (77.0)
3	39 (19.5)	No	46 (23.0)
4	79 (39.5)		
5	29 (14.5)		
Above5	18 (2.0)		

The above table-1 exhibits the Demographic Profile of the Investors. Maximum number of respondent investors belongs to male category and greater number of investors belongs to the

age group of 30 to 40 years followed by 40 to 50 years. Almost 80.0 percent of investors were married and more number of respondents have two children followed by three children. Higher number of 36.0 percent of investors hold the educational qualification of under graduation followed by post graduation and maximum numbers of 32.5 percent of the respondents were government employees followed by business as occupation. 51.5 percent of investors live as joint family and higher number of respondents has 4 to 5 members in their family followed by 5 to 6 members. Maximum of 66.0 percent investors belongs to urban area followed by semi-urban area. Most of the respondents' family has three earning members, maximum of 39.0 percent of investors have the family income of Rs.20000- 40000 closely followed by Rs.40000 to 60000 and higher number of investors has Rs.20000 to 30000 as individual monthly income. 39.5 percent of investors have four dependents and 77.0 percent of investors prepare budget for their family.

Table No. 2 Investors Reasons for Selection of Capital Market Investment

Reasons for Selection	(Respondents in Percentage)					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	
High Returns	133 (66.5)	13 (6.5)	20(10.0)	22 (11.0)	12(6.0)	200 (100.0)
Capital Growth	41(20.5)	86(43.0)	35 (17.5)	30 (15.0)	8 (4.0)	200 (100.0)
Fewer formalities	63 (31.5)	36(18.0)	44 (22.0)	46 (23.0)	11 (5.5)	200 (100.0)
Interested in Speculation	59 (29.5)	39 (19.5)	44 (22.0)	52 (26.0)	6 (3.0)	200 (100.0)
Knowledge of capital market	78 (39.0)	22 (11.0)	32 (16.0)	55 (27.5)	13 (6.5)	200 (100.0)
Recommended by others	40 (20.0)	29 (14.5)	42 (21.0)	78 (36.0)	17 (8.5)	200 (100.0)
Diversification of investment	22 (11.0)	8 (4.0)	18 (9.0)	103 (51.5)	49 (24.5)	200 (100.0)
Tax benefits	31 (15.5)	6 (3.0)	9 (4.5)	64 (32.0)	90 (45.0)	200 (100.0)

The above table-2 exhibits the reasons for selection of capital market investments by the respondents. To find out the reasons for selection of capital market investments by investors five point scale of Strongly Agree to Strongly disagree was used to get data from respondents. High returns, Capital Growth, Fewer formalities, Interested in speculation, Knowledge of Capital Market, Recommended by others, Diversification of Investment and Tax benefits are considered as reasons for selection of capital market investment. Maximum of 66.5 percent of the respondents strongly agreed high returns as the reason for selection of capital market. In respect of Capital growth as a reason for selection, 43.0 percent agreed that and with regards to fewer formalities 31.5 percent of the respondents strongly agreed that. In respect of knowledge of capital market as a reason for selection, 39.0 percent of the respondents strongly agreed and with regards to recommended by others 36 percent disagree that. Diversification of investment

Strategic Growth of Business in New India-Prospects and Challenges

as a reason for selection which is strongly disagreed by 24.5 percent of the respondents and in respect of tax benefits as a reason for selection 45.0 percent of the respondents were strongly disagree that.

Inference

From the above table it is inferred that among the different reasons as per respondents' opinion High Returns, Fewer formalities, Interested in Speculation and Knowledge of Capital market were the main reasons for selection of capital market investments followed by Capital Growth. Whereas Recommendation by Others, Diversification of Investment and Tax Benefits were the reasons which did not influence the respondents for selection of capital market investments.

Table No. 3 Investors Level of Knowledge in Capital Market

Knowledge in Capital Market	(Respondents in Percentage)					Total
	Very High	High	Medium	Low	Very Low	
Knowledge about Capital Market Proceedings	12(6.0)	10(5.0)	24(12.0)	33(16.5)	121(60.5)	200 (100.0)
Knowledge about Fundamental Analysis	18(9.0)	15(7.5)	45(22.5)	93(46.5)	29(14.5)	200 (100.0)
Knowledge about Technical Analysis	31(15.5)	30(15.0)	79(39.5)	32(16.0)	28(14.0)	200 (100.0)
Knowledge about Derivative Trading	57(28.5)	53(26.5)	49(24.5)	24(12.0)	17(8.5)	200 (100.0)
Knowledge about Portfolio Management	76(38.0)	61(30.5)	38(19.0)	16(8.0)	9(4.5)	200 (100.0)
Knowledge about Commodities Market	85(42.5)	43(21.5)	47(23.5)	16(8.0)	9(4.5)	200 (100.0)
Knowledge about Security Market Regulators	85(42.5)	39(19.5)	42(21.0)	25(12.5)	9(4.5)	200 (100.0)

The above table-3 shows the level of knowledge of respondents in capital market. To understand the knowledge of investors five point scale of Very High to Very Low was used to get data from respondents. Among the respondents, maximum numbers of 60.5 percent are having very low level of knowledge about capital market proceedings. Regarding fundamental analysis 46.5 percent are having low level of knowledge. 39.5 percent are having medium level of knowledge about technical analysis. In case of derivative trading 28.5 are having very high level of knowledge. 38.0 percent are having very high level of knowledge about portfolio management. With regards to commodities market 42.5 percent are having very high level of knowledge. 42.5 percent are having very high level of knowledge about security market regulators.

Inference

Hence it is concluded that the respondents have very low level knowledge about Capital Market proceedings, low level of knowledge about fundamental analysis, moderate knowledge of technical analysis but have very high level of knowledge in derivative trading, portfolio management, commodities market and security market regulators.

Chi-Square Test

Association between Selection of Capital Market and Demographic Profile of respondents

H0: There is no association between the selection of capital market and demographic profile of respondents.

H1: There is association between the selection of capital market and demographic profile of respondents.

Table No.4 Association between Selection of Capital Market and Demographic Profile

Demographic Profile	Particulars	Low	Moderate	High	Total	%	P Value	χ^2 Value	Sig/ Not Sig.
Age	Below 30	9	18	5	32	16	0.006	8.520** (p<0.01)	S
	30-40	21	50	14	85	42.5			
	40-50	14	32	5	51	25.5			
	50-60	5	7	5	17	8.5			
	Above 60	5	5	5	15	7.5			
	Total	54	112	34	200	100			
Education	Up to School	5	8	5	18	9	0.023	13.916* (p<0.05)	S
	UG	21	45	5	71	35.5			
	PG	12	37	8	57	28.5			
	Professional	15	17	5	37	18.5			
	Technical	5	7	5	17	8.5			
	Total	58	114	28	200	100			
Family Size	Up to 3	11	23	7	41	20.5	0.004	7.374** (p<0.01)	S
	3-4	5	9	5	19	9.5			
	4-5	21	30	7	58	29			
	5-6	14	36	5	55	27.5			
	Above 6	10	12	5	27	13.5			
	Total	61	110	29	200	100			

(*5% level of Significance **1% level of Significance)

Chi-square test is used to know the association between selection of capital market and demographic profile of respondents. From the above table-4 it can be concluded that 18 respondents belong to age group of below 30 have shown moderate level of opinion on selection of capital market. 50 respondents in age group of 30 to 40 have opinioned moderate level, 32 percent of the respondents in age group of 40 to 50, 7 respondents in age group of 50

Strategic Growth of Business in New India-Prospects and Challenges

to 60 and 5 respondents in age group of above 60 have moderate level of opinion on selection of capital market.

8 respondents who have studied up to school have shown moderate level of opinion on selection of capital market. 45 respondents with UG level of education have opinioned moderate level, 37 respondents who did PG, 17 respondents who are professionally qualified and 7 respondents with technical education have moderate level of opinion on selection of capital market.

23 respondents who are having upto 3 members in the family have shown moderate level of opinion on selection of capital market. 9 respondents having 3 to 4 members in their family have opinioned moderate level, 30 respondents having 4 to 5 members in their family, 36 respondents having 5 to 6 members in their family and 12 respondents having 6 and above number of members in their family have moderate level of opinion on selection of capital market.

Inference

Hence it is concluded that there is association between selection of capital market and demographic profile of respondents.

Findings of the Study

Demographic Profile

1. Maximum number of respondent investors of this study belongs to male category.
2. Greater number of investors belongs to the age group of 30 to 40 years followed by 40 to 50 years.
3. Almost 80.0 percent of investors were married category.
4. More number of respondents has two children followed by three children.
5. Higher number of 36.0 percent of investors holds the educational qualification of under graduation followed by post graduation.
6. Maximum numbers of 32.5 percent of the respondents were government employees followed by business as occupation.
7. 51.5 percent of investors live as joint family.
8. Higher number of respondents has 4 to 5 members in their family followed by 5 to 6 members.
9. Maximum of 66.0 percent of investors belongs to urban area followed by semi-urban area.
10. Most of the respondents' family has three earning members.
11. 39.0 percent of investors have the family income of Rs.20000-40000 closely followed by Rs.40000 to 60000.
12. Higher number of investors has Rs.20000 to 30000 as individual monthly income.
13. 39.5 percent of investors have four dependents.
14. 77.0 percent of investors prepare budget for their family.

Reasons for Selection of Capital Market Investment

High Returns, Fewer formalities, Interested in Speculation and Knowledge of Capital Market was the main reasons for Selection of Capital Market Investments by the investors followed by Capital Growth.

Chi-Square Test

Demographic Profile of the respondents have a significant association with reasons for selection of capital market.

Suggestions

1. As per the study the male investors are more in number and this level will improve their confidence on investments. Women may also try to invest and reap the benefits also.
2. Earning age starts from 25 or even before but the study shows that investments were mostly made by the age group of 30 to 40 and above 40. Compounding types of early investments are more important to get maximum returns and benefits. Hence young people should invest at their early ages.
3. Even though heavy expenses and efforts made by the government in recent years in order to financially include the uneducated and poor people, the study reveals that most of the uneducated and low income groups are not interested in investments. Hence continuous initiatives are needed to achieve the expected results of making them to invest for their bright future.
4. This study clearly exhibits that the capital market investors have very low level of knowledge about stock market trends and fundamental analysis. Though the market trend is not easily predictable the fundamental and technical analysis help the investors in decision making. Hence should try to get the required knowledge of fundamental analysis rather than go for blind or astrology based investments.

Conclusion

From the above findings of the study it can be concluded that, Capital Market investments are beneficial for small investors. The investors should protect themselves from unexpected financial commitments due to life and property risk, by holding optimum cash balance, health and life insurance products. Indian investors are gifted with three apex regulators RBI for banking, IRDA for insurance and SEBI for securities market. They control the entire investment market and under took investors awareness and supportive activities. Investors can make use of these apex bodies to clear their grievance.

References

1. Bhagawati Prasad, Subha.M.S, "Problems Faced by the Investors", The Management Accountant, Volume XIX, No.7, 1991, pp. 35-40.
2. Shanmugam.R, "Decision Process of Individual Investors", Ph.D Thesis submitted to BharathiyarUniverstiy, Coimbatore, 1997.

Strategic Growth of Business in New India-Prospects and Challenges

3. P.Geetha, “A Study on the Choice of Investment Avenues of Individual Investors at Tirunelveli District”, Journal for Bloomers of Research, Vol. 2, No. 1, August 2009.
4. Dr. D. P. Warne, “Investment Behaviour of Individual Investor in Stock Market”, International Journal of Research in Finance & Marketing (IJRFM), Vol. 2, Issue 2, February, 2012, pp. 243-250.
5. Alagu Pandian. V and Thangadurai. G “A Study of Investors Preference towards Various Investments Avenues in Dehradun District”, International Journal of Management and Social Sciences Research (IJMSRR), Vol.2, No.4 April 2013, pp.22-31.
6. Bhatt, K.A., “ Investment and Trading Pattern of Individuals Dealing in Stock Market”, The SIJ Transactions on Industrial, Financial & Business Management (IFBM), Vol. 1, No. 2, May-June 2013. pp.67-74.

HUMAN RESOURCE MANAGEMENT IN THE TOURISM INDUSTRY

Dr.D.Gunaseelan

Assistant Professor,

Department of Hotel Management and Catering Science,

Jamal Mohamed College, Trichy

Abstract

The paper goes on to explain the critical contribution of employees to the competitive advantage of tourism organizations and why human resources are an important issue for the industry. The model of performance management adopted by an organization must be customized to meet individual business and employee needs. A series of activities were undertaken to fulfill the objectives above. A framework was developed to explore the links between tourism and human resource management. A second round of discussions was held with representatives of the tourism industry to determine how tourism industry is recruiting and retaining employees with the right skills, knowledge and attitudes to their work. The relationship between tourism and human capital is complex, of inter-conditioning, each of the two elements having at the same time the role of cause and effect. Thus, the stimulation of the growth of tourism is an important medium of re- launching of the labor, but the development, respectively the retardation of the development of tourism depends on the existence or the inexistence of the human resources in the reference territory.

Keywords: professional preparation, occupation, training, education, development

Introduction

Tourism's characteristics highlight a number of features that have important Ramifications for people within this sector and the role that human resource development plays in supporting enhanced productivity and quality at all levels within organizations, destinations and countries:

- Tourism is a 'multiproduct' industry and the different sectors of tourism offer a wide range of occupations with a diversity of human capital requirements. Tourism is characterized by duality, whereby large multinational companies co-exist with SMEs and micro-businesses (and tourism is numerically dominated by small businesses).
- The realities of human resource development (for example, availability of training budgets or plans, levels of skills, career progression opportunities and business motivation) are very different for large and small, indeed micro-operators.
- Multiproduct characteristics create diversity within tourism but they are also founded on substantial sectoral interdependencies, built around the notion of the tourist destination which, for most visitors, often subsumes the individual business components within it.
- Destination, as opposed to individual business, management in tourism, creates challenges and problems with regard to ownership and leadership.
- Tourism employment, while widely welcomed by most governments, is not without problems as a consequence of the structural factors addressed above but also as a consequence of the weak labor market conditions within which it operates and the perceived low skills set upon which it depends.
- The role of seasonality in structuring how tourism operations are organized and people are managed. Stochastic demand patterns create challenges for tourism businesses in an operational, marketing, financial and, above all, human resource management sense.

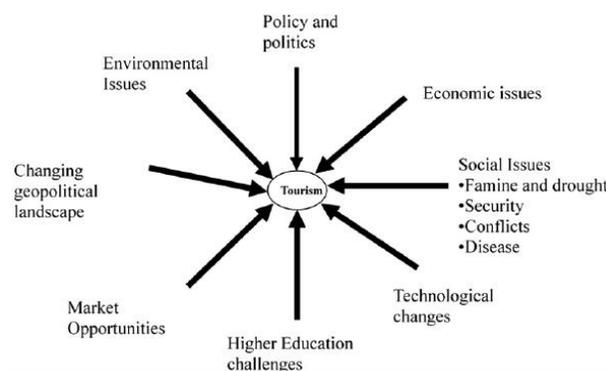
Strategic Growth of Business in New India-Prospects and Challenges

Human Resource Practice

Tourism is a fragmented and diverse industry within the economy and is further characterized by diversity in organizational, ownership and operational terms. Indeed, many commentators question the validity of using an inclusive term such as “industry” to capture the characteristics of a sector which contains such a wide range of operations within the public, private and voluntary domain. This heterogeneity is one of the defining features of the sector and impacts upon all aspects of operations, marketing, finance and, indeed, human resource management.

Specifically, in the context of employment and wider human resource development themes, tourism faces challenges which, in part, stem from these structural and environmental characteristics but also draw on wider attributes that are also present within other areas of service work. Studies of human resource development and wider work-related research within sectors of tourism have addressed the challenges faced by businesses and the wider community in terms of the quality and benefits of such work.

A characteristic of tourism is represented by the attraction of the surplus of labor from other sectors and, implicitly, by the attenuation of unemployment, valorizing this way the role in the national economic. The relation between tourism and the use of the force of work is manifested on the quantitative and qualitative plan, directly or indirectly. It is widely argued that people are vital for the successful delivery of tourism services and, as a consequence, those who work in tourism are widely portrayed as a critical dimension in the successful operation of businesses within the sector.” The story of successful tourism enterprises is one that is largely about people – how they are trained and educated, how they are valued and rewarded, and how they are supported through a process of continuous learning and career development. Argues that ‘only competent and motivated employees can deliver high- quality service and achieve competitive advantage for their firms and tourist destinations.



HR in Tourism Sector

The quantitative increasing of those involved in the organization and the unwinding of voyages, in the serving of tourists is an effect of the significant increasing of the number of persons who make a journey, the distances of departure, the time allocated to holidays etc. the number of those who work in hotels and restaurants, transports, tourism agencies, providing/catering of pleasure, the administrative leadership of the touristic apparatus

registering a substantial increase after the development of tourism. These activities are found, totally or partially, in the structure of the touristic industry, which makes it difficult to

Evaluate with strictness the number of those occupied in tourism; many of these jobs are at the season time or part-time, thus the contribution of tourism to the full-time employments is considerably smaller in comparison to the jobs paid by the hour. Moreover, we must mention that the area of inclusion of the touristic industry is sensibly different from country to country, pointing out/accentuating the difficulties of commensuration from this sector. The jobs are often created in areas where there are little alternatives of employment. It is worth reminding that many of these places of work attract those who want to work during the season, such as the students who search for a job as representatives of the resort/spa during the summer or the owners who rent their houses during the summer time. It is clear that, for the countries which are major receiving destinations or which hold an internal powerful touristic demand, the number of jobs is greater. In the balance sheet, tourism, as a form of employment, is beneficial from the economic point of view, although it has to make efforts to create more full-time jobs in this industry.



Materials and Methods

The focus turns to understanding motivational issues and how managers can inspire employees. Performance management integrates employee development with results-based assessment aligned to strategic objectives to achieve the commitment, competence, congruence and cost-effectiveness. It has been a qualitative analysis as there have been no comparable statistics available at EU-level on tourism labor and learning.

Results and Discussions

A multitude of aspects define the relationship tourism-labour under the qualitative aspect, such as: the level of qualification of these occupants in tourism and the structure of the labor in steps of preparation, the report between those hired with total time and partial time of work, the proportion season employees and the turnover of labor, the cost of the professional formation. Effective managers understand the 4Cs – commitment, competence, congruence and cost-effectiveness – and are able to integrate them holistically into business strategy to achieve organizational competitiveness.

- Commitment: awareness of business objectives and understanding how they can contribute

Strategic Growth of Business in New India-Prospects and Challenges

to their achievement enhance staff commitment to the organization.

- **Competence:** managerial and employee competence are both critical to the Achievement of business objectives and organizational competitiveness. Remedial action must be taken to address skills gap.
- **Congruence:** managers and staff must pull in the same direction and share the same vision to collaborate in achieving business objectives. Transparency and good communication will enhance working relationships and indentify any obstacles to achieve business objectives and the way these can be overcome.
- **Cost-effectiveness:** managers must be both proactive and responsive to use human resources effectively and efficiently and maximize productivity.

From the point of view of the professional formation, a great part of the specialists consider that tourism needs personnel with a high level of qualification, with a large horizon of knowledge, well trained, knowing a foreign language of international circulation, capable of recommending and promoting the tourist product; also an important segment of the experts in the field appreciate that the activities which do not require a specialty also have large representation in tourism, this becoming an outlet/market for the unqualified and poorly qualified labor .

The opinions of the experts are sustained by the structure of qualification levels of those occupied in tourism; on the studies made in the main touristic European countries the following have been observed: appreciatively 40% of the personnel's total form tourism is unqualified, appreciatively 42% has medium general preparation, 8%- specialty studies and only 10%- superior studies.

The relatively high cost (comparable, in some authors' opinion, to the one in the industries with high technical level) of the demand of a new job in tourism and its maintenance is determined by the temporary character of the employment of workers in tourism.

A particular aspect of the relationship tourism-labor is represented by the quality of consumer of goods and services; this influences favorably the use of the labour in its supplying branches, such as: agriculture, the alimentary industry, the light industry, the construction, the industry of the construction materials, etc. If the tourists are accommodated in a certain area, there are directly created jobs. These workers and their families need preparation and medical assistance. In turn, these create new jobs in shops, schools, hospital in order to satisfy the needs. The volume and the quantity of the touristic activity depend in an essential way on the employment of personnel, respectively the number of workers and their Level of qualification, on the concordance between the characteristics of the preparation of the labor and the functions accomplished, on the professionalism and the quality of the practice of attributions. The role of the human factor increased during the contemporary time, thanks to the increase of the consumers' exigencies in report to the quality of the services and the participation to the touristic activity of larger and larger segments of the population. the effective deployment and management of people as critical resources within tourism does not happen without considered planning, development and support at the level of the enterprise, the destination and the country. Various actors and Agencies, both public and private, can and do take the lead and play significant roles in enabling the tourism sector to recruit, manage and develop human

resources in an optimal manner. Key players in this process are frequently local, national and trans-national governments and their agencies.

Describe tourism as a sector “where easily acquired, transferable Skills co-exist and engender weak internal labor markets in organizations that economically are bound to a rate of throughput.”

Points to the features of employment in these conditions in terms of Recruitment, training and professional status and, unsurprisingly, notes that many areas of tourism work typify weak internal labor market characteristics. Alongside this assessment sits trends within most developed countries and within economic regions such as the European Union which point to erosion of elements of labor market strength and a general weakening of workplace conditions.

Although the development of the tourism industry creates new employment Opportunities, critics contend that tourism employment provides predominantly low-paid and low-skilled demeaning jobs. The negative aspects of tourism employment focus upon the physical demands of the job, poor conditions of work, job insecurity, low pay, long working hours, high turnover of labor and lack of training .

Tourism is an activity offered by people, being the sector in which the productivity tends to be low and where the increases in terms of touristic activity lead to create new jobs. Despite the progress reorganization of the process of production of touristic services, accelerated by the application of new technologies, especially in the countries which have a touristic sector with potential, but less developed, opportunities can be expected of supplementary and the better and more various occupations. Most of the European countries are very developed from the point of view of the businesses connected to tourism and should be able to cope with the future challenges. Still, there is still room for improvement to overcome the constraints which usually interfere in the businesses connected to tourism in Europe, especially for IMM, to benefit along these perspectives favorable of the market. Among these are:

- the lack of strategic knowledge regarding the touristic demand and the use of this information in operational terms.
- the poor application of the quality control and of the qualitative techniques of management in production, marketing and the offering of touristic services.
- the insufficiency of the appreciation of the richness and diversity of the Available attractions all over Europe and which can become the basis for new and original products and touristic destinations Management and skill areas.

Conclusion

Increased requirements and opportunities for education and training for individuals within the tourism industry are direct and critical responses to these growth trends. New trends include collaborative organizations, which link traditional competitors (educators at various colleges and universities) while attempting to address the changing needs of the industry. The resulting curricular modules are designed for inclusion in existing traditional tourism and hospitality education courses and programmes around the world. This focus allows for the promotion and sharing of the latest best thinking and practices in tourism education.

Strategic Growth of Business in New India-Prospects and Challenges

The outlining of the profiles of the new jobs can be seen as a result of a general change in the manner in which the work is organized- as we mentioned earlier- but it can be seen as a result of a more complex market, more complex products and changes in the concept of service. As a consequence, the simple and repetitive traditional tasks are transformed in multidimensional tasks to furnish complex products. Another trend would consist in the dividing of the complexity of the service in simple, repetitive functions which need some or very little abilities. This tendency to eliminate the abilities can be seen to a certain extent as a strategy which should cope with the qualified labor. The small enterprises have supported a tradition of maintenance of amateur personnel in management, which only the big unities started to change. The qualified personnel and trained professionals, and most of all those with experience in other industries, are an unusual thing outside the big firms. These lead to a lack of complexity of the politics and practices of human resources, which are dominated by unusual styles of management and approaches of the operational circumstances. This makes tourism vulnerable to the ideas, the assumptions and its domination by the practices of management identified in other economic sectors. The success of the tourism industry and ultimately of the destination depend on the quality of employees. The real human resource challenge for the tourism industry is recruiting and retaining employees with the right skills, knowledge and attitudes to their work. There are a number of approaches to recruiting, retaining and motivating employees.

- Positively targeting recruits from groups under-represented in the workplace.
- Providing career development opportunities.
- Providing training and development opportunities and ensuring that the organization views training as an investment rather than a cost.
- Ensuring competent line management.
- Considering job design and job roles, including: job enlargement, job enrichment, job rotation, job satisfaction and job sharing.
- Providing a better deal than employees perceive they can get from alternative employers.
- Considering levels of pay and non-financial rewards on a regular basis.
- Managing employee expectation.
- Ensuring all new recruits complete a well-planned induction programme.

References

1. Baum, T., Szivas E., 2007, HRD in tourism: a role for government? Tourism management, Elsevier.
2. Choy, D., 1995, the quality of tourism employment, Tourism Management, 16(2), 129-137.
3. Beech, J., S. Chadwich, 2006, The Business of Tourism Management, Pretince Hall, imprint of Pearson Education.
4. Bremmer, I., 2006, The J Curve: A New Way to Understand Why Nations Rise and Fall, NY: Simon & Schuster.
5. Liu A., G. Wall., 2006, planning tourism employment: A developing country perspective. Tourism Management, 27, 159-170. Ireland.philosophies, New York: Wiley.
6. Szivas E., M. Riley, 1999, Tourism employment during economic transition.

CONSUMERS' PERCEPTION OF SOCIAL MEDIA MARKETING WITH SPECIAL REFERENCE TO FACEBOOK IN TIRUCHIRAPPALLI CITY

M.I.Mohamed Ibrahim

Assistant Professor of Commerce (SF),
Jamal Mohamed College (Autonomous), Trichy

Abstract

With rapid changes in information technology, these online activities are now performed via a new form of communication technology known as Web development and design that aims to facilitate communication, secure information sharing, interoperability and collaboration on the World Wide Web. The main objectives of the study is to study the relationship different SMP (social media properties) with traditional media, to evaluate the effectiveness of social media marketing in Facebook, to identify the strategies follow up by Facebook for marketing, to understand how the social networking sites used as marketing communicator. A cross sectional survey was used during the study. Both qualitative and quantitative data was gathered in order to establish the relationship between the independent and dependent variable. Both primary and secondary data are used for the study but the analysis was made mainly using primary data. The data regarding consumer perception of social media marketing were collected through the structured questionnaire. The few limitations and risks related to Social Media Marketing can seem scary and challenging, but they are only precautions to be taken on time in order to achieve complete notable success in the Social Media strategy.

Keywords: Information Technology, Social Media Marketing, SMP, etc.,

Introduction

The Internet has revolutionized communication, allowing individuals and organization to overcome geographical and time constraints, which in turn allows consumers and companies to connect around the world at any time. With rapid changes in information technology, these online activities are now performed via a new form of communication technology known as Web development and design that aims to facilitate communication, secure information sharing, interoperability and collaboration on the World Wide Web.

“You do one thing bad, ten people will know by the word of mouth”. Social media has changed that proverb overnight as the “word of million mouths”. People are actively connecting with each other and talking about their experience, sharing their opinion about product and services they have tested or even just heard about it. There are several dozens of social networks and their number keeps growing by the day. The most popular ones are Facebook, Google, LinkedIn, and Twitter Etc. Social media refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks. Social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individuals.

Review of Literature

Stageman (2011) conducted a case study to understand how prospective students use social media to communicate with higher education institutions from the beginning of the application process up to the decision-making point. Thirteen incoming freshmen at Marquette University participated in focus group interviews to get a better understanding of their experiences while

Strategic Growth of Business in New India-Prospects and Challenges

going through the application process. The findings of the study were eye-opening as the university's social media sites did not appear to have had a substantial influence on the participants' decision to attend. These findings imply that social media may not be important in the college search process, but become important once prospective students have made the decision to attend a particular institution.

Siniss Line, Washington, (2012) Blame social media the next time it feels like forever for your turn to use the toilet. According to a study released on Monday, 32% of people in the aged 18 to 24 say that they use social networking in the bathroom. The same report from marketing research firms Nielsen Incite also found that 51% of us adults between 25& 34 age use social networking in the office more than any other age group. While personal computers remain the Primary tools for logging onto sites such as Facebook & Twitter, the report posed at blog.nielson.com noted a significant increase in the use of cellphones & tablets as well.

Statement of the Problem

Facebook plays a vital role in the social media marketing. In the current modern societies, Social Media channels are commonly used in order to connect people together throughout the world using the Internet. Whether it is through social networks, forums, blogs or media sharing websites, people can now have a conversation online, also called interactive dialogue, with anybody and on any subject, permitting them to share their experiences and valuable information. Looking on a business perspective, it goes without saying that Social Media Marketing has offered a large variety of new opportunities for companies to promote their brand, products and services. However, it seems still unclear which real benefits Social Media Marketing has brought to businesses and which particular techniques were used to achieve this success.

The present study seeks to answer the following questions with five -'Ws'.

- **What** are the benefits of Social Media Marketing? – We will analyze in details the benefits of Social Media Marketing for businesses and the main techniques used to achieve these benefits.
- **Who** are the main players when looking at the business benefits of Social Media Marketing? – Obviously, the main players are the businesses, mostly SMEs, but it is also relevant to take into account their Consumers and audience.
- **Where** is Social Media Marketing taking place? – Social Media Marketing belongs to the World Wide Web. Consequently, Social Media are part of the global marketing.
- **When** is Social Media Marketing taking place? – Social Media Marketing has been developing itself since the Internet was launched. However, Social Media Marketing is a relatively recent notion, especially when focusing on the business perspective.
- **Why** is Social Media Marketing important for businesses? – Social Media Marketing has become a powerful marketing technique for businesses, thanks to its cheap costs and high promotional effects.

Hence, this research study is required to assess consumer perception and their suggestion about social media marketing .The study reveals the key factor to improve the social media marketing strategy in facebook and other social media.

Objectives of the Study

1. To study the features of social media marketing in cooperation with traditional media.
2. To evaluate the effectiveness of social media marketing in Facebook.
3. To identify the strategies followed by Facebook for marketing.
4. To understand how the social networking sites are used as marketing communicator.

Methodology

A cross sectional survey was used during the study. Both qualitative and quantitative data were gathered in order to establish the relationship between the independent and dependent variables. Both primary and secondary data were used for the study but the analysis was made mainly and using primary data. The data regarding consumer perception of social media marketing were collected through the structured questionnaire. The questionnaire was marked to the respondents who are using Facebook in Tiruchirappalli City. The information which has been collected from Books, Journals and Websites from the Internet constitute the secondary data.

Simple random sampling was used to choose the respondents. This technique was used because the researcher sought to ensure that each member of the target population has an equal and independent chance of being included in the sample of this study. This study has been conducted during the month of May 2017 to August 2017. Area of the study covers Tiruchirappalli city which is well known as an industrial town and attracts a large number of travellers. But the researcher has taken only 200 respondents in Tiruchirappalli city for this study. One-way ANOVA, Chi- Square test, Correlation has been used for the analysis and interpretation.

Results and Discussions

Table No. 1 Ranking score method based on their time spend in internet accessing

S.No	Particulars	Weighted score	No. of respondents	Weighted average	Rank
1	Searching information	758	200	3.79	1
2	Social media networking	680	200	3.4	2
3	Chatting with friends	600	200	3.0	3
4	Online shopping	488	200	2.44	4

Source: Primary Data

It is inferred from the above table that the most determinant factor that induces the respondents to spend more time is searching information in the internet as it has the highest weighted average score. Second priority in accessing internet is given to social media

Strategic Growth of Business in New India-Prospects and Challenges

networking like facebook, twitter etc., and next priority given to chatting with friends and online shopping secure fourth rank

It is inferred that the main reason for accessing internet is to search information for educational and other purposes.

Table No. 2 Weighted average based on their social networking site

S.No.	Particulars	Weighted score	No. of respondents	Weighted average	Rank
1	Facebook	1174	200	6.1	1
2	Twitter	1220	200	5.87	2
3	Youtube	1116	200	5.58	3
4	LinkedIn	921	200	4.605	4
5	Google+	711	200	3.55	5

Source: Primary Data

It is inferred from table-2 that the most determinant social media networking that incorporates advertisements is Facebook which is followed by twitter and youtube in the second and third rank and LinkedIn secures fourth place. Google+ secures fifth place

It is inferred that the most of the marketing advertisements are posted in Facebook.

Table No. 3 Karl Pearson's Co-Efficient of Correlation Test

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

Correlations

The following table provides the statistical inference aspect of age of the respondents and their year of accessing internet.

Variables		Age of the respondents	No. of Years of Accessing Internet
Year of accessing	Pearson Correlation	1	.792**
	Sig. (2-tailed)		.000
	N	200	200
Age of the respondents	Pearson Correlation	.720**	1
	Sig. (2-tailed)	.000	
	N	200	200

Source: Primary Data

A Pearson's bivariate correlation was done between two variables, age of the respondents and their year of accessing internet every day. The test yielded the significant result ($r = 0.792$, $p = 0.00$). Though the relationship is statistically significant, the relationship is strong. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted.

Null hypothesis

H_0 : There is no significant association between the respondent's age and the members of years of accessing internet.

Research hypothesis

H_a : There is a significant association between the respondent's age and the number of years of accessing internet.

Table No. 4 One way analysis of variance among the education qualification of the respondent and various modes of accessing internet

S.No	Source	DF	SS	MS	Statistical Inference
1	Laptop Between Groups Within Groups	3 196	6.724 104.871	2.241 .535	F=4.189 P >0.05 Not significant
2	Computer Between Groups Within Groups	3 196	14.325 97.270	4.775 .496	F=9.622 P<0.000 Significant
3	Mobile Between Groups Within Groups	3 196	24.258 87.337	8.086 .446	F=18.146 P<.000 Significant
4	Tablet Between Groups Within Groups	3 196	24.258 87.3337	8.086 .446	F=18.146 P<.000 Significant
5	Others Between Groups Within Groups	4 195	3.176 108.419	.794 .556	F=1.428 P>.226 Not significant

Source: Primary Data

Null Hypothesis

H_0 : There is no significant relationship between the education qualification of the respondent and modes of using internet.

Research Hypothesis

H_a : There is a significant relationship between the education qualification of the respondent and modes of using internet.

Interpretation

- It is inferred from the above table, there is **no significant** relationship between the education qualification of the respondents and respondent using laptop for accessing internet.

Strategic Growth of Business in New India-Prospects and Challenges

- It is inferred that there is **significant** relationship between the education qualification of the respondent and respondent using computer for accessing internet.
- It is inferred that there is **significant** relationship between the education qualification of the respondent and respondent using mobile for accessing internet.
- It is inferred that there is **significant** relationship between the education qualification of the respondent and respondent using tablet for accessing internet.
- It is inferred that there is **no significant** relationship between the education qualification of the respondent and respondent using others like ipad, iphone for accessing internet.

Chi- Square Test

Chi-square is a test statistic used to test hypothesis that provides a set of theoretical frequencies with which observed frequencies are compared. When the calculated value is less than table value, then the hypothesis is accepted.

Null hypothesis

H_0 : There is no significant association between Educational Qualification of the respondents and Social networking site accessing.

Research hypothesis

H_a : There is a significant association between Educational Qualification of the respondents and Social networking site accessing.

The following table provides the statistical inference aspect of Educational Qualification of the respondents and Social networking site accessing.

Table No. 6

S.No	Educational Qualification	You tube	Facebook	Twitter	LinkedIn	others	
1	Higher secondary	7	4	7	0	0	f - 51.780 df - 12 sig - 0.000
2	UG	25	29	25	4	3	
3	PG	16	51	8	4	4	
4	Diploma	1	1	7	0	4	

Source: Primary Data

The calculated chi-square value is 51.780 which is lesser than the table value (26.2962) therefore the null hypothesis is rejected and alternative hypothesis is accepted. In other words there is a significant association between Educational level of the respondents and Social networking site accessing.

Suggestions

1. For effective social media marketing, marketers need to use a variety of social media platforms rather than using only one media to promote their brand and also marketer have to spend more time on social media marketing for its effective use.

2. Social media is a continual process of evolving and updating that takes time and commitment .So marketers need to train and empower their staff to engage and control effective marketing communication via social media.

Conclusion

Finally everything in the world has pros and cons just like that Facebook too has both merits and demerits. It's only in the hands of users to manage it. Social media has the ability to cross international borders within seconds, making it an ideal platform for companies to promote their products. In order to successfully counter campaigns, marketing agencies must be on the lookout for the next big change of social media. The next generation of social media will make marketing to consumers even simpler. So reflecting back on how effective social media can be in event marketing, social media being a cheap method to get advertisements across is an advantage that should be taken upon before its gets inflated and also it being news another important thing to look at and take quick and bold advantage on.

On the whole, Social Media Marketing is an extremely powerful marketing tool that not every business knows how to use properly yet. It is still very new and it needs to be implemented through a real and concretely defined strategy. The few limitations and risks related to Social Media Marketing can seem scary and challenging, but they are only precautions to be taken on time in order to achieve complete and notable success in the Social Media strategy.

References

1. Adite Chatterjee, "Marketing to new Indian consumer of generation-I" Business Today.
2. Dodda S., William B. Monrce, Kent B.GrcewalDhruv, "Effect of price, brand, store information an buyers percepton at product quality and value" Journal of Marketing, Vol. 1 (1)
3. Rees, A. M., 1992, Factors influencing consumer choice. J.Society of Dairy Technology, Vol.45 (4).
4. Stanton W.S., Etzel, L.J., and Walker, B.J., (1994) "Fundamental of marketing" New York McGraw Hill Company, Indian Journal of Marketing, Vol. 41 (2).
5. Tolar martin, "Satisfaction verse optimizing behaviour in the non-durable consumption expenditure decision process: An empirical examination of Australian data for the paid-1994". University of Western Sydney.

A STUDY ON RURAL POLICYHOLDER'S SATISFACTION IN LIFE INSURANCE CORPORATION OF INDIA WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT

Dr.S.Mohamed Mohideen

Assistant Professor of Business Administration,
Jamal Mohamed College (Autonomous), Tiruchirappalli

Dr.K.Devaraju

Assistant Professor of Business Administration,
Jamal Mohamed College (Autonomous), Tiruchirappalli

Abstract

Insurance has become an integral aspect in everyone's' life today. It is a written contract of insurance that offers protection against future loss. Life insurance insures the life of people. A definite compensation is provided by the insurer to the insured person. The non-life insurance provides financial support to people or companies and helps them to overcome losses. The basic human trait is to be averse to the idea of taking risks. There is always an urge to minimize the risks and provide protection against possible failure. The risk includes fire, the perils of sea, death, accidents and burglary. Any risk may be insured against at a premium commensurate with the risk involved. In recent times, there has been growing awareness about life insurance products and the various associated benefits among the policyholders. In this study an attempt has been made to discuss the level of satisfaction of rural policyholders towards Life Insurance Corporation.

Keywords: Insurance, Policyholders, Satisfaction

Introduction

Rural development occupies a significant place in the overall economic development of the country. Gandhiji said, "India lives in villages". He stressed the rural character of the economy and the need for regeneration of rural life. Since independence, it has been the constant endeavor of our policy makers to give adequate thrust to rural development, as the sector is directly related to agriculture – still the main stay for the majority of the population of India. The focus has never shifted from developing the country's vast tracts of rural lands. It should embrace all the objectives of enrichment and betterment of the overall quality of rural life through appropriate development of manpower resources, infrastructure facilities and livelihood needs. But rural development planning is a highly complex and sophisticated subject who needs a multidimensional approach, in which various components such as agriculture, industry, education, social life, culture and social justice have to be taken care of. As a result of this, many rural development programmes have been developed.

The life insurance market is underdeveloped in the developing countries. It has started to open up new vistas and to increase its cover with the entry of private players under the supervision of regulatory bodies. Initially the life insurance was seen more as a tax saving instrument than a life insurance product. In recent times, there has been growing awareness about life insurance products and the various associated benefits among the policyholders. The unique feature of insurance is that it covers the risk of life and provides better return for investment. Most of the people would like to invest in insurance for risk hedging and tax saving potential. The government provides tax saving benefits for insurance. This is encouraging the

people to save their money. In this study an attempt has been made to discuss the level of satisfaction of policyholders towards Life Insurance Corporation.

Importance of the Study

In today's competitive world, various insurers are entering into insurance business. LIC has higher market share in life insurance business. This research will be useful for LIC and its agents to improve their services and know the level of awareness among the policyholders especially in the rural area. This study will be helpful for LIC policyholders to know the various facilities and services provided by LIC. This research will be useful for LIC to enhance its service quality and satisfy the policyholders up to their expectations and create more awareness among rural and illiterate people.

Review of Literature

Nagaraja B (2015) in his articles "Performance of Insurance Industry in India: A Critical Analysis" reveal that the claims settlement ratio, one of key indicator for measuring the operational efficiency of insurance industry. LIC shows that fared well in terms of high settlement ratio of individual and group death claims compared to the private insurers. In the case of non-life insurers, the performance of public sector was seen as almost stagnant per cent of the claims received on individual policies and 9.2 per cent of the group death claims could not be settled for various reasons. Even the insured amount was paid to the extent of 78.1 per cent in the case of individual insurance policies and 8.7 per cent of the insured amount in the case of group death claims was not paid to the beneficiaries/nominees.

Pinar Karaca-Mandic, Roger Feldman and Peter Graven (2014) in this study are the Role of agents and brokers in the market for health insurance state that brokers potentially play an important role in reducing search costs and helping small employers shop for health insurance, as per their findings have implications for two policy areas. First, small firms do not offer health insurance as frequently as larger businesses, and reducing this disparity by increasing the offering rate among smaller firms has been a long-standing goal of health care reform.

Sridevi, P. (2012) in this report states that the Endowment Policyholders are totally influenced by the Agents, who act as a facilitator in decision making process of the individuals and so on. The main objective of choosing LIC's Endowment policy by the sample policyholders are for "saving purpose", followed by life risk coverage. It developed a positive mind sets for their investment pattern, in Life Insurance-Endowment policies. The major factors influencing the consumers towards Life Insurance-Endowment Policies are Service Quality, Corporate Ability and Product and Customer Responses.

Ramanathan, K.V. (2011) has discussed in his research in the development of a reliable and valid instrument for assessing customer perceived service quality, awareness level, and satisfaction level of customers towards life insurance industry. Here, service quality needs to be measured using a six dimensional hierarchal structure consisting of assurance, competence, personalized financial planning, corporate image, tangibles and technology dimensions.

Strategic Growth of Business in New India-Prospects and Challenges

Objectives of the Study

1. To know the demographic profile of rural policyholders of LIC.
2. To evaluate the service satisfaction factors of rural policyholders of LIC.

Hypotheses

1. The policyholders are influenced by the agents in the selection of insurance policies.
2. The policyholder's level of satisfaction is influenced by the services rendered by LIC and its agents.
3. The demographic factors of policyholders impact their level of satisfaction.

Scope of the Study

The proposed research work attempts to study the life insurance policyholders' perception towards their awareness and satisfaction of services of Life Insurance Corporation and its agents. It also attempts to identify the factors influencing the selection of life insurance products by rural people. The study was undertaken among the rural policy holders of Tiruchirappalli District.

Period of Study

The data for the present study have been collected during the period of 2012 - 2014. So, all the information in this study relates only to this period.

Research Methodology

Sample Design and Sampling Method

Tiruchirappalli District is one of the largest districts of Tamil Nadu. The total rural population in Tiruchirappalli District is 13, 84,257. Making use of the sample size (right size) calculator software, the required sample size was calculated as 462 with confidence coefficient of 99% and confidence interval of 6%. The policy holders were classified in to 14 strata as blocks of Tiruchirappalli District to collect the data. The structured questionnaire consisting of 58 items were distributed to 600 policy holders on the basis of stratified disproportionate random sampling. However, the valid response turned out to be 500 which are greater than the sample size determined yielding a response rate of 83.3%.The sample size of distribution is exhibited in the following table.

Table No.1 Sample Size Distribution of Policyholders in the Study Area

Sl.No	Name of the Blocks	Total
1.	Andhanallur	36
2.	Manikandam	36
3.	Thiruvarambur	36
4.	Manapparai	36
5.	Marungapuri	36
6.	Vaiyampatti	35
7.	Lalgudi	36
8.	Mannachanallur	35

9.	Pullambadi	35
10.	Musiri	36
11.	Thottiam	36
12.	Thatayangarpet	36
13.	Thuraiyur	36
14.	Uppiliyapuram	35
Total		500

Data Collection

Primary Data

A structured questionnaire was prepared to measure rural policy holder's perception and satisfaction of services of Life Insurance Corporation of India. The questionnaire was classified in to three parts. Part I consists of 12 questions relating to Personal and Demographic variables of respondents. Part II contains 58 questions relating to perceptual factors of rural policyholder to select the Life Insurance Corporation of India. Part III measures the satisfaction of rural policyholder.

Secondary Data

The researcher has also collected the secondary data from various Books, Journals, Newspapers, Published Articles, Websites and Revenue Department of Tiruchirappalli District.

Research Tools

The collected data were tabulated for further analysis. Descriptive analyses were carried out to compute means score based on different measures. A regression analysis examines the cause and effect relationship between one dependent variable and multiple independent variables and also the study uses correlation tool to analyze the relationship among the perceptual factors. To test the significant difference between the demographic variables of policyholder, perceptual factors, student's t-test and one way ANOVA were applied.

Limitations of the Study

As the study is made with Primary and Secondary data, there are certain limitations.

1. The research aims to study the perception and satisfaction of rural policy holders of Life Insurance Corporation only and it does not cover the private insurance companies and postal life insurance.
2. The respondents of rural area only are taken for the study. Hence it may not reveal the perception and satisfaction of urban policyholders.
3. The respondents have provided the data from their memory. Hence the data may suffer from recall bias.

Strategic Growth of Business in New India-Prospects and Challenges

Table No. 2 Demographic Profile Of The Policyholders

Sl.No	Demographic variables	Category	Frequency	Percentage
1.	Sex	Male	274	54.8
		Female	226	45.2
		Total	500	100.0
2.	Age	Less than 25	90	18.0
		26 - 35	114	22.8
		36 - 45	146	29.2
		46 - 55	136	27.2
		Above 56	14	2.8
		Total	500	100.0
3.	Education	Below SSLC	167	33.4
		SSLC	86	17.2
		HSC	93	18.6
		UG	111	22.2
		PG	34	6.8
		Professional	8	1.6
		Others	1	.2
		Total	500	100.0
4.	Occupational Status	Agriculture	204	40.8
		Government Service	102	20.4
		Business	59	11.8
		Professional	17	3.4
		Private Service	70	14.0
		Others	48	9.6
		Total	500	100.0
5.	Income per Month	Less than 10000	287	57.4
		10001 - 20000	161	32.2
		20001 - 30000	25	5.0
		30001 - 40000	17	3.4
		Above 40000	10	2.0
		Total	500	100.0
6.	Marital Status	Married	402	80.4
		Unmarried	98	19.6
		Total	500	100.0

Sex

The table 1 shows that majority of the policy holders taking part in this study were male 274(54.8%) and 226 (45.2%) were female.

Age

90 (18%) of the policy holders were aged below 25 years, 114 (22.8%) LIC policy holders' were aged between 26 and 35 years, 146 (29.2%) of LIC policy holders were aged between 36 and 45 years and 136 (27.2%) LIC policy holders were aged between 46 and 55

years and 14 (2.8%) were aged above 55 years. Majority of policy holders were aged between 36 and 45.

Education

In terms of education, 167 (33.4%) policy holders were below SSLC level and 86(17.2%) completed SSLC.93 (18.6%) of LIC policy holders have passed HSC whereas 111(22.2%) of LIC policy holders have completed UG. 34(6.9%) of LIC policy holders completed their PG level of education and only 8(1.6%) LIC policy holders belong to professional degree and 1 (2%) belongs to other category. The major portion of respondent's education qualification is below SSLC.

Occupational Status

Regarding their occupation, majority of the LIC policy holders belong to agriculture sector 204(40.8%). Policy holders belong to Government service as their occupation are 102(20.4%) where as 59 (11.8%) were business people and 17(3.4%) LIC policy holders' were professionals. 70(14%) of LIC policy holders were engaged in private services and 48(9.6%) belong to other occupations. The majority of respondents are agriculturist.

Income

Regarding the monthly income of policy holders 287(57.4%) included in the category of income below 10000 and 161(32.2%) of policy holders under the income group of below Rs.20000, 25 (5%) were under the income group between Rs.20001 and Rs.30000, 17 (3.4%) were under the income group between Rs.30001 and Rs.40000 and 10 (2%) were under the monthly income group of above Rs.40000. Therefore the majority of respondents, their monthly income is below Rs.10, 000.

Marital Status

In terms of marital status 402(80.4%) of policy holders were married and 98 (19.6%) were unmarried. It clearly shows that majority respondents are married.

Type of the Family

In terms of types of family, 196 (39.2%) policy holders are living as joint family type and 304 (60.8%) policy holders are living as nuclear family type. It is clearly shown that majority of policy holders are living in nuclear family type.

Family Members

Regarding the number of family members of respondents, 25(5%) of them have 2 members, 93 (18.6%) of them have 3 members in their family and 195(39%) have 4 members in their family and 187(37.4%) of them have 5 and above in their family. It clearly states that respondents of the family members are between 3 and 4.

Strategic Growth of Business in New India-Prospects and Challenges

Earning Members in the Family

In terms of number of earning member of policy holders, 152(30.4%) have 1 earning member whereas 30(6%) have 5 and above earning members in their family.

Insurance Policies in the Family

Regarding number of LIC policies in the family, 319(63.8%) have 0 to 3 policies, 154(30.8%) have 3 to 6 policies. 23(4.6%) policy holders have 6 to 9 policies whereas 3(0.5%) policy holders have 9 to 12 policies and 1(0.2%) policy holder has more than 12 policies.

Type of Policies

With regard to type of policies, 116(23.2%) have taken whole life plan. 128 (25.6%) have endowment policies and 101(20.2%) of policy holders have money back policies and 25 (5%) of policy holders have pension plan. 124 (24.8%) policy holders are interested in taking policies for their child, 2(0.4%) have unit-linked insurance policies and only 4 (0.8%) took policies for other reasons.

Inter-Correlation Matrix Between Policyholders And Service Satisfaction Factors

Factors	Service Satisfaction	Policy Norms	Premium	Grievance
Service Satisfaction	1			
Policy Norms	0.844**	1		
Premium	0.818**	0.516**	1	
Grievance	0.688**	0.482**	0.488**	1
Total (N)	500	500	500	500

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

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

The correlation matrix presented in Table shows the relationship between policy holders' satisfaction and the independent variables policy norms, premium and grievance. The dependent variable service satisfaction had a strong and significant positive relation to all the independent variables under study. The dependent variable service satisfaction had significant and positive relationship with policy norms ($r=0.884$, $p<0.01$) and the above table shows that there is significant and positive relationship between service satisfaction and premium ($r=0.818$, $p<0.01$). Similarly grievance had a significant and positive relationship with service satisfaction ($r=0.688$, $p<0.01$). The intercorrelation matrix clearly shows that the correlation between service satisfaction and other independent variables are strong and significant as it falls between 0.688 to 0.844.

Table No.3 Multiple Regression Results Of Policyholders Service Satisfaction Factors

Factors	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error		
(Constant)	-0.251	0.454	-	-0.552
Policy Norms	0.810	0.020	0.504	39.817** (p<0.01)
Premium	0.829	0.024	0.447	35.236** (p<0.01)
Grievance	0.513	0.028	0.227	18.283** (p<0.01)
R-value	0.973			
R square value	0.947			
F -value	2972.149**			

The multiple correlation coefficients is 0.973. It measures the degree of relationship between the actual values and the predicted values of the policy holders' service satisfaction. Because the predicted values are obtained as a linear combination of policy norms(X_1), premium(X_2), and grievances(X_3). The coefficient value of 0.973 indicates that the relationship between policy holder's service satisfaction and the three independent variables is quite strong and positive.

The Coefficient of Determination R-square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value of R square is 0.947 simply means that about 94% of the variation in policy holders perception is explained by the estimated SRP that uses policy norms(X_1), premium(X_2), and grievance(X_3). as the independent variables and R-square value is significant at 1 % level.

The multiple regression equation is

$$Y = -0.251 + 0.810 X_1 + 0.829 X_2 + 0.513 X_3$$

Here the coefficient of X_1 0.810 represents the partial effect of policy norms on policy holder's service satisfaction, holding the other independent variables as constant. The estimated positive sign implies that such effect is positive that policy holders service satisfaction would increase by 0.810 for every unit increase in policy norms and this coefficient value ($t = 39.817$, $p < 0.01$) is significant at 1% level. The coefficient of X_2 0.829 represents the partial effect of premium on policy holder's service satisfaction, holding the other independent variables as constant. The estimated positive sign implies that such effect is positive that policy holders service satisfaction would increase by 0.829 for every unit increase in premium and this coefficient value ($t = 35.236$, $p < 0.01$) is significant at 1% level. The coefficient of X_3 0.513 represents the partial effect of grievance on policy holder's service satisfaction, holding the other independent variables as constant. The estimated positive sign implies that such effect is positive that policy holders service satisfaction would increase by 0.513 for every unit increase in grievance and this coefficient value ($t = 18.283$, $p < 0.01$) is significant at 1% level.

Findings

Demographic Variables

1. The majority of respondents (54.8%) belong to male category.
2. The majority 29.2% of the total respondents are aged between 36 and 45.

Strategic Growth of Business in New India-Prospects and Challenges

3. More than 33% of the total number of respondent's education qualification is below Secondary Education.
4. The majority of respondents (40.8%) are engaged in agricultural work.
5. The majority respondents (80.4%) of this research study are married.
6. More than 60% of the policy holders are living as nuclear family type.
7. The majority of respondents' (39%) families have 3 to 4 members.
8. Most of the respondents' (39.8%) families have 2 earning persons.
9. The majority of respondents (63.8%) have less than three Life Insurance Corporation of India policies in their family.
10. Most of the respondents (25.6%) hold endowment policies.
11. Most of the respondents (42.2%) select the policies of Life Insurance Corporation of India due to it is Government undertaking.

Rural Policyholders Service Satisfaction

1. Chi-square test exhibits that there is a significant association between number of policies in the family with policy norms, policy premium, grievances and service satisfaction.
2. According to Student's t-test the policy holders' satisfactions of LIC significantly differ among the different gender and marital status of policy holders.
3. Correlation test explores that there is a high positive relationship between service satisfaction and policy norms followed by service satisfaction and premium levied.
4. The multiple regression analysis reveals that among the different variables of service satisfaction, premium levied followed by policy norms of LIC contribute more towards overall satisfaction of policy holders.

Suggestions

1. To increase the rural women policy holder, Life Insurance Corporation of India should introduce special policies for women with possible low premium.
2. In order to increase the number of policy holders, the initial earners of age group i.e. 25-35 is the potential group to be concentrated on by LIC and its agents in rural area.
3. Most of the rural policy holders are below secondary education and illiterate hence to avoid the exploitation; Life Insurance Corporation of India should provide the premium receipt book to every prospective agent and make them liable for the collection of premium.
4. To increase the number of policy in the rural areas, Life Insurance Corporation of India should give special discount in premium for agriculture workers and daily wage people.
5. Life Insurance Corporation should increase advertisement, conduct road shows and hoardings on its various unknown policies to the rural people.
6. The Life Insurance Corporation of India has to tie up with rural Self Help Groups for selling its insurance policies.

Conclusion

The study established the fact that most of the respondents in rural area of Tiruchirappalli District preferred Life Insurance Corporation of India for its Government undertaking. The rural policyholders are totally influenced by the Agents, who act as a facilitator in decision

making process of the individuals and so on. The main objective of choosing the insurance policy by the sample policyholders are for “saving purpose”, followed by life risk coverage etc. Life Insurance Corporation of India plays a vital role in promoting the rural security and in turn developing the rural economy of a country as a whole. A lot of opportunities are still waiting for Life Insurance Corporation of India to increase the policy holders in the rural area. It is the right time for Life Insurance Corporation to develop new products and services exclusively for the rural people.

References

1. Venkataramani. K., A study on the attitude of consumers and Insurance agents towards the proposed in Fireign Direct Investment (FDI) in Insurance sector in India, Bharath University, Chennai, 2015.
2. Pinar Karaca-Mandic, Roger Feldman and Peter Graven., The role of Agents and Brokers in the Market for Health Insurance, 2014.
3. Santhosh Anagol Wharton Shawn Cole Harvard Business School Shayaksarkar., Understanding the advice of commissions-Motivated Agents: Evidence from the Indian Life Insurance Market, 2013
4. Sridevi, P., A study of consumer behavior towards endowment policy of Life Insurance Corporation of India, Perambalur district, Tamilnadu 2012
5. Ramanathan, K.V., A Project on “A Study on Policyholders Satisfaction with Special Reference to Life Insurance Corporation of India, Thanjavur Division, Bharathidasan University, 2011.
6. Selvavinayagam, K. and Mathivanan, R., “A Study on Policyholders Preference and Satisfaction of Services Rendered by Selected Life Insurance Companies in Tamilnadu, Namakal District”, International Journal of Marketing and Trade Policy, Vol. 2, No.1-2, (Jan-Dec. 2010): 47-56.

CONSUMER BUYING BEHAVIOUR AT SHOPPING MALL WITH SPECIAL REFERENCE TO RELIANCE MART TIRUCHIRAPPALLI CITY

Dr.M.Raja

Assistant Professor & Research Advisor, PG & Research,
Department of Commerce,
Bharathidasan University Constituent College, Lalgudi

J.Chandrasekaran

Ph.D Research Scholar, PG & Research,
Department of Commerce,
Bharathidasan University Constituent College, Lalgudi

Abstract

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers. This study found that the how the consumers shop and how they satisfied and all. It helps to the Reliance Mart to introduce new marketing strategies and more facilities to the consumers and to earn (potential) new consumers.

Keywords: Consumer buying behaviours, Consumer preference, Consumer satisfaction,

Introduction

Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, economic, personal and psychological.

Review of Literature

“Impact of shopping mall development on consumer behavior in township areas” (2014) by **Lebo gang Mokgabudi**. The objective of the study was to evaluate the impact of shopping mall developments on consumer behaviour in township areas. The Study also indicated that the choice of the preferred supermarket/shopping mall is not a rational decision based only on pricing but on a compromise of satisfying economic, social and psychological needs.

The study entitled **“Perceptions and realities of male shopping behaviour”**, by **CeleOtnes, Mary Ann Mc Growth (2014)** In this study focus on men’s shopping experiences

in an depth manner and while shopping by men is on the rise perceptions of male shopping behaviour as well as ho men actually shop. We argue that men who shop have achieved gender role transcendence, and have found ways to satisfy an ethic of achievement in the marketplace. They describe three common types of male shopping behaviour 'Grap and Go' 'whine and white' fear and feminine

Rupesh Kumar Tiwari and Anish Abraham (2013) in their article entitled **"Understanding the consumer behaviour towards shopping malls"**. Many developed and developing countries (like USA, Japan, Brazil, China etc) have already witnessed the noteworthy mall culture which has redefined "Retail". The emergence of mall, as an important and significant destination for shopping, recreation and socialization has turned the face of the retail industry in India. This paper also investigate facilitate the mall developers and managers, marketers and operators.

The study entitled (2013) **"Atmospheric effects on shopping behaviour: A review of the experimental evidence"**, by **L.W.Turely, Ronald E.Milliman**. In this study focuses on the research conducted over the years on the effects of facility based environmental cues or atmospherics on buyer behaviour. They review the pertinent literature by constructing a comprehensive TABLE of the empirical studies in this area that focuses on the various findings associated with these investigations. This summary indicates that atmospheric variables influence a wide variety of consumer evaluation and behaviours.

Jaishankar Ganesh (2008) made a study **"Traditional malls Vs factory outlets comparing shopper's typologies and implications for retail strategy"**. In his study emerged as a key factor for four of the six shopper typologies examined in his study consumer demand for time saving and convenience has led to the movement toward one shop shopping formats for both factory outlets and traditional malls the accessibility and convenience of the mall from the home are considered. In this study seeks to fill this gap in our knowledge by means of an examination of shoppers at a traditional mall and a factory-outlet mall.

Objectives of the Study

1. To study the socio economic profile of the consumers of Reliance Mart, Tiruchirappalli.
2. To analyze consumer shopping behaviour at Reliance Mart.
3. To analyse the satisfaction level of consumer of Reliance Mart.
4. To provide the valuable suggestion to improve the consumer shopping behaviour at shopping mall.

Hypothesis of the Study

1. **NH01:** There is no significant influence of demographic factors on consumers shopping behaviour.
2. **NH02:** There is no significant influence of demographic factors on consumer's satisfaction level.

Research Design of the Study

The present study is analyzing the consumer buying behaviours at shopping malls at Tiruchirappalli and using the following methodology.

Strategic Growth of Business in New India-Prospects and Challenges

- a. **Sample selection:** For the purpose of analysis 100 respondents are selected from Reliance Mart in Trichy city. The Random sampling technique method is adopted for selecting the sample size.
- b. **Area of the study:** The research is mainly focused on the consumers belongs to the Reliance Mart in Trichy city. From the whole Reliance Mart consumers the researcher selected only 100 consumers for collecting the primary data.
- c. **Source and Collection of the data:** This study deals with both the primary data and secondary data. The primary data was collected from 100 consumers by issuing questionnaire. The secondary data were collected from articles, books, magazines, and websites.
- d. **Period of the Study:** The present study is attempted to study the consumer shopping behaviour at shopping malls at Trichy. The data were collected from the respondents during December 2016 to March 2017.
- e. **Tools Used for analysis:** The present study uses the following statistical tools for analysing the data

1. Simple Percentage Method

Percentage method refers to a specified kind which is used in making comparison between two or more series of data.

2. Cross Tabulation

Cross tabulation tables display the relationship between two or more categorical variables. The cross tabs procedure forms two way and multiway tables and provides a variety of tests and measures of association for two way tables.

3. Chi-Square Test

The chi-square test is an important test amongst the several tests of significance developed by statisticians.

Limitations of the Study

The study suffers from the following limitations.

1. The study is mainly based on primary data; it is snowed under with certain limitations which are clear to happen in primary data.
2. The present study is conducted on limited time alone. Cost constrains also there. The present study is restricted to Trichy alone.
3. The result of the analysis can be applicable only during the study period. The sample sizes of 100 respondents are only selected to time limitations

Analysis of the Study

Analysis of Consumer Shopping behaviour and their satisfaction level using Chi-Square tests

The present study used the chi-square test for knowing gender and reason for shopping at Reliance Mart, Gender and Type of Products, Age and Frequently Visit, Occupation and Prefer to Shop, Income and Frequently Visit, Gender and Satisfaction Level, Gender and Satisfaction

Level on other Facilities, Satisfaction Level on Location, Age and Satisfaction Level on other Facilities and Occupation and Overall Satisfaction Level.

Testing of Hypothesis:

a) To test NH01 “There is no significant influence of Demographic Factors on Consumers Shopping Behaviour” it is classified into six hypothesis.

The sub-hypothesis for consumers shopping behaviour is as follows,

1. There is no significant influence of Gender and Reason for shopping at Reliance Mart
2. There is no significant influence of Gender and Type of products at Reliance Mart
3. There is no significant influence of Age and frequently visit at Reliance Mart
4. There is no significant influence of Occupation and Prefer to shop at Reliance Mart
5. There is no significant influence of Income and frequently visit at Reliance Mart
6. There is no significant influence of Income and Opinion on the price of the products at Reliance Mart.

These hypotheses are test with the help of the Chi-Square test.

Table -1 Results of Chi-Square Test for Gender and Reason for Shopping at Reliance Mart

Chi-Square Tests			
	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	1.194 ^a	3	0.754
Likelihood Ratio	1.194	3	0.754
Linear-by-Linear Association	0.264	1	0.607
No of Valid Cases	100		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.52			

Source: Primary data and calculated by using SPSS (v16)

Table-1 shows the results of chi-square analysis regarding impact between Gender and Reason for shopping at Reliance Mart. It is clearly observed from the analysis the chi-square value is 1.194 with the degree of freedom 3 and the P value is 0.754. It denotes the P value is greater than 0.05.

Therefore, Null Hypothesis namely “There is no significant influence of Gender and Reason for Shopping at Reliance Mart” is accepted and then alternate hypothesis is rejected.

Table-2 Results of Chi-Square Test for Gender and Type of Products at Reliance Mart

Chi- Square Tests			
	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	29.888 ^a	4	0.000
Likelihood Ratio	35.531	4	0.000
Linear-by-Linear Association	1.917	1	0.166
No of valid Cases	100		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.64.			

Source: Primary data calculated by using SPSS (v16)

Strategic Growth of Business in New India-Prospects and Challenges

Table –2 shows the results of chi-square analysis regarding impact between Gender and Type of products at Reliance Mart. It is clearly observed from the analysis the chi square value is 29.888 with the degree of freedom 4 and the P value is .000. It denotes the P value is less than 0.05.

Therefore, Null Hypothesis namely “**There is no significant influence of Gender and Type of products at Reliance Mart**” is rejected and then alternate hypothesis is accepted.

Table-3 Results of Chi-Square Test for Age and Frequently Visit at Reliance Mart

Chi-Square Tests			
	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	21.606 ^a	16	0.156
Likelihood Ratio	22.499	16	0.128
Linear-by-Linear Association	0.430	1	0.512
No of Valid Cases	100		

a.16 cells (64.0%) have expected count less than 5. The minimum expected count is .14

Source: Primary data and calculated by using SPSS (v16)

Table-3 summaries the results of chi-square analysis regarding the relationship between Age and frequently visit at Reliance Mart. It reveals the Chi-Square value is 21.606 with degree of freedom is 16 and the significant value is 0.156. It is clearly observed from the analysis there is a significant association between Age and frequently visit at Reliance Mart.

So the Null Hypothesis namely “**There is no significant influence of Age and frequently visit at Reliance Mart**” is accepted and alternate hypothesis is rejected.

Table-4 Results of Chi-Square Test for Occupation and Prefer to Shop at Reliance Mart

Chi-Square Tests			
	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	20.456 ^a	16	0.200
Likelihood Ratio	20.993	16	0.179
Linear-by-Linear Association	0.684	1	0.408
No of Valid Cases	100		

a.19 cells (76.0%) have expected count less than 5. The minimum expected count is .65

Source: Primary data and calculated by using SPSS (v16)

Table–4 represents that the results of chi-square regarding relationship between Occupation and Prefer to shop at Reliance Mart. It is clearly observed from the analysis there is a significant association between occupations and prefer to shop at Reliance Mart. The significant value is more than 0.05. So the Null Hypothesis namely “**There is no significant influence of Occupation and Prefer to shop at Reliance Mart**” is accepted and Alternate hypothesis is rejected.

Table-5 Results of Chi-Square Test for Income and Frequently Visit at Reliance Mart

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.991 ^a	16	0.179
Likelihood Ratio	21.531	16	0.159

Linear-by-Linear Association	0.000	1	0.987
No of Valid Cases	100		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .18			

Source: Primary data and calculated by using SPSS (v16)

Table-5 summaries the results of Chi-Square analysis regarding the relationship between Income and frequently visit at Reliance Mart. It reveals the Chi-Square value is 20.991 with degree of freedom is 16 and the significant value is 0.179. It is clearly observed from the analysis there is a significant association between Incomes and frequently visit at Reliance Mart.

So the Null Hypothesis namely “**There is no significant influence of Income and frequently visit at Reliance Mart**” is accepted and Alternate hypothesis is rejected.

Table-6 Results of Chi-Square Test for Income and Opinion on the Price of the Products at Reliance Mart

Chi-Square			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.892 ^a	16	0.607
Likelihood Ratio	15.419	16	0.494
Linear-by-Linear Association	0.368	1	0.544
No of Valid Cases	100		
a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .36			

Source: Primary data and calculated by using SPSS (v16)

Table-6 reveals that the results of chi-square regarding relationship between Income and Opinion on the price of the products at Reliance Mart. It is clearly observed from the analysis there is a significant association between Income and Opinion on the price of the products at Reliance Mart. The significant value is more than 0.05.

So the Null Hypothesis namely “**There is no significant influence of Income and Opinion on the price of the products at Reliance Mart**” is accepted and Alternate hypothesis is rejected.

Testing the Consumers Satisfaction Level at shopping Malls:

Testing of Hypothesis

To test NH01 “**There is no significant influence of Demographic Factors on Consumers Satisfaction Level**” it is classified into seven hypotheses.

The sub-hypotheses for consumer’s satisfaction level are as follows,

1. There is no significant influence of Gender and Satisfaction level on employee’s behaviour at Reliance Mart
2. There is no significant influence of Gender and Satisfaction level on other facilities at Reliance Mart
3. There is no significant influence of Gender and Overall satisfaction level at Reliance Mart
4. There is no significant influence of Age and Satisfaction level on location at Reliance Mart

Strategic Growth of Business in New India-Prospects and Challenges

5. There is no significant influence of Age and Satisfaction level on other facilities at Reliance Mart
6. There is no significant influence of Age and Overall satisfaction level at Reliance Mart
7. There is no significant influence of Occupation and Overall satisfaction level at Reliance Mart

Table-7 Results of Chi-Square Test for Gender and Satisfaction Level on Employee's Behaviour at Reliance Mart

Chi-Square			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.945 ^a	4	0.918
Likelihood Ratio	.947	4	0.918
Linear-by-Linear Association	0.018	1	0.894
No of Valid Cases	100		
a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.35			

Source: Primary data and calculated by using SPSS (v16)

Table-7 shows that the results of chi-square regarding relationship between Gender and Satisfaction level on employee's behaviour at Reliance Mart. It is clearly observed from the analysis the Chi-Square value is .945 with degree of freedom 4 and the significant value is 0.918. There is a significant association between Gender and Satisfaction level on employee's behaviour at Reliance Mart. The significant value is greater than 0.05.

So the Null Hypothesis namely "**There is no significant influence of Gender and Satisfaction level on employee's behaviour at Reliance Mart**" is accepted and alternate hypothesis is rejected.

Table-8 Results of Chi-Square Test for Gender and Satisfaction Level on other Facilities at Reliance Mart

Chi-Square			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.515 ^a	4	0.972
Likelihood Ratio	0.521	4	0.971
Linear-by-Linear Association	0.049	1	0.825
No of Valid Cases	100		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.41			

Source: Primary data and calculated by using SPSS (v16)

Table-8 denotes that the results of chi-square regarding relationship between Gender and Satisfaction level on other facilities at Reliance Mart. It is clearly observed from the analysis there is a significant association between Gender and Satisfaction level on other facilities at Reliance Mart.

So the Null Hypothesis namely "**There is no significant influence of Gender and Satisfaction level on other facilities at Reliance Mart**" is accepted and Alternate hypothesis is rejected.

Table-9 Results of Chi-Square Test for Gender and Overall Satisfaction Level at Reliance Mart

Chi-Square			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.542 ^a	4	0.162
Likelihood Ratio	6.664	4	0.155
Linear-by-Linear Association	0.061	1	0.806
No of Valid Cases	100		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .94

Source: Primary data and calculated by using SPSS (v16)

Table-9 explains that the results of chi-square regarding relationship between Gender and Overall satisfaction level at Reliance Mart. It is clearly observed from the analysis there is a significant association between Gender and Overall satisfaction level at Reliance Mart.

So the Null Hypothesis namely “**There is no significant influence of Gender and Overall satisfaction level at Reliance Mart**” is accepted and Alternate hypothesis is rejected.

Table-10 Results of Chi-Square Test for Age and satisfaction Level on Location at Reliance Mart

Chi-Square			
	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	10.669 ^a	16	0.829
Likelihood Ratio	10.611	16	0.833
Linear-by-Linear Association	0.746	1	0.388
No of Valid Cases	100		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .14

Source: Primary data and calculated by using SPSS (v16)

Table-10 summaries the results of Chi-Square analysis regarding the relationship between Age and Satisfaction level on location at Reliance Mart. It reveals the Chi-Square value is 10.669 with degree of freedom is 16 and the significant value is 0.829. It is clearly observed from the analysis there is a significant association between Age and Satisfaction level on location at Reliance Mart.

So the Null Hypothesis namely “**There is no significant influence of Age and Satisfaction level on location at Reliance Mart**” is accepted and Alternate hypothesis is rejected.

Table-11 Results of Chi-Square Test for Age and Satisfaction Level on other Facilities at Reliance Mart

Chi-Square			
	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	7.803 ^a	16	0.955
Likelihood Ratio	8.476	16	0.933
Linear-by-Linear Association	0.025	1	0.874
No of Valid Cases	100		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .21

Source: Primary data and calculated by using SPSS (v16)

Strategic Growth of Business in New India-Prospects and Challenges

Table-11 shows the results of chi-square analysis regarding impact Age and Satisfaction level on other facilities at Reliance Mart. It is clearly observed from the analysis the chi-square value is 7.803 with the degree of freedom 16 and the P value is .955 It denotes the P value is greater than 0.05.

Therefore, Null Hypothesis namely “**There is no significant influence of Age and Satisfaction level on other facilities at Reliance Mart**” is accepted and then alternate hypothesis is rejected.

Table-12 Results of Chi-Square Test for Age and Overall Satisfaction Level at Reliance Mart

Chi-Square			
	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	10.382 ^a	16	0.846
Likelihood Ratio	11.203	16	0.797
Linear-by-Linear Association	0.317	1	0.574
No of Valid Cases	100		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .14

Source: Primary data and calculated by using SPSS (v16)

Table-12 reveals that the results of chi-square regarding relationship between Age and Overall satisfaction level at Reliance Mart. It is clearly observed from the analysis there is a significant association between Age and Overall satisfaction level at Reliance Mart. The significant value is more than 0.05.

So the Null Hypothesis namely “**There is no significant influence of Age and Overall satisfaction level at Reliance Mart**” is accepted and Alternate hypothesis is rejected.

Table-13 Results of Chi-Square Test for Occupation and Overall Satisfaction Level at Reliance Mart

Chi-Square			
	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	20.386 ^a	16	0.203
Likelihood Ratio	22.682	16	0.122
Linear-by-Linear Association	4.553	1	0.033
No of Valid Cases	100		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .10

Source: Primary data and calculated by using SPSS (v16)

Table-13 shows that the results of chi-square regarding relationship between Occupation and Overall satisfaction level at Reliance Mart. It is clearly observed from the analysis the chi-square value is 20.386 with degree of freedom 16 and the significant value is 0.204. There is a significant association between Occupation and Overall satisfaction level at Reliance Mart. The significant value is lesser than 0.05.

So the Null Hypothesis namely “**There is no significant impact of Occupation and Overall satisfaction level at Reliance Mart**” is accepted and alternate hypothesis is rejected.

Findings of the Study

The study include following important findings of the study

1. The study clearly indicates the most of the respondents (31%) family income per month is Rs.15000 to Rs.25000. Among the all respondents majority of 37% of the respondents are influenced by quality for shopping at Reliance Mart in gender wise. The study denotes that the majority 28% of the respondents are mostly buy clothes at Reliance Mart on the basis of gender wise. In this study revealed that majority 40% of the respondents from age wise are visit at Reliance Mart once in a week.
2. This study clearly indicates that majority of 39% of the respondents are preferring to shop at Reliance Mart because of availability of branded products in occupation wise. The present study clearly indicated that majority 40% of the respondents in income level are visiting once in a week on the basis of their income.
3. This study clearly indicates that majority of 44% of the respondents in income level are having opinion about the price is high at Reliance Mart. The study clearly indicates that the majority of 41% of the respondents in age wise are having high level satisfaction on overall satisfaction level at Reliance Mart. And 14% of the respondents from at age group of 25-30, are highly satisfied with overall satisfaction level at Reliance Mart.
4. It clearly indicates that the majority of 41% of the respondents in occupation wise are having high level satisfaction on overall satisfaction level at Reliance Mart. In this study focuses that the 14% of the respondents in gender wise are having low level satisfaction at reliance mart. This present study shows that the 18% of the respondents are having low level satisfaction with other facilities at reliance mart.
5. This study shows that the majority of 31% of the respondents in gender wise are having moderate level satisfaction on other facilities at Reliance Mart. In this study indicates that the 16% of the respondents in age wise are having opinion on the price is low level.

Suggestions

The following are suggestions based on the result of the study.

Reliance Mart may concentrate more on services to the customers, it may provide more promotional and discount schemes on various occasions and increase the range of household items. Customization of clothing may be given an important consideration, improve the parking facilities, Proper packaging and provide contrast labeling in displays of product. Reliance Mart may apply electronic supply chain management for better inventory management, Proper power back up as air conditioners are not working to their full capacity at many stores. Reliance Mart may identify the customers' needs and wants by collecting feedback forms, provide more festival schemes and at proper time and concentrate the more services to the consumers, use psychological pricing-more discounts by increasing the price, proper display of cutlery items and clothes may be in sync with fashion. Reliance Mart may provide the more other facilities like customer care card, recruit the more employees in billing section to avoid rush and identify the consumers' satisfaction level.

Conclusion

The consumer shopping behaviour is very important to the marketers. It enables them to understand and predict buying behaviour of consumers in the market place. It is concerned with, what consumer buy, why they buy it, when, where, and how they buy it, how often they buy it, how they consume it, and dispose it, how satisfied or dissatisfied they become after using it. The study of consumer behaviour is one of the most important in business because the purpose of a business is to create and keep customers. Customers are created and maintained through marketing strategies. This study found that the how the consumers shop and how they satisfied and all. It would help the Reliance Mart to introduce new marketing strategies and more facilities to the consumers and to earn (potential) new consumers.

References

1. LebogangMokgabudi(2014)“Impact of shopping mall development on consumer behaviorin township areas” Journal of retailing.
2. CeleOtnes, Many Ann Mc Growth (2001) “Perceptions and realities of male shoppingbehaviour”, Journal of Retailing vol.77, P.p111-137
3. Rupesh Kumar Tiwari and Anish Abraham (2010) “Understanding the consumerbehavior towards shopping malls” International Journal of Management and Strategy july – Dec.2010 vol.1 no.1
4. L.W.Turely, Ronald E.Milliman in this study titled (2000) “Atmospheric effects onshopping behaviour: A review of the experimental evidence” Journal of Business Research vol.49 P.p 193-211.
5. JaishankarGannesh (2002), “Traditional malls Vs factory outlets comparing shopperstypologies and implications for retail strategy” Journal of Business Research vol.55, P.p 687-696
6. Karina Therrien (2004) made a study entitled “Lost in mall the effects of gender, familiarity with the shopping mall and the shopping values on shoppers’ way findingprocess” Journal of Business Research 58, P.p1590-1598.
7. Richard Michon, Jean Charles Chebat (2005), “Mall atmospherics: the interactions effect ofthe mall environment on shopping behavior”, Journal of Business Research Vol.58,P.p-576-583.
8. Arch G.Woodside (2006) made a study entitled “Consumer decision making styles andmall shopping behaviour” Journal of Business Research 59 (2006) 535-548.
9. Kirk L.Wakefield and Julie baker (2009) “Excitement at the mall: Determinants andeffects on shopping response” Journal of Retailing volume 74, no.4.

Websites

1. www.google.com
2. www.journalofretailing.com
3. www.managementguides.com
4. www.relianceretail.com
5. www.researchandmarkets.com
6. www.wikipedia.com
7. www.sciencedirect.com.

CUSTOMER SATISFACTION TOWARDS ATM SERVICES - A COMPARATIVE STUDY OF STATE BANK OF INDIA AND ICICI BANK IN TIRUCHIRAPPALLI CITY

A. Ansar Ali

Assistant Professor of Commerce (SF),
Jamal Mohamed College (Autonomous), Trichy

Abstract

Now a time, in Indian banking industry, E-Banking is at its revolutionary stage and provides various electronic services like Mobile Banking, Internet Banking, ATM services, Electronic Fund Transfer (EFT), Credit Cards and Electronic Clearing Service etc. Among all of these, ATM is the widely used and popular E-Banking services. This study aims at analyzing the satisfaction level of customers of State Bank of India and ICICI Bank based on various aspects related to ATMs. In this study, a data will be collected from the way of survey from bank customers and later on will be analyzed by statistical technique and tools like Descriptive Statistics, Percentage Method, and Ranking Method. The conclusion would be interpreted accordingly.

Keywords: E-Banking, ATM, Customer Satisfaction, etc.,

Introduction

In banking industry, E-services are at revolutionary stage. Electronic based banking is replacing conventional banking system. Now, a trend in banking has evolved from cash economy to plastic card economy. Fierce competition among banks along with the global forces has compelled the banks to adopt the technological changes to face the electronic age. It is also known as E-banking or internet banking or online banking which provides various alternative electronic channels to using banking services i.e. Internet banking, Mobile banking, ATM services, Electronic fund transfer, Credit card, Debit card, and Electronic clearing services etc. Among these services, ATM is the main channel of distribution to be explored due to the increase of its popularity. This study aims at analyzing the satisfaction levels of the customers of state bank of India and ICICI bank holding ATM cards with respect to some aspects such as prompt ATM services delivered by personnel, location, sufficient number of ATMs in a city, regularity in working of ATMs, their overall impact on customer satisfaction etc. This study is a type of descriptive research using non probability sampling technique. Questionnaires were used to collect the data from a convenience sample of 40 respondents (customers) of the selected banks.

Review of Literature

Motwani D. and shrimali D. (2012) in their study they highlight the awareness level and satisfaction of customers regarding ATM services. This is a descriptive research in which the convenient sampling method was used to collect data. Various statistical tools have been used like chi-square test, ANOVA, weighted mean to test the hypothesis. The conclusion reveals that awareness level is affected by demographic profile of customers.

Mohammed, Shariq (2012) identified the factors affecting the customers demand for ATM services, by analyzing sample of 450 consumers' responses who have been interviewed personally through structured survey in 3 districts of Uttar Pradesh India. The results indicated that graduate and employed male customers who belong from higher income groups and

Strategic Growth of Business in New India-Prospects and Challenges

having a bank account preferably in public sector bank are greatly emphasized to use of the banking services. Significant positive influence of the characterized socio-economic attributes on the use of ATM service was found.

Dr. K. Shobha (2013) investigated the satisfaction levels of ATM cardholders with respect to various aspects of the service quality of ATM. This study provides information regarding the satisfaction level and problems faced while using ATM cards

Mohammed-Aminu sanda (July 2015) explained the issue of whether the use of the Automated Teller Machines (ATM) as a service delivery tool in the banking industry of many developing countries has achieved its intended objective of increasing the effectiveness of customer service provision and reducing the workload of bank tellers. The findings revealed that though most bank customers who use the ATM services perceive the ATM as a convenient, reliable, accurate and suitable service delivery tool for their banking transactions.

Banknet Publications (2016), this report is based on online survey of 316 respondents who were in the age range of 20-60 years, from cities spread across India. Majority of respondents belonged to Maharashtra, Tamil Nadu, Delhi, Karnataka, and Andhra Pradesh. An effort was made to ascertain through this survey ATM users' perceptions towards accepting the ATM machines, value added services provided and the problems faced by users.

Statement of the Problem

As we know that, the use of ATMs are increasing day-by-day, it is essential to know about the perceptions of customers about its various aspects and their problems while using ATM services, and find out the weak area which needs improvements. This research work is attempt to findout answers to the research questions such as, what are the factors affecting customer satisfaction in ATM services and what is the level of satisfaction of customers associated with various aspects of ATM services in the selected banks.

Research Objectives

1. To identify the factors affecting customer satisfaction in ATM services.
2. To compare the level of satisfaction of customers associated with various aspects of ATM services in the selected banks.

Research Design and Methodology

This study involves both primary and secondary data. Primary data were gathered from ATMs users of State Bank of India and ICICI Bank in Tiruchirappalli City. The size of sample was taken 80 as per convenient sampling method by using 17 statements which is related to various aspects of ATMs services like location of ATMs, processing time, availability of cash, quality of notes, ATMs grievances, safety & security, sufficient numbers of ATMs etc. Besides this, many published sources have been used for the better understanding of the study. Secondary sources include bank's annual reports, relevant research papers on ATMs, article, thesis etc. In this study, data will be collect from the way of survey from bank customers and later on it will be analyzed by statistical technique and tools like Descriptive Statistics, Percentage Method, and Ranking Method. The conclusion would be interpreted accordingly.

Analysis and Findings

Table 1 Demographic Profiles of ATM Users

		Type of Banks		Total
		SBI	ICICI	
Gender	Male	16	14	30
	Female	24	26	50
	Total	40	40	80
Age	18-25	36	30	66
	26-35	02	04	06
	36-45	02	02	04
	>45	00	04	04
	Total	40	40	80
Education	UG	06	08	14
	PG	24	18	42
	ProfessionalDegree	08	08	16
	Others	02	06	08
	Total	40	40	80
Occupation	Government Employee	02	06	08
	Business	02	14	16
	Professionals	00	04	04
	Students	36	16	52
	Total	40	40	80

Table 1 clearly shows the demographic profile of sample respondents. It reveals that female respondents are higher than male respondents using ATM services in public and private sector banks together. Majority of respondents using ATM services falls in the age group of 18-25 and post graduate are high as compared to other educational groups. Students are high in both banks.

Table 2 Responses of Public Sector Bank (SBI)

S.No.	Aspects	SA (5)	A (4)	M (3)	D (2)	SD (1)	Sum	Weighted Avg.	Rank
1	Promptness of the delivery of card	20	14	0	4	2	40	4.2	2
2	Easily located ATM	10	22	0	6	2	40	3.8	3
3	ATM's are found at all useful places like malls, Hospitals, stations, etc.,	4	14	0	20	2	40	3.0	7
4	Directions are clear to operate my ATM	10	30	0	0	0	40	4.3	1
5	Keypad of ATM machine is working properly	6	20	0	14	0	40	3.5	4

Strategic Growth of Business in New India-Prospects and Challenges

6	Processing time of ATM	2	32	2	4	0	40	3.8	3
7	Availability of cash in my ATM	0	20	0	14	6	40	2.9	8
8	ATM slip always shows updated balance	24	8	0	8	0	40	4.2	2
9	Quality of notes	0	28	0	10	2	40	3.4	5
10	ATM grievances are settled within stipulated time	6	18	2	10	4	40	3.3	6
11	Safety & security	6	28	0	4	2	40	3.8	3
12	Behavior of ATM guard	4	22	2	10	2	40	3.4	5
13	Sufficient number of ATMs	4	14	0	14	8	40	2.8	9
14	Working condition	0	20	2	14	4	40	3.0	7
15	Complaint book	0	8	2	22	8	40	2.3	10
16	Availability of Power backup/Generator/Inverter	22	10	2	6	0	40	4.2	2
17	Overall performance	2	28	10	0	0	40	3.8	3

In table 2, on the basis of weighted sum, ranking is done against various aspects of ATM in order to know which aspect contributes the most towards maximizing the satisfaction and which one gives a negative effect. According to the response of the respondents the researcher analyzed that directions to operate ATM services gave 1st rank, it means that respondents of sectors are most satisfied with this aspect followed by updated balance, availability of power backup, promptness of the delivery of card, locations of ATM, processing time, safety and security, overall performance, keypad of ATM, quality of notes, behavior of ATM guard, grievances settled with stipulated time, easily found at useful places like malls, hospitals etc., availability of cash, sufficient number of ATM ended with the complaint book.

Table 3 Responses of Private Sector Bank (ICICI)

S.No.	Aspects	SA (5)	A (4)	M (3)	D (2)	SD (1)	Sum	Weighted Avg.	Rank
1	Promptness of the delivery of card	12	24	0	0	4	40	4.0	3
2	Easily located ATM	12	18	2	0	8	40	3.7	5
3	ATM's are found at all useful places like malls, Hospitals, stations, etc.,	10	16	4	0	10	40	3.4	7
4	Directions are clear to operate my ATM	8	30	0	0	2	40	4.1	2
5	Keypad of ATM machine is working properly	8	26	2	0	4	40	3.9	4
6	Processing time of ATM	0	28	4	4	4	40	3.4	7

7	Availability of cash in my ATM	0	8	4	12	16	40	2.1	14
8	ATM slip always shows updated balance	16	24	0	0	0	40	4.4	1
9	Quality of notes	2	6	10	10	12	40	2.4	12
10	ATM grievances are settled within stipulated time	0	4	12	12	12	40	2.2	13
11	Safety & security	0	18	4	8	10	40	2.8	11
12	Behavior of ATM guard	4	12	16	4	4	40	3.2	9
13	Sufficient number of ATMs	4	18	4	2	12	40	3.0	10
14	Working condition	0	8	4	10	18	40	2.1	14
15	Complaint book	0	4	0	2	34	40	1.4	15
16	Availability of Power backup/Generator/Inverter	8	20	0	0	12	40	3.3	8
17	Overall performance	0	26	10	4	0	40	3.6	6

In table 3, on the basis of weighted average, ranking is done against various aspects of ATM in order to know which aspect contributes the most towards maximizing the satisfaction and which one gives a negative effect. According to the response of the respondents the researcher analyzed that aspects related to ATM slip always shows updated balance getting 1st rank, followed by directions to operate ATM, promptness related to delivery of cards, working condition of keypad, easily location of ATM, overall performance, easily found at useful places like malls, hospitals etc. processing time, availability of power back up, behavior of ATM guard, sufficient number of ATM, safety and security, quality of notes, grievances settled with stipulated time, availability of cash, working conditions ended with the complaint book.

Table 4 Comparison of Public and Private Sector Bank

S. No.	Aspects	SBI		ICICI	
		Weighted Avg.	Rank	Weighted Avg.	Rank
1	Promptness of the delivery of card	4.2	2	4.0	3
2	Easily located ATM	3.8	3	3.7	5
3	ATM's are found at all useful places like malls, Hospitals, stations, etc.,	3.0	7	3.4	7
4	Directions are clear to operate my ATM	4.3	1	4.1	2
5	Keypad of ATM machine is working properly	3.5	4	3.9	4
6	Processing time of ATM	3.8	3	3.4	7
7	Availability of cash in my ATM	2.9	8	2.1	14
8	ATM slip always shows updated balance	4.2	2	4.4	1
9	Quality of notes	3.4	5	2.4	12

Strategic Growth of Business in New India-Prospects and Challenges

10	ATM grievances are settled within stipulated time	3.3	6	2.2	13
11	Safety & security	3.8	3	2.8	11
12	Behavior of ATM guard	3.4	5	3.2	9
13	Sufficient number of ATMs	2.8	9	3.0	10
14	Working condition	3.0	7	2.1	14
15	Complaint book	2.3	10	1.4	15
16	Availability of Power backup/Generator/Inverter	4.2	2	3.3	8
17	Overall performance	3.8	3	3.6	6

In table 4, On the basis of weighted mean and ranking of promptness in delivering card, location of ATMs, clear direction of operating the ATM services, processing time, availability of cash, quality of notes, grievances settlement within stipulated time, safety & security, behavior of ATM guard, working condition, availability of complaint book at ATM centers, facility of power backup / generator / inverter and overall satisfaction, the performance of SBI is much better than the ICICI bank, which indicates that the customers of SBI are better as compared with the satisfaction level of customers of ICICI for the above said factors.

While for the remaining factors like availability of ATM centers at useful places, working keypad, ATM slip shows updated balance, sufficient numbers of ATMs, the performance of ICICI is much better than the SBI. The findings reveals that ATM services of SBI are providing more satisfactory services as compared to ICICI bank in this study. Therefore ICICI should concentrate their attention on ATM services to improve customer satisfaction.

Suggestions and Conclusion

Majority of the respondents in both the banks are dissatisfied with the ATM Grievance settlement. Hence it is suggested that banks need to develop and improve the proper mechanism to resolve the grievance settlement, as it leads to customer comfort and satisfaction. Comfort and convenience are very important in any business as majority of the respondents are dissatisfied with the ATM locations, therefore it is suggested that the banks Administration should arrange the ATMs at all the useful places like malls, hospitals shopping malls, etc., so that customers could have comfort and convenience. Majority of the customers are dissatisfied with the sufficient number of ATMs in the city, working conditions, cash availability, quality of notes hence, it is suggested that the banks should provide all the facilities based on the customers data base and potential customers in the city. Complaint book is most important in the ATM counters, it is to be found the respondents stated that no compliant book is available at ATM counter hence, it is suggested that the banks should keep a complaint book in the ATM counter, then the customers could utilize and make the complaint and also suggestions to the banks for effective functioning. The most important issue is the bank administration should concentrate on proper mechanism on Grievances settlement. Besides, as the numbers of customers are increasing day by day, correspondingly the number of ATMs should be increased. So it leads to customers' satisfaction.

References

1. BishnoiSunita (2013), "An Empirical Study of Customers' Perception Regarding Automated Teller Machine in Delhi and NCR", *Integral Review- A Journal of Management*, Vol.6 No.1 pp 47- 60.
2. MotwaniD.andshrimali D. (2012) "consumer adoption and satisfaction towards ATM servies: a comparative study of Udaipur city", *international journal of research: paripex*, Vol.1, Issue-12, December 2012 (ISSN: 2250 1991).
3. Saxena K. (2011), "Analytical study of customer satisfaction at ICICI Bank with special reference to ATMs" 3rd International Conference on Information and Financial Engineering, *International Proceedings of Economics Development and Research*, Vol.12 (ISSN: 2010 4626).
4. Sultan Singh, Ms. Komal (2009), *Impact of ATM on Customer Satisfaction (A Comparative Study of SBI, ICICI & HDFC bank)*, *Business Intelligence Journal* -Vol. 2 No. 2.
5. Dr.K.Shobana," Customers Satisfaction Levels of ATM Cardholders", *Radix International Journal of Reserch in Social Science*, Volume 1, Issue 9 (September 2013).