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“A Perceptual Study on Mobile Banking”

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Abstract

“Financial Institutions must be able to deliver an easy to navigate, a seamless digital platform that goes far beyond miniaturized online banking offering.”- Jim Marous.

Mobile Banking is one of the areas mobile commerce have extension with other mobile commerce. It's associated with the customers associated in various fields. We aim to determine customer perception on mobile banking. Customers have various opinions on mobile banking provided by various service providers.

This study concentrates benefits and awareness on mobile banking in general. To achieve this purpose, questionnaire was used as an instrument to gather primary data from the respondents using Random Sampling Technique. Total number of responses collected were 107 responses. The paper concludes by providing suggestions and measures on Mobile Banking.

Keywords: Mobile banking, Awareness, Perception.

Introduction

Mobile Banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile Banking is usually available on a 24 hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit in the amount that can be transacted.

Transactions through mobile banking may include obtaining account balances and lists of latest transactions, electronic bill payments, and funds transfers between a customer's or another's accounts.

It reduces the cost of handling transactions by reducing the need for customer to visit a branch for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawal or deposits.¹

Literature Review

Sadi and Noordin (2011)²: This study deals with the customer attitude was correlated negatively with cost. Their intention to use mobile banking services decreases with increase cost, therefore customer must be aware of the cost saving feature of mobile banking services through awareness.

Singh Srivastava, and Srivastav (2010)³: This study deals with the cost incurred by the customers have a negative impact on their intention to do mobile banking transactions. Mobile banking device is considered to be cost effective option for customers to manage transactions, get account information and payments.

Sharma and Singh (2009)⁴: This study deals with the reason for less usage of mobile banking in India may arise because of security issues like frauds, misuse of accounts and user friendly app. But these challenges in using Mobile payments may decrease what time and by increasing knowledge of mobile banking.

Research Gap

Many studies have been conducted on Mobile Banking. From the above literature review it is evident that few research has been conducted on mobile banking based on its less usage, cost incurred by customers and cost saving. Hence, the present study is taken on general people's opinion on mobile banking.

Statement of the Problem

Before the study was undertaken most the people's views were same. But once the study is undertaken we got to know that there is different opinion from different people.

Objectives of the Study

The main objective of the study is to know the perception in general towards the Mobile Banking. Keeping this in view, the following secondary objectives has been set up:

- To know the awareness about Mobile Banking services.
- To know the benefits on Mobile Banking.
- To know the preferences of Mobile banking services.

Scope of the Study

The study was undertaken to assess the perception in general towards Mobile Banking, it's awareness, benefits and also preferences. For this purpose, respondents from Bengaluru city are selected.

Limitations of the Study

The "Perceptual Study on Mobile Banking" has few limitations:

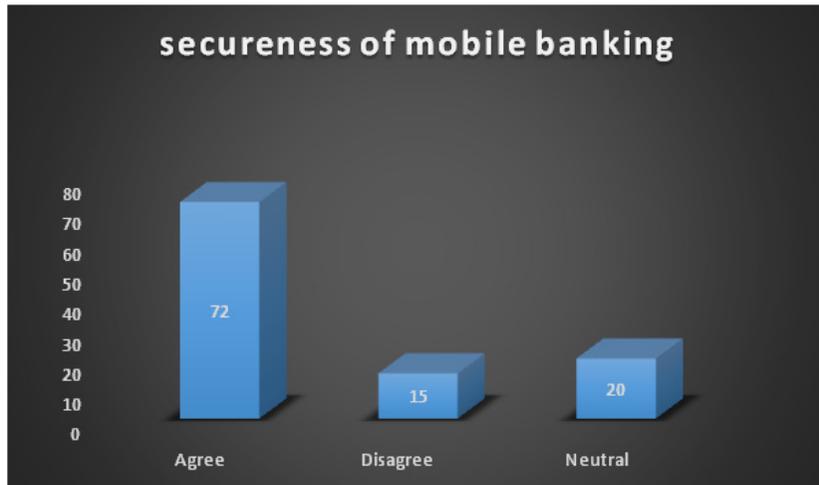
- The study is exclusively based on primary data with a limited sample size.
- The study has been restricted to Bengaluru city in general.

Research Methodology

The primary data is collected through an online survey. The survey is carried out by means of self-administered, structured questionnaire and secondary data is collected from articles, research papers of various journals.

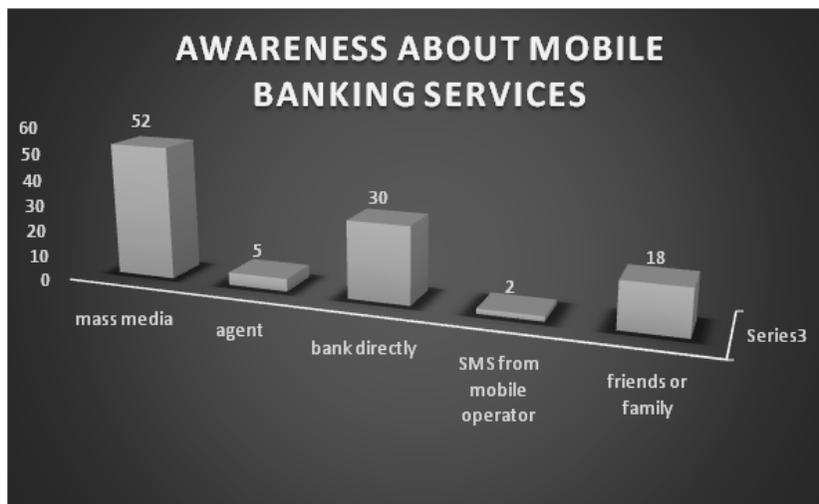
Data Analysis and Interpretation

Chart: 1



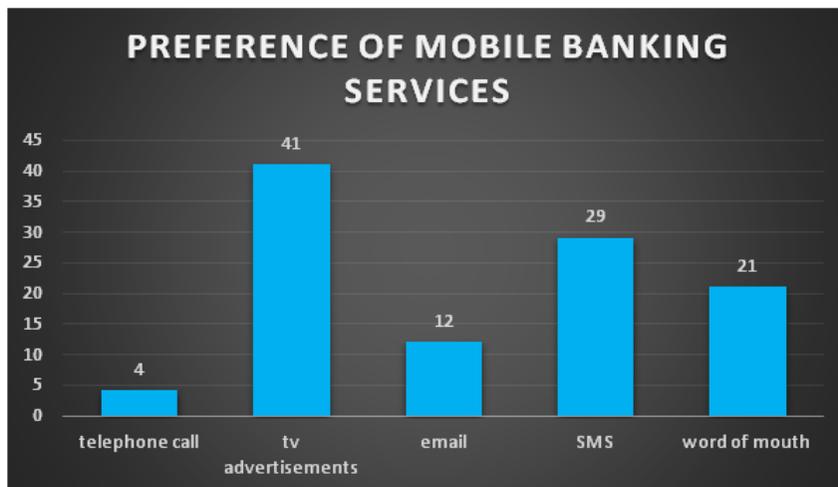
INFERENCE: From the above graph 1 it is observed that out of the total 107 respondents, 72 people agree as to mobile banking is secure, 15 people disagree and 20 people are neutral.

Chart: 2



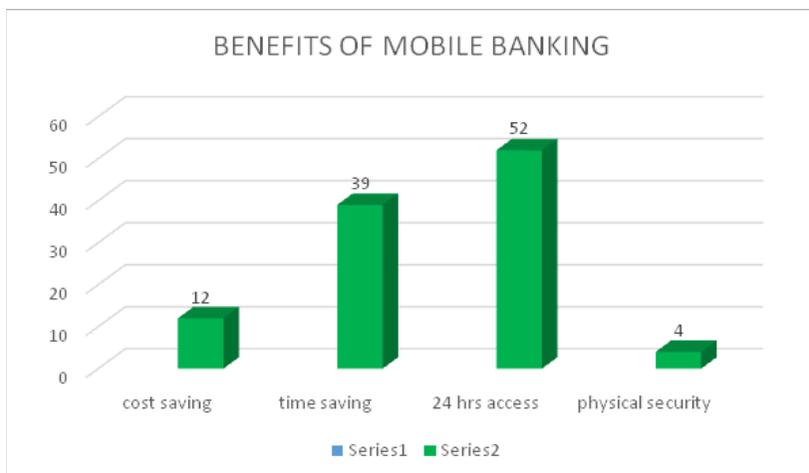
INFERENCE: From the above graph 2, it is inferred that out of 107 respondents awareness about mobile services through mass media is 52, through agent it's 5, through bank directly it's 30, through SMS from mobile operator it's 2 and from friends or family it's 18.

Chart: 3



INFERENCE: From the above graph 3, it is inferred that out of 107 respondents preference of mobile banking services through telephone call is 4, through TV advertisements it's 41, through email it's 12, through SMS it's 29 and through word of mouth it's 21. It can be observed that preference of mobile banking services through TV advertisements is more when compared to others.

Chart: 4



INFERENCE: From the above graph 4, it is inferred that out of 107 respondents benefits of mobile banking on cost saving is 12, on time saving is 39, on 24hour access is 52 and physical security is 4. It can be observed that benefits of mobile banking on 24hours access are more when compared to others.

Findings

Following are the findings on mobile banking

- From the above study, 72 people agree that it is secure using mobile banking.
- From the above study, awareness about mobile banking services through mass media is more when compared to others.
- From the above study, 41 people get to know through TV advertisements for preference of mobile banking services.
- 52 people say that 24 hours access is the most preferred benefits of mobile banking services.

Conclusion

Mobile Banking is an emerging service has not been widely adopted pointed out the need to find out the various consumer adoption factors. The study identified the benefits, awareness, preference on mobile banking services. I would suggest that preference of mobile banking services through SMS and word of mouth should increase.

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A Study on the Effectiveness of Synthetic Bags

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Introduction

The worldwide environment is varying day by day and at the moment it has become a face to living life forms that every inhabitant is trying to develop their countries lacking the environmental effectiveness of degradation. More and more factories are gradually established and harmful chemicals are used in the manufacturing process. People are using Synthetic bags, which are environmentally hazardous products, for their regular needs chiefly for shopping purposes as a result of which, the environment and agricultural lands are thereby being polluted. Therefore, it is try to reduce the environmental as well as agricultural land pollution, consumers of Synthetic bags and the business organizations together can play a major role.

Significance of the Study

Synthetic bags dumped into the earth prevent the production of nutrients in the soil. Because of this, the fertility of the soil is reduced and affects the agriculture sector. Not only human health, it dangerously special effects other animal life and alters the environment sustainability causing hazardous pollution. The study attempts to point out the effectiveness s of Synthetic bags on the environment and propose a few alternatives for Synthetic bags to make a sociable environment.

Objectives of the Study

- To appreciate the types and disposal of Synthetic in the background.
- To carry out the environmental effectiveness of Synthetic bags.
- To study the alternatives available to return the usage of Synthetic bags
- To identify the policy of Synthetic industry in India
- To understand the above concepts and present suitable suggestions for a gracious environment.

Clearance of Synthetic S

When Synthetic s are used, second-hand, or disposed of left in the surroundings as litter, they break down and release dangerous chemicals. These pollutants have heavy metals such as cadmium and lead, and chemicals such as benzene, dioxins, and other pollutants, which all release injurious toxins into our air, water, and bodies. Flaming of Synthetic in incinerators releases deadly heavy metals and chemicals. Incinerators produce a variety of deadly discharges to the air, water, and ground that are important sources of powerful pollutants, including dioxin and other chlorinated organic compounds that are well known for their venomous effects on human health and the environment. In landfills, leachate is formed when water picks up toxins as it seeps through the trash. Although landfills try to gather this venomous leach ate, it also leaks into ground and surface water, releasing pollutants into the environment and causing health risks for persons and nature.

Environmental Effectiveness of Synthetic Bags

Direct Environmental Effectiveness

This is further divided into

a) Ingestion

Animals by chance eat the Synthetic s thrown on the marine while feeding on their natural food. This leads to starvation or malnutrition and may also cause internal injuries. These Synthetic substances have chemical venomous substances which may also cause death.

b) Embarrassment

Embarrassment can lead to suffocation, starvation, drowning, increased vulnerability to predators, or other injury among animals and other living organisms.

c) Environment Variation

This is not only limited to marine animals but also plants; other immobile living organisms and sensitive ecosystem are affected due to marine debris.

Indirect Environmental Effectiveness

This is classified into

a) Ecosystem Alteration

Efforts to eliminate marine debris can harm ecosystems. Mechanical beach raking uses a tractor or other mechanical device to eliminate marine debris from beaches and marine shorelines and can adversely effectiveness shoreline habitats.

b) Invasive Species

Marine debris can contribute to the transfer and movement of invasive species. Floating marine debris can carry invasive species from one eliminate to another.

Principle of Synthetic Industry in India

The increase of Synthetic small-scale processing and reprocessing industries started in the decade of eighties with the declaration of the new industrial policy. Synthetic processing and reprocessing industries are also exempted from monitoring by Pollution Control Board.

- Prohibit the use of Synthetic materials in sachets for storing, packing or selling.
- No food stuffs will be authorized to be packet in recycled Synthetic s or compostable Synthetics,
- recycled carry bags to have precise BIS standards, colour to the prescription by the Bureau of Indian Standards (BIS),
- Standardized thickness shall not be less than 40 microns in carry bags etc.

Alternatives to Synthetic Bags**Paper Bags**

Paper bags have traditionally been presented as the environment friendlier option when compared to Synthetic bags. Prior to the introduction of jute bags, paper bags were the most commonly used for shopping purposes. The natural fibres of paper and the renewable resource used has a positive image, as the raise in volume of the paper bags, likely to be sent to the landfill, have now taken over a new role in the recycling options which are firmly established. It has been scientifically proven that paper bags are not harmful to the environment as Synthetic bags.

Recyclable Synthetic Bags

Recyclable Synthetic bags are being manufactured in Synthetic industries which are less injurious to the soil and surroundings. Synthetic bags manufactured which are non-recyclable or recyclable both are made of ingredients and unsafe to the environment. So, substitute recyclable bags which are not made of Synthetic s are most welcome.

Table 1.1
Demographic Profile of the Respondents

S.No	Variable	Class	Frequency	%
1	Age	18 – 25	190	34.4
		26 – 30	270	48.8
		31 – 50	73	13.2
		Above 50	20	3.6
Total			553	100
2	Gender	Male	360	65.1
		Female	193	34.9
Total			553	100
3	Marital Status	Single	354	64
		Married	199	36
Total			553	100
4	Education	Primary School	38	6.9
		High School	77	13.9
		UG	141	25.5
		PG	152	27.5
		Diploma	145	26.2
5	Occupation	Private	367	66.4
		Public	44	8
		Self – Employee	90	16.3
		Student	29	5.2
		Retired	10	1.8
		Homemaker	13	2.4
Total			553	100
6	Income	Searching for a Job	42	7.6
		5000 – 10000	107	19.3
		10001 – 15000	269	48.6
		15001 – 25000	135	24.4
Total			553	100

Source: Primary Data

Results in table 4.1 indicate the following outputs:

Demographic Profile of the Respondents

Age

- The highest percentage of the age group 26 -30 is 48.8 % while the lowest is 3.6% from the age group of above 50 years of the respondents.

Gender

- The research denotes that 65.1% are Male, while 34.9% are Female.

Marital Status

- The largest respondents of 64% are married and 36% of the respondents are unmarried.

Education

- Most of the respondent’s education level is Post Graduate (27.5%). Meanwhile, only 6.9% of respondents are Primary School level.

Occupation

- Majority of 66.4 percentages of the respondents are working in private sectors. Meanwhile, only 1.8 percent of the respondents are retired.

Table 1.2
Users Level of the Synthetic Bags

S. No	Variables	Class	Frequency	%
1	Private Business	Never	354	64.0
		Rarely	142	25.7
		Often	57	10.3
		Very often	0	0.00
Total			553	100
2	Individuals	Never	353	63.8
		Rarely	200	36.2
		Often	0	0.00
		Very often	0	0
Total			553	100
3	Families & Schools	Never	0	0.00
		Rarely	94	17.0
		Often	212	38.3
		Very often	247	44.7
Total			553	100
4	Retail Stores	Never	0	0.00
		Rarely	182	32.9
		Often	206	37.3
		Very often	165	29.8
Total			553	100
5	Hotels Services	Never	0	0.00
		Rarely	112	20.3
		Often	278	50.3
		Very often	163	29.5
Total			553	100

Source: Primary Data

Users Level of the Synthetic Bags

Private Business

The largest percentages 64% of the respondents never utilized the Private Business, while 25.7% of the respondents are rarely using the Private Business and only 10.3% of the respondents are often using the Private Business.

Individuals

63.8% of the respondents are not using the Individuals while only 36.2 % of the respondents are rarely using these Individuals.

Families & Schools

This analysis shows that all the respondents are using the FAMILIES & SCHOOLS services in following levels. 44.7 % of the respondents are using the FAMILIES & SCHOOLS services very often and 38.3 % of the respondents are using these services in often level. 17.0 % of the respondents are rarely using these FAMILIES & SCHOOLS services.

Retail Stores

The above table reveals that all the respondents are using the Hotels in following levels. 37.3 % of the respondents are using the Retail Stores in often level, 32.9% of the respondents are using rarely and 29.8% of the respondents are using very often.

Hotels

The above table indicates that all the respondents are using the Hotels in following levels. 50.3 % of the respondents are using the Hotels in often level, 29.5% of the respondents are using very often and 20.3% of the respondents are rarely using the Hotel services.

Environmental Value

The environmental value is not to be confused with environmental evaluation is the process of putting monetary values on environmental good and services. Many of which have no easy observed market prices.

Economic Value

The economic value is a measure of the benefit provided by goods or services to an economic agent.

Table 1.3
Usefulness and Moral Values of the Synthetic Bags

H0: There is no relationship between the usefulness of Synthetic bags and its moral values.

S. No	Dimensions		Moral Values		Total
			Environmental Value	Economic Value	
1	Usefulness	Convenient	92	108	200
2		Not Convenient	58	142	200
Total			150	250	400

Sources: Primary Data

Table 1.4
Chi-Square Test

H0: There is no relationship between the usefulness of Synthetic bags and its moral values.

S. No.	Dimensions	Observed Frequency (F0)	Expected Frequency	(F0 - FE)	(F0 - FE) ²	(F0-FE) ² / FE
1.	AB	92	75	17	289	3.85
2.	Ab	108	125	-17	289	2.31
3.	.aB	58	75	-17	289	3.85
4.	.ab	142	125	17	289	2.31
Calculated Value						12.32

Sources: Primary Data

Result

The table value of X² for 1 degree of freedom at 5% level of significance is 3.841. The calculate value (12.32) of chi-square test is much higher than this table value and hence the result of the experiment does not support the hypothesis.

Findings

- 61.33 %, 92 respondents are use the Synthetic bags for more convenient purpose, but they are well know the environmental values.
- 43.20 %, 108 respondents are used the Synthetic bags for more convenient, but they are not care our environment value.
- 38.67%, 58 respondents are not used the Synthetic bags because they very well know the environmental values.
- 56.80%, 142 respondents are not used the Synthetic bags because they care about the economic values.

Conclusion

The modern environment including the basic needs of the soil, water and air is seriously affected by the use of Synthetic bags. Synthetic bags are manufactured with fossil fuel which leaves out venomous gas has become damaging to the various life forms in the earth. Inconsiderate disposal of Synthetic bags after use and lack of proper management in non-industrial countries are also causing difficulty to the environment. To bring public awareness, the regional and national different levels of educational curriculums must take account of the waste management systems from the grass-roots as information resources. In addition to bringing out public awareness on the importance of a healthy environment, mechanisms of controlling the generation of wastes at the basis alternative disposal ways, establishing additional drop-off areas and incineration mechanisms, Synthetic recycling facilities are also recommended. Use of Synthetic bags can be reduced through codification by imposing heavy taxes or fees on the production of them.

Web Sites

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A Study on Training and Development in Private Sector Banks in Thiruvarur Town

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Abstract

The banking sector of India becoming more competitive. Now-a- days the public and private sector banks perform well and competing with each other. The continuous changes in business environment, the banking sector also continuously enhance and improve knowledge and skill sets across the organization. Training to adopt to the changing banking present context which we find as today. Training and Development programme is the framework for helping bank employees. To develop their personal and organisation skills, knowledge, ability through employee training and development. Employee will always want to develop career enhancing skills which will always head to employee motivation and retention. Since globalization enormous amount of changes have taken place in banking industry in terms of its products and services. More innovative activity has gone in to the process of Human Resources Development. The well trained employees are the valuable assets of the bank. But even employers still facing a shortage of candidates with the right skill and experience to fill critical job. This paper reviews the Impact of training and development on the employees of banking sector.

Keywords: Training and development, Banking sector

Introduction

In banking sector Training and Development programme must adopt inputs which enables the participants to gain skills learn theoretical concepts and help acquire vision to look into the distant future. Nowadays banks have realized the importance of training and re-training their staff to develop a competitive edge over the competitors delivering high quality services.

In banking sector Training and Development refer imparting of specific skills, abilities and knowledge to an employee. To establish match between employee and his job. Training and Development of the staff is a continuous process in banking sector in the area of customer care service on operational aspects and behavioural aspects of the business. To prepare an employee for future assignment. To people within many profession and occupation especially in banking sector may refer to this sort of Training and Development as a

professional development. This training program increase the performance level of employees and reduce the wastage, accidents and meeting future employee's needs.

According to (Stephen Stumpf May to June 2010) company functioning in India training on products and operations is imparted through internet based training modules.

The bank has built competency across various sector. Training thus provide certain advantages which are not available by training through experience. Special programmes on functional training and leadership development conducted to build knowledge as well as management ability at a dedicated training facility.

Review of Literture

This chapter is one such an attempt on review the earlier studies related to the present are of the study.

Megharaja.B (2014): The author mentioned that training methodologies to employees has to planned and organized activity to impart skills and techniques. Training program will improve the productivity of an employee in effective and efficient manner. It is important in Human Development process in organization but also both private and public bank are competing each other to perform well. Changes in globalization amount of changes in banking industry in terms products and services. So that author conclude that need for employee training to adapt to the changing in bank

Jyoti (2017): The author mentioned that there is rapidly changing in business environment in banking sector to improve their knowledge and skills. Banks are facing several critical problem. The author conclude the impact of training and development on the employees in bank effectively

Mohanraj.P (2014): The author said that training and development is the framework for bank employee to develop their personal skill, knowledge and abilities. Employees want to develop career-enhancing skills for their retention and employee motivation. The author conclude to develop and trained staff are valuable assets for bank which increasing the chances of his efficiency of her duties.

Kavita Rani, Diksha Gara (2014): The author mentioned that the training has attached effectively in development of baking sector. Indian banking industry continuously going through a process of transformation since nineties, due to the introduction of Liberalization, privatization and Globalization (LPG), information and communication (ICT) to extent the training and development program to bank for their employees and shows the effectiveness of program to bank employees. The author conclude giving suggestions to enhance training and development strategies due to competition so that employees have many challenges so effectiveness in training and development.

Nagar (2009): The author mentioned that in commercial banks in public as well as in private bank there should have effectiveness training programmes has to be conduct. The author concluded that the study focus is mainly the opinions of the trainees shows various aspects of training like course duration, library Facilities, trainer, teaching and computer aided programmes and other infrastructural facilities.

Mohanty (2011): The author explained that Liberalization, privatization and Globalization (LPG) have changed in worldwide and facing many challenges. In training we needed to provide new skills and abilities to bank employees facing many challenges. Training is important in motivated human resources to improve overall performance in an organization. The author concluded that training making employees more effective and productive.

Objectives

- To analyse the impact of Training and Development for employees serving in bank
- To examine the effectiveness of training towards job and personal growth.

Research Methodology

This research depends on the systematic collecting the data and analysing in sequential order. The study based on primary and secondary data. Primary data collected through questionnaires. The secondary data includes reference books, journal, research papers and internet. First-hand information was collected from 50 respondents of banking sector in thiruvavarur district. Stratify random sampling method was employed for selecting in the respondent from the selected district. The study is carried out in private banks like Axis Bank, City Union Bank, Karur Vyshya Bank in Thiruvavarur.

Analysis and Interpretation

The data analysis to determine effectiveness of training and development.

Table 1
Employees Acquired Technical Knowledge and Skill through Training

Opinion	No. of Respondents	Percentage of Respondent
Strongly Agree	24	48
Agree	20	40
Neutral	-	-
Disagree	5	10
Strongly Disagree	1	2
Total	50	100

Interpretation

From the Table above we can understand that, majority of 48% of the employees strongly agree that employees acquired technical knowledge and skill through training, 40% of the employees agree, 10% of the employees disagree, 2% of the employees strongly disagree.

Table 2
Training Increases the Skill of Employees

Opinion	No. of Respondents	Percentage of Respondent
Strongly Agree	25	50
Agree	22	44
Neutral	-	-
Disagree	3	6
Strongly Disagree	-	-
Total	50	100

Interpretation

From the Table above we can understand that, majority of 50% of the employees strongly agree that training increases the skill of employees, 44% of the employees agree, 6% of the employees disagree.

Table 3
The Training Program Helpful in Personal Growth

Opinion	No. of Respondents	Percentage of Respondent
Strongly Agree	18	36
Agree	12	24
Neutral	1	2
Disagree	9	18
Strongly Disagree	10	20
Total	50	100

Interpretation

From the Table above we can understand that, majority of 36% of the employees strongly agree that training program helpful in personal growth, 24% of the employees agree, 2% of the employees neutral, 18% of the employees disagree, 20% of the employees strongly disagree.

Table 4
Training Program Helped to Reduce the Difficulties in Job

Opinion	No. of Respondents	Percentage of Respondent
Strongly Agree	17	34
Agree	13	26
Neutral	2	4
Disagree	9	18
Strongly Disagree	9	18
Total	50	100

Interpretation

From the Table above we can understand that, majority of 36% of the employees strongly agree that training program helpful to reduce the difficulties in job, 26% of the employees agree, 4% of the employees neutral, 18% of the employees disagree, 18% of the employees strongly disagree.

Table 5
Training and Development Reduce the Stress Level of Employees

Opinion	No. of Respondents	Percentage of Respondent
Strongly Agree	22	44
Agree	8	16
Neutral	5	10
Disagree	11	22
Strongly Disagree	4	8
Total	50	100

Interpretation

From the Table above we can understand that, majority of 44% of the employees strongly agree that training and development reduce the stress level of employees, 16% of the employees agree, 10% of the employees neutral, 22% of the employees disagree, 8% of the employees strongly disagree.

Conclusion

Based on the research study the Training and Development should offer graduate programme to employees. This will create work enjoyment and job challenging. To provide training and development programme effectively, employee enhance their knowledge and skills to satisfy the customers. The training and development programmes reduce the wastage, spoiling of working time and also help in personal growth of employees. Employees stress reduced by the way of work enjoyment. Training and development important because of the ever changing environment and technology especially in banking sector. The training make employee more effective and productive.

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Gaining Competitive Advantage Through Marketing

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Abstract

The very purpose of marketing is to emphasize the uniqueness of the products and services of a concern thus distinct it from that of its competitors. Competitive advantage is an advantage over competitors gained by offering consumers greater value either by means of lower price or by providing greater benefits and service that justifies higher prices. Long term success in business requires building a sustainable competitive advantage despite the entry of new competitors in the market or existing competitors improving their own products or services. Marketing today is one of the most effective strategies that enables organisation to create and sustain competitive advantage. The purpose of this paper is to highlight the importance of marketing and stress on its contribution towards sustaining

Keywords: marketing, effective strategy, competitive advantage.

Introduction

The plain inspiration driving promoting is to include the uniqueness of the things and organizations of an association subsequently remembering it from that of its opponents.

High ground is use over contenders got by offering clients more conspicuous regard either by strategies for cut down expense or by giving more important points of interest and organization that legitimizes higher expenses. Whole deal achievement in business requires building a viable high ground paying little respect to the segment of new adversaries in the market or existing contenders improving their own specific things or organizations. Displaying today is a champion among the best frameworks that engages relationship to make and oversee high ground. The inspiration driving this paper is to include the essentialness of advancing and weight on its responsibility towards supporting

Promoting alludes to the exercises of an organization related with purchasing and offering an item or administration. It incorporates publicizing, offering and conveying items to individuals. Individuals who work in organization’s advertising divisions endeavor to get the consideration of target gatherings of people utilizing trademarks, bundling plan, VIP supports and general media exposure. Marketing involves item improvement, statistical surveying, item dissemination,

deals technique, advertising, and client bolster. Promoting is fundamental in all phases of a business' offering venture

The 4Ps make up a run of the mill advertising blend - Price, Product, Promotion and Place. Value alludes to the esteem that is put for an item. It relies upon expenses of generation, section focused on, capacity of the market to pay, Pricing can likewise be utilized an outline, to separate and improve the picture of a product. Product alludes to the thing really being sold. The item should convey a base level of execution generally even the best work on alternate components of the advertising blend won't do any great. Place refers to the point of offer. In each industry, grabbing the attention of the customer and making it simple for her to get it is the principle point of a decent conveyance or 'place' procedure. Retailers pay a premium for the correct area.

Advancement this alludes to every one of the exercises attempted to make the item or administration known to the client and exchange. This can incorporate promoting, informal, squeeze reports, impetuses, commissions and honors to the exchange. It can likewise incorporate customer plans, coordinate advertising, challenges and prizes.

Upper hand is preference over a contender, which is picked up by offering clients a more prominent incentive than the contender does. Having an edge over a contender results in higher deals and benefits. The business differential or focused edge might be as the accompanying:

1. Product Features and Benefits-uniqueness of a company's product.
2. Location-retail establishments located as per the customers convenience.
3. Staff-well experienced and trained employees.
4. Operating Procedures-smooth running of day to day operation
5. Price-competitive pricing strategies
6. Customer loyalty-consistent customer base.
7. Goodwill-well regarded company in the business company
8. Value-Added Products and/or Services-additional services that complement the original product or service
9. Quality-offering quality products and services

Advertising as an Effective Strategy to Sustain Competitive Advantage

Advertising is the way toward advising the clients about their items and benefits and recognizing it from that of its rivals. Regardless of the how well the organization's items are planned or the best of value conveyed, without suitable advertising techniques, the previously mentioned aggressive edges can't be passed on to the clients. An association may have an upper hand as item includes, value, quality and so forth yet it is just compelling showcasing procedure that will assist the association with making the clients mindful of such highlights. Along these lines, it very well may be said that having a powerful promoting system is additionally essential to manage focused methodology. Viable showcasing systems causes the organization to keep up a predictable client base and furthermore grow it later on.

1. Product Features and Benefits-uniqueness of a company's product.
2. Location-retail establishments located as per the customers convenience.
3. Staff-well experienced and trained employees.
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5. Price-competitive pricing strategies
6. Customer loyalty-consistent customer base.
7. Goodwill-well regarded company in the business company
8. Value-Added Products and/or Services-additional services that complement the original product or service
9. Quality-offering quality products and services

Marketing as an Effective Strategy to Sustain Competitive Advantage

Marketing is the process of informing the customers about their products and services and distinguishing it from that of its competitors. Irrespective of the how well the company's products are designed or the best of quality delivered, without appropriate marketing strategies, the above-mentioned competitive edges cannot be conveyed to the customers. An organisation may have a competitive advantage in the form of product features, price, quality etc but it is only effective marketing strategy that will help the organisation to make the customers aware of such features. Thus, it can be said that having an effective marketing strategy is also vital to sustain competitive strategy. Effective marketing strategies helps the company to maintain a consistent customer base and also expand it in the future.

Objective of the Study

The objective of this study is as follows

1. To identify the relevance of marketing of products and services in present scenario.
2. To determine the degree to which the purchasing decisions are influenced by marketing tools employed by companies.
3. To determine the most widely used marketing strategy.
4. To identify the importance of marketing strategies in sustaining competitive advantage.
5. To determine the best marketing strategies for sustaining competitive advantage.
6. To determine the possibilities of a company to gain competitive advantage only through quality goods or competent prices and without any marketing efforts.

Research Methodology

During the study primary source of data collection was adopted by circulating e-questionnaire as an instrument of data collection.

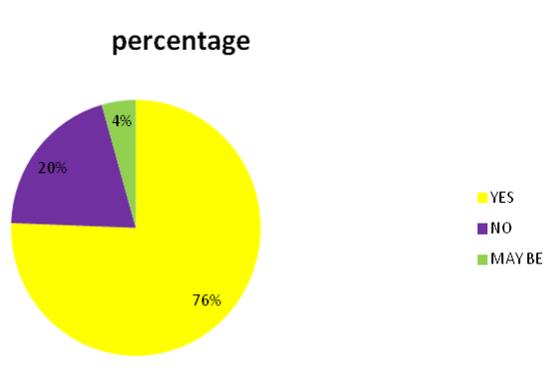
Sample size- the population considered for this study were 25 customers who are regular in purchasing and are influenced by the marketing strategy used by the customers.

Research design: it is a descriptive study designed in the form of a questionnaire to immortalize the usefulness of marketing in sustaining competitive advantage.

The main aim of the study is to measure the impact of marketing in today's world to sustain competitive advantage.

Analysis Table and Interpretation

Is Marketing Helpful in Gaining Competitive Advantage

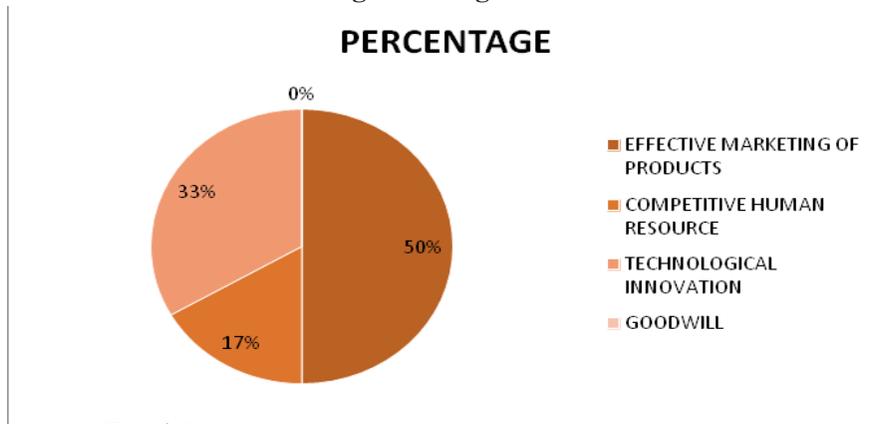


Source: Excel Output

Inference

This chart depicts the how marketing helps in gaining competitive advantage. 76% of the population feel that marketing contributes in gaining competitive advantage.

The Best Strategy for a Company to Sustain Competitive Advantage on Long Term Basis

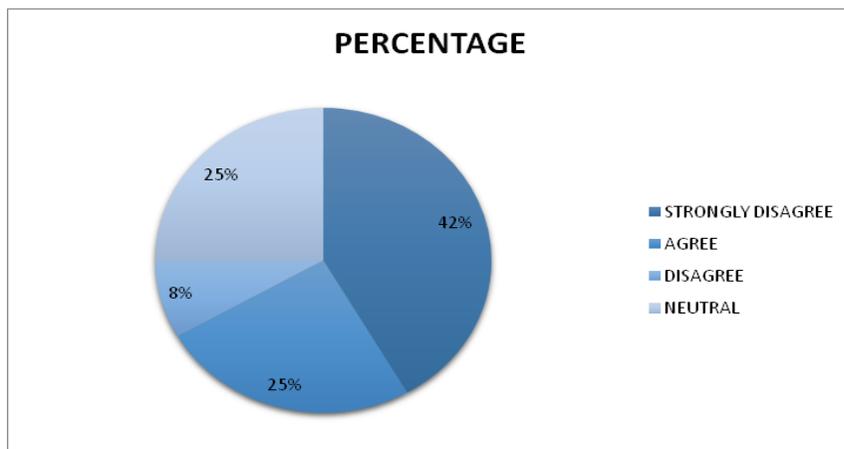


Source: Excel Output

Inference

This chart depicts the best strategy that could be adopted by a company to sustain the competitive vantage. 50% of them feel that effective marketing of products will help, 17% of them feel that competitive human resource will help and 33% of the populations feels technological innovation will help in gaining competitive advantage.

Is it Possible for Organisations to Maintain Competitive Advantage Only by Providing Quality Products at Competant Prices without Marketing Efforts



Source: Excel Output

Inference

This chart depicts if the organisation can maintain competitive advantage by providing quality products at competent price without marketing efforts. 42% strongly disagree, 25% agree, 25% is neutral and 8% disagrees that gaining competitive advantage only by providing quality products without any marketing efforts.

Findings

Based on the questionnaire circulated the following were found out:

1. The questionnaire circulated was responded by 25 individuals.
2. 80% of research population agrees that marketing according to them is meant to spread awareness about a product and 20% of the populations agrees that it a promotion of a brand.
3. 91% of the respondents convey that marketing is required in today's economy for promotion of a product and 9% of the respondents convey that it is not required to market today.
4. 58.3% of the respondents agreed that most widely used marketing tool is advertisement and 41.7% say that digital marketing is the most widely used marketing tool today.
5. 66.7% respondents convey that marketing will help in sustaining competitive advantage, whereas 33.3% respondents think marketing may or may not help in sustaining competitive advantage.
6. 33.3% of the respondents feel that marketing helps 90% to gain competitive advantage, 25% feels marketing helps 70% in gaining competitive advantage, and 41.7% feels marketing contributes only 50% to gain competitive advantage.
7. 50% of the respondents feel that effective marketing is the best strategy for gaining competitive advantage on long term basis, 33.3% respondents feel technological innovations is the best strategy, and 16.7% respondents feel competent human resource will help in sustaining competitive advantage.
8. 41.7% respondents strongly disagree that providing quality products with competent price will help in gaining competitive advantage, 25% of are neutral and 25% of the respondents agree that providing quality products with competent price will help in gaining competitive advantage, and 8.3% respondents disagree with the statement.
9. 83.3% respondents convey that their purchasing decisions are influenced by the marketing strategies of the companies and the 8.3% of the respondents convey that they are sometimes or never influenced with the marketing strategies.
10. 66.7% of the respondents feel marketing is a effective tool to gain competitive advantage and 33.3% of the respondents feel that marketing may help in gaining competitive advantage.

Suggestions

- The company's ability to continually develop new and interesting products, while maintaining a strong customer base.
- A product that is better than the competition, with a compelling and obvious reason to purchase. Thus, appropriate marketing tools have to be used to make the product known to the customers.
- Marketing must not only involve advertisements but come up with various ideas such as Google ad words or attractive pop-ups which will define about their products in a short span.
- Have a well built marketing team who will be able get the best ideas to market the products in such a way that they can attract their customers.
- Define the customers, target and prioritise their target customers and get marketing ideas which will draw their attention easily.
- Have a constant watch on the competitors marketing strategies and product innovations which will give better ideas to the companies to improvise in their strategy.
- Continuous innovation in the products will help the companies to stay in the market for a very long time.
- Encourage combo's, offers and exciting packages which will urge the customers to choose their products.

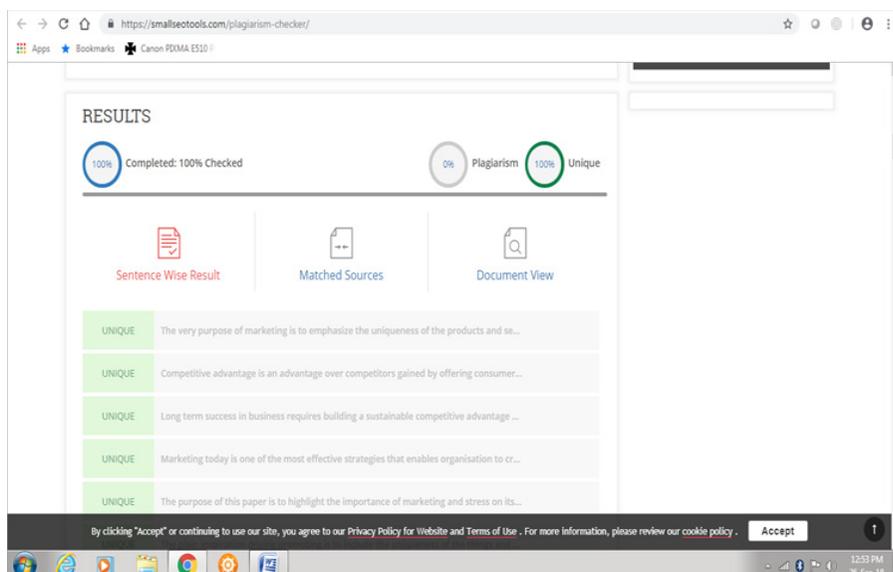
- Keep the brand and quality in mind while framing marketing strategies to promote that as well.
- Market their products with available resources and get the best ways out to reach the maximum customers in short span of time.

Conclusion

Marketing plays a very vital role in every organisation in promotion of product. It not only helps in making the products known to the customers but also promotes the brand and company to the world. Marketing speaks about products and shows how different it is from the others products. It is successful with effective marketing team. By accurately identifying and analyzing firm's target market and its relative competition, the company may recognize potential opportunities for success in selling the product or service. These opportunities, which the competitors may have overlooked, will provide firm with the vision to develop marketing mixes far superior than the competitors. To ensure firm's market staying power and survival in today's marketplace, it is important to gain and maintain a competitive differential advantage in the target market. Looking for continuous innovations and building a better marketing team on everyday basis will help the companies gaining competitive advantage.

There are immense chances where marketing will turn out to be an important tool to implement in the organisation to make them competitive and remain in the market for a longer period of time. The future of market has wide scope and will help the companies to gain advantage in the market.

The organization should equip itself for the changes made in the corporate system and identify ways to make its step forward and gain advantage over the market.



Legal Threats in Digital Banking Sector

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Abstract

Digital banking has a lot of benefits that add value to customer's satisfaction in term of better service quality, and at the same time enable banks to gain a competitive advantage over other competitors. However, more attention towards digital banking security is required and needed against fraudulent behavior because the lack of control over security makes digital banking still untrusted for many till to day. This paper presents security issues related to digital banking along with the characteristics and challenges of digital banking fraud. Different types of attacks, some fraud detection strategies, and some prevention methods used by electronic banks, are also presented in this paper. An expert opinion method was used to rank different model and techniques in security. Results indicated that the most effective model is "Transaction Monitoring" and the worst models based on respondent's opinions are "Virtual Keyboards", "Browser Protection", and "Device Identification".

Introduction

Electronic finance system aims to provide easy access to banking services for customers. Both banks and customers stand to benefit from the introduction of electronic banking schemes, since the bank can offer its services at much lower cost, while the customer can access the services from any location at any time. Indeed, these benefits can obviate the need for branches or tellers altogether, resulting in the emergence of so called virtual banks, who conduct business purely on an electronic basis.

The transition from a paper-based monetary system to an electronic payments system will reduce transaction costs, expand markets, and empower individuals. The speed of that transition and the expected benefits, however, will depend on creating a legal infrastructure that penalizes failure and rewards success. The rules that govern the new monetary universe will have to be transparent, equally applied, and consistent with individual freedom if people are to have trust and confidence in digital money and digital commerce.

Money is an important commodity to all alike. And all commercial transactions involve money. It is the single thing that all mankind in

interested in the most acute fashion. This is what motivates a person to exert himself and excel himself in his vocations. The assurance that his labour shall be rewarded justly in monetary terms is the crux of all industrious activities. Unless one is a philanthropist with no interest in material benefits.

The traditional dimensions of banking are fast disappearing with the advent of the virtual reality digital banking. Ever since the Internet has facilitated the conduct of transactions and commerce on the Net, the nature of businesses has changed, the banking conditions are changed, the variety of products available is unlimited and the quality of products improved due to stiff competition from rival banking businesses and the services offered by the e-banking unlimited. With this has arisen the problem of the currency in which a transaction is to be conducted the exchange rates that are to be applicable in case of a transaction on-line etc.

The need for digital money is thus justified to indicate that traditional forms of money are unsuited for transactions on the net. Digital cash brings benefits as well as problems. One major advantage of digital cash is its increased efficiency opening new opportunities, especially for small businesses. On the other hand, it will encourage potentially the worsening of problems over taxation and money laundering. In turn, these problems may alter foreign exchange rates, disturb money supplies, and encourage an overall financial crisis.

The transnationality of digital cash - the ability of digital cash to flow freely across national borders - encourages these benefits and problems, and could have significant repercussions internationally. From an economic view, this transnationality is the most important characteristic of digital cash. If digital cash behaved like traditional currencies, circulating within a national border and controlled by a central monetary authority, there would be few economic implications that would be worth analysing. In this scenario, digital cash would be nothing more than a convenient transaction method such as a credit card. Digital cash's very transnationality has the potential to cause conflict between digital space and nation states. If digital cash spreads successfully in the next century, its history may be written as a transcript of economic battles between nation states.

I. Digital Banking in India – Guidelines

India is no stranger to regulation of E-Commerce. As the use of Internet banking increases the necessity for regulation arises. Accordingly RBI has set certain standards for regulation. They are categorized as:

1. Technology and Security Standards
2. Legal Issues
3. Regulatory and Supervisory Issues

As regards Technology issues, the security for transactions conducted on the Net is the main issue. The measures to be adopted by banks are all centred around this point. Having a security policy with an information systems officer and a Information Technology Division with Dual key Encryption for transactions being implemented, data protection, with user ids passwords, smart cards and other biometric technologies, firewalls for databases with a real-time security alert etc are some of the measures suggested for secure Internet Transactions.

From a legal perspective, the existing regulatory framework over banks will be extended to Internet banking also. In India, the Information Technology Act, 2000, in Section 3(2) provides for a particular technology (viz., the asymmetric crypto system and hash function) as a means of authenticating electronic record. Any other method used by banks for authentication should be recognized as a source of legal risk. Under the present regime there is an obligation on banks to maintain secrecy and confidentiality of customers' accounts. In the Internet banking scenario, the risk of banks not meeting the above obligation is high on account of several factors. Despite all

reasonable precautions, banks may be exposed to enhanced risk of liability to customers on account of breach of secrecy, denial of service etc., because of hacking/ other technological failures. The banks should, therefore, institute adequate risk control measures to manage such risks.

II. Regulating Digital Transactions - Impact of Digital Money on Various Agencies

The term ‘digital money’ encompasses stored-value cards based on chips, plus technology based payment mechanisms. It’s set to have substantial impacts on financial services industry, plus flow-on effects on society as a whole. Depending on a whole host of factors, these may be evolutionary, or utterly revolutionary.

Digital money or spendable balances represented solely by digits on a bank’s balance sheet – is not new. Banking historians have found that merchants were making payments by transferring bank account balances back in 1200 AD. It doesn’t really matter whether the digits on the bank’s balance sheet are displayed in ink or in pixels. What has been changing over the centuries is the usual method of authorizing the transfer of balances from one account to another.

Remote, paperless, and instantaneously executed authorization of funds transfer, in the form of “wiring” money from one account to another, has been around at the wholesale level following the introduction of the electric based transaction. What is called nation electronic funds transfer or NEFT, wherein an individual accesses the payment system by means of a debit card reader or a personal computer, basically brings the wiring of money down to the level of the retail transaction.

Payment is the ultimate step in any transaction. A book to be bought, a car to be made, a meal to be served, or a distance to be travelled. All involve this final step of payment. Because everything has a price, and for any transaction to be complete legally this price has to be paid. Of course there are things, which do not have a price and are free for anyone to enjoy, like the sunshine, or the air etc. But these are not subjects of any commerce. Once they enter this sphere they too may have a price. All contracts have the stipulation of a valid consideration for the contract to be complete. This is an indispensable part of a valid contract. Having thus established that payments are a necessary part of everyday commercial transactions, it becomes necessary to recognize the various modes of payments that are in use. There are principally four modes of payments:

- (a) Cash
- (b) Cheque
- (c) Credit Cards
- (d) Electronic Fund Transfers

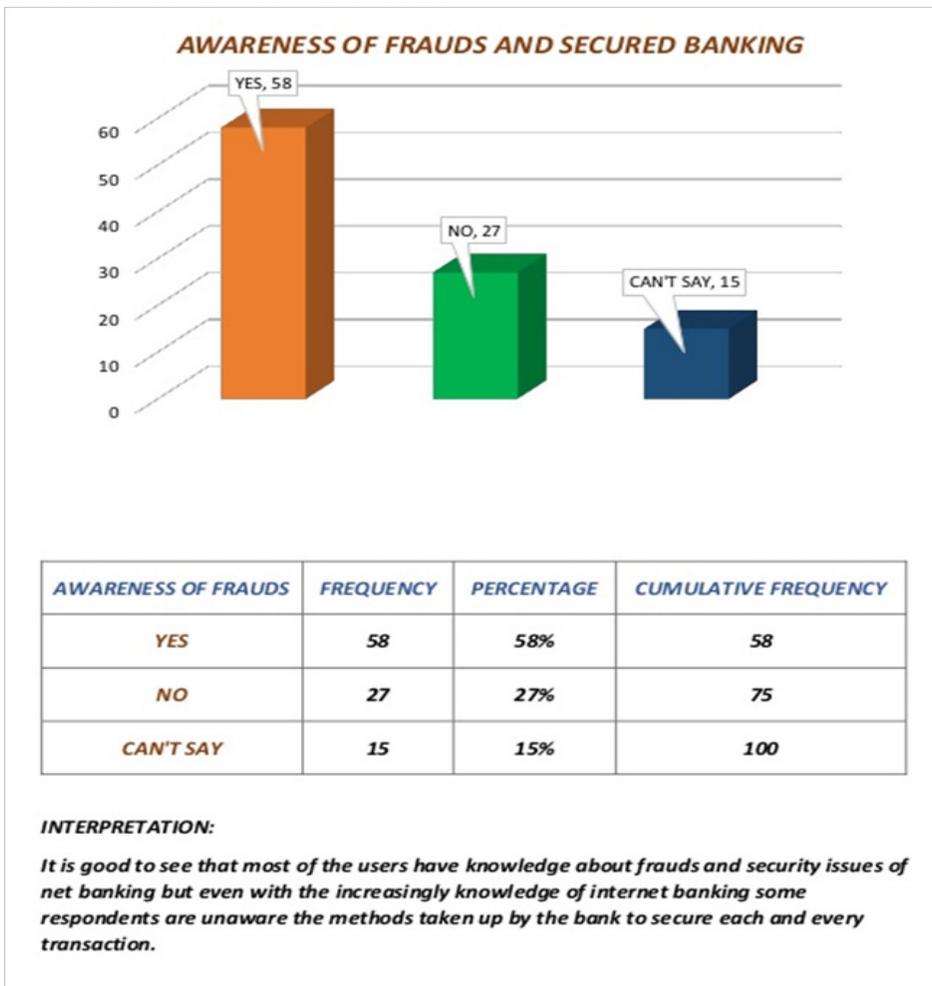
These are all modes of payments as are prevalent today. For modes of payments to reach this advanced stage, the concept of money and the kinds of money have undergone a series of changes.

III. Legal Threats and Role of RBI - Transition to Digital Currency

At present digital money as a means of exchange is being developed by many firms, banks and governments. Its use is still restricted to market niches and on the Internet an extensive use of it in the near future is foreseeable. The economic consequences of digital cash and its implications from the view of economics. In recent years, several proposals for electronic cash have appeared in digital space are already in use. The economic consequences of these transactions have not yet been fully examined.

To some observers, one important economic consequence of electronic cash is the free issue of private currency by commercial banks or other non-firms. However, if we look at the history of money, it is not easy to make privately issued currency credible in the eyes and wallets of the public. As long as there is competition between banks, private banks will sometimes become bankrupt.

Nothing is more debilitating to the credibility of privately issued currency than bankruptcy. The most important characteristic of digital cash is its transnationality. Digital cash does not recognize national borders. It is not controlled by any central bank of any nation state. The unprecedented efficiency of international payments with digital cash may indeed increase the instability of the global monetary system. This efficiency indeed may lead to conflicts between digital cash providers and users and the central banks of nation states.



IV. The Legal Framework For EFTs

There are many legal issues in electronic transactions but the principal issues which are regarding user confidence in conducting transactions electronically and which could be remedied by appropriate law reform are as follows:

1. Doubts as to the Legal Efficacy of Electronic Records and Electronic Authentication

Preferably, electronic records and electronic authentication should be as effective as written messages and manual signatures, including for contract formation. This means that they should:

- satisfy legal form requirements for writing, signature and originals;
- be admissible in evidence; and
- satisfy statutory record retention requirements.

2. Uncertainty of Application of Existing Legal Rules

This includes the time and place of receipt of electronic messages.

3. Risk of Fraud and Error in Electronic Messages

This is sometimes described as the 'non-repudiation' issue. As in paper-based transactions conducted at a distance, there are risks that a message has not in fact been sent by the apparent sender, that the message may have been altered in transit, and that the apparent sender therefore may repudiate the message, leading to loss if the message has been relied upon by a recipient. The technical management of these risks requires a technical means to reliably authenticate the message sender's identity and the sender's intent to approve or otherwise associate himself or herself with the message content and to guarantee message integrity. The legal allocation of risk of loss caused by unauthorised or altered messages as between the apparent sender and the recipient in paper-based transactions is determined by the general law of agency and, in some cases, by contract between the parties. The same legal mechanisms will operate for electronic transactions and, in some law reform models, are supplemented by new legal rules.

Conclusion

In a country like India, as actuarial trust domains become more differentiated, filling many niches that heretofore could not be envisioned, the total system will still be able to manage these interacting complex identity sets in an efficient manner. Digital certificates, digital signatures, private certificate authorities, and increasingly capable actuarial evaluation and scoring systems will easily manage complexity at lower costs than is possible today.

“A Study on the Impact of Celebrity Endorsement towards Chennai Silks, Tiruchirappalli”

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Abstract

Today celebrity endorsement becomes the multi-million industries in the world. Marketers endorsed celebrities with their products and brands in the advertisement to increase their sales and change the perception of the viewer's regarding their brand, which positively impacts on their buying behavior.

This research study focuses on the celebrity endorsement and its impact on the customer's buying behavior and their perception regarding the product or brand of the company. A quantitative method is used in this research in order to investigate the impact of celebrity endorsement on buying behavior.

The data of 200 respondents is collected through questionnaire and results were analyzed through the SPSS. The students of different universities as respondents has been taken to know their perception regarding the celebrity and its attributes and the impact of celebrity endorsement on their buying behavior. It is concluded that celebrities endorsed advertisements are more attractive than the non-endorsed advertisements. Moreover the tested attributes of celebrity show positive relationship with the buying behavior and brand perception as well. It also proved that there is a significant impact of celebrity endorsement on the buying behavior. Finally, the results of the study further proved that there is a significant impact of celebrity endorsement on the buying behavior of customers.

Keywords: Celebrity endorsement, Celebrity attractiveness, Celebrity credibility, Celebrity meaning transfer, Brand image, Buying behavior

Introduction

Celebrities are involved in endorsing activities since late nineteenth century. The advent of celebrity endorsements in advertising in India began when Hindi film actors, TV stars as well as sportspersons began encroaching on a territory that was, until then, the exclusive domain of models. Celebrity endorsement has been established as one of the most preferred tools of advertising. It has become a trend and perceived as a winning formula for product marketing as well as brand building. It is very easy to have a celebrity for a product or brand but it is very tough to establish a very strong association between the product and the endorser, because the objective is to build

a brand not the celebrity. It is also important to appreciate that just because an individual is famous and considered a celebrity, he/she might not necessarily be an effective endorser. Advertisements play a significant role in the purchase decision along with the celebrity endorsement. Although the audience is getting smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of the advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertisers their products.

Statement of the Problem

It has been identified that celebrity endorsement plays a significant role in developing a brand image in the minds of the consumers which ultimately influence their buying. Hence the present study has been undertaken to understand the influence of celebrity endorsed advertisements on purchasing decision of consumer's perception towards endorser and the product endorsed, and how these influence their purchase decision.

Objectives of the Study

- To study the demographic and social economic status of the respondents.
- To analyze the perception of customers on celebrity endorsement.
- To examine the impact of celebrity endorsement on buying behavior.
- To identify the factors that lead to celebrity's influence on audience.
- To offer findings on the basis of analysis and provide suitable suggestions for improvement.

Significance of the Study

The study explained the impact of celebrity endorsement in the mind of the consumer, how a consumer perceives celebrity endorsed advertisement and which is the major element that influences them to prefer their choices from various textile showrooms in the market. This study is concise on the common need of a person and it is significantly valuable for marketers, researchers, students and advertisers. It can be further used for study and research purpose.

Area of the Study

The area of the study is confined to Tiruchirappalli only.

Methodology

The present study is based on both primary & secondary data. Simple random sampling was used for this purpose. A sample of 100 respondents was chosen for the study.

Limitations of the Study

- Time and cost were a major constraint.
- Lack of respondents interests in answering the questions might have also not revealed the true information.
- The study is confined to 100 respondents of Tiruchirappalli only.
- Personal bias of the respondents might have crept in while assuming few questions.

Review of Literature

R. Sathiya, (2014) This study was carried out to find the Effect of celebrity endorsement on brand perception and buying behavior of consumer. It has proved that right choice in the selection of celebrity can make advertisement effective and create point of difference. The main focus of study is that celebrity should match with the product they endorsed. Furthermore it was concluded that the success of advertisements depend on the celebrity, the product, the message, the execution and the media. Bhargava, (2015) Brand aims to steal a fraction of customers attraction through different marketing tools where celebrity endorsement has

been the focus of customer attention. The study was carried out to find the elements that make celebrity endorsement a win-win situation for the endorser and for the brand. Furthermore the message been delivered by celebrities has ore appeal and increase brand recall than those of non-celebrity endorsement. According to Indian worship celebrities and considered them as God and marketer use this as an opportunity to influence the potential of target customers. Though customer always prefer the brand which has the maximum fit with his/her image, This way celebrities transfer their image to the product and to the brand to attract maximum customers and to increase the brand equity through this marketing tool.

Data Analysis and Interpretation

Table 1 Celebrity Endorsement Helps In Purchasing The Product

Opinion	No. of Respondents	Percentage
Always	32	32
Often	32	32
Sometimes	36	36
Total	100	100

Sources: Primary data

Interpretation

Table 1 shows that 36 per cent of the respondents are of the opinion that celebrity endorsement sometimes helps in purchasing a product, 32 per cent of the respondents are of the opinion that celebrity endorsement always and an equal per cent of the respondents are of the opinion that celebrity endorsement often helps in purchasing a product.

Table 2 Influence of Celebrity Endorser

Celebrity Image	No. of Respondents	Percentage
Style	18	18
Beauty	34	34
Attractiveness	30	30
Personality	12	12
Others	6	6
Total	100	100

Sources: Primary data

Interpretation

Table 2 shows that 34 per cent of the respondents are influenced by the attractiveness of celebrity endorser, 34 per cent of the respondents are influenced by the beauty of celebrity endorser, 18 per cent of the respondents are influenced by the style of celebrity endorser, 12 per cent of the respondents are influenced by personality of celebrity endorser and 6 per cent of the respondents are influenced by the other factors of the celebrity endorser.

Table 3 Chi –Square Test

Marital Status	Influenced by the face value of the celebrity					Total	Statistical Inference
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		
Married	6	7	14	2	1	30	CV = 17.20 TV = 9.488 CV > TV Significant Relationship
Unmarried	6	47	12	4	1	70	
Total	12	54	26	6	2	100	

Degrees of Freedom = $(R - 1)(C - 1) = (2 - 1)(5 - 1) = 4$

Inference: There is a significant relationship between Marital status of the respondents and the influence by the face value of the celebrity.

Chi Square Test

Chi square test between Monthly Income of the respondents and frequency of shopping from Chennai Silks.

Null Hypothesis (Ho)

There is no significant association between Monthly Income of the respondents and frequency of shopping from Chennai Silks.

Alternative Hypothesis (H1)

There is significant association between Monthly Income of the respondents and frequency of shopping from Chennai Silks.

Monthly Income	Frequency of Shopping from Chennai Silks			Total	Statistical Inference
	Frequently	Rarely	During Festival Season		
Below 20000	4	6	12	22	CV = 15.02 TV = 12.592 CV > TV Significant
20001 – 30000	5	12	13	30	
30001 – 40000	15	19	8	42	
Above 40000	4	1	1	6	
Total	28	38	34	100	

Degree of Freedom = $(R - 1)(C - 1) = (4 - 1)(3 - 1) = 6$

Inference: There is significant association between Monthly Income of the respondents and frequency of shopping from Chennai Silks.

Findings

- Majority (74%) of the respondent are below 25 years.
- Majority (58%) of the respondents are male.
- Majority (70%) of the respondents are unmarried.
- Majority (46%) of the respondents are under graduates.
- Majority (44%) of the respondents are students.
- Majority (42%) of the respondents earn a monthly income between Rs.30,001 to Rs.40,000.
- Majority (60%) of the respondents belong to middle class.
- Majority (38%) of the **respondents are persuaded to purchase by famous personalities.**
- Majority (58%) of the respondents sometimes come across advertisements.
- Majority (36%) of the **respondents are of the opinion that celebrity endorsement sometimes help in purchasing a product.**

- Majority (34%) of the **respondents are influenced by the attractiveness of celebrity endorser.**
- Majority (44%) of the **respondents agreed that the presence of celebrity helps in recognizing the brand.**
- Majority (36%) of the **respondents feel that celebrity advertised products are sometimes of good quality.**
- Majority (54%) of the **respondents agreed that the face value of the celebrity influences the buying behaviour of the audience.**
- Majority (50%) of the **respondents feel that the sense of similarity between them and the celebrity endorser is influential when making a purchase decision.**
- Majority (44%) of the **respondents agreed that they would switch over from Chennai silks if their favourite celebrity endorses for some other textile showroom.**
- Majority (76%) of the respondents prefer to shop in Chennai silks.
- Majority (36%) of the respondents were recommended by relatives to choose Chennai Silks.
- Majority (38%) of the respondents rarely shop from Chennai silks.
- Majority (38%) of the respondents purchase from Chennai silks because of the endorsing celebrity.
- Majority (40%) of the respondents were persuaded to purchase by advertisement in television.
- Majority (32%) strongly agreed and an equal per cent of the respondents neither agreed nor disagreed with the advertising message of Chennai silks.
- Majority (38%) of the respondents agreed that celebrity endorsement is the only effective tool to purchase from Chennai silks.
- Majority (58%) of the respondents feel that the sales in Chennai silks are higher due to celebrity endorsement.
- Majority (44%) of the respondents agreed that they would stop purchasing from Chennai silks if their favourite celebrity endorsement in involved in a scandal.
- There is a significant relationship between the age of the respondents and the type of celebrity.
- There is a significant relationship between the marital status of the respondents and face value of the celebrity.

Suggestions and Conclusion

As the buying behavior of the consumer changes due to advertisements and we also see people get easily attracted towards those products in which celebrities are endorsed in advertisement and publication, the marketers of Chennai Silks need to be smart enough to choose celebrities in their advertisements, as the personality of the celebrity has link with the product what he / she is advertising on media. The frequency of advertisement on Chennai silks in Tiruchirappalli can be increased in media such as newspapers, TV and radio. In the current scenario, marketer has to concentrate on advertisement to increase their sales in competitive market for effective advertisement. The celebrity plays a major role on the market. At this point of view, Chennai silks is maintaining their standard by changing their advertisement frequently and using only those celebrities who are more popular in the market. They use attractive method of advertisement in order to maintain their standard of reputation and survive in the competitive market. It has been proved from the discussion that celebrity endorsements are a powerful and useful tool that magnifies the effect of a campaign but the word of caution to be followed seriously; celebrities alone do not guarantee success nor does a great advertising campaign or the best possible product. It is the combination of several factors especially the price and other elements that work together for the success of a brand and its acceptance in the minds of consumers as well as for its market offering.

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Effect of E-Banking Services on Customer Value and Customer Loyalty

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Abstract

In Percent years, the Electronic Banking Services have formed to give the impression is widely as an electronic channel of conducting financial transactions to the customers. In the Tiruchirappalli commercial banks carry on to offer most of their banking transactions usingelectronically. The E - Banking services are theinternettransactions, and transferring electronic funds, whereby customers produce services forthemselves without assistance from banker.The objective of this study is to investigate the effect of electronicbanking services on Customer value and Customer loyalty in Tiruchirappalli commercial banks. Were this banks are chosen and questionnairesdistributed on banks customers those using e-banking services,operationalquestionnaires were analyzed; the results exposed that e-banking services have apositive effect on customer value and customer loyalty. In addition the researchalso indicated that there is an secondary effect of E-Banking Services on Customer Loyaltythrough Customer Value as mediator.

Introduction

Electronic banking technologies significantlyextended in modern years. E- Banking services new technologies to deliverin various banking services directly to customers. The Banks offer a wide range of these servicesthat can be used by electronic tools. Banks are creationchanges in service to meet customer needs, where banks can provide anoutstanding service to customers and can have a major affect in supporting economic development througheffective financial services. It is very important for banks to offer serviceelectronically to differentiate themselves from challengers. They need to provideinformation for customers on various opposite services, which make it possible tocompare them and then select the one that best meets customer wants. The electronic banking literature lacks observedindication about how aperson's attitude affects their selections of financial service delivery channel.

Though the value of a service depends on customer preferences and alternatives,value can be improved by falling costs or growing benefits.Customer value is considered central to get competitive advantage and long-termssuccess of the banks throughdelivery the good service. From another side, Customer loyalty has a powerful

impact on banking performance and is considered an main source of competitive advantage, customer loyalty has also been publicized to be important in the online background. The measurements of the main constructs were selected on the basis of reviews from previous researches, as well as questionnaire instrument was constructed mostly by implementing the measures from prior researches to be consistent with the purpose of study and suit with study population and sample.

Four characteristics of e- banking services (Convenience, Helpfulness, Cost saved and Self-control) measured by prior researchers, as well as Customer value has been determined by three dimensions (Serviceable value, Sensitive value, and Epistemic value), while Customer loyalty has been determined by two dimensions (Attitudinal and Social). The purpose of this study is to explore whether electronic banking services affect Customer value and Customer loyalty within the Tiruchirappalli Public Sectors Banks. Moreover seeks to display how customers observe values, and what underlying factors that affect their choice of banking services the most of as the researcher will try to examine the facilitating role of Customer value in the impact of e-banking services on customer loyalty.

Statement of the Problem

All Commercial banks compete with each other to attract their customers in different ways through providing convenient, accessible and acceptable services. One of the most important of these services is the electronic services that have donated significantly to increase the space between costumers and the banks. From the view of some customers, choosing to use electronic banking services can mean easier, lower-cost, around the clock availability, and time savings in managing of financial services. Although the banks have recently taken much interest in generating value for the customer, they have knowledgeable high levels of dissatisfaction on the part of users. Hence, no matter how much effort the banks put into their electronic services, if the customers do not understand the meaning or value of using them, the electronic service itself will be meaningless.

Study Hypotheses

Based on the study problem and the literature review, this study aims to test the following hypotheses:

- H1: There is positive effect on E- banking services to the Customer value in various levels
- H2: There is positive effect on E-banking services to Customer Loyalty in various levels
- H3: There is positive effect on Customer value to Customer Loyalty in various levels
- H4: There is indirect effect on E- banking services to Customer Loyalty through Customer value as a mediator variable in various levels.

Study Objectives

The main objective of this study is to investigate the effect of E- banking services on Customer value and Customer Loyalty in the Banking sector in Tiruchirappalli by achieving the following objectives:

1. To determine the effect of E- banking services on Customer Value.
2. To examine the effect of E- banking services on Customer Loyalty.
3. To determine the effect of Customer value on Customer Loyalty.
4. To investigate the indirect effect of e-banking services on customer loyalty through customer value as a mediator factor.

Study Limitations

This study was implemented in the Tiruchirappalli Public Sector banks. The aim was to look into customers of banks using e-banking services within a certain range.

Study Model

The researcher therefore hypothesized that e-banking services positively influence both customer value and customer loyalty (H1, H2). Additionally, the researcher assumed a positive effect of Customer value on Customer loyalty (H3). Finally, Customer value can be seen as a mediator for the indirect positive influence of e-banking services on Customer loyalty (H4).

E- Banking Services

1. Convenience
2. Helpfulness
3. Cost saved
4. Self-control

Customer Value

1. Serviceable value
2. Sensitive value
3. Epistemic value
4. Customer Loyalty
5. Attitudinal loyalty
6. Social loyalty

Benefits of Electronic Banking Services

There are arguments that the benefits of e-banking services on the fact that customers can access services when and where they want without some of the complications of interpersonal exchanges.

Benefits from the bank point of view

- The first benefits for the banks offering Internet banking services are better branding and better responsiveness to the market. Those banks that would offer such services would be perceived as leaders in technology implementation. Therefore, they would enjoy a better brand image.
- The second benefits to banks are cost savings, reaching new segments of the population, efficiency, enhancement of the bank's reputation and better customer service and satisfaction, the online banking strengthens the relationship between the service provider and the customer.
- The third benefits that online channel enables banks to offer are low-cost, high value-added financial services and also benefit from the promotional opportunity to cross sell products such as credit cards and loans.
- The other benefits are possible to measure in monetary terms. The main goal of every company is to maximize profits for its owners and banks are not any exception. Automated e-banking services offer a perfect opportunity for maximizing profits.

Benefits from the customers' point of view

- The main benefit from the bank customers' point of view is significant saving of time by the automation of banking services processing and introduction of an easy maintenance tools for managing customer's money.
- Reduced costs in accessing and using the banking services.
- Increased comfort and time saving - transactions can be made 24 hours a day, without requiring the physical interaction with the bank.
- Quick and continuous access to information. Corporations will have easier access to information as, they can check on multiple accounts at the click of a button.

- Better cash management. E-banking facilities speed up cash cycle and increase efficiency of business processes as large variety of cash management instruments is available on Internet sites.
- Speed. The response of the medium is very fast; therefore customers can actually wait till the last minute before concluding a fund transfer.
- Funds management. Customers can download their history of different accounts and do a what-if analysis on their own PC before affecting any transaction on the web. This will lead to better funds management.

Table 1.1
Cronbach's Alpha Coefficients for main constructs and dimensions

S. No	Dimension	Number of Items	Coefficient
1.	Convenience	4	0.796
2.	Helpfulness	3	0.671
3.	Cost save	3	0.793
4.	Self - Control	3	0.700
E - Banking Services		13	0.824
5.	Serviceable Value	3	0.648
6.	Sensitive Value	3	0.720
7.	Epistemic Value	3	0.778
Customer Value		9	0.860
8.	Attitudinal Loyalty	4	0.735
9.	Social Loyalty	7	0.820
Customer Loyalty		7	0.861
All Constructs		29	0.919

The Cronbach's Alpha coefficient of main constructs "E - Banking services" including (13) statements as a scale to it was (82.4%), with all characteristics, the highest coefficient (79.6%) was to "Convenience" and the lowest (67.1%) was to "Helpfulness". The other construct "Customer value" including (9) statements as a scale to it was (86.0%), with all dimensions, the highest coefficient (77.8%) was to "Epistemic Value" and the lowest statement as a scale to it was (86.1%), within its dimensions, the highest coefficient (86.1%) was to "Social loyalty" and the lowest (82.0%) was to "Attitudinal loyalty". Finally the overall Cronbach's Alpha coefficient equal to (91.9%). These results are an acceptable level.

Table 1.2
Descriptive Statics of E - Banking Services Characteristics

S. No	Characteristics	Mean	Standard Deviation	Rank	Level of Importance
1.	Cost Saved	6.2233	.79140	1	High
2.	Convenience	6.0667	.70976	2	High
3.	Self - Control	5.5922	.95018	3	High
4.	Helpfulness	5.1958	1.03697	4	High
Grand Mean & Standard Deviation of E - Banking Services Scale		5.7924	.62014		High

The table above illustrates that the variable “E – Banking Services” has a “High” level of important with mean (5.7924) and standard deviation (.62014). One plausible reason which explains this ranking is that most customer tend to use the E – Banking services if, these service enhance their cost, are user- friendly, are less effort to use, and when they have sufficient control over their financial transactions with the bank.

Table 1.3
Descriptive Statics of Customer Value and its Dimensions

S. No	Dimensions	Mean	Standard Deviation	Rank	Level of Importance
1.	Serviceable Value	5.4806	1.02616	1	High
2.	Sensitive Value	5.4353	1.10572	2	High
3.	Epistemic Value	5.1780	1.14510	3	High
Grand Mean & Standard Deviation of Customer Value		5.3646	.93722		High

The table 1.3 illustrates that variable “Customer Value” h as a “High” level mean (5.3646) and Standard Deviation (.93722).

Table 1.4
Descriptive Statics of Customer Loyaltyand its Dimensions

S. No	Dimensions	Mean	Standard Deviation	Rank	Level of Importance
1.	Attitudinal Loyalty	5.4927	.95218	1	High
2.	Social Loyalty	5.4256	1.13080	2	High
Grand Mean & Standard Deviation of Customer Loyalty		5.4639	.95620		High

The above table 1.4 shows that the variable of Customer Loyalty has a High level of important with mean (5.4639) and Standard Deviation (.95620).

Table 1.5
Effect of E – Banking Services on Customer Value

DV	R ²	F	D.F	Sig*	Regression Coefficient				Decision
					ID	β	SE	t	
Customer Value	.343	106.673	1	.000	E-Banking Services	.586	.086	10.328	Support
			204						
			205						

According to the results in the above table 1.5, the simple regression is good for fitting the relation between E –Banking services and Customer Value, the regression equation is significant since (F – test = 106.673) with (sig =0.000) is less than 0.05 the level of significance. The coefficient of determination (R2=0.343) which means that ID (E – Banking services) explains (34.3%) of the

variation in DV (Customer Value), which the effect of ID variable will increase ($\beta = 0.586$) on DV which mean that increasing one unit in E –Banking services variable will increase (0.586) unit in customer value; so it is a positive effect, and its standard error, and its standard error is (SE = 0.086); this direct effect is significant according to associated ($t = 10.328$) with opposite ($\text{sig} = 0.000$). All these results confirm the first hypothesis so we accept it thus, “There is positive effect of E – Banking Services on Customer value at the significant level ($\alpha \leq 0.05$)”.

Table 1.6
Regression Analysis – Effects of E – Banking services and
Customer Value on Customer Loyalty

DV	R ²	F	D.F	Sig*	Regression Coefficient				Sig*
					ID	β	SE	t	
Customer Loyalty	.433	77.588	2	0.000	E-Banking Services	.377	.101	5.789	0.000
			203		Customer Value	.362	.067	5.546	0.000

Significant if $\text{sig} \leq 0.05$

First of all, the multiple regressions is a good fit for the relationship among three study’s variable. Since F –test (77.588), this indicates a significance model to represent the relationship. E – Banking services and customer value explain (43.3%) of the difference in customer loyalty value. Increasing one degree in the E –Banking services will increase customer loyalty (0.377),. This I a direct effect and t – test (5.789) associated with its significant because ($\text{sig} < 0.05$), while increasing one degree in the customer value will increase customer loyalty (0.362). This is a direct effect significant, where t – test (5.546) at associate ($\text{sig} < 0.05$), for the multiple, the indicator tolerance equal to (0.657) which is greater than (0.1) the value that maybe a problem between independent variables.

Findings of the Study

The purpose of this study was the examining of the effect of electronic banking services on both customer value and customer loyalty within the Tiruchirappalli. This study produced many hypotheses which reflected the relation of the positive effects between study factors, several findings emerged that contributed to solve the study problem.

The applied study found evidence that supported all hypotheses. Therefore the results of the study can be summarized as followings.

1. Characteristics of e-banking services (Convenience, Helpfulness, Cost saved and Self-control) demonstrated a positive effect on customer value.
2. Dimensions of customer value (Serviceable Value, Sensitive value, and epistemic value) demonstrated a positive effect on customer loyalty dimensions.
3. Characteristics of e – banking services demonstrated a positive effect on customer loyalty.
4. The high level of e – banking services in Tiruchirappalli public sector banking.
5. E – Banking service characteristics (cost saved, Convenience and self – control and Helpfulness) have high levels.
6. The level of customer value was high. The dimensions (Serviceable value, Sensitive value and epistemic value).
7. There was a significant positive effect of E –Banking services on customer value and customer loyalty at level ($\alpha \leq 0.05$). this indicates that e-banking services meet with customer’s attitudes, behaviors, desires and preferences.

8. There was an indirect effect of E – Banking services on customer loyalty through customer value as mediator variable.

Conclusions

The study confirmed the positive effect of e-banking services on customer value and customer loyalty. The customer's value has an influence on customer loyalty through its dimensions. Customers who are ready to use new technology to experience the advances of e-banking services have a positive attitudinal value. Although the three constructs of E – Banking services, customer value and customer loyalty have a high level, and the customer value and customer loyalty were close to mid-level.

“E-Commerce”

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Abstract

As the development of the country into the trail of digitalization, also the business is gradually indulging in the adoption of their business into the modernized business.

Business are forced to implementation of E-commerce by sending off the traditional business.

Although there are various barriers to the adoption, the business is forced to get in to e-commerce. There is both positive as well as negative response from a customer end who is actually the beneficiary of all the changes and upgradation that are made for the ease.

Here the object of the paper that we have taken is to identify whether the purpose of adoption of E-Commerce is fulfilled and how can the barriers of e-commerce be overwhelmed.

Here in the conclusion of our survey, we are heading in finding the varied perception about the adoption of E-commerce as a aid of modernization.

Keywords: (Business, Barriers, Adoption)

Objectives

- Is the E-commerce being serving the customer satisfaction as provided through traditional business.
- Are effects of barriers to E-Commerce opposing the initiation of adoption of E-Commerce by the customers.

Introduction

Electronic Commerce can be defined as the business carried over through means of electronic mode.

The buying and selling activity are completely with the indulging of the mode of electronic or online mode.

As an aid to the e-developments, the business has adopted tremendous change towards the development by indulging in the upgradation.

We have conducted a research for analysing the perception of the E-Commerce users, their adoption and the barriers that are standing for the customers to adopt the emerging e-commerce for usage.

The adoption or indulge of businesses to e-commerce have several pros and cons to the customers as well as the businesses. The traditional business is being transmitting the electronic mode for the ease of customers.

Methodology

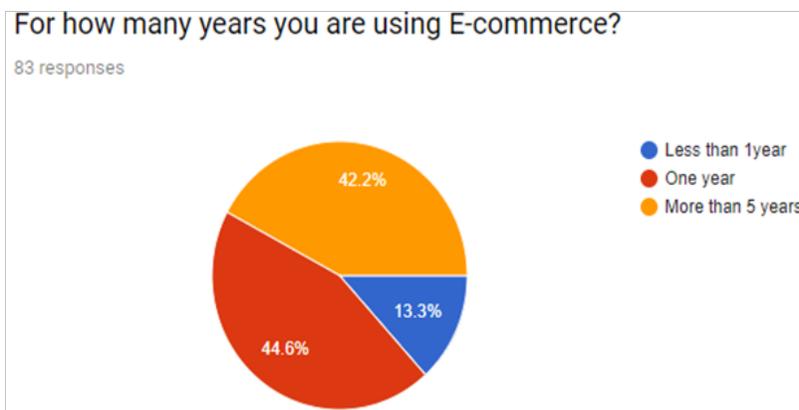
This examination utilizes a quantitative approach that utilizes a shut - finished system of research outline. The fundamental point of the exploration is to direct an overview on the overall population, keeping in mind the end goal to comprehend “E-Commerce” in their observation. To comprehend the perspectives of individuals the review is led on the web and the poll comprises of 10 questions which are shut finished and the same is examined, broke down, established and closed. Review is directed with a Sample size of “83 respondents” by utilizing Scaling strategy of estimation. The example are attracted such a route, to the point that there are 55 individuals from young people/understudies gathering and 28 individuals from working gathering. The example configuration utilized in this review is Convenience Sample Design, as the examples are drawn according to our benefit.

Analysis of Data

Poll – Online review with 10 inquiries with test measure as 83 respondents. Investigation and Calculations, Analyzed utilizing Measurement of Scaling Technique based

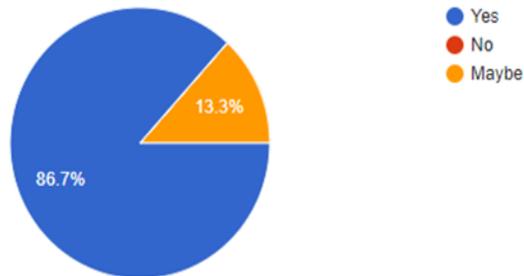
- Youth/Students – 55 i.e (66.27%)
- Based on working gathering – 28 i.e (33.73%)

Responses of the Questionnaire by the Respondents



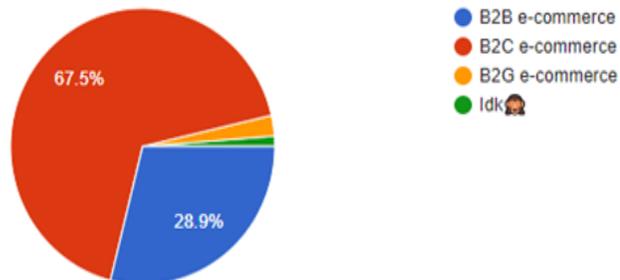
Do you think that the application of E-commerce has increased over the years in India?

83 responses



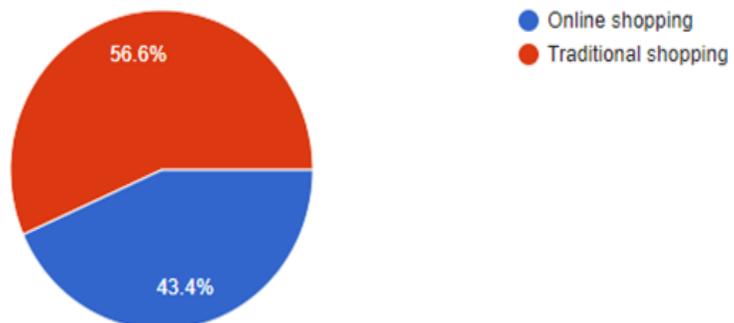
From the various types of E-commerce, what according to you has the largest market share?

83 responses



Which shopping do you prefer?

83 responses





Findings

- a) 42.2% of the respondents are using the E-Commerce since more than 5 years.
- b) Much of the E-Commerce, are changed to E-Commerce from Traditional Commerce, as it has its own particular focal points.
- c) 50.6% of the respondents feel safe buying Online.
- d) 67.5% of the respondents feels that the market share is High in B2C E-Commerce.
- e) 86.7% feels that there is increase in the Growth Application of E-Commerce in India.
- f) 56.6% are comfortable with the Traditional Shopping.
- g) 53% of the respondents are Neutral about the Advantages over the Traditional Commercial Methods.
- h) 62.7% of the Users of Ecommerce shop once in a month which is frequent.
- i) There are numerous hindrances that are ceasing the clients to receive the E-Commerce, yet however the boundaries caused in the selection is in an expansive number, yet the likelihood of reception is normal more.
- j) 58.3% of the respondents feel that there is Good Scope in future for Ecommerce.

Suggestions

Through the review directed on “E - COMMERCE”. In view of the reactions given by the respondents, the different recommendations can be given

- Event however the use of E-Commerce has been over numerous years prior, the compass to the client is yet missing back. The digitization need to make a wellbeing measure to conquer their holiness to receive.
- As the level of the respondents utilizing the E-Commerce for both of the intentions is very high, therefore the measures towards security to be focused well.
- The hindrances towards the appropriation E-Commerce is more, hence amendment on the boundaries will serve the advantages of the execution of E-Commerce to the Consumers.

Limitation of the Study Conducted

- Since the example taken is modest number, we can't have any significant bearing the investigation at a bigger scale. The outcomes may fluctuate when connected at a bigger example.
- Time was a constraining component to this examination.
- The examine was led utilizing an online review. In any case, we feel that an individual meeting would have brought a more practical supposition.

E-Marketing – A Global Perspective

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Abstract

E-commerce provides the capability of buying and selling goods, information and services on the Internet and other online surroundings. Online Marketing includes identify unmet needs, producing goods and services to meet those need and pricing, distributing and promoting those goods and service to produce a profit. Purchaser relationship management worked as a tool increased use of e-commerce makes CRM a necessary component. E-marketing perform a function within Short period of time.. Questions are related to E-Marketing in which given options are Agree, Disagree, Strongly disagree, Strongly agree, Neutral, it is basic necessity of e-marketing are liveness, effectiveness of work, provide the better security of e- paying their taxes, licenses, fees etc. In future e-marketing provide the efficient website

Introduction

E - Commerce and E-marketing

It is based on the online point of view of the conducted business E-commerce provides the capability of buying and selling goods, information and services on the Internet and other online surroundings .Internet marketing as “the process of building and maintaining purchaser relationships through online activities to facilitate the exchange of ideas, goods and services that satisfy the goals of both parties. It is a mixture of all the activities of advertising, promotion publicity deciding the look and feel of the product, how it will be sold and sent to the purchaser etc

E-Marketing Defined

Marketing is the management process responsible for identifying, anticipating and satisfying purchasers.

Identifying - The Internet be used for marketing research to find out purchasers needs and wants.

Anticipating - The Internet provides an additional channel by which purchasers can access information and make purchases.

Satisfying - A key success factor in e-marketing is achieving purchaser satisfaction through the electronic channel, this raises issues such as is the site easy to use, does it adequately.

CRM(Purchaser Relationship Management)

E-commerce and Purchaser Relationship Management (CRM) jointly worked as a tool. E-commerce mainly target purchasers by getting closer to purchasers, serving them better, cost cutting, introducing new goods and services and creating new opportunities through the Internet.

- Purchaser’s interaction or satisfaction
- Convenience
- Speed of processing the transaction through e-response

E-Marketing Methods

1) Search Engine Market (SEM)

Search engine marketing (SEM), which allows firms to aim consumers by placing ads on search engines, has confirmed to be an effective audience gaining strategy.

- Pay-Per Click
- Search Engine Optimization(SEO)

2) Online PR

PR stands for “public relations”. Online PR is organization publicity about an organization and its brand, goods or web sites through its online presence and third party web sites and other digital media.

- Link-building and generating editorial
- Blogs, communities and RSS
- Handling how your brand is presented on third party sites

3) E-Mail Marketing

Email marketing is a method of distributing information about product or service or for soliciting feedback from purchaser about a product or service through Email. Email addresses of purchasers and prospective purchaser may be collected or purchased. Special deals and postcard by e-mail marketing Increase profit and sales, encourage goods and services, last minute special offer. The two variables are used by e-mails Opt-in email

- Opt – out email

4) Hanging Advertisement

Hanging is a placement of ads on website for a fee. The offline comparable of this form of online marketing would be traditional ads on newspaper or magazines.

- Hanging sand Button
- Rectangles and Pop-ups
- Skyscrapers

5) Viral Market

Viral marketing uses email to transmit a promotional message to another potential purchaser. It is very useful in reaching a large number of people rapidly like a computer internet.

6) Blog Market

It is an act of positioning comments, expressing opinions or making announcement in a discussion forum and can be accomplished .

Traditional market v/s E-market

E-Market	Traditional Market
It is very economical and fast way to encourage product	Traditional Marketing is very expensive and takes more time to encourage product

It is very useful for promoting product globally[without any additional cost]	It is very expensive and time consuming process for traditional marketing
In E- Marketing, you can also work with less workers. [you can take more work with less manpower].	In Traditional Marketing, you need more workers with more man power which in terms requires spending lot of money

Traditional vs. Internet Marketing Mix

The internet-marketing mixes essentially the same as the marketing mix. It is simply the adaptation of price, place, product and promotion to the internet-marketing context.

The 4 P internet-Marketing Mix (P)-The basic function for Exchange Table

Marketing Mix Elements (P)	Description
Product	diversity, quality, intend feature, brand name, packaging, sizes, services, warranties, and returns.
Price	List,price,discounts, allowances, payment period, and credit terms.
Promotion	Advertisement, selling, sales advertising public relations, and direct marketing
Place	Channels, coverage, assortments, locations, inventory, transportations and logistics

Steps to Start E-Marketing

- a) Building Effecting Website
- b) Designing Compelling Messages
- c) Sending strategic newsletters
- d) Online Advertising
- e) Managing purchaser database

Benefits of E-marketing

- a) Extremely low risk
- b) Reduction in costs through automation and. use of electronic media
- c) Faster response to both marketers and the. end user
- d) Increased ability to measure and collect data
- e) Opens the possibility to a market of one through personal

Limitations of E-marketing

- a) Dependability on technology
- b) Security, privacy issues
- c) Maintenance costs due to a constantly evolving surroundings

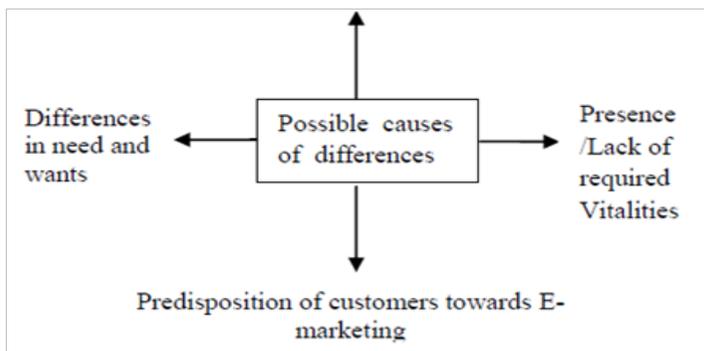
Objectives of the e-marketing

- a) Methods of making market more effective and fulfill the needs and requirements of the purchasers.
- b) To Conduct research as to the nature e.g demographics, preference and needs of existing and potential purchasers.
- c) Designing processes to provide a strong communication between businessman and clients.
- d) To Identify the area of quality purchaser service with personal attention.

Problem Formulation

Despite different types of relationship between marketing and purchasers. There is a need to know that still the people residing in small cities and large cities. People have significant relationship with their marketing. It has been well recognized that large city population prefer Online marketing to a greater extend as compared to their small cities counterparts.

Difference in Socio Economic Backgrounds



Research Methodology

This study on data collection from the secondary sources. Primary data also collected through questionnaire based on online users, satisfaction of consumer level rating scale of online buyers. The secondary data sources including websites, newspapers, various published and unpublished article about pre-primary education etc.

Collection of data through questionnaire

In this method a suppliers is sent to the person concerned with request to answer the questions and return the suppliers. A feedback form consists of a number of questions printed or typed in a definite order on a form or set of forms. The questionnaire is mailed to respondent who are expected to read and understand the question .The and write down the reply in the space meant for the purpose in questionnaire itself. The customer to have answer the questions on their own. The research method on on-line marketing is based on the survey. Objective type questions have been designed in survey.

Sr. No.	Questions	Satisfied	Not satisfied	Highly satisfied	Highly not satisfied	Neutral
1	retort service is available for all questionnaire in e-marketing	52	0	30	0	18
2	Can we sell personal objects through e-marketing	48	0	32	8	12
3	Is this through marketing	42	0	38	9	11
4	Internet marketing requires a great deal of pains of hard work	52	8	18	6	16

5	Search engine is the best system for online marketing	48	7	22	8	15
6	Is it can be both helpful and risk to your business at the same time	47	6	32	5	14
7	Do traditional market save the time	20	28	22	18	12
8	Is your item for consumption available local or worldwide	35	4	45	0	16
9	Chances of making mistakes In Online marketing	36	7	15	3	39
10	Is this a reliable service	45	0	33	2	20

Conclusion

On-line marketing has become an integral part of modern Marketing. This opportunities on-line marketing operation increases different levels of risks for marketing. More than several Years of Internet marketing research have yielded a set of important findings. It is clear that the net is playing a more and more important role in the field of marketing. Marketers and their end-users are becoming aware of the need to measure the collaborative effects of marketing (i.e., how the Internet affects in-store sales). In Mansa The study reveals that purchasers do-not use of e-marketing. They do- not have any knowledge of e-marketing. Some learn have been designed on survey .The respondent have to answer the questions on their own. Some peoples satisfies on our views. But some peoples were not satisfies with us. Respondent have sufficient to give well thought out answers. Respondents, who are not easily not rechable,can besides be reached conveniently. This study states that Online marketing System provides greater reach to purchasers. Feedback can be get easily as internet is virtual in nature. Purchaser loyalty can be gain. Personal attention can be given by market to purchaser also quality service can be served. We came to know various strengths of Online marketing system such as quality purchaser service, greater reach, time saving purchaser loyalty, easy access to information, 24 hours access, reduce manual work ,no need to carry cash easy online applications etc.

An Insight into the Insurance Sector: Post Privatisation with Special Reference to Motor Insurance

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Abstract

Growth of insurance sector has contributed to the GDP, has also attracted foreign companies to invest in India. Rising percentage of young Indians, with more personal disposable income, more inclination towards motor vehicles, usage of technologies, have paved way for a rapid growth in the Indian insurance sector. Spurt of private players have changed the level playing ground for the Insurance sector. Thanks to the smooth and fair regulatory role of IRDA, insurance sector has witnessed rapid growth. The increasing rate of accidental deaths, have attracted the attention of the policy makers to make motor insurance mandatory. This has been the attraction for the author to peep into the motor insurance sector. This paper outlines the growth of insurance industry in the post liberalisation period, initiatives taken by IRDA and some insights into motor insurance.

Introduction

A well-developed insurance sector is a boon to a country like India, as it provides funds for the economic growth and infrastructural development. It improves the saving thrift among the citizens and also increases their risk orientation, preparing them to take up their unexpected challenges in life. Number of factors contribute to the growth of insurance sectors is the untapped latent potential and the fair regulatory environment that aims to create stability and fair play in the market. (www.ey.com)

The IRDA recently allowed life insurance companies that have completed 10 years to raise capital through IPO. In 2015, government introduced the Pradhan Mandri Jeevan Jyothi Bima Yojna (PMJBY) and Pradhan Mantri Suraksha Bima Yojna(PMSBY) to bring more people under the insurance cover. PWC in collaboration with CII has outlined the prospects for the insurance sector as increased levels of literacy, increase in domestic savings, rising per capita income, the connected world, internet of things, rising use of digital technologies. Increase in the life expectancy, favourable savings, and greater employment opportunities in private sector are expected to increase the demand for pension plans. Strong growth in the automobile industry over the next decade will be a key driver for the motor insurance. As per IBEF report in the year 2015-2016, the

market share of various general insurance, motor insurance tops the list with 44%, health insurance with 29% and fire and marine with 9% and 3% respectively and others with 15%. Post liberalisation the insurance industry has recorded significant growth, envisaged by the solid economic growth and higher personal disposable income. (India Insurance Perspective www.pwc.in)

Measure of insurance penetration and density reflects the level of development of insurance sector in a country. Penetration is the percentage of insurance premium to GDP. Density refers to the ratio of premium to population ie per capita premium. As per the IRDA annual report 2016-17, over the last 10 years, the penetration of non life insurance sector has remained steady in the range of 0.5 to 0.8%. Its density has gone up from us \$ 2.4 in 2001 to us \$ 13.2 in 2016.

In an article entitled “15 Years of insurance industry after privatisation, the tech edge” by Ms. Saraswathy jan 29, 2015 businessstandard.com, mentioned that after the inception of IRDA in the year 2000, the insurance industry has witnessed drastic changes, from customer’s point of view, reduction in waiting time, availability of information, simplified procedure for payment and renewal of policies, storage of documents and premium reminders. Availability of host of websites for comparing the various offers for insurance schemes have empowered insurance customers with enormous useful information. The article also highlights the following comparison

Details	Year 2000	Year 2015
Number of insurer	22 (11 life, and 10 non-life, 1 re-insurance)	53 (24 life, 28 non-life, 1 re insurance) 2017 62 (24 life, 23 non-life, 9 re insurance)
Maximum FDI	26%	49%
Private sector market share in life insurance by annual premium	0.02%	24.61%

Source: business standard.com

From the IRDA website, report for the month of September, 2017, it was found that the market share of LIC though very high at the 72% during 2016-17, was one percent less than the previous year. While the market share of private sector has increased from 27% to 28% in 2016-2017. Out of 24 life insurance companies, 18 companies reported profit. With respect to the general insurance business, public sector registered a growth rate of 26%, while private sector witnessed a growth rate of 36%.

Motor Insurance

Motor insurance is of two types, motor own damage, third party liability. Motor own damage gives protection to the vehicle owner against damages to his/her vehicle. Sum insured under a motor own damage is based on the value of the vehicle, after considering the manufacturer’s present value, depreciation and the age of the vehicle. Motor third party liability is a statutory requirement, and is determined as per the law against the owner of the vehicle.

“Driving a vehicle without insurance is a punishable offence”

Motor Vehicles Act, 1988

In the year 2016-17, the contribution of insurance is 39% of the total premium collected by General insurance companies. Motor insurance has become significant, as it is mandatory. The interesting thing about motor insurance is that 5 states, Tamilnadu, Maharastra, Uttar Pradesh, Karnataka, Kerala contribute to 50% of motor insurance policies. In the year 2015 -2016, 25% of policies were new policies, 70% of policies are associated with insured motor vehicles less than 6 years. IRDAI journal –September 2017

India's demographic advantage could be offset by the increasing road accidents in the recent years, at the average rate of 17 lives every hour due to road accidents, Since 2000, road networks has increased by 39% compared to 158% increase in the number of motor vehicles plying Indian roads. GBD 2013 mortality and causes of Death collaborations 2015, listed top 10 leading causes of death in India in 2013, in the age group of 15-49 road injuries rank 4th and in 5-14 age group its 5th rank, overall 8th rank competing among other infectious diseases.

Sundar committee 2007, pointed out that cover was not available for the vehicle /affected party to cover the medical expenses, a fund can be created for this purpose. It was also suggested that the accident record of the driver can be linked with the premium, in order to provide an incentive for safe driving.

Flip Side of the Motor Insurance Sector

Prevalence of corruption

Penalty for non-compliance is less than the premium

These flip sides can be overcome by adopting innovative, technology based practices. For example in Telengana, e-vahan bima, traffic challans are issued for persons driving without insurance by just video recording vehicles at prominent places, traffic junctions, petrol pumps, parking spaces. Efforts can be taken to sensitise potential consumers, like campaigning in schools and colleges. Coordinating various departments can help proper enforcement.

Insurance Information Bureau of India

It was promoted by IRDA in the year 2009, to support the insurance industry with sector level data to enable data based and scientific decision making for pricing and for framing business strategies.

The unique feature of IIBI is that it provides information about any vehicle to the competent authorities, automatically, with no loss of time and paper, a paperless service, either by way of SMS, or call centres, web mode. Information provided encompasses stolen vehicles, insured vehicles, and recovered vehicles. In case a vehicle is stolen, the police personnel can search the insurance directory or call the toll free number 1800 425 4734, by giving the registration no, engine number and chasis number. Once the information is found out the result is shared with the police officer, then the same is circulated to the insurance companies. Similarly in case of accidents, the insurance database is verified and if possible the information is mapped and an acknowledgement is sent to the police officer concerned, and if not mapped the information of the vehicle involved in the accident is sent to the insurance companies.

Initiatives taken by IRDA to promote insurance sector in India

Post privatisation has enabled the insurance sector to be omnipresent in all districts. With the help of the reports by IRDA, state wise penetration of private GIC offices as at 31-3-2017, Tamil nadu has the highest penetration of 1203 offices, Maharastra 1175, Uttar Pradesh 1001. Goa, Andhra Pradesh, there is no district without GIC presence. Tamil nadu there are only 5 districts without private insurance but public GIC is present in all districts.

With the regulatory role of IRDA, and the presence of private insurers, in the product front, many new types of insurance schemes have been introduced even at micro level, thanks to the stiff competition. Also in the place of distribution, corporate agents, insurance agent, web aggregators, and insurance marketing firms have eased the procedure for taking a policy.

Consumer Protection

IRDA with a view to protect policy holders, have taken various initiatives.

- It gives a word of caution to public about spurious calls regarding policies.
- Advertisements should not be misleading, should give fair information, so that they can take informed decision.
- IRDA has issued distance marketing guidelines, at the time of offer, negotiation, and conclusion of sale.
- If insurers want to introduce any product, the specimen policy bond, proposal form, sales literature, financial projections. The same procedure has to be followed for revision in terms and conditions.
- IRDA stipulates that if an insurance company wants to withdraw any product, it has to get prior permission from IRDA.
- Only approved products are to be sold to public
- The web portals of insurance companies should adhere to transparency and disclosure norms.
- With regard to grievance redressal for insurance policy holders, IRDA has directed that every insurance company should have a board approved grievance redressal officer, at senior management level at corporate office/Head office. Every branch should constitute a policy holder protection committee. Automated Grievance Handling procedure has to be followed by insurance companies, which facilitates online tracking of grievance handling and the adherence of timeline for various steps in grievance handling. IRDAI portal also has the toll free number and the email, for redressal of grievances. It has also directed all insurance companies, to include the grievance handling mechanism in their web sites.

Conclusion

After the inception of IRDA, the insurance sector has taken a predominant role in the country by penetrating its products to the nook and corner of the country through both private and public sector insurance companies. The regulations by IRDA coupled with the tremendous usage of technology, availability of information to the consumers, even before they understand a need, increase in the income and job opportunities in private sector, removal of pension benefits even to government employees have made consumers to go for insurance policies. The alarming increase in the number of road accidents have made the policy makers to make motor insurance mandatory, at the time of purchase of new vehicles. But this effort is futile if the subsequent insurance is not stipulated by the Act. Proper enforcement of the renewal of insurance policies particularly with regard to motor insurance, will benefit the policy holders and also the injured or affected person's family members in case of fatality. This paper is intended to create awareness among motorist and also request government to use innovative techniques to enforce motor insurance.

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Employee's Work Attitude - Sulekha Organization

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Introduction

Attitude is more significant than the past, than education, than money, than circumstances, than what people do or say. It is further important than appearance, giftedness or skill. - W.C. Fields.

Attitude

The term attitude remains referred to as an individual's predisposition towards an object, person, or group that influences his or her response to be positive or negative, favorable or unfavorable. In other words, attitude is a settled way of thinking or feeling about someone or something, typically one that is reflected in a person's behavior.

Definition of Attitude

According to Allport (1935) Attitude is " Mental states, developed through experience, which are always ready to exert an active influence on an individual's response to any conditions or circumstances to which the person has been directed."

Employee Attitude

Attitude describes the way, an employee feels inside. These are his feelings towards the organization, his co-workers and his position within the company. Each employee has assertiveness towards the environment- either good or bad. This attitude can also influence how he performs. Because attitude is an innermost feeling, an employee's bad attitude might persist hidden. But if he is not careful, his bad attitude might show in his actions.

An employee's attitude towards the job and the company had the greatest impact on loyalty towards the organization. It should be remembered that any employee is capable of doing their work; nothing can be achieved if the employees have negative approach or negative attitude towards their job.

Having the right attitude can help to be a successful employee at the work place and can also lead to move up. The attitudes of employees are those related to work especially, attitudes that influence how well employees perform.

To lead employees effectively, managers logically seek to cultivate the kinds of attitudes that are associated with high performance. Two attitudes that might relate to high performance are gratification with one's job then commitment to the organization.

No matter how efficient an employee is, if he or she doesn't have the right approach towards the job, the results will be on the negative side. Each employee thinks of many plans for his or her career and job in particular. Thus, the key to success begins with the realization that everything is a matter of attitude and thus having the right attitude can be very positive for the employee's career.

If you have the right attitude, you are in a position to accept every situation, the way it is and take on the challenge. Employees with the right kind of attitude can help to take the company to the next level.

Importance of Maintaining a Positive Attitude in the Work place

Every individual in the place of work likes to hear respect for a job well done. If an employee recognizes that someone has poured their heart and soul into a project, recognize that individual with positive praise. Numerous times in the workplace many individuals never seem to become perceived for their hard work and it can have a negative effect on trust a positive attitude. Simply by giving praise, it serves a dual purpose by giving the other individual positive feedback and it makes him feel good to see the positive effects of what an employee said. This is a device to help maintain optimistic attitudes in the workplace.

Attitude is a vital factor in the work environment. Constructive attitudes can affect efficiency and enhance the work relationships between colleagues. If an employee wants to work in an environment where there are motivated and empowered employees, then individuals need to maintain positive healthy attitude.

The path to that type environment requires individuals that are willing to enforce positive attitudes. Negativity is critical and can grounds an organization to fail to meet its goals.

In the current scenario, the actual challenge in a workplace is to handle and overcome the hindrances and learn from hard and threatening experiences. The problems can be tackled by a person only with positive attitude, with the focused mind, and with efforts to overcome obstacles. A person with positive attitude can effortlessly survive in many tough conditions of life.

When a boss or superior comes to a person and asks for some work to be done, and if the response from employees is "I don't think that I can organize this" or "What happens if I fail?" shows negative attitude of a person and superior may keep the person away and pay no attention to him in further projects. But if the person replies in positive way like "I will definitely put my total efforts and get work completed by the finale of the day", then the boss will consider him as earnest persons. The person with constructive attitude will become a role of inspiration to others. Developing positive attitude helps in overwhelming stress, escalations self-esteem, self-confidence, and makes an individual more creative or dynamic. There are many benefits of positive attitude at place of work.

Creates a Positive Environment

In general, employers put effort to mark their employees pleased, keep their values high and struggle to create a positive atmosphere for them to work so that they can understanding the benefits of higher efficiency and as a result, higher profitability can be achieved. Disputes at work place should not be treated as problems, they should be considered as encounters. This helps in generating positive environment and gives benefits to both employees and employers. Constantly try to contemplate on how you can make something stress-free or more gratifying. A positive approach in setting goals and in overcoming challenges by leader makes other colleagues to include positive attitude. A positive attitude is catchier.

Helps to Achieve Goals

Persuading customers is much easier for a person with positive attitude. Research has also confirmed that sales promotional that think positively and trust in the benefits of their product have improved sales performance. If a person has positive attitude about attaining goals and accomplishment, they are more inclined to take action in order to achieve it. Progressive thinking is noticeable in an achiever. Positive intellectual with stimulus helps in attainment different goals. It earns more benefits even after goal is achieved.

Increase Productivity Levels

Negative attitude cause a mean cycle that deteriorates productivity. A positive attitude can be achieved by improving relationships with colleagues in positive way and remembering the jobs “good side”. By reconsidering the “virtuous side” of a job, it is possible to reinforce passion in it, which results in increase in production. Modification of perception or thinking about something more positive can eliminate stressful spirits. If stress is condensed among the employees, then improved health can be attained as stress can have a severe adverse impact on health. These consequences in less tasteless days and improved productivity.

Positive Attitude and Team Building

Numerous business leaders have an impress that promoting and inspiring positive thinking in the workplace will help in team building. If ideas of member are encouraged and a positive attitude is taken up, team members will get along with one another more frequently, leading to fewer conflicts. At workplace, if a person is not positive, co-workers will not be interested to be around him. Hence, if a person has positive attitude to work and others from place to place, then co-workers can sense that is a enjoyable person to be around.

A ‘ Can do’ in oneself illustrates positive attitude and has an influence in the work too. Being positive makes a person stronger, contented, and in good health. The power of positive thinking is crucial for happiness in life and a successful career Employee will love his work more and achieve his goals at workplace more easily and faster with positive attitude.

Factors Influencing Positive Attitude towards their Work

Workers pay attention to several features of their work environment, including:

- Features of the job (a purpose of Organizing activities.)
- How they are treated(related to Management actions)
- The interactions they form with social group and managers(also Leadership related)
- The level of stress the job entails.

Work Related Attitude

A being can have thousands of attitudes, but Managerial Behaviour focuses our consideration on a very limited number of works -related attitudes. These work related attitude tap positive or negative evaluations that employees hold about aspects of their work environment. Utmost of the research in Organizational Behaviour has been concerned with three attitudes

- Job Satisfaction
- Job Involvement and
- Organisational commitment

Job Satisfaction

The term job satisfaction to a person's overall attitude to his or her job. A person with a high level of job satisfaction holds positive attitudes about their job, while a person who is dissatisfied with his or her job holds negative attitudes about the job. When individuals speak of worker attitudes, more often mean job satisfaction. Job satisfaction is how worked an individual is with his or her job. Scholars and Human Resources professionals generally make a distinction between affective job satisfaction and cognitive job satisfaction. Affective job satisfaction is the extent of pleasurable emotional feelings individuals, have about their jobs overall, and is different to cognitive job satisfaction which is the extent of individuals satisfaction with particular facets of their jobs, such as pays, pension arrangement, working hours and numerous other aspects of their jobs. Job facet gratification refers to state of mind about exact job aspects, such as salary, benefits and relationships with co-workers.

Satisfaction with Work

The emotive state of a worker while working is life-threatening to job attitudes. Although a person may self-identify in terms of profession, for example: as a doctor, lawyer or engineer, it is their well-being at work is significant in characterizing job attitude. Satisfaction with work can be analysed by evaluation (I like or dislike my job) , cognitively (My work is challenging) and behaviourally (I am reliable)

Supervision

Supervision as a significant relationship with productivity. Though, Management can only be taken positively with recognition. Consequently, it is significant to confirm a positive attitude to work.

Co- Workers

Co-workers are the common source of job stress, as demonstrated by studies using Role Theory.

Pay and Promotion

Particular employee obligation and organizational behaviour coordination, compensation and progression function as positive strengthening, demonstrating that the worker is valued and reinforcing loyalty.

Job Involvement

The term Job involvement is a more recent addition to the OB Literature while their isn't complete agreement what the term means. A workable definition states that job involvement measures the degree to which a person identifies him with his or her job and considered his or her perceived performance level important to self- worth. Employees with a high level of job involvement strongly identify with and really care. About the kind of the work they do.

Organizational Commitment is the emotional attachment people have towards the company they work for. In other words, organizational commitment refers to an employee's loyalty to and engagement with the organization. A highly committed employee is one who accepts and believes the company's values, is willing to put out effort to meet the company's goals, and as a strong desire to remain with the company. People who are committed to their company often refers to their company as "We" as opposed to "They" as "In this company, we have great benefits". The way we refer to the company shows the type of affection and identification we have with the company.

Review of Literature

Literature Survey

From the Wall Street Journal Online

A majority of U.S. Employees say they are satisfied with their job and nearly half pride in their career, according to a recent. “Harris Interactive Poll”. Still, many U.S. workers dislike their jobs, grieve from Burnout and don’t have good feelings about their employers and senior managers, the poll shows. Employees in small organizations are most likely to have positive attitude towards their jobs, their employees and their top managers.

Of people working for small employers, 54% of those polled say they are satisfied with their job, and company 38% of those working for large employers feel they are at dead-end jobs, compared with 24% of those salaried for companies feel “this remains the best organizational to work for” only 25% of the people working for large organizations, compared through for insignificant employers, believe that the top manages display integrity and morality. This survey also displays that younger workers have much more undesirable view of their job than older workers. Amongst the older workers, 59% say a good arrangement of their pride comes from their work and careers, compared with just 37% of the younger workers. Similarly, among 64% of the older workers, only 47% of the younger workers truly care about the fortune of the organization for which they work. Generally, while 59% of the employees are gratified with their jobs, that two out of every five 41% of the workers aren’t satisfied. In addition, one-third of the workforces feel they are leading-edge dead-end occupations, and “trying to cope with feeling of burn out”. Burn out is much more predominant among the workers ages between 18-24 years, 47% report feeling burned out, compared with 28% of the older workers.

Ganguli (1964) has argued that the factors that determine performance of the workers in an industrial job can be classified under three heads:

1. Personal factors
2. Work factors
3. Environmental (physical and social) factors.

Personal Factors refers to skills of workers and the degree of motivation that determine the extent to which he will apply his skill to the job. Work influence refers to tools and equipment, technique of work and materials used. Instances of environmental factors are (a) physical lighting, ventilation, etc. (b) societal and emotional nature of leadership (supervisory and managerial), social climate in the shop, nature of the group formation amongst members, etc. and (c) Environment of organizational controls, communication patterns, etc.

Objectives of the Study

- To study the employees attitude towards their job.
- To find out the association between the level of satisfaction and employees perception of their job.

Hypothesis

There is No Association between Marital Status and Level of Satisfaction

There is no Association between Incentives and Level of Satisfaction Company Profile

Sulekha vision is to be the home-screen icon for local services for 100 million Indians every day. Sulekha unites 25 million users with 5 million businesses each month across different local service categories each month – including home services, coaching & tuition, property, rentals, computer training and 500+ other sub-categories. Sulekha helps users to minimize the time in finding the right service provider, to reduce the cost of the service and to minimize the hassle of dealing with

service providers. For service associates, Sulekha eases the time & money involved in ruling a customer and minimizes the hassle of closing a sale. Sulekha attains this by increasing liquidity (number of users and service partners), increasing quality (genuine users, high quality businesses) and increasing speed of getting the job done.

Need for the Study

Utmost individuals spend a majority of their time at work. Dealing with the challenges and conflict becomes much more difficult without a good attitude. The effects of having a positive attitude are significant and create environment where people can collaborate and work together to get their jobs done.

If individuals maintain a positive and optimistic attitude, it attracts people to work together and can help everyone get through conflict and stressful situations in the workplace. Learning to focus on the positive side of their job and discouraging individuals to stay away from the negative side of the workplace is a motivating factor to keep going until their task are completed.

Whenever an employee encounters obstacles, their attitude influences how they will handle the obstacles. If they have a positive attitude they will be more determined to work through the difficulties and get the job done. Negative attitude can stall their progress and make it next to impossible to work through the obstacles effectively. Having a right attitude towards their work can increase the productivity.

Sulekha is a huge and varied fastness of technologies, companies, services and politics that is truly global in nature. Sulekha has gone through many phases of growth and diversification. It is the place where customers have more contact with the employees. Hence, positive attitude towards the employee's job can help people get a better response from the employee's side.

This study aims to find whether there is any association between the satisfaction level and their perception towards their job.

Further this study is conducted to find whether the employees working in Sulekha industry are having a positive attitude towards their job.

Sampling Design

In this project, the samples have been collected from the population using simple random sampling technique.

Sample Size

The sample size of the study is 100. The questionnaire consists of 25 questions.

Limitations of the Study

- The area of data collection has been restricted to Chennai City only.
- The study is purely based on the data collected through questionnaire.
- The sample size is restricted to 100.
- The suggestions are based on finding of the present study.

Data Analysis and Interpretation

The procedure of analysis is essential to interpret the result obtained and to draw up inference in order to have a meaning for the study. Each question from the questionnaire, which is the source of primary data collected, is converted in the form of the table. The table describes the percentage of data collected and the percentage of data, which falls under a particular criticism, form the basis for drawing inference. The tools applied for the analysis are simple percentage method and the chi-square test.

Table 1
Frequency Descriptive Statistics

	Sample	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Good Place	100	3.00	5.00	4.7100	.53739	-1.706	.241	2.063	.478
Comfortable Work	100	3.00	5.00	4.5400	.59323	-.898	.241	-.162	.478
Equally and Fairly	100	1.00	5.00	4.3300	.94340	-1.373	.241	1.241	.478
Performance Appraisal	100	1.00	5.00	4.2500	1.08595	-1.434	.241	1.205	.478
Abilities & Skills	100	1.00	5.00	4.2400	.93333	-1.033	.241	-.415	.478
Responsibilities	100	2.00	5.00	4.2000	.84087	-.499	.241	-1.116	.478
Promotion Policies	100	2.00	5.00	4.1700	.79207	-.564	.241	-.459	.478
Working Holidays	100	1.00	5.00	3.1200	1.22499	-1.033	.241	-.766	.478
Valid N (listwise)	100								

Interpretation

It is found from the study that employees have a positive attitude towards the work. They feel that the organization is a good place to work which is proven by the highest mean (4.71). Employees also feel that the organization has a comfortable work place where their abilities and skills are best utilized performance appraisal has the least mean (4.252) towards work attitude.

Table 2
Association between Marital Status and Level of Satisfaction

			Level of satisfaction			Total
			Highly Satisfied	Satisfied	Dissatisfied	
Marital Status	Married	Count	36 _a	20 _b	0 _{a,b}	56
		% within Level of satisfaction	70.6%	42.6%	.0%	56.0%
	Un Married	Count	15 _a	27 _b	2 _{a,b}	44
			29.4%	57.4%	100.0%	44.0%
Total		Count	51	47	2	100
		% within Level of satisfaction	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of Level of satisfaction categories whose column proportions do not differ significantly from each other at the .05 level.

H0- There is no significant relationship between marital status and level of satisfaction.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.399 ^a	2	.006
Likelihood Ratio	11.285	2	.004
Linear-by-Linear Association	10.155	1	.001
N of Valid Cases	100		

a. 2 cells (33.3%) have expected count less than 5.
The minimum expected count is .88.

Interpretation

The Pearson chi-square test of the table is 0.006, which is greater than the significant value 0.005 therefore there is no significant relationship between marital status and level of satisfaction.

Association between Incentives and Level of Satisfaction

			Level of satisfaction			Total
			Highly Satisfied	Satisfied	Dissatisfied	
Incentives	Highly Satisfied	Count	40 _a	16 _b	0 _b	56
		% within Level of satisfaction	78.4%	34.0%	.0%	56.0%
	Satisfied	Count	5 _a	23 _b	1 _{a,b}	29
		% within Level of satisfaction	9.8%	48.9%	50.0%	29.0%
	No Opinion	Count	4 _a	6 _a	1 _a	11
		% within Level of satisfaction	7.8%	12.8%	50.0%	11.0%
	Dissatisfied	Count	2 _a	2 _a	0 _a	4
			3.9%	4.3%	.0%	4.0%
Total		Count	51	47	2	100
		% within Level of satisfaction	100.0%	100.0%	100.0%	100.0%

Ho : There is no significant relationship between incentives and level of satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.424a	6	.000
Likelihood Ratio	27.612	6	.000
Linear-by-Linear Association	10.895	1	.001
N of Valid Cases	100		

Interpretation

The Pearson chi-square test of the table is 0.00, which is lesser than the significant value 0.005 therefore there is significant relationship between job perceive and level of satisfaction.

Summary

The study is on the theme “Employees work attitude towards their organization”. Attitude refers to as an individual’s predisposition towards an object, person, or group that influences his or her response to be positive or negative, favorable or unfavorable.

The main objectives of the study are to study the employees work attitude towards their organization and to find out the association between the level of satisfaction and employees perception of their job.

The primary data collected from 100 respondents using questionnaire and secondary data also been collected from journals, books and magazines.

The analysis of data is conducted using simple percentage method, chi-square test, association and it is interpreted.

The major finding of the study is that most of the employees have a good attitude towards their job. Majority of the employees perceive their job as challenging, interesting and pleasurable. There is positive association between level of job satisfaction and employees perception. Employees work performance can excel if more incentives are provided.

Findings

Findings for the data collected are as follows:

Demographic

- Majority of the respondents (63%) are from the age group of 18-25
- Majority of the respondents (57%) are female category
- Majority of the respondents (71%) are graduates.
- Majority of the respondents (56%) are married.
- Majority of the respondents (48%) are belonging to the income level of between Rs.20001 - Rs.30000.
- Majority of the respondents (47%) of the respondents are software engineer.

Descriptive

- Majority of the respondents (48%) have work experience of 1 to 3 years.
- Majority of the respondents (40%) perceive their job as interesting
- Majority of the respondents(51%) are highly satisfied
- Majority of the respondents (18%) have a fair pay and other incentives in their job satisfaction factors of the company
- Majority of the respondents that (83%) of the respondents are satisfied with their present working hours
- Majority of the respondents (56%) are highly satisfied with the incentives and other benefits.
- Majority of the respondents that (81%) have said those incentives and other benefits increase a better work performance.
- Majority of the respondents that (75%) of them strongly agree that their organization is a good place to work.
- Majority of the respondents that (59%) have strongly agree for their comfortable work in their environment.
- Majority of the respondents that (52%) have strongly agree about the employees abilities and skills in the organization.

- Majority of the respondents that (58 %) have strongly agree about the company treats the employees equally and fairly.
- Majority of the respondents that (40%) have no opinion in working holidays
- Majority of the respondents that (41%) are satisfied with the promotion policies in the company
- Majority of the respondents that (46%) are highly satisfied with their responsibilities which given in the company.
- Majority of the respondents that (58%) are highly satisfied with their performance appraisal in their company.
- Majority of the respondents that (7%) has no opinion of recommending others.
- Majority of the respondents that (74%) needs a higher position to change a current job,.

Association

- There is no association between age and job satisfaction of satisfaction. (0.060%)
- There is no association between marital status and level of satisfaction (0.006%).
- There is an association between incentives and level of satisfaction. (0.000)

Suggestions

- It is found that employees will have a better work performance and have a good attitude if there is a fair pay. Some of the employees are not satisfied with their incentives. So it is suggested to provide a better pay and a salary hike.
- It is suggested that employees seeks rewarding system for better achievement.
- From the study, it is found that most of the employees are not satisfied with the promotion policies adopted in their organization. It is suggested that promotion policies can be made much simpler.
- It is suggested that employee's attitude can be improved by recognition and employee friendly approach.
- It is found that employees seek a fair performance appraisal, a good work life balance, healthy employer-employee relationship and recognition from management.
- Employees expect a flexible working hours and a feasible approach towards their management.
- Many employees look for good opportunities to develop their career. So opportunities for advancement can be made available.
- It is found that some employees seek a better training towards job and motivation.

Conclusion

From the study it has been observed that most of the employees perceive their job as challenging, interesting and pleasurable. There is a positive and a moderate association between level of satisfaction and how the employees perceive their job. Most of the employees have a positive attitude towards their job. But some of the employees feel that there will be a better work performance and have a positive attitude, if there is a better pay, incentives and other benefits. Beyond all, self-confidence and optimistic view can improve employees attitude towards their job.

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Impact of Advertisement on FMCG Products in Tiruvarur Town, Tamil Nadu

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Abstract

The present study was aimed at investigating the impact of advertisement on FMCG products. Fast Moving Consumer Goods (FMCG) are products that are required by almost all users in their day to day life. The advertisement for these products needs more attention in terms of creating awareness among the consumers for their purchase decision. Thus, the current effort intends to study whether the advertisements for FMCG products are effective in creating awareness. For this purpose, primary data were collected from sample respondents using a well – structured questionnaire. Appropriate statistical analysis tools such as Chi – square test and descriptive statistics were used and it is found that the taste, quality, convenient price, packing attraction, understandability of the FMCG advertisements have major influence in creating awareness amongst the consumers..

Keywords: FMCG, Advertisement, Consumer, Taste, Packing attraction, Quality, Convenient price, Effectiveness.

Introduction

In the competitive world, the FMCG product plays an important role in every country. Now-a-days, the participations of competitors are highly increased in the field of fast moving consumer goods industry. Advertisement is an important medium through every FMCG industries to survive in the long run. Every company should be well aware about the advertisement medium which will help to withstand and stay long period maturity in the high competitions market that leads to the every company achieve success. So, the impact of advertisement plays a crucial role in the field of FMCG world.

Fast-moving consumer good (FMCG) are products that are rapidly sold for lower cost. Examples, Non-durable products like soft drinks, over-the-counter drugs, processed foods, toiletries and many other consumable products. In contrast, durable products such as kitchen appliances are commonly replaced over a period of some years.

We are living in the world of information where advertising has a crucial effect on viewers mind. Information can be spread via newspaper, magazines, television and internet etc. The FMCG industry in India is growing meticulously in last few years. Although India's local products have less demand as compared to the international brands. There are currently 32 Fast Moving Consumer Goods (FMCG) companies in India. The FMCG products are escalating due to the reason of bombarded advertisements among people which stimulate them to purchase it. Advertisers spend much amount of investment while advertising their product so they keep their focus on several factors such as taste, quality, convenient price, packing attraction, understandability so that they can influence consumer mind with advertisements. Researchers would like to ascertain the impact of advertising on FMCG products in Tiruvarur Town, Tamil Nadu. None of the researchers has been done in the same media so far.

Review of Literature

According to **Ankit Katiyar, and Nikha Katiyar, (2014)** The FMCG products of bathing soap have seen a rush forward in their sales. More peoples are experimenting through their idea and try out newer bath soap. This study covers various factors that persuade the buying behaviour of consumer to purchase or consume the bath soap. **Chakraborty, et al. (2013)** says that the product promotion is a effective tool which motivate and direct the consumers who are travelling by way of tangential path. This will help the consumers to switch over from one brand to another brand. **According to Chitra. R (2014)** in her study explains that the purchasing plan of the customers towards branded apparel always influenced by several factors like perceived quality and emotional value. **Nasrudeen .R and Mohamed, (2014)** says that in the seventies, the green revolution provide expected boost to the agricultural rural economy in the country. Consequently, many firms started screening interest in rural markets and broaden their access to attain smaller village and towns. Additionally, now-a-days, the customers staying in the rural areas are behaving like urban consumers towards the urban standards of living, fashion, preference, taste etc. **Rajasekaran, B and Saravanan, P. A. (2014)** explains in their study throws on the attitudes, values, beliefs and perception of the consumers with regards to the utilization of fast moving consumer goods. To study the brand preference of fast moving consumer goods, the preference and belief of consumer towards trendy brands have been taken into concern. **Awan and Arif (2015)**, says that the customers are very much attracted in the media of advertisement by the use of celebrity endorsement. Awan and Hassan (2015) says that the marketing via SMS is a trendy tool of introducing products and services that will attracting new customers. Awan & Shahid says that the green marketing strategies are successfully proved that it is highly attract the educated customers. **Oh & Xu (2003)** says that the mass media influence the people's lives and thinking style. Advertisement influences the buying behaviour of the peoples. . **Rasool, et al (2012)** reveals that the advertisement about brand plays a important role to induce the consumers to purchase the same brands. It enlarges the performance of any business and its image among the competitor market. **Chen et al. (2008)** emphasize that the informative advertisement gives awareness to the consumers, so that they will like to purchase preferred goods. **Bashir and Malik (2009)** explain that now-a-days the consumers are very conscious in price in our society. Peoples are almost behaving rationally due to the benefits of the cost.

Objectives

- To study the impact of advertisement on FMCG product.
- To analyze which factors most influencing by advertisement.

Research Methodology

Research methodology is a route to scientifically solve the research problem in which the researchers adopted various steps that are commonly in his study along with the reason at the back of them. It is obligatory for the researcher to identify not only the research methods but also the tactic of methodology. A research design is the map of conditions of gathering and examination of data in a mode that aims to mingle relevance to the research purpose with cost-cutting measure in course of action. In point of fact, the research design is the arrangement of theoretical framework in which the research is conducted. It constitutes the blueprint for the gathering measurement and examination of collected data. A questionnaire was structured to know the viewpoint of people in Tiruvarur regarding the impact of advertisement in the FMCG product. The data for the study is collected with the help of primary and secondary data. The period of the study covers the range of 6 months from March to August. Convenience sampling technique is adopted for this study. It means that sampling units are chosen primarily on the basis of convenience of the researcher and the respondents. The size of the sample is restricted to 120 respondents selected through questionnaire. The data gathered from the respondents were put in the percentage and chi – square analysis to know the various factors and dependability of the variables. Various kinds of tables and charts are used to represent the survey findings and results.

Hypothesis Formulation

H1: There is no association between gender and consumer behaviour

Result Analysis

This is an analytical study from May to July 2018. A questionnaire was designed to know the point of view of people in Tiruvaar regarding the impact of advertisement on FMCG products in Tiruvarur town, Tamilnadu.

Table No. 1
Socio-Economic Factors of the respondents

S.No	Factors		No. of Respondents	Percentage
1.	Gender	Male	51	43
		Female	69	57
	Total		120	100
2.	Educational qualification	Diploma holder	22	18
		Graduate	57	48
		Post graduate	19	16
		Others	22	18
	Total		120	100
3.	Age	Below 18 years	29	24
		19 to 28 years	49	41
		29 to 38 years	22	18
		39 & Above	20	17
	Total		120	100
4.	Marital Status	Married	48	40
		Unmarried	72	60
	Total		120	100

Source: Primary Data

The above table depicts that socio-economic factors of the respondents in which the samples recorded the highest response rate from female of 57 percent than male of 43 percent, Educational qualification reveals that the 48 percent of the majority respondents are graduates, Distribution of respondent by their age shows that 41 percent of the majority respondents are 19 to 28 years and their marital status reveals that 60 percent of the majority respondents are unmarried.

Chi - Square Analysis

H1: There is no association between Gender and brand preference of the consumer

Table No.2

Chi-Square Test

Observed Frequencies	Expected Frequencies	(O - E) ²	(O - E) ² / E
15	14	(15 - 14) ²	1 / 14 = 0.071
14	14	(14 - 14) ²	0 / 14 = 0
12	14	(12 - 14) ²	4 / 14 = 0.286
10	9	(10 - 9) ²	1 / 09 = 0.111
18	19	(18 - 19) ²	1 / 19 = 0.053
19	19	(19 - 19) ²	0 / 19 = 0
20	18	(20 - 18) ²	4 / 18 = 0.222
12	13	(12 - 13) ²	1 / 13 = 0.077
			0.82

$$X^2 = \sum (O - E)^2 / E = 0.82$$

$$V = (r - 1) (c - 1) = (4 - 1) (2 - 1) = 3 * 1 = 3$$

$$\text{For } v = 3 \quad X^2_{0.05} = 7.81$$

The calculated value is much less than the table value. The null hypothesis is accepted. Hence, there is no association between gender and brand preference of the consumers of FMCG products.

Limitations

1. The present research has several limitations. The first limitation was about the sample selection because the entire sample is taken just from the Tiruvarur town.
2. Second, Limited companies of FMCG products were used in this research for getting the consumer preference

Findings

After analysis of the findings, the study concludes that the FMCG products on reach and create consciousness by means of effective display place of advertising media. Advertisement was effective in providing superior reach and creates awareness about the FMCG brands among the peoples. The research established that the preference of the consumers are highly influenced by the taste, quality, convenient price and packing attraction.

There is no significant association between gender and brand preference of the consumer was found as the magnitude of 7.81. The study also concludes that advertising has significant relationship with buying decision of the consumers. In addition, there is a positive relationship between gender and brand preference. This implies that companies have to be very conscious in the quality, taste, price and package factors which increase their market share.

Suggestions

Marketers have to make creative advertisement to satisfy consumers. The advertisement messages have to be clear because the common consumers can also understand them easily. The advertisement of FMCG products have not to be false and misleading and the quality of these advertisements has to be improved. Surprising advertising like latest addition is coming soon is also very constructive to stimulate the consumers. Convenient price of FMCG products attracts the consumers to buy products. The marketers have to observe the consumer continuously while preparing the advertisement message. The advertisement has to be interested in nature and it has to be ethics in nature. The awareness of advertisement will very helpful to catch the attention of the consumers towards the desired FMCG.

Conclusion

The present study concluded that, success of many businesses depends on their ability to create and retaining the customers. The advertisements have great impact on FMCG products. Here, there is no any association between gender and brand preference of the consumers of FMCG products. The advertisement can change the mind of the all types of consumers. The various media of advertisement grab the more attention among the consumers. The advertisement should not be too expensive. Because, the advertisement leads to increase the price of the product. The quality, packing attraction, taste and price of the products are highly influencing the preference of the consumers day-to-day. The consumers while watching the advertisements at many times that automatically stimulate the consumers to visit and purchase the advertised products. Finally, the study proved the advertisement plays a vital role with reference to FMCG products of consumer in Tiruvarur town, Tamilnadu.

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A Study on the Role of Central Government towards Labour Welfare Measures

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Abstract

From the origination of labour welfare activities in 1837 till recent period notable changes have taken place giving a prime importance for the workers considering welfare measures to be an effective investment of every organization. The Central Government, State Government, trade unions and other organisations are playing a lead role in the effective planning and implementation of labour welfare measures for boosting the morale of the employees. In recent years, even the private sector organisations are also implementing such welfare measures. This paper deals with the welfare schemes provided by the central government. The author has highlighted the various theories, principles and benefits of welfare measures mentioning the intra mural and extra mural facilities. The paper concludes that even though schemes are provided by the government, the employers should also take a lead role investing these schemes in order to maintain a healthy and productive organization.

Keywords: Welfare Schemes, Central Government, benefits, intra mural and extra mural.

Introduction

The betterment of economic status of a nation depends on the rapid industrialisation which is the main national activity. Rapid industrialization has brought a tremendous change in securing large scale employment opportunities to the people. Labour plays a vital role in the industrial production of the country. In the previous era, industrialists and the employers were confined to the pay fair wages and salaries to the employees considering that it was the only welfare measure to satisfy employees. The present era, has totally changed the situation by introducing the concept Human Resources Management. The Indian Government enacted and is also in the process of enacting various rules and regulations for the betterment of labourers which would help to improve their socio economic status. Social welfare is broader in meaning covering the happiness, satisfaction, conservation and development of human resources which in turn would lead to the contribution for greater industrial efficiency which in turn results in the economic development of a nation.

Employee welfare measures enable workers to raise their standard of living and lead a more satisfactory life. These measures are framed to take care of the well - being of the employees, which are not usually monetary benefits, provided not only by the employees but also by government and non-governmental agencies and also includes trade unions. Any organization can be effective and efficient when there is a higher degree of cooperation between the labour and management. In short employee welfare stresses the adoption of facilities to promote physical, social, psychological and general well - being of the working people. In short, labour welfare measures is an important investment in any organization.

Concept of Welfare

According to the International Labour Organisation, “Workers welfare can be understood as meaning such as services, facilities and amenities which may be established in, or in vicinity of, an undertaking to enable the persons employed thereto perform their work in healthy congenial surrounding and provides all voluntary acts by employer aimed at improvement and betterment of workers social, moral and socio economic and intellectual conditions.

Review of Literature

Sanjay Upadyaya (2006) in the study “Awareness and Implementation of Labour welfare Measures-A case study at Garment Industry of Noida has found that nearly 84% of the workers engaged in the industry are unskilled/semiskilled workers. The earning levels of 2/3rd of the workers engaged Most of the workers engaged in the industry are unorganised and the contractual nature of employment reduces the chances of forming Trade Unions. Piece rated employees are not entitled to many of the benefits like payment of over time, casual leave, annual leave, earned leave etc because their names are not on the muster rolls. Most of the workers were not aware of various employee welfare provisions and 80% of the respondents covered under the study works for more than 9 hours per day which is more than the normally permitted limit. Women were not being paid over time rate. Only 10% of the units were providing food facility on a subsidised basis and only 5% of the units were providing transportation facilities to workers. 52% of the respondents belonging to the unskilled category were being paid wages which is less than the amount stipulated under the Minimum Wages act, 1948. So in short there has been a substantial violation of labour laws and great exploitation of illiterate workers by the owners of the industrial units.

Sreenivasa Rao and P V Ramana (2011) in the study “A study on employee welfare programmes at Lanco Industries Ltd at Srikalahasti, Andhra Pradesh has suggested that benefits like housing loans and PF benefits should be made available to all levels of employees in the organisation. Health camps and health checkups should be carried out every 3 months instead of 6 months. The author has also suggested that management should organise recreational and cultural programmes at the middle and lower management level and also implement flexible timing and shifts for the production and security departments.

Statement of the Problem

The progress of an economy depends on the development of Public Sector Undertakings. Like other nations, India’s development too reflects on the Public Sector Undertakings. Many effective welfare schemes under various acts passed and implemented by the Central Government helps to Public Sector Undertakings to function effectively and efficiently to achieve higher productivity and profitability. An attempt has been made in this research to understand the various welfare schemes provided by the government which takes a credit to improve the socio economic conditions of workers.

Need of the Study

Labour welfare measures should enable workers to live a more richer life, contribute more to the productivity of labour and efficiency of an organization, be an intelligent projection of the future needs of organization and essentially project the developmental outlook.

Scope of Labour Welfare

It includes all statutory and non – statutory measures provided by the government, employers, trade unions or voluntary organisations that bring together welfare activities and social securities which are the main components of labour welfare.

Objectives of the Study

- To study the theories of labour welfare
- To review the principles of labour welfare.
- To understand the role of central government and trade unions in providing various welfare measures provided to Public Sector Undertakings.
- To know the benefits of labour welfare measures.

Theories of Labour Welfare

- **The Police theory** of Labour welfare which is based on the fact that a minimum standard of welfare is necessary for labourers. The emphasis of the theory is based on the fear of punishment due to constant supervision and not on the spirit of welfare.
- **The Religious theory** states that man is related to religious sentiments and beliefs. It is neither religious nor continuous.
- **The Philanthropic Theory** depends largely on man's love or other.
- **The Trusteeship theory** depends on the initiative of the top management its value related to the moral conscience of the industrialist.
- **The Placating Theory** is based on the fact that labourers groups are becoming demanding and militant and are more conscious of their rights and privileges than even before.
- **Public Relations Theory** provides the basis for an atmosphere of goodwill between labour and management and also between management and the public.
- **The Functional theory** is used as a means to secure, preserve and develop the efficiency and productivity of labour.

Principles of Labour Welfare

- Management should be welfare oriented at every level.
- Welfare measures should not be supplemented to adequate wages of workers.
- Welfare of employees should be considered as a social obligation of all employers.
- Labour welfare aims workers to be responsible and more efficient.
- It should ensure for proper co - operation, co – operation, harmony, integration and active participation of unions in extending services and formulation and implementation of labour welfare measures.
- There should be periodical evaluation of welfare measures which would help for timely improvements and feedback.

Role of Central Government in Labour Welfare

The central government's Ministry of Labour provides various schemes focusing on the welfare and social security of the working people and the efforts for maintaining industrial peace. Various

laws have also been enacted and schemes established by the central/ state government providing for social security and welfare of specific categories of working people such as

The Workmen's Compensation Act, 1923

The provisions of this Act is administered exclusively by the state governments.

The Employees State Insurance Act, 1948

The cash benefits under the ESI Act is administered by the Central Government whereas the medical facility is administered by the State Governments and Union Territories.

The Employees Provident Funds and Miscellaneous Provisions Act, 1953

The EPF and MP Act is administered by the Government of India. The EPF Organisation is a statutory body of the Government of India under the Ministry of Labour and Employment to administer the Provident Fund Scheme, Pension Scheme and Insurance Scheme.

The Payment of Gratuity Act, 1972

The Act is administered by the central government in the establishments under its control and those establishments having branches more than in one state.

The Maternity Benefit Act, 1961

The provisions of maternity benefit are administered by the Central Government through the Chief Labour Commissioner and also by the state Government in various other organisations.

There are a planned initiatives in the welfare sector such as

- Training for skill development
- Services that provide assistance to job seekers
- The administration of labour regulations.

The central government has introduced Personal Accident Insurance and Social Security Scheme for those workers who are not covered under any Act or Insurance scheme. Another initiative by the Ministry of Agriculture is to provide insurance to the labourers in the unorganized sector working in the construction industry, agriculture and forestry. The Directorate General of Mines Safety (DGMS) and Directorate General of Factory Advice Service and Labour Institutes (DGFASLI) are responsible for regulating occupational safety and health in the country's mines, factories and ports.

Role of Trade Unions in Promoting Labour Welfare

Sec 2(h) of the Trade Unions Act 1926 defines a trade union as any organization, whether temporary or permanent, formed primarily for the purpose of regulating the relations between workers and employers, between workers and employers, between workers and workers, and the employers and employers or for imposing restrictive conditions on the conduct of any trade or business and includes any federation of two or more trade unions.

The functions they perform are:

- Representation
- Negotiation
- Voice in decisions affecting workers
- Member services
- Education and training
- Legal assistance
- Financial discounts
- Welfare benefits

Measures of Labour Welfare

Employer Labour Welfare Amentities	
Intra Mural	Extra Mural
Drinking Water	Social Insurance eg. Gratuity, Pension, Etc
Toilets	Benevolent Fund
Creche	Maternity Benefits
Washing Facilities	Health and Medical Facilities
Occupational Safety	Family Planning
Uniforms and Protective Clothing	Educational Facilities
Shift allowance	Recreation Facilities
Canteen	Leave Travel Allowance
	Worker's Co-operative
	Vocational Training
	Transport to and from place of work

Benefits of Welfare Activities

- Welfare activities helps to increase the co-operation and a sense of belonging with the management among workers and removes unrest and conflict which helps to establish harmony and peace.
- Sound welfare measures helps to improve the workers capacity and efficiency leading to higher productivity and reduced wastage and inefficiency in their part.
- Welfare measures are a motivational factor for the employees to stay back with the organization reducing labor turnover and absenteeism.
- A well – organized welfare scheme can develop a sense of loyalty and commitment of workers towards the organization.
- It helps in improving the health and morality by motivating them.
- A sense of responsibility, self - confidence and self – respect develops for the employees with proper working of welfare activities.
- It provides a higher satisfactory family life, higher standard of living and good status in the society.

Conclusion

Labour welfare has become the important integral part of every organization. The need for labour welfare has been realized in India because of the socio-economic conditions and problems faced by the labourers which hasnot been given concentration by the industrialists. The current concept of labour welfare is a comprehensive one concerning the development of total human personality embracing physical, mental, social psychological and spiritual aspects of the employees well - being. Many studies show that labour welfare schemes help workers to live a richer life as well as improve the productivity and efficiency of these workers which in turn leads to higher productivity of the organization and promote healthy industrial relations. It also enhances their active participation in their job and work with a sense of involvement and participation. The government is now playing a triple role of a legislator, administrator and promoter. Though the Government has enacted so many laws for the welfare of workers, India comparatively stands below the standard with other countries. Labour welfare schemes needs to be considered by Indian employers as a worthy investment since they provide the organization with a healthy, stable and productive labour force.

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A Structured Equation Modeling Approach towards Brand Loyalty

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Abstract

Purpose

The purpose of this study is to understand the factors influencing brand loyalty of consumers through structural equation modeling approach. The other purpose of this study is to understand the degree of relationship between independent and dependent variables.

Methodology

The data for the study is collected through 150 consumers of FMCG products in Chennai city. IBM SPSS 22 version software and AMOS is used to process and analyze the collected data for the study. To achieve the stated research objective, structural equation modeling has been used to understand the complex relationship between dependent and independent variables.

Findings

The study identifies that brand affect has a significant impact on brand relevance. These are discussed in detail at results and discussion section.

Implications

The results of the study indicate that the proposed model best represent the brand loyalty of customers by satisfying model fit criteria. Thus this model can be further improved for researches seeking to understand brand loyalty among customers.

Keywords: Brand Affect, Brand Image, Brand Relevance, Brand Performance, Brand Trust, Structural Equation Modeling.

Introduction

Branding has appeared as a more current orientation that provides marketers with that stability of creativity, innovation and knowledge with experiences. Branding has emerged as a prime tool used to differentiate a company's products from the rival's products. Branding has three main purposes: product identification and differentiation (brand), repeat sales (loyalty) and product development by considering customers level of expectation. Companies in the last decade have recognized the significance of branding on these three levels and have uncovered the advantages of retaining customers rather than looking for new ones. In this regard, companies and business enterprises have recognized the significance of brand loyalty. The concept of brand loyalty first emerged as a uni-dimensional construct. In the 1950s, two separate loyalty concepts were developed. Both the loyalty concepts use to measure attitude and behaviour. The bi-dimensional composite model presented by Jacoby and Chestnut in 1971 united both the attitudinal and

behavioural construct signalling the beginning of much concern in brand loyalty research. From the 1990s, the concept brand loyalty became one of the most researched topics within the field of service marketing. Since 2001, brand loyalty has grown in spite of the nonstop entry of new products entering the market. This trend can be accelerated to the consumer becoming aware of the benefits of well known brands, like the advantage of saving time searching for products. Indeed, brand loyalty is constructed over time through a collection of positive experiences that requires continuous effort and concentration to detail. Loyal customers are repeat customers who choose a company's brand without even considering other alternatives. They buy more and regularly and also they frequently recommend as well as advice about a brand to others. The American Marketing Association defines brand loyalty as "the situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category" or "the degree to which a consumer consistently purchases the same brand within a product class". Brand Loyalty plays a significant role in the success of marketing efforts of the company. With this background on brand loyalty, this research paper seeks to build a structural model using brand trust as measuring variable of brand loyalty and brand performance, brand affect, brand relevance, brand image as independent variables.

Review of Literature

Androulidakis ; G. Kandus (2011) correlated the brand of mobile phone to users' security practices,. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.

SanySanuriMohd.Mokhtar; Ahmed AuduMaiyaki ; NorzainibtMohd Noor (2011) explores the relationship between service quality and customer satisfaction on customer loyalty with regards to mobile phone usage among the postgraduate students of a university in Northern Malaysia. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. It was therefore, recommended that mobile service providers should pay special attention to their service quality and the factors that drive customer satisfaction.

TajzadehNamin A. A. RahmaniVahid ;TajzadehNaminAidin (2012) analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.

Nasr Azad ; Maryam Safaei (2012)states that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.

ArvindSahay and Nivedita Sharma (2010) focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers;

and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher's results suggest that young consumers develop relationships on all brand relationship dimensions

Shibashish, Chakraborty and KalyanSengupta (2008) endeavors to make a detailed study on important demographic variables of customers affecting brand switching of customers. This study will highlight pertinent aspects of prediction of switching proclivity of customers from one service provider to another.

Statement of the Problem

Brand loyalty has been becoming increasing area of study in recent years. Though the many researches are carried out in this area, the recent studies are focusing on developing a model that will reflect the brand loyalty of customers towards the products available in the market. Changing business environment and increasing competition forced customers to look into various factors in order to become loyal to the particular brand. This necessitates the need to study the brand loyalty and develop a model that affects the brand loyalty of customers.

Novelty of the Research

The novelty of the research states the originality of the research. In other words, it states in what way this research is unique from related researches in the topic under study. While there are various research studies focused on using structured equation model in studying the brand loyalty this research study is also unique like the related studies relating to brand loyalty because it considers some new variables like brand affect, brand relevance to study the brand loyalty of customers.

Objective of the Study

The objectives of the study are as follows

- To study whether brand affect has a significant impact on brand relevance.
- To identify whether brand image has a significant impact on the brand relevance.
- To identify whether brand relevance has impact on the brand performance of the customers.
- To identify whether brand performance of the customers is affected by brand trust.

Scope of the Study

The Study titled "A Structured Equation Modeling Approach towards brand loyalty" is limited to the respondents in Chennai city. While there are various factors affecting brand loyalty in organization, the study considers only factors like brand image, brand performance, brand trust, brand relevance and brand affect with some of the listed factors being loaded within other major factors identified by the study.

Significance of the Study

The study seeks to benefit the following categories of people

Marketing researchers

The results arrived by the study will provide an insight to the marketing researchers to consider some new variables to study the brand loyalty of customers towards the products of a particular firm. Further it will also provide them new ideas on developing a further more advanced model to study the brand loyalty of customers and the results can further contribute to the literature if the study is conducted by changing the conditions under which this study was carried out.

FMCG Companies

Though this study focuses on Patanjali products, this study will benefit other FMCG companies also. It will provide them an about the factors affecting the brand switchover decision of the consumers and will give them an idea about the areas to be focused by the companies for better attraction and retention of customers and making them loyal to their concerned brands.

Research Methodology

Type of Research

This research study is a quantitative research study. A quantitative research study is a study where a problem which is being studied by the researcher is supported by generating data which can be later converted into usable statistics giving meaningful conclusion.

Sources of Data

Primary Data

Primary sources are the sources that are collected originally rather than being already made available. The data obtained from these sources are called primary data. The primary data for the study is collected through survey method using structured questionnaire. The primary data often is available in raw form which is then processed to make itself suitable for further analysis to arrive at meaningful conclusion.

Sampling Design

Sample Size: The sample size for the study is 150 respondents from Chennai city. The sample size for the study is arrived through G-power statistics 3.1 software which helps in determining the sample size based on the analytical tool used for the study.

Sampling Technique: This research study is based on simple random sampling method. This sampling technique gives each element an equal and independence chance of being selected rather than pre-determining the samples to be selected.

Sampling Unit: The sampling unit for the study is the consumers of FMCG products. Industrial consumers do not represent the sampling unit for the study.

Statistical Design

The analysis for this study has been carried out through IBM SPSS Version 22 Software. The analytical tool used for the study is structural equation model analysis. Structural Equation Modeling is a multivariate statistical analysis technique that is used to analyze structural relationships between the variables used in the study. This technique is the combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables and latent constructs. The aim of the technique is to provide a quantitative test for hypothesized model proposed by the researcher.

Instrumental Reliability

Reliability Statistics	
Cronbach's Alpha	N of items
0.835	35

The above table shows the reliability analysis of the variables used in the study. A Cronbach Alpha of more than 0.5 is acceptable however it is 0.835 in case of the present study which indicate a high level of reliability

Limitations of the Study

The various limitations of the study are as follows

- The study uses the data collected from both primary and secondary data. Therefore limitations of these sources apply to this study.
- The study deals with the data made available and therefore it may not judge the entire scenario.
- The study is mainly focused on customers in Chennai city and therefore results can vary when the same study is conducted in any other geographical locations

Results and Discussions

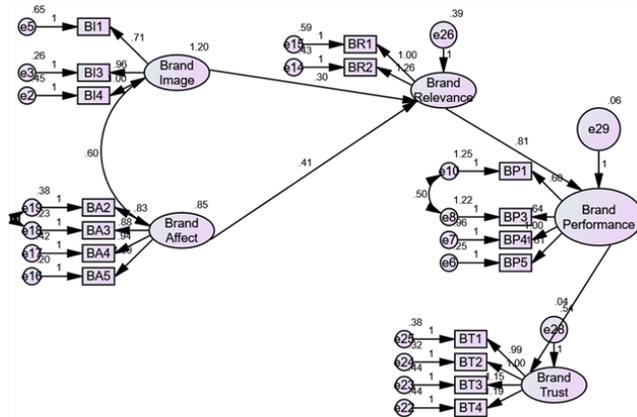


Figure 1 Shows the Structural Equation Model

Interpretation

The figure 1 shows the structural equation model toward brand loyalty after performing confirmatory factor analysis. The model consist of five variables out of which two variables namely brand affect and brand image are latent variables that is nothing but independent variables while brand relevance, brand performance and brand trust are observed variables or dependent variables.

Table 1 Shows Unstandardized Co-efficients
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
BI4	<---	BI	1.000				
BI3	<---	BI	.964	.067	14.405	***	
BI1	<---	BI	.713	.066	10.799	***	
BP5	<---	BP	1.652	.181	9.155	***	
BP4	<---	BP	1.000				
BP3	<---	BP	.651	.127	5.135	***	
BP1	<---	BP	.607	.126	4.820	***	
BR2	<---	BR	1.283	.103	12.408	***	
BR1	<---	BR	1.000				
BA5	<---	BA	1.000				
BA4	<---	BA	.942	.066	14.208	***	

BA3	<---	BA	.876	.056	15.750	***	
BA2	<---	BA	.829	.063	13.181	***	
BT4	<---	BT	1.190	.105	11.333	***	
BT3	<---	BT	1.159	.103	11.277	***	
BT2	<---	BT	1.000				
BT1	<---	BT	.992	.092	10.836	***	

Interpretation

The above table 1 shows the results of unstandardized regression co-efficients. The unstandardized regression co-efficients helps in measuring the effects of every metric unit of change in independent variable on the dependent variable. However in the above table the co-efficients between sub variables of the observed and latent variables is shown. Generally a regression estimate of above 0.5 is considered good. Since in the above table all the values are above 0.5, the model has a good fit.

**Table 2 shows the Standardized Regression Co-efficients
Standardized Regression Weights: (Group number 1 - Default model)**

			Estimate
BI4	<---	BI	.854
BI3	<---	BI	.902
BI1	<---	BI	.696
BP5	<---	BP	.937
BP4	<---	BP	.604
BP3	<---	BP	.404
BP1	<---	BP	.376
BR2	<---	BR	.884
BR1	<---	BR	.764
BA5	<---	BA	.899
BA4	<---	BA	.799
BA3	<---	BA	.859
BA2	<---	BA	.778
BT4	<---	BT	.796
BT3	<---	BT	.792
BT2	<---	BT	.792
BT1	<---	BT	.762

Interpretation

The table 2 shows the results of the standardized regression co-efficients. The Standardized Regression Co-efficients changes in accordance with changes in the standard deviation. It is useful in comparing the relative strengths of the co-efficients. Generally, the closer the value of SRC to 1, greater is the effect of independent variable on the dependent variable. Similarly, closer the value of SRC to 0, weaker is the effect of independent variable on the dependent variable. Except the relationship between sub variables 3 and 1 of brand performance all other variables proves to be good for the model..

Table 3 shows the model fit indices

Model Fit Indices	Results	Suggested Results
Chi square/Degree of freedom	1.280	≤ 5.00 (Hair et al., 1998)
GFI	0.930	>0.90 (Hu and Bentler, 1999)
CFI	0.984	>0.90 (Hair et al. 2006)
AGFI	0.900	>0.90 (Daire et al., 2008)
NFI	0.931	≥0.90 (Hu and Bentler, 1999)
IFI	0.979	>0.90(Hair et al. 2006)
TLI	0.984	>0.90 (Hair et al., 1998)
RMSEA	0.038	<0.08 (Hu and Bentler, 1999)

Interpretation

The above table 3 shows the model fit criteria which the proposed model is expected to satisfy. The actual results along with the suggested results by the various literatures are presented in the above table.

The Chisquare values are obtained through maximum likelihood estimates. The maximum likelihood estimates are considered to be unbiased, consistent measure and satisfies the multivariate assumptions. A researcher is normally interested in obtaining the non significant chisquare value as it represents that the implied theoretical model represents the significant sample variance – covariance relationships in the matrices. Therefore, chisquare is considered at the measure of badness of fit. According to Hair et al.,(1998), chisquare in relation to the degrees of freedom should be less than or equal to 5, thereby the model satisfies this condition also.

Goodness of Fit Index(GFI) measures the of variance and co-variance that is predicted by the reproduce matrices. According to Hu and Bentler 1999, the GFI value should of 0.90 and above is acceptable. Since the computed amount value is 0.93, the proposed model has a good fit .

Adjusted Goodness of Fit Index (AGFI) is normally adjusted for the degrees of freedom of a model to a relative number of variables used in the model. Both GFI and AGFI are used to compare the model fit of the different models with same data or same model with different data sets. According to literature, the suggested value for AGFI is 0.90. Since the calculated value is 0.90 we conclude that the model has a good fit.

Normed Fit Index (NFI) is used to compare the restricted model with a full model using a baseline null model. According to Hu and Bentler 1999, the suggested value should be greater than or equal to 0.90. Since the computed value 0.931 is greater than the required value, the model has a good fit.

Tucker Lewis Index (TLI) is the model comparison index which is used to compare the alternative models or compare the proposed model with the null model. According to Hair et.al , the suggested value for TLI should greater than or equal to 0.90. Since the computed TLI is 0.984 which is greater than the suggested value, the model has a good fit.

Root Mean Square Error of approximation(RMSEA) is a similar measure like non significant chisquare test discussed earlier. There is a relationship between these two measures. When a non significant chisquare is obtained, the RMSEA also seems to fall within the range of acceptable fit. According to Hair.et.al (2006), RMSEA should be less than 0.08, The calculated RMSEA 0.038 is less than the 0.08, thereby satisfying the condition laid out by the relevant literatures.

The Comparative Fit Index(CFI) measure the improvements in noncolinearity in moving from the initial model to the modified model According to Hair et.al (2006), a CFI value of more than

0.90 is acceptable. Since the calculated value which is 0.984 is more than the acceptable value, it is clear that the model has a good fit.

Table 5 Shows the Hypothesis Results

Hypothesis			Estimate	S.E.	C.R.	P
BR	<---	BA	.415	.082	5.062	***
BR	<---	BI	.301	.068	4.389	***
BP	<---	BR	.807	.102	7.933	***
BT	<---	BP	.036	.078	.470	.639

Interpretation

The table 5 shows the results of the unstandardized regression co-efficient which used to test the significance of the proposed paths by the model. Each path is stated as one hypothesis and preceded accordingly.

Hypothesis 1: There is no significant relationship between Brand Affect and Brand Relevance.

The Critical Ratio is obtained by dividing parameter estimate by standard error. The Critical Ratios are required to be above 1.96 for statistical Significance. Here, the calculated value is more than the required value and is reflected by the p-value significance. Hence it can be concluded that brand affect has a significant influence on the brand relevance.

Hypothesis 2: There is no significant relationship between Brand Image and Brand Relevance.

The Critical ratio 4.389 is greater than 1.96 and the p-value is highly significant at 1% level. Since the calculated value is less than the significance value, it can be concluded that brand image has a significant effect on the brand relevance. Hence the null hypothesis is rejected and the alternate hypothesis is accepted.

Hypothesis 3: There is no significant relationship between Brand Relevance and Brand Performance

Since the calculated p-value is less than the significance value, it can be concluded that the brand relevance has a significant impact on the brand performance. The Critical Ratio 7.933 is also above the required value of 1.96 for statistical significance. Hence the null hypothesis is rejected and the alternate hypothesis is accepted.

Hypothesis 4: There is no significant relationship between Brand Performance and Brand Trust

Since the calculated p-value 0.639 is greater than the significance value at 5% level, it can be concluded that brand performance do not have a impact on brand trust. Hence the null hypothesis is accepted. This is supported by the critical value of 0.470 which is less than 1.96 required for statistical significance.

Conclusion

To conclude, brand loyalty is crucial for all the FMCG companies. This is because customers are kings. The loyal customers are assets of the companies. This is because they not only contribute to the sales of the company, but through positive word of mouth brings new customers. But creating loyal customers towards a particular brand is not an easy task. The company must constantly engage in changing behavior of customers towards different brands in the market and adapt themselves to the market. Finally, the study enabled to get a practical touch with aspects of brand loyalty and structured equation model technique and understand the importance of brand loyalties to the companies.

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A Study on Marketing Strategies and Customers Satisfaction towards Health Drinks - with Special Reference to Tiruchirappalli District

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Abstract

The present day customers is said to enjoy dominion in the market. The access of marketing depends upon the ability of the marketer to satisfy his customers. The drinks sector in India has undergone important transformation in previous times 10 years. The drinks industry in India is togrow near about 45 per cent annually and would triple or four times in size by2014. Customer favorites are more complex and even more important forretailers today than in past.The customer's favorites pertaining to the various product of health drink. Basically we intend to find out the most popular flavor, what factor compels to consume (like product, advertisement, quality, variants), product rating (like excellent, good, average, poor), what size prefer most in the terms of packing how often consume it, what is the source of information regarding the purchase of it, do health drink come up with more flavor in the market from our sample.

Introduction

The behavior of a customers is dynamic and not static. In the olden days customers was not aware of the variety of products due to ignorance and absence of proper media and marketing process. They used to buy what was sold in the market rather than what should be bought according to their favorites. The trend has changed now. The customers are the real masters of the market. They buy only the product, which satisfies their need, taste and favorites depending upon their income, expected price and product satisfaction. Thus satisfaction of customers is the essence of modern marketing concept.

Before proceeding further a word customersism is very much relevant. "Customer a social movement seeking to augment the rights and powers of buyers in relation to sellers". Consumption of coffee, Tea and soft drinks is a recent development and has become a part and parcel of human life.

Health drinks are a class of non-alcoholic drinks usually containing sweetening agents, edible acids and natural (or) artificial flavours derived from fruits, berries, herbs, plant, sources etc., Coffee, Tea, Milk and undiluted fruit and vegetable juices are not considered as soft drinks.

The term of “Health Drinks”, is ordinarily associated with flavored light refreshment. The drinks like Lemon, Orange, Grapes, Rose, Cherry, and Ginger Toxic without flavoring (or) sweetening agent are known as soda. They may contain minerals salts also to some extent.

Health drinks are generally preferred by all customers. As the saying goes, ‘a health drink refreshes like no other’. Soft drinks with its modern form came to capture the market in 1950. Step by step, Soft drinks stand at a high altitude today. Favorites is just a manifestation of the changing mind in the sense it has to be understood psychologically. The interest evinced by the customers is the outcome of a gradual increase in the demand and supply rapport.

Customers at present are well informed and have a wider knowledge of products available, their price, quality, utility value etc., they are provided with a wide choice of health drinks and are at freely to choose from range of product alternatives, depending upon their fulfillment derived from the products.

The health-drink industry includes companies that manufacture non alcoholic drinks and carbonated mineral waters or concentrates and syrups for the manufacture of carbonated drinks. Health drink products have been well accepted by customers and gradually overtaking hot drinks as the biggest beverage sector in the world. The rapid growth of health drinks depends up on public demands; the industry on the whole is facing new opportunities and challenges. Changing customers’ demands and favorites require new ways of maintaining current customers and attracting new ones. Safety and keep prices low all while staying nimble enough to exploit new markets by launching new products. Recent developments in health drinks consumption and challenges in marketing have finely tuned the customers’ needs and satisfaction.

Customers Contentment

Customers favorites is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the customers in order to satisfy his/her needs or desires. Favorites indicate choices among neutral or more valued options available. The preference of the customers is the result of their behaviour they show during searching, purchasing and disposing the products.

Customers favorites are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the customers to rank these bundles of goods according to the levels of utility they give the customers. The favorite’s are self-determining of income and prices. Ability to purchase goods does not determine customers’ likes or dislikes. In other words, the customers has different favorites over the different combinations of goods defined by the set of commodity bundles.

Customers favorites are measured in terms of the level of satisfaction the customer obtains from consuming various combinations or bundles of goods. The customer’s objective is to choose the bundle of goods which provides the greatest level of satisfaction as they the customers define it. But customers are very much constrained in their choices. These constraints are defined by the customers income, and the prices the customers pays for the goods. Customers value is measured in terms of the relative utilities between goods and these reflect the customers’s favorites.

Objective of the Study

- (i) To study the profile of health drink customers.
- (ii) To find out the factors influencing product preference.
- (iii) To enquire into buying behavioural pattern of the health drink customers.
- (iv) To assess the impact of advertisement of the product preference of health drink among the customers.
- (v) To analyze the level of satisfaction of the health drink customers.

Scope of the Study

In a business world, many products of health drinks are produced and marketed by a single manufacturer. The decision whether to buy or not depends only a customer motive. Modern Market is customer oriented and how customers are decisive force. The foresaid reason has inspired the researcher to make out a study about the factors influencing product preference buying behavior and level of satisfaction of the customers.

The product preferential of the costumer, buying behaviour, attitudes of the customer towards the price, taste, flavor, quality, level of satisfaction, and the impact of advertisement.

Statement of the Problem

The Indian soft drink market is very wide and big to control, as India has all types of seasons and different locations with different cultures. Soft drinks industry is a massive industry with a stiff competition. All People, irrespective of their age & earning, customer. Soft drinks and is interested in making their own choice of soft drink product.

In Modern business world, due to the development of Science and technology, any new product of products floods the market every year. When the new product enter to the market, some customers switchover to it. Hence, a study need on product preference becomes necessary.

The researcher is interested in investigating, all the factors that influence the preference of product. The researcher was interested to know the impact of advertisement, buying behavioural pattern and satisfaction level of the customers.

Research Methodology

The questionnaire was prepared for the purpose of data collection. The questionnaire includes personal background information of the customers; factors influencing product favorite, purchasing behaviour, reasons for expenditure, place of purchase made, media influence opinion about health drinks advertisement and the level of satisfaction

Sources of Data

Table 1

S. No	Gender wise details	No. of Respondents
1	Male	300
2	Female	200
Total		500

The above table reveals the Gender wise of the total respondents is 500. The Highly usages of health drinks in male is higher.

Table 2
Health Drinks Wise Details

S. No	Health Drinks wise respondents	No. of Respondents
1	Satisfied	350
2	Not Satisfied	150
Total		500

The above table shows the health Drinks wise of the respondents established their views highly satisfied. Hence the consumer mostly prefers health drinks and hot drinks are fully satisfied.

Table 3
Customer Satisfaction level of health drinks

S. No	Satisfaction level of Customers	No. of Respondents
1	Satisfied	100
2	Not satisfied	100
3	Dissatisfied	50
4	Highly Satisfied	200
5	Highly Not Satisfied	50
Total		500

Most of the Respondents were used among health drinks wise either satisfied or highly satisfied. Hence the table signifies the no of respondents were in neutral.

Table 4
Product Rating of Health Drinks Wise Details

S. No	Product Rating	No. of Respondents
1	Excellent	200
2	Good	150
3	Average	70
4	Poor	30
5	Very Poor	50
Total		500

The Product Rating of Health Drinks Wise is outstanding and better-quality of the customer's views. Hence Some of the Customer the rating wise of health drinks is reduced.

The Sample

The study was conducted on 500 respondents. The sampling method was random convenience sampling. The variables are

Hypothesis

Null Hypothesis: There is no significant impact or difference in mean fulfillment level of customers taste and preference of the users.

Alternative Hypothesis: There is significant impact or difference in mean satisfaction level of customers because of satisfied and not satisfied health drinks factors.

Limitation of the Study

The researcher has some limitations in his execution, which are enlisted below:

- (i) Due to cost and time constraints information was collected
- (ii) There only certain familiar products chosen in this study.
- (iii) This deals with the information supplied by the respondents and hence it can't be depending upon wholly.

Conclusion

Finally this study to look at the Customers taste and preference, with respect of health drinks in and to variations in the customer's favorites with respect health drinks wise. In addition, this study shows that the average customer of in the towns and our sample was not very cognizant about health drinks, but gender wise they are also aware about any types of customer's satisfaction. They are coming stores for purchasing drinks but for getting drink and taste.

SEO in Digital Marketing

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Abstract

This paper explains about the role of Search Engine Optimisation (SEO) in digital marketing. This paper breaks the thought of people that the digital marketing simply means marketing which is done through online websites like Flipkart, Snapdeal etc. It proves that marketing has a wide scope and is just isn't about meeting people face to face and convince them your product is good but to provide the people with what they actually need. There will always be an advantage and disadvantage for each and every thing in a person's point of view. This paper also summarises the pros and cons of SEO in digital marketing. It also briefly explains about the current scenario of SEO and the jobs that are available for them. It includes some of the other digital marketing types such as PPC and Social Media Marketing.

Digital Marketing

Digital marketing means the marketing the products or services using digital channel to reach consumers. It doesn't only include famous websites Flipkart, Snapdeal etc. There are a lot of other platforms which does this kind of marketing. They maybe websites, social media, Youtube, Facebook, Instagram and so on. Digital marketing also goes beyond internet marketing that does not use internet. The most important factor about digital marketing is that the Time is saved a lot when it is compared to face to face marketing. All the information about the products are easily accessed through websites and product reviews are also given by many Youtubers.

Search Engine Optimisation (Seo)

Search Engine Optimisation is the process of affecting the online visibility of a website in a web search engine's unpaid results which is referred to as "organic" results. It means the website which appears on top of the search engine after the keywords have been searched. The people who search these results may become customers. Some people think that there is only one search engine which is Google. Because the word googling has become a verb for searching something on the internet. There are many other top search engines such as Bing, Yahoo, Ask.com, AOL.com, Baidu, Wolframalpha, Duckduck go etc.

To rank top on the search list the owner of a website or a blog whichever he want to get it to the top need to make sure that the website he owns should be neat and properly arranged. Search engines is being run on an algorithm where various factors affect the search of a particular person. The content should be understandable to the algorithm and more importantly the links connected to the website must be user friendly.

Role of Seo in Digital Marketing

Search engine optimisation is the process of making a website crawl on top of the website above all the other websites. A survey says that nearly 14 billion searches are done in a month. To be on top of this list a fair knowledge about SEO is required. For any business advertising is of utmost need. When a business goes online advertising works best to assemble a huge amount of web traffic. SEO gives us a great opportunity for a great deal of free advertising. There is a common belief that people will check out the first two search results of the Search Engine Result Page. There are few elements which builds up the quality of the website to top on the SERP. They are as follows:

- Website names and URLs
- Page content
- Meta tags
- Characteristics of Link
- Usability and accessibility
- Page design

Process of Seo

Crawling

Every search engine has this software known as crawler. It crawls the web page content. The crawler won't see each and every page daily or whether it is being updated. It is important to know what the crawler can search. There are some things which the crawlers will not search they are images, flash movies, Java scripts, frames, password protected pages and directories. Those which are not viewable or not spidered. So if we want to sell something through a website then it shouldn't contain much of the above so that the visitor will find it easy to access the site.

Indexing

After crawling the spider stores the data in a giant database where it can be retrieved after a keyword has been searched. If the search engine cannot understand the page content then it won't be displayed in SERP. So it is important to optimise the page content.

Search Request

There will be millions of websites having the same content. But to top the SERP the page content should be relevant to the keyword search. If we have irrelevant content in that page i.e something distorts the purpose of the web page then it won't appear in the search list.

Algorithms

A search engine algorithm takes the keyword search sorts through the record of sites which it has indexed and reverts the page which has relevant information relating to the keyword search. There are three types of algorithms On - site, Off - site, Whole - site algorithms. Each algorithm looks at various aspects such as meta tags, title tags, keywords etc. Each search engine has it's own algorithm. That's why the results differ for the same keyword in various search engines.

Retrieving

After all this above process. The end results will be visible in the search results.

Changing Scenario

The personal reputation is becoming more and more important. The way the SEO works has been changing time to time. Old school of link building has some improvisations. Content related searches is now being converted into inbound quality links which affects SEO. Now there are ways to earn money through shortening the links. But some links will only appear as spams.

Seo Strategy

Target Market

Before getting into improvement of your websites you have to build a strategy. First of it is to make sure what kind of customers that we are going to deal with or to whom we are going to sell our products. Google analytics will help you in your investigations on these factors.

Mobile Friendly Approaches

The website should be mobile friendly as a survey says that mobile searches has exceeded desktop searches. People are searching through mobiles than in desktops because of it's compatibility. We can know whether our website is mobile friendly or not through Google's mobile friendly tester.

Keywords

Keywords are the most important in SEO. It determines the Return on Investment. A SEO expert will spend a long time deciding the keywords to get maximum visitors.

More Search Engines

The website should not perform well in just one search engine. It should perform in other search engines also. It can be done by studying about the search algorithms of different search engines.

Social Media Linking

The websites should be linked to the social media sites like Facebook, Instagram etc. to keep the customers updated about what is happening in the company.

Seo Pros and Cons

Pros

You will have a free flow of traffic. Unlike PPC which requires considerable amount of investment SEO needs expertise which will definitely result in the increase of traffic to the site. SEO has to ability to expand your business and increases your sales than posting normal ads about your website. It's why SEO is linked to investing in real estate and it can give you a large amount of return on investment if you get it right. Once you get your site n top of the SERP then your brand will have popularity. If we try to do this through PPC then many people has ad - blocker which won't let them view our site.

People will have access to data and the result will be ever lasting. It won't fade away just because we don't pay for it. If we keep up with the changing trends and the search engine algorithm then we will still be on top. SEO can make you stand out among 1 billion websites on the web. World wide web is one of the largest incipient markets in the World economy which allows even small business enter great heights. The relationship between SEO and social media is by - directional.

Cons

It takes a lot of time for SEO to show results. It may even take hours, days or weeks. It is because some search engine's algorithms changes frequently. So the search results will not be consistent. Because of this it will take a long time to get ROI. This will not be suitable for independent companies which depend their income totally from this.

To enter into the competitive world it requires a lot of investment. SEO experts need to hired to carry out these tasks and to stay updated. The important disadvantage of SEO is that there is no assurance that this will work. Even though we have optimised our website about all the keywords,

phrases, relevancy there is no assurance that the web page will top the list. There is a possibility that all the efforts may go to waste when the search engines release unpredictable updates. The marketer will have no idea what to do after all his efforts gone south.

Pay Per Click Marketing

PPC is a model of internet marketing where the advertiser will pay a fee when each one of their ads are clicked. It is a way of buying the visits to your website instead of people visiting the websites automatically. Sometimes a pay is worth it because when we have to pay 4 Rs. a click but will get a sale of 400Rs. then we have made a fortune.

Social Media Marketing

It is the way of promoting the product by way of using the social media platforms. One of the reasons why this type of marketing can give us a good fortune is that a person uses at least 100 minutes a day on social media. So there are a lot of possibilities to spread awareness about the products which we want to sell. The trend of modern age is that if you don't have a social media account you don't exist in this world so it is mandatory for every marketer to have a social media account to improve the sales.

Now a days people are selling products even on Youtube. Same products can be sold anyone but the real question how to get on the top of the list so that people will see what we offer. Youtube Tags play an important role in this case. Hashtags can also be included. Sometimes people will add tags which are irrelevant but are in trending to make them see what their channel is offering.

Current Scenario

India has a very large population and with the introduction of the internet it has become the country which has the largest number of internet users in the world. Looking at the current scenario people in India not only grown in the search queries but also the people who implement the awareness they get from the internet.

2018 will be a great year for SEO. SERP is about to get new features. Structured data is a way of HTML that uses a specific vocabulary, explaining the search engines how to interpret the content. The famous search engine Google will now load in three seconds. Better relevancy will be introduced in search engines. There is a common belief that video and image searches will commonly improve.

Like the famous entrepreneur Gary Vee said "life shrinks and expands on the proportion of your willingness to take risks and try new things."

Conclusion

SEO is now the need of any company which focuses to sell its product online. But any means of dishonesty to rank on the top of the SERP will result in the banning of the website. So this modern era which is based on internet requires lot of expertise to satisfy the need of the customer. Having incorporated all these a digital marketing strategy with a balanced SEO moves will definitely give you a good ROI.

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A Study on Shareholders Wealth (value) Creation with Special Reference to Banking Companies

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Abstract

The Indian corporates have matured, leaving behind those days where investors were just a source of funds. The investors expect higher value for their investment. There are some existing models accepted and employed all over the world to measure the share holder's wealth creation. One of such model is EVA. It is the popular idea for measuring shareholder's value. Now a day the demand for shareholders value is rising more strongly than ever. However, the measuring parameters like Return on Investment (ROI) and Earnings per Share (EPS) have failed to consider the most important aspect (i.e.) called shareholders wealth creation (value creation). In this study, an attempt is made to empirically analyse how the EVA helps to measure the shareholders wealth (value) creation. From the study it can be clearly understood that EVA gives the better share holder's value rather than the ROCE and Market Capitalisation.

Keywords: Economic Value added, Shshare holders' wealth creation, Return on Investment, Earning per shares, value creation

Economic Value Added (EVA) and shareholders wealth (value) Creation - An Empirical Analysis

Introduction

In recent years, the main objectives of corporate have shifted to the creation of value and achieving satisfactory returns via increasing profitability and shareholders wealth. Among other stakeholders, the creation of value to shareholders is an important key to success in a developed business environment. In general, it is accepted that the value is created when the firm generates or sustains returns that are more than its cost of capital. There are hence many indicators that can be used to measure share holders wealth creation including Economic Value Added and Market Value Added. The excess returns generated by a company are higher than the cost of capital is called as value. Creating value for shareholders is the widely accepted concept. Gone are those days where the investors are considered only as a source of

investment. There are various models used to measure the shareholders value creation both in India and in other countries. These include Cash Flow Returns on Investment (CFROI) by the Boston consultancy group, Cash Value Added (CVA) and Shareholders Value Added (SVA). Besides all these, there is the concept of Economic Value Added (EVA), which is most popular.

Measurement of Shareholder's Wealth

The following methods are used for measures the shareholder's wealth creation in India.

1. **Return on Capital Employed (ROCE):** Return on Capital Employed is the post tax version of earning power. It is a ratio that indicates the efficiency and profitability of a company's capital investments.
2. **Market Capitalisation:** Market Capitalisation is a measure of a company's total value. It is estimated by determining the cost of buying an entire business in its current state and often referred to as "market cap".
3. **Market Value Added (MVA):** Market Value added shows the difference between the market value of a company and the capital contributed by investors (both bondholders and shareholders). In other words, it is the sum of all capital claims held against the company plus the market value of debt and equity.
4. **Economic Value Added (EVA):** EVA means excess of profit, which remains after deducting the company's cost of capital (viz debt and equity). It is nothing but a measure of the values a commercial enterprise has created for its shareholders.

Review of Literature

To study share holders wealth creation using Economic value added, Market value added Return on capital employed and Market capitalization the following relevant studies from India and abroad are reviewed.

Economic Value Added (EVA) and Shareholders Wealth Creation: A Factor Analytic Approach BY **A.Vijayakumar (2011)** examine whether EVA has got a better predictive power of selected automobile companies in India or not. Finally the author found that out of the eight variables, three factors have been extracted and these three factors put together explain 69.902 per cent of the total variance. Further, sales and profit after tax are found to have a stronger relationship with EVA.

Perways Alam and shaik Mohammed Nixzamuiddin (2012) in their study entitled "Performance Measures of Shareholders Wealth: An Application of Economic Value Added (EVA)" emphasized that Economic Value Added (EVA) is a value based performance measure that gives importance on value creation by the management for the owners. Profit maximization as a concept is age-old, wealth maximization is matured and value maximization is today's wisdom. Stern Stewart's EVA raises storm in corporate world and gives a new way to think about rewarding management.

Avijit Sikdar (2013) in his research paper entitled "Value based performance indicators versus accounting earnings based performance indicators- A case study with reference to ONGC" attempted to examine the relationship between share price and market value added, economic value added and cash value added. Finally the author concluded that all the traditional earning based measure except EPS fails to capture the share price variation strongly and value-based measures like EVA, CVA and MVA have emerged as the effective performance measures.

A study by **Madan Lal Bhasin (2013)** entitled "Economic Value Added and Shareholders' Wealth Creation: Evidence from a Developing Country" state that Economic Value Added (EVA) framework is gradually replacing the traditional measures of financial performance on account of its robustness. Finally the researcher concluded that "there is no strong evidence to support Stern Stewart's claim that EVA is superior to the traditional performance measures in its association with MVA."

Economic value added and shareholders' wealth creation: the portrait of a developing Asian country by **Junaid M. Shaikh (2013)** examines the value-creation strategies of selected Indian companies by analysing whether EVA better represents the market-value of these companies in comparison to conventional performance measures. The study indicates that "there is no strong evidence to support Stern Stewart's claim that EVA is superior to the traditional performance measures in its association with MVA".

Shrikant Krupasindhu Panigrahi (2017) studied the "Economic Value Added and Traditional Accounting Measures for Shareholder's Wealth Creation" investigated performance measurement tools and shareholder's wealth relationships in the context of Malaysian public listed construction companies. The results conclusively support that market value added (MVA) is found to have a negative relationship with created shareholder value (CSV) contradicting with the theory that confirmed, the increase in shareholder value when there is an increase in stock market value and efficiency.

A study entitled "Creating a new valuation tool for South African agricultural cooperatives" by **M Geyser & IE Liebenberg (2013)** examines introducing Economic Value Added (EVA) as a performance measure for agribusinesses and co-ops in South Africa. Finally the authors concluded that EVA is an effective measure of the quality of managerial decisions as well as a reliable indicator of an enterprise's value growth in future.

Sliman S. Alsoboa (2017), "The Influence of Economic Value Added and Return on Assets on Created Shareholders Value: A Comparative Study in Jordanian Public Industrial Firms" address the relationship between Economic Value Added (EVA) and Created Shareholders Value (CSV) in Jordanian public industrial firms (JPIF), the result shows that superiority of EVA in predicting and evaluating the CSV could be put into a conclusive and positive light compared to ROA. One financial measure cannot be enough to measure neither CSV nor firms performance.

Creation of shareholder value: A comparison of economic value added (EVA) with traditional performance measures by **M. Shotter, C. Dennis, L. Briimmer and A. Boshoff (1998)**, Investigates the strength of association of Economic Value Added with Shareholder Value and compares this association to that of traditional performance measures. The researchers concluded that correlation between MVA and EVA as well as other indicators over a ten year period in respect of industrial companies listed on the Johannesburg Stock Exchange, and finds that the strongest correlation exists between MVA and EVA.

Statement of the problem

Most of the foreign countries have succeeded in implementing EVA at top level management. It improves their capital efficiency and overall performance. But in India there are many problems faced by industries regarding the structural weakness not only in the field of finance but also in other areas like, marketing, personnel, wealth of shareholders, employees and owners. In order to solve these problems many studies have undertaken with the help of various financial tools. But all these financial tools are not effectively evaluate the shareholders wealth using financial statement. EVA gives ways to over come the structural weakness of the industry/company. Hence, an attempt is made in this study to measure the shareholders wealth (value) creation using economic value added concept in the field of banking industry.

Scope of the study

This study covers the four different components like Economic Value Added (EVA), Market Value Added (MVA), Return on Capital Employed (ROCE) and Market capitalization from five difference banks like Axis Bank Ltd, Bank of Baroda, Bank of India, Canara Bank and HDFC

Bank. In this study an attempt is made to measure the value of shareholder by measuring two basic performances of the Company viz-internal (ie) cash divisions and external (ie) value by financial results.

Objectives of the study

The study is carried out with the following objectives.

1. To identify the various methods used to measure shareholders wealth creation.
2. To compare Economic Value Added (EVA) with Market Value Added (MVA), Return on Capital Employed (ROCE) and Market capitalization of the sample companies.

Methodology of Study

This study tries to examine the relationship Economic Value Added (EVA) with Market Value Added (MVA), Return on Capital Employed (ROCE) and Market capitalization for the period of 2016-17. The sample for the present study includes Axis Bank Ltd, Bank of Baroda, Bank of India, Canara Bank and HDFC Bank. For the purpose of the sample, present study used the top five banks from National Stock Exchange Nifty Bank Index. The data used in the present study were collected from National Stock Exchange, concern sample banks website, books and records of sample banks.

Tools used for analysis of the present study:

1. EVA

Eva is the function of net operating profit after tax, cost of capital and capital employed in the business.

$$\text{EVA} = (\text{NOPAT} - (\text{WACC} * \text{Net Cap}))$$

Where

NOPAT = Net Operating Profit After Tax

WACC = Weighted Average Cost of Capital

Net Cap = Net Economic Capital Employed

2. MVA

MVA is essentially the difference between a company's current market value as determined by its stock price and its economic book value.

$$\text{MVA} = \text{No. of equity shares outstanding} * \text{Market Price per Share.}$$

3. Return on capital employed:

The return on capital employed means the rate of return produced by the firm against investment made by it.

$$\text{ROCE} = \frac{\text{Profit Before Interest and Tax (1-Taxrate)}}{\text{Average Total Asset}}$$

4. Market Capitalisation

Total market value of the company shares is called as market Capitalisation.

$$\text{Market Capitalisation} = \text{No Shares issued} * \text{Market Price per Share}$$

Limitations of the Study

1. In the present study the Economic Value Added (EVA) is calculated by using the secondary data. In case any defects in the secondary data that will affect the accuracy of the result.
2. The present study uses only five banks like Axis Bank Ltd, Bank of Baroda, Bank of India, Canara Bank and HDFC Bank only. If the present study covers all the sample banks in the NSE Nifty Bank index means it will be complete one.

3. The present study attempted to study relationship Economic Value Added (EVA) with Market Value Added (MVA), Return on Capital Employed (ROCE) and Market capitalization for the period of 2016-17 only. Hence the scope of the study is limited.

Analysis of Study

The higher the Economic Value Added (EVA), the better. A high EVA indicates the company has created substantial wealth for the shareholders. MVA is equivalent to the present value of all future expected EVAs. Negative EVA means that the value of the actions and investments of management is less than the value of the capital contributed to the company by the capital markets. This means that wealth or value has been destroyed. From this study, it comes to know that all the sample companies obtained higher EVA, which indicates that all the companies have created value for the shareholders.

Table 1
Values of EVA, MVA, ROCE and Market Capitalisation of Axis Bank Ltd

S. No.	Particulars	Rs. In Millions
1	Economic Value Added (EVA)	4985.65
2	Market Value Added(MVA)	37967.49
3	Return on Capital Employed (ROCE)	24.19
4	Market Capitalisation	38544.57

Table 1 shows the Economic Value Added (EVA), Market Value Added (MVA), Return on Capital Employed (ROCE) and Market Capitalisation of Axis Bank Ltd. From this analysis it understand that the EVA of Axis Bank Ltd is 4985.65 Million, MVA is 37967.49, ROCE is 24.19 million and Market capitalization is 38544.57 respectively. It is understand from the above analysis that Axis Bank Ltd obtained higher EVA, it indicates that Axis Bank Ltd have created value for the shareholders.

Table 2
Values of EVA, MVA, ROCE and Market Capitalisation of Bank of Baroda

S. No.	Particulars	Rs. In Millions
1	Economic Value Added (EVA)	2167.22
2	Market Value Added(MVA)	72688.5
3	Return on Capital Employed (ROCE)	19.36
4	Market Capitalisation	73935.0

Table -2 depicts the Economic Value Added (EVA), Market Value Added (MVA), Return on Capital Employed (ROCE) and Market Capitalisation of Bank of Baroda. From the above analysis it comes to know that the EVA of Bank of Baroda is 2167.22 Million, MVA is 72688.5 Million, ROCE is 19.36 Million and Market capitalization is 73935.0 respectively. It is understand from the above analysis that Bank of Baroda obtained higher EVA, it indicates that Bank of Baroda have created value for the shareholders.

Table 3
Values of EVA, MVA, ROCE and Market Capitalisation of Bank of India

S. No.	Particulars	Rs. In Millions
1	Economic Value Added (EVA)	761.56
2	Market Value Added(MVA)	59732.15
3	Return on Capital Employed (ROCE)	41.96
4	Market Capitalisation	65730.96

Table -3 reveals the Economic Value Added (EVA), Market Value Added (MVA), Return on Capital Employed (ROCE) and Market Capitalisation of Bank of India. From the above analysis it is understand that the EVA of Bank of India is 761.56 Million, MVA is 59732.15 Million, ROCE is 41.96 Million and Market capitalization is 65730.96 respectively. It is understand from the above analysis that Bank of India obtained higher EVA, it indicates that Bank of India have created value for the shareholders.

Table 4
Values of EVA, MVA, ROCE and Market Capitalisation of Canara Bank

S. No.	Particulars	Rs. In Millions
1	Economic Value Added (EVA)	5184.537
2	Market Value Added(MVA)	34846.95
3	Return on Capital Employed (ROCE)	32.69
4	Market Capitalisation	35930.62

Table -4 shows the Economic Value Added (EVA), Market Value Added (MVA), Return on Capital Employed (ROCE) and Market Capitalisation of Canara Bank. From the above analysis it is understand that the EVA of Canara Bank is 5184.537Million, MVA is 34846.95Million, ROCE is 32.69Million and Market capitalization is 35930.62respectively. The above analysis reveals the fact that Canara Bank obtained higher EVA, it indicates that Canara Bank have created value for the shareholders.

Table 5
Values of EVA, MVA, ROCE and Market Capitalisation of HDFC Bank

S. No.	Particulars	Rs. In Millions
1	Economic Value Added (EVA)	3276.32
2	Market Value Added(MVA)	83689.4
3	Return on Capital Employed (ROCE)	21.47
4	Market Capitalisation	44746.01

Table -5 depicts the Economic Value Added (EVA), Market Value Added (MVA), Return on Capital Employed (ROCE) and Market Capitalisation of HDFC Bank. From the above analysis it is understand that the EVA of HDFC Bank is 3276.32 Million, MVA is 83689.4 Million, ROCE is 21.47Million and Market capitalization is 44746.01respectively. The above analysis reveals the fact that HDFC Bank obtained higher EVA, it indicates that HDFC Bank have created value for the shareholders.

Findings, Suggestions and Conclusion of the present study

a. Findings of the Study

1. From the study it can be clearly understood that an on average EVA gives the better share holder's value rather than the ROCE and Market Capitalisation for all sample banks.
2. The EVA is not over estimated or not under estimated like the Market Capitalisation and ROCE.
3. From the study it can be found that, when consider the Economic Value added (EVA) alone, Canara Bank has created more wealth to the shareholders.
4. From the above analysis it can be understand that, when consider the Market Value Added (MVA) alone, HDFC Bank shareholders enjoy the maximum wealth creation.
5. It understand from the study that, when consider the Return on Capital Employed (ROCE) alone the Bank of India shareholders gained more wealth creation.
6. While considering the market Capitalisation alone, Bank of India performed well then the other sample companies.
7. In overall performance Canara bank is considered as best company in creating the share holders wealth and capital contribution.

b. Suggestions

From the study it can be clearly understood that EVA gives the better share holder's value rather than the ROCE and Market Capitalisation. The EVA is not over estimated or not under estimated like the Market Capitalisation and ROCE. It is general argument that at the time of selling the shares, Market Capitalisation is considered as the realization value. But in reality market price involves high volatility with high risk. Hence there is no guarantee for shareholders to realize the value mentioned in the balance sheet. But at the time using EVA it gives considerable value as well as reduces the risk. In Indian scenario, EVA is not popularly accepted in measuring corporate performance because the corporate cannot believe that shareholder's wealth can be through subtracting Cost of Capital from income. If EVA is to be accepted as an effective metric of corporate performance, there are more to be done and one such area is better disclosure norms for the performance Indian companies.

Conclusion

It is general argument that at the time of selling the shares, Market Capitalisation is considered as the realization value. But in reality market price involves high volatility with high risk. EVA and MVA do not correlate perfectly because expected EVA measures the current performance of expected share prices reflection. Hence the companies which are adopting the EVA must keep the current share price without any down trend. MVA cannot be calculated for all companies especially closely held companies and non profit organization because they are not holding the publicly traded shares. Creating the shareholders value is the fundamental goal of every corporate. EVA as a new metric of measuring economic value created by the corporate houses in another mile stone in the field of finance.

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E-Commerce: Competitive Advantage for Business Sustainability

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Abstract

E-commerce business significantly affects business expenses and profitability. E-Commerce business has an opportunity to be broadly received because of its basic applications. In this way it has a substantial monetary affect. Electronic Commerce gives the ability of purchasing and offering items and data on the web and other on-line benefit. Electronic trade or internet business alludes to an extensive variety of online business exercises for items and administrations. Electronic trade is changing the commercial center by changing firm's plans of action, by shaping relations among showcase performers, and by adding to changes in advertise structure. It is hard to single out the impact of electronic trade Electronic business makes the likelihood of new models for arranging creation and transacting business, by offering entombs methodology and reciprocally – not just substitution – in plans of action.

E-commerce business assumes an essential part in the monetary development and improvement of country. It is an intentional action which incorporates into arranging, controlling, advancement and furthermore dispersion of different products and ventures. It additionally relates to any type of business exchange in which the gatherings collaborate electronically as opposed to by physical trades or direct physical contact.

Competitive Edge is the fact that the company has an advantage over its competitors and sustainability is the ability to continue at a particular level for a period of time. Achieving this two would be core objective of all the company.

E-commerce presents opportunities to accelerate business processes, reduce costs, reach new customers and develop new business models and markets in the business organization.

Keywords: E-commerce, competition, sustainability

Introduction

In the world of IT and BT with the globalization as a highlighter has witnessed an huge advancement in technology for change in the world market including trade, commerce, banking and marketing. It reduces the complete cost of creating and finishing paper based information.

There is customer empowerment with a change in commerce and marketing. As e-commerce is the process of exchanging product, like

wise buying and selling of products, services and information via computer networks including the internet. It requires application of internet for smooth process of business outflow and delivery of required information in terms of products, services, or payments. It does not require any publicity and advertisement in any mode as it is known and spread worldwide.

Commerce being an embracing subject in the concept of trade, “exchange of merchandise on a large scale between different countries.”

The impact of e-commerce is that it covers the whole sector of telecommunications, commercial infrastructure at the macro- environmental level. All these elements interact together to provide the fundamentals of e-commerce. Business, on the other hand, is defined as ‘a commercial enterprise as a going concern’. E-business can broadly be defined as the processes or areas involved in the running and operation of an organization that are electronic or digital in nature. It also includes marketing, sales, human resource accounting and human resource management but also indirect activities such as business process re-engineering and change management, which impact on the improvement in efficiency and integration of business processes and activities.

Literature Review

Much work and debate are going on with reference to e-commerce many researchers all over the world are studying e-commerce and its impact on business.

A study by Elizabeth Goldsmith and Sue L.T. McGregor (2000) has analyzed the impact of e-commerce on consumers, public policy, business and education. A discussion of public policy initiatives, research questions and ideas for future research are given.

A study by Andrew D. Mitchell (2001) examined the key issues that electronic commerce poses for Global trade, using as a starting point the General Agreement on Trade in Services (GATS), the World Trade organization (WTO) agreement most relevant to e-commerce.

A study by Jackie Gilbert Bette Ann Stead (2001) reviewed the incredible growth of electronic commerce (e-commerce) and presented ethical issues that have emerged. Security concerns, spamming, Web sites that do not carry an “advertising” label, cyber squatters, online marketing to children, conflicts of interest, manufacturers competing with intermediaries online, and “dinosaurs” were discussed.

Need and Significance of the Study

Understanding the importance of e-commerce in today’s business and impact of e-commerce in Providing competitive edge to business. Determining the present and future requirements of e-commerce for effective business transactions

Objective of the Study

- To assess the perception of vendors on E-Commerce implication in their business
- To determine the impact of E-Commerce in attracting customers
- To determine the quality of competitive edge provided by E-Commerce against competitors

Scope of the Study

This study can be useful to vendors to know how far they are comfortable using e-commerce in their business. It will also help to know the customers perspectives on developing trends in transaction of business. This study mainly focuses on e-commerce acting as competitive edge in competitive world for sustainable business development.

Limitation of the Study

- The data provided may mostly depend on perception of the vendors
- the study is based on limited number of vendors
- The observation depends on their general awareness on e-commerce utilities.

Research Methodology

It is a social research based on primary and secondary data with proper findings and analysis. Primary data was collected through the questionnaires and interviews of vendors across Bangalore city using random sampling method, secondary data was collected from websites. Samples of 100 respondents were taken for this study. Simple tools like pie charts, bar graph were used for analysis and interpretation of data.

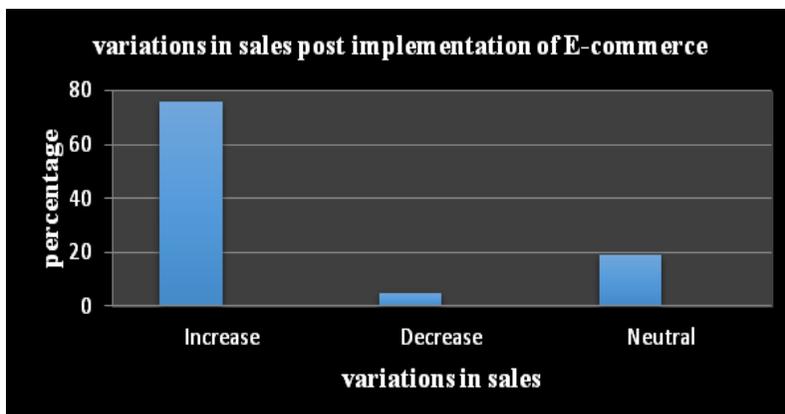
Data Analysis and Interpretation

Table 1: Showing Variations in Sales Post Implementation of E-Commerce

Variations in sales post implementation of E-commerce	Increase in sales post implementing E-commerce in business	Decrease in sales post implementing E-commerce in business	Neutral	Total
Percentage of Respondents	76	5	19	100

Source: Primary Data

Chart 1



Source: Excel Output

Interpretation

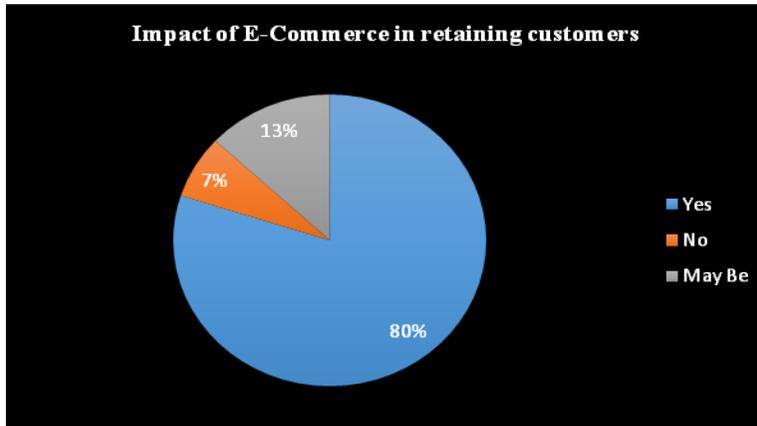
Table.1 Depicts that about 76% of the vendors feel that there is increase in sales post implementing e-commerce in their business, as most of the customers prefer e commerce because of ease and convenience in dealing with business transactions and hence sales are increasing. 5% of the vendors review that there is decrease in sales as most of the customers do not trust E-Commerce mode and rest 19% of the vendors review that there sales are either increasing nor decreasing they don't feel any change in the business post implementing e commerce.

Table 2: Showing the Impact of E-Commerce in Retaining Customers

Impact of E-Commerce in retaining customers	Yes E-Commerce is useful in retaining customers	No E-Commerce is not useful in retaining customers	May Be	Total
Percentage of Respondents	80	7	13	100

Source: Primary Data

Chart 2



Source: Excel Output

Interpretation

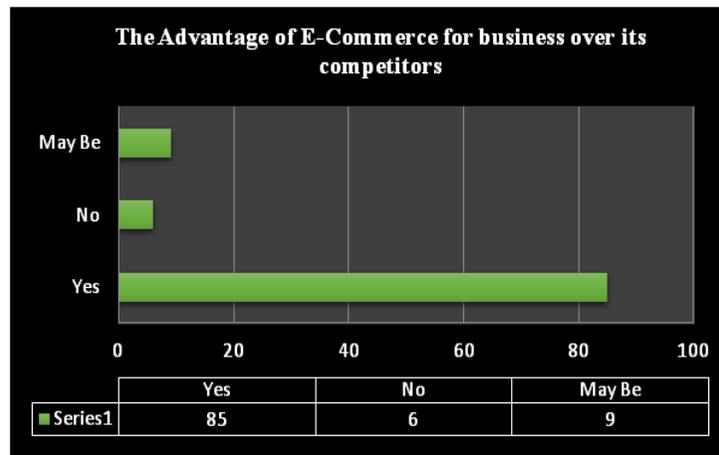
Table. 2 From the above chart it can be analyzed that about 80% of the vendors review due to implication of E-Commerce in their business they can retain the customers and serve them better 7% of the vendors review they could not retain the customers as some of the customers do not prefer using E -Commerce and the rest 13% of the vendor’s are in neutral position they do not feel any change in their business.

Table 3 Showing the Advantage of E-Commerce for Business Over its Competitors

The advantage of E-Commerce for business over its competitors	Yes E-commerce has out shown business from their competitors	No E-commerce has not out shown business from their competitors	May Be
Percentage of Respondents	85	6	9

Source: Primary Data

Chart 3



Source: Excel Output

Interpretation

Table. 3 from the above chart it can be analyzed that about 85% of the vendors feel that E-Commerce has out shown their business in front of their competitors so implication of E-Commerce has advantage over its competitors as there will be more of customers who prefer E-commerce in today's world. The rest 6 % of the vendors review that there is no such advantage customers still prefer traditional method and 9% of the vendors are in neutral position they do not feel any difference from traditional and E-Commerce business.

Findings

From the above study it has been found that

1. About 76% of the vendors feel that there is increase in sales post implementing e commerce in their business it is preferred by most of the customers.
2. 5% of the vendors review that there is decrease in sales as most of the customers do not trust e commerce mode.
3. 19% of the vendors review that there sales are neither increasing nor decreasing they don't feel any change in the business post implementing e commerce.
4. About 80% of the vendors review due to implication of E-Commerce in their business they can retain the customers and serve them better.
5. 7% of the vendors review they could not retain the customers as some of the customers do not prefer using e commerce
6. About 85% of the vendors feel that E-Commerce has out shown their business in front of their competitors.
7. 6 % of the vendors review that there is no such advantage customers still prefer traditional method
8. About 9% of the vendors are in neutral position they do not feel any difference from traditional and e commerce business

Suggestions

The present research work entitled sustaining a Competitive Advantage in the Changing Business Scenario in the field of E -Commerce has been carried out with the objective of assessing the

importance of E- Commerce in changing business scenario. The finding revealed that about 76% of the vendors review that there is increase in sales after implementing E-Commerce in their business .80% of the vendors are confident on retaining their customers due to E commerce when it comes to competition over its competitors about 85% of the vendors agree the fact that E-Commerce has out shown their business in front of their competitors.

Therefore the e- commerce has become the nerve of today's business it is more critical to emphasize on the importance of e commerce with the government plans and regulations and by ways of using it. Creating awareness about the benefits and usage of e commerce would enhance the productivity and growth of the nation in the long run

Conclusion

All in all, the present organizations should dependably endeavor to make the following best thing that buyers will need since buyers keep on desiring their items, administrations and so on to constantly be better, speedier, and less expensive. In this universe of new innovation, organizations need to suit to the new sorts of customer needs and patterns since it will end up being imperative to their business' prosperity and survival. Web based business is persistently advancing and is ending up increasingly imperative to organizations as innovation keeps on progressing and is something that ought to be exploited and actualized.

From the beginning of the Internet and E-Commerce, the conceivable outcomes have turned out to be endless for both businesses and consumers. Creating more opportunities for profit and advancements for businesses, while creating more options for consumers

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A Study on Challenges and Opportunities of Women Entrepreneurs

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Abstract

It is now widely accepted that if national development has to be purposeful and relevant, women have to be full-fledged participants in economic activities. The development of women as entrepreneurs will generate multifaceted socio-economic benefit to the country. Participation of women in economic activities is now emerging as a universal phenomenon. The women entrepreneurs are motivated to a higher level. They have accepted the problems as challenge in their career. Today there is a greater awakening among women. Given an opportunity, they will deliver the results.

Introduction

For developing countries like India, women entrepreneurship is of vital necessity to achieve rapid, all-round and regionally and socially balanced economic growth. It is now widely accepted that if national development has to be purposeful and relevant, women have to be full-fledged participants in economic activities. The development of women as entrepreneurs will generate multifaceted socio-economic benefit to the country. Participation of women in economic activities is now emerging as universal phenomenon.

Reasons has identified the following reasons for the women entering business

1. Women who take entrepreneurship becomes of economic needs.
2. Women with a family background in some skill or trade and desire to earn extra income.
3. Women with personality characteristics such as need for achievement.
4. Women, who take it up as leisure time activity.
5. On official advice and guidance.

Development of Women Entrepreneurs

Development of women entrepreneurship should form an integral part all development efforts. In the seventh five year plan, integration of women in development process was suggested through the following means,

1. Treat women as special target group in all development programmes.
2. Diversify vocational training facilities for women to suit their varied needs and skills.
3. Encourage appropriate technologies for reducing their drudgery and increasing productivity.
4. Provide marketing assistance at the state level.
5. Increase women's participation in decisions making.

Schemes

Rural women entrepreneurs are assisted under the following schemes:

1. Self- Help-Groups (SHGs)

It plays a vital role in rural development, In India, the banking sectors has formally accepted SHGs as eligible entities for development of credit. The success of SHG financing is based on self-trust and self-help. It performs a number of useful functions as follows.

- Enabling members to become self-dependent and self-reliant.
- Providing a forum for member for discussing their social and economic problems.
- Providing a platform for member for exchange of ideas.
- Fostering a spirit of self-help and co-operation among members.
- Instilling in members the strength and confidence for solving problems.
- Providing organizational strength to members.

2. National Alliance of Young Entrepreneurs (NAYE)

It has been a pioneer in promotion and development of entrepreneurship among women. It set up a women's wing in 1975. The women entrepreneurs are assisted by women's wing of NAYE as follows:

- Getting better access to capital, infrastructure and markets.
- Development of management and production capabilities.
- Identifying investment opportunities.

3. Development of Women and Children in Rural Areas (DWCRA)

It is a women component of IRDP. It was launched by the in 1982. With the objective of focusing attention on women below poverty line.

The specific objectives DWCRA as follows

- Achieve significant growth in income of poor women.
- Make women organize themselves to meet their identified needs, and
- Improve existing services and resources through activities, complement supplement and make the best use of what already exist.

Objectives of the study

The study analyzed the challenges and opportunities of women entrepreneurs in the districts of Pudukkottai from various angles and offers useful suggestions to overcome these inherent challenges.

Methodology

Methodology of any type of research study takes a vital role in bringing a logical and scientific approach. It requires a strong base to the research and it leads to a reliable as well as valid interpretations. Pudukkottai District is the geographical area of the study. In this district, the Women Entrepreneurs are running in large extent and they have been selected for this research.

Table 1
Analysis of Demographic Environment

S.No.	Attitude/variable	Classification	No. of Respondent	Total
1.	Marital Status	Married	330(66)	500
		Unmarried	170(34)	
2.	Age Group (in years)	Up to 20	50(10)	500
		20-40	270(54)	
		40-60	95(19)	
		60&above	85(17)	
3.	Educational Qualification	Illiterate	24(4.8)	500
		School Level	186(37.2)	
		College Level	220(44.0)	
		Technical Level	70(14.0)	
4.	Occupation	Employee	140(28)	500
		Agriculture	260(52)	
		Business	30(6)	
		Unemployed	70(14)	
5.	Annual Income (in Rs.)	Upto 25,000	410(82)	500
		25,000-50,000	70(14)	
		50,000 & above	20(4)	
6.	Area of Residence	Village	180(36)	500
		Town	220(44)	
		City	100(20)	

Source: Primary data

Inference

The Table-1 reveals that the majority of the respondents are involved in the Women Entrepreneurs between the age groups of 20- 40 and they constituted 54 per cent and the same way the least per cent of age groups of above 60 ages. The study theme explain us about the education wise respondent are participated in the Women Entrepreneurs. The result reveals that the majority of the respondents are involved in the Women Entrepreneurs college level and they constituted 44 per cent, and lease percentages of 4.8 percent of respondents are only illiterate. It reveals that the majority of the respondents are married they constituted 66 per cent.

The Occupational status of respondents in the Women Entrepreneurs is one of the important parts of the research result theme so the results indicating the 52 percent of respondents are agricultural activities. It mainly concluded that the majority of the respondents are depending in agricultural occupations. (Entrepreneurial activities are petty shops, flower shops, tailoring, fish sales, tea shops, hotel business, textiles, general stores, milk business, chalk making, mini mill operating, floriculture, ceramic and cashew nuts business etc.)

The study reveals that majority of the respondent are involved in the Women Entrepreneurs below Rs.25,000 annual income group and majority of the respondent area of residence are town.

Findings of the Study

The major findings of the study are as follows:

1. The majority of the respondents are involved in the Women Entrepreneurs between the age groups of 20- 40 and they constituted 54 per cent.
2. Majority of the respondents are involved in the Women Entrepreneurs college level and they constituted 44 per cent.
3. Majority of the respondents are married they constituted 66 per cent.
4. Majority of the respondents are depending in agricultural occupations.
5. Majority of the respondent are involved in the Women Entrepreneurs below Rs.25,000 annual income group.
6. Majority of the respondent area of residence are town.

Suggestions

Some important suggestions are as follows. The following steps need to be undertaken to have a successful macro as well as at micro level so as to create an entrepreneurial environment in the region.

- Formation of a district level apex body.
- Identification of prospective entrepreneurs, creation of SHGs micro enterprises.
- The Government can give relaxation for giving assistance to the Women Entrepreneurs,
- The Government can conduct many Entrepreneurship programmes in order to give technical knowledge, to increase the self-confidence of the Women Entrepreneur etc.
- The loan amounts which are borrowed from different banks for the development of activities in the SHGs, should be repaid regularly at the fixed rate of interest which was better relationship with the banks and the government.

Conclusion

In this study we have assessed the importance of women's entrepreneurship. Thus, it is entrepreneurship serves as a catalyst of economic development. On the whole, the role of women entrepreneurs in economic development of a country can best be put as "An economy is the effect for which entrepreneurship is the cause". Women entrepreneurs have become a strong driving force in today's corporate world. Not only are they able to equalize their duties of both motherhood and half of all businesses owned today. Husbands played a major role in career development of married women entrepreneurs. This is a positive change in the attitude of husbands not only to accept their wives earning, but also guiding and supporting them to run their own enterprise. The women entrepreneurs are motivated to a higher level. They have accepted the problems as challenge in their career. Today there is a greater awakening among women. Given an opportunity, they will deliver the results.

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“Word of Mouth as a Marketing Strategy”

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Abstract

The research is to study and understand the customer’s influence on word of mouth in marketing of a product or a service and how word of mouth helps in analyzing and creating more impact on the organization.

Word of mouth being one of the simplest forms of marketing and is one of the cost effective methods of marketing a product in an organization impacts the customers and it helps the organization to create impact on its brand in the market.

Although there is both positive and negative impact on the brand through word of mouth it mainly helps the customers to recognize the brand and thus gives more effect on the other customers.

Keywords: Cost effective, Influence, Brand

Objectives

- Is there a greater effect through word of mouth in marketing a products
- How customers are aware word of mouth marketing
- How to build a brand image through word of mouth

Introduction

From the beginning humans have always engaged in communicating with people, it includes sharing of your knowledge, experiences, talking about anything and everything. In this process it becomes very easy to share your views, beliefs, or any kind of advices which helps in the building up of informal communications. This makes the process of communication very easier, talking about their last experiences, or any kind of experiences about a product usage, the websites available and the kind of services that are offered by various entities.

There has been a lot progress over the years in the usage of internet and its various applications, which has made the process of communication more easier for people to share and transfer knowledge from any part of the world.

In this process people gather information and opinions about a product which is known as word-of-mouth communication, it

includes all the positive and negative statements made by a customer on the basis of his experiences. Consumers are always keen on responding, creating and exchanging of information among people which makes word-of-mouth communication more effectively practiced. Word of mouth technique has not only enhanced the process of communication locally but also globally where people engage in sharing and exchanging information and experiences through effective networking tools which makes the process of knowledge sharing more easy and reliable.

Methodology

This examination utilizes a quantitative approach that utilizes a shut - finished system of research outline. The fundamental point of the exploration is to direct an overview on the overall population, keeping in mind the end goal to comprehend “Word of mouth impact as a marketing strategy” in their observation. To comprehend the perspectives of individuals the review is led on the web and the poll comprises of 10 questions which are shut finished and the same is examined, broke down, established and closed. Review is directed with a Sample size of “80 respondents” by utilizing Scaling strategy of estimation. The examples are attracted such a route, to the point that there are 70 individuals from young people/understudies gathering and 10 individuals from working gathering. The example configuration utilized in this review is Convenience Sample Design, as the examples are drawn according to our benefit.

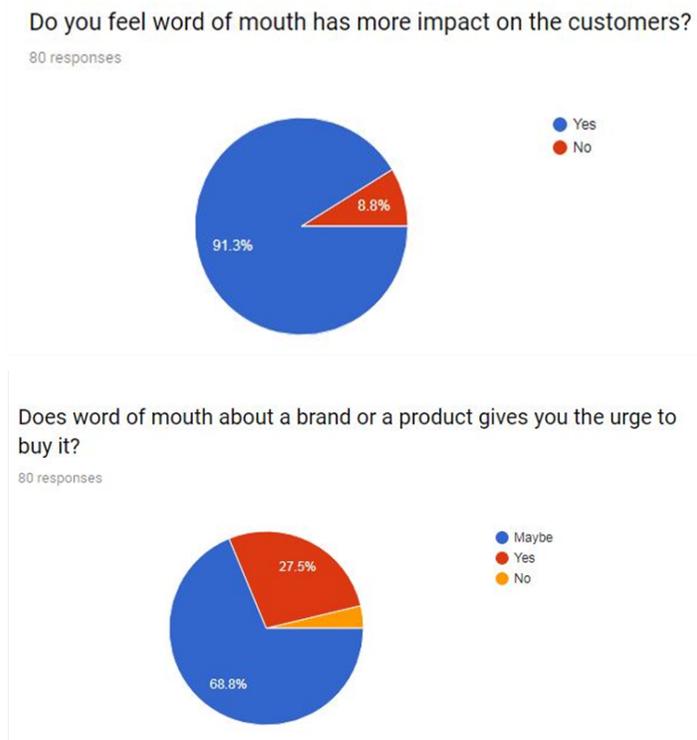
Analysis of Data

Poll – Online review with 10 inquiries with test measure as 80 respondents.

Investigation and Calculations, Analyzed utilizing Measurement of Scaling Technique based

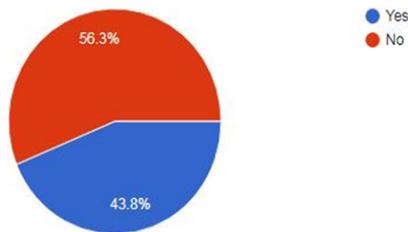
- Youth/Students –70 i.e (87.5%)
- Based on working gathering – 10 i.e (12.5%)

Responses of the Questionnaire by the Respondents



Do you feel online marketing has more impact than word of mouth?

80 responses



What is your opinion about word of mouth marketing as a strategy

78 responses

it is very effective

It inculcate trust among the customer

It's good that people recommend products And it's easy to buy such products rather than looking for new products

Sometimes word of mouth isn't enough and edge over the brand should be done through online

Word of mouth is one of the easy ways to market and it's good

It is very imp as many of the people interact with their friends and family before buying any product from certain brands in this way there can be traffic for the particular brand.

Word of mouth is better when compared to online marketing

Online is better

it is an effective strategy for marketing

Findings

- a) 93% of the respondents felt that the word of mouth has a more impact compared to other forms of marketing.
- b) 68% of the respondents said that the urge to buy products may arise due through word of mouth.
- c) 55% of the respondents feel that most of the brands they are aware of is through word of mouth rather than any other kind of brand marketing
- d) 20% of the respondents say that there is more trust on the products through the word of mouth which further creates a chain of customers.
- e) 12% of the respondents say that it makes the customers aware and it is of the most cost effective tool as a strategy

Suggestions

Through the review directed on “Word of mouth impact as a marketing strategy”. In view of the reactions given by the respondents, the different recommendations can be given

- a) Though most of the respondents feel that word of mouth is the best tool or strategy the improvement through online also plays a crucial role in current scenario
- b) The customers will be more aware of the products when the brand creates a huge impact through word of mouth and chain reaction of it
- c) Word of mouth marketing is as important as any other marketing and keeping that in view the simplicity of the products will spread through word of mouth quicker and makes it more reliable than online marketing.

Limitation of the Study Conducted

- a) Since the questionnaire is taken on a smaller number, we can't have any significant attitude on a larger scale. The outcomes may vary accordingly
- b) Time is one of the constraints.
- c) The attitudes, styles and preferences of the customers keep changing according to the environment which would change in the future period.

Users' Perceived Value on E-Banking Services - An Empirical Study

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Abstract

The world has come to a point where computers and the internet has been a necessity rather than a luxury, E-Commerce which stands for electronic commerce is an activity which is adopted to use electronically inclined system or an infrastructure in conducting business. Services or goods are traded using this as a medium for business to business, business to customer and customer to customer.

The essence of this research article is to explore the users' perceived value on e-banking services offered by commercial banks in Bangalore and to throw a light on the core facts that are closely associated with e-banking. It will also interpret on how customers are responding to the changes from traditional banking system to the new system and how comfortable they are when it comes to using the modern methods.

Introduction

The evolution of e-banking has gained an impetus in this modern era of economy. Commercial banks have traditionally been in the forefront of harnessing technology to improve their products, services and efficiency. They have been, over a long period of time, using the electronic and the telecommunication networks for the delivery of wide range of value added products and services. The delivery channels include direct dial – up connections, private networks, public networks, etc and the devices include telephone, Personal Computers (PCs) including the Automated Teller Machines (ATMs), etc.

With the high popularity of PC's, there is easy access to Internet and World Wide Web (WWW). Internet has been increasingly used by the banks as a medium for receiving instructions and also for delivering their products and services to their customers. This form of banking is generally referred to as digital banking, although the range of products and services offered by different banks vary widely both in their content and sophistication. Digital banking, both as a medium of delivery of banking services and as a strategic tool

for business development, have gained wider acceptance internationally and is fast catching up in India with more and more banks entering the fray.

Thus, the degree of customer satisfaction and customer loyalty to a specific bank has been a major concern for many banks. In the past, clients used to face long queues when they go to banks, where they had to spend too much of their working time waiting for their turn. Often, banks are not open in the afternoons or in vacations.

Some scholars have shown that many international internet users demonstrate similar behaviors and preferences across nations for example. Some studies have examined the issues on the evolution of digital banking in Malaysia and investigated the success factors in various-delivery channels in the Malaysian banking scenario. Some have investigated customer preferences of digital banking in Malaysia.

This study examines the users' perceived view on digital banking services and to explore the significant aspects that are oriented with digital banking in Bangalore. Also, this paper assesses whether the perceived value of digital banking services in Bangalore was constrained by the technology, particularly on the basis of different demographic characteristics, such as gender, age, marital status, education level, occupation, monthly income level, computer literacy, smart phone availability, and internet accessibility at home/office. Findings of this study are useful for the banking sector in formulating appropriate strategies to meet or exceed customer satisfaction, build customer loyalty and retain the potential customers.

Review of Literature

- The prior research on e-banking services has empirically found positive relationship between perceived ease of use and perceived usefulness as critical factors on the use of digital banking. Digital banking provides higher degree of convenience that enables customers to access internet banking at all times and places. Apart from that, the accessibility of computers has been perceived as a measure of the relative advantage. Therefore, it is hypothesized that convenience and accessibility have positive effect on consumer adoption of digital banking.
- In the present context of the market scenario determining awareness and adoption of technology based banking services among rural customers and demographic factors like age, education level, profession and income influences the awareness level is highly important.
- Obviously, the customers have many doubts about the trust ability of the E-Bank's privacy policies. The trust has a striking influence on the user's willingness to engage in the online exchanges of money and the personal sensitive information. Perceived usefulness is defined as the extent to which a person believes that using a system enhances job performance, while perceived ease of use is defined as a person believes that using a system will be free of effort.

The present study focuses on exploring the users' perceived view on digital banking service offered by banks in Bangalore. According to various academics (Cheng et al., 2006, the following factors were observed to be the key factors to perform incredibly in exploring user views, a concept that appears to be extremely significant in the context of the present study. The proposed conceptual framework examines the causal relationship between research constructs: (i) Perceived usefulness, (ii) Perceived ease of use, (iii) Perceived enjoyment, (iv) Quality of internet connection, and (v) Perceived risk.

Objective of the Study

The core objective of this study is to explore the users perceived value on the prominent dimensions that are closely associated with digital banking services rendered by commercial banks in Bangalore.

- To understand the convenience of the customers with respect to E banking.
- To identify whether the customers are aware of E banking services.

Methodology

The core theme of this study is to explore the users' perceived value on the prominent dimensions that are closely associated with E-banking services rendered by commercial banks in Bangalore. In order to realize this OBJECTIVE of the study, the following two hypotheses were effectively framed by the researchers.

- **H1:** The users, who are inclined to use the modern technology, are likely to access the E-banking services provided by commercial banks in Bangalore.
- **H2:** Test for a significant difference in the users' perceived value on various facets of E-banking services on the basis of their demographic characteristics.

From the relevant literatures and factor analysis of this study, seven critical dimensions of E-banking services were identified, namely (i) ease of use, (ii) convenience, (iii) trust & reliability, (iv) Cost effective, (v) time savings, (vi) privacy & security. Anonymous & structured questionnaires with five-point Likert scale were administered to a total number of 80 respondents sampled from major areas of Bangalore on the basis of area-cum-purposeful sampling technique.

To assure the convenience and avoid the bias, the questionnaires were effectively administered to the users who were highly exposed to various E-banking services rendered by commercial banks in Bangalore. The questionnaires were circulated to the respondents through online and also few were distributed face-to-face and the response rate was quite satisfactory. To ensure content validity, the items used in the questionnaire were constructed on the basis of the extensive literatures as discussed above. To assure their views properly on the subject, the screening questions were asked to ensure that the respondents have been accessed digital or virtual or electronic banking services before.

However, and wherever possible, the researchers used validated measures that have been previously applied. The reliability and validity of the constructs and scale items used in the research instrument were tested through pilot survey and Cronbach's Alpha. Two consecutive rounds of pre-testing were conducted in order to ensure that the respondents could understand the measurement scales used in this study. First, the questionnaire was reviewed by the academic researchers experienced in questionnaire design and development and next, the questionnaire was piloted with the experts in the domain of digital banking services. Pre-test of the questionnaire was conducted to a small sample of 20 bankers who are accessing to and users of the digital banking services. Respondents were asked to indicate their levels of agreement based on the five-point Likert scale from "1" (strongly disagree) to "5" (strongly agree).

Findings of the Study. The major findings of this study can include demographics of the sample, descriptive statistics of the research variables, and outcomes of one-way ANOVA results of the research variables.

Demographics of the Sample

The structured questionnaires were administered to a total number of 80 respondents in Bangalore. The responses given by the 80 respondents were productive and useful for our research. A most of the sample respondents (58.1 percent) are male respondents and remaining (41.9 percent) are female. A majority of the respondents (67.8 percent) is in the range of 25-40 years of age, and (32.2 percent) fall in the age group of below 25 years. While (64.1 percent) are married, (35.9 percent) are single.

The most of the sample respondents (28.8 percent) are employed in either private and government organizations, (15.1 percent) are students, (13.7 percent) are business men, (12.4 percent) are self-employed, (11.4 percent) are house wives, (11.3 percent) are professionals and remaining (7.4 percent) are retired persons.

While a majority of the sample respondents (62.9 percent) have computer literacy and the experience of surfing the internet, (37.1 percent) don't have computer literacy. The most of the sample respondents (64.0 percent) are not able to access the internet at home or at the workplace and (36.0 percent) are able to access the internet at home or at the office. More than half of the sample respondents (61.6 percent) are holding smart phones and remaining (38.4 percent) don't have the smart phones.

Descriptive Statistics

The descriptive statistics such as Mean (μ) and Standard Deviation (σ) were computed to determine the nature of the research variables in response to users' perceived value on the digital banking services offered by commercial banks in Bangalore. The Table1 indicates a set of seven research constructs concerning the users' perceived views on digital banking services. When the respondents were requested to rate their level of agreement with a set of statements using a 5-point Like scale from 1 (strongly disagree) to 5 (strongly agree), the consequent responses obtained in this regard were presented in Table1 along with the results of One-Way ANOVA and reliability test.

According to Table1, the results were found to be very different from the mid-value 3.0 Of these seven constructs, "Convenience" was observed to be the significant construct with the highest mean score of 3.94 with respect to the users' perceived value on the digital banking services rendered by commercial banks in Bangalore. Followed by, the other significant constructs identified with the help of factor analysis in this study were "Ease of Use" with the mean score of 3.87, "Time Saving" with the mean score of 3.82, "Cost Effective" with the mean score of 3.44, "Government Supports" with the mean score of 3.26, and "Trust & Reliability" with the mean score of 3.14. On the other hand, the construct "Privacy & Security" was viewed to be insignificant with the lowest mean score of 2.24 in response to the users' perceived value on the quality of digital banking services provided by commercial banks in Bangalore.

The significant constructs of digital banking services were also identified using the one-way ANOVA as shown in Table1. Results of one-way ANOVA reveal that the 'Ease of Use', 'Convenience', 'Trust & Reliability', 'Cost Effective', 'Time Savings', and 'Government Support' were the pertinent factors that significantly influence the quality of digital banking services at $p < 0.05$. Meanwhile, privacy & security of digital banking was found to be highly insignificant with regard to the service quality of digital banking services provided by commercial banks in Bangalore.

A reliability analysis was carried out to check for the seven critical success dimensions of digital banking services generated through factor analysis. A rule of thumb suggests that the acceptance Cronbach alpha value should exceed 0.7 (Hair et al., 1998). Table 2 depicts a summary of the beta scores of all the response rankings of the dimensions that affect the quality of digital banking services in Bangalore. All dimensions exhibit a Cronbach's alpha coefficient of at least 0.71, indicating that the questionnaire (n=272) has attained rather high level of reliability for the various parameters of digital banking or virtual banking in general. Hence, all variables are retained. Among these dimensions, the dimension of 'Security & Privacy' has the lowest ranking of Cronbach alpha of 0.812, followed by the 'Trust & Reliability' with 0.864. The dimension of 'Convenience' has the highest ranking of Cronbach alpha with 0.988.

Table - 1 ANOVA and reliability test on salient dimensions of digital banking services

S. No.	Dimensions	Mean Score	SD	F-value	p-value	Sig.	Cronbach's α
1	Ease of Use	3.87	0.042	32.04	0.031*	Sig.	0.972
2	Convenience	3.94	0.121	35.11	0.021*	Sig.	0.988
3	Trust & Reliability	3.14	0.342	22.46	0.046*	Sig.	0.864
4	Cost Effective	3.44	0.742	28.75	0.036*	Sig.	0.937
5	Time Saving	3.82	0.984	33.45	0.028*	Sig.	0.968
6	Privacy & Security	2.24	0.062	17.27	0.068**	Not Sig.	0.812

One-Way ANOVA of Research Variables

The second hypothesis (H2) of this study was framed to test for a significant difference in the users' perceived view regarding various facets of digital banking services on the basis of their demographic characteristics. To examine if demographic variables influence the users' perceived view on various facets of digital banking services, the relationships between various demographic variables were tested with one-way analysis of variance (ANOVA). The results were presented in Table 5.

On the basis of frequencies and percentages of the demographic profile, meaningful light of conclusion can be derived. Results of the one-way ANOVA show that the different age group, education level, income level, computer literacy, internet accessibility at home/office of the sample respondents were found to have the significant relationships with the users' perceived value on various aspects of e-banking such as ease of use, convenience, trust & reliability, cost effective, time savings, and privacy & security.

Table 2 Relationship between demographic variables and users' perceived value on various aspects of e-banking services

S. No.	Demographic Variables	F-value	p-value	Sig.
1	Gender	6.233	0.425**	Not Sig.
2	Age	10.243	0.041*	Sig.
3	Marital Status	5.144	0.512**	Not Sig.
4	Education Level	11.341	0.038*	Sig.
5	Occupation	8.264	0.052**	Not Sig.
6	Computer Literacy	13.256	0.024*	Sig.
7	Internet Accessibility at Home/Office	12.253	0.030*	Sig.
8	Smart phone Availability	4.326	0.564**	Not Sig.

Note: *Denotes Significance at $p < 0.05$

**Denotes Insignificance at $p < 0.05$

Conclusion & Managerial Implications

As the paradigm of information technology rapidly changes the fabrics of banking sectors in today's modern world, the operation of e-banking has become more indispensable, paramount and diversified in the fierce competitive business environment. Specializing in unlimited, speedy and convenient services, digital banking has transformed the conventional system of banking in many developed and developing countries.

The statistical results of the one-way ANOVA show that the different age group, education level, computer literacy, internet accessibility at home/office of the sample respondents were found to have the significant relationships with the users' perceived value on various aspects of e-banking services such as ease of use, convenience, trust & reliability, cost effective, time savings, privacy & security, and Government supports.

The present study represents future implications for the digital bankers who can attract more customers electronically and online by adopting stringent measures on security & privacy of digital banking services. The outcome of this particular research was confined to the sample size and responses provided by the sample respondents. The future researchers are left with a wide spectrum to expand the boundary of the current research by taking a large and diverse sample including all areas of Bangalore. Based on the results of this study, the following managerial implications were drawn by the researchers:

- From the perspective of banking products and services being offered through electronic means and online, digital banking is nothing more than traditional banking services delivered through the backbone of electronic communication delivery channels. The e-delivery channels include direct dial-up connection, private network, public network, telephone, personal computer, ATM, Kiosk, mobile phone, and an easy access to Internet & WWW, digital banking is increasingly used by banks for receiving instructions and delivering their products and services to their customers effectively.
- The diversity in computer, communication and software technologies used by the banks vastly increases the challenges facing the online and digital bankers. In this chapter, an effort has been made to give an overview of the technologies commonly used in e-banking. An attempt has been made in order describe the concepts, techniques and technologies which are related to the privacy and security including the physical security. The banks which are planning to offer digital banking should have explicit policy on the security and privacy.

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“E-Banking”

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Abstract

As an aid for the advancement of the digitalized country, in India all the businesses are moving towards the Electronic Media to cope-up with the digitalization. E-Banking is one among those which is switching over the electronic mode that is making the service reach the customers in less time with not much of effort. But yet the customers are not prepared to rely on such improvisation as there is a lot of measures, yet to be taken up for the sector to work on its security level and educating the customer for the utilization of such revolution. The age-old paper work of the transaction process into the electronic gadgets can be smartly coined as E-Banking. Here in the conclusion of our survey, we are heading in finding the varied perception about the renovation in E- Banking.

Keywords: Finance Industry, E-developments, Renovations, Perception

Objectives

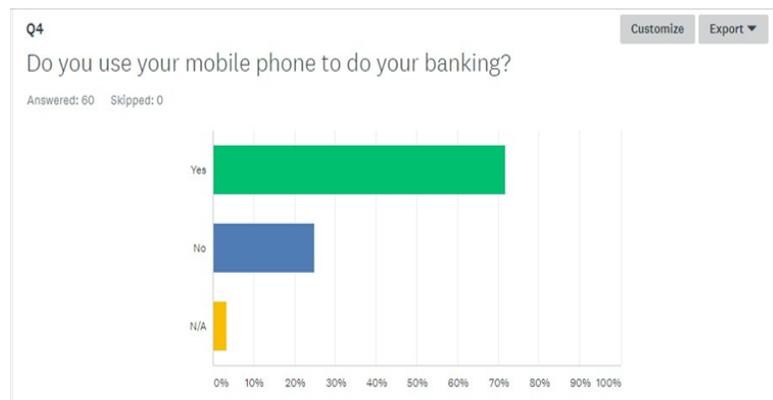
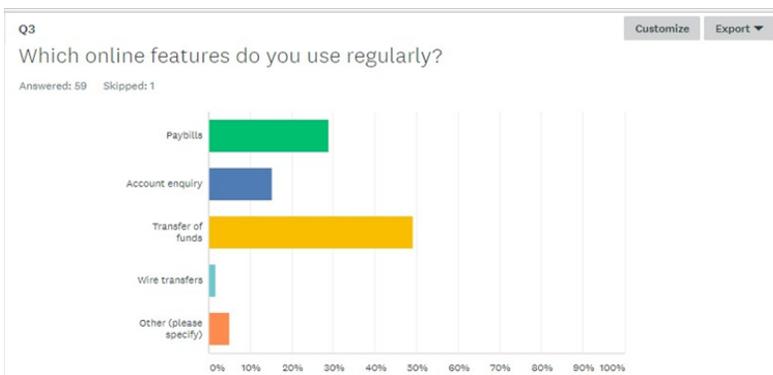
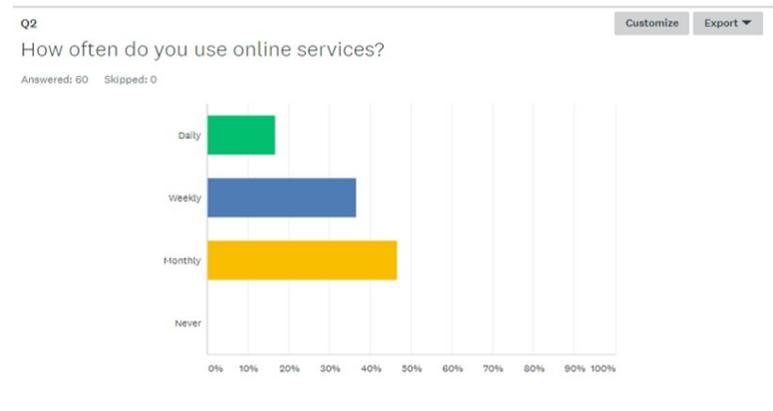
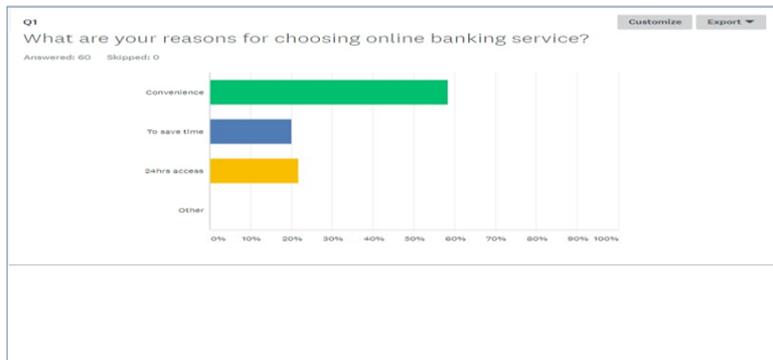
- To identify the customer’s perception about the E-Banking
- How far the objective of the transformation is achieved.

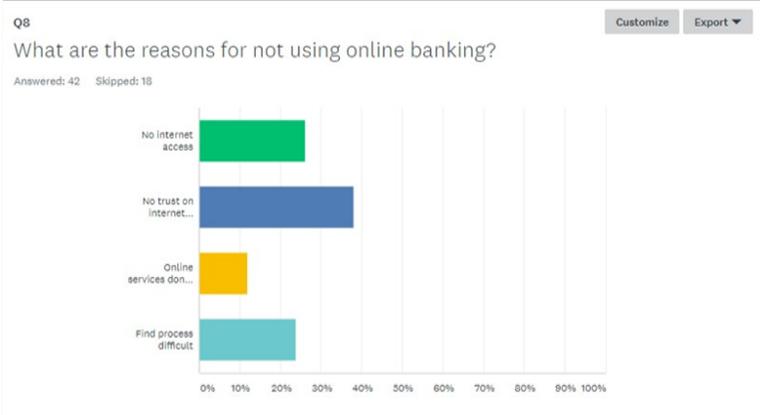
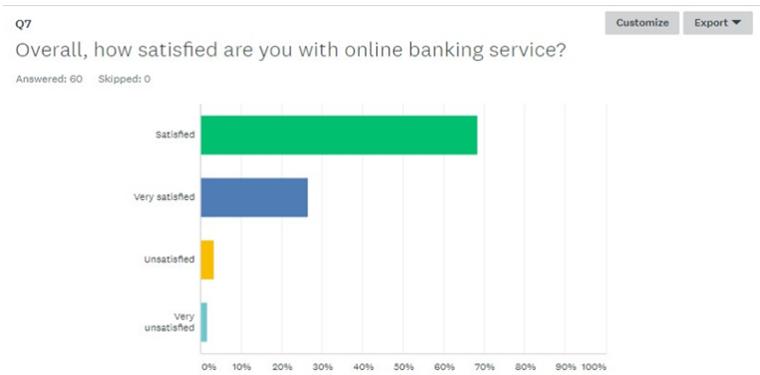
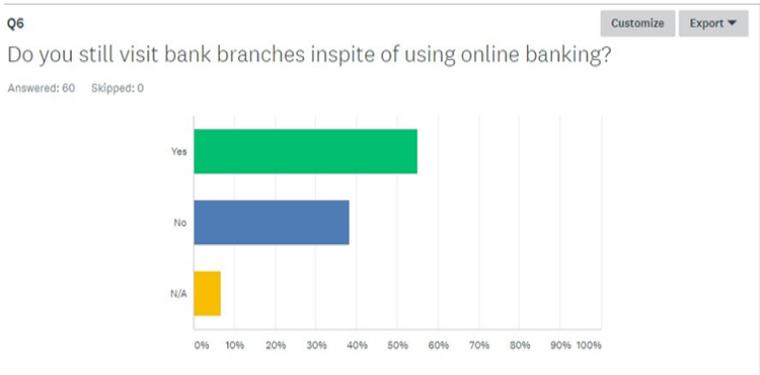
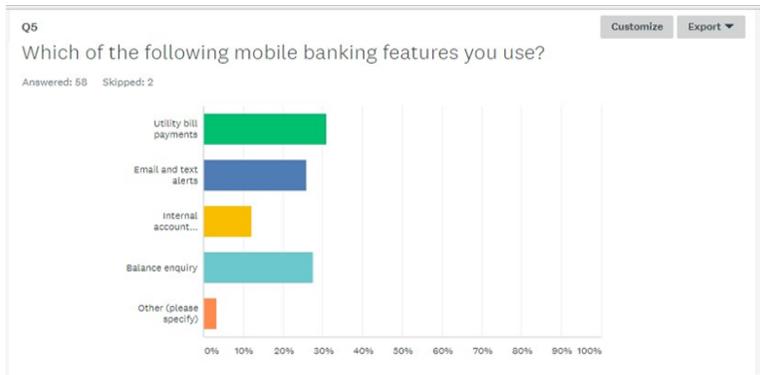
Methodology

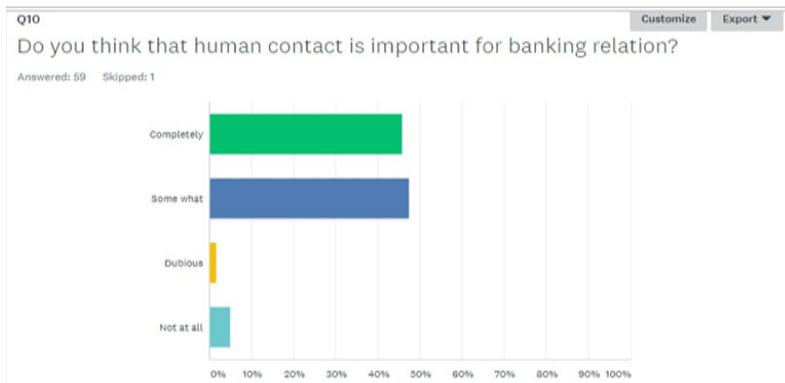
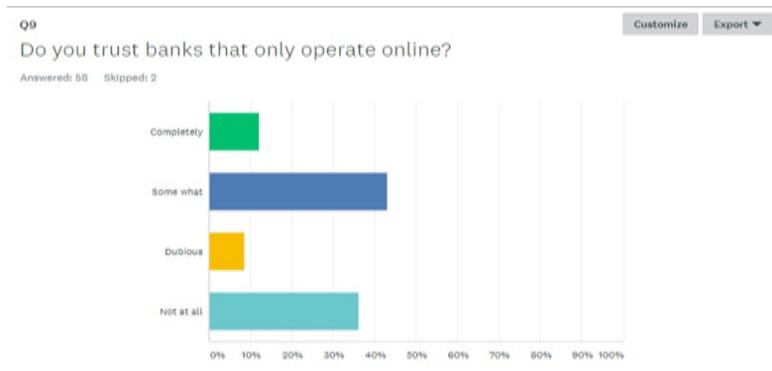
This study employs a quantitative approach that uses closed - ended framework of research design. The basic aim of the research is to conduct a survey on the general public, in order to understand E-Banking in their perception. To understand the views of people the survey is conducted online and the questionnaire consists of 10 questions which are closed ended and the same is studied, analysed, founded and concluded. Survey is conducted with a Sample size of “**60 respondents**” by using Scaling technique of measurement. The sample are drawn in such a way that there are 20 people from youths/ students’ group and 40 people from working group. The sample design used in this survey is Convenience Sample Design, as the samples are drawn as per our convenience.

Analysis of Data

- Questionnaire – Online survey with 10 questions with sample size as 60 respondents
- Analysis and Calculations – Analysed using Measurement of Scaling Technique
- On the basis of Youth/Students – 20 i.e. (33.33%)
- On the basis of working group – 40 i.e. (66.67%)







Findings

- 58% of the sample chooses online banking service for Convenience.
- 47% of the sample use online services in the frequency of Monthly.
- 49% of the sample use transfer funds as their regular online function.
- 72% of the sample uses their mobile phone for banking.
- 31% of the sample uses mobile banking for Utility bill payments and 28% of them use balance enquiry.
- 55% of the sample visit branches in spite of using online banking.
- 68% of the sample is satisfied with online banking service.
- 38% of the sample does not use online banking for the reason as they don't trust on internet service and 26% for no internet access.
- 43% of the sample doesn't trust or in the state of dilemma with regard to banks that only operate online.
- 46% of the sample completely thinks and 48% are in the state of dilemma that human contact is important for banking relation.

Suggestions

- Banks should take necessary steps to create awareness about the advantages of e-banking / internet banking services.
- Because the customers presume internet channels are complicate they do not avail the e-banking services hence banks may set up a team of personnel to train the customers.
- Banks should come up with various applications which provide security to the users of online banking.

- On-site training can be provided to the bank customers who intend to use e-banking / internet banking services.

Limitations

- Since the sample taken is small number, we cannot apply the study at a larger scale. The results may vary when applied at a larger sample.
- Time was a limiting factor to this research.
- The study was conducted using an online survey. However, we feel that a personal interview would have fetched a more realistic opinion.

Conclusion

The customers are lacking back in the knowledge of availing the services of Internet Banking or E-banking, even though this makes the customer convenient in availing the services.

The main consequences caused to the customer are mainly concerned with security issues and the complications that are raised through internet. In return if bank tries to take measure in educating the customers and sorting the trust issues the industry can achieve their objective of introducing E-way to provide the services.

By taking up these necessary actions the finance industry that is renovating and merging to the e-developments can be enhanced and this is partly in relation with the path of making the Indian Economy into Digitalization.

A Study on Impact of Stand up India Scheme on Business Environment

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Abstract

This paper tries to investigate how the "Stand up India Scheme" supports the young women in India facing problems and challenges to take up entrepreneurship as a career. Many women have this quality but they never get a platform to showcase their talents and hence they don't know their real abilities. Though the women in India are considered as source of power, but they are also considered weaker sex and male dominance is still prevailing in the society. Practically women empowerment is still an illusion of reality. To eradicate this scenario "Stand up India Scheme" was launched by Prime Minister Narendra Modi on 5th April 2016 as part of the government's efforts to encourage women entrepreneur and SC & ST communities. Under this scheme, entrepreneurs can get bank loans ranging between 10 lakh and 1 crore for scheduled castes and scheduled tribes and women to kick start their businesses. According to the government, these are sectors of the population that are often underprivileged or under-served. Both these sectors are upcoming, and fast. The scheme helps them out by facilitating loans, providing refinancing options, support and knowledge, substantial reach for maximum benefit; connect centres near home for non-farm sector entrepreneurship. A nation is said to truly progressive only when it has an equitable society; hence stand up India scheme has renounced a revolutionary among the weaker section of the society.

Introduction

Come 16 January 2016, PM Modi will reveal the target and approach of his most recent activity 'Start-up India, Stand-up India', which is gone for advancing advancement as a way to advance business that will prompt occupation creation. PM Modi originally talked about his thought amid the Independence Day discourse at Red Fort recently and ordered the Department of Industrial Policy and Promotion (DIPP) to start exchange with different partners and set up the strategy system to drive the activity. In his last speech of delivery to the nation on 'Mann ki Baat', his Radio syndicated program, Modi re-iterated his administrative expectation to offer catalyst to the inventive and imaginative soul amongst youth segment and build a

government supported economical position to improve this potential. The Hon'ble Prime Minister, Shri. Narendra Modi in his Independence Day address on August 15, 2015 unveiled his game changer campaign "Start-Up India" Stand-Up India to promote entrepreneurship at grass root level for economic empowerment and job creation. The Stand-Up India Scheme launched to coordinate with the celebration of the 125th birth anniversary of Dr. Babasaheb Bhimrao Ambedkar, looks to use the institutional credit structure to connect with the underserved area of individuals, for example, scheduled caste, scheduled tribe and women entrepreneurs so as to enable them to participate in the economic growth of the nation. The plan will profit atleast 2.5 lakh borrowers through 1.25 lakh bank office arranged situated the nation over. The goal of the Stand-Up India Scheme is to encourage bank advances between 10 lakh to 100 lakh to atleast one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and atleast one Woman borrower for each bank office of all planned business banks for setting up a Greenfield endeavor. The Stand Up India gateway gives an advanced stage of view in 3 columns to help endeavors advancement among business people from SC, ST and women class through:

1. Handholding support
2. Providing Information on financing
3. Credit Guarantee.

Potential business visionaries can explore through the intuitive entrance for help administrations, for example, preparing, ability advancement programs, mentorship and direction and so on or enroll for advances by getting to the entry. The gateway additionally gives critical connects to Central and State SC/ST Corporations, Industry Associations of SC/ST or potentially Women business visionaries.

Important Facts about Standup India Scheme

- PM Narendra Modi dispatches the logo of this scheme.
- The plan serves the business enterprise among women and SC&ST group of people.
- E-rickshaws will be given to those individuals who have not possess rickshaws. The recipients of this plan will be poor people.
- "Ola "adds e-rickshaw bookings on its platform, launched by PM Narendra Modi.
- The scheme is aimed to promote entrepreneurship among Scheduled Castes, Schedule Tribes and women and will involve loans ranging from Rs. 10 lakh to Rs. 1 crore. The plan involves a composite loan of between Rs. 10 lakh and Rs. 100 lakh for starting up any new venture in India.
- A total of 5,100 Ola e-rickshaws will be launched in partnership with Bhartiya Micro Credit (BMC) at the event and will be deployed across Delhi, Gurgaon, Noida, Faridabad and Ghaziabad.
- On Occasion of Babu Jagjivan Ram 108th birth commemoration 'Stand up India' is being propelled.

Review of Literature

The objective of the Stand-Up India scheme is to facilitate bank loans between 10 lakh and 1 Crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and something like one women borrower for every bank office for setting up a greenfield endeavor. The enterprise may be in different sectors like manufacturing, trading or service. The eligibility criteria of the scheme-

- SC/ST and/or woman entrepreneurs, above the age of 18 years.
- Loans under the scheme is available for only green field project.
- The term Green field signifies that starting the new venture in the sectors of manufacturing or services or trading.

- In the event of non-singular undertakings somewhere around 51% of the shareholding and controlling stake ought to be held by either a SC/ST or women business person.
- Borrower ought not to be in default to any bank/money related establishment.

Composite advance (comprehensive of term advance and working capital) between 10 lakh and upto 100 lakh. For setting up another venture in assembling, exchanging or benefits division by SC/ST/Women business visionary. Composite credit of 75% of the venture cost comprehensive of term advance and working capital. The stipulation of the credit being required to cover 75% of the venture cost would not make a difference if the borrower's commitment alongside assembly bolster from some other plans surpasses 25% of the task cost. The rate of premium would be most minimal pertinent rate of the bank for that classification (rating classification) not to surpass (base rate (MCLR) + 3%+ tenor premium).

Other than essential security, the advance might be anchored by insurance security or certification of Credit Guarantee Fund Scheme for Stand-Up India Loans (CGFSIL) as chosen by the banks. The credit is repayable in 7 years with a most extreme ban time of year and a half.

For withdrawal of Working capital upto 10 lakh, the same might be authorized by method for overdraft. Rupay charge card to be issued for comfort of the borrower. Working capital farthest point over 10 lakh to be endorsed by method for Cash Credit restrain. The Scheme imagines 25% edge cash which can be furnished in union with qualified Central/State plans. While such plans can be drawn upon for benefiting allowable appropriations or for meeting edge cash necessities, in all cases, the borrower will be required to acquire least of 10% of the venture cost as claim commitment.

Objectives of the Study

The study has been geared to achieve the following objectives

- a) To understand the concept of Stand-Ups in India
- b) To find out the opportunities that exist for women entrepreneurs
- c) To find out the factors that influence women to start up a new business

Statement of the Problem

The poor people still depend on informal credit systems and Self Help Groups (SHG) to get finance for economic activities. Many of the economic activities run by a number of SHGs are not economically viable and do not expand due to lack of adequate financial as well as facilitation support to make the units viable. There should be new trades and innovations with use of modern technology and that should be suit the market needs. Though it has been told in the policies that women and SC and ST entrepreneurs will be promoted but this has not been reflected in the implementation process of the Government departments and financial institutions operating in the State.

Research Methodolgy

The present empirical study is based on the distribution of the primary data obtained from the distribution of structured questionnaires among 50 women respondents. The secondary data sourced from questionnaires and various reports, journals, magazines, articles and the websites available.

Demographics of the Sample

The structured questionnaires were administered to a total number of 50 women respondents in Bangalore. Most of the respondents are from the age group 21 to 25 years (48 percent) and

followed by the age group of 35 years (28 percent). While, 64 percent are unmarried and 36 percent are married. The survey shows that majority of the sample respondents (30.6 percent) are degree holders, (26.3 percent) are postgraduates, (16.4 percent) had completed only school education, (14.0 percent) are diploma holders, and (12.6 percent) are school dropouts.

The most of the sample respondents (28.8 percent) are employed in either private and government organizations, (15.1 percent) are students, (13.7 percent) are business men, (12.4 percent) are self-employed, (11.4 percent) are house wives, (11.3 percent) are professionals and remaining (7.4 percent) are retired persons. The majority of the sample respondents 42 percent have a moderate monthly income of above one lakh, 30 percent have income level of Rs. 50000 to Rs. 100000 and 16 percent respondents with below Rs. 25000 of monthly income followed by 12 percent of monthly income Rs. 25000 to Rs. 50000.

Descriptive Statistics

The descriptive statistics such as Mean (μ) and Standard Deviation (σ) were computed to determine the nature of the research variables in response to users' perceived value on the Stand Up India Scheme offered by government of India. Table 1 indicates set of reasons based on which women desire to start a new business. The majority of women respondents think for more career development and more exposure (mean score- .56) to start a new a business. Followed by other significant reasons like more desire to earn money (mean score- .52), to implement own business idea (mean score-.52) and independence in working (mean score -.40).

Table 2 indicates Sector wise Preference to start new business. The majority of the women respondents think that they avail more opportunities in service industry (mean score- 1.86), followed by trading industry (mean score - 1.68) and the least in manufacturing industry (mean score – 1.12).

Table 3 indicates the factors that influence to start up a new business. Majority of the respondents get influenced by family and friends which is ranked 1 among the different factors. Educational background and family income which is ranked 2.5 play equal role in influencing women to start a new business. Other factors like society ranked 4, government ranked 5 and environmental conditions ranked 6 might also influence. The least factor which influence women is caste and religion ranked 8.

Table 1 Mean and Standard Deviation on the Reasons to Start a New Business

Reasons	Mean	Standard Deviation
Desire to earn more money	.52	.505
More carrier development and more exposure	.56	.501
To implement own business ideas	.52	.505
To invest idle funds in own business	.28	.454
Independence in working	.40	.495
To take care of family and children along with having own business	.00	.000

Table 2 Mean and Standard Deviation of Sector wise Preference to Start New Business

Sectors	Mean	Standard Deviation
Manufacturing Industry	1.12	.659
Trading Industry	1.68	1.019
Service Industry	1.86	1.229

Table 3 Rank Analysis of the Factors influencing Women Start New Business

Factors	Mean	Standard Deviation	Rank Analysis
Caste or Religion	2.44	1.146	7
Educational background	3.84	.618	2.5
Environmental conditions	3.50	.886	6
Family and Friends	3.92	.752	1
Family Income	3.84	.584	2.5
Government Policies	3.54	.930	5
Society	3.76	1.001	4

Managerial Implication and Conclusion

While undertaking the present study it became evident there is very little known about women and their views on entrepreneurship. Therefore, there is a need to gain more knowledge about the young educated women and their views on entrepreneurship. However, different women have different attitudes towards self-employment because of many different factors influence women perception to start their own small business.

Thus this study tries to prove that Government has initiated this Stand Up India scheme but women in particular are not aware or not having the basic idea and freedom to become successful entrepreneurs of today's world. Hence Women and the SC &ST section of the society must take this scheme as an opportunity and strive hard to become the more eligible and flourishing.

This study basically analysed the various opportunity provided and available to the backward section of the society and also the impact it has on the business environment , thus women can make a change using this as a chance which will in turn take a way to improve and flourish the Business environment.

Web Sites

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Learning Disability in an Organization- A Disruption to Indian Business

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Abstract

Learning incapacities are disastrous in youngsters, particularly when they are undetected. It is more deplorable in associations where they go to a great extent undetected. The initial phase in relieving them is to start recognizing the seven learning disabilities "I am my position", "the foe is out there", the hallucination of assuming responsibility, the obsession with occasions, The laws of the fifth discipline .

Keywords: learning organization, personal mastery.

Introduction

An organization cannot improve unless it learns continuously in order to survive. learning is a journey and not an end in itself. The human resource in the organization play a vital role in determining where the organization stands. Studies have shown that as we grow older we our learning ability is declined. As a child we learn and grasp from our environment constantly. But, as we grow older our ability to learn and adapt to our environment is severely declined.

In an organization, human resource that is incapable of learning is as good as dead corpse. One must constantly work on themselves, improve and develop to their fullest potential.

Objective

An investigation into the degree of learning handicap in associations and propose implies by which associations can enhance and learn constantly through:

- To recognize the learning inability of the workforce.
- To order the workforce into the control of individual authority.
- To propose the elements distinguished to be foundations of a learning association.

Methodology

- Sample: 68 out of which 50 responded.
- Sampling techniques: Questionnaire (open and close ended)
- Method of data collection: Primary and secondary data.

Literature Review

PETER M SENGE has mentioned in his book that few organizations live only half if a person, this is due to the learning disabilities found in an organization. It is no accident that most organizations learn poorly. The ways they are designed and managed, the way people's jobs are defined create learning disabilities.

Scope of the Study

The study intends to cover- identifying learning disabilities at an early stage and take measures to overcome these disabilities in an organization

Limitations of the Study

- The data provided may mostly depend on the perception of the subjects
- The study is based on limited number of subjects.
- Time was an important limitation for collecting data on a larger scale.
- Not all organisations/ start-ups have a HR department.

To list out a few, here are the learning disabilities found in an organization:

Learning Disabilities (Findings)

1. "I am my Position"

This syndrome is exhibited by an employee when he is too comfortable at his job and doesn't want to expand and learn more in order to improve himself. This can often lead to boredom, routine work and ultimately lack of motivation and loyalty towards the company.

2. "The Enemy is out There"

We often tend to blame others before checking ourselves. For example in an organization the production department blames the marketing, the marketing department blames the suppliers and so on so forth. One must always check before pointing fingers because it is of no help in solving the situation. Accepting a mistake and taking measures to correct it is important in solving the issue then and there before it gets bigger.

3. "The Illusion of Taking Charge"

People often identify that there is a problem and do nothing about it. This is called not taking charge or not being proactive. Employees are under the assumption that if they can see a problem others can see it too, hence others can fix it and they need not worry about it. This can be very dangerous to the organization when such problems go undetected. Being proactive is very important in reducing additional cost to the organization and also helps to give the employees recognition.

4. "The Fixation on Events"

We are adapted to consider life to be a progression of occasions, and for each occasion, we think here is one clear reason. Generative learning can't be managed in an association if individuals' reasoning is commanded by here and now occasions. In the event that associations center around occasions all the better they can do is to foresee an occasion before it occurs so they can respond ideally.

6. "The Delusion of Learning from Experience"

We are often told that the best learning happens through experiences. But what if these experiences are in the future? For example the decisions taken today will not give results in the present but the results will be seen in the future which is not controllable and one must wait a long time to experience the results of their actions and learn from their experience.

7. "The Myth of Management Team"

It is often assumed that the management is the higher authority in decision making- which is true; but that doesn't mean the employees have no say in the decision making. If an employee

has a genuine reason as to why certain decision is wrong he must be given a fair hearing by the management team. individuals with genuine reservations abstain from expressing them publically, and joint choices are diluted bargains reflecting what everybody can live with.

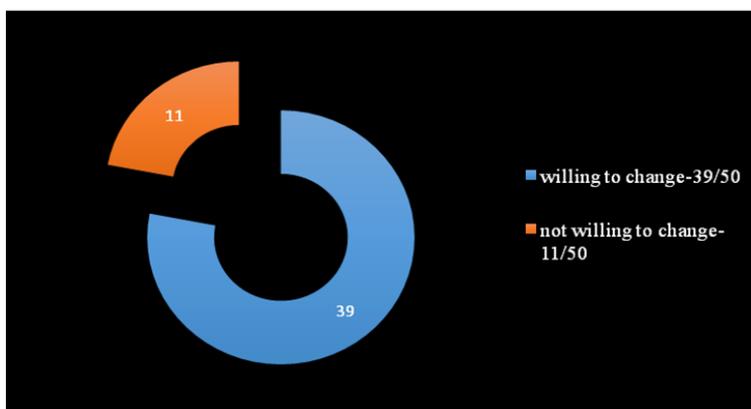
Keeping in mind the end goal to conquer these learning inabilities, one must take after the control of individual dominance and furthermore know about the foundations of the learning association:

Data Analysis and Interpretation

Table 1.1 Showing employees willingness to change roles in an organization

Employee`s willingness to change roles	Yes, I am willing to learn and change roles	No, I am not comfortable with change and will continue to play my role in the organization
No of Respondents	39	11

Source: survey data



Source: excel output

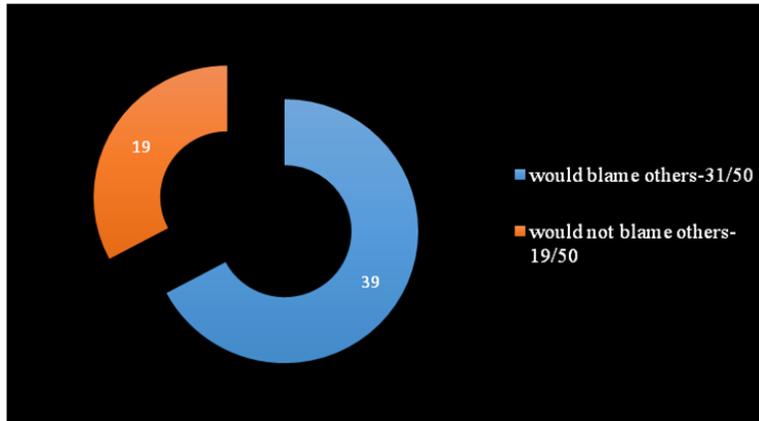
Table 1.1 depicts that 39 out of 50 are willing to accept change, learn and play a different role in the organization. Such employees are motivated, loyal and ambitious, they are willing to try new things and learn as much as possible.

However, 11 out of 50 are not willing to change and are comfortable in the present roles they have assumed in the organization. Few employees are very comfortable in their role and are afraid to take up additional responsibility. They are portraying “I AM MY POSITION” syndrome.

Table 1.2 Portraying the ‘enemy is out there’ syndrome

Employee`s willingness to blame others (other department)	Yes, I would blame others for I have done my part well.	No, I would take the blame even if I have done my part well
No of respondents	31	19

Source: survey data



Source: excel output

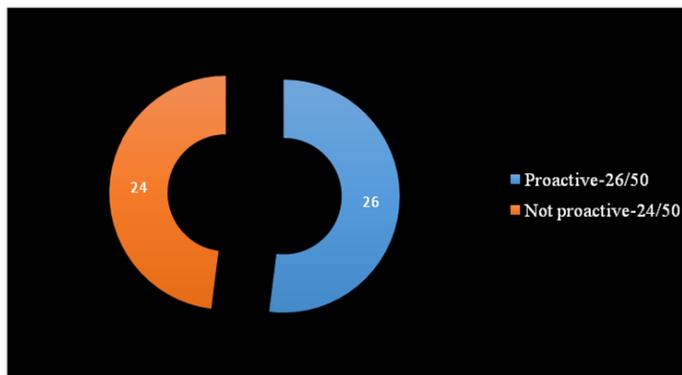
Table 1.2 depicts that 31 out of 50 are willing to put the blame on others (other department) when the organization faces a hiccup in its performance. Every individual has self-esteem and as human beings we tend to blame others before we check ourselves.

However, 19 out of 50 wouldn't blame, rather check their work once again. It is always best to crosscheck one's own work and work together to solve an issue before starting the blame game.

Table 1.3 Showing employees being proactive or not

Employee's willingness to take charge of a situation	Yes, I would be proactive in solving the situation	No, I would let someone else take charge of the situation
No of respondents	26	24

Source: survey data



Source: excel output

Table 1.3 depicts 26 out of 50 are willing to take charge of a situation and try to handle it rather than wait for others to take charge of the situation.

Every individual seeks recognition in an organization and to be recognized, one has to be proactive, take charge of the situation and try to solve it rather than waiting for somebody else to do it. Identifying an issue and doing nothing about assuming somebody else will identify and solve it can cause losses to an organization. However, 24 out of 50 are willing to let somebody else take charge of the situation. This can be because the employees lack loyalty, motivation, and only do what they are asked to do, no more no less.

Conclusion

We live in a society that is constantly upgrading, innovating and being more competitive. An organization cannot survive if its employees are lethargic and have no motivation or loyalty towards the organization. Studies have shown that on an average 500 companies every day are shutting down due to their inability to learn and grow. In such organization learning disabilities prevail. These disabilities must be identified and corrected at the earliest else the organization will cease to exist. this paper can help identify and categorize the employees into 7 categories depending on the disabilities they showcase and take measures in curbing these disabilities to make the organization a competitive one.

Implications of this study on the present and future organizations

- This study can immensely help start-ups and other organizations to sustain in the market and have a competitive advantage.
- This study can easily help one identify and categorize disabilities found in an organization into broadly 7 categories or disabilities.
- This study also suggests certain disciplines of personal mastery, which when organizations follow consistently, they can surely succeed.
- This study helps employees understand the business, get out of their shell, have an impact on the organization and be a strategic business partner.

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Perception on Virtual Marketing

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Abstract

The term Marketing intends to mainly satisfy the organisations goals and objectivities, the purpose is to anticipate their potential consumer's needs. But in today's scenario many organisations are into virtual marketing. The word "Virtual Marketing" means making use of online advertisement and some of the common platforms such as email marketing, social media marketing, display advertising and blogs etc. Virtual marketing serves as a complete contrast towards the traditional methods of advertising such as printing and broadcasting. This study concentrates on what way the customers use virtual marketing and what would be the drawbacks found in the virtual marketing. To achieve this purpose, questionnaires have been used to gather the primary data from the respondents using random sampling technique. Total number of responses collected was 76. The paper concludes by providing suggestions and measures to overcome the drawbacks in virtual marketing

Keywords: customer's satisfaction, common platforms, drawbacks, traditional marketing.

Introduction

The word "Virtual" means almost or nearly described, but not physically existing as such but made by software to appear to do so. Wherein the term "Marketing" is basically used to create, keep and satisfy the customers. According to the perspective of sales process, marketing is well-defined as processes that are interconnected and interdependent with other functions of business which are aimed at achieving customer satisfaction and interest. In Today's scenario many businesses intend to attract customers through new means of techniques such as "Virtual Marketing" by making use of latest technology and by creating the impression on the products hence this way the businesses targets the customers to purchase their products as there is a wide scope of social networking. Where as in traditional methods of marketing the customers were enforced to touch and feel the product and even the promotion of the products were restricted to certain locality or regions as newspaper advertisements, pamphlets were only means of advertising their products.

Literature Review

Udo Gottlieb, Constanza Bianchi, *Electronic Commerce Research and Application* 21, (2017) study on how Scant empirical research has examined exhibitors' experiences of participating in virtual

trade shows. This study aims to expand the understanding of the main drivers and challenges of participating in the virtual trade shows and virtual marketing capabilities required for exhibiting organisations. The research mainly depends on the technological development and strategic firm processes for exhibitors and visitors.

Dr Tariq Jalees, Huma Tariq, Syed Imran Zaman, Syed Hasnain Alam Kazmi (2014) conducted a research on social media usage in the world and especially in Pakistan has a high growth due to which it has a potential of becoming an effective marketing tool. Despite its comparatively low cost and significance, marketers are not effectively utilizing the social media. Thus this study aims to measure the effects of social variables.

Alessandra Marasco, Piera Buonincontri, Mthilda van Niekerk, Marissa Orłowski, Fevzi, (2018) conducted a research aiming to investigate the impact of virtual reality experiences created with the newest generation of wearable devices on the intention to visit sites. The study resulted that PVA of virtual reality experience with wearable devices has a positive and significant effect on behavioural intentions towards the site featured in virtual experiences.

Research Gap

Many studies have been conducted its pros and cons in virtual marketing. From the above literature review its evident that the research has been undertaken according to business perspectives and how the computer-generated today impacts the pupil's emotions, behaviours etc and to what extent the social networking is becoming one of the major tools of marketing.

Statement of the Problem

Before adoption of virtual marketing the customers were not aware of the new products into the market as it was restricted to certain local markets and the customers were enforced to visit stores physically to purchase the products. It's because the business was lacking to the reach the customer's needs and wants.

“Do customers prefer Traditional marketing or Virtual Marketing”.

Objectives of the Study

The main objective of the study is to know the perceptiveness of the customers towards the collaboration of virtual marketing over traditional marketing. Keeping this in view, the following secondary objectives have been set up:

- To examine whether customers prefer traditional marketing over virtual marketing.
- The drawbacks customers face in virtual marketing.
- To give suggestions to overcome the drawbacks faced in virtual marketing.

Scope of the Study

The study was undertaken to assess the perception of various customers whether they prefer virtual marketing of different age groups. And the study also examines whether customers are satisfied with the products purchased over virtual marketing. For this purpose, respondents were selected from Bengaluru city.

Limitations of the Study

The study on “VIRTUAL MARKETING” has few limitations:

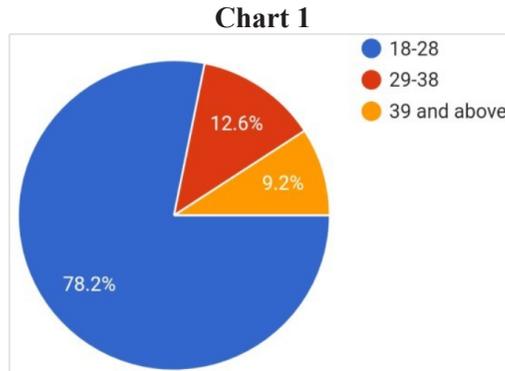
- The study is exclusively based on the primary data with the limited sample size.
- The study is constrained only on the customers' perception. The study is restricted to Bengaluru city covering different levels of age groups.

Research Methodology

The research used was simple random sampling. The primary data was collected through an online survey. The survey was carried through structured questionnaire, self-administered process. And the secondary data is collected from various articles, research papers and journals.

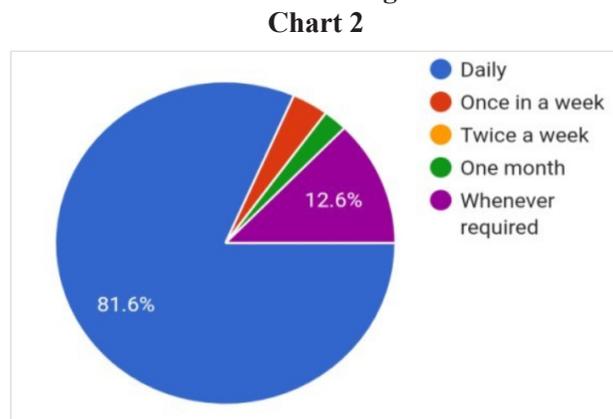
Data Analysis and Interpretation

1. Number of Respondents



From the above chart 1 it is observed that 78.2% were the respondents from the age group of 18-28, 12.6% from 29-38 and other 9.2% are above the age of 39.

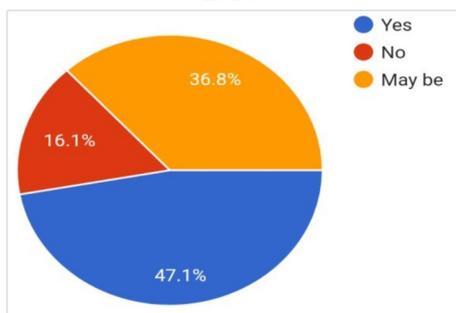
2. How Often Does Customer Use Social Networking?



From the chart 2 it is inferred that 81.6% use social networking daily, 3.5% use once a week, nil for twice a week, 2.3% one month and 12.6% use whenever it is required. This shows that majority of youngsters use social networking everyday as it would be because of the customer's time constraints or their interest.

3. Do Customers Often Get Affected by Negative Comments?

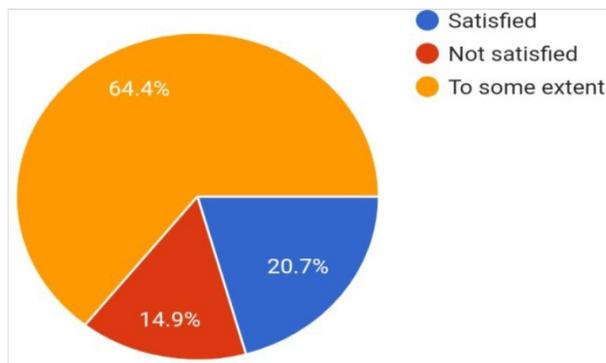
Chart: 3



As per in chart 3, 47.1% of customers get affected by negative comments, 16.1% say no, 36.8% are affected to some extent. This could be due to the quality issues upon the product and the customers after reviewing comments they might have the wrong impact on customers buying perception.

4. Are the Customers Satisfied with the Quality of the Product Purchased Using Virtual Marketing

Chart: 4



The above chart 4 predicts if customer is satisfied with the products or not. 20.7% are satisfied, 14.9% are not satisfied and 64.4% are satisfied to some extent. Thus, it is convinced that majority of customers use virtual marketing and it developing as per the changing trends.

Findings

It was found that majority of the population in Bengaluru city make use of technology massively, therefore there are chances of targeting the customers attention. There is an ease of purchasing products on virtual marketing. Virtual marketing saves the time of the customers. Every now and then the quality of the product differs. And few products would be manipulated with duplicate products. There is an improvement in technology which makes people lazy by door step delivery. There might also be brand delusions at times. However, virtual marketing can have security threats as confidential information's are shared.

Suggestions

The exhibitors of virtual marketing should be able to protect the confidential information secret with strong privacy. And the creation of advertisement in digital forms should be more

convincing to the customers by providing accurate facts of the products. It is also suggested that the business should take up new strategies on the matters of brand delusions. And Utmost care should be taken care off while delivering the products, mainly to sustain brand image. It is important for every business to look after their loyalty towards the customers.

Conclusion

The collaboration of traditional marketing and virtual marketing has its own pros and cons. Because of massive increase in the latest technology there is an ease to reach out to every customers and due to time constraints people find it better to get door step delivery. But comparatively majority of people do not prefer virtual marketing as they would be product defects, cannot be touched and felt, image shown and product delivered would be entirely different. But still majority of the people purchase products over virtual marketing in spite of all defects. It is mainly because of time constraints. At times some of customers buy products on occasions but prefer traditional marketing as it can be tested, verified and satisfies customers to some extent

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Customer Satisfaction in Banking Service

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Abstract

Customer satisfaction is the main objective of any banking sector to provide quality product which help in retaining the customer. In Traditional banking the customers used to stand in a long queue to fill the forms for deposit or withdrawals but now the modern banking does not face all this difficulty it has bought modern technology to provide better satisfaction to its customers like online banking, credit card facilities, online payment and transaction. This study is to understand if the customers are satisfied with the modern technology and does the bank put an effort to educate their customer regarding upcoming technology which the bank is going to adopt. Banking being a customer-oriented service industry, customer satisfaction is the KING of criteria to assess any banking business.

Keywords: services, customer satisfaction, modern banking technology, customer oriented service, customer-retention.

Introduction

The Service Sector in India contributes 53% of Indian GDP even though it is not a dominant sector in the country; it significantly attracts the foreign investments. And also contributes to the significant exports and employment at large scale opportunity is provided by the Service Sector. A wide variety of activities are covered under service sector in India such as transport, hotel and restaurants, trade, communication and storage, real estates, community, business services, insurance and financing. One of the important key drivers in Indian economy is the Service Sector, the estimated cost contributed by the service sector is about 54.0 per cent in 2017-18 of India's gross value added and among total population about 28.6 per cent have employed. The net services exports India increased year on year to US\$ 77,562.89 million in 2017-18 from 14.98 per cent.

Banking Sector

In India the banking service consist of public sector banks are about 27, private sector banks are 21, foreign banks are 49, RRB are 56, urban banks are 1,562 and rural banks are 94,384.

The Indian banks are mainly focusing on risk management by embracing the international banking system, so that the accessibility is made easy to the customers which automatically leads to a satisfied customer and a loyal customer to the bank.

Literature Review

Vyas, V., & Raitani, S. (2014) the research says that many customers are switching their banks which provides better services. The research has found nine factors which are critical that subsidize in switching the banks. One of the most interesting motorists of all the drivers is customer satisfaction which is the main reason for substituting behaviour of the customers. Banks must come out with better approach that increases the customer satisfaction.

Machogu, A. M., & Okiko, L. (2015) research brought to light that with e-banking complexities on customer satisfaction. Results shows that there are factors which leads to customer satisfaction particularly in e-banking, which is one of the very important and fast-growing way of doing banking. Factors are accessibility, convenience, security, privacy, content, design, speed, fees and charges have influence on customer satisfaction where the other factors notified have no significant influence

Ameme, B., & Wireko, J. (2016) claimed in his research that in today's competitive world where technology plays a very important role and if we talk about banking sector or industry there is a positive relationship between technology and customer satisfaction. They also found that if the bank wants to become the market leader in the competitive environment it must use the innovation approach in all the aspects like products and services.

Kaur, N., & Kiran, R. (2015) founded in their research which was on public, private and foreign shows that customer are more satisfied with the services quality of the foreign banks then the private and public banks

Research Gap

Above listed all review literature gives insight for services offered by banking sectors and customer satisfaction and benefits offered by the banks with various findings. The gap has been found in many areas especially in data analysis and research methodology that has been adopted and whether the customers are aware of the benefits offered to them by the banks, do banks educate their customers about modern banking

Statement of Problem

Are the customers open to the technology savvy banking system?

Before privatisation, the banking sectors was not given more importance the people were not aware of the importance of banking sector and the banking sectors did not provide satisfying services to its customers later when the banks were privatised advanced technology was adopted and new schemes to attract the customers but most of the customers are not aware of the technology and benefits offered to them.

Objective

The main objective of the study is to know whether the customers are aware of the technology which the bank incorporates and are they educated on it. Keeping this as a base three objective is framed.

- To determine whether customers are satisfied with the services offered by the banks.
- To examine if customers are aware of the technology and modern trends in banking service.
- To understand if banking sector educates about the technology to its customers.

Scope of the study

The study was to understand if the customers are satisfied with the service provided and whether they are aware of the technology that is been incorporated by the banks and the research targets certain age groups to know whether they utilize the benefits offered.

Limitation

The study “Customer Satisfaction in Banking System: Are the Customers Open to Technology Savvy in Banking System.

- This study is basically limits the sample size.
- The study is covered only to certain age groups restricted only to Bangalore city.

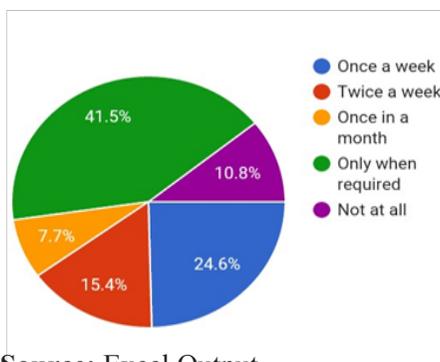
Research Methodology

Research methodology used in the research is online survey, the survey is conducted through well-structured questioners, self-administered format and the reference is taken from journals, various articles and some research papers.

Data Analysis

1. How frequently do you perform online transaction?

Chart 1



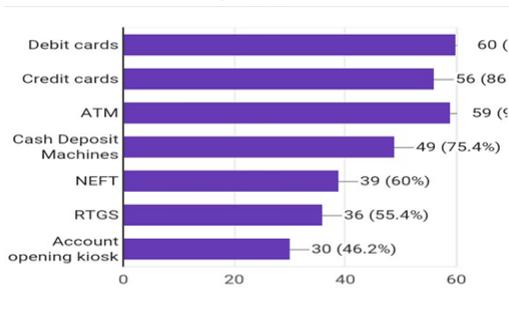
Source: Excel Output

Inference

From the above chart 1, 41.5% of customers perform online transaction whenever required, 24.6% use once in a week, 10.8% do not perform any online transaction. By this it is notified that customers perform online transactions as per their convenience as and when it is required.

2. Are you aware of the following banking services?

Chart 2



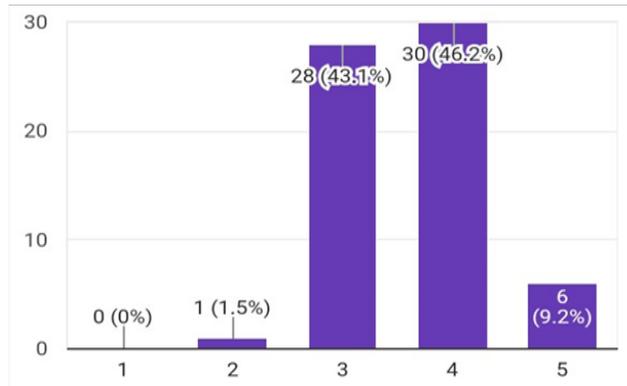
Source: Excel Output

Inference

From the above chart-2 it is predicted that majority of the customers are aware of plastic cards i.e., debit card and credit card and they also prefer using more off ATM and cash deposit machines, NEFT and RTGS, kiosk are not frequently used by the customers.

3. How satisfied are you with the banking service?

Chart 3



Source: Excel Output

Inference

From the above chart-3 it is depicted that the majority of the customers do prefer using banking services either it could be traditional or modern method of banking. As the specific data is analysed through ranking that is 1 being the lowest and 5 being the highest.

Findings

- Proper guidelines are not provided to the customers regarding the usage of technology.
- Privacy is the major issue in the modern banking system.
- Even though there are flaws in modern banking system majority of the customers prefer modern banking as a means of transaction.
- The satisfaction level of the customers is improving drastically certain changes in the system will lead to greater happy customers.
- Customers are not given the opportunity to tell about their grievances.

Recommendations

- Customer satisfaction should be driving force of the banking sector.
- The bank has to spread awareness about the upcoming changes in the technology.
- The network and services has to be improved.
- Customers should be given the opportunity to put forth their problems and immediate solution to be made available.

Conclusion

In today's scenario there is a massive development in the banking sector, one of the main reasons being the growth of latest technology. Indian banking industry at the present time has witnessed the roll out of innovative payment transaction and deposits. These banks concentrate more on customer perspective and adopt the latest technology to reduce the work load. Certain examples are ATM machines; cash deposit machine, Net banking and mobile banking etc.

Earlier traditional bank was the only way for making any transactions and it was basically public sector wherein government played a major role by taking into the consideration of profit and social obligations. At present there are several private sectors banks which are established throughout the nation these private sectors are not owned by the government and they are mainly into profit consideration.

From the study it is found that certain changes in the functioning of the system will have a great impact on the customer's satisfaction. Before any kind of technology is adopted the customers have to be well informed and educated about it. Customer's satisfaction should be the end goal of any banking sector.

Web Sites

www.wikipedia.com

www.researchgate.com

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A Study on Consumer Awareness on Amway Products

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Consumer is the foundation for every business. It is very easy to arrange finance, people, Machines, materials and whatever required for starting a business concern but indeed it is very difficult to attract the consumer towards the business concern. The volume of profit of a business is decided by its potential consumers' strength.

Every business unit always focuses all its efforts in increasing the consumer base. Advertisements, discount offers, Changes in Packages, services to the products, Create the Convenience for the Consumer etc., are the examples of promotional activities to reach the consumer mind so that it can easily increase the sales which result in profit maximization.

This is an attempt to know the consumer awareness about Amway Products among the college students. The Amway India Enterprises commenced its business operation in the year 1998. This company started its business with five products. Now in 2018, it has more than 130 products. This is a direct selling business. The sales of this business are directly depended on its distributors who first create awareness, promote and sell the products.

Statement of the Problem

Amway is a business which promotes its business through its distributors. It provides knowledge about products, sales and marketing to its distributors those are really willing to build their business with Amway. The distributors would do this for their convenience, desires to earn and either as part time or full time. So their efforts to get knowledge about products, sales and marketing and also apply the knowledge to promote and sell the products are all directly depending on their determination to the income which they want to earn through this business.

It is the policy of this business not to advertise its products like other business. Its promotional techniques are different from other business. The only way to reach its consumers is its distributors. There is no control over distributors because they would do the sales

activities only for their goal and convenience and not for the sake of the Amway Company’s goal. We know that advertisement is much needed one for any type of products and services. But this concern is doing its business differently. Here this study is going to analyse the awareness level of respondents about the Amway products and this study aims at to reveal the solution for the following questions: i) How many students are using the Amway products? ii) How many products are used by them and their family ? and iii) How many respondents are not knowing the products?.

Objectives

1. To know the awareness level of respondents about Amway Products.
2. To find the usage level of respondents with regard to Amway products.

Hypothesis

1. Ho : There is no association between awareness and region.
2. Ho: There is no relationship between level of income and level of awareness.

Scope of the Study

This study aims at to know the consumer awareness about the Amway products. Here the researcher considers the students from UG and PG Degree of Bishop Heber College as respondents for this study. As every student is representing a family, the researcher has chosen students as respondents to analyse the consumer awareness about Amway products.

Methodology

Sample Size: The researcher has conducted this study by collecting data from students of one UG and one PG class. The strength of UG and PG students who have given responses is 110. Hence the size of the sample for this study is 110.

Sampling Method: For collecting data from the students, convenience random sampling method was used by the researcher with the help of structured questionnaires. The questionnaires were distributed and data were collected from the one UG class and the one PG class.

Statistical Tools for Analysis: Percentage analysis and Chi-Square Test are used to analyse the collected data and then they are interpreted.

Analysis and Interpretation

Table 1

Demographical Classification of respondents on the basis of Gender		
Gender	No.of Respondents	%
Male	49	44.55
Female	61	55.45
Total	110	100
On the basis of Educational qualification		
Degree	No.of Respondents	%
UG	65	59.09
PG	45	40.91
Total	110	100
On the basis of Region		
Region	No.of Respondents	%
Rural	41	37.27

Urban	69	62.73
Total	110	100
On the basis of Family Income		
Family Income(Rs)	No.of Respondents	%
Below Rs.15,000	23	20.91
Rs.15,000 – Rs. 30,000	55	50.00
Rs.30,000 – Rs.45,000	19	17.27
Above Rs.45,000	13	11.82
Total	110	100

The above table gives details about demographical data of the respondents. Out of 110 respondents, 44.55% respondents are male and 55.45% are female. Regarding educational qualification of respondents, 59.09% respondents are studying UG degree and 40.91% are belonging to PG degree. According to regional classification of respondents, 62.73% respondents are belonging to Urban area and 37.27 % are belonging to rural area. When the classification is done on the basis of family income, 50% of the respondents are belonging to the income group of Rs.15,000 – Rs.30,000, 11.82% respondents are in the income group of above Rs.45,000.

Table 2

Classification of respondents on the basis of Awareness on Amway Products		
Awareness	No.of Respondents	%
Know	103	93.64
Don't Know	7	6.36
Total	110	100

From the table No.2. it is clearly known that 93.64% respondents aware the Amway and its products. 6.36% don't aware even the Amway, the company name and its products.

Table 3

Classification of respondents on the basis of Level of Awareness on no. of Amway Products		
No.of products	No.of Respondents	%
Below 5	80	77.67
6 - 10	17	16.51
11 - 15	4	3.88
Above 15	2	1.94
Total	103	100

From the above table, It is known that 77.67% respondents know only 5 and below 5 products out of 130 products. It is pathetic to know that only 1.94% respondents know more than 15 products of out of 130 of its products.

Table 4

Classification of Respondents on the basis of usage of Amway products		
Using the Products	No.of Respondents	%
Yes	19	18.45
No	84	81.55
Total	103	100

The Table no.4 Shows that number of respondents are at present using amway products. According to the table, only 18.45% are at present using the amway products and 81.55% are not using the products.

Testing of Hypothesis

1. Testing the Relationship between Region and awareness

It is hypothesised that there is a relationship between region of the respondents and the awareness of the Amway products. This relationship is tested with the help of a chi square test. The Null Hypothesis framed for this purpose is ‘There is no relationship between the Region and the Awareness of Amway Products ‘.

Table 5

Regional Awareness of the Respondents				
Region	No. of Respondents			
	Know	%	Don't know	%
Rural	36	34.95	5	71.43
Urban	67	65.05	2	28.57
Total	103	100	7	100

The calculated value for the observed frequencies provided in Table 5. is 2.5. The table value for 1 degree of freedom at five per cent level of significance is 3.84. A comparison of the calculated value with that of the table value indicates that the calculated value is less than the table value and hence the Null Hypothesis that ‘there is no relationship between the Region and the Awareness of Amway Products ‘ has been accepted.

This provides the conclusion that the awareness of respondents is similar whether they are either in rural or urban.

2. Testing the Relationship between level of Income and level of Awareness.

Another hypothesis is framed for testing the relationship between level of income and level of awareness. The Null Hypothesis is “there is no relationship between the Level of Income and the Level of Awareness of Amway Products”. This is also tested with the help of chi square test.

Table 6

Classification of Respondents on the basis of Level of Income and Level of Awareness					
Level of Income	Below Rs.15,000	Rs.15,000 – Rs.30,000	Rs.30,000 – Rs.45,000	Above Rs.45,000	Total
Level of Awareness					
Below 5	17	48	10	5	80
6 - 10	2	4	7	4	17
11 - 15	-	1	1	2	4
Above 16	-	-	1	1	2
Total	19	53	19	12	103

The calculated value for the observed frequencies provided in Table 6. is 26.28. The table value for 9 degrees of freedom at five per cent level of significance is 16.9. A comparison of the calculated value with that of the table value indicates that the calculated value is greater than the table value and hence the Null Hypothesis that ‘there is no relationship between the Level of Income and the Level of Awareness of Amway Products ‘ has been rejected. Hence there is a relationship between the Level of Income and the Level of Awareness of Amway Products. This provides the conclusion that the level of awareness of respondents is influenced by the level of income of the respondents.

Findings

- From the above analysis, the following findings are extracted and listed here:
- Out of 110 respondents, 44.55% respondents are male and 55.45% are female.
- Regarding educational qualification of respondents, 59.09% respondents are studying UG degree and 40.91% are belonging to PG degree.
- According to regional classification of respondents, 62.73% respondents are belonging to urban area and 37.27 % are belonging to rural area.
- When the classification is done on the basis of family income, 50% of the respondents are belonging to the income group of Rs.15,000 – Rs.30,000, 11.82% respondents are in the income group of Above Rs.45,000. 20.91% respondents are in the income group of Below Rs.15, 000.
- From the table No.2, it is clearly known that 93.64% respondents aware the Amway and its products. 6.36% don’t even aware the Amway, the company name and its products.
- From the table No.3, it is known that 77.67% respondents know only 5 and below 5 products out of 130 products. It is pathetic to notice that only 1.94% respondents know more than 15 products out of 130 of its products.
- It is understood from the Table no.4 that only 18.45% are at present using the Amway products and 81.55% are not using the products.
- It is found from the chi square test analysis of the data given in the table No.5, there is no relationship between region of the respondents and their awareness on Amway products. Hence awareness of the respondents is similar irrespective of their residential area.
- It is also observed from the table No. 6 and its chi square test analysis, there is a significant relationship between level of income and level of awareness of the respondents. Thus the level of family income influences the level of awareness of the respondents on the Amway products.

Suggestions

From the findings of the study, it can be observed that there is a large gap between awareness and usage of Amway products and the level of awareness is also very poor. Hence the company must do something to improve the quantum of awareness of consumers.

Regarding usage of Amway products, the Amway Company needs to evolve a proper strategy to make use of Amway products by the consumers those who only aware the products but not using the products.

Conclusion

This study aims at to know the consumer awareness on the Amway Products with special reference to college students. Consumer awareness is the fundamental for any manufacturer to market his products in the target market. In an information Technology era, it is not hard to create awareness about any products and services but it is really hard to convert the awareness into sales volume. The conversion involves a lot that make real challenge to the marketing manager. Here the Amway Company is facing the challenge because it has a good awareness from the consumers about the company and only for a few products, not for the whole products and apparently the usage of Amway products by the consumers is also proportionate to the few products. Though the Amway Company has unique promotion policy regarding advertisement and trust the distributors for creating awareness and sales, these are not enough to create awareness for the whole products. When the awareness of whole products is not there in the market, obviously the sales of all products are not evenly happened. Hence the Amway Company evolves proper strategies to make the whole products familiar among the consumers thereby sales of all the products are possible.

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A Study on Financial Performance of Tancem at Ariyalur Unit

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Abstract

This study examines the Financial Performance and relationship between profitability and Working Capital Management of Tamilnadu Cement Corporation Limited (TANCEM) Ariyalur unit in Tamilnadu. The main aims of the thesis are as follows: To evaluate the Financial Performance of the TANCEM parent body with TANCEM Ariyalur unit. To examine the relationship between Working Capital Management and Profitability of TANCEM parent body and TANCEM unit at Ariyalur unit. To evaluates the operating efficiency of the TANCEM parent body and TANCEM unit at Ariyalur.

Sampling Procedure, Design and methodology: *This research work is a quantitative analysis and the researcher applied two methods: Firstly, the researcher used correlation models, specifically Pearson correlation to measure the degree of association between different variables under consideration. Secondly, the researcher used Regression analysis to estimate the causal relationships between profitability variable, liquidity and other chosen variables. The research design of the study is "Correlation and Regression Analysis". The following methods of analysis are used in the study: (i) Ratio Analysis, (ii) Comparative Financial Statements, (iii) Common size Financial Statements and (iv) Schedule of changes in Working Capital Management. The study is based on Secondary data. The annual reports of TANCEM constituted the single most important source of data.*

Introduction

One of the most important elements of success in Business is Finance. It has rightly been said that business needs 'money' to make more money. However, it is also true that money gets more money, only when it is properly managed. Hence, efficient management of every business enterprise is closely linked with efficient management of finance. Business Finance usually deals with financial planning, acquisition of funds, allocation of funds and financial control. J.Fred Weston states, "Traditionally, the literature of Business Finance has emphasised either the management of working capital or the acquisition of funds."¹ Financing is the process of organizing the flow of funds so that a business can carry out its business activities in the most efficient manner and meet its obligations in due time. As Irwin Friend writes, "A firm's success and even survival, its ability and willingness to maintain production and to invest in fixed and working capital are to a very extent considerably determined by its financial policies both past and present"²

Statement of the Problem

In TANCEM the production on large quantity of inventory which is a part of working capital, with the sale in large volumes and mostly on credit to Government Departments, some part of the receivable are received in next year or shift into next year which impact on yearly firm's profitability. This could have significant impact on TANCEM profitability.

The researcher reviewed existing literature and gone through the problems of Cement manufacturing industries in general and State Government owned TANCEM in particular seeking clarification to the following specific problems:

1. Whether the TANCEM has operating efficiency or not?
2. What is the status of performance of TANCEM?
3. Whether the TANCEM and TANCEM Ariyalur unit perform remarkably or not?
4. Is there any impact of Working Capital Management on Profitability of TANCEM?
5. What is the contribution and impact of TANCEM Ariyalur unit in the parent TANCEM.

To address the above issues, the present study namely, "A study on Financial Performance of TANCEM Ariyalur unit in Tamilnadu" has been taken up. It is a maiden attempt to analyze the financial performance and the relationship between Working Capital Management and profitability of the Public Sector undertakings i.e. TANCEM Ariyalur unit.

Scope of the Study

With regard to financial performance analysis of TANCEM, the researcher has taken up Financial Performance analysis and Working capital management alone. In the case of Financial Performance analysis the researcher mainly concentrated on ratio analysis. The other aspects are not focused much. In case of Working Capital Management analysis the schedule of changes in Working Capital and working capital regression model and beta analysis alone taken into considerations. Further in the case of Working Capital Management there in no detailed analyses of Receivable Management, Cash Management and Inventory Management are carried out. TANCEM has two cement plants, the first one situated in Alangulam in Virudhunagar District and second one in Ariyalur at Ariyalur District. Apart from the two cement plants TANCEM also has one Asbestos Sheet Plants at Alangulam and another Stoneware Pipes Plants at Vridhachalam, Cuddalore District. The study of the Financial Performance of TANCEM is conducted in Ariyalur unit in Ariyalur District and TANCEM parent body in Chennai. The other units namely Alangulam Asbestos Sheet Plant at Alangulam and Stoneware Pipes plant at Virudhachalam does not included in the study.

Objectives of the Study

The objectives of the study are indicated below

1. To understand the Origin and Growth of Cement Industry in General and of TANCEM in particular.
2. To evaluate the Financial Performance of the TANCEM parent body with TANCEM Ariyalur unit.
3. To examine the relationship between Working Capital Management and Profitability of TANCEM parent body and TANCEM unit at Ariyalur unit.
4. To evaluate the operating efficiency of the TANCEM parent body and TANCEM unit at Ariyalur.
5. To offer remedial measures to improve the profitability of TANCEM and TANCEM unit at Ariyalur through the effective management of working capital and improvement of financial performance.

Hypotheses Testing

The purpose of this study is to find out the relationship between profitability and working capital management, the study makes a set of testable hypothesis {the Null Hypothesis H₀ versus Alternative Hypothesis H₁}.

The First Hypothesis of this study is as follows

1. **H₀₁:** There is no Correlation between Working Capital Management and Profitability of the TANCEM unit at Ariyalur.
2. **H₁₁:** There is a positive Correlation between Working Capital Management and profitability of TANCEM unit at Ariyalur.

Second Hypothesis of the study is as follow

1. **H₀₂:** There is no association between Liquidity and Profitability of the TANCEM parent body and TANCEM unit at Ariyalur.
2. **H₁₂:** There exists negative relationship between Liquidity and Profitability of the TANCEM parent body and TANCEM unit at Ariyalur.

Third Hypothesis of the study is as follow

1. **H₀₄:** There is no relationship between Debt and Profitability of TANCEM parent body and TANCEM unit at Ariyalur.
2. **H₁₄:** There is a negative relationship between Debt and Profitability of TANCEM parent body and TANCEM unit at Ariyalur.

Area and Period of the Study

The period of the study with regard to the Secondary Data covers to 13 financial years from 2000-2001 to 2012-2013. The study area is confined to the TANCEM parent body at Chennai, Tamilnadu and TANCEM unit at Ariyalur, Ariyalur District.





TANCEM ARIYALUR UNIT



TANCEM CHENNAI HEAD OFFICE



VIRUDHNAGAR ALANGULAM ASBESTOS AND PIPE UNIT

Chart 1.1 Map Showing the Study Area

Methodology

Research Question: Does the change in working capital impacts on the firm's profitability of TANCEM?

Research Approach: In quantitative analysis we applied two methods: First: we used correlation models, specifically Pearson correlation to measure the degree of association between different variables under consideration. Second: we used Regression analysis to estimate the causal relationships between profitability variable, liquidity and other chosen variables. This research study is focused on the quantitative approach, whereas the quantitative approach illustrate by name itself that it is based on objective realities. This approach is considered measurable one in terms of physical quantity and in facts and figures.

Research Design: The research design is the procedural details of the study by which data is collected which aims to develop the set of methods and procedures, which help to test the research question, and with a degree of confidence, research design of my study is focused on 'Regression Analysis'

Research Tools: The analysis and interpretation of financial statements is used to determine the financial position and results of operations as well. A number of methods or devices are used to study the relationship between different statements. An effort is made to use those devices which clearly analyze the position of the enterprise. The following methods of analysis are used in the study:

- Ratio Analysis
- Comparative Financial Statements
- Common size Financial Statements
- Changes in Working Capital Management

Data Source: The study is based on Secondary Data. The Annual Reports of the Company constituted the single most important source of data. It includes the related data of the Annual Reports of TANCEM parent body and TANCEM Ariyalur in different time period from 2000-2001 to 2011-13. The researcher obtained the relevant data from the Finance Department in the Ariyalur, Tiruchirapalli District and the TANCEM parent body through the web sites. The accounting information reported in the financial statements is rearranged in a form suitable for analysis. Additional information is obtained from books, business dailies and magazines, Libraries and web sites.

Statistics / Multivariate technique: As far as concerned to this research study, the researcher want to evaluate the impact on relationship between the working capital management Profitability on selected sample time period. Whereas, researcher found correlation or Regression Analyses technique would be suitable for quantifying the effect of variables to each other on the basis of gathered data from the TANCEM.

Variables Used for Analysis of Data

This study undertakes the issue of identifying key variables that influence Working Capital Management of TANCEM. Choice of the variables is influenced by the previous studies on working capital management. All the variables stated below have been used to test the Hypotheses of our study.

Net Operating Profitability (NOP) which is a measure of Profitability of the firm is used as dependant variable. It is defined as Operating Income plus depreciation, and divided by total assets minus financial assets.

Average Collection Period (ACP) used as proxy for the Collection Policy is an independent variable. It is calculated by dividing account receivable by sales and multiplying the result by 365 (number of days in a year).

Inventory Turnover in Days (ITID) used as proxy for the Inventory Policy is also an independent variable. It is calculated by dividing inventory by cost of goods sold and multiplying with 365 days. Average Payment Period (APP) used as proxy for the Payment Policy is also an independent variable. It is calculated by dividing accounts payable by purchases and multiplying the result by 365.

Cash Conversion Cycle (CCC) used as a comprehensive measure of working capital management is another independent variable, and is measured by adding Average Collection Period with Inventory Turnover in Days and deducting Average Payment Period.

Current Ratio (CR) which is a traditional measure of liquidity is calculated by dividing current assets by current liabilities.

Debit Ratio (DR) which is measured through total debt divided by total asset

Income to Sale Ratio (ISR) which is measure operating income plus depreciation amount of the year and the divided by sale through out the year.

Income to Total Assets (IA) it is measured operating income plus depreciation amount and then divided by total asset.

Sales Growth (SGROW) is calculated by current sale year minus previous year sale and then divided by previous year sale.

The general form of the model is:

$$NOP = \beta_1 (ACP) + \beta_2 (CCC) + \beta_3 (APP) + \beta_4 (CR) + \beta_5 (ITID) + \beta_6 (DR) + \beta_7 (IS) + \beta_8 (IA) + \beta_9 (SGROW) + \varepsilon \quad \text{Where,}$$

1. ACP = Average Collection Period in Days
2. CCC = Cash Conversion Cycle in Days
3. ITID = Inventory Turnover in Days
4. CR = Current Ratio
5. DR = Debt Ratio
6. IS = Income to Sale Ratio
7. IA = Income to Total Asset
8. SGROW = Sales Growth

1.9 Limitations of the Study

The study is based on secondary data collected from TANCEM, therefore the quality of the study depends purely upon the accuracy, reliability and quality of the secondary data source. Approximation and relative measures with respect to the data source might impact the results.

First hand information from the Company regarding the financial plan, method of controlling the debts, management of cash and other vital details are important for the analysis of working capital but the Finance Department reluctant to provide the necessary data in time. Hence, the researcher unable to conduct the detailed analysis of Cash management, receivable management

and inventory management. However the researcher collected financial statements by making necessary enquiry with the finance department personnel for conducting the working capital and financial statement analysis.

Further, the inherent limitations of financial statements and ratios are also be reflected in the study. Due to time and cost constraints, the study is confined to thirteen years data only, i. e. from 2001–2013. Therefore, a detailed analysis covering a lengthy period, which may give slightly different results. The study is based on data given by TANCEM Ariyalur unit, Tamilnadu. Therefore, the accuracy of results is purely based on the data supplied by the TANCEM.

Comparison of Production, Capacity Utilization, Sales Profit/Loss and Net increase or Decrease in Working Capital

Table 5.36 it is concluded that whenever there is increase in working capital the capacity as well as production of the study unit increased and profit volume also increased except during the year 2003-04. During the years 2004, 2006, 2010 and 2011 there were application of funds and management of Ariyalur unit effectively manage the working capital and enable to increase the profit volume.

Beta Analysis: It is found from the chart 5.36.1 that, changes in working capital fluctuates as years pass the above to change is understood with the help of Beta for this ratio over 12 years is 97.75%. It means there is 100% change in working capital. The working capital is changing 511.41%. This is explained by 99.67% of the data under observation.

Relationship between independent variables and Net Operating Profit

Multiple regression analysis was applied to find the relationship between independent variables towards net operating profit to identify the best predictor from them. The following results were arrived at and are shown in this table 5.39.

The value of $R(0.997)$ is the correlation of the nine independent variables Average Collection Period in Days(X_1), Cash Conversion Cycle in Days(X_2), Average Payment Period(X_3), Current Ratio(X_4), Inventory Turnover in Days(X_5), Debt Ratio(X_6), Income to Sales Ratio(X_7), Income to Total Asset(X_8), Sales Growth(X_9) with the dependent variable Net Operating Profit (Y). The inter-correlations among the nine independent variables are taken into account. The R-square (0.995), which indicates all independent variables together explains 99.5% of the variance in net operating profit, which is highly significant ($F=41.798$, $p<0.05$).

Hypotheses Testing

It is concluded from the hypotheses testing that 1. There is a positive Correlation between Working Capital Management and profitability of TANCEM unit at Ariyalur. 2. There exists negative relationship between Liquidity and Profitability of the TANCEM Chennai and TANCEM at Ariyalur. 3. There is a negative relationship between Debt and Profitability of TANCEM Chennai and TANCEM at Ariyalur.

SWOT Analysis

It reveals that the weaknesses of the TANCEM are more than the Opportunities and Threats. The weaknesses may be cleared or removed with efficient management of working capital through reducing the debt-equity ratio and reduction of raw-material cost, input cost and sincere attempt on receivable management. Hence, it is concluded that the effective management of working capital will reduce the weaknesses of the TANCEM and thereby increase the strength. This aptly match the study conducted and concluded by the Tiwari R.S.(1998) that “proper management, effective controls and cost reduction strategies are the most important methods to improve the profitability in cement factories.”

Conclusion

From this analysis the researcher concludes that the financial performance of TANCEM Ariyalur Unit is very impressive when compared to the TANCEM parent Body. The operating efficiency of TANCEM Ariyalur unit is satisfactory. The TANCEM Ariyalur unit sustained losses only two years and rest of the years under the study gaining profit. The impact of Ariyalur unit in the TANCEM performance is impressive. Due to earning of the Ariyalur unit the parent body enables to reduce its losses. There is a proper working capital management in Ariyalur Unit and in this regard the researcher very much appreciates the Finance Department of the Ariyalur. Finally, there is an impact of TANCEM Ariyalur unit on TANCEM Chennai performance is vital and visible from the study.

Suggestions

The following suggestions were given for the betterment of the financial position of the TANCEM Chennai and Ariyalur Unit.

Recommendation to TANCEM CHENNAI

1. In the case of TANCEM Chennai working capital turnover ratio was increasing year by year except in 2012. Increasing rate usually indicates relative inefficiency in the use of capital from the profit view point. It may also show that management is protecting the capital for business. It evident that the share capital of TANCEM not fluctuating and remaining for constant for more than 12 years. Hence, the working capital turnover may be reduced by efficiently utilizing the capital in the business.
2. TANCEM under the constraints to improve the operating efficiency otherwise it will affect the survival of TANCEM. Hence, the researcher suggested that TANCEM parent body may take necessary steps to reduce the cost of raw-materials, power and fuel cost, packing charges and other expenses. TANCEM also finding out the alternative source of power supply i.e. solar energy.
3. TANCEM's capital resources being stretched too far and indicates overtrading and resulting in paucity of funds in TANCEM. Therefore, it needs more funds for working capital. Further there is a need to raise borrowings so that funds may be infused to TANCEM Ariyalur unit. Therefore, TANCEM may be infusing more share capital because it is more or less constant over the years.
4. TANCEM Chennai should take necessary steps to collect the sundry debtors particularly collect receivable from other Government departments that will increase its Net Profit and improve the Debt-Equity ratio.
5. TANCEM Chennai may take necessary steps to setup the stoneware pipes and asbestos products and backward integration to increase the profitability of the TANCEM.
6. The Government takes further step to argument the production by the way of making technological advancement in production and distribution of cement and install additional modern cement plant in Ariyalur unit as it is very essential and viable in its operations.
7. The TANCEM Chennai allocates further funds to Ariyalur unit to increase the fixed assets and to increase the liquidity position TANCEM parent body.
8. The TANCEM Chennai may reduce the administrative delay in sanctioning the necessary funds to Ariyalur unit.
9. The debt-equity ratio was not up to the mark in TANCEM parent body and it may be improved.

10. The TANCEM may approach the apex body namely Tamilnadu State Government to increase budgetary allocation for increase of the capacity of the Ariyalur unit as it utilizes 100% capacity many a times during the study period.

Recommendation to TANCEM ARIYALUR UNIT

1. Even though the sales volume has been increased in Ariyalur unit but the Tamil Nadu Government has not been taken any step to commission any new plant in the Ariyalur unit during the 12 years study periods. Hence, the Government of Tamilnadu may take serious steps to commissioning new plant in Ariyalur unit.
2. TANCEM ARIYALUR UNIT has maintained cash and bank balances at the lowest level in the recent years therefore, it may take further steps to make adequate cash and bank balances to improve the liquidity positions.
3. TANCEM ARIYALUR UNIT may to take measures to clear the inventory level or take efforts to increasing the sales.
4. TANCEM ARIYALUR UNIT should try to increase the Fixed Assets, so that it will improve the fixed assets turnover ratio.
5. The net working capital of Ariyalur unit has been oscillating and it may take steps to increase Working capital.
6. It should take necessary steps to reduce power and fuel cost because it is nearly 50 percentage of sales value. It may send proposal to TANCEM parent body as well as the Tamilnadu State Government for installing alternative sources of power supply i.e. Air Wind or Solar energy.
7. Ariyalur unit has not collected the sundry debtors in time and there was no proper provisioning in the Balance Sheet. It must give much attention to make collection of debtors and make provisioning then and there to write off the bad debts.

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A Study on Financial Performance of Bharath Limited, Dalmiapuram, Ariyalur

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Abstract

The financial statements are helpful to executives to assets the implications of their decisions, valuate and review their performance and implement corrective action. In fact the financial statements render invaluable service to wonder, employees, customer, suppliers and the government in their respective fields of interest. It's to be mentioned that mere presentation of statements does not serve any purpose to any of the parties mentioned above. The financial statements are useful and meaningful only when they acre analysis and interpreted. Scientific method has to adapt to analysis and interprets these statements as done in the statement is called interpretation. Some people call it 'examination; 'criticism; or 'analyses. Therefore it is meaningful to call it 'analysis and interpretation'

Introduction

Financial statements provide meaningful, useful and valuable information periodically regarding financial position and future prospects of the business concern. Various parries interpretation. Financial statement are prepared to review the state of investment in a business and result achieved the during the specific period. They reflect regard and facts accounting conventions and personal judgments.

The financial statements are helpful to executives to assets the implications of their decisions, valuate and review their performance and implement corrective action. In fact the financial statements render invaluable service to wonder, employees, customer, suppliers and the government in their respective fields of interest. It's to be mentioned that mere presentation of statements does not serve any purpose to any of the parties mentioned above. The financial statements are useful and meaningful only when they acre analysis and interpreted. Scientific method has to adapt to analysis and interprets these statements as done in the statement is called interpretation. Some people call it 'examination; 'criticism; or 'analyses. Therefore it is meaningful to call it 'analysis and interpretation'

First Credits to Dalmia Cements

- First to install 259 TPD semi dry process kiln in India.
- First to install 500 TPD wet process kiln in India
- First to install the unique coal slurry based vertical shaft kiln technology in the world.
- First to introduce the vertical roller mill technology in India cement industry thus saving valuable energy
- First to install captive power generator in India which can run on heavy fuel oil, thus saving scarce and valuable light distillates like diesel.
- First to produce OWC in India to API specification. This unit is a pioneer in manufacturer of oil well cement conforming to specification of American petroleum institute
- First cement plant in tamilnadu to venture in mind mill farm
- First cement plant in south India to obtain the ISO9002 quality system certification in 1993. Now switched over to IS: ISO 9001-2000 VERSION.
- First unit in India to go in for vertical roller mill for cement grinding in 1997.
- First to install modern pre-calcinatory dry process kiln in this state in 1987.
- First to introduce auto kiln control system using linkman in India in 1992.replaced by RAMCO system in the year1999.

Objective of the Study

- To measure the liquidity, solvency, activity and profitability of the Dalmia Cement Bharat Ltd.,
- To analyze the funds flow statements to examine the efficiency of the corporation in managing its working capital.

Scope of the Study

- This study help to calculate the value of difference to be carried out for ratio analysis and also to calculate the value of different assets and liabilities to be carried out for comparative and common size balance sheet of different years.
- The study helps to find out resources for further development of the company.

Comparative Statement

This is yet another technique is used in financial statement analysis. These statements summarize and present related data for a numbers of years, incorporating there in changes in individual item of the financial statement. These statements help in making inter-period and inter –firm comparison and also highlight the trends in performance efficiency, and finical position. This statement normally comprises the following statements.

- Balance sheet ,Profit and loss account

Research Methodology

Research methodology is way systematically solves the research problem. Its explains various steps that are generally adopted by the researchers studying the research problem along with the logically behind them.

Research Design

Research design is purely and framework or plan for a study that guide in the collection and analysis of the data. The financial recorded we have adopted the exploratory design in collective and analyzing the data.

Research Methodology

Research methodology is way systematically solves the research problem. Its explains various steps that are generally adopted by the researchers studying the research problem along with the logically behind them.

Data Collection

Secondary data

The financial performance of the company is analyzed by the secondary data collected. The has been collected already by someone else and which have already passed through the statistical process. In the study secondary data was pertained from articles various magazine, research books and various journals and also from company website .The data from reports have been analyzed using various tools and techniques with view to evaluate the performance in management of financial performance .The type of information collected are:

- Company history & its operations
- Company 's financial performance situation

It has been collected already by someone else who has already passed through the statistical process. The data from reports have been analyzed using various tools and techniques with the view to evaluate the performance in management of financial of statement. The data collected from various.

- Balance sheet
- Company's website
- Journals
- Magazines

Limitation of the Study

- The study is based mainly on the annual published reports of the corporation which is true only for the last day of the accounting year and it may not be relevant for the remaining part of the year.
- The study does not consider the quality made of service by the corporation which also plays a significant role in the development of the corporation.

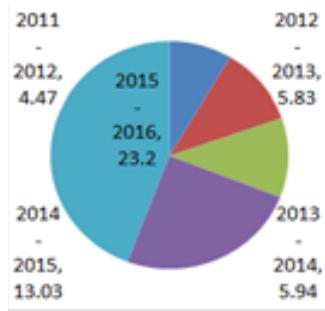
Ratio Analysis

Ratio analysis is helpful to management and outsiders to diagnose the financial health of a business concern. Its helps in measuring the profitability, solvency, a and activity of firm. Generally ratios are used for the purpose of assessing the profitability, activity or operating efficiency and financial position of the concern. Based on the purpose the ratios are classified as follows.

Review of Literature

- The 'Financial Statement' refers to formal and original statement prepared by a business concern to disclose its financial information. AICPA (American Institute of Certified Public Accountant) says "Financial Statement are prepared for the purpose of presenting the periodical review or report on the progress by the management and deal with (I) the statement in the business and (II) the result achieved during the period of under review".
- In the words of Hampton J.J. "The Statement disclosing status of investment is knowing us balance sheet showing the result is known as profit and loss account". Thus, the term financial statement has been widely used to represent two statements prepared by accountants at the end of specific period. They are: (i) profit and loss account or income statement: and (ii) balance sheet or statement of financial position. Of late, another statement is also being prepared called 'surplus statement' or 'retained earnings statements'.

Net Profit Ratio



Net Profit Ratio

This ratio indicates what portion of sales is left to the firm after all costs.

$$\text{Net profit ratio} = \frac{\text{net profit}}{\text{Sales}} \times 100$$

Comparative Balance Sheet
Comparative Balance Sheet for the Year Ended (2016-2017)

(Rs. In Lakhs)				
Particulars	2011	2012	+ or -	%
Current Assets				
Inventories	17439.92	14456.9	-3019.08	-17.25
Sundry Debtors	2563.54	2345.75	-511.04	-17.90
Cash and Bank Balance	2524.66	2564.63	15.88	0.74
Loan and Advance	31256.80	4456.25	-152.04	-4.09
Total Current Assets(1)	26128.18	22578.90	-3666.28	-14.00
Fixed Assets				
Gross Block	70256.68	70356.91	-19.77	-0.02
Less Depreciation	29213.5	32287.40	3044.24	10.42
Net Block	41162.52	38099.51	-3064.01	-7.44
Capital work in progress	414563.43	26.63	-269.20	-19.75
Total fixed Assets(2)	7584.36	38126.14	-3360.29	-8.09
Investment (3)	108.22	14884.35	7300.29	96.27
Deferred Revenue Exp.(4)	75860.19	298.65	190.43	175.96
Total Assets (1+2+3+4)	75360.19	75825.04	190.43	175.96
Liability				
Current Liability	5658.47	4736.45	-920.02	-16.26
Provisions	2647.94	2912.6	297.14	11.35
Total Current Liability(1)	8216.39	7648.51	-622.88	-17.53
Loan Fund				
Secured loan	25221.28	24024.28	-1197.05	-4.74

Deferred payment Liability	2033.11	32358.40	1717.14	81.63
Unsecured loans	27431.23	27838.14	517.09	1.89
Total loan funds(2)	6134.25	6147.28	16	0.26
Share Holder Funds				
Share Capital	765.16	765.16	-	-
Reserves and Surplus	38526.14	33425.98	554.6	1.68
Total share Holder fund(3)	6131.2	34191.98	854.65	1.68
Deferred tax(4)	6698.9	75825.04	464.85	0.61
Total Liability(1+2+3)	75369.19	7582.01	464.85	0.61

Comparative Balance Sheet for the year ended (2017-2018)

(Rs. In Lakhs)				
Particulars	2015	2016	+ or -	%
Current Assets				
Inventories	16	19	29	1
Sundry Debtors	26	15	25	9
Cash and Bank Balance	27	22	-	-
Loan and Advance	54	99	44	8
Total Current Assets(1)	27	63	94	3
Fixed Assets				
Gross Block	70	12	64	1
Less Depreciation	59	23	-	9
Net Block	64	98	35	-
Capital work in progress	45	74	21	2
Total fixed Assets(2)	63	95	25	6
Investment (3)	74	35	-	-
Deferred Revenue Exp.(4)	98	15	-	-
Total Assets (1+2+3+4)	78	85	25	3
Liability				
Current Liability	60	12	61	1
Provisions	33	13	-	-
Total Current Liability(1)	94	15	60	6
Loan Fund				
Secured loan	23	44	21	8
Deferred payment Liability	16	59	-	-
Unsecured loans	45	78	50	1
Total loan funds(2)	34	64	21	6
Share Holder Funds				
Share Capital	-	76	-	-

Reserves and Surplus	96	75	91	2
Total share Holder fund(3)	75	35	2	2
Deferred tax(4)	32	65	45	3
Total Liability(1+2+3)	10	14	34	3

Findings and Suggestions

Findings

- The thumb rule of current ratio is 2:1. The current ratio company is fluctuations in between the 2, 89:1 .So the short –term solvency position of the company is good.
- The proprietary ratio for the 5 years from 2008-2009 to 2012-2013 were less than 0.5 that means less than 50 %.It indicates that for every Rs.1 there was an owner’s position of less than 0.50.paise.
- The quick ratios found satisfactory so the company shows good position for five years.
- The fixed assets to long term fund ratio should not become then 1. During the study period it was lies between 1.51:1 times

Suggestion

- While comparing the equity debt for the concern is little bit higher. Debt increases both the profit as well as risk. So the concern should also try to collect funds through shares within some intervals.
- The earnings per share in the present structure are also good. The company should maintain also and taken care while rising funds through various sources

A Study on QWL among the Employees of Public and Private Sector Banks in Tiruchirappalli District

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Abstract

The term quality of work life (QWL) was originally introduced in the late 1960's as a way of focusing on the effects of employment on worker health and general well being, and a way to enhance the quality of a person's on-the-job knowledge. Conversely there are generally recognized issue related to QWL like pay and stability of employment, occupational stress, alternative work schedule, recognition, participative management, gripe method, these measures will affect organizational concert in terms of human resource management. Organizations are estimated to maintain high Quality of Work Life in sort sustain top organizational performance. This study is an attempt to examine the level to which the QWL among the employees of public and private banks at Tiruchirappalli influences the performances of banks.

Keywords: Quality of work life, organizational performance, public and private banks, QWL

Introduction

Human capital is proposed as one of the input resources on which companies build their competitive advantage (Becker and Gerhart, 1996; Boxall, 1996; Tyson, 1995). While the beginning of the 1980's, a vast literature has been developed calling for a more strategic role for human resource (guest, 1987). The increasing interest in human resource due to the assumption that employees with the way they are managed is critical to the success of business and can be a basis of sustainable competitive advantage. In many ways, quality of work life represents a amalgamation of the very real concern for human values in today's society by means of an alertness the tall individual devote the greater part of their mature life to work, expanding time, energy, physical and mental resources to this endeavor (Subbarao, Neelima Alfred, 2003).

Employee satisfaction at the quality of work life directly affects the company's ability to suitably save its customers, and if it's not measured, it cannot be effective. QWL the measurement will help to inflict and organizational change, which is most appropriate for the service organization such as a bank. The need to commence and change will place increasing stress on management leadership skills (Rajesh Bagga, Garima Arora, Sanjev Arora, 2008).

Quality of Work Life

Quality of work life is a attitude, a set of values which hold the people are mainly important resource in the organization as they are dependable, accountable and capable of making an important contribution and they should be treat with dignity and respect (Straw and Heckscher 1984). QWL encompasses form of wages payment, working conditions, working time, health hazards issue, financial as well as non financial benefits and management behavior towards employees (Islam and Siengthai 2009). According to Gadon (1984), QWL programs have to objectives: (a) to enhance productivity and (b) to increase the satisfaction of employees. Thus QWL provide healthier, satisfied and productive employees, which in turn provide efficient and profitable organization (Sadique 2003).

Quality of Work Life in Banks

The fast movement of the banking industry toward improved mechanization in the 1970's may be an example of this contest to see which institutions could handle behavior quickest. Later, banks twisted to quality of work life programs, and employee participation teams finally come in to their own in the 1980's. During a changing an intensely a spirited era, remembering this ancient contest can be instructive as we look for new ways to solve previous problems in the 1990's.

Due to bank's broad spectrum of exposure across industries, their performance is deliberate as a substitute for an economy as a whole. Unfortunately in India, the banking sector as historically remained under the impact of non competitiveness poor technology integration, high NPAs and grossly under productive manpower. Banking sector in India as a broad mix, compressing of joint sector, nationalized sector, specialized corporate financial institution, supportive sector and foreign sector (Rajesh bagga, Garema arrora, Sanjev arrora 2008).

Banks want both bottom line and longer tenure improvements that more clearly link productivity to enhance competitive posture through better service quality. Experienced observation, dating back to the early experiments at the Hawthorne Western Electric plant, have shown that most excellence and some excellence of output gains are connected intimately with change in the traits of work life for employees, as determined by how people feel about their role in the organization (Herff L.Moore, William T. Bounds, 1993).

Quality of Work Life and Employee Performance

Quality of work life and employee presentation frequently go hand in hand, for one thing, most circumstances that add to performance like equitable salaries, financial incentives and efficient employee choice we also put in the QWL. In fact, every individual related action affect the QWL in some way (Subba RO, Neeleme Alfered, 2003). This will be achieve through such approach as: individual development programs, increased team effort and teamwork across all levels of the organizations including labor/ management partnership councils, and the commitment through doing a good and quality performance skilled based pay and shared possession of responsibilities might be two kinds of approach that will assist in improving performance on the work

Among the main center included in this text is the payment aspects. Remuneration aspects such as salary, salary increment, bonuses, allowances, pension as well as medical benefits are among the best examples that can motivate worker to give their best for the employer.

A research entitled "Quality of work life: implication Of Carrier Dimensions" (2006) by Radua Che Rose, LooSee Beh, Jegak Uli and Khairuddin Idris, supports the proposal of the degree of satisfaction in QWL is related to the degree to which individual believe his or her success criteria have been met. A study by Okpara (2004); Oshagbemi (2000) and Sloane and Williams (1996) who tinted difference in remuneration aspects conventional by the employee will abruptly affect

their work fulfillment and work recital Porter and Lawler (1968) identified three types of concert. First is regarding to productivity, second, concerning ratings of individuals by somebody other than the persons whose performance is being measured. Self –appraisal as well as self-ratings become the third type of performance. (Mohan and Ashok, 2011) Thus, job performance measures the level of achievements of business and social objectives and errands from the perception of the judging party (Hersey and Blanchard, 1993). The labors of civilizing QWL and humanizing the labor force do not show a consistent relationship to productivity. QWL programs result in highly energetic and committed employees. Most approach to improve the quality of work life have ramification throughout the organization and possibly outside the organization as well. Excellent participative management, cooperation as well as time management are mainly apparent outcomes. Evidence indicates that if QWL programs are conduct properly, they can yield a substantial return on investment by increasing productivity, decreasing cost and prevent accidents and expenditure. As indicated earlier, positive aspects of QWL consequences in organization’s excellence in human resource behavior (Suba Rao, Neelema Alfred, 2003).

Research Objectives

- To study the relationship between quality of work life and satisfaction level of employees in banks of Trichirappalli.
- To study the relationship between QWL and organizational performance.

Research Methodology

The study mainly based on primary data. From the review of literature the original research started by clarifying and defining the nature of problems related to quality of work life. Further the descriptive research this designed to describe characteristics of organizations with regard to QWL.

Although the population for the study consist of all the employees of public and private sector bank in Tiruchirappalli only yet the result could be generalized to the banking sector as a whole. The sample chosen is based on convenience sampling method. Respondents were selected based on their compliance to provide pertinent information. The responses of the respondents to the structure questionnaire be composed in a licked scale are numbered from 1 to 5. The data collected through questionnaire from their employees of various banks are being analyzed and the results of data analysis are shown through follow tables.

Table 1 Relationship between perception of QWL among the employees of Private Banks (QWL1) and Public Banks (QWL2) in Tiruchirappalli

QWL Components	Correlation coefficient 'r' with QWL1	Correlation coefficient 'r' with QWL2	R1	R2	Difference of Rank D (R1- R2)	D2
Acknowledgement	0.62	0.73	19	17	2	4
Challenge	0.73	0.83	14	8	6	36
Dialogue	0.23	0.21	21	21	0	0
Direction	0.75	0.80	11	10	1	1
Equality	0.85	0.90	6	4	2	4
Fit	0.25	0.27	20	20	0	0
Flexibility	0.75	0.85	11	6	5	25
Informality	0.70	0.74	17	15	2	4

Invention	0.73	0.86	14	5	9	81
Oneness	0.71	0.75	16	13	3	9
Ownership	0.78	0.73	9	17	-8	64
Personal development	0.95	0.92	1	2	-1	1
Purpose	0.85	0.80	6	10	-4	16
Relationship building	0.90	0.95	3	7	-4	16
Relevance	0.85	0.80	6	10	-4	16
Respect	0.90	0.95	3	1	2	4
Self identify	0.90	0.91	3	3	0	0
Service	0.75	0.70	11	19	-8	64
Support	0.69	0.75	18	13	5	25
Validation	0.73	0.73	14	17	-3	9
Worth	0.80	0.75	8	13	-5	25

Spearman’s rank correlation coefficient

$$P = 1 - \frac{6 \sum D^2}{N(N^2 - 1)}$$

$$\sum D^2 = 404, \text{ and } N = 21,$$

By substituting the values in the above equation, the value of p = 0.7377

$$df = N-2 \text{ that is } 19$$

The critical ratio of p at 0.5 levels, df 19 is 0.388

The calculated value of p (0.7377) > critical ratio of p (0.388), Hence there is some significant relationship between the apparent QWL of the employees of private sector banks and apparent QWL of the employees of public sector banks.

Table 2 Correlation between the perceived QWL and perceived performance among the employees of public sector banks in Tiruchirappalli

		Perceived QWL among Public Sector Bank employees	Perceived performance in Public Sector Banks
Perceived QWL among Public Sector Bank Employees	Pearson correlation Sig. (2-tailed) N	1 15	0.938 15
Perceived performance in Public Sector Banks	pearson correlation Sig. (2-tailed) N	.938 .000 15	1 15

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

The correlation coefficient “r” value is 0.938, perfect positive correlation, hence there is a significant relationship between the perceived QWL and apparent performance among the employees of public sector banks in Tiruchirappalli.

Table 3 Correlation between the perceived QWL and perceived performance among the employees of private sector banks in Tiruchirappalli

		Perceived QWL among Private Sector Bank employees	Perceived performance in Private sector banks
Perceived QWL among Private Sector Bank Employees	Pearson Correlation Sig. (2-tailed) N	1 15	.909 .000 15
Perceived performance in Private Sector Banks	Pearson Correlation Sig. (2-tailed) N	.909 .000 15	1 15

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

The correlation coefficient “r” value is 0.909, perfect positive correlation, hence there is a significant relationship between the perceived QWL and perceived performance among the employees of private sector banks in Tiruchirappalli.

Discussion

The objective of study was to examine the survival, feature and degree of the linear relationship exist between QWL and the components of QWL from the literature review 21 components QWL were recognized. The components were connected with the perceived QWL both public and private sector banks. The association of correlation co efficient of both categories shows the existence of significant relationship between QWL among the employees of both sectors. Table -1 shows the relationship between perception of QWL among the employees of private bank (QWL1) and public banks (QWL2) in Tiruchirappalli. Table 2 and Table 3 shows the correlation among the perceived QWL and pursued performance amongst the employees of public sector banks and correlation between the perceived QWL and perceived performance among the employees of private sector banks in Tiruchirappalli, it shows ideal optimistic relationship between QWL and performance in both the sectors.

Conclusion

Human behavior is unpredictable and multifaceted in life, and it is needed to be study in some organization for effective utilization and functioning of human resources. Organizational quality has high impact on the levels of QWL in an organization. The Antecedents of QWL like job stability, climate, presentation and growth, endorsement, welfare measures with a range of other factors directly affect the organizational excellence. The performance of organization can be improved only when the human resources of contented with the higher quality of working life. The methods of enhancing QWL by improve the existing job environment.

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Perception of Social Media Marketing among Teachers in a Private School in Chennai

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Abstract

Social media have provided various new opportunities to consumers to engage in social interaction through the internet. In today's technology driven world, the social networking sites have become a platform where the retailers can extend their marketing activities to a wider range of consumers. The study of social media marketing can also identify the advantages to be gained by the business. Hence this study attempts to understand the perception of teachers working in a private school in Chennai regarding the Social Media Marketing. The study found that there is a negative relationship between the socio demographic factors and the factors influencing the respondents to purchase through social media marketing.

Keywords: Social Media Marketing, perception

Meaning of Marketing

Marketing refers to those activities which a company undertakes to gain customers and maintain relationships with them. It also refers to those activities of a company that is associated with buying and selling of a product or service. People who work in companies in marketing departments try to get the attention of the target audiences using slogans, packaging design, celebrity endorsements and general media exposure.

Meaning of Social Media Marketing

Social media marketing is the use of social media platforms and website in order to promote a product or service. This concept of social media marketing is becoming more popular for both practitioners and researchers. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope and the establishment of a firm's desired social media "culture" and "tone."

Social media marketing (SMM) is the utilisation of social media websites and social networks to market and advertise an organization's products and services. Social media marketing provides companies with a way to approach new customers, engage with existing customers and promote its desired culture, mission or tone.

Social Media Marketing Strategy

A noteworthy technique used in social media marketing is to create messages and substance that individual clients will impart to their family, companions and collaborators. This approach relies on word of mouth and provides several benefits. First, it expands the message's reach to networks and users that a social media manager may not have been able to access otherwise. Second, shared content transmits an implicit endorsement when sent by someone who the recipient knows and trusts.

Social media strategy includes the making of content that is "sticky," meaning that it will stand out enough to be noticed and increase the possibility that a person will direct an anticipated action, such as purchase a product or share the content with their peers. Marketers create viral content intended to spread between users quickly. Social media marketing should ought to urge customers to create and share their own content, such as product reviews or comments (known as "earned media").

Statement of the Problem

In the modern era, much emphasis is given to social media. The older generation may not be willing to replace their traditional way of their living but the younger generations have transformed to a technology driven world. This study helps to identify the level of perception of social media marketing among the teachers at a private school in Chennai.

Objectives of the Study

- To analyse the perception of social media marketing among the teachers in a private school in Chennai
- To understand the teachers attitude towards social media marketing.
- To determine the factors influencing the teachers to prefer social media marketing.

Methodology

Source of data

Primary and Secondary data has been used for the study. Primary data was collected from the teachers of a private school in Chennai. Secondary data was collected from Newspaper, Journals, Magazines and the Internet.

Population

The population for this research includes teachers of a private school in Chennai which is 85.

Sample Size

The sample size taken for this research is 85, which represents the entire population of the total number of teachers working in a private school in Chennai.

Sampling Method

The sampling method adopted in this project is Convenient sampling.

Instrument Used

The main source of data was collected through primary data, which was collected through questionnaire with open and close ended questions. This questionnaire was prepared to elicit information regarding the teachers' perception of social media marketing and the factors influencing the teachers to prefer social media marketing.

Tools for analysis of data

The primary data collected has been analysed with the help of MS-Excel, through which ANOVA and Correlation Tests were employed to test the hypotheses framed for the study.

Hypotheses of the study

- i. There is no significant difference between the age of the respondents and their perception that social media marketing will help in their purchasing decision.
- ii. There is no significant difference between the age of the respondents and trustworthiness of the social media marketing.
- iii. There is no significant relationship between the stream of education and their perception that social media marketing will help in their purchasing decision.
- iv. There is no significant relationship between gender of the respondents and their opinion that social media marketing is making us a materialistic society.
- v. There is no significant relationship between age of the respondents and the influence of social media marketing in their shopping trend.

Review of Literature

Angella J. Kim, Eunju Ko¹, In light of a growing interest in the use of social media marketing (SMM) among luxury fashion brands, this investigation set out to distinguish qualities of SMM exercises and analyze the relationship among those perceived activities, value equity, relationship equity, brand equity, customer equity, and purchase intention through a structural equation model.. Five dimensions of perceived SMM exercises of luxury fashion brand are entertainment, interaction, trendiness, customisation and word of mouth. The study found that there is significant relationship between purchase intention and customer equity. It also revealed a negative effect of brand equity on customer equity whereas value equity and relationship equity had significant positive effects.

Christy Ashley, Tracy Tuten², conducted an investigation that utilized a content analysis of the creative strategies present in the social media shared by a sample of top brands. The outcomes uncover which social media channels are being utilized, which inventive systems/appeals are being utilized, and how these channels and techniques identify with customer commitment in branded social media. This investigation affirmed the significance of continuous updates and motivating forces for inducing customer interest. Likewise, a few inventive systems were related with client engagement, particularly experiential, pictorial, and personalised messages.

W. Glynn Mangold, David. J Faulds³, suggests that the development of Internet-based online networking has made it workable for one individual to speak with hundreds or even a large number of other individuals about the products offered by the organizations. In this manner, the effect of consumer-to-consumer correspondences has been extraordinarily increased in the market place. This article contends that internet based life is a amalgam component of the promotion mix in light of the fact that in a customary sense it empowers organizations to converse with their clients, while in a nontraditional sense it empowers clients to talk straightforwardly to each other.

Findings

Anova

Table 1
Table showing the age of the respondents and their perception that social media marketing will help in their purchasing decision

Source of variation	SS	Df	MS	F	P-value
Between Groups	5.05	1	6.5	7.612048	0.007221
Within Groups	51.5	89	1.532051		
Total	59.55	90			

Inference: The null hypothesis is rejected since the P value is lesser than 0.05 and hence there is a significant difference between age of the respondents and their perception that social media marketing will help in their purchasing decision.

Table 2
Table showing the age of the respondents and trustworthiness of the social media marketing

Source of variation	SS	Df	MS	F	P-value
Between Groups	1.45	1	2.45	0.681553	0.41151
Within Groups	61.5	89	1.660253		
Total	62.95	90			

Inference: The null hypothesis is accepted since the P value is greater than 0.05. So there is no significant difference between the age of the respondents and trustworthiness of the social media marketing.

Correlation Analysis

Table 3
Table showing the relationship between the stream of education and the purchase decision

	Stream of education	Help in Purchase Decision
Stream of education	1	
Help in Purchase decision	-0.14211	1

Inference: The above table represents that there is a negative correlation between the stream of education (Arts & Science) and perception that social media marketing will help in their purchasing decision.

Table 4
Table showing relationship between gender of the respondents and their opinion that social media marketing is making us a materialistic society.

	Gender	Creation of Materialistic society
Gender	1	
Creation of Materialistic society	-0.01151	1

Inference: It can be understood from the above table that there is a negative correlation between the gender of the respondents and their opinion that social media marketing will create a materialistic society.

Table 5
Table showing relationship between age of the respondents and the influence of social media marketing in their shopping trend

	Age	Influencing shopping trend
Age	1	
Influencing shopping trend	-0.32879	1

Inference: The above table depicts that there is a negative correlation between the age of the respondents and the influence of social media marketing in increasing their shopping trend.

Suggestions

1. Most important factor which motivates people to use the social networking sites is the presence of information exchange. Brands can use this motivator by promoting interesting facts about their brands and the alternate use of their products.
2. Consumers expect the social networking sites to be more secured which will even more motivate them to use more of social media marketing.
3. The social media marketing strategy must be flexible so that it can adapt to new developments and determine what works and what does not work.
4. It is important that the business must take time to learn how the social media marketing works for their specific business so that apt strategy can be used to get better results.
5. The reviews and complaints raised by the consumers should be effectively managed and proper and prompt actions must be taken so that the consumers will not be left unattended.

Conclusion

Online networking has turned into an indispensable piece of the calculations that choose where a specific site is put in the pursuit rankings. The higher the positioning the more unmistakable it is to the shopper. Since social media sites can be misused for the data it furnishes on consumer behaviour concerning their purchasing goals, need has been felt that organizations should fuse social media marketing into their plan of action in marketing their products. Social media sites are being used to improve an organization's image and widen their target market in light of the fact that new advancements take into account more individual, directed correspondences, and in addition expanded customer involvement in the formation of marketing and brand related information.

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