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***National Conference on***

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**NCRASEM - 2018**

**28<sup>th</sup> March 2018**

***ORGANIZED BY***

**Department of Management Studies**



**TAGORE ENGINEERING COLLEGE**

**Affiliated to Anna University, Chennai and Accredited by NAAC with 'A' Grade**

**Rathinamangalam, Chennai - 600127**



## **CHAIRPERSON'S MESSAGE**



**Prof.M.Mala, M.A., M.Phil.,**  
*Managing Trustee cum Chairperson*

I am glad that the elites from the Departments of Aeronautical Engineering, Civil Engineering, Computer Science Engineering, Information Technology, Electronics and Communication Engineering, Electrical and Electronics Engineering, Mechanical Engineering, Master of Business Administration and Science & Humanities are conjoined in organizing an “National Conference on Recent Advances in Science, Engineering & Management (NCRASEM - 2018)”. I am confident that this Conference will deliberate the Advancements made in the field of Science, Engineering and Management which will immensely benefit the participants and the society.

I congratulate the hard work and dedication of our eminent faculty members in organizing this National Conference.

I wish the conference NCRASEM - 2018, a grand success.

**Prof. M.Mala**

Managing Trustee cum Chairperson



## **PRINCIPAL'S MESSAGE**



**Dr.S.Lakshmi., M.E., Ph.D.,**  
*Principal & Conference Chair*

I am immensely happy that the Departments of Aeronautical Engineering, Civil Engineering, Computer Science Engineering, Information Technology, Electronics and Communication Engineering, Electrical and Electronics Engineering, Mechanical Engineering, Master of Business Administration and Science & Humanities are conjoined in organizing an “National Conference on Recent Advances in Science, Engineering & Management (NCRASEM - 2018)” on 28<sup>th</sup> March 2018.

The overwhelming response to our call-for-papers indicates the popularity of this conference among academic fraternity and researchers. The conference aims to provide premier interdisciplinary forum for researchers and academicians to present and discuss the most recent innovations, trends, practical challenges encountered and the solutions adopted in the corresponding field of Engineering.

I would like to extend my heartfelt thanks to the authors, the organizing committee members, session chairs, the staff and the proceedings team without whose contributions this conference would not have been possible. I thank the management for the support given to organize NCRASEM - 2018. Likewise, I would also like to express my appreciation and sincere thanks to all the Heads of the Departments for their dedicated hard work towards the successful conduct of NCRASEM – 2018.

I wish NCRASEM – 2018 a stupendous success!

**Dr.S.Lakshmi**

Principal & Conference Chair



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## A STUDY ON EMPATHY SKILL OF DOCTORS IN PATIENT PERSPECTIVE WITH REFERENCE TO DENTAL HOSPITAL IN CHENNAI



**Dr.P.Priyadarsini**

*Professor & Head, Management Studies, Tagore Engineering College*

### **Abstract**

*Empathy refers as the ability to sense other people's emotions, coupled with the ability to imagine what someone else might be thinking or feeling. Empathy is considered essential to established trust, the foundation of a good doctor-patient relationship. One attribute that was always mentioned as necessary to being a good physician was being a good listener. Each patient wants to be treated as a person, not as an illness. Doctor should understand the nonmedical aspects of his or her condition. This approach help the patient feel more empathic. Empathy is important aspect for the doctor to know the feeling and emotion of patient which help them to provide good treatment.*

*The study on the impact on Empathy Skills of Doctors in Patient Perspective carried out among the doctor and patient of DENTAL COLLEGE AND HOSPITAL, VANDALUR is an attempt to identify whether there impact of doctor are empathy towards toward patient and patient expectation*

*toward doctor. The objective of the study to know the doctors orientation towards the profession, to identify the level of doctors empathy in their own perception, to identify the levels of doctors empathy in patients perceptive. A descriptive type of research is carried out for the study, which help to describe the characteristics of the various attributes of research. The study is carried among 120 from doctor and patient, convenience sampling method is used as sampling technique method. Both primary and secondary data are collected for the study. The primary data is collected through a structured questionnaire and secondary data are collected through website, records, and journals.*

*The data collected are arranged in the form of tables and charts which are used for analysis. The statistical and non- statistical tool like percentage average, chi square, simple ranking are used for the study. Suitable findings, suggestions and conclusion are framed with the help for analyzed data.*

### **Introduction**

The term "Empathy" is used to describe a wide range of experiences. Emotion researchers generally define empathy as the ability to sense other people's emotions, coupled with ability to imagine what someone else might be thinking or feeling. Empathy is the capacity to understand or feel what another being (a human or non-human animal) is experiencing from within the other being's frame of reference, i.e., the capacity to place oneself in another's position.

Two type of empathy "Affective empathy" refer to the sensations and feelings we get in response to others emotions; this can include mirroring what that person is feeling or just feeling stressed when we detect another's fear or anxiety. "Cognitive empathy", sometimes called "perspective taking" refers to our ability to identify and understand other people emotions.

Empathy is considered essential to establishing trust, the foundation of a good doctors-patient relationship. One attribute that was always mentioned as necessary to being a good physician was being a good listener. Each patient wants to be treated as a person, not as an illness. Doctor should understand the nonmedical aspects of his or her condition. The study on empathy skills of doctors in patient perspective help to increase the level of empathy and to know about patients emotion and feelings which helps the doctors to improve themselves to provide treatment for patients.

Empathy is a multi-step process whereby the doctor's awareness of the patients concerns produces a sequence of emotional engagement, compassion, and an urge to help the patient. Cognitive Empathy is good for doctor patient relationships, but affective empathy which is more like sympathy, is bad. Cognitive defined empathy always leads to personal growth, career outcomes, whereas affectively defined sympathy lead to career burnout, compassion fatigue, exhaustion and vicarious traumatization. One reason empathy can serve power is by standing in the way of understanding. This can have important implication for doctors and patients. Thus an empathy skill helps to improve the patient and doctor relationship.

### **Clinical Empathy**

Researchers have long examined and discussed the utility of empathy in medicine and have found differing results. Some argue that it is not possible for a physician to genuinely empathize with every patient—to do so would be emotionally draining and difficult under modern time constraints. These researchers paint a picture of a physician who is best able to care for his or her patients by remaining "clinically detached". By not becoming emotionally involved with patients, the argument goes, the detached physician is able to make objective decisions concerning their care. Yet there is increasing evidence that, when choosing a physician, patients value affective concern as much as, if not more than, technical competence.

### **Review of Literature**

Jodi Halpon (2003), Stated that patients seek empathy from their physicians. Medical educators increasingly recognize this need. Yet in seeking to make empathy a reliable professional skill, doctors change the meaning of the term. Outside the field of medicine, empathy is a mode of understanding that specifically involves emotional resonance. In contrast, leading physician educators define empathy as a form of detached cognition. In contrast, this article argues that physicians' emotional attunement greatly serves the cognitive goal of understanding patients' emotions. This has important implications for teaching empathy

**Shapiro J (2004) "Educating for Empathy"**. Empathy in the medical setting is appreciation of the patient's emotions and expression of that awareness to the patient. Named as an essential learning objective by the American Association of Medical colleges, empathy is believed to significantly influence patient satisfaction, adherence to medical recommendations, clinical outcomes, and professional satisfaction. The objective of this study was to identify effective strategies to enhance empathy in undergraduate medical students. Physician empathy may also significantly influence patient satisfaction, effective communication and a "warm, empathetic" style<sup>13</sup> have been shown to improve clinical outcomes. Physicians' professional satisfaction may also be correlated to empathy.

Franks Derksen (2004), Empathy as a characteristic of patient-physician communication in both general practice and clinical care is considered to be the backbone of the patient-physician relationship. Although the value of empathy is seldom debated, its effectiveness is little discussed in general practice. This literature review explores the effectiveness of empathy in general practice. Effects that are discussed are: patient satisfaction and adherence, feelings of anxiety and stress, patient enablement, diagnostics related to information exchange, and clinical outcomes.

**Roter DL, Hall (2002) "Doctor-Patient Communication"**. Effective doctor-patient communication is a central clinical function, and the resultant communication is the heart and art

of medicine and a central component in the delivery of health care. The 3 main goals of current doctor-patient communication are creating a good interpersonal relationship, facilitating exchange of information, and including patients in decision making. Effective doctor-patient communication is determined by the doctors' "bedside manner," which patients judge as a major indicator of their doctors' general competence. Good doctor-patient communication has the potential to help regulate patients' emotions, facilitate comprehension of medical information, and allow for better identification of patients' needs, perceptions.

### Analysis and Interpretation

**Table 1 Reason for Choosing Doctor Profession**

Respondent	Agree	Strongly agree	Disagree	Strongly disagree
Interest in medicine	50	10	-	-
Parents compulsion	-	-	9	51
To earn money			5	20
Childhood dream	19	11	13	17
Interest towards mankind	40	20		
Peer group influence		2	12	46
To improve social status		33	5	22

### Interpretation

The above table and chart infer reasons for doctors opting the profession 50% agreed "Interest in medicine". 51% strongly disagreed, "Parents compulsion", 19% agree toward childhood dream, 40% interest toward mankind, 46% disagree with peer group influence and 33% agree to improve social status.

**Table 2 Chi square test for the relationship between Gender and Interest towards Mankind**

**Ho: There is no significant relationship between gender and interest towards mankind**

**Ha: There is significant relationship between gender and interest towards mankind**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.000 <sup>a</sup>	1	.342
Continuity Correction <sup>b</sup>	20.535	1	.001
Likelihood Ratio	26.341	1	.000
Fisher's Exact Test			
Linear-by-Linear Association	23.600	1	.000
N of Valid Cases	60		

### Interpretation

Since the calculated value (0.342.) is higher than table value (0.05), hence Ho is accept.

There is no significant relationship between genders and mankind.

**Table 3 Chi square test for analysing the relationship between Gender and overall patient perspective**

**H0: There is no significant relationship between gender and overall patient perspective**

**Ha: There is significant relationship between gender and overall patient perspective**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.802 <sup>a</sup>	11	.035
Likelihood Ratio	26.666	11	.005
Linear-by-Linear Association	1.622	1	.203
N of Valid Cases	60		

### Interpretation

Since the calculated value (0.035) is lesser than table value (0.005) H<sub>0</sub> is rejected there is significant relationship between gender and patient overall perspective.

**Table 4 Factor Analysis for Empathy of Doctors**

Particular	Component				
	1	2	3	4	5
Health care providers' understanding of the emotional status of their patients is important	.374	.468	-.306	.478	.321
Attention to patients' emotions is not important in patient interview	-.213	-.213	-.386	.225	-.218
It is difficult for a health care provider to view things from patients' perspectives.	-.305	-.093	.281	<b>.853</b>	-.127
Health care providers should try to stand in their patients' shoes when providing care to them.	-.841	.356	.001	-.167	.048
Health care providers should try to think like their patients in order to render better care.	.335	-.752	.386	-.014	-.350
Health care providers should try to pay attention to patient non-verbal cues and body language.	<b>.838</b>	-.220	-.201	.102	-.068
I do not enjoy reading non-medical literature or the arts.	-.219	-.414	-.394	.276	-.406
Empathy is a therapeutic skill without which a health care provider's success is limited.	.745	.088	-.438	.046	.014
Asking patients about what is happening in their personal lives is not helpful in understanding their physical complaints	.568	.451	-.180	-.045	-.419
Patient's illnesses can be cured only by targeted treatment.	.432	.502	.541	-.075	.026
Because people are different, it is difficult to see things from patients' perspectives.	-.465	<b>.798</b>	-.251	-.187	.101
Understanding patient family background is one of the important component of the health care provider- patient relationship	.414	-.337	-.209	.480	.495
Attentiveness to patients' personal experiences does not influence treatment outcomes.	.303	.648	.346	.495	-.003
I believe that empathy is an important factor in patients' Treatment	.028	-.413	-.091	-.154	<b>.717</b>
Health care providers' understanding of their patients' feelings and the feelings of their patients' families do not influence treatment outcomes.	.314	-.495	<b>.549</b>	-.288	.171
Understanding body language is an important as verbal communication in health care provider - patient relationships.	.655	.449	.436	-.087	-.050
I believe that emotion has no place in the treatment of medical illness.	-.622	-.073	.521	.470	.099

### Interpretation

This table 2.4.2 is known as Rotated component matrix which is obtained from factor analysis. The table helps to infer that Factor 1 has high loaded 'Health care providers should try to pay attention to patient non-verbal cues and body language' (**0.838**). Factor 2 has high load 'Because people are different, it is difficult to see things from patients' perspectives' (**0.798**). Factor 3 has high load Health care Providers' understanding of their patients' feelings and the feelings of their patients' families do not influence treatment outcomes' (**0.549**). Factor 4 has high load 'It is difficult for a health care provider to view things form patient's perspectives (**0.853**). Factor 5 has high load 'I believe that empathy is an important factor in patients' treatment'. (**0.717**).

### Suggestion

- Doctor should give more importance to the emotional status of the patient.
- There is strong position correlation between age and gender of patient with their satisfaction level towards their doctors. Hence doctor should give importance to this factor.
- Doctors need to understand the patient problem in their view.
- Doctors need to give more importance to non-verbal cues of patient.
- Doctors feel that people are different, it is difficult to see things from patient's perspectives this aspect of doctor should be improved to know about patients emotional status for treatment.

### Conclusion

Empathy is considered essential to establishing trust, the foundation of a good doctors-patient relationship. One attribute that was always mentioned as necessary to being a good physician was being a good listener. Each patient wants to be treated as a person, not as an illness. Doctor should understand the nonmedical aspects of his or her condition. The study on empathy skills of doctors in patient perspective help to increase the level of empathy and to know about patients emotion and feelings which helps the doctors to improve themselves to provide treatment for patients. From finding suggested that gender are relationship towards mankind for doctors. From the patient perspective its find doctors more emphatically towards patient and they are understanding patient's feelings.

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## ANTECEDENTS OF APPEARANCE MANAGEMENT BEHAVIOUR - A SYNTHESIS OF REVIEW OF LITERATURE



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### **Abstract**

Globally, beauty standard has become standardised and homogenised. Women of today's generation are constantly being reminded of what is considered beautiful. There are a plenty of advertisements that promote this image of beauty to women of all ages, shapes, and sizes. The photo-shopped and computer-enhanced models in advertisements have led the society to build impossible standards of beauty which ultimately results in feelings of inadequacy and discomfort among women (Ann Marie Britton, 2012). In early 2000, Hindustan Lever Limited that produces the popular skin lightening cream Fair and Lovely released a series of television advertisements targeting dark skinned women. One of the most

notable and thus controversial advertisements depicts a dark skinned girl, who feels inadequate ,uses the skin lightening cream and the final scene shows her landing as an air hostess and treating her parents to a cup of coffee. Women in India have made beautification efforts to improve their appearance to fit societal standards leading to the indulgence in appearance management behaviour (AMB). This paper makes an attempt to analyse the existing review of literature on AMB and categorise the various appearance management activities undertaken by women .Also an attempt is made to explore the antecedents of AMB.

**Keywords:** Appearance Management Behaviour, Appearance management activities, Beauty standards, antecedents

### **Introduction**

“Beauty is power”. Physically attractive people are considered to be very responsive, overriding friendly, gregarious, extrovert, humid and possess high acumen and self-esteem (Berscheid & Walster, 1974;Adams, 1977;Dion & Dion, 1987;Bloch & Richins, 1992). Physical attractiveness is a major module of consumer marketing, because “beauty is power”. Women of today's generation are constantly reminded of what is considered to be good-looking. There are a plenty of advertisements that promote this image of beauty to women of all ages, shapes, and sizes. By focusing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy and discomfort among women (Ann Marie Britton, 2012).

### **Appearance Management Behaviour (AMB)**

Appearance is an imperative facet of the self-concept and body image satisfaction. Interest in appearance is expressed partially through the amount of time, energy, and resources expended on appearance. By managing physical appearance one can improve self-evaluation (Rudd & Lennon, 1994). Behaviour to manage physical appearance to be able to enhance self-evaluation is considered as Appearance Management Behaviour. It includes the grooming or preening behaviour of humans (Aune & Aune, 1994) It is also activities like, dieting, exercising, weight training, cosmetics use, and selection of apparel to enhance one's appearance; cosmetics use, hairstyling and clothing (Cash, 2002) Consumers' especially women's, use cosmetics, adornments, clothes, and undergo plastic surgery to increase physical attractiveness (Bloch & Richins1991). Appearance management covers the “attention, planning, organizing, decisions, and acts related to one's

personal appearance. Further appearance management is a process that is enacted with others in mind that consist of experimentation and self expression” (Kaiser 1997).

### **Appearance Management Activities**

Previous research has categorised appearance management as a generic term to describe three major activities such as personal grooming activities like cosmetics use, hairstyling, or self-examination by an individual in the mirror, body shaping and modification like diet, exercise, cosmetics surgery, and tattoos (Rudd & Lennon, 2000); Clothing Interest & concern over body cathexis (Rudd & Lennon, 2000; Yoo & Kim, 2012). According to Koo Insook (2012) there are three main management behaviours undertaken in order to improve one's appearance: a) appearance management in everyday lives, where an individual can easily perform it by himself: such as make-up and hairstyling, b) appearance management through clothing, and c) straightening teeth through braces, lipo-suction, or aesthetic plastic surgeries that cause transformation in bodily figure. The third method is often accompanied by risk and discomfort (Koo Insook 2012). The most common and comprehensive appearance management activities based on previous research can be categorised under three heads: i) Body modification, ii) Clothing choice & Interest and iii) Cosmetics use. An analysis of previous research on the three major activities is presented below:

### **Appearance Management Behaviour - Body shaping and modification**

The appearance enhancement activities administered by others or with the help of mechanical devices, the results of which are relatively permanent and more expensive includes cosmetic surgery, exercise, dieting, tanning and tattoo application. Indulgence in these activities generally causes discomfort (pain, irritation allergy, exhaustion, etc.,) to the person who indulges in it. The misuse or prolonged indulgence in activities like cosmetic surgery, tanning and tattoos may be risky and cause injury to the health of the beneficiary. Body image is related to engagement in appearance management activities such as exercise, dieting, use of anti-aging products and procedures, and apparel expenditures (Keun Young Oh, 1999; Christy Renz, 2003). Body image is related to self-esteem, those with body dissatisfaction have low self-esteem. Low self esteem is a predictor of women's indulgence in risky appearance management behaviours. Further research has proved that body image and body satisfaction act as a mediator of appearance management behaviour. Body Image and Appearance Schema is related to sun tanning and salon tanning, this indicates that people invested in their appearance have a strong internal notion that tan is visually attractive. Sun and salon tanning is quiet risky since it may cause skin related problems upto the level of skin cancer, still people continue to engage in these risky appearance management behaviours for quick results. Those satisfied with their appearance seek safer means of appearance management such as cosmetics tanning (Jung & Lee 2006; Reilly and Rudd, 2008; Felicia Chang et. al., 2014). Imperfections in facial features and skin blemishes cause more appearance-related distress and lead to appearance management activities such as surgeries and clinical procedures. Data indicate growth of plastic surgeries in both sexes and in all the age categories. As per the Plastic Surgery Statistics Report, 2013 in the U.S., among 13-19 year old adolescents, 220,000 cosmetics procedures were recorded; out of this 64,000 surgical and 156,000 minimally invasive procedures were reported. The most common procedures underwent by teens were rhino plasty, male breast diminution, ear correction surgery, laser hair removal and laser acne treatments (plastic-surgery statistics-full-report-2013). However, this scenario is observed only in western countries but not common in India (Rebecca Gelles 2011).The previous studies related to body shaping and modification are shown below:

**Table 1.1.1 Summary of earlier studies pertaining to Body shaping and modification**

S.N	Author	Year	Country	AMB Activity	Antecedents
1	Rudd & Lennon	1994	U.S	Risky procedures	Gender roles, body satisfaction, self-esteem & AMB
2	Oh, Keun Young (Doctoral Thesis)	1999	Korean	Exercise, dieting,	Body Image, Body satisfaction and AMB
3	Rudd & Lennon	2000	U.S	Diet	Body Image, Body satisfaction and AMB.
4	Tammy Renee' Robinson	2003	U.S.	Exercise	Body weight, body cathexis score, body satisfaction, age, marital status and AMB
5	Christy Renz,	2003	U.S	Tanning, tattoos, body piercings	Personality and AMB
6	Jung and Lee	2006	Korea	Dieting	Appearance self-schema, body image and self-esteem
7	Trautmann,Worthy, et.al.,	2007	U.S	Eating Disorder	Body-dissatisfaction, bulimic symptoms and AMB
8	Andrew Reilly, and Nancy A. Rudd,	2008	U.S	Tanning	Body image and internalized homophobia are linked to tanning.
9	Kyung-Bock Lim	2009	Korea	Diet.	Body image and interest in weight and diet.
10	Lee & Johnson	2009	U.S.	Eating disorder, Cosmetics procedures	Self-objectification, interaction with friends and family members are related to engagement in risky AMB
11	Leighton-Herrmann, Ellyn	2010	U.S.	Tanning & Eating Disorder	Culture and Internalization of the thin ideal on self-objectification and AMB
12	Meghan M. Gillen & Charlotte N. Markey	2012	U.K	Tanning	Body Image, depression and AMB
13	Koo Insook	2012	Korea	Plastic surgery, ear piercing, tattoos.	Human talent type and the body consciousness on the high AMB
14	Park Eunhee Cho Hyunju	2012	Korea	Dieting, Exercise, Weight	Brand-valued, appearance satisfaction and AMB
15	Yang, Miran Ph.D. Thesis.	2013	Korea	Cosmetics surgery, diet, exercise, weight training	Social comparison ,self-esteem, body image, and AMB
16	Lee,Woonhyaun	2013	Korea	Tatoos.	Body satisfaction , self-esteem and AMB
17	Kim Johnson et.al.,	2014	Korea	Dieting, Cosmetics procedures,	Body Comparison, Body Satisfaction & AMB
18	Saideh Garousi	2014	Iran	Diet, exercise and steroids	Body Satisfaction, Media and AMB
19	Felicia Chang et.al.,	2014	U.S	Dieting	Appearance investment and AMB.

### Appearance Management Behaviour - Clothing Interest

Another important Appearance management activity is Clothing. Dress is the first overt cue to a person's personality. The relationships among personality, dress and/or appearance management were the focus of numerous studies. The indulgence in this activity is a routine practice, the results are immediate and at the same time temporary since the suitability and enhancement of appearance is subject to the selection and wearing of a particular costume. The indulgence in this activity is influenced by age, culture and gender. Women managed their appearances more consistently than men and for a longer period of time. However, there were minor differences among men and women across cultural backgrounds. Afro-American men engaged in the most appearance management activities followed by Caucasian and Asian American men. Caucasian women engaged in the most appearance management activities followed by Asian American and Afro-American women (Aune and Aune 1994). Clothing interest was seen in a different dimension of Body image. Asians seemed to be more sensitive toward their body. As a result, they were very careful while choosing their type of clothes. Asian nationals were quite fashion conscious and dressed to impress others. They do not attach importance to comfort or exhibiting individual identity through clothes. Whereas, Asian Americans wore more casual clothing, they preferred store brands and mostly wore necessary accessories such as watches and belts. Both groups seemed to manage their bodily appearance choosing to dress in order to correct the same body parts, such as legs, waist and stomach, hips and thighs (Theeranart Nutthawutthisit, 2003).

Tammy Renee' Robinson (2003) conducted a study to find the relationship between appearance management, created appearance, body cathexis, and clothing behaviour among women. Weight loss was highly related to a higher body cathexis score. The study also reports how women choose clothes based on the level of body satisfaction and weight loss. Another study investigated the relationships among appearance management, dress, and personality and found that an individual's personality is directly related to dress and in many cases it is the predictor of appearance management behaviour with regard to clothing interest and style of dress (Johnson, 2004). Women who are dissatisfied with their bodies were more likely to engage in clothing-related appearance management behaviours to cover their bodies. They tend to avoid revealing, brightly coloured, or tight fitting clothing. Individuals' choice of clothing is associated with their self-concept, self-esteem, self-expression, personality, body image, and mood. Culture is a predictor of clothing behaviour; individual clothing consumption process is shaped by 'cultural capital' which is structured by society. Cultural capital is applied in consumption practice (i.e., clothing) at the individual level (Yoo Jin Kwon & Kyoung-Nan Kwon, 2013). The studies related to clothing use as AMB are listed below:

**Table 1.2 Summary of earlier studies pertaining to clothing use**

S.N	Author	Year	Country	AMB Activity	Antecedents
1	Lennon, Rudd, Sloan & Kim,	1999	Korea	Clothing, fitness & grooming	Gender ideology, self-esteem, and body image.
2	Oh, Keun Young (Doctoral Thesis)	1999	Korea	Cosmetics & clothing	Body Image and AMB
3	Nancy Rudd, Sharran Lennon	2000	U.S	Diet, clothing, grooming	Body Image, Body satisfaction and AMB
4	Tammy Renee' Robinson	2003	U.S.	Clothing	Body weight, body cathexis score, Body satisfaction, age, marital status and AMB

5	Nutthawutthisit Master Thesis	2003	U.S	Clothing & cosmetics use	Body satisfaction and buying behaviours and AMB.
6	Leslie Rene Merritt	2004	U.S	Clothing	Media influence, peer pressure, and appearance importance.
7	Tricia W. Johnson (Doctoral Thesis)	2005	U.S	Clothing	Personality factors and AMB
8	Tricia and Sally	2006	U.K	Clothing	Personality related to dressing style.
9	Tricia W. Johnson	2007	U.S	Clothing	Personality found to be predictor for appearance emphasis.
10	Trautmann, et.al.,	2007	U.S	Clothing	Body-dissatisfaction, bulimic symptoms, disordered eating behaviours and AMB
11	Trisha M. Dunkel et.al.,	2010	U.S.	Clothing	Body satisfaction and pressure to be thin in younger and AMB.
12	Leslie Rene Merritt Master Thesis	2010	U.S.	Clothing	Media Influence, Peer Pressure, Appearance Importance, Body Perception and AMB
13	Shou-Bo Bi & Insook Koo	2013	China	Clothing	Cognition of appearance effectiveness, ideal appearance behaviour and clothing image preference.
14	Yoo Jin Kwon & Kyoung-Nan Kwon	2013	Korea	Clothing & Accessories	AMB & cultural capital, and economic capital.

### Appearance Management Behaviour - Cosmetics use

Appearance management behaviour also includes cosmetics use and other intentional behaviours. Similar to apparel, cosmetics products are applied to enhance an individual appearance and used to communicate one's style. Make-up use complements the use of clothing to develop and complete a look. The Appearance management behaviour pertaining to cosmetics use and Cos Products can be termed as cosmetics consumption. It comprises of both cosmetics usage and selection of cosmetics. Appearance management behaviour involves activities like information gathering, evaluating, processing, cosmetics decision making, buying and post purchase satisfaction or dissatisfaction. Appearance management under this category refers to the activities consumers engage in, while selecting and using cosmetics to enhance their appearance.

Women, use cosmetics products to improve their appearance and create a positive declaration of their self (Craik, 1993). The use of Cosmetics is easy, and temporary and brings immediate changes in appearance. It is also that commonly used cosmetics improve one's facial attractiveness and builds self-confidence (Miller and Cox, 1982). The application of cosmetics can be done either by self or with the help of professionals in salons. Cosmetics are of different types it can be 'routine cosmetics', like application of hair oil or bathing beauty soap, or it can be 'aesthetic cosmetics' like Hair gel, Hair colour, body wash gel, beauty soap etc., and 'Protective cosmetics' like Anti dandruff shampoo, Hair conditioner,

Hair serum oil etc., or medicated bathing soap. Generally cosmetics are applied on a routine basis for aesthetic or protective purposes. The most frequently used cosmetics products and procedures include mascara, lip balm, lip gloss, brushing the teeth and moisturizing the face (Lesley Claire Keil, B.S., 2006). College women do not spend much time on applying different makeup for different situations and the most commonly used items are mascara, eyeliner and powder (Ann Marie Britton, 2012).

Individual factors such as self esteem and self confidence influence cosmetics consumption, Thomas Cash, Dawson & Davies conducted a seminal study on the influence of cosmetics on self-esteem and found that individuals (women) modify their physical appearance and physical aesthetics across situations because it makes them feel more self-confident (Thomas Cash, Dawson & Davies, 1989). This idea has been a theme for many other studies done on the use of cosmetics.

Cultural background may be a factor causing the different groups to view things differently, such as the perception of beauty. For example Asian Americans performed different activities in managing their appearance like go to salons for tanning, waxing, or even applied skin-tanning lotion to their body but Asians used Skin whitening lotion for improving their looks (Theeranart Nutthawutthisit, 2003).

Rudd (1997) stated that, in a socially gendered world where attractiveness is considered essential for female success, desire to be attractive is the prime motivator for cosmetics use and the respondents felt better while using cosmetics. Significant relationships were found between cosmetics usage, body image and self-perceived attractiveness (facial satisfaction and overall satisfaction. Women experience body dissatisfaction and lower self-esteem when they compare themselves with media images. Individuals who are dissatisfied with their body are more likely to engage in AMB like makeup, dieting, eating disorders, and cosmetic surgery. Studies have found a negative association of attitudes toward social comparison with self-esteem and body image, and a positive association with appearance management behaviours (Miran Yang 2012; Kim Johnson et.al., 2014). However, Ann Marie Britton (2012), found self-esteem and cosmetics usage habits were uncorrelated. The reason could be that college students might already have higher confidence and self-esteem than non college going women. But college women are a large customer segment of cosmetics industry (YMCA Report 2008). The previous studies related to cosmetics use as AMB are listed below:

**Table 1.3 Summary of earlier findings pertaining to cosmetics use**

S.N	Author	Year	Country	AMB Activity	Antecedents
1	Cash, T.F., K. Dawson, P. Davis, et.al.,	1989	U.S	Cosmetics use	Cosmetics use, physical attractiveness and Body Image
2	Bridr, Mladenca, Tkalcic, Petar Benzinovic	1996	Russia	Cosmetics use	Cosmetics use and Self Concept, masculinity and self esteem
3	Lennon., Rudd, Sloan & Kim J. S	1999	Korea	Clothing, grooming & fitness	Gender ideology, self-esteem, and the body image.
4	Oh, Keun Young (Doctoral Thesis)	1999	Korean	Exercise, diet, clothing, Cosmetics	Body Image and Appearance management activities .

5	Nancy Rudd, Sharran Lennon	2000	U.S	Diet, clothing, grooming	Body Image, Body satisfaction and Appearance management behaviours.
6	Theeranart Nutthawutthisit Master Thesis	2003	U.S	Clothing, hair care & cosmetics	Body satisfaction and buying behaviours and appearance management behaviour.
7	Lesley Claire Keil, B.S. Master Thesis	2006	U.S	Cosmetics Use	self-perceived attractiveness (facial satisfaction) self-esteem, and body image.
8	M.Guthrie, Kim & Jung	2008	U.S.	Cosmetics use	Consumers' facial image, cosmetics use and brand perceptions.
9	Christina Dickman	2010	Finland	Cosmetics use	Body image, cosmetics consumption and investment in appearance management.
10	Yang, Miran Ph.D. Thesis.	2013	Korea	cosmetics surgery, diet, exercise	Social comparison, self-esteem, body image, and AMB.
11	Kim, Jiyang; Yim, Eunhyuk; Chun, Hokyung	2013	Korea	Make-up, clothing, weight management & cosmetics surgery	Self-image, skin management behaviour, hair management behaviour, make-up behaviour, clothing behaviour and weight management behaviour
12	Kim K. P. Johnson et.al.,	2014	Korea	Cosmetics procedures extreme dieting, diet aids.	Body Comparison, Body Satisfaction and AMB.
13	Kathleen Brinegar and Elyse Weddle	2014	U.S.	Cosmetics	Makeup Usage and Self-Esteem.
14	Sun Hyeong Ko and Chang Seek Lee	2015	China	Cosmetics use	Self-esteem, AMB, body image, interpersonal relationship and hope.
15	Keun-Jae Lee, Hyun-Jung Kim	2015	Korea	Grooming	Body image, self esteem and AMB
16	Minako Ohmura et.al	2015	Japan	Grooming	Body satisfaction, satisfied with skin, self esteem, shyness of young females

## Conclusion

The review of literature revealed that Appearance Management Behaviour encompasses several activities viz., cosmetics use, surgery, tattoos, body modification and shaping and clothing interest (Rudd & Lennon, 2000; Yoo & Kim, 2012; Koo Insook 2012). Appearance Management Activities are carried out to improve the beauty and attractiveness of individuals who engage in them. The studies indicate that there are lot of importance and favourable responses for being physically attractive and that creates a desire among individuals to improve physical attractiveness. Individuals now believe in the beauty concept of 'Look good, Feel good' (Mccann Report,2012), therefore one's own facial satisfaction can be the primary motivator for indulgence in various appearance management behaviour. In general, most studies related to appearance management behaviour revealed that individual factors like body image, self concept, self esteem, self scheme, body satisfaction are the major antecedents of Appearance Management Behaviour.

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## INFLUENCE OF NEED RECOGNITION FACTOR IN PURCHASE DECISION MAKING PROCESS OF BUYING RESIDENTIAL HOUSES – AN EMPIRICAL ANALYSIS IN CHENNAI REAL ESTATE MARKET



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### **Abstract**

*Purchase decision is the result of consumers recognizes their real needs are beyond their current situation or feelings. The buyers' decision to purchase their own residential home is triggered when they feel a vast differences between actual state to desired state of situation. Buying home is a complex process since it involves high amount of investment and one time purchase affaire. Buyers consider many criteria before predisposition to buy and it is necessary for real estate marketer to*

*understand the proper consumer stimuli to fulfill the buyers' anticipation substantially. This study ascertain reason for buying homers in respect to a few of consumers' demographical differences. The descriptive research design is adapted and data was collected from the respondent in structured questionnaire patterns. This study has found the differences between need recognitions and demographic attributes.*

**Keywords:** *Need recognition, Purchase decision, Residential houses, Real Estate*

### **Introduction**

The buying decision process or purchase decision process is defined as a series of interrelated activities that lead to a choice between alternatives. Generally, the decision-making process consists of five stages: problem recognition, searching for information, evaluation of alternatives, purchase decision, and post-purchase behavior. The consumer process begins when the buyer recognizes a problem or need in response to internal or external stimuli. After consumers recognize a problem, they collect relevant information from their long-term memories to determine whether a satisfactory solution is known. If the appropriate solution cannot be achieved from the internal search, consumers have to access the external search process. Subsequent to information search process, the consumers will have the following three goals in evaluating and selecting alternative processes. Firstly, consumers intend to satisfy their real wants and needs; secondly, consumers are looking for certain benefits from the product or service to solve a consumption problem; and lastly, consumers view each product and its service as a bundle of attributes with varying abilities for delivering the benefits sought to satisfy their real wants and needs. The consumer determines which criteria they will employ to evaluate a product or service, and they then compare each alternative using each criterion. Finally, depending on the consumer's individual decision-making rules, they select the product or service which can best meet their desires and needs. In the evaluation stage, consumers form preferences from among the products in the choice set. They may also form an intention to buy the most preferred product. Individuals may adapt different criteria to evaluate which product can best meet their need based on the type of purchase and how consumers anticipate each will perform according to the various criteria.

### **Purchase Decision in Residential Houses**

Purchasing a residential house is not an easy decision to make because it involves high investment and difficult to replaced. Therefore, buyers consider various factors and ensure that the residential houses got major attributes which they anticipated. This research explores buyer decision making process sequentially when they intend to buy residential houses. This research studies at what kind of circumstances potential buyers recognize their need for buying own houses, the sources from where information is searched for purchase decisions, and major factors considered for evaluate their needs and expectations when making purchase decision on residential houses in Chennai real estate market

### **Objectives of the Study**

- To compare the differences between family income and reason for buying residential houses.
- To compare the differences between number of earning members in the family and reason for buying residential houses.
- To compare the differences between most influential person in the family and reason for buying residential houses.

### **Literature Background**

There is numerous literatures support to the concept of residential purchase decisions. Dr. Ibrahim Mohammed Khrais, Zarqu University, Jordon. *(March 2016)* has found in his study that Structural, economical, geographical, environmental and economic factors do impact the purchasing decision of housing apartment in Irbid city. There are buyers who have previous experiences in purchases are evaluating the housing properties effectively<sup>1</sup>. Another article is an evidence for residential properties also bough for investment decisions. Lv Fang & Sch Gao *(Aug 2011)* Real estate investment is a great factor that affects investment decisions, and decides real estate investment returns. Their article analyses the major influence factors of real estate investment, and builds an evaluation index system of real estate investment based on Analytic Hierarchy<sup>2</sup>. Dr. Yu Jianying, Zhjiang University, China. *(Mar 2011)* has analyzed that real estate investment decision making is not only needed to consider profits but also to predict the risk accurately. The risks in a real estate development project were firstly analyzed. Then based on the traditional cash flow analysis, a practical method for the real estate project financial risk analysis was developed<sup>3</sup>. The next literature is emphases on design of the residential house for decision making. The most important task that faces real estate developers and owners during investment decision-making is how to select a design option that would optimize the value of IRCs within a limited budget taking into account its overall cost. Zhiye Huang *(Aug 2010)*<sup>4</sup>. Wang, Ying and Xi'an *(Sep 2009)* mentioned in their paper Hedonic theory to deduce that the degree of residential segregation depends on the degree of consumer preference for location, and consumer preference for different location attribute will result in the different urban space structure. The results show that consumers have the greatest preference for the location of houses in comparison with neighborhood conditions along with the structural conditions, which results in the clearer residential segregation<sup>5</sup>. Ismail, Hafiszah *(2012)* state that the property market was perceived "as an interaction between three main functional components of market activities" (Keogh, 1994). Those market activities are the User Market, the Investment Market and the Development Market. They tries to link property development, demographic changes and Malaysian housing demand (preferences) in one specific context for example the Malaysian population by rate and age group, birth rate, life expectancy rate and age at first marriage<sup>6</sup>. Gu Jie, Liu Hui. *(2006)* discovers in their

research that housing consumption choice behavior, the result of binary logit model shows: first, a increase in family income and residential stability can make the probability of own go up. The probability of own can also rise when family is in the late of lifecycle or the rental market is more mature. The result shows, family income and residential stability are also the important factors to housing investment choice<sup>7</sup>.

### Research Methodology

The design adopted by the researcher for this study is Descriptive Research Design. The research design was to be followed for this study is descriptive in nature where the aim would be to make an in-depth analysis the Buyers' purchase decision of residential houses in Chennai real estate market. People who have bought or planning to buy residential houses in Chennai form population for the study. Therefore population is infinite. Convenience sample procedure is used by the researcher in selecting respondents from the population. There are 750 samples collected in convenience sampling method from various respondents who had bought and planning to buy houses in Chennai out of infinite population.

### Hypothesis of the Study

1. There is no significant differences between family income and reason for buying residential houses
2. There is no significant differences between number of earning members in the family and reason for buying residential houses
3. There is no significant differences between most influential person in the family and reason for buying residential houses

### Analysis of the Study

ANOVA is done to identify the differences between buyers demographical characteristics and their reason to buy their own residential houses.

**Table 1 Comparison of Family Income and Reason for buying own Residential houses**

ANOVA					
family income					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	83.578	14	5.970	13.444	.000
Within Groups	15.542	35	.444		
Total	99.120	49			

Since F is significant the null hypothesis of no significant difference between family income and the reason for buying residential houses is rejected. This study shows F value 13.444 which is significant Thus, there is a significant differences between family income and their reason to buy own residential houses.

**Table 2 Comparison of Number of earning members in the family and Reason for buying own Residential**

ANOVA					
earning members					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	11.205	14	.800	5.212	.000
Within Groups	5.375	35	.154		
Total	16.580	49			

Since F is significant the null hypothesis of no significant difference between Number of earning members in the family and Reason for buying own Residential houses is rejected. This study shows F value 5.212 which is significant Thus; there is significant difference between Number of earning members in the family and Reason for buying own Residential houses.

**Table 3 Comparison of Most Influential person in decision making and Reason for buying own Residential houses**

ANOVA					
influential person in decision					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.013	14	.572	2.453	.016
Within Groups	8.167	35	.233		
Total	16.180	49			

Since F is significant the null hypothesis of no is significant difference between most influential person in family and Reason for buying residential is rejected. This study shows F value 2.453 which is significant Thus; there is significant difference between most influential person in family and Reason for buying residential houses

### Findings and Conclusion

This research attempted to find out the differences in reason for housing purchasing decision on the basis certain demographic attributes. The need of buying an own residential housed is indeed recognized by the influences of buyers' demographic attributes such as income level, number of earning members in the family and influential person in the family to take decisions. Thus, this research is concluded with the key note that the desire for owning a house is certainly stimulated due to buyers sufficient current income level, more than one members earning which lead to saving the income and influential person to take buying decision who have risk taking and problem solving ability.

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## FACTORS INFLUENCING RETAIL INVESTORS INVESTMENT DECISIONS ON IPOs



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### **Abstract**

We analyse the relationship between demographic variables and the various financial variables that can be considered as a calibration for investment through Initial Public Offerings (IPO) for retail investors. Determinants of soundness are through P/E analysis, Pricing, Cash position, Cash inflows etc., Not surprisingly the financial variables roles expands with certainty in understanding the

strength of the issue. Overall our results are consistent showing that irrespective of what category the retail investors are in the demographic variables considered for the research almost all are in favour of the financial variables that are listed with high significance as per the statistical analysis. JEL Classification: G11, G14, G17

**Keywords:** IPOs, Financial Variables, Demographic Factors

### **Introduction**

Funds for a company can be raised either internally or externally. Externally funds can be raised through debt instruments which need periodic cash payments and equity instruments which results in dilution of ownership of the company. Equity instruments are sold through private placements, offer for sale or Initial Public Offers. Initial public offers are the untested stock. For the first time people away from the organisation in a mass scale is allowed to participate the company by taking shares and become shareholders. Initial Public offers are costlier and time consuming with participation happening from Institutional Investors, Non-Institution Investors, High Net worth Individuals and Retail Investors. IPOs are approved by SEBI and several other bodies. IPO is a very complex process since it needs many organisations assistance to make it happen like Investment bankers, Underwriters, regulatory bodies, registrars and bankers etc., Companies come to list their shares through IPO for various reasons.

1. To know their value in market
2. To expand the company
3. To diversify the investors base
4. As exit for primary investors
5. To settle their debts
6. Regulatory mandate

IPOs are done with two mechanisms either Book Building or Fixed Pricing. Book building is a mechanism in which offer price is fixed only after receiving applications from interested investors which is usually with in a price band. Investors are provided with the shares based on subscription received. If more applications are received then allotments happens in proportionate basis. Fixed pricing as the name implies comes with the price decides before application.

Book building means a process undertaken by which demand for the share proposed to be issued is elicited and built up and the price of the share is assessed for the determination of the quantum of such shares to be issued by means of offer document.

Retail investors are defined as people who invest upto two lakh rupees. Above 2 lakhs the category become High net worth individuals.

When some money is left on the table for the investors in a very short span after listing its termed as underpricing and when nothing is left its termed as over pricing. Underpricing affects the issuer and overpricing affects the investors. So its important to determine the price so that both the parties are in win-win situation.

$$\text{Price/Earnings Ratio} = \frac{\text{Stock Price per Share}}{\text{Earnings per Share (EPS)}}$$

P/E of the listing company is compared along with the peer companies and the number of times the security is overvalued or undervalued is found. Relative value of the other companies in the corresponding industry decides on whether the company is overvalued or undervalued. So valuation analysis plays a key role in deciding on the investments.

Our research is intended to know about relationship between financial variables with the demographic factors Occupation, Annual Income and Education. Financial variables are plenty like price, valuations, Other important measures in financial statements.

### Review of Literature

Seguin and Smoller (1997) Low priced IPOs underperforms the market in few month, High priced IPOs don't. IPOs with low offer prices appear to be targeted by more retail investors. Higher offer prices encourage institutional participation. Price is an informative predictor of future return and distress risks.

Falkenstein (1996) and Gompers and Metrick (1998) shows that institutional investors tend to avoid investing in penny stocks. Chalk and Peavy (1987) said an inverse relationship between offer price and underpricing. A low offer price encourages retail investors because of more in numbers in a lot.

Ljungqvist, Nanda, and Singh (2003) demonstrate results that the sluggish adjustment of the offer price is driven by the difference in opinion between rational and sentiment investors.

Purnanandam and Swaminathan (2004) find that on average the offer price substantially exceeds the corresponding intrinsic value computed using multiples of firms in the peer group of the issuing firm. Purnanandam and Swaminathan (2004) derive IPO intrinsic value based on valuation multiples of comparable firms in the same industry. They find that IPOs are about 50% overvalued in their offer price as compared to industry peers, and those IPOs that are overvalued more in the first-day market price perform worse in the long run.

Profitability (EBITDA/ total assets), cash flow volatility (historical standard deviation of EBITDA / total assets), and idiosyncratic return volatility (see Campbell and Taksler (2003)) are proxies for information asymmetry and default risk. Leverage and profitability may also proxy for potential agency costs (e.g., Jensen and Meckling (1976) and Jensen (1986))

An institutional investor survey made by Ernst & young (2008) on financial and non-financial measures that influence decision making related to IPO stocks revealed the following. The top ten financial measures are EPS growth, Profitability growth, EBITDA growth, Return on equity, Return on investment, sales growth, Return on assets, Gross margins, Debt to Equity and cash/investments

in hand. The top ten non-financial measures are Management credibility and experience, Corporate strategy execution, Quality of corporate strategy, Brand strength, Corporate governance practices, Ability to recruit/retain talented people, Quality of IR guidance, Market share, Customer satisfaction and CEO leadership style.

McBain and Krause (1989) higher valuations are experienced by firms whose pre-IPO shareholders maintain relatively larger ownership positions following the offer. Koop and Li (2001) identified three roles played by valuation including its significance in corporate control transactions; the need for firms going public to value their stocks; and its significance in determining capital structure of the firm.

### **Objective**

- To identify the strength of relationship between demographic factors and the financial variables
- To know the investors opinion on the financial variables
- To know the strength of relationship between the success factors that retail investors attribute to with their demographic factors

### **Research Methodology**

Respondents of the survey are Retail investors who had invested in shares through Initial Public offering route (Primary Market)

Survey was administered with Questionnaire which had demographic variables, attributes of success and financial variable, 175 responses were collected of which due to data gaps some questionnaires were discarded and finally analysis was done with 153 responses. Responses were collected only from Chennai region, time and other factors influences were possible to be reflected.

Basis percentage analysis, weighted average score, correlation analysis between success factors and demographic variable and chi-square analysis were used. Hypothesis testing was done with chi-square test. Chi-Square is used to test the characteristics between two factors one being demography and other one financial variables.

Research design is basically descriptive and analytical.

Hypothesis to be tested

1. There is positive relationship between Financial variable and Annual Income
2. There is positive relationship between Financial variable and Occupation
3. There is positive relationship between Financial variable and Education

### **Analysis and Discussions**

General Profile of the respondents:

Table 1 reveals the general profile of the investor's Annual income wise, Education wise and occupation wise. Annual income wise respondents were divided into less than 3 lakhs, above 3 lakhs and below 5 lakhs, above 5 lakhs and below 8 lakhs, above 8 lakhs and below 12 lakhs and finally above 12 lakhs. Table 1 reveals that maximum number of respondents fell in the category I2 (39.22 %) followed by I3 (29.41), I1(15.69%), and I4,I5 (7.84) each.

Education wise respondents were divided into 5 categories, like school level, Diploma, Professional, Undergraduate and post graduate. Table 1 reveals that maximum number of respondents fell in the category E5(45.10%) followed by E4(25.49 %), E3(19.61%), E2(7.84%) &

E1(1.96%). Occupation wise respondents were divided into 3 categories like Business, employed in Government sector and Private sector. Table 1 reveals that maximum number of respondents fell in the category O3 (64.71%) followed by O1 (25.49%) & O2(9.80%).

### **Relationship between Success Factors and Demographic Variables**

To know the relationship between demographic variables and what the investors attribute as success factors a multiple choice question was used with 5 choices on what are their success factors. Success factors used were Broker's advice or recommendations, Friends or peers advice/recommendations, Bullish market, Own Knowledge and sheer good luck. Correlation analysis was done to know the intended relationship. From table 2 it can be inferred that Education has very good correlation with bullish market followed by own knowledge and broker's recommendation while others are not significant. Occupation has very good correlation with Friends/peers recommendation followed by Bullish market while others were not that significant. Similarly Annual Income too has a good correlation with Friends/Peers recommendation followed by Broker's recommendation while others were not that significant.

### **Respondent's Opinion Regarding the Financial Variables**

To know about the opinion on certain financial variables likert's scale was administered with 6 questions like influence of Price, EPS growth rate, P/E comparison, Cash inflow through operations, Cash position in balance sheet and Relative value of other company. Table 3 shows that majority of the investors agree that Price is used as yardstick, Strongly agree or agree put together dominates with nearly 62%. EPS growth rate influence contributes again more than 68% put together strongly agree and agree. P/E comparison of the intended company with industry standard influences by more than 68% put together the agree and strongly agree. Attractiveness of the cash inflow by operations is considered by more than 78% put together strongly agree and agree. Financial soundness through cash position in balance sheet is considered by more than 80% put together strongly agree and agree of respondents. And finally relative value of other companies is considered by more than 74% of respondents put together strongly agree and agree.

Weighted Scores of Financial variables with respect to various demographic variables: Table 4 shows the level of agreement with the statements considering annual income, education and Occupation as the dependents separately. Annual income wise the table shows respondents had high level of agreement with cash inflow through operations followed by other statement tightly close. Education wise the table shows respondents had high level of agreement with Cash position in the balance sheet followed by P/E comparison and cash Inflow through operation. Occupation wise more people had high level of agreement regarding the statement related to P/E comparison followed by cash position and other statements tightly close. Likert's response is quantified by coding 1 for Strongly disagree, 2 for Disagree, 3 for Neither Disagree nor Agree, 4 for Agree and 5 for Strongly agree. Coded value is multiplied with the number of corresponding responses and further divided by total respondents (153).

### **Testing of Hypothesis between Financial Variables and Demographic Variables**

To test the characteristics of financial and demographic variable chi-square analysis is used where three analysis were done Relationship between Financial variable Vs Annual Income, Financial variable Vs Education and Financial variable Vs Occupation. In all the three characteristics results showed there was good relationship between all the demographic variables

and the financial variables. Significance of all the three analysis showed a very strong relationship with p-value of almost every analysis 0.970 for testing relationship between Financial variable Vs Annual Income, 0.998 for testing relationship between Financial variable Vs Education and 0.950 for testing the relationship between Financial variable and Occupation was more than significance.

## Conclusion

On the basis of the analysis done with certain statistical tools it can be concluded that recommendations or advice made by friends/peers and Own knowledge are the important attributes they consider helped them to be successful in IPOs. Comparison of P/E of the interested company along with the industry P/E and Cash Inflow to the company through operations are the dominant financial variables. Overall retail investors perceive that financial variables is very effective in making decisions regarding the investment through IPOs, which is being supported by all the demographic factors like occupation, annual income and education

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## Annexure

**Table 1: General Profile of the respondents**

Annual Income	Freq	%	Education	Freq	%	Occupation	Freq	%
<300000(I1)	24	15.69	School level(E1)	3	1.96	Business(O1)	39	25.49
300001to500000(I2)	60	39.22	Diploma(E2)	12	7.84	Govtsector(O2)	15	9.80
500001to800000(I3)	45	29.41	Professional(E3)	30	19.61	Pvtsector(O3)	99	64.71
800001to1200000(I4)	12	7.84	Under graduation(E4)	39	25.49			
>1200000(I5)	12	7.84	Post graduation(E5)	69	45.10			
Total	153	100	Total	153	100	Total	153	100
Source: Primary Data								

**Table 2: Correlations between Success factors and selected Demographic Variables**

Success Factors	Education	Occupation	Annual Income
Broker's recommendation	0.387	0.012	0.128
Friend's recommendation	0.130	0.507	0.886
Bullish Market	0.819	0.351	0.075
Own Knowledge	0.656	0.117	0.035
Sheer good luck	0.094	0.003	0.004
Source : Primary Data			

**Table 3: Respondents Opinion Regards To Financial Variables**

Statements	SDA	DA	N	A	SA
I use Price of unit share yardstick	15(9.8)	18(11.8)	24(15.69)	81(52.9)	15(9.8)
EPS growth rate influence decisions	6(4.00)	15(9.8)	27(17.64)	84(54.9)	21(13.7)
P/E Comparison of the company with corresponding industry is a good financial tool to analyse an IPO	12(7.84)	0(0)	36(23.53)	63(41.18)	42(27.45)
Cash Inflow(Operations) proves the company's is attractive	6(3.92)	6(3.92)	21(13.73)	87(56.86)	33(21.57)
Cash Position in the Balance Sheet provides financial soundness of company	6(3.92)	9(5.88)	15(9.80)	78(50.98)	45(29.41)
Relative value of other companies in the industry influences purchase decision	3(1.96)	15(9.80)	21(13.73)	87(56.86)	27(17.65)
<b>Note:</b> Figures in parenthesis denotes percentage					
<b>Source :</b> Primary Data					

**Table 4: Average Weighted Scores of Financial Variable w.r.to dependent demographic variables**

Financial Variables	Dependent Variables		
	Annual Income	Education	Occupation
Price of unit share	3.412	3.412	3.412
EPS growth rate	3.647	3.647	3.706
P/E Comparison	3.804	3.882	3.941
Cash Inflow(Operations)	3.941	3.882	3.843
Cash Position(Balance Sheet)	3.922	3.961	3.902
Relative value(other companies)	3.843	3.784	3.765
<b>Note:</b> Figures are Average Weighted Scores			
<b>Source:</b> Primary Data			

**Table 5: Chi-Square test between Financial variables and Demographic variables**

Financial Variable Vs Annual Income			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.92	20	0.970
Likelihood Ratio	9.96	20	0.969
Linear-by-Linear Association	1.28	1	0.258
Financial Variable Vs Education			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.34	20	0.998
Likelihood Ratio	6.36	20	0.998
Linear-by-Linear Association	0.23	1	0.632
Financial Variable Vs Occupation			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.94	10	0.950
Likelihood Ratio	3.93	10	0.950
Linear-by-Linear Association	0.30	1	0.584
<b>Source:</b> Primary Data			

## A STUDY ON PERFORMANCE OF TERM LOAN AT WITH REFERENCE TO TAMILNADU STATE APEX CO-OPERATIVE BANK LIMITED



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### **Introduction**

Co-operative banks are small-sized units organized in the co-operative sector which operate both in urban and non-urban regions. These banks are traditionally centered on communities, localities and work place groups and they essentially lend to small borrowers and businesses. The performance of various term loan in the Co-operative Banks which is indicate the income derived from the lending as well as customer benefit and perception towards term loan

In finance, a loan is a leading of money from one individual, organization are entity to another individual, organization or entity. In the loan is generally provided at a cost referred to as interest on the debit which provides an incentive for the lender to engage in the loan. In cooperative bank term loans giving benefits for both lender side and borrower side many people utilize the offer and avail gold loan, mortgage loan etc.

**Keywords:** Co-operative banks, leading of money, mortgage loan,

### **Review of Literature**

**Bhaskaran and Josh (2000)** concluded that the recovery performance of co-operative credit institutions continues to unsatisfactory which contributes to the growth of NPA even after the introduction of prudential regulations. They suggested legislative and policy prescriptions to make co-operative credit institutions more efficient, productive and profitable organization in tune with competitive commercial banking.

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A performance of term loan is prepared by an entity; it is one of the most important statement. It shows cash receipts from major uses during a period. It may be prepared at quarterly interval but at least at yearly intervals. It provides useful information about an entity 's activities in generation cash from operation. It informs about programme to repay debts , distribute dividends or reinvest to maintain or expand its operating capacity. It gives also information about its financing activities, both debt and equity , and about its investment in fixed assets or current assets other than cash. In other words, performance of term loan lists down various items and their respective magnitude whether bring about changes in the cash balance sheet dates. All the items whether current or non current which increase or decrease the balnce of cash are includes in the performance of term loan therefore, the effects of changes in the current assets and current liabilities during an accounting on cash position is assessed from its persual. The depiction of all possible sources and application of cash in the cash flow statement helps the financial manager in short term financial planning in a significant manner; interest payment on debenture and dividend

pay-off to shareholder can be met out of cash only . this articles is based on the practice followed and instruction for its preparation contained in the various text books for the guidance of the student and accountants . it is hoped that the content of this articles would help the reader to understand performance of term loan.

**Singh and Singh (2006)** studied the funds management in the District Central Co-operative Banks (DCCBs) of Punjab with specific reference to the analysis of financial margin. It noted that a higher proportion of own funds and the recovery concerns have resulted in the increased margin of the Central Co-operative Banks and thus had a larger provision for non-performing assets.

**Mavaluri, Boppana and Nagarjuna (2006)** suggested that performance of banking in terms of profitability, productivity, asset quality and financial management has become important to stable the economy. They found that public sector banks have been more efficient than other banks operating in India.

**Pal and Malik (2007)** investigated the differences in the financial characteristics of 74 (public, private and foreign) banks in India based on factors, such as profitability, liquidity, risk and efficiency. It is suggested that foreign banks were better performers, as compared to other two categories of banks, in general and in terms of utilization of resources in particular.

**Campbell (2007)** focused on the relationship between nonperforming loans (NPLs) and bank failure and argued for an effective bank insolvency law for the prevention and control of NPLs for developing and transitional economies as these have been suffering severe problems due to NPLs.

### **Objectives of Study**

1. To measure and compare the operational efficiency of Tamilnadu state apex Cooperative Bank.
2. To know different type of loans preferred by different sets of customers.
3. To study on performance of term loan and outstanding of total loan in Tamilnadu state apex Cooperative Bank
4. To suggest the appropriate measures to improve the efficiency of Tamilnadu state apex Cooperative Bank

### **Need of the study**

Customer attitude is very vital to the bankers because it facilitate them to understand and predict loan availing behavior of customers in the marketplace. It is concerned with how customer approach the cooperative banks with various term loans offered by the bank, This study helps the banker to understand needs of consumers and to realize the importance of customer by fulfilling their needs .It is always challenging for the bankers to get new customers and retaining them is difficult. It is necessary for the bankers to know about the motives so that bank performance can be improved to satisfy the consumers.

### **Scope of the study**

This study indicate the performance of cooperative bank and focuses various customer to avail various loan by utilize the bank product at least cost of interest. It is necessary to know about the bank market how they performed with customer and what level we can improve the banking activities. The bank product play a vital role among the customer in this how the customer act towards various loans offered by state cooperative banks.

**Limitation of Study**

- Some of data were not revealed by the company as it is confidential.
- The study is limit only of five years (2012-2017)
- As majority of the customers are employees of the bank, they might be biased in giving the information
- The data for study mainly based on a single bank.
- The time period of the research was limited

**Research methodology**

Research Design: The research is descriptive in nature.

Sampling Technique: Convenience sampling is used.

Data source: This study is mainly based on the primary data. Secondary data is collected from journals, research papers, articles and websites.

Survey Instrument: A questionnaire was used to collect the data. A five-point scale was used to extract responses.

**Research methodology**

Research Design: The research is analytical in nature.

The method used was direct interview of experienced loan officers as well as analyze the statement

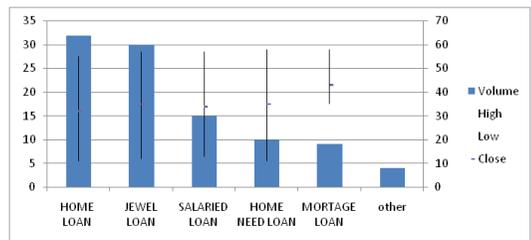
Data source: This study is mainly based on the primary data. Secondary data is collected from journals, research papers, articles and websites.

**Analysis and Interpretation**

**Table 1 Preferences of the customers for the loans**

Kind's of Loan	No. of Respondent	(%)
House loan	30	32%
jewel loan	36	30%
salaried loan	20	15%
Home need loan	5	10%
Mortgage loan	7	9%
Other	2	4%

**Figure 1: Preferences of the customers for the loans**

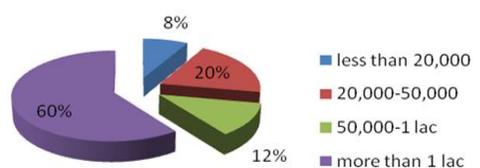


Present study reveals that majority of the respondents have taken house loans & jewell loans and less respondents prefer consumer, salaried loan and mortgage loan.

**Table 2: Range of the amount of loans**

Loan Amount	No. of Respondent	(%)
Less than 20,000	4	8%
20,000-50,000	10	20%
50,000- 1 lac	6	12%
More than 1 lac	30	60%

**Figure 2: Range of the amount of loans**

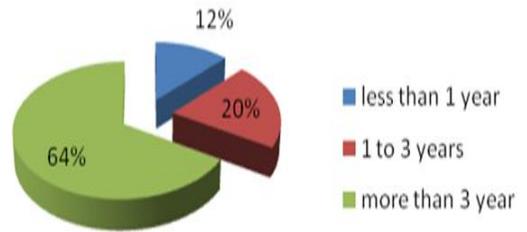


Present Study reveals that 8 % people prefer loan less than 20,000, 20 % respondents prefer 20,000 to 50,000,12 % prefer more than 1 lac and 60% of the respondents prefer more than 1 lac.

**Table 3 Preferable term of loan**

Term of Loan	No. of respondent	(%)
Less than 1 year	6	12%
1 to 3 years	10	20%
More than 3 years	32	64%

**Figure 3: Preferable term of loan**

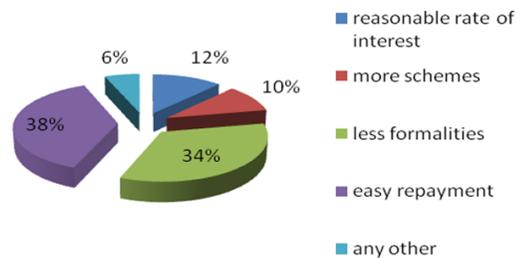


Study shows that 64 % respondents take loan for more than 3 years, 20 % take loan for 1 to 3 years and 12% take loan for the period of less than 1 year.

**Table 4: What prompted the customers to take loan from cooperative banks**

Reason for taking loan	No. of Respondent	(%)
Reasonable rate of interest	6	12%
More schemes	5	10%
Less formalities	17	34%
Easy repayment	19	38%
Any other	3	6%

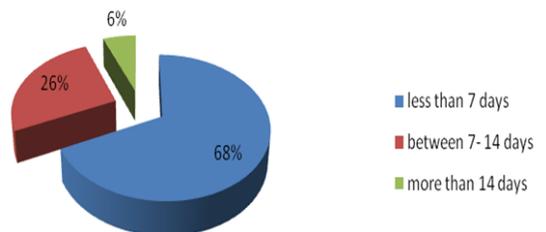
**Figure 4: What prompted the customers to take loan from cooperative banks**



Study reveals that 38 % take loan because banks provide easy payment, 34% take loans because of less formalities and other respondents take loan because of reasonable rate of interest, more schemes

**Table 5: Average time taken for the processing of the loan**

Average time for processing of loan	No. of respondent	(%)
Less than 7 days	34	68%
Between 7 to 14 days	13	26%
More than 14 days	3	6%



**Table-5 Correlation analysis**

Find the relationship between Preferable term of loan Average time taken for the processing of the loan

	Column 1	Column 2
Column 1	1	
Column 2	-(0.83519)	1

**Result and Findings**

- Majority of the respondents have taken house loans & jewell loans and less respondents prefer consumer, salaried loan and mortgage loan.
- Present Study reveals that 8 % people prefer loan less than 20,000, 20 % respondents prefer 20,000 to 50,000,12 % prefer more than 1 lac and 60% of the respondents prefer more than 1 lac.

3. Study shows that 64 % respondents take loan for more than 3 years.
4. Study reveals that 38 % take loan because banks provide easy payment.34% take loans because of less formalities and other respondents take loan because of reasonable rate of interest, more schemes
5. There is a negative correlation between preferable term of loan Average time taken for the processing of the loan

### **Conclusion**

The study was carried out to know the bank performance towards various product and it indicates the importance of term loan and level of satisfaction. The study provides the deeper understanding of customer expectation. The banker need to be aware about the customer satisfaction and work for customer always cooperative banks are working as a grate assistant to semi urban and rural area people . In order to formulate right plans and strategies to enhance the satisfaction level of consumers, it is important to understand the customer motives and render the helpful service to the people

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## “A STUDY ON EMPLOYEE ABSENTEEISM IN SFP SONS INDIA (P) LTD AT TAMBARAM”



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### **Introduction**

Absence is the failure of worker to report for work when he is scheduled to the work. A work is to be treated as absent for the purpose of this absenteeism statistics even when he does not turn up for a week after obtaining permission. In these days, when the needs of the country require greater emphasis upon increase of productivity and the economic and rational utilization of time and materials at our disposal, it is necessary to minimize absenteeism to the maximum possible extent. Absenteeism refers to the absence of an employee from work that is scheduled to be at work. It refers to the loss of man hours on account of the absence of a percentage of workers scheduled to be at work. Absenteeism plays an important role in the productivity of the organization. Absence of worker on account of strike or lock out or layoff i.e., involuntary absent is not considered as absence for the purpose of absenteeism study. Absenteeism rate is the percentage of man days lost due to voluntary (both absent authorized and unauthorized) to the corresponding total man days scheduled to work. Though many studies have been conducted on absenteeism clear understanding is necessary to deal with the problem and to reduce absenteeism. An industry, which has got a bad record of absenteeism, cannot claim to have neither good industrial relations, nor high morale of work force.

### **Need of the Study**

One of the major problems affecting this precious resource is absenteeism. Absenteeism is not only an individual problem but also a social as well as economic problem of our country. When absenteeism becomes a habit there is not only general lowering of morale, but also results in loss and deterioration of skill and efficiency. This may lead an organization to attain reduced productivity. Decrease in production will affect the profits of the company. To control the rate of absenteeism we should know what absenteeism is and study the factors such as personal factors, social factors and environmental factors responsible for absenteeism. Reducing the rate of absenteeism is not a simple task.

- Absenteeism has greater importance on the performance of the organization.
- Increased in absenteeism results in decrease in productivity through loss of man hours.
- The management of SFP sons India (p) ltd felt the need to investigate the case of absenteeism. So, there is a great need for the research and analysis of absenteeism in the organization.

### **Scope of the Study**

Absenteeism exhibited by the workers fall under the scope of this study. The study attempts to point out the reasons for absenteeism. Such as factors of working conditions employee attitude, personal factors, environmental factors, back ground information etc.,

- This study tries to find out the solution to overcome absenteeism problems.
- The study was conducted only in SFP SONS INDIA (P) LTD AT TAMBARAM. So the results may reveal the realistic solution, which suits for all the companies.

### **Objectives of the Study**

#### **Primary Objective**

- To study sources of Employee Absenteeism in SFP SONS INDIA (P) LTD.

#### **Secondary Objectives**

- To find out the relevant causes for absenteeism
- To identify various levels of the absenteeism among the workers
- To give suggestions for suitable measures for management to reduce the absenteeism.

### **Research Methodology**

#### **Research Instrument**

The research instrument used in the study is a 'structured questionnaire'. these are questionnaires in which there are definite, concrete, and predetermined questions relating to the aspect, for which the researcher collect the data, interprets the data and analysis the same order to all the respondents.

#### **Sampling**

Sampling is the process of gaining the information by examining a part of entire population. In this study the researcher divides the total population into groups and the samples are collected random using stratified random sampling.

Research work was conducted by taking a sample of 200 employees of 454 from the company; the sample was sufficient and representative for the purpose of this research work. To study the problem clearly numbers of employees from each department were selected on the basis of the size of the department as well as nature of the work.

**Sample Design:** stratified random sampling is used for choosing the respondents

**Target Population:** In the study, the target population is employees

**Sampling Size:** the sample size is 200 in numbers

#### **Questionnaire Design**

The structured questionnaire that were framed and designed consist of close ended, rating and multiple-choice dichotomous questions.

#### **Tools Used**

V Percentage method

V Chi-square test

#### **Chi-Square Test**

##### **Aim**

To find out the significant relationship between marital status and punishment awarded to absenteeism.

**Null Hypothesis (Ho)**

There is no significant relationship between marital status and punishment awarded to absenteeism.

**Alternative Hypothesis (H1)**

There is significant relationship between marital status and punishment awarded to absenteeism.

**Observed Frequency**

Shift / Marital status	Pay cut	Warning	Sensure	Depromotion	Summary dismissal	total
Married	5	9	4	2	1	21
Unmarried	8	6	5	8	3	30
<b>Total</b>	<b>13</b>	<b>15</b>	<b>9</b>	<b>10</b>	<b>4</b>	<b>51</b>

Calculated  $X^2$  value = 4.54  
 Degree of freedom = (r-1) (c-1)  
 (2-1) (5-1)  
 (1) (4)

The value of  $X^2$  for (dof = 4) @ 5 % level of significance = 9.49

**Result**

Calculated value  $X^2$  (4.54) is less than the table value (9.49) Hence hypothesis is accepted

**Decision**

There is no significant relationship between marital status and punishment awarded to absenteeism.

**Table Showing Repercussion of Absenteeism**

S.No	Observation	Respondents	Percentage
1	Loss of Production	36	18
2	Target Not Reached in Time	63	31
3	Additional Wage Expenses	53	26
4.	Add Burden of Colleagues	39	20
5.	Resorting to Outsourcing	9	5
<b>Total</b>		<b>200</b>	<b>100</b>

**Inference**

It is observed from the survey that 31% of the respondents said target not reached in time because of absenteeism, 26% of the respondents are additional wage expenses, 20% of the respondents are add burden of colleagues, 18% of the respondents are loss of production and remaining 5% of the respondents opinion are resorting to outsourcing due to absenteeism.

**Repercussion of Absenteeism**

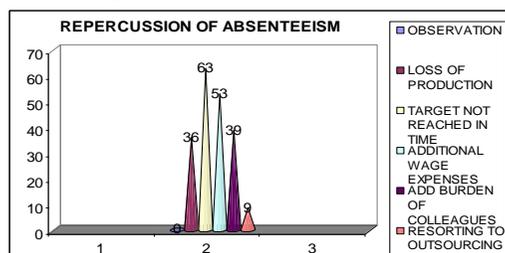


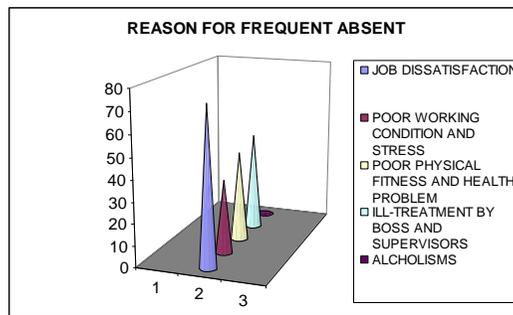
Table Showing Reasons for Frequent Absent

S.No	Reasons	Respondents	Percentage
1	Job Dissatisfaction	74	37
2	Poor Working Condition and Stress	35	17
3	Poor Physical Fitness and Health Problem	43	21
4.	Ill-Treatment by Boss and Supervisors	47	24
5.	Alcoholisms	1	1
<b>Total</b>		<b>200</b>	<b>100</b>

### Inference

It is observed from the survey that 37% of the respondents are absent for job dissatisfaction, 24% of the respondents are ill- treatment by boss and supervisors, 21% of the respondents are poor physical fitness and health problem, 17% of the respondents are poor working condition and stress and remaining 1% of the respondents are alcoholisms.

Reason for Frequent Absent



Steps Taken by the Company to Reduce Absenteeism

S.NO	Reduce Absenteeism	Respondents	Percentage
1	Reduce Stress and Pressure	31	15
2	Changing Working Environment	39	19
3	Offering Incentives and Training	47	24
4	Attendance Policy	73	37
5.	Counseling	10	5
<b>Total</b>		<b>200</b>	<b>100</b>

### Inference

It is found from the survey that 37% of the respondents are said attendance Policy Company to take steps to reduce absence. 24% of the respondents are offering incentives and training to reduce absence. 19% of the respondents are changing working environment to reduce absence, 15% of the respondents are reduce stress and pressure, and remaining 5% of respondents are said provide counseling.

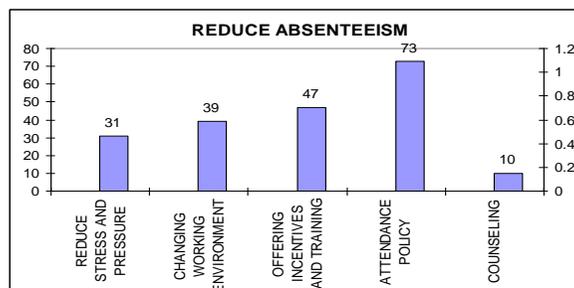


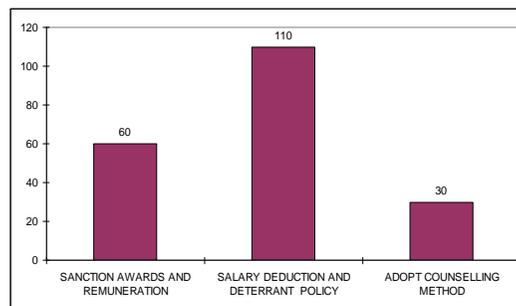
Table Showing Control Absenteeism

S.No	Control Absenteeism	Respondents	Percentage
1	Sanction Awards and Remuneration	60	30
2	Salary Deduction and Deterrant Policy	110	55
3	Adopt Counselling Method	30	15
Total		200	100

**Inference:**

From the above table shows that 55% of the respondents said salary deduction and deterrent policy, while 30% of the respondents are said sanction awards and remuneration and 15% of the respondents are said adopt counseling method.

Control Absenteeism

**Findings**

- 31% of the respondents are feeling not reached their target because of absenteeism
- 41% of the respondents say pay cut is the punishment awarded to the indiscipline and irregular workers / employees.
- 37% of the respondents say job dissatisfaction is the reason for employee's frequent absent.
- 37% of the respondents are stated balance work load is the way to reduce stress from the company
- 55% of the respondents said salary deduction and deterrent policy to control absence in work place.

**Suggestions and Recommendation**

- Company can convene monthly meetings with employees to discuss the problems due to absenteeism faced by the company and try to solve them.
- Employees are unable to manage their families with the income provided by the company. To earn more or to search for income through other sources employees are taking leave. If the wages and salaries are increase to a considerable level absenteeism can be reduced.
- Introducing rewards and prizes for those employees with regular and prompt attendance may also help the management to reduce the absenteeism.
- Some of the chronic absentees are alcoholic workers. Management should take necessary steps to identify these workers in the early stage and proper counseling should be given with the help of social service organization.

## **Conclusion**

The management has to think over the above given finding and recommendation. And it has to consult with the employees over the decision that has been made to reduce the absenteeism. Also the steps taken to reduce the absenteeism should be favor to the employees. And higher authorities should forward the opinion of the employees to the management above the company's decision to reduce the absenteeism. It will help the company to get the employees involvement towards the work which enables to increase the productivity to the company. So the company's progress will increase automatically because . . .

## A STUDY ON RECRUITMENT PROCESS WITH REFERENCE TO COVENANT CONSULTANTS, CHENNAI



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### **Abstract**

*In Human Resource Management (HRM), Recruitment is the first and foremost issue to be considered with full of sincerity, because its role is to create a positive impression about the employer in the job market by ensuring effective stimuli for the job seekers. Recruitment and selection, as a human resource management function, is one of the activities that impact most critically on the performance of an organization in terms of achieving its ultimate goal. Recruitment is almost central to any management process and failure in recruitment can create difficulties for any company including an adverse effect on its profitability and inappropriate levels of staffing or skills, labor shortages, or problems in management decision making. The core function of an organization is Recruitment and Selection because the organization doesn't want to be a bad recruiter by electing manpower that might have the potential to spoil the long earned goodwill or corporate image and also incur heavy recruitment costs on them. At the beginning, the study reveals*

*about the recruitment process adopted by covenant consultant and to reveals the recruitment effectiveness of the organization. The main objective is to analyze the recruitment process adopted by covenant consultant, Chennai and the secondary objective is to find the challenges faced by the organization in recruiting new person and find the technology and different job portals adopted by the firm. The purpose of the study is to find the basic challenges faced by the company where people hesitate to work due lack of awareness of the organization and think of heavy work load due to consultancy. They have lack of intent to work in consultancy. Finally, this project gives a complete view of level of recruitment process adopted by the organization. If the level of the recruitment and selection procedures is good in the organization, then it could be possible for the management to put forth the best result from the employees.*

**Keywords:** *Recruitment, organization, consultancy, effectiveness....*

### **Introduction**

Recruitment is the process of attracting individuals on a timely basis in sufficient numbers and with appropriate qualification, to apply for jobs within an organization. The process of searching prospective employees with multidimensional skills and experience that suits organization strategies is fundamental to the growth of the organization, this demands more comprehensive strategic perspective recruitment. Organizations require the services of large number of personnel these personnel occupy the various positions created to the process of organization. Each position of the organization has certain specific contributions to achieve the organizational objectives. The recruitment process of the organizational has to be strong enough to attract and select the potential candidates with right job specification. The recruitment process begins with human resource planning and concludes with the selection of required number of candidates, both HR staff and operating managers have responsibilities in the process.

## **Recruitment**

Recruitment is the process of hiring talented employees for certain jobs by motivating them to apply for those jobs which are available in organization. According to Edwin B. Flippo, "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization". Recruitment is the activity that links the employers and the job seekers

## **Importance of Recruitment**

Attract and encourage more and more candidates to apply in the organization.

- Create a talent pool of candidates to enable the selection of best candidates for the organization.
- Determine present and future requirements of the organization in conjunction with its personnel planning and job analysis activities.
- Recruitment is the process which links the employers with the employees. Increase the pool of job candidates at minimum cost.
- Help increase the success rate of selection process by decreasing number of visibly under qualified or overqualified job applicants.
- Help reduce the probability that job applicants once recruited and selected will leave the organization only after a short period of time.
- Meet the organizations legal and social obligations regarding the composition of its workforce.
- Begin identifying and preparing potential job applicants who will be appropriate candidates.
- Increase organization and individual effectiveness of various recruiting techniques and sources for all types of job applicants.

## **Statement of Problems**

- Due to some reluctant behavior it was very difficult to collect the data from the respondents.
- The study was made only with limited number of samples.
- A major limitation as most of them too busy during working hours, the survey only on the allotted time.
- Time constraint was the major limitation of the study, due to this, in depth study of the area was not possible.
- Since the samples are limited to Covenant consultants, the results of the study cannot be predicted as accurate one.

## **Objectives of the Study**

- To analyze the recruitment process adopted by covenant consultant.
- To find the criteria on which recruitment is based in the organization.
- To find the challenges faced by the organization in recruiting new person.
- To find the technology and different job portals adopted by the firm in the recruitment process.

## **Review of Literature**

Marilyn Carroll, Mick Marchington, Jill Earnshaw, Stephen Taylor (1999), in the article entitled "Recruitment in small firms: Processes, methods and problems" argues that the adoption

of more formal procedures and methods could reduce staff turnover in small firms and its associated costs. However, it concludes that many small employers would remain unconvinced by the case for opening up recruitment channels, and may find their existing approaches more cost effective in the short term.

**Kumari, Bhat and. Pandey ( 2010)**, in their paper entitled “Recruitment and Selection Process: A Case Study of Hindustan Coca-Cola Beverage Pvt. Ltd, Gangyal, Jammu, India”, indicated that although the company follows a well-defined recruitment policy in most of the cases the company does compensate the employees for the expenses incurred by them. It is also observed that the company has got all the databases fully computerized.

**Cristinasimo & José Esteves(2015)**, in the article entitled “The limits of institutional isomorphism in the design of e-recruitment websites: a comparative analysis of the USA and Spain” purpose of this study is to run a comparative analysis of the recruitment websites of the largest national companies of two different countries, Spain (companies within the IBEX 35 stock market index) and the USA (companies within the Dow Jones stock market index). Using an e-recruiting taxonomy of best practices with 27 attributes, we test the extent to which the selection of specific functionalities reflects different types of isomorphic relations due to socio-economic, technological or cultural forces. Our results show that (i) there is a high level of homogeneity within the two groups as regards the selection of e-recruitment attributes included in their websites and (ii) there are significant differences between DJIA and IBEX 35 e-recruitment attributes, showing low levels of a likeness among their websites. Results are discussed in terms of the institutional forces that may drive companies toward isomorphism in the design of their e-recruitment attributes and content.

**Ruchi Patel (2016)**, in the article entitled “E-Recruitment challenges and methods used in modern organization” the paper is about the challenges faced in e-recruitment and its results says that most of the candidates found their jobs through online than the traditional way. The cost of Recruitment will be reduced that way and e-recruitment will be ease process as traditional one is tedious.

**Ms.G.Karthiga, Dr.R.Karthi, Ms.P.Balaishwarya (2016)**, research paper entitled “ Erecruitment: A Roadmap towards E-Human Resource Management” identified the overall concept of e-recruitment and its aims at collecting information regarding methods viz; e-mails, corporate websites and commercial job boards etc. of e-recruitment. Further it includes general advantages and disadvantages of e-recruitment.

**Neeraj Kumari (2017)**, in the article entitled “A Study on recruitment process: SMC GLOBALS” As per my study, out of the various methods of sourcing candidates, the best one is - getting references via references and networking. In the process, I came across various experiences where the role of an HR and the relevant traits he finds in the candidates were displayed. The structure of the financial sector (as well as that of SMC Ltd) was known along with the analysis that recruitment is an ongoing process in this industry and therefore new innovative methods have to be thought of and applied to meet the demand. Company should focus on long term consistent performance rather than short term. The emphasis towards training and enhancing skills of recruiters needs to be more and also consistent. Even though an HR manager has many challenges to face in order to ensure that the human resource department contributes to the bottom-line and emerges as a strategic partner in the business, it is “Talent acquisition”, that is the key determining factor in how well an Human resource department contributes towards the achievement of the overall objective of the organization and therefore is daunting task for any HR manager

## Research Methodology

This Section deals with the research design to be used, data collection methods used, sampling techniques to be used, field works to be carried out, analysis and interpretation to be done, limitation inherent in the project and finally, coverage of the research works.

## Research Design

A research design is a plan that specifies the objectives of the study, method to be adopted in the data collection, tools in data analysis and hypothesis to be framed. "A research design is an arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to research purpose with economy in procedure". Descriptive Study is a fact-finding investigation with adequate interpretation. It is the simplest type of research. It is more specific than an exploratory study, as it has focus on particular aspects or dimensions of the problem studied. It is designed to gather descriptive information and provides information for formulating more sophisticated studies. Data are collected by using one or more appropriate methods: observation, personal interview and Questionnaire. The Sampling techniques used for the study is Non-probability sampling technique. The members are selected from the population in a non-random manner. The sampling method used for the study is Convenience sampling. A sample is obtained by convenient population elements from the population. The sample size which means the number of population involved in the study. The sample size is taken for the study is 113 respondents.

## Statistical Tool

These are tools, which helps to analyze the collected data. This analysis contains various approaches like comparisons, detecting, accuracy, estimation etc. In my survey I applied some statistical tool for analyzing raw data. The applied statistical tools are:

- Chi square method
- Correlation method
- Anova method
- Weighted average method

## Data Analysis and Interpretations

### Chi- Square

**(H<sub>0</sub>):** There is no significance association between the age and experience.

**(H<sub>1</sub>):** There is significance association between the age and experience.

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square Likelihood Ratio	195.709 <sup>a</sup>	8	.000
	204.795	8	.000
Linear-by-Linear Association	93.957	1	.000
N of Valid Cases	113		

## Inference

From the SPSS it is generated significance value is less than 0.05. So reject the alternative hypothesis and accepted the null hypothesis thus there is no significance relationship between the age and experience of the respondents.

## Correlation

		Employees Leaving Job within 1-3 Months	tests used for Recruitment
Tests Used for Recruitment	Pearson correlation	1	.942
	sig. (2-tailed)		.000
	N	113	113
Employees leaving job within 1-3 months	Pearson correlation	.942	1
	sig. (2-tailed)	.000	
	N	113	113

## Inference

It can thus be concluded that the tests used for recruitment and the period for which employees sustain in the firm are highly correlated. The constraints employees leaving job within 1-3 months so it can be said that the tests used are not mapping the expectations of the job and are not capable of finding the suitability of the candidate. Hence because of this mismatch between the candidate and the job expectations, the attrition rate is high.

## ANOVA

**(H0):** There is no significant relationship between the trends and effectiveness of recruitment using social media.

**(H1):** There is a significant relationship between the trends and effectiveness of recruitment using social media.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	14.790	2	14.790	7.980	.006
Within Groups	205.741	111	1.854		
Total	220.531	113			

## Inference

Based on the result generated by SPSS it depicts that the significant value is 0.006 and it is greater than 0.05. So  $H_1$  is rejected and  $H_0$  is accepted. Hence there is no significant relationship between the trends and effectiveness of recruitment using social media.

### Weigheted Average Analysis of the Various Prime Competency Consider While Recruiting a Candidate

Factors	Communication		Logical and Analytical		Technical Knowledge		Consistency		Knowledge	
	X1	XW1	X2	XW2	X3	XW3	X4	XW4	X5	XW5
Excellent 5	35	175	30	150	29	145	23	115	29	145
Very Good 4	24	96	18	72	23	92	27	108	23	92
Good 3	24	72	23	69	20	60	22	66	19	57
Faire 2	21	42	22	44	29	58	24	48	24	48
Poor 1	9	9	20	20	12	12	17	17	18	18
Total	113	394	113	355	113	367	113	354	113	360
C.W	3.486		3.141		3.247		3.132		3.185	
RANK	1		4		2		5		3	

## Inference

From above table it is inferred that the respondents rank first place to communication and second place technical knowledge and third place knowledge and fourth place logical and analytical and fifth place to consistency.

## Conclusion

From this study it can be concluded that, recruitment process at Covenant needs regressive efforts. If not planned properly, it leads to wastage of resources for both the employer as well as the candidates. The Manager and employees in Covenant Consultant are satisfied with their recruitment process, but the candidates are not satisfied because of, it is very lengthy process. Another reason for dissatisfaction is the actual job not matching its job description. The internal recruitment should be more focused to achieve employee retention in the organization. It has also been found that job portals are given the most importance while searching for candidates for a job. The attrition rate is quiet high due to long working hours of the company and 6 days working culture. The working environment in the firm is also not warm or welcoming to the newly joint employees. The firm thus has to focus a lot to retain its employees, attract new talent towards them as well as using latest technology and systems in the firm. From the study, it has been found that the employees get more fake resumes and most of the candidate not attending the interview and some left the job around 1-3 months or 3-6 months' time interval. From the study, it is also found that advanced search on LinkedIn will act as an effective recent trends and social media is an effective tool for recruitment.

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## WORK LIFE BALANCE AND COMPANY POLICIES - A REVIEW



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Women's work counts -but is seldom counted as contributing a significant portion to national production. Woman's reproductive role is usually seen as her only contribution to society, while her productive activities remain camouflaged among her domestic and family tasks. Women are frequently presented as "economically inactive", even though their labor and income are essential for the family's survival. (INSTRAW) Many of the economic activities usually performed by women lack official visibility in statistics; hence, they remain outside the gross national product (GNP). If women are to become more visible as workers, they must first break the ceiling: gender-related barriers in the workplace. As it is today, in both roles women are forgotten: as producers, they receive inequitable economic rewards; as reproducers, they have hardly any privileges. The study examines the quality of life indicators: health, education and economic activity, to draw a sweeping view of the position of women in a changing world. How companies adopt policies for the welfare of employees in order to balance work and life. Work life balance measurement in term of Health, education and economic activity plays a vital role for a women to work or not.

Health is an important indicator for women both physically and mentally. Poor eating habits, going to bed late, study pressures, activities develops stress. Education which must allow them to develop intellectual knowledge provides only facts and figures. Poor communication skills, with very less training on learning various skills have reduced the employability ratio. The criteria mentioned below are important for women who must enjoy family and work environment.

The study applies Greenhaus Collins and Shaw theories. The three components to measure work family balance are namely: time, involvement and satisfaction.

Time: The amount of time spent at work and the amount of time spent on home.

Involvement: involvement in work compared to involvement in family

Satisfaction: satisfaction from work and satisfaction with family.

A study conducted for 75 women respondents showed how they could distribute their time for work and at home and thus involve themselves in getting satisfaction both at work and at home. Work life balance has really given a good strategy for women to balance and prove their efforts. . The table below shows the response of women on work life balance. 75 respondents were interviewed about time, involvement and satisfaction at both work place and home. The respondents were divided into three categories each comprising of 25 respondents. Three criteria were decided: 1) mother without children 2) mothers with children below 10 years 3) mother's with adolescent children.

**Table 1 Shows Respondents on Time, Involvement and Satisfaction**

Number of Respondents	Particulars	Time		Involvement		Satisfaction	
		Work	Home	Work	Home	Work	Home
25	Mother with no children	Flexi timings good		Highly involved	Better	Good	V Good

25	Mother's with children below 10 years	Work from home is good	Highly involved	Highly involved	Good	Good
25	Mother's with adolescent children	Difficult to manage both work and family	Low involvement	Low involvement	Average Satisfaction	Average Satisfaction

Many companies provide suitable work life balance policies to promote involvement and satisfaction. Encourage employees to participate in various activities provide them happiness. A study conducted by group of psychologists on happiness revealed that if happiness is 100 percent 10 percent comes only from earnings; 40 percent comes only with people whom you like or by whom you are liked; 40 percent comes only from passion an individual has in his work or career; remaining 10 percent the cause of happiness could not be expressed; innumerable reasons. The companies after knowing the criteria of happiness have framed suitable policies for work life balance in order to give them job satisfaction.

### **Google Work Life Balance Policy**

#### **Access to best facilities**

Employees use the company's products to get work done, and beta-test products that haven't been released to the public yet. Employees have access to fully equipped gyms across offices in India with trainers and customized health programs. Employees can play table tennis, pool, football, air hockey and other games in the recreation area, or go to one of the several sleep pods for a quick nap.

#### **Women's Initiatives**

Women's empowerment is another focus area. The academic scholarships to future leaders in technology and supporting employee resource groups like Women Google.

#### **Food**

Google offices is attracting employees by providing free food. Three meals and unlimited snacks from the cafeteria are totally free of cost. Meals are made as healthy as possible along with an elaborate menu.

#### **For Families**

Involving families, Google hosts its annual 'bring your children to work' day. On this day, the company organizes engagement activities for children. Additionally, new employees at Google can even bring their parents to work on a designated day.

#### **Marriott's Hotels Core Values on Work Life balance**

Company's work-life commitment: The company's employee were given counseling individually on their personal problems. Their presence were valued, kept them posted about the latest happenings in Marriott and gave them excellent training, ensured that employees who joined the company felt themselves a part of the Marriott family, managers were held responsible for the satisfaction of their subordinates. The company values good leadership offers better growth opportunities, a friendly work environment and training facilities. Open communication, trust among working teams, and a relentless focus on winning the right way are other key aspects.

### **What Keeps Employee Happy**

The hotels' discount policies, talent development program, international exposure, open door policy, cross department exposure, performance incentives and rewarding high performers boosts the morale of employees.

Access to a gym, recreation, discount on food and beverages, room stay, assignments locally and internationally, international placements and health insurance are other benefits.

### **American Express Policy on Work Life Balance**

#### **'Creating an Inspiring Workplace is a Top Priority'**

Promoting talent, growth and positive relationship with employees makes American Express one of the best companies to work for in India. The Company takes great pride in fostering a work environment that encourages different backgrounds, talents and perspectives to thrive. Creating an inspiring workplace is a top priority for every leader at American Express.

### **Promoting Talent and Growth**

The 'People Leader Learning Path' has been greatly valued by leaders across levels and career stages. This program provides prescriptive approach to development as per their career stage (i.e. new people leaders and tenured people leaders; first level People Leaders and Second level People leaders) and recommends learning in a sequential modular order for foundational & core essentials. Regular sessions help the organization to maintain a positive ER (Employee Relations).

### **Rewards & Recognitions**

The reward programs are extremely popular with employees and help to create a winning culture at American Express. 'Reward Blue' is a recognition program that enables leaders and employees to recognize each other - across business units, band levels every day, and reward great work and effort.

### **Fun at Work**

Several fun-filled activities are organized to drive and inculcate a culture of gratitude and appreciation for each other in the organization, the most recent being the Blue Bucket Challenge akin to the recently famed viral ice bucket challenge.

### **Gender Diversity**

Amex designed a unique gender diversity initiative in 2014 called 'Reach Out'. This program in collaboration with 4 other leading companies - PepsiCo, PwC and Tata Sons - to set a partnership which enables us to leverage each other's Diversity & Inclusion (D&I). The program provided a development platform for senior women leaders to 'Share, Network and Learn' from leaders and peers across these organizations, to enable greater career success.

### **Smart savings**

Amex introduced a 'Smart Savings' program that enhances overall financial wellness of employees. Access to online portal and onsite helpdesk, employees are educated and updated on their earnings and long term savings. This information made employees save time and effort. It is a single stop solution to their short to long term financial needs.

## Conclusion

Women are the backbone of the world economy, but go un-noticed and un-represented here. Women either try to balance the professional and family roles, or attempt to excel in both with an exhausting effort. According to Ms. Richino, the experts agreed that the higher the position, the more obstacles women face to obtain it. The company policies offer good satisfaction by providing work life balance to women employees. Such welfare policies motivate the effort of contributing more towards work and also manage their family. Women while crossing 40 or 45 years of age with adolescent children find it difficult to manage work and life in balance. The present society trains the girl child to be an income earner rather than realizing a very significant role in the family. As a result stress accumulates to balance personal life or professional life. Both personal life and professional life are equally important for one to lead a better standard of living. The earnings generated must be useful for family and nation as a whole. The inclusiveness of women in the society for each and every kind of work will empower women.

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## A PERSPECTIVE STUDY ON THE VARIOUS DIRECT-TO-HOME (DTH) SERVICE PROVIDERS IN CHENNAI



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### **Abstract**

*“A comparative study on the various Direct-to-home (DTH) service providers in Chennai” is the title of this study. The main objective of this study is to compare the various kinds of services that are offered by the DTH service providers to the customers in order to find the reach of the DTH and also to understand the customer preference and extent of satisfaction. The research design used for the study is descriptive research. It was difficult to cover even 10% of the entire population. A non-probability convenience sampling technique was used for conducting the study.*

*The study is conducted among both the users & non-users, with the help of structured interview*

*schedules using questionnaire. Initially, a pilot study was conducted among few respondents and changes were brought in the questionnaire. The collected data were classified based on various factors and relationship between those factors.*

*Analysis and Interpretation is done using Simple Percentage Method, Chi-square method & Analysis of variance (ANOVA). It was found out that people prefer a DTH service to Cable operations due to various factors such as Quality of both Video & Audio, Quality of service, Value added services etc. Based on the findings, appropriate suggestions have been made for increasing the number of users. This study can be used by the direct-to-home service providers as a part of their market research.*

### **Introduction**

Country's first private DTH license was awarded to Dish TV in 2003 which started operations in 2004. PrasarBharati also started its product DD-Direct+. In 2007, TRAI proposed a new initiative by name “Headend-In-The-Sky (HITS)”3model as an alternative to the existing cable distribution. Instead of the MSO providing the bundle, there will be a single HITS operator who will prepare the bundle of channels and beam it to the Headend in the satellite. The LCOs can receive this digitalized bundle and deliver to the individual homes. With HITS, country wide implementation of CAS becomes instantaneous and cost-effective. This benefits both the broadcasters and the customers by ensuring Addressability, Better quality of service and increased number of channels.

DTH services were first proposed in India in 1996. But they did not pass approval because there were concerns over national security and a cultural invasion. In 1997, the government even imposed a ban when the Rupert Murdoch-owned Indian Sky Broadcasting (ISkyB) was about to launch its DTH services in India. Finally in 2000, DTH was allowed. The new policy requires all operators to set up earth stations in India within 12 months of getting a license.

DTH licenses in India will cost \$2.14 million and will be valid for 10 years. The companies offering DTH service will have to have an Indian chief and foreign equity has been capped at 49 per cent. There is no limit on the number of companies that can apply for the DTH license.

With the liberation of Cable Tv market in India, DTH (Direct to Home) concept came to picture where any individual person can watch the TV channels without any cable connections. With a Set Top Box, Disc Antenna and connection from the provider can watch various programs paying less in his convenient at his home. Initially Doordarshan has started the service but DTH service became more popular after DTH service from Zee Network named DishTv. Gradually other companies joined in the race, so at present there are 6 major private DTH service providers are operating in various parts of the country.

Here is the some information regarding the DTH service providers:

- Dish Tv
- Tata Sky
- Big Tv
- Digital Tv
- Sun Direct
- Videocon D2H

### **Objectives of the Study**

#### **Primary Objective**

To compare the services offered by various DTH service providers in Chennai.

#### **Secondary Objectives**

- To find out the reach of DTH among customers.
- To study the consumer preferences for DTH services.
- To study consumer perceptions of the different DTH services.
- To find out the extent of satisfaction of consumers.

#### **Need for the Study**

- To understand the likes & dislikes of the customers.
- To understand the expectations of the customers from their service providers.

#### **Scope of the Study**

- This study would help in identifying the reach of DTH among customers of various categories.
- The study would also highlight the various expectations of the customers from the DTH service providers.
- It also compares the services offered by various DTH service providers & the corresponding level of satisfaction among their consumers.

#### **Limitations of the Study**

- Non response errors, due to refusals in filling up certain question leads to the unavailability of data.
- Some of the respondents were time pressed. This might have introduced small bias in the study.
- The observation made in this study is purely based on respondents' answers. The response may be affected by certain personal bias.

## Review of Literature

**Direct-to-home (or) Direct broadcast satellite (DBS)** is a term used to refer to satellite television broadcasts intended for home reception. The idea behind DTH is to benefit the homeowner/television viewer because it gives the individual residence the opportunity to receive satellite programming using an individual dish at the home. This is the method for accessing dozens of television channels without using a cable system. In essence, the broadcast source is connecting directly with the viewer in the home.

## Customer Satisfaction

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard.

## Customer Expectation

Customer expectation the needs, wants, and preconceived ideas of a customer about a product or service. Customer expectation will be influenced by a customer's perception of the product or service and can be created by previous experience, advertising, hearsay, awareness of competitors, and brand image. The level of customer service is also a factor, and a customer might expect to encounter efficiency, helpfulness, reliability, confidence in the staff, and a personal interest in his or her patronage.

## Research Methodology

### Research Design

A Research design is the arrangement of condition for collection and analysis of data in a manner that with economy in procedure. It stands for advance planning of the methods to be adopted for collecting the relevant data and the techniques to be used in analysis, keeping the view the objectives of the research and availability of time.

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of this research is description of state of affairs as it exists at present.

### Sampling Design/Techniques

Sampling design is to clearly define set of objects, technically called the universe to be studied. The population size of the study is infinite & hence non-probability convenience sampling technique is used.

### Sample Size

The sample size used for my study is 300.

### Data Collection Method

This study involves collection of both primary data& secondary data.

### Primary Data

Primary data was collected through a structured questionnaire that consists of multiple-choice questions. The questionnaire is designed after conducting a pilot study among few respondents & based on their feedback; few changes were made in the questionnaire.

## Secondary Data

Secondary data is collected from various websites.

## Statistical Tools

The data are analyzed through statistical method. The various statistical tools used for analysis include:

- Percentage analysis.
- Chi-square analysis.
- ANOVA ( Analysis of variance )

## Chi-Square Analysis

Degrees of Freedom : (r-1) (c-1)

$$\chi^2 = \sum \left( \frac{O - E}{E} \right)^2$$

Where, O = Observed frequency.

E = Expected frequency.

## Data Analysis and Interpretation

### Age of Respondents

Table 4.1

Age	No. of Respondents	Percentage
<18	63	21
18-25	58	19.3
25-35	59	19.7
35-45	62	20.7
45+	58	19.3
<b>Total</b>	<b>300</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 21% of the respondents were of age below 18, 19.3% were of age between 18-25, 19.7% were of age between 25-35, 20.7% were of age between 35-45, and 19.3% were of age above 45.

### Gender of the Respondents

Table 4.2

Gender	No. of Respondents	Percentage
Male	197	55.7
Female	103	44.3
<b>Total</b>	<b>300</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 55.7% of the respondents are male and 44.3% of the respondents are female.

### Dthuser

Table 4.3

DTH User	No. of Respondents	Percentage
Yes	191	63.7
No	109	36.3
<b>Total</b>	<b>300</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 63.7% of the respondents are DTH users, and 36.3% of the respondents are not using DTH service.

### Reasons for Going for DTH

**Table 4.4**

Reasons	No. of Respondents	Percentage
More channels	28	9.3
More transparent payments	43	14.3
Interactive services	69	23
Superior video quality	94	31.3
Living in a CAS notified area	34	11.3
Bad service from cable operators	32	10.8
<b>Total</b>	<b>300</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 9.3% of respondents were approaching DTH service for more channels, 14.3% for more transparent payments, 23% for interactive services, 31.3% for superior video quality, 11.3% for living in a CAS notified area, 10.8% for bad services cable operators.

### DTH Service Used

**Table 4.5**

DTH Service	No. of Respondents	Percentage
Sun Direct	54	28.3
TATA sky	39	20.4
Videocon D2H	3	1.6
Airtel Digital TV	27	14.1
DD Direct	1	0.5
Dish TV	46	24.1
Big TV	21	11
<b>Total</b>	<b>191</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 28.3% of respondents were using Sun direct DTH service, 24.1% were using Dish TV service, 20.4% were using TATA Sky, 14.1% were using Airtel Digital TV service, 11% were using Big TV service, 1.6% were using Videocon D2H service and 0.5% were using DD Direct service.

### Attributes of DTH

**Table 4.6.1**

	Price		Number of Channels		Continued service even in heavy rains	
	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage
Unimportant	0	0	1	0.3	76	25.4
Somewhat unimportant	0	0	13	4.3	14	4.7
Neutral	2	0.7	6	2	193	64.3
Somewhat important	62	20.7	78	26	4	1.3
Important	236	78.6	202	67.4	13	4.3
<b>Total</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 78.6% of respondents considers price of the DTH service is an important attribute, 67.4% considers number of channels is important, and 64.3% considers that the continual services during heavy rains is neither important nor unimportant.

Table 4.6.2

	DVD-quality video		MPEG 2/4 format video quality		Sound Quality	
	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage
Unimportant	0	0	0	0	0	0
Somewhat unimportant	0	0	4	1.3	0	0
Neutral	0	0	32	10.7	0	0
Somewhat important	6	2	187	62.3	2	0.7
Important	294	98	77	25.7	298	99.3
<b>Total</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 98% of respondents considers DVD-quality video is important attribute, 62.3% considers MPEG 2/4 format video quality is somewhat important, and 99.3% considers sound quality is important.

Table 4.6.3

	Ease of purchase		Ease of payment		Quality of service	
	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage
Unimportant	4	1.3	8	2.7	0	0
Somewhat unimportant	5	1.7	15	5	0	0
Neutral	193	64.3	76	25.3	0	0
Somewhat important	12	4	158	52.7	34	11.3
Important	86	28.7	43	14.3	266	88.7
<b>Total</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 64.3% of the respondents considers ease of purchase attribute is neutral, 52.7% considers ease of payment attribute is somewhat important, and 88.7% considers quality of services attribute is important.

Table 4.6.4

	Helpline		Quick response to complaints		Educational interactive channels	
	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage
Unimportant	4	1.3	0	0	1	0.3
Somewhat unimportant	4	1.3	0	0	1	0.3
Neutral	12	4	0	0	177	59
Somewhat important	57	19	3	1	63	21
Important	223	74.4	297	99	58	19.4
<b>Total</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 74.4% of respondents considers helpline services as important attribute, 99% considers quick responses to complaints as important attribute, 59% considers educational interactive channels attribute as neither important nor unimportant.

Table 4.6.5

	Darshan Active		Interactive Games		Video on Demand	
	No. of Respondents	Percentage	No. of Respondents	Percentage	No. of Respondents	Percentage
Unimportant	112	37.3	3	1	0	0
Somewhat unimportant	158	52.7	10	3.3	189	63
Neutral	28	9.3	162	54	56	18.7
Somewhat important	2	0.7	88	29.3	39	13
Important	0	0	37	12.4	16	5.3
<b>Total</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 52.7% of respondents considers darshan active as somewhat unimportant attribute, 54% considers interactive games attribute neither important nor unimportant, and 63% considers video on demand as somewhat unimportant attribute.

### Comparison of Prices

Table 4.7.1

Price	Dish TV		TATA Sky		Big TV	
	No. of Respondents	Percentage	No. of Respondents	Percentage	No. of Respondents	Percentage
Very good	0	0	0	0	7	33.3
Good	2	4.2	4	9.8	11	52.4
Neutral	28	58.3	10	24.4	2	9.5
Bad	11	22.9	22	53.6	1	4.8
Very bad	7	14.6	5	12.2	0	0
<b>Total</b>	<b>48</b>	<b>100</b>	<b>41</b>	<b>100</b>	<b>21</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 58.3% of respondents considers Dish TV's price is neither good nor bad, 53.6% considers TATA Sky's price is bad, 52.4% considers Big TV's price is good.

Table 4.7.2

Price	Airtel Digital TV		DD Direct	
	No. of Respondents	Percentage	No. of Respondents	Percentage
Very good	13	43.3	0	0
Good	16	53.4	1	100
Neutral	1	3.3	0	0
Bad	0	0	0	0
Very bad	0	0	0	0
<b>Total</b>	<b>30</b>	<b>100</b>	<b>1</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 53.4% of respondents consider Airtel Digital TV's price is good, 100% considers DD Directs price is good.

Table 4.7.3

Price	Sun Direct		Videocon D2H	
	No. of Respondents	Percentage	No. of Respondents	Percentage
Very good	9	15.3	2	66.7
Good	14	23.7	1	33.3
Neutral	32	54.2	0	0
Bad	4	6.8	0	0
Very bad	0	0	0	0
<b>Total</b>	<b>59</b>	<b>100</b>	<b>3</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 54.2% of respondents considers Sun Directs price is neither good nor bad, 66.7% considers Videocon D2H's price is very good.

## Comparison of Quality

Table 4.8.1

Quality	Dish TV		TATA Sky		Big TV	
	No. of Respondents	Percentage	No. of Respondents	Percentage	No. of Respondents	Percentage
Very good	22	45.8	18	46.2	18	85.7
Good	26	54.2	21	53.8	3	14.3
Neutral	0	0	0	0	0	0
Bad	0	0	0	0	0	0
Very bad	0	0	0	0	0	0
<b>Total</b>	<b>48</b>	<b>100</b>	<b>39</b>	<b>100</b>	<b>21</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 54.2% of respondents considers quality of Dish TV is good, 53.8% considers quality of TATA Sky is good, 85.7% considers quality Big TV is very good.

Table 4.8.2

Quality	Airtel Digital TV		DD Direct	
	No. of Respondents	Percentage	No. of Respondents	Percentage
Very good	28	100	0	0
Good	0	0	0	0
Neutral	0	0	1	100
Bad	0	0	0	0
Very bad	0	0	0	0
<b>Total</b>	<b>28</b>	<b>100</b>	<b>1</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 100% of the respondents considers the quality of Airtel Digital TV is very good, 100% considers quality of DD Direct is neither good nor bad.

Table 4.8.3

Quality	Sun Direct		Videocon D2H	
	No. of Respondents	Percentage	No. of Respondents	Percentage
Very good	55	93.2	3	100
Good	4	6.8	0	0
Neutral	0	0	0	0
Bad	0	0	0	0
Very bad	0	0	0	0
<b>Total</b>	<b>59</b>	<b>100</b>	<b>3</b>	<b>100</b>

**Inference:** From the above table, it is inferred that 93.2% of respondents consider the quality of Sun Direct is very good, 100% considers quality of Videocon D2H is very good.

## Chi-Square Test

To determine whether there is association between reasons for going for DTH & its factors (More channels, more transparent payments, interactive services, superior video quality, living in a CAS notified area, due to bad service from cable operators).

**Step 1:** H<sub>0</sub>: There is no association between reasons for going for DTH & its factors.

**Step 2:** Level of significance : 0.05

Degrees of freedom : 5

Table 4.12 Chi-Square Analysis on Reasons for Going for DTH

Reasons	Observed (O)	Expected (E)	Residual
More channels	28	50	-22
More transparent payments	43	50	-7
Interactive services	69	50	19
Superior video quality	94	50	44
Living in a CAS notified area	34	50	-16
Due to bad service from cable operators	32	50	-18
	300		

**Total Statistics**

Chi-square (calculated value) : 68.2

Tabulated value : 11.07

**Step 3:** Since calculated value > Tabulated value

Therefore, H<sub>0</sub> is rejected.

**Result:** Hence there is association between reasons for going for DTH & its factors.

**One way analysis of variance:** To determine whether there is any significant difference between the various attributes as far as customers' preference is concerned.

H<sub>0</sub>: There is no significant difference between the various attributes as far as customers' preference is concerned.

Table 4.13 Customer Preference with Respect to Various Attributes

	Unimportant	Somewhat unimportant	Neutral	Somewhat important	Important
Price	0	0	2	62	236
Number of channels	1	13	6	78	202
Continued service even in heavy rains	76	14	193	4	13
DVD-quality video	0	0	0	6	294
MPEG 2/4 format video quality	0	4	32	187	77
Sound Quality	0	0	0	2	298
Ease of purchase	4	5	193	12	86
Ease of payment	8	15	76	158	43
Quality of service	0	0	0	34	266
Helpline	4	4	12	57	223
Quick response to complaints	0	0	0	3	297
Educational interactive channels	1	1	177	63	58
Darshan active services	112	158	28	2	0
Interactive Games	3	10	162	88	37
Video on demand	0	189	56	39	16

**Solution**

F = Variances between varieties / Variances within varieties

= 6.85 (calculated value)

Tabulated value = 2.65

Since calculated F > Tabulated F, **Null hypothesis is rejected.**

Hence accept Alternate hypothesis. So, there is significant difference between the various attributes as far as customers' preference is concerned.

**Findings**

- 63.7% of the respondents are DTH users, and 36.3% of the respondents are not using DTH service.

- 9.3% of respondents were approaching DTH service for more channels, 14.3% for more transparent payments, 23% for interactive services, 31.3% for superior video quality, 11.3% for living in a CAS notified area, 10.8% for bad services from cable operators.
- 28.3% of respondents were using Sun direct DTH service, 24.1% were using Dish TV service, 20.4% were using TATA Sky, 14.1% were using Airtel Digital TV service, 11% were using Big TV service, 1.6% were using VideoconD2H service and 0.5% were using DD Direct service.
- 78.6% of respondents consider price of the DTH service is an important attribute, 67.4% considers number of channels is important, and 64.3% considers that the continual services during heavy rains are neither important nor unimportant as it is unavoidable.
- 98% of respondents considers DVD-quality video is important attribute, 62.3% considers MPEG 2/4 format video quality is somewhat important, and 99.3% considers sound quality is important.
- 64.3% of the respondents consider ease of purchase attribute is neutral, 52.7% considers ease of payment attribute is somewhat important, and 88.7% considers quality of services attribute is important.
- 74.4% of respondents consider helpline services as important attribute, 99% considers quick responses to complaints as important attribute, 59% considers educational interactive channels attribute as neither important nor unimportant.
- 52.7% of respondents consider darshan active as somewhat unimportant attribute, 54% considers interactive games attribute neither important nor unimportant, 63% considers video on demand as somewhat unimportant attribute.
- 58.3% of respondents consider Dish TV's price is neither good nor bad, 53.6% considers TATA Sky's price is bad, 52.4% considers Big TV's price is good, 53.4% of respondents consider Airtel Digital TV's price is good, 100% considers DD Direct's price is good, 54.2% of respondents consider Sun Direct's price is neither good nor bad, 66.7% considers Videocon D2H's price is very good.
- 54.2% of respondents consider quality of Dish TV is good, 53.8% considers quality of TATA Sky is good, 85.7% considers quality Big TV is very good, 100% of the respondents consider the quality of Airtel Digital TV is very good, 100% considers quality of DD Direct is neither good nor bad, 93.2% of respondents consider the quality of Sun Direct is very good, 100% considers quality of Videocon D2H is very good.
- 82.6% of the respondents consider customer service of the Dish TV is very good, 89.7% considers customer service TATA Sky is very good, 52.4% considers customer service of Big TV is neither good nor bad, 66.7% of the respondents consider the customer service of Airtel Digital TV is good, 100% considers the customer service of the DD Direct is very bad, 90.7% of the respondents consider the customer service of Sun Direct is bad, and 100% consider the customer service of Videocon D2H is very good.
- 76.1% of the respondents consider the interactive service of Dish TV is good, 84.6% considers the interactive service TATA Sky is good, 57.1% considers the interactive service of Big TV is very good, 62.9% of the respondents consider the interactive service of Airtel Digital TV is good, and 66.7% considers interactive service of Videocon D2H is good.
- 43.5% of the respondents consider the price of the DTH service is neither good nor bad, 51.3% considers number of channels offered is good, and 66% considers continued service during rain is bad.

- 81.2% of respondents consider DVD quality video rendered by the DTH services is very good, 81.2% of them considers MPEG 2/4 format video quality is very good, and 88% considers the sound quality is very good.
- 53.1% of the respondents consider the ease of purchase rendered by the DTH services is neither good nor bad, 41.4% considers the ease of payment is neither good nor bad, 76.4% considers quality of service is very bad.
- 46.6% of the respondents consider helpline rendered by the DTH services is good, 32.5% considers the quick response to complaints is neither good nor bad, and 50.9% considers the educational interactive channels rendered are bad.
- 74.3% of the respondents consider the darshan active services rendered is neither good nor bad, 63.4% considers interactive games is neither good nor bad, and 46.1% considers video on demand is neither good nor bad.
- There is association between reasons for going for DTH & its factors (More channels, more transparent payments, interactive services, superior video quality, living in a CAS notified area, due to bad service from cable operators).
- There is significant difference between the various attributes as far as customers' preference is concerned.
- There is no significant difference between the various attributes as far as customers' satisfaction is concerned.

### Suggestions

- More promotions can be done by all DTH service providers to convert non-users into users.
- It can be achieved only if customers are offered better service than cable operators both in terms of price & quality.
- In spite of offering better service than Sun Direct (which has the largest customer base), Videocon D2H has less number of customers because its extent of promotions are not effective. If it concentrates more on promotional activities, it can increase its customer base rapidly.
- Since, majority of respondents consider price as an important attribute, the price at which these services are offered can be considerably reduced.
- Both video & audio quality are very important attribute of a DTH service & hence customers are to be offered such a service in order to prevent customers from shifting to other service providers.
- DTH service providers should always stand on offering the best quality of service.
- Providing toll-free help lines & acting quick to customers' complaints is a must for DTH providers.
- Providing Darshan active, interactive games & video on demand does not make a major impact on the DTH services.
- Dish TV & TATA Sky can offer their services at a slightly lesser price in order to attract new customers.
- DD Direct shall offer better quality audio & video to attract new customers.
- Big TV, Sun Direct & DD Direct shall offer good customer service to attract new customers & to stop existing customers from shifting to other brands.

- Both Sun direct & DD Direct shall offer interactive services.
- The DTH service providers shall concentrate on reducing the price & providing continued services during rain.
- Ease of purchase & payment shall be improved by the service providers.
- Better educational interactive services shall be offered by all DTH service providers.
- Sun direct should offer more pay channels for the same cost in order to increase its customer base because customers say that most of the channels offered by it belong to its own & does not offer any interactive service.
- Dish TV & TATA Sky shall provide toll free numbers.
- Since DD direct does not have a large number of customers, it could concentrate on offering better service like its competitors. It also would make it more competitive in DTH market.

### Conclusion

A comparative study on the DTH service providers in Chennai is conducted among both the customers & non-customers in order to understand the reach of DTH among the consumers, their preference, their perception & also their extent of satisfaction. This would help the DTH service providers as a part of their market research.

By the end of this study, it is understood that the reach of DTH is more among the general public. The DTH services are ranked below on the basis of their customer base:

- Sun Direct
- Dish TV
- TATA Sky
- Airtel Digital TV
- Big TV
- Videocon D2H
- DD Direct

It has been observed that DD Direct has only a negligible number of customers & it is not competitive enough. Dish TV, TATA Sky, Airtel Digital TV, Big TV & Videocon D2H offer a better service than Sun Direct although they have less number of customers than the later. Based on the findings, suggestions have been provided.

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## A STUDY ON CUSTOMER OPINION ON PURCHASE OF USED MOTORCYCLES WITH REFERENCE TO CHENNAI CITY



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### **Abstract**

In recent years used vehicle market is in booming trend. Because customers are very much happy to buy used vehicle instead of new one. And also customer can get same set of provisions and benefits as new vehicles purchase. Used vehicle sellers also increasing in number. So, the study is to find out customer opinion on purchase of used motorcycles. So the researcher want to identify customer mind-set about why they opt for used motorcycles and in what way it is benefit for them.

The study focuses on assessing the overall impact of used motorcycles on customer buying decision and also to study the satisfaction level of used motorcycles among the respondents. This study were 1000 respondents were approached and they were asked to fill the structured questionnaire designed for the study. The collected data from the sample respondents is analysed by using different statistical tests such as frequency distribution, chi-square test, and ANOVA.

### **Introduction**

The Indian motorcycle trade is in a {very} very healthy state these days and foreign plays are getting very competitive. Pre-owned two-wheeler sales have overwhelmed the expansion rate clocked by the new two-wheeler phase in Bharat in recent times. Whereas the new two-wheeler house had seen some reversal because of termination also because the transition from SB III to SB IV emission norms, amazingly, the used phase has well-tried to be proof against identical, each within the offline and on-line segments. Analysis shows that between 2010-2015 it witnessed a seventeen.9 per cent growth in revenue terms. client behaviour is that the study of individuals, groups, or organizations and so the processes they use to select out, secure, and eliminate merchandise, services, experiences, or ideas to satisfy needs and so the impacts that these processes wear the customer and society. Used bike sales square measure one indicator of the health of the motorbike trade. Often, folks get into cycling through a second hand bike that, a couple of years later, they trade for a replacement one. It's conjointly a reasonable thanks to get an upscale road bike while not payment tens of thousands of bucks for a replacement one. The study characteristics of individual customers like demographics associated activity variables in an endeavour to understand people's desires. It put together tries to assess influences on the patron from groups like family, friends, reference groups, and society ordinarily. Analysis has shown that shopper behaviour is hard to predict, even for specialists inside the sector. Relationship promoting is Associate in nursing behaviour analysis as a result of it contains a keen interest inside the re-discovery of verity which implies of commerce through the re-affirmation of the importance of the shopper or shopper. A bigger importance is to boot placed on shopper retention, shopper relationship management, personalization, customization and matched commerce. Social functions square measure usually classified into social various and

welfare functions. although vehicles square measure known as a way of provision and conveyance, dynamic of live hood, they're influenced by the role of perspective of shopping for behaviour like fuel potency, colour, style of brakes, technology, maintenance value etc., except for these even with high rating some international players square measure able to play a predominant role within the market. The aim was that that variable improves the strength of relationship with the buyer and makes them connected equal importance to any or all relevant product options. The aim was to search out out that psychological factors that as individual client desires, motivations, perceptions attitudes, that influences the behaviour of the shoppers supported major factors Like, Cultural factors, Social factors, Personal factors, Psychological factors.

### **Purpose and Significance of the Study**

The main purpose of this study is to identify the customer opinion on purchase decision towards used motorcycles in Chennai. In this study, the factors that contribute to influence the customers' opinion on motorcycles purchasing decision will be examined.

### **Need for Carrying out this Study**

The Research Problem was that find out the customer opinion on purchase decision and different brand of used motorcycles. The major challenges before Indian manufactures are how to expose different factors that directs the consumer in the purchase decision of a motorcycle.

### **Review of Literature**

The researcher made an attempt to collect information from the prior researches and relevant studies conducted in the area of consumer behaviour so that the important variables for the study could be identified and analysed. The review of literature has been presented in a summarised and precise manner. Bajaj (1986) has analysed the expansion pattern of the two-wheeler industry. Lallin (1989) study of the patron behaviour and value perception found that almost five hundredth of shoppers properly known the \$64000 standing of the whole purchased, a proportion closely love the share of shoppers United Nations agency may properly recall the acquisition value of the whole. There's associate degree rich literature that has studied two-wheeler automobile markets, however has largely neglected the role of expertise. Recent developments have focused on the firms' decision of making the two-wheeler obsolete, either through the choice of durability (Waldman, 1996; Hendel and Lizzeri, 1999a) or the introduction of new products (Fudenberg and Tirole, 1998; Lee and Lee 1998). K Mallikarjun Reddy in his study on "consumer Behavior towards Two Wheeler Bikes" the study was conducted in Hyderabad and Secunderabad. In his study he has analysed the consumer behaviour with reference to select motor bikes like Hero Honda, Yamaha and TVS. His study has resulted that there is a heavy demand for Hero Honda bikes, majority of the respondents have felt that the bikes manufactured by Hero Honda are segmented towards youth. The Yamaha and TVS Bikes should improve their mileage capacity and technology. The physical action or behaviour of consumer and their buying decision every day can be measured directly by marketers (Papanastassiu and Rouhani, 2006). For that reason many organisations these days are spending lot of their resources to research how consumer makes their buying decision, what they buy, how much they buy, when they buy, and where they buy (Kotler, Amstrong, 2001). To get a well coherent result, organisations normally looked at these behaviour base their analysis on difference conceptions; whether customers buying behaviour were measured from different perspectives, such as product quality and better service, lower price structured etc. (Papanastassiu and Rouhani, 2006)

### Objectives

- To study the behavioral factors of consumers in used motorcycles.
- To study the consumers' opinion about used motorcycles regarding its features like brand, appearance, mileage, price etc.,
- To analyse the most influencing factors that creates an awareness on used motorcycles.

### Research Methodology

The Research methods call for both primary and secondary sources of information. The present study is basically a descriptive research and it requires more primary data. Though it will be costly, it will be relevant to the issue on hand. Hence the researcher concentrated more on primary data than on secondary data.

The researcher followed survey techniques to know about the customer's knowledge and awareness. So a carefully worded, simple, flexible and easy to answer questionnaire is prepared to elicit suitable answers from the respondents. A sample size of 1000 respondents from different areas in Chennai are selected at Convenience Sampling Method. They are interviewed directly through phone calls, mailing and in person. The data were analysed using various statistical tools like mean, standard deviation, coefficient of correlation, chi-square and ANOVA. The secondary data was collected from the official materials, records, published and printed works, website etc.

### Limitation

The study is restricted to Chennai City only. There was a time constraint and information constraint as most of the respondents were not patient enough to answer all the questions.

### Analysis and Interpretation

**Table 1 Distribution of Profession and Salary of the Respondents**

Variable	Label	Frequency	Percent
Profession	Student	15	1.5
	Job Seeker	25	2.5
	Business	110	11.0
	Private Concern	685	68.5
	Govt. Employee	30	3.0
	Self Employed	110	11.0
	Professional	25	2.5
	<b>Total</b>	<b>1000</b>	<b>100.0</b>
Salary	<10,000	55	5.5
	10001 - 20,000	245	24.5
	20,001 - 30,000	340	34.0
	30,001 - 40,000	235	23.5
	40,001 - 50,000	55	5.5
	>50,001	55	5.5
	Not willing to reveal	15	1.5
	<b>Total</b>	<b>1000</b>	<b>100.0</b>

Figure 1 Brand of Motorbike of the Respondents

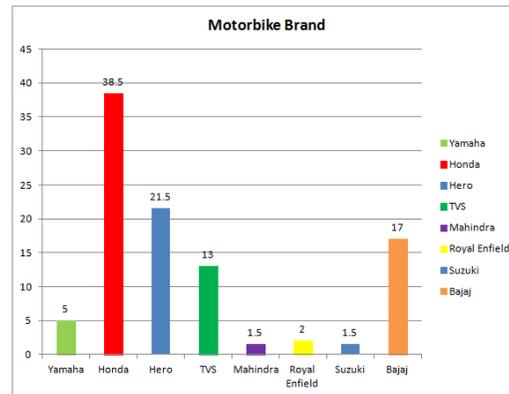


Table 2 One way Analysis of Variance between Monthly Income with Regard to the Dimensions of Determinant Factors

Variable	SS	DF	MS	Mean	SD	Statistical Inferences
Social Factor Between Groups Within Groups	80.282 3535.200	5 979	16.056 3.611	<10,000	10.09	1.746
				10001 - 20,000	10.18	1.483
				20,001 - 30,000	10.59	2.214
				30,001 - 40,000	10.72	1.980
				40,001 - 50,000	11.27	1.615
				>50,001	10.55	1.451
						F = 4.447 P = 0.001 Significant
Personal Factor Between Groups Within Groups	80.282 3535.200	5 979	16.056 3.611	<10,000	15.91	2.771
				10001 - 20,000	15.37	2.341
				20,001 - 30,000	15.66	2.714
				30,001 - 40,000	16.26	2.899
				40,001 - 50,000	17.09	2.296
				>50,001	16.91	2.804
						F = 7.160 P = 0.000 Significant
Psychological Between Groups Within Groups	72.661 4823.735	5 979	14.532 4.927	<10,000	15.09	1.746
				10001 - 20,000	15.12	2.120
				20,001 - 30,000	15.00	2.199
				30,001 - 40,000	15.26	2.467
				40,001 - 50,000	15.82	1.765
				>50,001	16.00	2.472
						F = 2.949 P = 0.012 Significant
Motor cycle users Between Groups Within Groups	455.201 7191.906	5 979	91.040 7.346	<10,000	18.00	2.472
				10001 - 20,000	16.14	2.585
				20,001 - 30,000	15.16	2.653
				30,001 - 40,000	16.02	3.049
				40,001 - 50,000	15.82	2.389
				>50,001	15.36	2.592
						F = 12.393 P = 0.000 Significant

\*The mean difference is significant at the 0.05 level

### Findings

- Profession reveals the nature of job, motorcycle preferred by the customers, etc. Therefore occupation also plays a vital role in selecting motorcycles. It is understood from the above table that 68.5 percent are working in private concern, 11 percent are having their own business and self-employed and the remaining are student, job seekers, Govt. Employees and professionals.

- The consumer preference in social factors aspects. The result reveals that more than one third (36.5%) of the respondents are satisfied that they are forced to change this model because of social factor and 46 percent of them satisfied about the requirement of family has compelled them to change this model. Very few of them are very highly satisfied.

### Conclusion

The associations that customers make regarding a used motorcycles are configured by their own experience, the non-formalised information they receive about the product and also by the information transmitted by the seller with regard to their product's quality and excellence. Attitude towards the brand are customers have bought their used motorcycle because of Price, changes in life style, customers opinion on to buy their motorcycle because of up gratuities technology, consumers prefer to buy not only because of brand but salary plays a vital role.

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## A STUDY ON CONSUMER BUYING BEHAVIOR OF DEPARTMENTAL STORE IN KUMBAKONAM CITY



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### **Abstract**

Large retail establishment with an extensive assortment in variety and range of goods, organized into separate departments. All departments are housed under the same roof to facilitate buying, customer service, merchandising, and control. A Departmental store is a retail establishment which specializes in satisfying a wide range of the consumers personal and residential durable goods product needs, and at the same time offering the consumer a choice multiple merchandise lines, at variable price points, in all product categories. Department stores usually sell products including apparel, furniture, home appliances, and electronics and additionally select other lines of products such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys and sporting goods. Certain department stores are further classified as discount department stores. Discount department stores commonly have central customer checkout areas, generally in the front area of the store. Department stores are usually part of a retail chain of many stores situated around a country or several countries. Department stores in Kumbakonam are Kurungi Departmental store, Sangam Department store, Bismi Department store, Iswaryam Department store, Kurungi Metro Bazar super market, Malar mega super market, Kurungi max bazaar, MSM super market. Set up all around town are the city's departmental stores that welcome its customers to select and buy all the

FMCG goods or consumer goods they need. The sole purpose of stores like these is to help you purchase all the required household items in one place without any hassle. Convenience store, as they are also referred to, showcases an extensive choice in food products, books, vegetables, electronics, upholstery, beverages, toiletries, dairy products and baby products. A number of people are seen visiting these stores to shop for household grocery products. Many a time, they run offers on a variety of products or discounts during the time of festivals. Many of them are easily accessible as they own a space in chief localities in and around the city. Payments here can be done easily as they accept both, cash as well as debit or credit cards. The main focus is on lifestyle retailing and is divided into five departments such as apparel, accessories, home décor, gift ideas and other services. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Some of the important factors that influence personal buying behavior are: lifestyle, economic status, occupation, age, personality and self esteem. Age and life cycle have a potential impact on the purchasing behavior of consumers. It is obvious that consumers change the purchase of goods and services over time.

**Keywords:** Buying behavior, Consumer expectation, Customer Perception and Consumer satisfaction.

### **Statement of the Problem**

Retail sector in Indian is undergoing a buoyant transition from unorganized to organized retailing. This has given rise to several competitions among the organized retail sector. Understanding the customers in terms of their profile, buying behavior, expectation, and satisfaction is important. This is identified as the problem area and the study has attempted to address the above said issues with respect to spenders daily.

### **Objectives of the Study**

- The study the Influence of Demographic variables on expectation and satisfaction level.
- The suggest suitable measures to improvement of Departmental Stores in Kumbakonam.

### Scope of the Study

The research gives a broad frame work of the departmental store customers and an analysis of their profile and buying behavior. This can be used as a guideline in the future business plans and making changes in the current activities. It gives an idea of the areas, which need emphasis and development. This study has been conducted in Kumbakonam City covering all the areas falling within the kumbakonam zone with a sample size of 125 respondents. All classes of customers were met and their views were analyzed.

### Methodology

The type of study is descriptive in nature since it describes the perception of the customers on department al store. The sampling design consists of sampling method and sample size. The sampling method used is convenient method of sampling since the population is infinite. The sample size is 125 respondents from the customers of departmental store in the kumbakonam city. The method used to collect primary data is through questionnaires. Secondary data is collected through company manuals, records magazines and web sites. The following statistical tools was used in this study. The statistical tools used for analysis are Percentage analysis, Chi square analysis, Mean score analysis and Paired sample't' test. Percentage analysis is used to describe the profile of respondents and buying behavior of the customers of department stores. Chi-square analysis is used when two variables are to be compared. In this study, Chi-square analysis is used to make a comparison between the level of expectation and satisfaction of customers of departmental store.

### Limitation of the Study

The study is limited to the area of Kumbakonam City, Due to time constraint only 125 respondents have been covered and as the method of convenient sampling is used the findings cannot be generalized.

### Review of Literature

The Indian food and grocery retail sector is in a transformation mode for various reasons like strong macro-economic fundamentals and the changing socio-economic scene. These factors are driving what were once traditional and small scale retail outlets into organized retail formats aimed at catering to the evolving tastes and needs of the discerning consumers. Economic development is frequently characterized by greater use of large, multi-line food retail outlets including supermarkets and hypermarkets (Veeck and Veeck, 2000).

**Arnold et.al (1983)** reported how, in 14 different retail food store studies, respondents were asked to –please tell me all things considered, the single most important reason you shop at the store where you shop most often||. The important store characteristics were found to be locational convenience, low prices, assortment/variety, courteous helpful staff, high quality merchandise, quality of fresh food, fast checkout/fast service, cleanliness, and shopping environment. Locational convenience and low prices were clearly more important attributes than the other attributes. A study by Gensch and Recker (1979) indicated that –In a wide variety of regression and logit runs the ease of getting to the store was a significant independent variable||.

**Patricia Huddleston et al, (2009)** compared and contrasted customer perceptions relating to satisfaction with conventional grocery stores as compared to specialty grocery stores. The study examined store attributes of product assortment, price, quality, and service in order to determine

which attributes had the greatest impact on store satisfaction for each store format. Perceptions of satisfaction were higher among specialty grocery store customers compared to conventional grocery store customers. The results demonstrated that price, product assortment, quality, and employee service influenced store satisfaction regardless of store type (conventional stores or specialty stores). However, the degree of influence of these attributes varied by store type.

**Parasuraman, Zeithaml, and Berry (1988)** Satisfaction is defined as the consequence of comparing expectations with perceptions of performance (Oliver 1981). In most studies expectations, perceptions of performance, and the difference between the two are typically measured simultaneously (Clow, Kurtz, and Ozment 1998; Clow and Vorhies 1993; Oliver 1977; Patterson, Johnson, and Spreng 1997). Some researchers believe that consumer satisfaction is limited to individual transactions and hence comparison of consumer expectations and satisfaction seems appropriate.

An Analysis of Demographic Characteristics of the Sample is presented in Table: 1 Socio Economic Background of the Respondent.

Personal Factor	Classification	No. of Respondents ( n=125)	Percentage (%)
Age	Below 25 Years	22	17.6
	26 -35 Years	48	38.4
	36 -45 Years	34	27.2
	Above 45 Years	21	16.8
Gender	Male	78	62.4
	Female	47	37.6
Marital status	Married	72	57.6
	Unmarried	53	42.4
Educational Qualification	No Formal Education	19	15.2
	School level	42	33.6
	Graduate	35	28.0
	Post Graduate	29	23.2
Occupation	Student	30	24.0
	Business	35	28.0
	Self Employment	22	17.6
	Professional	28	22.4
	Others (Specify)	10	8.0
Monthly Income	Below Rs. 10,000	18	14.4
	10001 - 20,000	57	45.6
	20,001 - 30,000	28	22.4
	Above 30,000	22	17.6
Type of Family	Joint	47	37.6
	Nuclear	78	62.4
No. of Dependents in the Family	Below 3 Members	36	28.8
	3 - 5 Members	70	56.0
	Above 5 Members	19	15.2

The Table no.1 shows that 62.4% of the male respondents have constituted major portion of the sample, 38.4% of the respondents were in the age group of 26-35 years, 57.6% of the respondents belongs to married,33.3% of the respondents belongs to got school level education, 28% of the respondents belongs to Business, 45.6% of the respondents have a monthly income of Rs.10,001 - 20,000, 62.4% of the respondents belongs to Nuclear family and 56.0% of the respondents have 3-5 Members in their family.

### Influence of Demographic Variables on Satisfaction Factors

In order to understand the influence of demographic variables on the level of satisfaction, the Chi-square test is performed at 5% significant level the demographic variables selected are age, gender, education, occupation and income level the findings are presented below.

$H_0$ : Age does not have a significant influence on the level of satisfaction. The above hypothesis is tested and the findings are presented below.

**Table 2 Influence of the Age on Satisfaction Factor**

From Below table it can be seen that the demographic variable age doesn't have a significant influence on the level of satisfaction.

Factors	Age	
	X <sup>2</sup>	P Value
Price	4.745	0.856
Quality	3.778	0.925
Location	7.208	0.615
Brand Image	8.985	0.439
Brand choice	8.096	0.231
Availability	13.220	0.040
Self Arrangements	5.474	0.485
Crowd Management	7.428	0.593
Assistance provided	9.654	0.140
Customer care	2.935	0.817
Discounts	4.960	0.549
Billing	7.004	0.637
Packing facilities	4.546	0.603
Parking Facilities	11.314	0.502

$H_0$ : Gender doesn't have a significant influence on the satisfaction factors. The above hypothesis is tested and the findings are presented below.

**Table 3 Influence of the Gender on the Satisfaction Factors**

From the above table it can be seen that the demographic variable Gender has a significant influence on all the satisfaction factors.

$H_0$ : Educational Qualification doesn't have a significant influence on the satisfaction factors. The above hypothesis is tested and the findings are presented below.

Factors	Gender	
	X <sup>2</sup>	P Value
Price	227.153	.000
Quality	224.524	.000
Location	226.014	.000
Brand Image	233.537	.000
Brand choice	227.390	.000
Availability	228.355	.000
Self Arrangements	223.513	.000
Crowd Management	229.262	.000
Assistance provided	227.303	.000
Customer care	225.329	.000
Discounts	223.741	.000
Billing	222.393	.000
Packing facilities	224.870	.000
Parking Facilities	240.827	.000

From the below table it can be seen that the demographic variable Educational Qualification has a significant influence on the entire satisfaction factor.

Factors	Educational Qualification	
	X <sup>2</sup>	P Value
Price	238.949	.000
Quality	233.323	.000
Location	232.164	.000
Brand Image	248.912	.000
Brand choice	224.988	.000
Availability	236.773	.000
Self Arrangements	234.54	.000
Crowd Management	232.934	.000
Assistance provided	233.699	.000
Customer care	240.444	.000
Discounts	231.286	.000
Billing	233.251	.000
Packing facilities	229.861	.000
Parking Facilities	236.500	.000

### Findings & Suggestions

The following suggestions are given to the organization

- From the profile of the consumers, it can be seen that most of the respondents belongs to age 26-35 and earn an income of 10001-20000, Spencer's daily can develop new marketing strategies to concentrate on the other age group and income group of people.
- Finding show that most of the respondents purchase groceries and other products need to be properly positioned to attract more consumers.
- The important factors highlighted by customers are the Price, Quality, Self arrangements, Brand choice, Availability, Crowded management, Discounts, Brand image, Packing facilities, Customer care, Billing, Location, Assistance provided and Parking facilities these aspects should be given priority to formulate the strategy.
- The factors of satisfaction such as Parking facilities, Price, Location etc.. are felt less satisfied or neutral by the consumers, due care should be taken in upgrading those factors in order to retain the consumers.
- Efforts should be taken to reduce the gap between expectation and satisfaction level in case of factors like Price, Quality, Location, Brand image etc... this will lead to arrest the customer attrition.

### Conclusion

The retail market in India is highly competitive due to increase in the number of consumers belonging to middle and higher income class, Change in consumption pattern and opening up of economic due to liberalization, Privatization and Globalization. Against this background the study is attempted to analyze the profile and buying behavior of the consumers and factors influencing the level of expectation and satisfaction level of the consumers. The findings would enable the organization to frame suitable strategies and enhance the market share.

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## A STUDY ON BUYING BEHAVIOUR OF YOUNG ADULTS IN SHOPPING MALLS OF CHENNAI



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### **Abstract**

Retail Industry in India accounts for about 10% of the GDP. The growth is exponential and witnessed in Major Cities and expanding to Tier-II and Tier-III cities. The government of India is keen on improving the performance of Retail Industry worldwide by making reforms to attract FDI in single and multiple brands. GST will reduce the complications in the Industry and helps the retailers to provide better service to the consumers. The taste and preferences of consumers is dynamic and can see a shift towards shopping malls from kirana stores. The scope of the

study is to know the overall buying behavior of young adults in shopping malls of Chennai. The major factors considered to assess the buying behavior are motivation, attitude, perception, decision making styles of consumers. It is based on primary data which is collected through questionnaire among 100 shopping consumers in Chennai and data were analyzed with statistical tools.

**Keywords:** Buying behavior, Retail, Shopping malls. Motivation.

### **Introduction**

Shopping malls are extending their presence all over India. It starts to replace Kirana stores, Mom and pop stores and creating strong relationship among consumers to visit again and again. Indian youth comprises around 50% of its population and their strength gives confidence to the retail companies to open many more shopping malls in India. The infrastructure development in India is improving and it can attract more FDI which leads to the growth of Retail Industry. Implementation of Seventh pay commission could be a boost to consumer spending in the shopping malls. The undergoing shift in terms of consumer attitude, consumer perception, consumer motivation, consumer decision making styles makes shopping malls to be more innovative to implement new strategies to attract customers. Shopping malls are extending their support to consumers to make them available next time to their place by having strong customer relationship management.

### **Review of Literature**

Arpita Khare(2011) studied in her paper titled "Influence of hedonic and utilitarian values in determining attitude towards malls: A case of Indian small consumer, the influence of hedonic and utilitarian shopping values on consumers attitudes towards malls in the smaller cities of India. Emotional and rational shopping motives are supposed to govern the consumer's attitude towards malls. The research was conducted in five mini-metropolitan cities in Northern India (n=325). ANOVA and multiple regression tests were administered to analyze the data. The results show that the hedonic and utilitarian values of small city consumers influenced their attitude towards malls. Results also showed the influence of age in consumer's attitudes towards mall attributes

Solomon (1994), proposed five types of shoppers which he identified from his study on customers of western countries. The following are the five types:

**The Economic Shopper:** A balanced and more coherent kind of customer who tries to get the best deal so as to utilize his/her money efficiently and effectively.

**The Personalized Shopper:** Customer who will only shop at a store with which he/ she has formed a strong attachment.

**The Ethical Shopper:** Customer is very conscious and concerned about the local stores and will prefer them over the big retail giants.

**The Apathetic Store:** Customer who doesn't like to do shopping but does it because he/she consider as a necessary evil.

**The Recreational Shopper:** For this customer, shopping is a means of socializing, spending leisure time and for him/her shopping is fun

**Balamurugan (2011)** - The retail sector in India can expect to witness a second big revolution in the not too distant future, in spite of setback faced due to the current economic slowdown. New market equilibrium will be achieved where both organized and unorganized retailers will be able to thrive. The market size too is expanding, giving enough scope for all. At the same time, organized retailing is expected to generate a large number of employment opportunities across its entire supply chain activities like procurement, logistics, preservation, repacking, merchandising, front-end sales, security, according, advertising and marketing. Specific advantages offered by the organized retail together with changing consumer behavior and supporting environmental factors are likely to make a strong positive impact on the organized retail sector. Retailers need to analyze the forces that are affecting retail transformations. The success of new retail formats will depend heavily on customer's acceptance.

### Need of the Study

Consumer behavior is very vital to the Marketers because it facilitate them to understand and predict buying behavior of consumers in the marketplace. It is concerned about how consumers buy, where they buy, how they buy, where they buy, how frequently they buy it, how they consume it and dispose it. This study helps mall managers and retailers to understand needs of consumers and to realize the importance of consumers by fulfilling the needs .It is always challenging for the marketers to get new customers and retaining them is difficult. It is necessary for the marketers to know about the buying behavior of teenagers to fulfill the gap in the Industry.

### Scope of the Study

The scope of this study mainly focuses on understanding the need of consumers and their preference towards various shopping malls in Chennai. It also helps to know about the latest trends and buying patterns of young adults who often change their behavior. It is to assess how merchandize are arranged, the way how consumers recognize it before shopping. Other factors like parking facility, mall layout, mall ambience, brand availability in the mall, role of sales person, attitude towards mall, and perception of malls can be assessed in the shopping malls of Chennai.

### Objectives

- To know about the demographic characteristics of consumers at shopping malls
- To find out the factors influencing consumers to buy at shopping malls
- To determine the motivating factors of consumer at shopping malls
- To identify the decision making styles of young adults at shopping malls

### Research Methodology

**Research Design:** The research is descriptive in nature.

**Sampling Technique:** Convenience sampling is used.

**Data Source:** This study is mainly based on the primary data. Secondary data is collected from journals, research papers, articles and websites.

**Survey Instrument:** A questionnaire was used to collect the data. A five-point scale was used to extract responses.

### Hypothesis of the Study

Ho: There is no significant relationship between age of the respondents and Discounts while shopping in the mall

H1a: There is significant relationship between age of the respondent and Discounts while shopping in the mall

Ho: There is no significant difference on mean scores of store image across age

H2a: There is significant difference on mean score of store image across age

Ho: There is no significant difference on mean scores of store image across Qualification

H3a: There is significant difference on mean scores of store image across Qualification

Ho: There is no significant difference on mean scores of Mall atmosphere across Gender

H4a: There is significant difference on mean scores of Mall atmosphere across Gender

### Analysis and Interpretation

**Table 1 Demographic Characteristics of Respondents (100)**

Variable	Frequency	Percentage	Cumulative Percent
<b>Gender</b>			
Male	63	63	63
Female	37	37	100
<b>Total</b>	<b>100</b>	<b>100</b>	
<b>Qualification</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative Percent</b>
UG	44	44	44
PG	56	56	100
<b>Total</b>	<b>100</b>	<b>100</b>	
<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative Percent</b>
18-21	45	45.0	45.0
22-25	43	43.0	88.0
26-29	9	9.0	97.0
30-35	3	3.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	
<b>Occupation of Father</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative Percent</b>
Private sector	17	17.0	17.0
Public sector	13	13.0	30.0
Business	42	42.0	72.0
Professional	1	1.0	73.0
Agriculturist	3	3.0	76.0
Retired	8	8.0	84.0
Others	16	16.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	
<b>Occupation of Mother</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative Percent</b>
private sector	6	6.0	6.0
Public	8	8.0	14.0
Business	8	8.0	22.0
Professional	1	1.0	23.0
Retired	1	1.0	24.0
Housewife	74	74.0	98.0
Others	2	2.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Annual Income of Parents	Frequency	Percentage	Cumulative Percent
0-5 lakh	49	49.0	49.0
6-10 lakh	35	35.0	84.0
11-15 lakh	15	15.0	99.0
16-20 lakh	1	1.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Employed persons in the residence	Frequency	Percentage	Cumulative Percent
One	43	43.0	43.0
Two	31	31.0	74.0
More than two	26	26.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

How often visit the malls	Frequency	Percentage	Cumulative Percent
More than once in a week	12	12.0	12.0
Monthly once	41	41.0	53.0
>5 times in a month	15	15.0	68.0
Rarely	30	30.0	98.0
only during festival occasion	2	2.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Average time spent in the mall	Frequency	Percentage	Cumulative Percent
30mins-1hr	10	10.0	10.0
1hr to 2hrs	22	22.0	32.0
2hrs to 3hrs	31	31.0	63.0
3 hrs to 4hrs	19	19.0	82.0
4hrs to 5 hrs	14	14.0	96.0
More than 5 hrs	4	4.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Ho: There is no significant difference on mean scores of store image across age

Ha1: There is significant difference on mean score of store image across age

Store Image across Age: ANOVA

Age	N	Mean	Std. Deviation	F	Sig
18-21	45	4.5333	.62523	2.082	.108
22-25	43	4.2093	.94006		
26-29	9	4.0000	.70711		
30-35	3	4.0000	.00000		
Total	100	4.3300	.79207		

To analyze the differences in a mean value of store image as a dimension of shopping experience on the basis of age one way ANOVA was applied.

Respondents belonging to the age group of 18-21 obtained maximum mean value of 4.53 on the dimension of store image. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of store image of shopping malls, however respondents belonging to the age group 26-29 and 30-35 showed lowest satisfaction ( $m = 4.00$ ) as compared to other age group respondents.

The result of one way ANOVA test shows that F value = 2.082 and sig = .108 which is greater than 0.05 (at 95% level of satisfaction), which indicates there is no significant difference between the behavior of different age group of consumers

Hence, null hypothesis H0 stating that there is no significant difference on mean scores of store image across age is accepted.

We can assume that there is no significant difference on the factor of store image among mall shoppers across age.

Ho: There is no significant difference on mean scores of store image across Qualification:

H1: There is significant difference on mean scores of store image across Qualification

#### ANOVA

Qualification	N	Mean	Std.Deviation	F	Sig
UG	43	4.4186	.73136	.943	.334
PG	57	4.2632	.83509		
TOTAL	100	4.3300	.79207		

To analyze the differences in a mean value of store image as a dimension of shopping experience on the basis of qualification one way ANOVA was applied. It was noted that the UG have obtained maximum mean value of 4.41 on the dimension of store image. This indicates that the respondents who were UG had high satisfaction level on the dimension of store image however the respondents who were PG showed less satisfaction ( $m=4.26$ ) as compared to others.

The result of one way ANOVA test reveals F value = .0943 and sig = 0.344 which is greater than 0.05 (at 95% level of confidence), which indicates that there is no significant difference.

Hence, null hypothesis Ho: stating that there is no significant difference on mean scores of store image across qualification is accepted. This specifies that there is a no significant difference on the factor of store image across qualification.

Ho: There is no significant difference on mean scores of Mall atmosphere across Gender

H1: There is significant difference on mean scores of Mall atmosphere across Gender

#### Mall Atmosphere Across Gender: t-test

Gender	N	Mean	Std. Deviation	T	Sig
Male	63	4.2381	.85599	.439	.662.
Female	37	4.1622	.79977		

To analyze the difference in a mean value of atmospherics as a dimension of shopping experience on the basis of gender, student t test was applied.

It is noted that the mean value for females is 4.16 and for males 4.23 on the dimension of mall atmospherics. This indicates that the male have high satisfaction level on the dimension of atmospherics of shopping malls than females.

The reported t value is .439 and sig=.662 which is greater than .05 (at 95% level of confidence), which indicates there is no significant difference between the behavior of male and female.

Hence, null hypothesis Ho: stating that there is no significant difference on mean scores of atmospherics across gender is accepted. So, we can say that there is no significant difference on the factor of atmospherics among mall shoppers across gender.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.765 <sup>a</sup>	12	.803
Likelihood Ratio	10.116	12	.606
Linear-by-Linear Association	.639	1	.424
N of Valid Cases	100		

Ho: There is no significant relationship between age of the respondents and Discounts while shopping in the mall

H1a: There is significant relationship between age of the respondent and Discounts while shopping in the mall

### Chi-Square Test

From the Chi-square table, for 12 degrees of freedom the p-value 0.803 is greater than 0.05. The difference is considered insignificant.

The null hypothesis is accepted and therefore, there is no association between age and discounts while shopping. So  $H_0$  is accepted and  $H_1$  is rejected.

### Result and Findings

- 63% of the respondents are male and 37% of the respondents are female
- 44% of the respondents are UG and 56% of the respondents are PG
- 45% of the respondents fall under 18-21 age group and 43% falls under 22-25 age group
- Majority of the respondent's father is doing business and the majority of respondent's mother occupation is housewife.
- Majority of Respondents parent Income falls under 0-5 lakhs and 6-15 lakhs
- Majority of respondents (41%) visit malls once in a month and 30% says they visit rarely.
- Majority of respondents (31%) spent 2 to 3 hrs in a mall during their visit.
- Student t-test reported that t value is .439 and sig=.662 which is greater than .05 (at 95% level of confidence), we can say that there is a no significant difference on the factor of atmospherics among mall shoppers across gender
- ANOVA test shows that F value = 2.082 and sig = .108 which is greater than 0.05 (at 95% level of satisfaction), which indicates that there is no significant difference on the factor of store image among mall shoppers across age.
- ANOVA test reveals F value = .0943 and sig = 0.344 which is greater than 0.05 (at 95% level of confidence), which indicates that there is no significant difference on the factor of store image across qualification
- Chi-square test reveals that p-value 0.803 is greater than 0.05. The difference is considered insignificant. The null hypothesis is accepted and therefore, there is no significant difference between age and discounts while shopping.

### Conclusion

The study was carried out to know the buying behavior of young adults in shopping malls in Chennai. Result showed that Age has no influence over store image of the mall which means buying behavior of teenagers is common on the store image factor. In terms of store image towards their qualification there is no significant difference, that indicates both UG and PG perception towards store image remains same. On the basis of mall atmosphere as motivating factor to visit a mall it is inferred that there is no significant difference across gender. The motivating factors are merchandise quality, good atmosphere, nearby location of malls, extraordinary service provided in the stores to shop in the malls. It is important that young adult's decision making styles are similar and only few are looking for discounts in shopping malls. Hedonic values considered more important among young adults when compare to utilitarian values in Chennai. It is always challenging for shopping malls to engage young adults and its necessary to innovate new ideas to make them satisfied customer.

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## A STUDY ON THE IMPACT OF TRAINING AND DEVELOPMENT ON EMPLOYEE PERFORMANCE



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### **Abstract**

*Employees are major assets of any organization. The active role they play towards a company's success cannot be underestimated. As a result, equipped unique assets through effective training become imperative in order to maximize the job performance. Most of the organizations meets their needs for training in others set about identifying their training needs, then design training activities in a rational manner and finally assess the results of training. This study, therefore, sought to determine impact of training and development on manufacturing concern. The research was intended*

*to determine the role and impact of training on employees with emphasis on the lower, middle level staff and the administrators of the organization, who were randomly selected. The study assessed the training and development process of manufacturing concern and whether training has improved the employee performance. The questionnaire was designed using structured questions to collect primary data from employees of organization. Finally, it is concluded the training and development increases the performance and satisfaction level in the job.*

**Keywords:** *Training, Development, Performance.*

### **Introduction**

The trend in Human Resource Management practices throughout the world are changing dynamically, Nowadays, employers are more concerned about employee's retention and controlled employees' turnover than cost cut off. The need of employee's retention has encouraged the employers to pay attention towards employee's development through training in order to keep them motivated. The core purpose of involvement in training and employee's motivation is to improve employee's performance resulting in enhanced organization's performance. "Training is a procedure of improving the knowledge attitude and skill of employees to attain organization's objectives. It is merely through a systematic course of training in which essential professional knowledge is conveyed, skills are developed and attitudes adjusted to the situation. Training in the corporate world is considered as a necessity rather than a luxury. It is more like an investment of the organization in Human Resource. Edwin B. Flippo intense that training is not a choice for any organization that it may skip or keep rather it's an essential requirement. The only option that an organization has is to choose the method to be acquired for training of its employees that also depends on the training subject. Training has a vital role in bridging the gap that exists between knowledge and skills required for the job and employee's own caliber. In the absence of planned and systematic training, employees learn their job either with the help of trial and error through

observation. These methods cost additional time and energy, thus increasing the cost of training increases too. Still, there is no assurance that the employee will learn properly.

This is in this regard that training is essential for effective learning at reasonable cost. The purpose of the training is to enhance an employee's knowledge to the day to day on-job activities this is an imposed obligation to the employee by the employer.

## **Literature Review**

Training and development are one of the major areas of the Human resource Management functions that are particularly relevant to the effective utilization of human resources of the organization. Hardly any organization these days would disagree with the significance of training influencing the success of an organization. In the world of hi-tec era, employees are a critical and expensive resource whose retention is essential. The optimization of the employees, contribution in order to achieve the aims and goals of the company's growth and effective performance.

**Elnaga and Imran (2013)** studied the impact of training on employee performance and provide suggestions in order to enhance the performance of the employees via effective training courses. Authors resembled the employees with the blood stream of business. The success and failure of the company is highly dependent upon its employee performance. Therefore top level management must realize the significance of investment for training and development in order to enhance the performance of the employee. The research is comprises of qualitative research approach. It analyzes the literature aspects and the several case studies discussing the importance of training to enhance employee performance.

**Sultana et al.( 2012)** studied the training practices that are taking place in Pakistan's telecommunication sector. Also the impact of these training practices on employee performance has analyzed. The research was conducted on the basis of co Based on the mixture of questionnaires surveys and literature view. The research paper emphasized on planned and systematic training design and its implementation, customized exclusively for performance enhancement and productivity improvement, in order to successfully attaining the training program's objectives. The target of the study was to conduct a 360 research and for this purpose respondents were selected from five companies of telecommunication industry of Pakistan. The research explores that if companies that if companies spend their resources in precise and accurate category of employee training it may develop employee performance along with their skills and competencies.

**Farooq and Salaam (2011)** did an empirical research to examine the impact of training and feedback on employee performance. The authors also conducted a thorough literature review that illustrates the importance of both factors to influence the employee performance. The review further highlighted the improved quality of task performance enhance. The research was based on questionnaires as well. The findings of the research were more or less the same as previous authors. The results show that training programs are effective for employee performance keeping the arrangements and adaptation of training as a planned procedure to make the performance more effective, however the study implies little features and feedback. One more point was that the results can easily be applied to the sorts of organizations.

**Fakhar et al. (2011)** conducted a research on impact of training on employee Performance in context of Pearl Continental Hotel, Karachi Pakistan. The research was examined on the basis of age, experience, gender, no. of trainings attended, time spent on these training and overall performance scores acquired through training examination. Six dimensions of performance were

analyzed namely; job preparedness, work safety, physical maintenance of rooms, hotel hygiene, preparation for serving customers in several ways and communication with the guests. A questionnaire was developed in order to obtain primary data that was comprised of performance inventory and employees training profile. Several regression models were used to examine the acquired data and calculated the R2 values for each training factor and develop a relationship among the performance dimensions as well as analyzing the extent of strength of relationship. The results imply that there is essential and strong relationship among variables. Also, those employees who have attended huge number of trainings were found more capable while performing the assigned tasks as compare to those who didn't attend any training.

## Research Methodology

### Research Design

The Type of research used in this study is descriptive in nature descriptive research is essentially a fact finding related largely to the present, abstracting generations cross sectional study of the current situation. This research is concerned with describing the characteristics of a particular individual or of a group. The descriptive nature is typically concerned with determining frequency with which something occurs or how two variables vary together here the problems are defined and the solutions are provided.

### Objective of the Study

- To find out the satisfaction level of training and development.
- To examine training and development relevant to the job.
- To know the problems faced by the employees during the training and development program.

### Sampling Techniques

The simple random sampling method is used to understand the perception and problems of the Employees in an manufacturing concern.

### Statistical Tools and Techniques

To analysis the data and interpret the result, various tools are applied:

- Percentage analysis
- Chi square analysis

### Percentage Analysis

In this project Percentage method test was used. The percentage method is used to know the accurate percentages of the data we took, it is easy to graph out through the percentages. The following are the formula

$$\text{Percentage of Respondent} = \frac{\text{No of Respondent}}{\text{Total no. of Respondents}} \times 100$$

From the above formula, we can get percentages of the data given by the respondents.

### Chi-Square Analysis

Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis. The Chi-Square test is used to make

comparison between theoretical population and actual data when categories are used. The test is in fact a technique through the use of which it is possible for all researchers to find

- Test of goodness of fit,
- Test of Significance of association between two attributes
- Test the homogeneity or the significance of population variance.

### Analysis and Discussions

List of Tables Table No: 01 Demographic profile of the respondents

Variables with category	Respondents	
	No	Percentage
<b>Age</b>		
20-25 Yrs	16	33
26-30 Yrs	11	23
30-35 Yrs	13	27
36 above	9	17
<b>Gender</b>		
Male	41	82
Female	9	18
<b>Educational Qualification</b>		
SSLC	6	11
HSC	8	18
UG	25	50
PG	10	21
<b>Family Type</b>		
Nuclear	22	44
Joint	13	25

Table 02 Table Shows the Training program Helped to Increase the Productivity

S.No	Particulars	No of respondents	%
1	Strongly agree	21	21
2	Agree	28	28
3	Neutral	22	22
4	Disagree	17	17
5	Strongly disagree	12	12

Chart Shows that Training Program Helped to Increased the Productivity

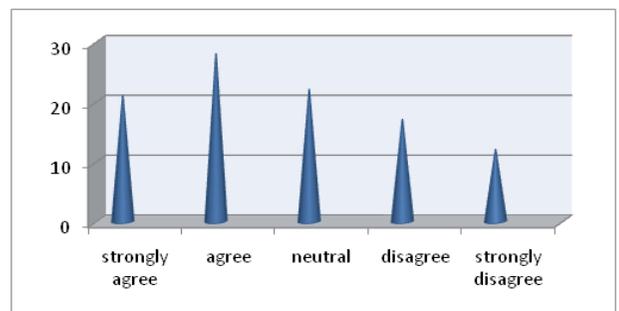


Table 03 chi-Square Analysis to Find Relationship between Age Group and Training Program Attended in a Year

### Hypothesis

Ho: There is no significance relationship between age group and training program attended in a year.

H1: There is significance relationship between age group and training program attended in a year.

Age	How many Training Program You Will Attend in a Year				Total
	Less than 10	10-20	20-40	More than 40	
Below 25	8.37	10.23	8.68	3.72	31
25-30	10.53	12.87	10.92	1.08	39
30-35	5.67	6.93	5.88	2.52	21
35 and above	2.43	2.97	2.52	1.08	9
Total	27	33	28	12	100

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age group * training program	102 <sup>a</sup>	100.0%	0	0.0%	100	100.0%

a. Number of valid cases is different from the total count in the cross tabulation table because the cell counts have been rounded.

#### Age group \* Training program Cross tabulation Count

		Training program				Total
					40more than	
Age group	20-25				4	31
	26-30	11	13	11	5	40
	30-35	6	7	6	3	22
	above 36	2	3	3	1	9
Total		27	33	29	13	102

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.231 <sup>a</sup>	9	1.000
Likelihood Ratio	.231	9	1.000
Linear-by-Linear Association	.003	1	.955
N of Valid Cases	102		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.15.

### Findings

- 31% of the respondents are agreed that the training is a part of organization.
- 39% of employees attend their training program for 10-20times.
- 33% of the respondents are strongly agreed that training program helped to increase the
- Productivity of both quality and quantity.
- 28%of the respondents are agreed that the training reduce the employee turnover in the
- Organization.
- 41% of the respondents are strongly agreed that program relevant to the job.
- 42% of the training is given to junior staff.
- From the chi square it was inferred that the calculated value (0.955) is less than significant value of (0.05) there for H0 is accepted there is a significance relationship between age group and training programs attend in a year.

### **Limitations of the Study**

- Lack of technical knowledge there was difficulty in understanding the technical details.
- Time constraints were the major limitations.
- The unwillingness of management to divulge strategic information in the name of confidentiality.
- It is difficult to collect the data during working hours.

### **Conclusion**

We can see that the organization training has great impact on employees. If the organization training is not good then it will adversely affect employees is very conscious of the needs of the employees and does it best to keep the training to its workers. In the study employees shows greater importance to training also they are in the view that training is an important component for new and existing employees. It increases performance and satisfaction level in the job. The employee training and development activity shall be based on a systematically identified knowledge and skill deficit so as it maximize the effort of the both employee and organization. Finally, it is concluded that training and development increases the performance and satisfaction level in the job.

### **Suggestions**

- Ensuring adequate budget for training and development activities, utilizing the allocated resources in efficient manner shall be maintained for organizational success.
- Awards can be given to the respondents to motivate them instead of highly concentrating in financial rewards.
- The organization should take actions to improve the safety awareness.

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## A STUDY ON THE INVESTOR'S PERCEPTION TOWARDS INVESTMENT DURING POST DEMONITISATION PERIOD



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### **Abstract**

*The study is conducted to explore the perception of investors towards investment. On 8<sup>th</sup> November 2016, the Government of India had announced demonetization of Rs. 500 & Rs.1000 bank notes. The sudden announcement of demonetization created significant disruption throughout the economy, threatening economic output and which is also criticized as poorly planned, unfair and was met with protest, litigation and strikes. They hope that demonetization may help to boost economic progress of the country by curbing block money. The main objective of this research is to find the investors*

*perception on post demonetization. The research designs used for the study descriptive in nature for this study were the post demonetization investors of India. 108 samples were taken for this study using convenience sampling technique the data were collected through primary and secondary sources. The primary sources questionnaire information was also collected through secondary sources, book, and magazine. The tools for analysis are Chi-square, Ranking method, weighted average based on analysis finding, suggestion and conclusion are made.*

**Keywords:** *Investors, Demonetization, Perception*

### **Introduction to Investors Behaviour**

An efficient allocation of capital is the most important finance function in the modern world. It involves decisions to commit the firm's funds to the long term. A capital budgeting decision may be defined as the decisions to invest its current funds most efficiently in the long term assets in anticipation of an expected flow of benefits over a series of years.

Investor's behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the investor behavior. Initially the investor tries to find what securities he would like to consume, then he selects only those security that promise greater utility. After selecting the security, the investor makes an estimate of the available money which he can spend. Lastly, the investor analyzes the prevailing prices of security and takes the decision about the security he should consume.

On 8<sup>th</sup> November 2016, the Government of India announced the demonetization of all 500 and 1,000 banknotes of the Mahatma Gandhi Series. The government claimed that the action would curtail the shadow economy and crack down on the use of illicit and counterfeit cash to fund illegal activity and terrorism. The sudden nature of the announcement—and the prolonged cash shortages in the weeks that followed—created significant disruption throughout the economy, threatening economic output. The BSE SENSEX and NIFTY 50 stock indices fell over 6 percent on the day after the announcement. In the days following the demonetization, the country faced severe cash shortages with severe detrimental effects across the economy. People seeking to exchange their bank notes had to stand in lengthy queues, and several deaths were linked due to

the rush to exchange cash. It is under this economic and financial scenario this study is carried out with an objective of identifying investors' perception towards investment post demonitisation.

### **Objectives of the Study**

- To find the preference of investor towards investment post and prior to demonetization
- To identify the preferred avenues of investment
- To suggest the investors towards various investment avenues.

### **Review of Literature**

Mr. Brijesh Singh, Dr. N. Babitha Thimmaiah (2013) have found in their study that, there are multiple reasons why nations demonetize their local units of currency. Some reasons include combating inflation, to combat corruption, and to discourage a cash system. The process of demonetization involves either introducing new notes or coins of the same currency or completely replacing the old currency with new currency. The objective of this research paper is to understand the impact of Demonetization in the economy, to understand the effect of cashless transaction in different industry and to understand the impact effect and aftermath of demonetization. The secondary data has been used. The researcher has found that the Indian economy will perform after certain time may not be immediately. Currently it will have negative impact on all the industries as a result even the economy growth will fall till all the industries get the same speed of production.

V. Alagu pandian, g. Thangadurai (2014); "A Study of Investors Preference towards Various Investments Avenues in Dehradun District" This paper attempts to understand awareness level of the investors about various investment avenues. This study also provides suitable suggestions to promote the investment. The researcher has concluded that most of the investors prefer bank deposits followed by gold investment in Dehradun District.

Smita srivastava; gunjan saxena (2012); "Investment Trend Now & Then: A Survey Based Study of Moradabad (U.P.)". The paper attempts to know the awareness level of the investment alternatives available amongst the investors & compares the investment trend now from 20 years back. The area of the study is Moradabad, a city in Uttar Pradesh and the sample size is 150. The data used in the study comprises of both Primary & Secondary data. Most of the investors are risk averse & thus ignore risky investments like derivatives, equities & prefer safe heaven like bank deposits, post office deposits, gold, etc. There is very little enhancement in the awareness level for newer financial instruments amongst investors over the years.

Ms. Anitha, d. Phani bhargavi (2014): This paper attempts to know the preferences and analyze the significance of demographic factors that influence the investor's decision towards making investments. This study attempts to find out the significance of demographic factors of population such as gender, age, education, occupation, income, savings and family size over several elements of investment decisions like priorities based on characteristics of investments, period of investment, reach of information source, frequency of investment and analytical abilities. The hypotheses have been developed considering its relevancy to the research objectives. Investment decision making behavior in risky situation has been taken as dependent variable. Demographic factors (age, gender and education) are considered as independent variables. Risk perception and risk propensity are considered as two mediators. Individuals' risk preferences are taken as an intervening variable between demographic factors and risk perception. Data were classified;

tabulated and tested Statistical inferences were drawn by the use of Hypothesis and Pearson's Chi-square technique.

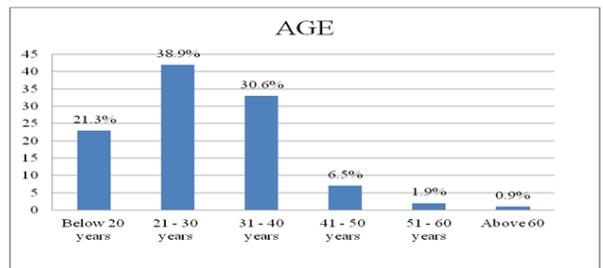
**Research Methodology**

The design adopted by the researcher for this study is Descriptive Research Design. The survey is carried out using convenient sampling. The entire population was taken as sample, sampling units for the study was 108. The primary data is collected through structured questionnaire method. The questions are based on the objectives of the study.

**Table 1 Age Wise Classification of the Respondents**

S.No	Age (years)	No of Respondents	%
1	Below 20 years	23	21.30%
2	21 - 30 years	42	38.90%
3	31 - 40 years	33	30.60%
4	41 - 50 years	7	6.50%
5	51 - 60 years	2	1.90%
6	Above 60	1	0.90%
	<b>Total</b>	<b>108</b>	<b>100%</b>

**Chart 1 Age Wise Classification of the Respondents**

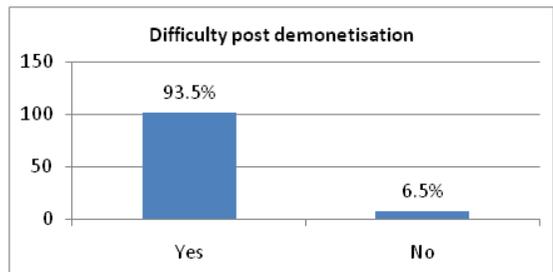


From the above table and chart it is clearly show that 21.3% of the respondents below 20 year, 38.9% of the respondents 21 - 30 year, 30.6%of the respondents 31 - 40 year,6.5%of the respondents 41 - 50 year and 1.9% respondents 51 - 60 year are 0.9% respondents above 60 year.

**Table 2 Difficulties Faced, Post Demonetisation**

S.No	Difficulty faced post demonetization	No. of respondents	%
1	Yes	101	93.50%
2	No	7	6.50%
	<b>Total</b>	<b>108</b>	<b>100%</b>

**Chart 2 Responses on Difficulty after 9 November is Post Demonetisation**



From the above table and chart it is clearly show that 93.5%of the respondents have agreed and 6.5% of the respondents have not agreed that they faced difficulty post demonetization.

**Table 3 Respondents Preference towards Investment in the Financial Securities**

S.No	Financial Securities	No. of respondents	Percentage
1	High risk / High return	7	6.50%
2	Low risk / Low return	50	46.30%
3	Low risk / High return	51	47.20%
	<b>Total</b>	<b>108</b>	<b>100%</b>

From the above table and chart it is clearly show that 47%of the respondents prefer low risk/ high return, and 46% of the respondents prefer low risk/ low return, and 7% of the respondent's high risk/ high return.

### Chi-Square

To find the relationship between annual income and the factor to which you given priority when you invest.

Ho: There is no significance relationship between the Annual income of the respondents and factor to which you give priority while investing

H1: There is significance relationship between the annual income of the respondents and factor to which you given priority while investing\

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.592 <sup>a</sup>	16	0.046
Likelihood Ratio	28.468	16	0.028
Linear-by-Linear Association	1.909	1	0.167
N of Valid Cases	108		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .22.

From the above chi-square test the expected frequency is more than .05 ,therefore there is a significance difference between respondent's annual income and factors given priority while investing.

### Ranking Method

Table Showing that Investor what Particular Aspects they give Weightages While they Priority Invested

S. no	Priority Invest	No of respondent	Rank
1.	Safety	28	2
2.	High return	12	4
3.	Liquidity	8	5
4.	Less risk	14	3
5.	Marketability	46	1

From the above table it is cleared that Features has been ranked highly when compared to other priority invested, therefore it is said that the Features is weightage aspects while they priority investor to have investment.

### Conclusion

Demonetization technically is a liquidity shock; a sudden stop in terms of currency availability. It creates a situation where lack of currencies jams consumption, investment, production, employment etc. In this context, the exercise may produce following short term/long term, consumption/investment, and welfare/growth impacts on Indian economy. The intensity of demonetization effects clearly depends upon the duration of the liquidity shocks. When liquidity shortage strikes, it is consumption that is going to be adversely affected first. With this situation at the backdrop, this study was carried out from January 2017. The study explores about the investor perception towards investment, during demonetization period. The study explains that many investors perceived investment post demonetization have faced difficulty post period in terms of bank transaction and currency conversion. The preferred form of investment is low risk and high return on investment. The world of investment has been changed day to day, so investor perception towards investment also changing.

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## INFLUENCE OF DEMOGRAPHICAL DIFFERENCES TOWARDS PROBLEMS FACED BY INDIAN SHIP OFFICER DUE TO WORKFORCE DIVERSITY



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### **Abstract**

According to Seafarers' International Research Centre at Cardiff University, USA global seafarers' database, over 60% of world seafarers work in an environment where more than one nationality people are employed. People working in sea are considered to be one of the truly global workforces, comprising individuals from different nationalities and regions as geographically and culturally different hailing from different parts of the world. Seafaring occupation is considered to be the field where the working environment is completely different from land/shore based jobs. Working in a ship at sea may look exciting for people on land but, it demands for set of unique technical, physical skills and mental ability to carry out the operation at sea. Moving ship is always an isolated workplace as they only few people to interact with makes the condition

further complicated. Due to diversified workforce, people working on-board the ship faces several problems. Some of the notable issues they encounter were problem in communicating with others, problems which arises due to inter-culture and as mentioned above sense of isolate i.e., being alone. Indian seafarers' contribution towards international shipping industry population is about 7% of the total seafarers' community. About 75% of the Indian seafarers working onboard are with foreign flag ship which makes their work place highly diversified. This study is aimed at identifying the influence of demographical differences of Indian Ship Officers towards their opinion regarding the problem faced by them due to diversity in the workplace.

**Keywords:** Seafarers, Diversity, Communication, Inter-Culture, Sense of Isolation etc.,

### **Introduction**

Every specific workplace is unique and contains different factors that shape the whole work environment which in turn affect the performance of the employees. Doing research in occupations linked to the shipping industry, diversity in work place plays a key role. Over 90% of the world trade is being carried over by international shipping industry. The world fleet is registered in over 160 nations, and manned by over a million of seafarers virtually every nationality. There are around 68,723 merchant ships trading internationally, transporting every kind of cargo. Severe shortages of seafarers emerged during 1970's in traditional maritime nations, forcing ship operating owners to hire people from the Far East. Since then, employment conditions for seafarers have gradually become multi-national, multi-cultural, and multi-lingual. While this sourcing of seafarers from multiple nations has solved the problem of shortage of seamen, it has given rise to a very peculiar issue of coping with diversity on-board the ship. Because of the diversity seafarers were exposed to problems like communication to boss and co-workers, problems in managing inter-cultural disparity, sense of isolation and the problem of socializing with co-workers.

India, being a labour intensive country, has always provided quality seafarers for national and international shipping. India is recognized globally, as a reliable and important source of marine manpower. Indian seafarers, both officers and the rating are much sought after by the Maritime Nation of the World. The above credentials earned by the Indian seafarers are due to their technical competence, positive attitude, dedication to the work and skills. At present Indian

seafarers represent approximately, 6.6 % of the World Seafarers comprising of roughly 30,000 officers and 80,000 ratings. Indian and Philippines are very significant maritime labour supply nations, with many seafarers from these countries enjoying employment opportunities on foreign flag ships operated by international shipping companies. According to the Directorate General of Shipping, nearly 75% of Indian seafarers are employed with foreign-flagged vessels.

This study is carried out based on an exploratory research result carried out in identifying the factors which Indian seafarers face on-board a ship due to diversity as a resultant of mixed nationality workers. The above research result has identified several effects due to diversity, based on the magnitude of the effect on influencing work performance; following effects were taken into consideration for the present study.

- Problem in communication
- Inter-Cultural Problem
- Sense of Isolation

Based on the following exploratory research result, empirical research has been carried out to find out the influence of demographical differences of an individual towards their opinion on the considered variables. Researcher has opted for a descriptive research design, where respondents were selected from the post sea training centres in Tamilnadu, who has come for attending courses. The study has an academic and practical significance. It helps the academicians and researchers to develop new ideas for future study. It would also enable Ship Owners, and Shipping Companies employing Indians to understand the employee condition better. This study will be useful to the Indian Shipping Ministry and International Shipping Companies to take decisions and strengthen their intrinsic value.

### **Objectives and Methods of the Study**

This prospective study was carried out on Indian Ship Officers to find the following objectives:

- To identify the problems encountered by Indian Ship Officers due to diversified workforce on-board the ship.
- To analyze the relationship between demographical factors and respondents opinion towards problem in communication.
- To analyze the relationship between demographical factors and respondents opinion towards Inter-Cultural problem faced by them.
- To analyze the relationship between demographical factors and respondents opinion towards sense of isolation.

### **Research Design**

A research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Descriptive Research Design was used by the researcher since it includes surveys and fact-finding enquiries of different kind. The major purpose of descriptive research is description of state of affairs, as it exists at present.

### **Sample Design**

The researcher used interview schedule to collect data from the respondents. Non probability judgment sampling method was adopted and the researcher identified 413 respondents for this

study from Post Sea Training centres in Tamilnadu. The study was confined to Indian Ship Officers only. The study was conducted during the month of January and February 2018.

### Statistical tools used

The collected data have been analyzed with the help of Simple Percentage analysis and t-test. One way Anova and Posthoc analysis has been used in the study to find out the relationship between demographical factors and problems faced by respondents due to diversification on-board the ship.

### Data Analysis and Interpretation

#### Relationship between respondents' opinion Regarding Communication Problem and Subgroups of Individual Difference

**t-test for significance of difference in respondents' opinion regarding communication problem between marital statuses of the respondent.**

t-test was applied for testing the significance of difference in respondents' opinion regarding their problem in communication between Single and Married respondents using SPSS software. As the computed value of p 0.933 is greater than 0.05, it is inferred that there is no significant difference between Single and Married respondents in their opinion. The results of t-Test for significance of difference respondents' opinion regarding communication problem between Marital Status of the respondents is presented in table below.

**Table 1 Result of t-test for significance of difference in respondents' opinion regarding communication problem between marital statuses**

Marital Status	N	Mean	Std. Deviation	Std. Error Mean	t-test for Equality of Means		
					t	df	Sig. p (2-tailed)
Single	112	3.1607	1.27027	.12003	-.084	411	.933
Married	301	3.1728	1.30002	.07493			

Source: Primary Data Collected by the Researcher

#### ANOVA for Difference in Respondents' Opinion Regarding Communication Problem

Analysis of Variance Test was applied to test whether there is a difference in opinion regarding problem in communication between the sub groups of Individual differences. As the Analysis of variance test has computed p value less than 0.05 the variables Religion, and Number of dependents in family have a significant difference in opinion regarding problem in communication between their subgroups. Whereas, variables: Age, Education, experience and salary haven't got any significant difference between their sub groups.

**Table 2 Consolidated Results of ANOVA for Difference in Opinion towards Communication Problem among the Groups of Individual Differences**

Individual Differences	Sources of Variation	Sum of Squares	df	Mean Square	F Value	Sig. p
Age	Between Groups	1.533	2	.767	.459	.632
	Within Groups	684.602	410	1.670		
	Total	686.136	412			
Education	Between Groups	1.340	2	.670	.401	.670
	Within Groups	684.795	410	1.670		
	Total	686.136	412			

Religion	Between Groups	44.551	2	22.276	14.235	.000
	Within Groups	641.584	410	1.565		
	Total	686.136	412			
Number of Dependents	Between Groups	106.834	2	53.417	37.806	.000
	Within Groups	579.302	410	1.413		
	Total	686.136	412			
Experience	Between Groups	2.339	2	1.170	.701	.497
	Within Groups	683.796	410	1.668		
	Total	686.136	412			
Salary	Between Groups	5.829	3	1.943	1.168	.322
	Within Groups	680.307	409	1.663		
	Total	686.136	412			

Source: Primary Data Collected by the Researcher

### Posthoc Test for ANOVA

Even though there is a difference among the sub groups of Religion and Number of dependents in the respondent's family in opinion regarding problem in communication, inconsistent distribution of samples among the subgroups of the above variables urges the need to test the above results with a posthoc test. Since the number of sample is <2000, Scheffe test for post hoc analysis is used.

**Table 3 Showing posthoc test result between the subgroups of respondents' religion**

Dependent Variable: Problem in Communication						
Scheffe						
(I) Religion	(J) Religion	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Hindu	2.00	-.15978	.16141	.613	-.5563	.2368
	3.00	-.72852*	.14007	.000	-1.0726	-.3844
Christians	1.00	.15978	.16141	.613	-.2368	.5563
	3.00	-.56874*	.16608	.003	-.9768	-.1607
Muslims	1.00	.72852*	.14007	.000	.3844	1.0726
	2.00	.56874*	.16608	.003	.1607	.9768

\*. The mean difference is significant at the 0.05 level.

**Table 4 Showing posthoc test result between the subgroups of number of dependants in respondents' family**

Dependent Variable: Problem in Communication						
Scheffe						
(I) Dependants	(J) Dependants	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1 to 2	3 to 4	1.07322*	.12382	.000	.7690	1.3774
	Above 5	.23989	.25453	.642	-.3854	.8652
3 to 4	1 to 2	-1.07322*	.12382	.000	-1.3774	-.7690
	Above 5	-.83333*	.26133	.007	-1.4753	-.1913
Above 5	1 to 2	-.23989	.25453	.642	-.8652	.3854
	3 to 4	.83333*	.26133	.007	.1913	1.4753

\*. The mean difference is significant at the 0.05 level.

Posthoc test conducted revealed a significant difference at 5% in opinion regarding problem with communication between the subgroups of Muslim and other religion namely Hindu and Christians. There also found to be significant difference in opinion between the respondents who has got 1 to 2 dependants and 3 to 4 dependants, and also between the respondents who has got 3 to 4 dependants and above 5 dependants in their family.

**Table 5 Showing mean value of respondents' opinion regarding problem in communication between respondents belonging to different religion**

Communication * Religion			
Communication			
Religion	Mean	N	Std. Deviation
Hindu	2.8728	173	1.28769
Christians	3.0326	92	1.20850
Muslims	3.6014	148	1.23299
Total	3.1695	413	1.29050

**Table 6 Showing mean value of respondents' opinion regarding problem in communication between subgroups of number of dependants in respondents' family**

Communication * Number of Dependants in family			
Communication			
Dependants	Mean	N	Std. Deviation
1 to 2	3.5732	239	1.27429
3 to 4	2.5000	150	1.07285
Above 5	3.3333	24	.96309
Total	3.1695	413	1.29050

From the table above it could be inferred that, mean value of 3.6014 denotes that, Muslim respondents encounter more problem in communication in comparison with other religion respondents. In the same way, mean value of 3.57 denotes that, respondents who has got 1 to 2 dependants in their family faces communication problem comparatively more than the other group.

#### Relationship between Respondents' Opinion Regarding Inter-Cultural Problem and Subgroups of Individual Differences

**Table 7 Result of t-test for significance of difference in opinion towards Inter-Cultural problem between marital statuses**

Marital Status	N	Mean	Std. Deviation	Std. Error Mean	t-test for Equality of Means		
					t	df	Sig. p (2-tailed)
Single	112	2.8929	1.46649	.13857	-1.555	411	.121
Married	301	3.1262	1.31302	.07568			

As the computed value of p 0.121 is greater than 0.05, it is inferred that there is no significant difference between Single and Married respondents in their opinion.

**Table 8 Consolidated results of ANOVA for difference in opinion towards Inter-Cultural problem among the groups of Individual differences**

Individual Differences	Sources of Variation	Sum of Squares	df	Mean Square	F Value	Sig. p
Age	Between Groups	1.708	2	.854	.462	.631
	Within Groups	758.655	410	1.850		
	Total	760.363	412			
Education	Between Groups	19.640	2	9.820	5.436	.005
	Within Groups	740.723	410	1.807		
	Total	760.363	412			
Religion	Between Groups	39.550	2	19.775	11.248	.000
	Within Groups	720.813	410	1.758		
	Total	760.363	412			
Number of Dependents	Between Groups	145.359	2	72.679	48.453	.000
	Within Groups	615.004	410	1.500		
	Total	760.363	412			
Experience	Between Groups	1.111	2	.556	.300	.741
	Within Groups	759.252	410	1.852		
	Total	760.363	412			
Salary	Between Groups	5.021	3	1.674	.906	.438
	Within Groups	755.342	409	1.847		
	Total	760.363	412			

Source: Primary Data Collected by the Researcher.

### Interpretation

Analysis of Variance test was applied to test whether there is a difference in opinion regarding problem in Inter-Culture between the sub groups of Individual differences. As the Analysis of variance test has computed p value less than 0.05 the variables Education, Religion, and Number of dependents in family have a significant difference in opinion regarding problem in communication between their subgroups. Whereas, variables: Age, experience and salary haven't got any significant difference between their sub groups.

**Table 4.9 Showing mean value of respondents' opinion regarding problem in Inter-Culture between respondents belonging to different religion**

Inter - Cultural Problem * Religion			
Inter-Cultural Problem			
Religion	Mean	N	Std. Deviation
Hindu	2.9017	173	1.34970
Christian	2.7174	92	1.28667
Muslim	3.4662	148	1.32180
Total	3.0630	413	1.35851

**Table 10 Showing mean value of respondents' opinion regarding problem in Inter-Culture between respondents belonging to different Education Background**

Inter.Cultural Problem * Education			
Inter-Cultural Problem			
Education	Mean	N	Std. Deviation
BSC	3.0500	180	1.39942

BE	2.8345	139	1.33838
Others	3.4255	94	1.23992
Total	3.0630	413	1.35851

**Table 11 Showing mean value of respondents' opinion regarding problem in Inter-Culture between subgroups of number of dependants in respondents' family**

Inter.Cultural Problem * Number of Dependants in family			
Inter.Cultural			
Dependants	Mean	N	Std. Deviation
1 to 2	3.5690	239	1.25793
3 to 4	2.3600	150	1.12495
Above 5	2.4167	24	1.47196
Total	3.0630	413	1.35851

From the table above it could be inferred that, mean value of 3.4662 denotes that, Muslim respondents encounter more problem due to inter-culture in comparison with other religion respondents. In the same way, mean value of 3.5690 denotes that, respondents who has got 1 to 2 dependants in their family faces inter-cultural problem comparatively more than the other group and mean value of 3.4255 denotes the respondents belong to diploma and pre-sea courses category have shown increased inter-cultural problem compared to other category.

#### Relationship between Respondents' Opinion Regarding Sense of Isolation and Subgroups of Individual Differences

**Table 12 Result of t-test for significance of difference in opinion towards Sense of Isolation between marital statuses**

Marital Status	N	Mean	Std. Deviation	Std. Error Mean	t-test for Equality of Means		
					t	df	Sig. p (2-tailed)
Single	112	3.0268	1.36534	.12901	.942	411	.347
Married	301	2.8738	1.50466	.08673			

As the computed value of p 0.347 is greater than 0.05, it is inferred that there is no significant difference between Single and Married respondents in their opinion.

**Table 13 Consolidated results of ANOVA for difference in opinion towards Sense of Isolation between the groups of Individual differences**

Individual Differences	Sources of Variation	Sum of Squares	df	Mean Square	F Value	Sig. p
Age	Between Groups	4.758	2	2.379	1.104	.332
	Within Groups	883.276	410	2.154		
	Total	888.034	412			
Education	Between Groups	21.409	2	10.705	5.064	.007
	Within Groups	866.625	410	2.114		
	Total	888.034	412			
Religion	Between Groups	62.478	2	31.239	15.514	.000
	Within Groups	825.556	410	2.014		
	Total	888.034	412			
Number of Dependents	Between Groups	140.637	2	70.319	38.575	.000
	Within Groups	747.397	410	1.823		
	Total	888.034	412			

Experience	Between Groups	8.559	2	4.279	1.995	.137
	Within Groups	879.475	410	2.145		
	Total	888.034	412			
Salary	Between Groups	10.466	3	3.489	1.626	.183
	Within Groups	877.568	409	2.146		
	Total	888.034	412			

### Interpretation

Analysis of Variance test was applied to test whether there is a difference in opinion regarding sense of Isolation between the sub groups of Individual differences. As the Analysis of variance test has computed p value less than 0.05 the variables Education, Religion, and Number of dependents in family have a significant difference in opinion regarding sense of Isolation between their subgroups. Whereas, variables: Age, experience and salary haven't got any significant difference between their sub groups.

**Table 14 Showing mean value of respondents' opinion regarding Sense of Isolation between respondents belonging to different religion**

Sense of Isolation * Religion			
Religion	Mean	N	Std. Deviation
Hindu	2.8960	173	1.47089
Christian	2.2826	92	1.32869
Muslim	3.3311	148	1.41127
Total	2.9153	413	1.46814

**Table 15 Showing Mean value of respondents' opinion regarding Sense of Isolation between respondents belonging to different education background**

Sense of Isolation * Education			
Education	Mean	N	Std. Deviation
BSC	2.8278	180	1.52752
BE	2.7482	139	1.39405
Others	3.3298	94	1.39421
Total	2.9153	413	1.46814

**Table 16 Showing mean value of respondents' opinion regarding Sense of Isolation between subgroups of number of dependants in respondents' family**

Sense of Isolation * Number of Dependants in family			
Dependants	Mean	N	Std. Deviation
1 to 2	3.4059	239	1.37754
3 to 4	2.1800	150	1.27479
Above 5	2.6250	24	1.52693
Total	2.9153	413	1.46814

From the table above it could be inferred that, mean value of 3.3311 denotes that, Muslim respondents feel more isolated in comparison with other religion respondents. In the same way, mean value of 3.3298 and 3.4059 denotes that, respondents who have got 1 to 2 dependants in their family and diploma and pre-sea courses category feel more isolated.

### **Discussion**

- Opinion of respondents towards problem in communication, vary only between the groups of religion and number of dependants in respondents' family.
- Opinion of respondents towards problem related to inter-culture, vary only between the groups of educational qualification, religion and number of dependants in respondent's family.
- Opinion of respondents towards sense of isolation, vary only between the groups of educational qualification, religion and number of dependants in respondent's family.

### **Limitations**

- The study is confine only to 413 respondents from Tamilnadu post-sea training centres.
- This study only estimates the influence of demographical variables towards respondents' opinion.
- This study deploys only limited statistical analysis.

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## A STUDY ON MANAGING DEPRESSION AND TEAM LEADERS ATTITUDE TOWARDS DEPRESSED EMPLOYEES IN IT COMPANIES, CHENNAI



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### **Abstract**

**Purpose:** The main purpose of the study is managing depression in workplace. This is a conceptual study. Many researches reveal that both (men and women) are affected by depression.

**Methodology:** This study deals how IT people suffer by depression. In modern era getting a good offer from the company is difficult at the same time maintaining the job is more difficult. The nature of the research is Descriptive method, and the sample size is 300 respondents from various locations in Chennai District, Tamilnadu, India and data collection method used in the research is "Questionnaire Method". Data was analyzed by using SPSS 16.0. Findings, suggestions and conclusions were made by keeping an eye on the objectives.

**Results:** IT employees have to complete their work effectively and efficiently in prescribed time simultaneously they have to balance their family commitment. In this connection many miss to balance in both job and family and they are affected by depression.

**Discussions:** This study discusses the symptoms of depression and how managers (or) Team Leaders attitude towards depressed employees and what actions they should take to recover depressed employees.

**Conclusion:** Conclusion is to reveal that depression is not a permanent disease if we take proper treatment very soon we will get quick recovery.

**Keywords:** Depression, Employees, Managers, IT companies

### **Introduction**

In today's business world establishing and running any organization is not an easy task, because managing HR is more complex. Nowadays human desire, wants and needs have increased more and so he or she has to run in their selected profession. Particularly if we talk about IT industries lot of research results reveals that IT people suffer lot in depression. In General depression in everybody's business you just treat it and defeat it. After Globalization and Liberalization lot of Multinational companies invest money in our country and conducting their business. In this context IT Company play a vital role, it offers lot of job to our country people and improves their lifestyle and per capita income.

### **Research Objectives**

1. To study the demographical profile of the I.T Employees in Chennai.
2. To analyze the I.T employees level of satisfaction towards their organizational factors.
3. To evaluate the I.T employees perception towards their team leaders attitude.
4. To find out the I.T employees level of depression towards their job.
5. To find the relation between team leaders attitude and the employees level of depression.
6. To offer valuable suggestion to decrease the I.T employees depression.

### **Problems of the Study**

Graduates today are highly dependent on I.T. Industry. It has provided a lot of employment opportunities in the recent times in India. In Tamil Nadu, Chennai is the leading I.T. industry hub. From all over Tamil Nadu young graduates who come out of the college, go to Chennai in search of a job, particularly I.T. related jobs. Their understanding is that the I.T. related jobs will give a social status for themselves as well as their family. But, despite of these positive sides to the I.T. jobs, the recent trends show that it has its negative sides too. The first and the foremost is the problems like recession which might make a huge number of graduates jobless without any prior warning or notice. While these graduates might have taken many loans believing in the regular salary that they receive from the I.T. companies, when they are rendered jobless, they face a grim future and they might be unable to pay their loan arrears, which in some cases might lead to the extreme of committing suicide unable to bear the economic burden.

The next problem in the field of I.T. industry is the working time. Many a times the employees in the I.T. industry are forced to work more than 8 hours a day which is really stressful and tiresome for them. Not just during the working days, but even on weekends, they might have to work in order to complete the project that has been allotted to them. They also have to face constant threat from the young graduates who enter into the field every year. Those who are already in the industry will have to constantly keep them updated with the latest technology in order to keep up with the ever-growing technology. Among all these problems, there is also the need to maintain the work-life balance that most of the I.T. employees are unable to do. Because they are forced to work more than 8 hours a day or work at night shifts, they are unable to spend time with their family. Apart from these, there are various other problems like, unfair pay, lack of communication, under appreciation, favouritism, overworking, micromanagement, incompetent team leader, no opportunity of career advancement, etc.

These are some of the problems faced by the employees in the I.T. industry and this leads to high level of stress among them. Stress, which continues beyond a certain time will lead to depression among the employees. The present study will try to identify the factors that leads to depression among the employees in the I.T. industry and what is the role of the Team Manager among all these problems. A team manager is responsible in every way to extract work from his/her subordinate employees, but at the same time it is his responsibility to keep them satisfied and happy so that they will remain efficient to the companies that employ them. If the team manager is incompetent, the subordinates will bear the brunt of heavy stress and eventually a complete loss of efficiency. But if the team leader is efficient and competent, he might help the subordinate employees to escape depression and maintain their efficiency as long as they are employed. Therefore, the role of the team leader becomes paramount in maintaining the efficiency of the employees in the field of I.T. industries.

### **Scope of the Study**

The present study begins with analyzing the various facilities and equipment available in a company that might have an effect upon the employees. The study tries to find out if these facilities help the employees to either decrease their depression or increase their depression. Similarly there are other problems like the constant threat of losing the job, ever-increasing competition from the new graduates who are coming out of the colleges every year, the ever-growing technology in the field, the constant pressure from the employers to deliver, to deliver within the time limit, not just delivering the products but making them satisfactory, to maintain

the work-life balance, to maintain the personal well-being; both physically and mentally, etc. these are some of the problems that might lead to depression of the employees.

Similarly, not receiving satisfactory payment, no job security, no appreciation for the kind of work that the employees do, favouritism towards one employee and neglecting some others, too much workload, no competent team leader and so on are the overall problems faced by the employees in the field of I.T. industry. When the problems faced by them are clearly identified and categorised, it might be easier to provide remedies for the problems. The present study is trying to analyse all these problems and provide solutions for them. When the solutions are provided in a concrete way, by following these solutions the companies in I.T. industry can increase their turnover and the employees will also be happy and lead a satisfactory life.

### Research Gap

There are many researches available that talks about the stress levels of the I.T. employees. They talk about the various kinds of problems faced by the employees such as the problems like over working, less payment, lack of communication among the employees and the employers, lack of appreciation, and many other organizational factors that influences the stress levels of the employees. They have tried to find out the solutions for these problems through various sources. But the researches that gives importance to the role of Team Leaders in influencing the level of depression among the employees are very limited. Therefore, the present research is trying to fill the gap by focusing on the important role played by the team leader in maintaining the stress levels among the employees.

### Review of Literature

**Amir Shani and Abraham Pizam (2009)** in their article “**Work-Related Depression among Hotel Employees**” conducted a study on the depression of work among hotel employees in Central Florida. They have confirmed the incidence of depression among workers in the hospitality industry by evaluating the relationship between the occupational stress and work characteristics.

**Viljoen, J.P., and Rothmann, S.** aimed at studying and investigating the relationship between “**occupational stress, ill health and organizational commitment**” (2009). The results were that organizational stressors contributed significantly to ill health and low organizational commitment. Stress about job security contributed to both physical and psychological ill health. Low individual commitment to the organization was predicted by five stressors, namely work-life balance, overload, control, job aspects and pay.

**Schmidt, Denise Rodrigues Costa; Dantas, Rosana Aparecida Spadoti; Marziale, Maria Helena Palucci and Laus, Ana Maria (2009).** In their work title on “**Occupational stress among nursing staff in surgical settings**” This study aimed at evaluating the presence of occupational stress among nursing professionals working in surgical settings and investigating the relations between occupational stress and work characteristics.

### Research Methodology

The nature of the research is Descriptive method, and the sample size is 300 respondents from various locations in Chennai District, Tamilnadu, India and data collection method used in the research is “Questionnaire Method”. Data was analyzed by using SPSS 16.0. Findings, suggestions and conclusions were made by keeping an eye on the objectives.

**Research Hypothesis**

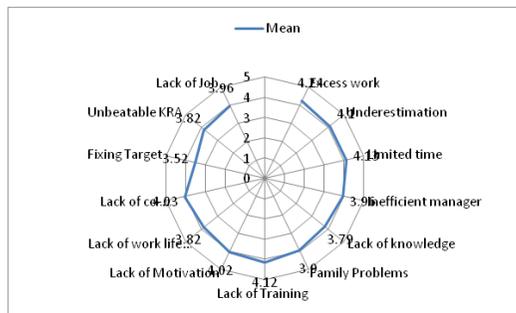
- (H1): There is an impact on excess work and variables for depression of it employees
- (H1): There is an impact on underestimation and variables for depression of it employees
- (H1): There is an impact on limited time and variables for depression of it employees
- (H1): There is an impact on inefficient manager and variables for depression of it employees
- (H1): There is an impact on lack of knowledge and variables for depression of it employees
- (H1): There is an impact on family problems and variables for depression of it employees
- (H1): There is an impact on lack of training and variables for depression of it employees
- (H1): There is an impact on lack of motivation and variables for depression of it employees
- (H1): There is an impact on lack of work life balance and variables for depression of it employees
- (H1): There is an impact on lack of co-ordination and variables for depression of it employees
- (H1): There is an impact on fixing target and variables for depression of it employees
- (H1): There is an impact on unbeatable KRA and variables for depression of it employees
- (H1): There is an impact on lack of job satisfaction and variables for depression of it employees

**Analysis and Interpretations**

**Table 1 Depression of IT employees**

Depression of IT employees	Mean	Std. Deviation
Excess work	4.24	0.851
Underestimation	4.1	0.76
Limited time	4.13	0.812
Inefficient manager	3.96	0.823
Lack of knowledge	3.79	1.219
Family Problems	3.9	1.073
Lack of Training	4.12	0.821
Lack of Motivation	4.02	1.017
Lack of work life balance	3.82	0.876
Lack of co-ordination	4.03	0.639
Fixing Target	3.52	1.07
Unbeatable KRA	3.82	1.03
Lack of Job satisfaction	3.96	0.994

**Chart 1- Depression of IT employees**



**Table 2 Factors**

Depression of IT employees	Component			
	1	2	3	4
Excess work	.586			
Underestimation	.790			
Limited time			.850	
Inefficient manager			.798	
Lack of knowledge				.695
Family Problems	.788			
Lack of Training	.819			
Lack of Motivation		.596		
Lack of work life balance		.721		
Lack of co-ordination	.751			

Fixing Target		.517		
Unbeatable KRA				.757
Lack of Job satisfaction	.532			
Excess work	.624			

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.666 <sup>a</sup>	.443	.438	.575	.443	79.877	4	401	.000

Dependent Variable: Satisfied with My Present Job

Table 4 ANOVA

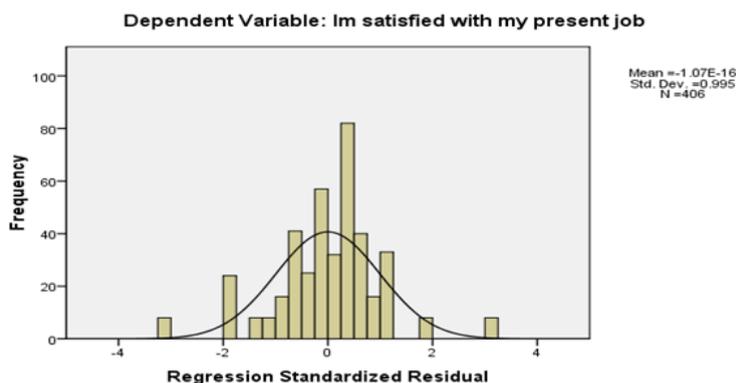
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	105.685	4	26.421	79.877	.000 <sup>a</sup>
	Residual	132.640	401	.331		
	Total	238.325	405			

Table 5 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3.882	.029		135.9	.000
	Avoiding the work continuously	.191	.029	.248	6.670	.000
	Highly pessimistic	.031	.029	.041	1.098	.023
	Fail to update	.465	.029	.606	16.25	.000
	Less concentration towards the work	.089	.029	.116	3.101	.002

Chart 2 - Histogram

Histogram



## **Suggestions**

### **For the companies**

- 1) The first and foremost factor that influences the depression level of an employee is the monetary benefits that he gets for the works that he renders. Therefore from the part of the company it is necessary to provide compensation benefits in fair manner. The compensation benefits should be properly distributed based on their work load and their experience. While employing a new employee, the companies should make sure that the compensation benefit paid to the new employee is on par with the already existing employees or slightly above but not a lot higher than the existing employees.
- 2) The second factor that the employee expects from a company is job security. The I.T. industry is notorious for its lack of job security. Whenever the company is facing any loss economically, it is directly thrust upon the employees and they are thrown out of the job in order to maintain their economic status. Therefore, if the I.T. companies can provide some kind of job security, it can greatly reduce the depression level of the employees.

### **For the Team Leader**

- 1) From the part of the team leader he should follow certain practices in order to keep in check the depression level of the employees. The first and the foremost thing a leader should have is equality. He should treat all his team members equally so that none of them have inferiority complex or superiority complex. If any of the employees feel that they are not treated on par with their other employees, he might lose interest in the company that he is working for or his depression level might increase. Therefore it is the team leader's job to make sure all the employees are treated equally.
- 2) Work load is an important factor that can give rise to depression among the employees. A good team leader should make sure that the work is evenly distributed among the team members and no one is burdened with heavy work while others are enjoying leisurely.

## **Conclusion**

In the present context, the world economy is mostly based on the field of information technology. Various companies including the world's richest person is reliant on information technology. This has led to an enormous increase in the emergence of I.T. companies that caters to the technological need of the world. Though it started in the Silicon Valley of America, it later spread throughout the world. In India, there are many I.T. hubs and Chennai is one among them. For an industry with such a vast presence throughout the world, the necessity to keep its employees happy is paramount. When the workers are happy and content, they will work hard for the overall improvement of the industry. But if the workers are not happy and depressed, then it is a bad sign for the industry. Therefore it is the necessity for the researchers to analyse the various problems faced by them that can lead to depression and provide solutions to rectify those problems.

## **Directions for Future Research**

As this was an exploratory study with a variety of noted limitations, it is perhaps premature to indicate specific implications for theory building. More pertinent, however, is to suggest future research strategies that may help build theory more systematically. One area that may show potential for theory building in relation to these phenomena relates to the way individual and

organizational characteristics interact to determine such attitudes. Organizational behavior theory suggests that there is potential for climate indicators to play a moderating role in the relationship between individual manager characteristics and attitudes (Parker et al., 2003). For example, while a manager may be predisposed to have negative attitudes toward depressed employees, the presence of a strong social context that is supportive of employee mental health may diminish the strength of this relationship (or vice versa) or alter attitude-behavior relations. Hence, future research might focus on how interactions between manager characteristics and indicators of psychological climate may influence attitudes and behavior toward depressed employees. While there is not sufficient literature to support advancing such hypotheses or a method designed to build such relationships in the current study, this idea could be initially explored in future research using a scenario-based, quasi-experimental study.

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## CONSUMER MOTIVATION TOWARDS SHOPPING MALLS IN CHENNAI



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### **Abstract**

Indian retail Industry is one of the fastest growing markets in the world, projected to reach USD1.3 trillion in the year 2020. Retail Infrastructure witness a drastic change due to the active participation of foreign and private players in India. The expansion of organized retail stores a significant growth and it is expected to witness a CAGR of 24.57%. The key driving factors of Indian Retail Industry are favorable demographics, Rise in disposable income, Rise in purchasing power, Brand consciousness, changing consumer minds. It is always a challenging task for shopping mall to measure the taste and preferences of consumers. The amount of

competition in the retail industry is very high and it is necessary to be proactive all the time to manage risk in the market. Technology advancements help the mall to determine the motivational factors of consumers and to decide the actual needs of consumers. The purpose of the study is to find out motivational factors of consumers like hedonic and utilitarian to visit the shopping malls in Chennai. It is based on primary data which is collected through questionnaire among 100 shopping consumers in Chennai and data were analyzed with statistical tools.

**Keywords:** Shopping malls, Retail Industry, Hedonic, Utilitar

### **Introduction**

The approach towards shopping malls has changed in the recent years. It is not only a place for dine or to shop, the needs are changing in the form of social and cultural destination. In order to retain visitors it is important to innovate new techniques to delight the consumers every time when they the malls. Entertainment options draw visitors of all ages and the key drivers of mall traffic factors are restaurants and cinemas. Ambience is playing a major role to attract consumers and it is a key issue to be addressed by the mall managers. Around 33% of Indian population lives near mall catchment area and the numbers will increase in the coming days due to urbanization.

### **Review of literature**

Arnold and Reynolds (2003) specifically investigate hedonic shopping motivations and identify six hedonic shopping motivations—adventure, social, gratification, idea, role, value. Individuals with an adventure shopping motivation seek stimulation from their shopping experiences. Individuals with a social shopping motivation enjoy shopping with others and socializing while shopping. Individuals with a gratification shopping motivation shop to reduce stress and to treat themselves. Individuals with an idea shopping motivation enjoy shopping to be exposed to current trends and fashions. Individuals with a role shopping motivation enjoy shopping for and finding the perfect item for others. Finally, individuals with a value shopping motivation enjoy finding discounts and bargains

Büttner, Florack & Göritz, (2014), suggesting that shopping motivation is an innate trait. Prior researchers who have sought to identify a typology of shoppers often find that shoppers differ based on utilitarian and hedonic motivations (Westbrook & Black, 1985; Arnold & Reynolds, 2003; Ganesh, Reynolds & Luckett, 2007). While Westbrook and Black (1985) identify six types of shoppers and Ganesh and colleagues (2007) identify five types of shoppers, a utilitarian motivation versus a hedonic motivation is prevalent in discussing the differences among the shopping types.

For example, Ganesh and colleagues (2007) repeatedly use the words reluctant and enjoy to describe the five types of shoppers they identify. Westbrook and Black (1985) argue that shoppers act primarily to acquire products (utilitarian motivations) or to provide satisfaction for other needs (hedonic motivations) or some combination of the two. Babin and colleagues (1994) find that customer's evaluations of shopping experience vary along a utilitarian dimension and a hedonic dimension. Another study examines how a task shopping motivation versus a recreational shopping motivation influences perceptions of hassles and uplifts while shopping (Machleit, Meyer & Eroglu, 2005). Motivation can be described as the driving force within individuals that impels them to action (Schiffman et al., 1997, p .90). Motivation refers to the process that cause people to behave as they do(Solomon, 2002, p. 102). Motivation is the energizing force that activates behaviour and provides purpose and direction to that behaviour (Neal et al., 2004, p. 299). Motive is a construct representing an unobservable inner force that stimulates and compels a behavioral response and provides specific direction to that response (Neal et al., 2004, p. 299). Motive is an inner state that mobilizes bodily energy and directs it in selective fashion toward goals usually located in the external environment (Lawson et al.,1996, p. 313). Solomon (1994), proposed five types of shoppers which he identified from his study on customers of western countries. The following are the five types:

1. The Economic Shopper: A balanced and more coherent kind of customer who tries to get the best deal so as to utilize his/her money efficiently and effectively.
2. The Personalized Shopper: Customer who will only shop at a store with which he/ she has formed a strong attachment.
3. The Ethical Shopper: Customer is very conscious and concerned about the local stores and will prefer them over the big retail giants.
4. The Apathetic Store: Customer who doesn't like to do shopping but does it because he/she consider as a necessary evil.
5. The Recreational Shopper: For this customer, shopping is a means of socializing, spending leisure time and for him/her shopping is fun

### **Need of the Study**

Consumer behavior is very vital to the Marketers because it facilitate them to understand and predict buying behavior of consumers in the marketplace. It is concerned about how consumers buy, where they buy, how they buy, where they buy, how frequently they buy it, how they consume it and dispose it. This study helps mall managers and retailers to understand needs of consumers and to realize the importance of consumers by fulfilling the needs .It is always challenging for the marketers to get new customers and retaining them is difficult. It is necessary for the marketers to know about Hedonic and Utilitarian motives to know in depth about them so that mall performance can be improved to satisfy the consumers.

### **Scope of the Study**

This study focuses on Hedonic and Utilitarian shopping motivation. Going to shopping mall is an adventure activity and with this motive the people tend to stimulated and excited about their shopping. They feel like entering a new place with lot of exciting sights, smells and sounds. Social shopping help to socialize when they shop in the mall and it makes them to relax. Nowadays life is so complex and it's important to live a happy life without any tension. In order to reduce this

people tends to shop to ease this tension. The new trends always create hype in the market. It is necessary to know about the latest trends and fashion. Idea shopping helps to know about how the trends are changing in the market. The role played by the consumers are very important when they shop and also how they valued the product is a vital thing in the market.

### Objectives

1. To know about the demographic characteristics of consumers at shopping malls
2. To find out the hedonic motives of consumers at shopping malls
3. To determine the utilitarian motives of consumers at shopping malls

### Research Methodology

Research Design: The research is descriptive in nature.

Sampling Technique: Convenience sampling is used.

Data source: This study is mainly based on the primary data. Secondary data is collected from journals, research papers, articles and websites.

Survey Instrument: A questionnaire was used to collect the data. A five-point scale was used to extract responses.

### Analysis and Interpretation

**Table 1 Demographic characteristics of respondents (100)**

Variable	Frequency	Percentage	Cumulative Percent
<b>Gender:</b>			
(1)Male	58	58	58
(2)Female	42	42	100
Total	100	100%	
<b>Age</b>			
	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative Percent</b>
(1)18-24	22	22	22
(2)25-34	58	58	80
(3)35-44	20	20	100
Total	100	100.0	
<b>Marital status</b>			
	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative Percent</b>
Single	46	41.8	46
Married	54	49.1	100
Total	100	100.0	
<b>Occupation</b>			
	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative Percent</b>
Housewife	9	9	9
Salaried Employee	33	33	42
Business	21	21	63
Professional	19	19	82
Student	18	18	100
Total	100	100.0	
<b>Education</b>			
	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative Percent</b>
Diploma	9	9	9
Under Graduate	82	82	91
Post Graduate	9	9	100
Student	18	18	100
Total	100	100.0	

Monthly Household Income	Frequency	Percentage	Cumulative Percent
< Rs 20,000	18	18	18
Rs 20,000-30,000	27	27	45
Rs 30,000-40,000	11	11	56
Rs 40,000-50,000	28	28	84
Rs 50,000-75,000	4	4	88
>Rs 75,000	12	12	100
Total	100	100.0	

Table 2 ANOVA

Education	N	Mean	Std.Deviation	F	Sig
Diploma	9	4.0000	.00000	2.250	.111
Undergraduate	82	4.2195	1.22751		
Post Graduate	9	5.0000	.00000		
Total					

To analyze the differences in a mean value of idea shopping across Education, one way ANOVA was applied. It was noted that the Post Graduate have obtained maximum mean value of 5 on the dimension of value shopping. This indicates that the respondents who were PG had high satisfaction level on the dimension of Idea shopping, however the respondents who were UG and diploma showed less satisfaction as compared to others. The result of one way ANOVA test reveals F value = 2.250 and sig = 0.111 which is greater than 0.05 (at 95% level of confidence), which indicates that there is no significant difference. Hence, null hypothesis Ho: stating that there is no significant difference on mean scores of Idea shopping across Education is accepted. This specifies that there is a no significant difference on the factor of Idea shopping across education.

Table 3 ANOVA

Education	N	Mean	Std. Deviation	F	Sig
Diploma	9	4.0000	.00000	3.829	.025
Undergraduate	82	3.4512	.83374		
Post Graduate	9	4.0000	.00000		
Total					

To analyze the differences in a mean value of new products across Education, one way ANOVA was applied. It was noted that Diploma and PG have obtained maximum mean value of 4 on the dimension of new products. This indicates that the respondents who were Diploma and PG had high satisfaction level on the dimension of new products, however the respondents who were UG showed less satisfaction as compared to others. The result of one way ANOVA test reveals F value = 3.829 and sig = 0.025 which is lesser than 0.05 (at 95% level of confidence), which indicates that there is significant difference. Hence, null hypothesis Ho: stating that there is no significant difference on mean scores of Idea shopping across Education is rejected. This specifies that there is a significant difference on the factor of new products across education.

Table 4 t-test

Gender	N	Mean	Std. Deviation	t	Sig
Male	58	4.0517	.73562	1.963	.053
Female	42	3.7381	.85709		

From the Table 4 it is noted that the mean value for male is 4.0517 and for Female is 3.73 on the dimension of value shopping. This indicates that the male preferred most in value shopping when compare to female. The reported t value is 1.963 and sig=.053 which is greater than .05 (at 95% level of confidence),

which indicates there is no significant difference between the behavior of male and female. Hence, null hypothesis  $H_0$ : stating that there is no significant difference on mean scores of value shopping across gender is accepted. So, we can say that there is a no significant difference on the factor of value shopping among mall shoppers across gender.

**Table 5 t-test**

Gender	N	Mean	Std. Deviation	t	Sig
Male	58	3.2241	1.29835	1.281	.203
Female	42	3.5238	.91700		

From the Table 5 Table it is noted that the mean value for female is 3.5238 and for male is 3.2241 on the dimension of adventure shopping. This indicates that the female preferred most in adventure shopping when compare to male. The reported t value is 1.281 and sig=.203 which is greater than .05 (at 95% level of confidence), which indicates there is no significant difference between the behavior of male and female. Hence, null hypothesis  $H_0$ : stating that there is no significant difference on mean scores of adventure shopping across gender is accepted. So, we can say that there is a no significant difference on the factor of adventure shopping among mall shoppers across gender.

**Table 6 Mean values of Hedonic motives**

S.No	Hedonic Motives	Mean	Rank
1.	Shopping stimulate my senses	3.36	III
2	Shopping in mall helps to know latest trends	4.27	I
3	Shopping in mall is to find out new products	3.55	II
4	Shopping in mall is to experience new things	3.35	IV
5	Shopping in mall is a bonding experience	3.19	VI
6	Shopping in mall changes my bad times to good times	2.83	VII
7	Shopping in mall is a stress buster	3.01	V

From the table 6 it gives the overall opinion of shoppers towards the hedonic motives of shopping motivation. Shopping in mall helps to know latest trends (Mean=4.27) is ranked as the highest factor among the hedonic factors. From this we can infer that consumers prefer shopping mall to know about latest trends in the market. The second most important factor is to find out new products (Mean=3.55) in the mall. It is inferred that consumers looking for new products in the mall.

**Table 7 Mean values of Utilitarian motives**

S.No	Utilitarian Motives	Mean	Rank
1.	Glimpse on discounts	3.92	I
2	Bargain while shopping	2.75	III
3	All products under one roof	3.74	II
4	Having list of products before start to shopping malls	2.46	IV

From the table 7 it is evident that Glimpse on discounts is having the higher mean value of 3.92 in the Utilitarian motives. It is inferred that consumer looking for discounts while shopping in the mall and also they preferred discounts. The second most important factor in Utilitarian motives is all products under one roof (Mean=3.74).It is inferred that consumer prefer shopping malls to get all products under one roof.

### Result and Findings

1. Majority of the respondents are male (58%) and the female respondents is (42%)
2. Majority of the respondents is married (54%) and the remaining 46% are single
3. ANOVA tests show that there is no significant difference on mean scores of Idea shopping across Education. This specifies that there is a no significant difference on the factor of Idea shopping across education.

4. From the t-test it is inferred that there is no significant difference on mean scores of value shopping across gender. So, we can say that there is a no significant difference on the factor of value shopping among mall shoppers across gender.
5. From the t-test it is inferred that there is no significant difference on mean scores of adventure shopping across gender. So, we can say that there is a no significant difference on the factor of adventure shopping across gender
6. Shopping in mall helps to know latest trends (Mean=4.27) is ranked as the highest factor among the hedonic factors. From this we can infer that consumers prefer shopping mall to know about latest trends in the market. The second most important factor is to find out new products(Mean=3.55) in the mall. It is inferred that consumers looking for new products in the mall.
7. In the Utilitarian motives Glimpse on discounts is having the higher mean value of 3.92 . It is inferred that consumer looking for discounts while shopping in the mall and also they preferred discounts. The second most important factor in Utilitarian motives is all products under one roof (Mean=3.74).It is inferred that consumer prefer shopping malls to get all products under one roof

### Conclusion

The study was carried out to know the motivation factors towards shopping malls in Chennai. Result indicates the importance of age, gender, education, occupation, income level, hedonic and motivation motives towards preferring shopping malls. The study provides the deeper understanding of utilitarian and hedonic motives of consumers. The retail managers and mall managers need to be aware of both the motives to increase the satisfaction level of consumers. Mall consumers are largely driven by idea shopping, adventure shopping, value shopping, and convenience shopping and social shopping. In order to formulate right plans and strategies to enhance the satisfaction level of consumers, it is important to understand the consumer motives to sustain in the competitive world.

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## COMPONENTS OF CAPITAL STRUCTURE IN MANUFACTURING INDUSTRY



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### **Abstract**

*The firms major sources is capital structure decision on its value, growth and survival. The Capital Structure decision remains one of the most controversial subjects in the world of finance. Capital Structure refers to the mix of debt and equity which a company uses to finance its long term operations. A company may have to raise capital from different sources such as Common Equity and Preferred Equity, Long-Term Debt, specific Short-Term Debt to finance its assets. Each source of fund*

*has its charge. Dividend is paid to suppliers of Equity and Preference Share capital and interest is paid to lenders of Debt capital. Debt financing creates a fixed charge on profits of the company. Although the dividend on Preference Share Capital can be postponed in absence of profits in a particular year, both Debt capital and Preference Share Capital create a fixed charge and this charge is in the form of interest or dividend which has to be paid irrespective of the amount of earnings.*

### **Introduction**

The Capital Structure decision refers to proportion of Debt and Equity mix which a company uses to finance its long term operations. The terms 'Financial Structure' and 'Capital Structure' are sometimes used synonymously. Financial Structure although is a wider term, as it denotes the way in which a company's assets are financed, such as Short-Term Borrowings, Long-Term Debt, and Owners Equity. The difference between Financial Structure and Capital Structure is that; The Capital Structure accounts for Long-Term Debt and Equity only and mainly refers to permanent financing of a company whereas Financial Structure is referred to as the liabilities side of a firm's balance sheet, specifying how its assets are financed, including all source's of finance - Short Term Debt including Current Liabilities, Long Term Debt and Equity issues. It is generally understood that Financial Structure differs from Capital Structure as Capital Structure accounts for Long-Term Debt and Equity only and does not include short term liabilities. Financial Structure is a wider term and Capital Structure is a part of Financial Structure. An appropriate Capital Structure is a crucial decision for any firm. Capital Structure decisions assume vital significance in corporate financial management due to their influence on return and risk to the shareholders. The term Financial Leverage is related to the financing activities of a firm. It denotes the ability of a firm to use funds obtained at fixed costs to magnify the return to shareholders. As tax savings are generated due to Debt, it is considered as a cheaper source of finance compared to Equity, but at the same time, increase in Debt Funds increases the risk of bankruptcy or financial risk. Any increase in Financial Leverage increases the financial risk - the risk of the firm's inability to repay its fixed financial costs. This gives rise to the risk of bankruptcy - the possible insolvency arising out of inability to pay the fixed charges of Debt Funds or inability to repay the debt on time. The objective of any

firm should be to use the most appropriate financing mix which will maximize the value of firm, minimizing the overall cost of capital. The optimum financing mix which is that combination of Debt-Equity mix that leads to maximization of shareholders wealth is referred to as optimum Capital Structure. Thus the decision about how to finance its long term operations and what should be the proportion of Debt-Equity mix which will maximize firms value is the crux of Capital Structure decision. Does an optimal Capital Structure really exist and what should be the right proportion of Debt and equity mix that will really enhance the value of a firm is a puzzle yet to be solved. According to Richard “The term ‘capital structure’ is used to mean the financial plan according to which all assets of a corporation are financed. This capital is supplied by long and short term borrowings, the sale of preferred and common stock and the reinvestment of earnings”. He further stated that “In analyzing the capital structure of an enterprise, short-term is often excluded from consideration” many other include only long term sources of funds under the capital structure.

Manufacturing Industry in India has experienced different periods of improvement over the timeframe. Since freedom in 1947, the Indian manufacturing sector has gone from the underlying period of building the modern establishment in 1950's and mid 1960's, to the license- allow Raj in the time of 1965- 1980, to a period of progression of 1990's, rising into the present period of worldwide intensity. It has developed at a vigorous rate in the course of recent years and has been a standout amongst other performing manufacturing economy. Manufacturing sector contributes around 15% of India's GDP and half to the nation's fares. The Manufacturing sector utilized 58 million individuals (around 12% of the workforce) in 2008. The Manufacturing industry in India, has every one of the characteristics which improve monetary advancement, increment the efficiency of the manufacturing industry and face rivalry from the worldwide markets. The manufacturing industry in India is accepted to have the capability of enhancing the monetary state of India.

### Objectives of the Study

- To examine the various components of capital structure of manufacturing industries

### Review of Literature

Examined the profitability and growth of Indian automobile manufacturing industry. The objective of the study was to examine if firms were making super normal profits since 1975 when price controls were removed. The impact of policy change since 1981-1982 on profitability and growth of firms were also analyzed using Tobin's Q model as a measure of profitability. The study had found no evidence to show that firms have made super normal profits and profitability was found to be explained mainly by the age of the firms, vertical integration, diversification and industry policy Agarwal (1983). “The Determinants of Capital Structure for Australian Multinational and Domestic Corporations” was to analysis the determinants of capital structure for Australian domestic and multinational corporations (DCs and MCs). The determinants of leverage (use of debt rather than equity capital) were theoretically expected to differ between DCs and MCs. Analyses of DCs and MCs sample listed on the Australian Stock Exchange over the period from 1992 to 2001. The results showed that the mean leverage levels between Australian MCs and DCs were insignificantly different. Further it stated that neither foreign exchange risk nor political risk was a significant factor to explain Australian MCs' leverage. It was found that for both types of corporation, growth-related agency cost, profitability and size were significant determinants of

leverage. It was also noted that for domestic corporations, collateral value of assets is also a significant determinant, whilst bankruptcy costs and the level of geographical diversification affect multinationals' leverage Akhtar (2005). Examined the determinants of leverage of Indian textile firms using panel data analysis. The sample of the study covers 170 Indian textile companies listed on the Bombay Stock Exchange covering the period from 2006 to 2010. Regression model was used for the analysis of panel data of sample companies. Firm Size, Growth In Total Assets, Non-Debt Tax Shields, Profitability and Asset Tangibility are used as explanatory variables, while leverage ratio is the dependent variable in the model. The results show that the variables of Size, Non-Debt Tax Shields, and Tangibility have highly significant positive relationship with the leverage ratio ( $p < 0.01$ ), while on the contrary, growth and profitability have highly significant negative relationship with debt ratio ( $p < 0.01$ ). The results are generally consistent with theoretical predictions as well as previous research papers. This paper adds to the existing literature on the relationship between the firms specific factors and leverage Ali (2011). Specific industry's capital structure exhibits unique attributes, which were usually not apparent in the combined analysis of many sectors as done by Shah and Hijazi (2005). The study took 33 firms in the sugar sector, listed at the Karachi Stock Exchange for the period 1999-2004 and analyzed the data by using pooled regression in a panel data analysis. Following the model four independent variables were chosen i.e. firm size (measured by natural log of sales), tangibility of assets, profitability and growth and further analyzed the effects on leverage. The results, except for firm size and growth were found highly significant Awan *et al.* (2011). Examined the determinants of capital structure -size, business risk, growth rate, earning rate, dividend payout, debt service capacity, and degree of operating leverage-of the companies listed to Nepal Stock Exchange Ltd. as of July 16, 2003. Eight variables multiple regression model has been used to assess the influence of defined explanatory variables on capital structure. In the preliminary analysis, manufacturing companies, commercial banks, insurance companies, and finance companies were included. However, due to the unusual sign problem in the constant term of the model, manufacturing companies were excluded in final analysis. This study shows that size, growth rate and earning rate are statistically significant determinants of capital structure of the listed companies Baral (2004).

Determinants of corporate leverage and dividend policies from the data of 6780 US companies covering a period of 1963-1993. The companies' market to-book ratio, as a proxy for investment opportunities had a statistically negative relationship with leverage ratio. It was also found that there was a statistically significant positive relationship between a firm's leverage and to its earnings. The empirical analysis is designed to provide a basis for assessing the relative importance of the various factors-taxes, contracting costs (particularly, the financial distress costs and the "free cash flow" benefits of debt), and signaling effects-in explaining corporate financial behavior. Such findings can then be used to guide corporate managers in thinking about trade-offs among different leverage and dividend choices Barclay *et al.* (1995) had analyzed the determinants of the capital structure of 1054 UK companies from 1991-1999. The data used for the empirical analysis was derived from the commercial database maintained by Data stream International Ltd. This database contains balance sheet, profit and loss, and cash flow statement information for both current and extinct companies in a host of countries. For the purposes of this investigation, the database was utilised to obtain the required variables, for all non-financial companies in the United Kingdom and they have also analyzed the extent to which these factors influenced the capital structure. This study based its analysis on various components of debt components for the 1991-1997 was significantly related to companies' size and the level of profitability was negatively

related to all factors of debt except short term borrowings. The result of the study shows a significant differences in the determinants of long and short-term forms of debt and trade credit and equivalent, on average, accounts for more than 62 percent of total debt Bevan *et al.* (2002). “Application of the Factor Analysis on the Financial Ratios and Validation of the Results by the Cluster Analysis: An Empirical Study on the Indian Cement Industry”. In this study Factor Analysis has been applied over audited financial data of selected cement companies of India for a period of 10 years. Initially 44 variables (financial ratios) grouped in seven categories were selected for the study. Multiple Regression Analysis is conducted taking the factor scores for each such factor as dependent variable and constituent variables as independent variables. Statically insignificant variables, evident from the regression analysis, were eliminated from the study. Factor Analysis, conducted again over thus remaining 25 variables, resulted in eight underlying categories with a few changes in their composition De-Anupam *et al.* (2011).

Examine the relationship between capital structure and debt lifetime among listed companies in Palestine stock market over a five-year period (2000-2004). Variables used for the analysis include profitability, leverage ratios (total debt (TD), short-term debt (STD) and long-term debt (LTD), liquidity (LQ), age, asset structure, and firm size and sales growth were also included as control variables. The result of the study has shown that the service companies had the highest TD ratio (53.69 percent), followed by industrial companies (50.86 percent), trade companies (34.11 percent) and agriculture companies (24.02 percent). The one way analysis of variance (ANOVA) showed no significant difference in the use of debt, neither total, LTD or STD among companies in the four sectors. Adding to that, ANOVA indicated insignificant differences among the companies in the sample with respect to the growth opportunities, size, age, tangibility (TAN), and LQ. The correlation analysis had shown that TD is positively and significantly related to TAN, on the country, no significant relationship between the long debt and STD on the one hand and age, growth, LQ, TAN, and size on the other hand. Originality/value Faris (2011).

### Components of Capital Structure in Manufacturing Industries

Capital Structure refers to the percentage of money that is invested in a business. It has four components and it includes Equity Capital, Reserves and Surplus, Net Worth, Total Borrowings. The following variables are considered under components on capital structure

- i. Dependent variable -Debt Equity Ratio
  - ii. Independent variables -Equity Capital, Reserve and Surplus, Net Worth, Total Borrowings.
- a. Equity Capital

It represents the risk capital staked by the owners through purchase of owners company’s common stock. The value of equity capital computed by estimating the current market value of everything owned by the company from which the total of all liabilities is subtracted. The table presents the summary of Descriptive statistics of the value of Equity Capital.

#### Descriptive Statistics of Equity Capital

Industries	N	Mean	Std. Deviation	Cô-efficient of Variance
Auto Mobile	70	69.331	72.661	104.802
Cement	80	114.658	119.244	103.999
Food	100	28.233	24.930	88.301

Textile	100	34.515	40.446	117.185
Steel	70	182.050	320.905	176.273
Pharmaceutical	100	48.957	51.133	104.446
Information Technology	100	43.225	73.110	169.141

Source: PROWESS database of CMIE

It is found that the steel Industry (182.05) show highest mean of Equity Capital with the standard deviation of (320.90) followed by Cement Industry with mean Equity Capital of (114.65) and standard deviation of (119.24). Further it revealed that co-efficient of variance is least in Food Industry (88.30) followed by Cement Industry (103.99), Automobile Industry (104.8) and Pharmaceutical Industry shows the value of (104.45). Though the mean Equity Capital is very less in Food Industry when compared to other industries but it is consistent in value of Equity Capital over the study period.

It is concluded that mean Equity Capital is high in Steel Industry and low in Food Industry but the Equity Capital is uniform in Food Industry during the study period.

#### b. Reserves and Surplus

The company can use the general reserve for various purposes including issue of bonus shares to shareholders and payment of dividend when profits are insufficient. The premium received when shares are issued at a premium to the face value is shown under the head reserves and surplus. The table shows the summary of Descriptive statistics of the value of Reserves and Surplus over the ten years period under study (2001-02 to 2010-11) in selected seven Industries.

#### Descriptive Statistics of Reserves and Surplus

Industries	N	Mean	Std.	Co-efficient of
			Deviation	Variance
Auto Mobile	70	1551.34	1698.22	109.468
Cement	80	732.85	1333.71	181.989
Food	100	279.01	253.11	90.717
Textile	100	205.05	323.25	157.641
Steel	70	3318.58	8084.07	243.600
Pharmaceutical	100	969.08	1329.18	137.159
Information Technology	100	1302.50	4024.25	308.962

Source: PROWESS database of CMIE

An analysis of the Reserves and Surplus reveals that the Steel Industry show highest mean of 1302.5 and Standard Deviation of 8084 followed by Auto Mobile Industry with the mean value of 1551.34 with Standard Deviation of 1698.22. The mean Reserves and Surplus is lowest in case of Textile Industry (205.05). The co-efficient variance is lowest in case of Food Industry (253.11) followed by Textile Industry (323.25). This shows that two industries, namely Food and Textile Industry are more consistent in terms of Reserves and Surplus during in the study period.

Thus, it can be inferred that, Steel Industry fluctuate Reserves and Surplus and Food Industry has more secured in Reserves and surplus during the period under study.

#### c. Net Worth

The Net Worth of a company is measured by subtracting the total assets of the company from its total liabilities. It is measured in terms of the substantial decrease in asset values relative to liabilities. The descriptive statistics of the explanatory variables for the period from 2001-02 to 2010-11 in selected industries are summarized below

## Descriptive Statistics of Net Worth

Industries	N	Mean	Std. Deviation	Co-efficient of Variance
Auto Mobile	70	1620.668	1753.311	108.18
Cement	80	851.562	1382.267	162.32
Food	100	308.191	260.179	84.42
Textile	100	239.977	346.606	144.43
Steel	70	3723.488	8802.251	236.40
Pharmaceutical	100	1021.108	1363.299	133.51
Information Technology	100	1346.278	4082.521	303.25

Source: PROWESS database of CMIE

It is found from the table 9 that the mean net worth is highest in Steel Industry (3723.48) with the standard deviation of 8802.25 followed by Auto Mobile Industry with mean of 1620.66 and standard deviation (1753). The mean Net worth is lowest in case of Textile Industry (239.98) with standard deviation of 346.6. The co-efficient of variation is least in case of Food Industry (84.42) followed by Auto mobile Industry (108.18). This shows that Food Industry and Automobile Industry are consistent in Net worth over the study period.

## d. Total Borrowings

Total borrowings include debt from banks (Short term as well as long term) and financial institutions, inter- corporate loans, fixed deposits from public and directors, foreign loans, loan from government, etc. Short term borrowings are included in the debt or total borrowings because it is observed that short-term borrowings are being used as a long-term source of finance in Indian context. The descriptive statistics of Total Borrowings for the period from 2001-02 to 2010-11 in sample industries were given in the table

## Descriptive Statistics of Total Borrowings

Industries	N	Mean	Std. Deviation	Co-efficient of Variance
Auto Mobile	70	586.834	813.590	138.640
Cement	80	461.683	509.143	110.280
Food	100	121.178	165.248	136.368
Textile	100	332.823	335.213	100.718
Steel	70	3095.313	6148.723	198.646
Pharmaceutical	100	438.485	830.129	189.318
Information Technology	100	43.657	118.239	270.840

Source: PROWESS database of CMIE

It is found that the steel Industry (3095.313) shows highest mean of Total Borrowings with the standard deviation of 6148.723 followed by Auto Mobile Industry with mean Total Borrowings of 586.834 and standard deviation of 813.590. Further it revealed that co-efficient of variance is least in Textile Industry (100.718) followed by Cement Industry (110.280), Food Industry (136.368) and Auto Mobile Industry shows the value of 138.640. Though the mean Total Borrowings is very less in Textile Industry when compared to other industries but is consistent in value of Total Borrowings over the study period.

## Findings

Components of Capital Structure in Selected Industries With a view to analyze the analysis of various components of capital structure under the study has been carried out and the main findings of the study is given below. The steel Industry (182.05) showed highest mean of Equity Capital with the standard deviation of (320.90). It revealed that co-efficient of variance is least in Food Industry (88.30) when compared to other industries but it was consistent in value of Equity Capital. An analysis of the Reserves and Surplus revealed that the Steel Industry showed highest mean of (1302.5) and Standard Deviation of (8084). The co-efficient variance was lowest in case of Food Industry (253.11) followed by Textile Industry (323.25). This showed that, the two industries, Food and Textile Industry was more consistent in terms of Reserves and Surplus. However the mean Net Worth is highest in Steel Industry 3723.48 with the standard deviation of 8802.25 followed by Auto Mobile Industry with mean of 1620.66 and standard deviation 1753. The co-efficient of variance was least in case of Food Industry 84.42 followed by Auto mobile Industry 108.18. This showed that Food Industry and Automobile Industry was consistent in Net worth. Finally, it was found that the steel Industry (3095.313) showed highest mean of Total Borrowings with the standard deviation of (6148.723) followed by Auto Mobile Industry with mean Total Borrowings of (586.834) and standard deviation of (813.590). Further it revealed that co-efficient of variance is least in Textile Industry (100.718) when compared to other industries, but it was consistent in value of Total Borrowings.

## Conclusion

This study attempted to explore the determinants of capital structure among selected manufacturing industries listed on the National Stock Exchange and Bombay Stock Exchange in India for a period of ten years. Debt-Equity ratio, was considered as Dependent variable while Size of Firm, Profitability, Tangibility, Growth, Profitability, Earning Risk, Non-Debt Tax Shield, Business Risk, Equity Capital, Reserve and Surplus, Net Worth and Total Borrowings were considered as Independent variables for the study. It was found that the selected independent variables had significant effect on Debt-Equity Ratio for majority of the Industries.

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## A STUDY ON INVESTOR'S ATTITUDE TOWARDS MUTUAL FUND INVESTMENTS



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### **Abstract**

Investment is an attempt to carefully plan, evaluate and allocate funds to various investment outlets that offer safety of principal and expected returns over a long time of period. If the investment is properly undertaken the return will be commensurate with the risk the investor assumes. The investor without basic financial knowledge and awareness about mutual fund characteristics struggle to take a wise investment decision. As investment decision is positively related with financial literacy, an effort has been made to know the level of financial literacy and its influence towards mutual fund selection. Each investor is unique in his character, knowledge and ability to tolerate risk. Investment size and choice of investment decisions depend on their personal characteristics and their attitude towards risk. Data were collected from several brokers, investors (with

the help of banks). Questionnaire were issued out randomly to 150 investors. Questionnaire contained 30 questions which were related to demographic characters, investment objectives, factors influencing the investment towards mutual fund, financial literacy and awareness level of mutual fund investment, their saving and mode of investment and their preference about the various mutual fund companies. Direct interview was held with bank employees to know the growth rate of mutual fund investment. SPSS software was used to analyze ANOVA, and are used to prove and disprove the hypothesis. Finally the researcher found that the investors attitude towards mutual fund is highly increasing because of less risk and maximum returns compare to other sources.

**Keywords:** Investor's attitude, Mutual fund investment, Factors, Investment objectives.

### **Introduction**

#### **Infrastructure of Mutual Funds**

The Indian financial system is based on four basic components viz, financial market, financial institutions, financial service, and financial instruments. The main aim of the Indian financial system is to provide efficient services to capital market. The formation of UTI marked the evolution of the Indian mutual fund industry. The primary objective at the time was to attract the small investors and it was made possible through the government of India and the Reserve Bank of India. To protect the interest of the investors, SEBI formulated policies and regulates mutual funds. The various types of mutual funds are Equity funds Under equity fund there different kinds of funds viz., 1. Aggressive growth funds 2. Growth funds, 3. Equity Income or Dividend Yield Funds 4. Diversified Equity Funds 5. Equity Index Funds 6. Value Funds 7. Speciality funds. Other types of funds are a) Sector Funds b) Foreign Security Funds c) Mid-cap or small - cap Funds d) option Income Funds, e) Money market or liquid funds, f) Hybrid Funds, g) Balanced Funds and so on. Advantages of mutual funds are diversification, professional management and diversification of risk, safety of investment, liquidity of investment, tax benefits, low operating cost and switching.

### **Growth of Mutual Funds**

The industry consisted of the Unit Trust of India, Mutual funds sponsored by public sectors and insurance companies that set up by private and foreign funds. The entry of private sector mutual fund players had imparted competitive efficiency to the industry, helped investors to choose from funds with different maturity periods and offered different risk- return trade-offs.

### **Attitude of Mutual Fund Investors**

The primary perceptions and expectations of the investors who join the mutual fund are high returns and tax deduction. The attitude of investors had been divided into three categories viz., fund related qualities, fund sponsored qualities and investor related services. For analyzing each type of quality the opinions of the investors on five given statements had been elicited on a five-point scale. Sex, age, the qualification and the marital factors influenced the attitude score of investment of mutual fund. The investors primary concern was making minimum initial investment.

### **Review of Literature**

Desigan et. Al. (2006) conducted a study on women investor's perception towards investment and found that women investor's basically are indecisive in investing in mutual funds due to various reasons like lack of knowledge about the investing in mutual funds due to various reasons like lack of knowledge about the investment protection and their various investment procedures, market fluctuations, various risks associated with investment, assessment of investment and redressal of grievances regarding their various investment related problems. Savings is a habit specially embodied into women.

Ramamurthy and Reddy (2005) conducted a study to analyze recent trends in the mutual fund industry and draw a conclusion that the main benefits for small investors due to efficient management , diversification of investment, easy administration, nice return potential, liquidity, transparency, flexibility, affordability, wide range of choices and a proper regulation governed by SEBI. The study also analyzed about recent trends in mutual fund industry like varioust exit and entry policies of mutual fund companies, various schemes related to real estate, commodity, bullion and precious metals, entering of banking sector in mutual fund, buying and selling of mutual funds through online.

Anand and Murugaiah (2004) had studied various strategic issues related to the marketing of financial services. They found that recently this type of industry requires new strategies to survive and for operation. For surviving they haave to adopt new marketing strategies and tactics that enable them to capture maximum opportunities with the lowest risks in order to enable them to survive and meet the competition from various market players globally.

### **Objectives**

- To analyze the opinions of the unit holders towards the investment in mutual funds.
- To analyze the factors which are influencing the investment in mutual funds.

### **Hypothesis Formulated**

- H0: There is no significant relationship between age and investment objective.
- H1: There is significant relationship between age and investment objective
- H0: There is no significant relationship between source of income and influencing factors of investment.

- H1: There is significant relationship between source of income and influencing factors of investment.

### Research Methodology

- Primary data were collected through Questionnaire (sample size 150).
- Secondary data were collected from books and journals.
- Simple random Sampling method was used to collect data.

### Limitation

- People were not very responsive.
- The sample size used for the research is less.
- The information collected is based on the perception of the respondents.

### Analysis and Interpretation

Hypothesis:1					
▪ H0: There is no significant relationship between source of income and influencing factors of investment.					
▪ H1: There is significant relationship between source of income and influencing factors of investment.					
<b>ANOVA</b>					
sources of income					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	3.550	4	.887	.900	.466
Within Groups	143.044	145	.987		
Total	146.593	149			

C.V = .900

T.V = .466

C.V > T.V Hence Alternate Hypothesis is accepted. Null Hypothesis is rejected and conclude that there is significant relationship between source of income and influencing factors of investment.

### Hypothesis 2:

- H0: There is no significant relationship between age and investment objective.
- H1: There is significant relationship between age and investment objective

<b>ANOVA</b>					
age					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	10.901	4	2.725	2.567	.041
Within Groups	153.932	145	1.062		
Total	164.833	149			

C.V = 2.567

T.V = 0.041

C.V > T.V Hence Alternate Hypothesis is accepted and conclude that there is significant relationship between age and investment objective.

### Findings

- People preferred more than one plan in deciding their investment options. People relied more on their own relatives than any other popular mode of channels.
- Married, salaried Male investors largely outnumbered for mutual fund investments.
- Majority of the investors had only a partial knowledge of mutual fund industry.
- A hard achieved and recognized brand name scores the highly favoured by the investors.

### Suggestions

- The investors should be given the option of participating in investor's education programme especially for the under educated once in a month.
- The information about the risks attached to the products should be revealed exactly to the investors, as is done with the subject of tax benefits.
- Portfolio of the securities should be kept under check so as to increase the growth of funds, which in turn will increase the satisfaction of the investors.
- Investors can take their own steps in analyzing the market conditions and can be advised to make a portfolio and investment analysis on their investment.

### Conclusion

From the study it was found that the investors had a positive attitude towards their investment made in Mutual Funds. Majority of the investors prefer mutual funds for the returns and felt that it was a safe measure of investment. The investors selected the schemes considering the returns earned from them. The preferred schemes and funds were the equity schemes and open ended funds. Though the investors were not aware of the risks attached to the investment they had a positive attitude towards the mutual funds

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## A STUDY ON CUSTOMER AWARENESS OF E-BANKING SERVICES OF BANKS IN EGMORE CHENNAI



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### **Introduction**

Customer awareness, which refers to a buyer's knowledge of a particular product or company, allows the buyer to get the most from what he buys. Consumers know more about their choices when they have product information and benefit from knowing their rights, hearing about alerts and warnings and finding out about safety issues. Online banking also known as internet banking, e-banking, or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct financial transactions through a website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking that was the traditional way customer's access banking services.

### **Literature Review**

Karjaluoto (2002), in his paper made an attempt to determine those factors that influence the formation of consumer attitude toward electronic banking. The author studied that how attitude towards technology in general impact on consumer behavior in an IT environment. The author identified the beliefs, attitudes and intention of consumer towards e-banking by means of 30 in-depth interviews and a mailed questionnaire in Finland. The results of the study indicated that educated and relatively wealthy segment use more electronic banking services. The author also recognized that a negative attitude toward technology, valuing personal service and demographic characteristic were found to be the most substantial barrier in adoption of electronic banking in Finland.

### **Research Objectives**

- The Primary Objectives of the study is "Customer Awareness of E-Banking Services".
- To analyze among customers using internet banking.
- To identify the level of security among customers in using these services.
- To find out the popularity of the E-banking service in customers as users and non-users along with reasons.

### **Research Methodology**

The research is Descriptive research includes surveys, fact finding inquiries of different kinds. The major purpose of this research is a description of the state of affairs, as it exists at present.

The main character of this method is that there searcher has no control over the variables; he can only report what has happened or what is happening.

### Sampling Design

#### Sampling Technique

The sampling technique adopted has been convenience sampling technique.

#### Convenience Sampling

It is one of the non- probability sampling method. Convenience sampling is also known as accidental sampling. It is a method in which samples are drawn at the convenience of the researcher.

Sample Size: The sample size for the present study consists of 150 respondents.

#### Tools Used

- Percentage Analysis
- Weighted Average Analysis

#### Data Collection Method

##### Primary Data

The Primary data were collected from the respondents by administering a structured questionnaire and also through interviews and discussion with the customers

##### Secondary Data

The Secondary Data are collected from the Magazines, Company journals, and through the Internet.

#### Data Analysis and Interpretation

##### 1. The Table Showing Classification of Gender of the Respondents

Gender	No. Of Respondents	% Of Respondents
Male	105	70%
Female	45	20%
Total	150	100%

##### 2. The Table Showing Classification Ofage of the Respondents

Age	No. of respondents	% of respondents
21-35	75	50%
36-45	45	30%
46-55	24	16%
Above 55	06	04%
TOTAL	150	100%

##### 3. The Table Showing Security & Privacy on E- Banking

Particulars	No. Of Respondents	% of Respondents
Strongly agree	66	44%

Agree	50	33%
Neutral	18	12%
Disagree	10	07%
Strongly Disagree	06	04%
Total	150	100 %

#### 4. The Table Showing Reasons for Not using E-Banking

Particulars	No. of Respondents	% of Respondents
Poor Knowledge	43	29%
Insecurity	65	43%
No need	22	15%
Never heard E-Banking	20	13%
Total	150	100 %

The analysis of the data collected using the survey questionnaires. Exactly 150 questionnaires were contacted to participate in the survey. The data thus collected were cleansed and analyzed using statistical package. The results of the data analysis are presented as tables in the following sub-sections. It describes the Percentage analysis, Weighted Average Analysis. It concluded that most of the respondents said that the bank will never misuse my financial information, weight age give for b is 19.27, weight age given for a is 14, weight age given for c is 13.7, weight age given for d is 15.27, weight age given for e is 16.2.

#### Findings

- Mostly 70% of the respondents are male and the remaining 30% of the respondents are female.
- Mostly 50% of the respondents under the age of 21 - 35 are using E- banking services and rarely Above 55 age respondents are using E-banking services.
- Mostly 44% of the respondents are strongly agreed about the security and privacy & rarely 4% of the respondents are strongly disagreeing about security and privacy in E-banking.
- Mostly 43% of the respondents are not using e-banking because of insecurity & rarely 13% of the respondents are never heard about E-banking services of banks.

#### Suggestions

- Banks should obey the RBI norms and provide facilities as per the norms, which are not being followed by the banks. While the customer must be given the prompt services and the bank officer should not have any fear on mind to provide the facilities as per RBI norms to the units going sick.
- Give proper training to customers for using e-banking and create a trust in mind of customers towards security of their accounts
- Provide a platform from where the customers can access different accounts at single time without extra charge and Make their sites more users friendly. Customers should be motivated to use Internet banking facilities more and Bank should extend the technology which is used in internet banking in order to remove the difficulties.

### Conclusion

- In a country like India, there is need for providing better and customized services to the customers. The main factors which persuade people to use E-banking are comfort & convenience & the facility which attracts them most is quality& quantity of information.
- Going through the survey, overall 105respondents are aware of e-banking and they are using e-banking services which are 70% of population study. And the least no. of people aware of internet banking the main problem lies that still customer have a fear of hacking of accounts and thus do not go on for internet banking.
- If proper training should be given to customer by the bank employs to open an account will be beneficial secondly the website should be made friendlier from where the first time customers can directly make and access their accounts. In addition banks should design the website to concern security and privacy issues.

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## A STUDY OF EMPLOYEES' JOB SATISFACTION AND ITS IMPACT ON THEIR PERFORMANCE



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### **Abstract**

*Cheerful specialists are beneficial laborers and gainful specialists are probably going to be upbeat. Worker work fulfillment is fundamental to confront the dynamic and consistently expanding difficulties of keeping up efficiency of the association by keeping their workforce always drew in and persuaded. Besides, natural weights, rising wellbeing costs and different needs of the workforce additionally represent a test for the administration.*

*This could be overwhelmed by making a workplace that keeps up worker work fulfillment and in addition spurs individuals towards extraordinary execution at the work environment accomplishing work-life adjust. This paper diagrams the wide shapes of different factors in charge of representative fulfillment and different courses by which one can boost worker fulfillment. Catchphrases: Deviance, Employee Performance, Satisfaction, turnover.*

### **Introduction**

Representative fulfillment alludes to a gathering of positive or potentially negative sentiments that an individual holds toward his or her activity. Employment Satisfaction is a piece of life fulfillment. It is the measure of joy or happiness related with a vocation. Employment Satisfaction is an enthusiastic reaction to a vocation. Employment fulfillment is a standout amongst the most mainstream and generally investigated points in the field of hierarchical brain science (Spector, 1997). Locke (1976) characterizes work fulfillment as a pleasurable or positive enthusiastic state coming about because of the evaluation of one's activity or occupation encounters. Occupation fulfillment has been considered both as a result of numerous individual and workplace attributes and as a predecessor to numerous results. Representatives who have higher occupation fulfillment are typically less missing, less inclined to leave, more profitable, more inclined to show authoritative duty, and more inclined to be happy with their lives (Lease, 1998). There are an assortment of components that can impact a man's level of employment fulfillment. Some of these elements incorporate the level of pay and advantages, the apparent decency of the advancement framework inside an organization, the nature of the working conditions, authority and social connections, the activity itself (the assortment of errands included, the intrigue and test the activity produces, and the clearness of the set of working responsibilities/necessities). The more joyful individuals are inside their activity, the more fulfilled they are said to be. The idea of occupation fulfillment has picked up significance as far back as the human relations approach has turned out to be well known. Occupation fulfillment includes complex number of factors, conditions, emotions and behavioral inclinations.

## Review of Literature

The investigation of occupation fulfillment is a subject of wide enthusiasm to the two individuals who work in associations and individuals who examine them. Occupation fulfillment has been firmly related with numerous authoritative marvels, for example, inspiration, execution, administration, state of mind, strife, moral and so forth. Analysts have endeavored to recognize the different segments of occupation fulfillment measure the relative significance of every segment of occupation fulfillment and analyze what impacts these parts have on workers' efficiency.

Spector (1997) alludes to work fulfillment as far as how individuals feel about their employments and distinctive parts of their occupations.

Ellickson and Logsdon (2002) bolster this view by characterizing work fulfillment as the degree to which representatives like their work.

Schermerhorn (1993) characterizes work fulfillment as a full of feeling or enthusiastic reaction towards different parts of a worker's work. C.R. Reilly (1991) characterizes work fulfillment as the inclination that a specialist has about his activity or a general mentality towards work or a vocation and it is affected by the impression of one's activity.

J.P. Wanous and E.E. Lawler (1972) allude to work fulfillment as the total of occupation feature fulfillment over all aspects of a vocation. Abraham Maslow (1954) recommended human need from a five-level chain of importance going from physiological necessities, wellbeing, belongingness and cherish, regard to self completion. In view of Maslow's hypothesis, work fulfillment has been drawn closer by a few specialists from the point of view of need satisfaction. Occupation fulfillment and disappointment not just relies upon the idea of the activity, it likewise relies upon the desires what the activity supply to a representative (Hussami, 2008).

Lower comfort costs, higher authoritative and social and characteristic reward will build work fulfillment (Mulinge and Mullier, 1998). Employment fulfillment is unpredictable wonder with multi features and affected by the components like compensation, working condition, self-governance, correspondence, and hierarchical duty (Vidal, Valle and Aragón, 2007).

Diverse individuals translate remuneration in an unexpected way. Pay, reward, acknowledgment, and wages are terms utilized as a part of various circumstances (Zobal, 1998). The pay is characterized by American Association as "money and non-money compensation gave by the business to administrations rendered".

Pay was observed to be the prime factor for the inspiration and occupation fulfillment of salaried representatives of the vehicle business in the aftereffects of the review done by Kathawala et al. (1990). The review endeavored to survey the different activity attributes and the way the representatives positioned them as helpers and satisfiers.

The outcomes demonstrated that remuneration was positioned as the main occupation component for work fulfillment and increment in pay for execution was positioned as the main employment component for inspiration. Pay is exceptionally important device for maintenance and turnover. It is additionally a spark for a representative in duty with the association which in result improves fascination and maintenance (Zobal, 1998; Moncarz et al., 2009; Chiu et al., 2002). It additionally fills in as communicator when it is given to worker against his administrations which indicates how much a representative is profitable for its association (Zobal, 1998). The coaching is utilized for advancement introduction (Scandura and Williams, 2004).

At the point when a chief gives coaching, the relationship influences the protégés ability improvement and goals to stay with the business (McManus and Russell, 1997). Then again non-supervisory tutor may expand mentee's certainty by giving access to outside association (Scanduraa and Williams, 2004). The quick administrator bolster is essential in authoritative change. In spite of the fact that the help of boss isn't extremely pivotal in fulfillment however it has positive effect on fulfillment (Griffin, Patterson and West, 2001).

As per Chakrabarty, Oubre, and Brown (2008), "maybe the finest manner by which managers can depict himself as a good example is to by and by show legitimate procedures with the goal that worker could see how employment ought to be finished.

J.D. Politis (2001) has analyzed the parts played by administration during the time spent learning securing and a review was done on 227 people who were occupied with information procurement exercises to look at the connection between authority styles and learning obtaining qualities.

The outcomes demonstrated that the initiative styles that include human cooperation and empower participative basic leadership are connected decidedly to the aptitudes and basic learning procurement. As indicated by the investigation directed by Friedlander and Margulies (1969), it was found that administration and inviting staff connections add to the level of employment fulfillment. In any case, this outcome repudiates with perspective of Herzberg (1966) who upheld the view that supervision is unimportant to the level of employment fulfillment.

Arnold and Feldman (1996), advanced factors, for example, temperature, lighting, ventilation, cleanliness, clamor, working hours, and assets as a feature of working conditions. The specialist would rather want working conditions that will bring about more prominent physical solace and comfort. The nonattendance of such working conditions, in addition to other things, can affect inadequately on the laborer's psychological and physical prosperity (Baron and Greenberg, 2003). Arnold and Feldman (1996) demonstrates that variables, for example, temperature, lighting, ventilation, cleanliness, clamor, working hours, and assets are all piece of working conditions. Representatives may feel that poor working conditions will just incite negative execution, since their occupations are rationally and physically requesting.

## **Objectives**

The target of the examination is as per the following:

- To distinguish the variables which impact the activity fulfillment of workers.
- To recognize the effect of workers' activity fulfillment on their execution.
- To recognize the variables which enhance the fulfillment level of representatives.

## **Importance of Employee Satisfaction for the Organization**

- Enhance representative maintenance.
- Increase profitability.
- Increase consumer loyalty.
- Reduce turnover, selecting, and preparing costs.
- Reduced wastages and breakages
- Reduced mischance.
- Reduced Absenteeism
- Enhanced consumer loyalty and reliability.

- More fiery representatives.
- Improved collaboration.
- Higher quality items or potentially benefits because of more skillful, stimulated representatives.

### Factors Influencing Employee Job Satisfaction

#### 1. Policies of Compensation and Benefit

This is the most vital variable for representative fulfillment. Pay can be portrayed as the measure of reward that a laborer anticipates from the activity. Representatives ought to be happy with aggressive pay bundles and they ought to be happy with it while contrasting their compensation parcels and those of the outcasts who are working in a similar industry. A sentiment fulfillment is felt by achieving reasonable and impartial prizes.

Following focuses might be portrayed under this classification:

- Salaries or wages
  - Bonus
  - Incentives, for example, medicinal recompense, instructive remittance, HRA and so forth.
- #### 2. Job Security
- Professional stability is a representative's affirmation or certainty that they will keep their present place of employment. Representatives with an abnormal state of employer stability have a low likelihood of losing their activity soon.

Following focuses go under this class:

- Facility of exchange
  - Accessible/sensible target
  - Leaves
- #### 3. Working conditions
- Representatives are profoundly energetic with great working conditions as they give a sentiment wellbeing, solace and inspiration. Despite what might be expected, poor working condition draws out a dread of terrible wellbeing in representatives. The more agreeable the workplace is more profitable will be the representatives.

Following these focuses go under this class

- Feeling safe and solace in workplace.
  - Tools and hardware.
  - Working techniques.
  - Security protects and stopping office.
  - Well ventilated with great light fans and cooling.
  - Neat and clean office put, rest territory and washrooms
- #### 4. Relationship with Superior expert
- A decent working association with your chief is fundamental since, at each stage, you require his or her expert info, helpful feedback, and general comprehension.

Following these focuses go under this classification

- Relationship with prompt chief.
- Communication amongst workers and senior administration.
- Treatment to worker

## 5. Promotion and Career Development

Advancement can be responded as a noteworthy accomplishment in the life. It guarantees and conveys more pay, duty, expert, freedom and status. The open door for advancement decides the level of fulfillment to the worker.

Following focuses go under this classification

- Opportunity for advancement.
- Equal chance to develop in spite of being male or female.
- Training program.
- Opportunity for utilization of aptitudes and capacities.

## 6. Leadership Styles

The fulfillment level in the activity can be controlled by the initiative style. Worker fulfillment is incredibly improved by popularity based style of authority. Fair pioneers advance fellowship, regard and warmth relationship among the representatives. Despite what might be expected, representatives working under tyrant and oppressive pioneers express low level of worker fulfillment.

Following focuses go under this classification:

- Prefer fair style of initiative
- Friendship, regard and warmth relationship

## 7. Work gathering

It is a characteristic want for people to interface with others. In this manner, presence of gathering in association is a typical perceptible reality. This trademark brings about the development of work assemble at the work put. Segregated laborers detest their activity. The work bunches make utilization of an astounding impact on the fulfillment of representatives.

Following focuses go under this class

- Relationship with the gathering individuals.
- Group elements
- Group cohesiveness
- Need for association.

## 8. Personal Variables

The individual determinants additionally help a great deal in keeping up the inspiration and individual variables of the representatives to work viably and productively. Representative fulfillment can be identified with mental elements. In this way, quantities of individual factors decide the worker fulfillment of the representatives. There are five factors under this class - Personality, Expectation, Age, Education, and Gender Differences

## 9. Other Factors

There are some other critical factors which influence the level of worker fulfillment in association. Following focuses go under this classification:

- Group active (feel like a piece of family).
- Encouragement and input.
- Use of web and other innovation for doing work

## Conclusion

Based on above considerations, we can state that worker demeanors regularly mirror the lesson of the organization. In regions of client administration and deals, glad workers are critical in

light of the fact that they speak to the organization to the general population. Each association ought to create methodologies that reinforce the workplace and increment the representative's resolve and worker's fulfillment to upgrade worker execution and efficiency, which at last outcomes in high benefits, consumer loyalty and client maintenance. Occupation fulfillment speaks to a standout amongst the most complex territories confronting the present directors with regards to dealing with their representatives. Strategy producers and directors have turned their regard for give various types of offices to their workers with a specific end goal to fulfill their representatives. A decent workplace and great work conditions can build representative occupation fulfillment and the workers will endeavor to give their best which can expand the worker work execution.

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## MANAGEMENT STUDIES: GENERAL MANAGEMENT RISK PREFERENCES AND DEMAND DRIVERS OF CONSUMER DURABLES EXTENDED WARRANTIES



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### **Abstract**

*Extended warranties are common in the Indian marketplace and are frequently sold as add-on products at the point of sale for an underlying asset whose performance serves as the basis of the contract. Warranty can be viewed as a maintenance service contract where the manufacturer carries out corrective actions to rectify any problems (such as the item not performing as expected, failures of components, etc.) that the customer experiences over the warranty period. After the base warranty period expires, any failure of the product incurs a repair cost to the consumer. Therefore, an extended warranty of the product is becoming increasingly popular both among sellers and consumers. These warranties provide retailers with an additional source of revenue in a market characterized by long repurchase cycles, with prices of extended warranties generally exceeding "...the average expected costs of repair by considerably more than what might be attributed to profit and overhead"*

*(Fox and Day 1988, p. 337). They also offer dealers opportunities for repeat customer contact, with the goal of interesting customers in future purchases (Advertising Age 1985). Finally, the marketing of extended warranties offers retailers an opportunity to enhance the image of their store (Kelley et al 1988). When effectively marketed and implemented, extended warranties offer a win/win situation for consumers and retailers alike. Extended warranties appeal to consumers by reducing perceived risk and assuring consistent and quality service. This paper in particular attempts to explore the changing dynamics of Indian consumers buying habits in the backdrop of extended warranties offered at the electronic retail chain stores in India. This research aims at profiling the prospective buyers and non buyers of such warranty programs and their risk preferences. This research paper attempts to understand the key demand drivers for purchase of consumer durable and electronics EW contracts in India.*

### **Introduction**

An EW is a contract or agreement for a separately stated consideration and/or for a specific duration that obligates one party (the obligor) to perform/provide specific remedies. Such remedies may include the: repair, replacement or maintenance of property or indemnification for repair, replacement or maintenance, for the operational or structural failure due to a defect in materials, workmanship or normal wear and tear, with or without additional provision for incidental payment of indemnity under limited circumstances lengthen the coverage provided by the manufacturer's basic warranty. The primary extended warranty purchase determinants are perceived probability of loss, extent of loss, risk aversion, and amount of insurance premium. Many retailers that offer consumer durables, such as colour televisions, refrigerators and laptops, also offer add-ons, such as retailer-backed warranty extensions. Consumers might value these warranty extensions, but they also tend to ignore them without prompting (Competition Commission, 2003; Gabaix & Laibson, 2006; Ni, Neslin, & Sun, 2011; Thaler & Sunstein, 2009). Since their introduction by large electronics chain stores in the late 1980s, extended warranties have become a core

product for many retailers. Their cost usually ranges between 10% and 50% of a product's original price (Business Week 2004). Typically extended warranties are priced at a product segment level based on product price bands. Given the financial stake that retailers have and the costs to consumers, understanding the factors that affect consumer purchase decisions of extended warranties and whether the process can be influenced is both theoretically and substantively important. The market for extended warranties is growing rapidly. The reason why more companies are following in each other's footsteps is not just because of the rising demand for better service from customers. In many cases it has been observed that manufacturer's profit margin on the extended warranties are actually higher than that on the products.

### Literature Review

In the warranty literature, few papers illustrate how heterogeneity among customers can enable segmentation of the extended warranty market. For example, Padmanabhan and Rao (1993) consider pricing strategies in the presence of heterogeneous risk preferences and consumer moral hazard. Lutz and Padmanabhan (1994) consider income variation among customers, whereas Lutz and Padmanabhan (1998) examine how customers' differing utility of a functioning product enables market segmentation. Three papers discuss usage heterogeneity in the context of warranty pricing. Padmanabhan (1995) shows how manufacturers can design and price a menu of warranty options in the presence of consumer moral hazard and usage heterogeneity, and satisfy the warranty demands of various consumer segments. Hollis (1999) examines consumer welfare in the extended warranty market when customers vary in usage, but the manufacturer cannot verify usage (and so cannot use usage as part of its warranty terms). Moskowitz and Chun (1994) study the design and pricing of a menu of usage and time based warranties in the presence of usage variation among customers. To those marketing such consumer durables, extended warranties can be very profitable. According to one study (Desai and Padmanabhan, 2004), the percentage of consumers purchasing such warranties ranges from 20% for automobiles to 75% on home electronics like stereos and computers. The Consumer Electronics Association estimated that only 20% of consumers purchasing an extended warranty for an electronic device ever use the service (Noel, 2001). It is clear that this is a big and highly profitable business, especially for retailers like Best Buy and Circuit City (Berner, 2005). Extended warranties offer retailers margins ranging from 44% to 77% (Noel, 2001), and can account for as much as 50% of an independent retailers' profits (Baird and Benady, 1996). The relationships between warranty, reliability, and quality have also been explored. Price and Dawar (1995) examine how the effects of brands and warranties affect consumer evaluations of quality. They find that, under certain conditions, the two signals may interact to convey quality. Warranty and quality issues, along with costs of warranty repair, in the automobile industry have been investigated. Douglas et al (1993) find an inverse relationship between quality and warranty in the US market. Gill and Roberts (1989) find empirical support for their model that predicts that there is a higher cost of warranty repairs, i.e. more trips to the mechanic, for people more willing to visit the shop. Agrawal et al (1996) look at the relationship between warranty levels and reliability and find that product age, increased market penetration, and greater variation in the reliability of brands lead to 'improvements' in this relationship. The presence of an independent insurer under writing extended warranty can change the manufacturer's warranty and pricing policies which can have the impact on manufacturer's profits and consumer's purchasing intention (Padmabhaban 1993). In general, consumers buy extended

service contracts because they believe the contracts offer some value beyond the typical warranties of the manufacturers. Research indicates that consumers are more likely to buy extended warranties as the complexity and the price of the product increase (“Warranty Industry” 1991).

Further, many consumers consider extended service contracts a method of reducing financial and performance risk (Kelley and Conant, 1991). Sahin and Polatogu (1998) provide an excellent review of various warranty policies and product failure models. Wamer (1987) analyzes the trade-off between warranty and quality, and illustrates the sensitivity of warranty costs to environmental variables. Anderson (1977) develops an optimization decision model for the optimal choices of the warranty period and the product price. Balcer and Sahin (1986) derive total product replacement cost under both “pro rata” and “free replacement” warranty policies by assuming that the successive failure times form a renewal process. Opp et al. (2003) consider a cost minimization problem of outsourcing warranty services to repair vendors under static allocation. Another unique work related to warranties by Cohen and Whang (1997) develop a product life-cycle model in which warranty cost is incorporated in the profit function of a firm seeking to maximize total lifecycle profit from a product. They assume that the warranty will run for a fixed interval and that the warranty cost is linear with the manufacturer’s quality of after-sales service.

Glickman and Berger in “Optimal price and protection period decisions for a product under warranty” consider the effect of warranty on demand by assuming that demand increases as the warranty period increases. According to Ursula Moran, analyst for Sanford C. Bernstein & Company, two types of consumers purchase extended warranties. “One is the people who live paycheck to paycheck who don’t want to deal with any extra expenses. The second kinds are those who buy it for convenience.” (St. Louis Post Dispatch, 1998).

### **Objective of the Study**

The purpose of the study is to understand the Customer dynamics in India for purchasing extended warranty contracts on electronics and home appliances products. The main objectives of the study are:

- To understand critical demand drivers for the purchase of extended service contract in India.
- To understand preferred time for purchasing extended warranty.
- To understand the most effective media for communication of extended warranties.
- To understand the most preferred channel for extended warranty purchase.

### **Methodology**

For this research, we had sampled 312 respondents who have purchased or planning to purchase brown, digital, and white goods from ten regional retailers in Bangalore. These retail chains are offering extended warranties or service contract liability plans to their customers. These warranties are customized and branded as retailers’ “white label”. Ten multi store retailers in Bangalore were accessed to gather sample of customers who have purchased electronic/digital/large appliances or planning to buy such products from these retail outlets during the period 2<sup>nd</sup> February, 2018 to 4<sup>th</sup> March, 2018. A heterogeneous population was desirable in order to increase the generalizability of the results to other populations. Questionnaires were used as an instrument of data collection and the sampling element employed were customers or prospective customers of these ten regional retailers in Bangalore. Mall intercept method was employed to select a sample size of 312 respondents. Closed and open-ended questions were

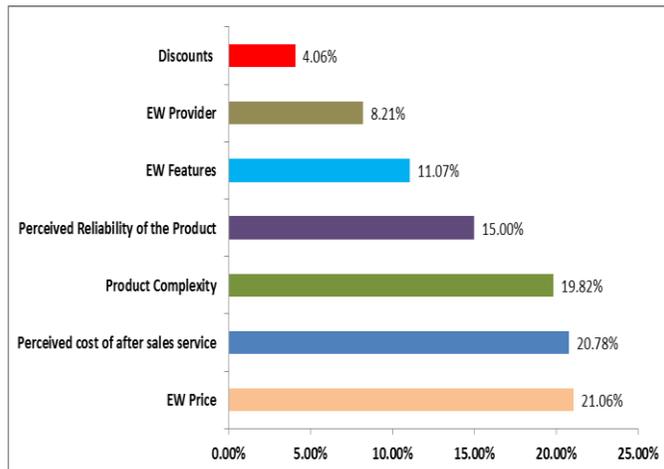
drafted for this purpose and a proper sequence was employed while constructing the questionnaires.

## Results and Discussions

The distribution of gender was 66% males and 34% females with the median age category being 26-35 years. 48.34% respondents were graduates followed by 37.81% postgraduates. Majority (82.31%) respondents were salaried and 56% of the respondents were within the annual salary bracket of less than 5 Lakhs. During the study, 93.4% of the respondents expected manufactures' to provide warranty on the electronic products sold with 29% of the respondents expecting this warranty to be more than 5 years. 77.1% of the respondents had heard about availability of extended warranties on consumer durable/ electronic products and the most effective media identified during the study was retailer/salesmen advise (18.9%) followed by internet (16.6%) and in shop branding (16%). Hence, majority (38.3%) of the respondents believed that retailers sell extended warranties and considered it as the preferred channel to buy an EW (38.3%). 44.6% of the respondents did not anticipate buying an extended warranty before they arrived at the store but considered sales staff advice (57.1%) as a source of knowledge about availability of extended warranty.

As shown in figure No.1 below, 21.06% of the respondent considered price as the most important attribute while making EW purchase decision followed by perceived cost of after sales service (20.78%), product complexity (19.82%), perceived reliability of the product (15%), EW features (11.07%), EW provider (8.21%) and discount (4.06%). There is a marginal difference between price of extended warranty contract and perceived cost of after sales service. Hence, price sensitivity and perceived cost of after sales service are critical demand drivers while considering an extended warranty purchase.

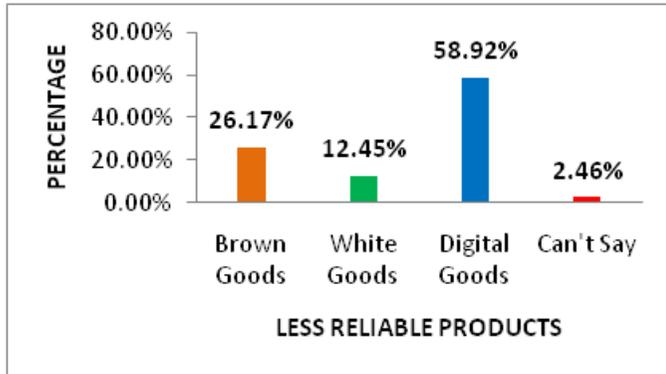
**Figure 1: Critical demand drivers for extended warranties**



Perceived reliability of the product under consideration was a key factor in deciding the need to buy an extended warranty. Generally, customers are more inclined to think about buying an extended warranty for the products which they believed had lower perceived reliability. Idea of buying an extended warranty on such products will ensure complete peace of mind to the buyers. Figure 2 indicates that 58.92% of the respondents considered digital goods (Mobile Phones, laptops, tablets etc.) to

be less reliable followed by 26.17% considering brown goods (LCD/LED, home theatres, Hi-Fi systems etc.) and only 12.45% considered brown goods (Refrigerators, washing machines, air conditioners etc.) as less reliable.

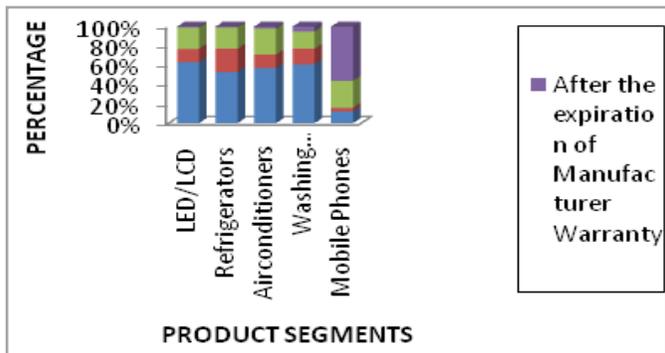
Figure 2: Perceived reliability of the products



point-of-sale was fresh in their minds. Interestingly in case of mobile phones (56%) of the customers said they would like to buy an extended warranty after the expiry of manufacturer warranty owing to high degree of rotation of mobile phones.

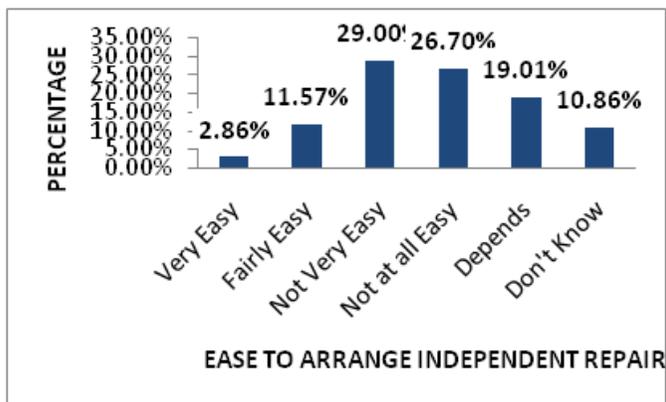
As shown in figure No.3 below, among 73% who said they were interested in purchasing an extended warranty, LED (63%), refrigerators (53%), Air conditioners (57%) and Washing machines (61%) said they would like to do so at the time and place of the product purchase. The point-of-sale probably won out because the respondents had either recently bought or were about to buy a product. So the

Figure 3: Product segment wise EW buying preference



From Figure 4, it is clear that it is not easy to arrange for repairs independently in the absence of an extended warranty. Majority of the customers felt that arranging repairs in the absence of extended warranties was a difficult task that would require lot of time, energy, and money.

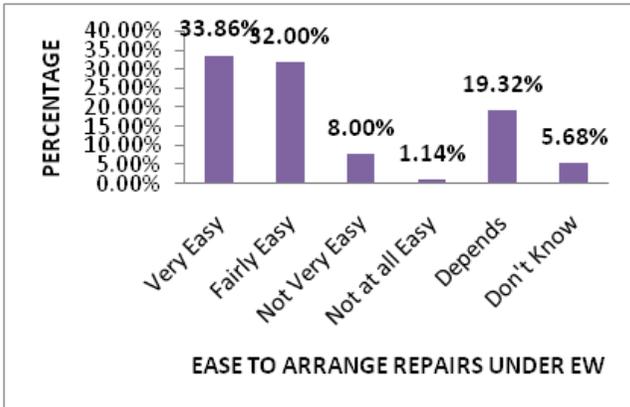
Figure 4: Ease to arrange repairs under extended warranty



An extended warranty is an extended coverage for electrical or mechanical breakdown. It may or may not cover peripheral items, wear and tear, damage by computer viruses, re-gassing, normal maintenance, accidental damage, or any consequential loss. The indemnity is to cover the cost of repair and may include replacement if deemed uneconomic to repair. Hence, from Figure 5, it is evident that perceived ease of arranging repairs under EW was a critical

determinant factor during the study. It could be argued that what customers are really buying when they buy an extended warranty service plan is customer service and technical support.

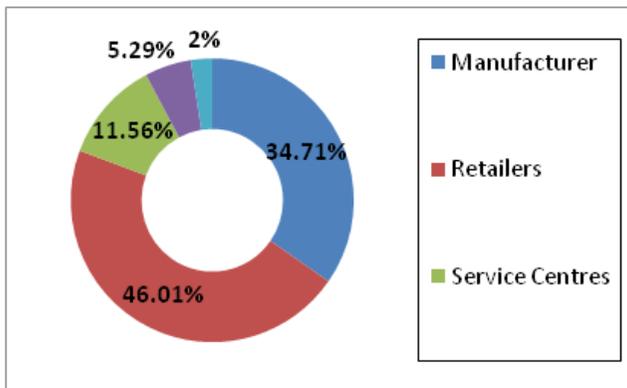
Figure 5: Ease to arrange repairs under extended warranty From Figure No. 6 below, the most preferred channel to buy EW was retail shops



the most preferred channel to buy EW was retail shops (46.01%) followed by manufacturer (34.71%) and service centers (11.56%). Generally, extended warranty in India is offered at the POS location or within a stipulated time after purchasing the product, the buyer is aware of the cost and terms of the extended warranty while determining the perceived reliability and value of the product. The extended warranty is generally introduced at the end of the product sale mostly during the final billing process. The store sales person

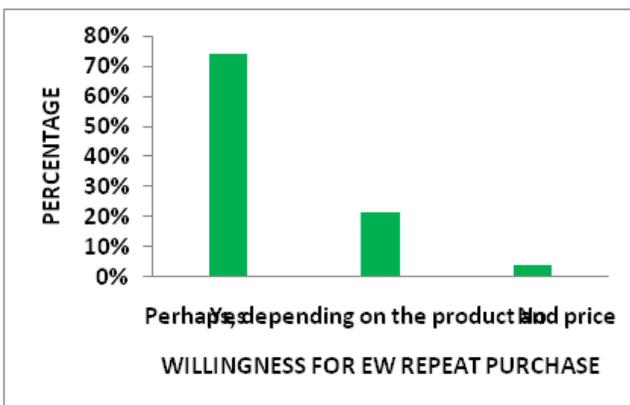
explains the manufacturing warranty terms and explains the benefits of extending the base warranty to the customers. The sales person advice is crucial determinant factor for retailer driven extended warranty programs.

Figure 6: Preferred Channel to Buy EW



Finally, respondents who have purchased any extended service contract or extended warranty in the past were asked if they would buy another. Among all past extended warranty purchasers, 74% said "Yes," and 22% said "Perhaps, depending on product and pricing." The remaining 4% said "No.". From figure 7 below, it is very clear that if the program has passed the test in the mind of the buyer, they're highly likely to buy again.

Figure 7: Willingness for extended warranty repeat purchase



A. Analysis of Variance and ANOVA test  
 Analysis of Variance (ANOVA) is a statistical method used to test differences between two or more means. From table no 1 it was found that generally as the income level increases the perception about Benefits and Comfort increases and as seen in table no 2, when ANOVA test was performed it is found that the differences among the various income level groups are significant statistically at 95% confidence level. This means it pays to target higher income groups for marketing

extended warranty. This is a key finding and implies that the marketers should focus their attention on higher income group where the probability of extended warranty purchase is higher.

**Table 1 Analysis of variance test**

		N	Mean
Benefits	< 5 LAKHS	77	3.7835
	5-10 LAKHS	58	4.2069
	10-15 LAKHS	29	4.2126
	15-20 LAKHS	5	4.6333
	ABOVE 20 LAKHS	6	3.9444
	Total	175	4.0248
Comfort	< 5 LAKHS	77	3.9177
	5-10 LAKHS	58	4.2443
	10-15 LAKHS	29	4.2299
	15-20 LAKHS	5	4.6667
	ABOVE 20 LAKHS	6	4.8611
	Total	175	4.1314

**Table 2 ANOVA test**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Benefits	Between Groups	9.318	4	2.33	2.894	0.024
	Within Groups	136.852	170	0.805		
	Total	146.17	174			
Comfort	Between Groups	9.162	4	2.291	3.321	0.012
	Within Groups	117.259	170	0.69		
	Total	126.422	174			

#### B. Factor Analysis of Consumers' Attitude towards Extended Warranty

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. It allows researchers to investigate concepts that are not easily measured directly by collapsing a large number of variables into a few interpretable underlying factors. Factor analysis searches for such joint variations in response to unobserved latent variables. The information gained about the interdependencies between observed variables can be used later to reduce the set of variables in a dataset.

In this study, the factor analysis is done to determine the dimensions of attitude of the consumers towards extended warranty. Batteries of 31 items have been used to measure the various types of attitudes and perceptions of the consumers towards extended warranty. Factor analysis will indicate those items which are unidirectional thereby reducing the number of items into a small manageable number. In this case the 31 items have been reduced to six dimensions.

In table 1, Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MSA) was first computed to determine the suitability of using factor analysis. The MSA was found to be 0.885 which is greater than 0.5, so the factor analysis is appropriate in this case (Malhotra 2005). Bartlett's test of sphericity was significant at 4225.9 at degrees of freedom df of 465, and hence the data can be subjected to factor analysis.

**Table 3 KMO and Bartlett's Test of Sphericity**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.885
Bartlett's Test of Sphericity	Approx. Chi-Square	4225.9
	df	465
	Sig.	0

Principal component analysis (PCA) is a statistical procedure that uses an orthogonal transformation to convert a set of observations of possibly correlated variables into a set of values of linearly uncorrelated variables called principal components. PCA is sensitive to the relative scaling of the original variables. According to Malhotra (2005), principal component analysis is recommended when the primary concern is to determine the minimum number of factors that will account for maximum variance in the data for the subsequent multivariate analysis. To determine the minimum loading required to include an item in its respective constructs Hair et al. (1998) suggested that variables with loadings greater than 0.3 were considered significant; loadings greater than 0.4, more important; and loadings 0.5 or greater very significant. In the study the criteria used was to accept items with loadings greater than 0.4.

The 31-item scale was found to have a Cronbach Alpha of 0.929, which indicated good reliability of the battery of items used for measuring the consumer attitudes and perceptions. The Cronbach Alpha falls in the acceptable range according to Nunnally (1967). . These 31 items have loaded on to six factors showing underlying dimensions of the consumer perceptions regarding extended warranty. These factors have been selected through exploratory factor analysis, using principal component analysis, employing varimax rotation and their Eigen values are greater than one. Together these factors are able to explain 70.82 percentage of variation. In table no 4, looking at the unidirectionality of the items these factors have been named as the following: Benefits, Comfort, Confidence, Negatives, Motives of Purchase, and Assurance.

Factors	Description
Benefits	These items mainly represent the perceived benefits accrued by extended warranty.
Comfort	These are mainly items that give perceived comfort and peace of mind to the consumers through extended warranty.
Confidence	These items represent the given perceived confidence and trust in consumers through extended warranty.
Negatives	These items have been reverse coded and represent the perceived negative aspects of extended warranty.
Motives of Purchase	Represents those items that motivate the consumers to go in for extended warranty.
Assurance	Represents those items that give assurance to consumers by availing extended warranty.

Table 4 Summary of unidirectional factors

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Negatives	2.245	0.136	3.551	173	0

Table 5 T-test for independent samples

	Gender	N	Mean
Negatives	Male	112	3.5
	Female	63	2.876

In table no. 5, when a t-test for independent samples was done for the construct 'Negatives' it was found that there is significant differences between males and females with females being more positive about the extended warranty than males as seen from the mean value in the table no. 6 (reverse coded mean value being greater in case of males).

### Conclusion and Scope for Further Research

The decision to purchase insurance requires consumers to assess the probability of loss and the magnitude of loss and make a decision on the basis of their perceptions of risk and the premium charged. During the study it was clear that sale staff advises after arriving at the retail store was determinant factor while making EW purchase decision and the most preferred time to buy extended warranty was along with the product purchase itself. Unlike in the case of mobile phones where the product usage cycle is short and customer was keen to explore the extended warranty option only after the expiry of manufacturing warranty time period. The preferred channel identified during the study was "retailers" closely followed by the "manufactures". The likelihood of repeat purchase for extended warranty was high due to positive past claims experience and hassle free process during the extended warranty period. Women are more risk averse and positive towards extended warranty as compared to males. Price sensitivity and perceived cost of after sales service are critical demand drivers while considering an extended warranty purchase. Perceived reliability of the product under consideration was a key factor in deciding the need to buy an extended warranty. Generally, customers are more inclined to think about buying an extended warranty for the products which they believed had lower perceived reliability. In our study, digital goods like mobile, tablets and laptops were considered as least reliable products as they form part of our daily usage pattern. This study was done in Bangalore and can be replicated to other cities in India to get a wholesome picture of warranty decision-making process. It would be helpful to extend this research to examine literature on consumer understanding, misunderstanding, or knowledge of other complex goods and services. Hopefully, this would provide insights that could lead to the development of research questions, hypotheses, or propositions regarding extended warranties and service providers for subsequent testing.

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## A STUDY ON CONSUMER PERCEPTION AND PROMOTION TOWARDS SELECTED HYPERMARKET RETAIL OUTLETS WITH SPECIAL REFERENCE TO TIRUCHIRAPALLI TOWN



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### **Abstract**

Consumer behavior signifies the totality of consumers' decisions with respect to the acquisition, consumption and disposition of goods, services, time and ideas by human decision making units. Clearly, consumer behavior frequently involves decisions within retailing contexts or with retail phenomena serving as boundary or framing conditions. Nevertheless, to say the importance of understanding consumer behavior has been more important to retailers than ever. In particular, effective retail satisfies consumer needs better than competitors' understanding consumer needs and buying behavior is critical, for effective retail decision-making as well as the subsequent development and implementation of retail Mall. To woo the consumers, the retail industry must

understand the purchase behavior of the consumers. But understanding consumer purchase behavior is complex, as it is related to psychology of consumers and also depends on various factors which have a direct bearing on consumer behavior. The primary data was collected through a well structured questionnaire. The questionnaire covered the questions regarding demographic factors of the consumers, consumer/ purchase behaviour, and perception, promotion purchase satisfaction level. A convenient sampling method was used to elicit the necessary information from the consumers of retail outlets in Trichy town. The sample size of 109 respondents has been duly selected to represent the entire universe.

**Keywords:** Consumer perception, promotion, Purchase satisfaction level, Demographic factors

### **Introduction**

The Indian Retail Industry is the fifth largest in the world. Comprising of organized and unorganized sectors, Indian retail industry is one of the fastest growing industries in India, especially over the last few years. Though initially the retail industry in India was mostly unorganized, however with the change of taste and preferences of consumers, the Industry is getting more popular these days and getting organized as well. The Indian Retail Industry is expected to grow from US\$330 billion in 2007 to US\$640 billion by 2016.

According to the 10th Annual Global Retail Development Index (GRDI) of A.T. Kearney, India is having a very strong growth fundamental base that's why it's the perfect time to enter into Indian Retail Market. Indian Retail Market accounts for 22% of country's GDP and it contributes to 8% of the total employment. The total retail spending is estimated to double in the next five years. Of this, organized retail -currently growing at a CAGR of 22% is estimated to be 21% of total expenditure. The unorganized retail sector is expected to grow at about 10% per annum with sales expected to rise from \$309 billion in 2011-12 to \$496 billion in 2015-16. This project focused on changing face of Retail Industry, organized or unorganized retail industry, major players in retail industry and also highlights the challenges faced by the industry in near future.

### Statement of the Problem

Globally Consumers are becoming more powerful. Companies and firms, who are producing Products and giving Services, are trying to satisfy their ultimate consumers. The Concept of Consumer Relationship Management (CRM) is emerged to do this. Consumers are treated as Gods. Due to the emergence of retailing, there are plenty of choices in front of a consumer. Heavy competition is also an important reason. If a company doesn't satisfy its consumer, someone will do that and that company will take the consumer. The CRM concept is to retain the consumer with the existing company, so that it can achieve sustainability in the long run. Companies want to know more about consumers and their needs. What are the needs of a consumer? Why consumers prefer certain Brands or Private Labels? How they make their purchase decisions? In the family, who makes the decision in terms of making a purchase? Why certain consumers prefer certain Outlets for their purchase? What attracts the consumers towards their shop? What are the expectations of the consumers while they select their shop? Why certain consumers are loyal to certain Outlets.

### Objective of the study

- To know the demography factors of selected retail outlets in Trichy town.
- To know the association relationship between gender and retail outlets of purchase.
- To know the occupational status and advertisement effectiveness of selected retail outlets.
- To know the summary of the suggestions and conclusions.

### Scope of the study

This study is focused on the challenges faced by Organized Retail Outlets in when they try to meet the expectations of their consumers while they make purchases and what consumer thinks of such outlets. Due to heavy competition in the industry, every Organized Retail Outlet has to adopt strategies to satisfy its consumers. Now a days consumers are empowered with knowledge because of the technological improvements happened in Information Technology and Communication. Everything is a click away from the consumers.

To satisfy the consumers, the Organized Retail Outlets formulate selling and marketing strategies. They train their employees to behave well with the consumers. Companies and Retail Outlets smell their consumers. They wish to strengthen their relation for a long term with their.

Research methodology

### Sampling Method

Convenience Sampling Technique is used to select the respondents for the primary data collection. All the consumers those who visited these Outlet were approached to fill the Questionnaire. When they had difficulties to fill the Questionnaire, the Researcher had helped them to fill them. But he/she never influenced any one for a biased view.

### Sample Size

Researcher collected 130 questionnaires during the data collection. In which out of 130 questionnaires, Researcher used my research 109 questionnaires because some of the questionnaires are not filled properly and some of the questionnaires are biased.

Data collection

Data collection is one of the important tasks in research on the basis of collected data analysis is done upon which Take effective decision. For collecting the data various types of Instruments are available like, questionnaire, telephone interview, Mail interview, here the researcher used questionnaire method of collecting data.

### **Types of data used in data collection**

#### **Primary data**

Researcher has taken great care while collecting primary data to answer that it is relevant, accurate, current and unbiased. Researcher has taken a sample of 109 people. Researcher has visited them personally to get data.

#### **Secondary data**

Secondary data consist of information that already exists somewhere, having been collected for another purpose. Researcher has gathered secondary data from website of different operators, different magazines, newspapers and libraries. In this study Researcher have used questionnaire for the primary data collection and for secondary data collection I have used internet, magazines, reference books and articles which are necessary for my project completion.

### **Statistical tools applied**

- Simple Percentage Analysis
- Chi-Square Test
- One Way ANOVA

### **Research Hypothesis**

- Ho - There is no significant difference between gender and who goes for shopping in your house
- Ho - There is no significant difference between gender and approximate number of items purchased during single purchase
- Ho - There is no significance difference between occupational status and Advertisements of retail outlet are attractive
- Ho - There is no significance difference between occupational status and Advertisement says about the utility of the products

### **Limitations of Study**

Limitations help us to understand the proper perspective of the study. This helps in generalizing the study in an appropriate manner, considering the reliability of the study. As every study has certain limitations, this research work was also not free from limitations which are as follows:

- The scope of study was limited to organized retail formats dealing with clothing, electronics etc. were out of scope of study.
- The present research study was limited to a consumer based performance evaluation of organized retail formats dealing in Food, Grocery etc. Other dimensions of performance like operation based and financial based were out of the scope of study.
- The sample selection is based on convenience and this might not be perfectly representative of the retail scenario.
- Limited sample size also a limitation of the study.

## Review of Literature

- According to Dholakia (2017) the rationale for shopping is making physical visits to a shopping site. It is considered as a household task as well as a form of recreation, relaxation and entertainment. Shopping is also considered to have the most positive attribute of being a leisure activity along with work.
- Backstrom & Johansson (2016), studied factors that influence consumers' in-store experiences. In-store experiences are constituted by traditional values such as the behavior of the personnel, a satisfactory selection of products, price and a layout that facilitates the store visit.
- Goswami (2015), studied the shopping experiences in kirana stores and in modern stores. The major findings suggest Kirana stores to improve or to enrich shopping experiences. Kiranas also have to stay alert, try to upgrade and have to improve on service quality while concentrating on innovation and efficiency.
- Mittal and Parashar (2012), explained that irrespective of area, people prefer grocery stores to be nearby, product assortment is important for grocery. Ghosh & Srivastava (2010) in his research found that service quality has become vital for service firms to pay attention due to increased competition.

## Data analysis and Interpretation

**Table showing the respondents classification based on their demographic factors**

Descriptive	Category	No. of Respondents	%
Age	20-30 years	43	32.5%
	31-40 years	24	36.2%
	Above 40 years	42	26.7%
	Total	109	100
Gender	Male	58	53.2%
	Female	51	46.8%
	Total	109	100
Marital Status	Single	37	33.9%
	Married	70	64.2%
	Separated	1	0.9%
	Divorce	1	0.9%
	Total	109	100
Education Qualification	No Formal Education	0	0.0%
	School Level	3	2.8%
	Under Graduate Level	58	53.2%
	Post Graduate & Above	48	44.0%
	Total	109	100
Occupation	Professionals	7	6.4%
	Business	13	11.9%
	Employee	48	44.0%
	Home maker	32	29.4%
	Others	9	8.3%
	Total	109	100
Family Monthly Income	Up to Rs 5000	0	0%
	Rs.5001-Rs10000	8	7.3%
	Rs10001-Rs 15000	11	10.1%
	Rs15001-Rs 20000	8	7.3%
	Above Rs 20001	82	75.2%
	Total	109	100

Family Size	Two	11	10.1%
	Three	51	46.8%
	Four	44	40.4%
	Above Four	3	2.8%
	Total	109	100
Amount Spent on monthly basis	Less than Rs.1000	56	51.4%
	Rs.1001-Rs2000	22	20.2%
	Rs2001-Rs3000	23	21.1%
	Rs3001-Rs4000	5	4.6%
	Above Rs 4000	3	2.8%
Total	109	100	
Retail outlet	Reliance fresh	73	66.97%
	Spencer's daily	36	33.03%
	Total	109	100

36.2% of the respondents are in between age group of 31-40 years, 32.5% of the respondents are in between age group of 20-30 years and 26.7% of the respondents are in between age group of above 40 years. 53.2% of the respondents are male and 46.8% of the respondents are female. educational qualification of the respondents are selecting to school level 2.8%, 53.2% of the respondents are bellowing to UG level and 44% of the respondents are bellowing to PG & above. occupational status classification. 44% of the respondents are employees, 29.5% of the respondents are home makers, 11.9% of the respondents are business and 8.3% of the respondents are others 6.4% of the respondents are professionals. 2% of the respondents are married, 33.9% of the respondents are single and 0.9% of the respondents is separated and divorce. 75.2% of the respondents are earning above Rs.20001, 10.1% of the respondents are earning Rs 10001-Rs15000, and 7.3% of the respondents are earning Rs.5000-Rs15000 and Rs.15001-Rs 20000. 46.8% of the respondents are three members in the family, 40.4% of the respondents are four members in the family, 10.1% of the respondents are two members in the family and 2.8% of the respondents are above four members in the family. 51.4% of the respondents are less than Rs.1000, 21.1% of the respondents are spending between Rs.2001-3000, 20.2% of the respondents are spending between Rs.1001-2000, 4.6% of the respondents are spending between Rs 3001-4000 and 2.8% of the respondents are above Rs 4000. 33.03% of the respondents are Spencer daily, 66.97% % of the respondents are reliance fresh.

### Chi-square test

#### Gender vs. Who Goes for shopping in your house

Ho - There is no significant difference between gender vs. Who goes for shopping in your house

H1 - There is significant difference between gender vs. Who goes for shopping in your house

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.775 <sup>a</sup>	4	.044
Likelihood Ratio	10.041	4	.040
Linear-by-Linear Association	2.950	1	.086
N of Valid Cases	109		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.74.

### Result

The calculated value of  $\chi^2$  is 0.044 at 4 degrees of freedom at 5% of significance level. The p value is 0.05. The calculated value is less than the table value. Hence, Researcher concluded that there is no significant difference between gender and who goes for shopping in your house.

Chi-square test

### Gender vs. Approximate number of items purchased during single purchase

Ho - There is no significant difference between gender vs. Approximate number of items purchased during single purchase

H1 - There is significant difference between gender vs. approximate number of items purchased during single purchase

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.772 <sup>a</sup>	4	.067
Likelihood Ratio	9.278	4	.055
Linear-by-Linear Association	4.535	1	.033
N of Valid Cases	109		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.68.

### Result

The calculated value of  $\chi^2$  is 0.067 at 4 degrees of freedom at 5% of significance level. The p value is 0.05. The calculated value is greater than the table value. Hence, Researcher concluded that there is significant difference between gender and approximate number of items purchased during single purchase.

### ANOVA

#### Occupational Status And Advertisements Of Retail Outlet Are Attractive

Ho - There is no significance difference between occupational status and Advertisements of retail outlet are attractive.

H1 - There is significance difference between occupational status and Advertisements of retail outlet are attractive.

		Sum of Squares	Df	Mean Square	F	Sig.
Advertisements of retail outlet are attractive	Between Groups	8.005	4	2.001	2.041	.094
	Within Groups	101.995	104	.981		
	Total	110.000	108			

### Result

The calculated value of P is 0.094 at 4 degrees of freedom at 5% significance level. The table value is 0.05. The calculated value is more than the table value. Hence, Researcher concluded that there is no significance difference between occupational status and Advertisements of retail outlet are attractive.

**ANOVA**

## Occupational Status and Advertisement Says About The Utility Of The Products

Ho - There is no significance difference between occupational status and Advertisement says about the utility of the products.

H1 - There is significance difference between occupational status and Advertisement says about the utility of the products.

		Sum of Squares	Df	Mean Square	F	Sig.
Advertisement says about the utility of the products	Between Groups	8.860	4	2.215	1.783	.138
	Within Groups	129.177	104	1.242		
	Total	138.037	108			

**Result**

The calculated value of P is 0.138 at 4 degrees of freedom at 5% significance level. The table value is 0.05. The calculated value is greater than the table value. Hence, Researcher concluded that there is no significance difference between gender and Specify the organized retail outlet that you make regular purchase.

**Findings**

- 36.2% of the respondents are between the age group of 31-40 years.
- 53.2% of the respondents are males in gender wise classification.
- 53.2% of the respondents are UG level in education wise classification.
- 44.0% of the respondents are employee in occupational wise classification.
- Majority (64.2%) of the respondents are married in marital status wise classification.
- Majority (75.2%) of the respondents are above 20001 in family monthly income wise classification.
- Majority (63.3%) of respondents based on organized retail outlet from your residence wise classification.
- 51.4% of respondents based on specify the average time spent in the store wise classification.
- 41.3% of respondents based on approximate no. of items purchased during single period wise classification.
- 45.0% of respondents based on advertisement about retail outlet are informative wise classification.
- Majority (76.1%) of respondents based on the advertising effectiveness of buying wise classification.
- Majority (65.1%) of respondents based on advertising have only half-truth wise classification.
- Majority (80.7%) of respondents based on the advertisement ignorance wise classification.

**Suggestions**

They are expecting several choices Consumers expect high quality of fruits and vegetables. Consumers expect multiple brands and private labels. They expect these brands and private labels are to be displayed in neat way. They give more importance to Visual Merchandising. Whenever promotions are offered they expect that the point of purchase materials is to be displayed near the product or in the shelf. They expect consistent availability of the products at reasonable prices at all times. Consumers expect that they need to exit as soon as they complete their purchase. They suggest that the Retail Outlet Management should give adequate training to them.

## Conclusion

Through this study, the research found that fulfilling the expectations of the consumers is very essential. That alone will keep the customers to be loyal to the store. The growth and long term sustainability of the retail outlet are depended on this factor. Organised retail outlets and the companies which are supplying products and services have realized the importance of retaining the existing customers and acquiring new customers are extremely important for the growth. The following are the perceptions of consumers in an retail outlet when they decide to buy. Consumers expect several brands. All the customers expect a fast checkout. Which was found to be lagging in all the convenience stores and retail outlets? Customers expect that all the employees of the stores are more knowledgeable, courteous and friendly. While selecting a retail outlet, most of the customers look for good ambiance and spacious wide alleyways. Customers Perception that overall shopping experience should be a pleasurable one. The researcher would like to suggest the following for the upliftment of an organized retail outlet. It is always better to go for extension step-by-step. This would help to maintain and to improve the brand image of the Retail Store. Due to the economic and social changes that are taking place in our country, more and more people are shopping to suit their requirements (quantitative, qualitative and economical in nature). This gives plenty of scope for the manufacturers to grab the market. Most of the consumers are more conscious about their health. Hence, it is suggested that companies shall also give due importance in promoting hygienic products. Due to information technology revolution, consumers are updated with product knowledge. Hence, the producers shall concentrate on giving transparent information to the customers. The customer care executives may have to maintain discipline that may be preferred by the customers. Satisfying the existing customers will keep the word-of-mouth advertising about the retail outlet alive. That will acquire new customers and will also enhance the brand image. Front end service factors which facilitate comfort, convenience, flexibility and deliver superior value to customers. Innovation will help to the growth.

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## IMPACT OF SOCIAL MEDIA IN TAMILNADU POLITY



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### **Abstract**

Media plays a vital role in current politics and upgrading. While Social media act as a major part in the political scenario, particularly in elections. In India social media has used as a new style of campaign in all set of elections. Particularly in TamilNadu social media leads first in the row. This

article focuses on impact of social media in Tamilnadu political. This article helps to know about how political parties are utilize maximum of social media to improve in their election strategy.

**Keywords:** social media, political parties, election strategy.

### **Introduction**

In past elections, not even one politician or political parties from province were active on Social Media. The digital situation looked fully unsettled. National parties like BJP, AAP, and Congress had been actively exploitation Social Media in their election campaigns. The manner Narendra Modi, Prime Minister of Asian country has used Social Media to influence individuals is by devising campaigns like # Digital India, # CleanIndia Challenge (tagging celebrities to require up the challenge), # StartupIndia # Standup India and thereby contended to the youth to use Social Media creatively - Shri. Narendra Modi has been a trendsetter, in short. Politicians in province on the opposite hand square measure nevertheless not digitally know-how. Their IT wings have simply began to use Social Media and there's a rise within the level of activities because the elections square measure proximate.

### **Social Media and Politics in Tamil Nadu**

Even though there square measure regarding eleven million Facebook users and regarding eight.7 large integer twitter users, in province no organisation used social media as a channel to try to their confrontation until 2016 elections. The digital state of affairs looked deserted. Impressed by the success of Prime Minister Narendra Modi's digital campaign, for the primary time in province, several parties have begun to launch their campaign on social media together with conservative channels for his or her 2016 election campaign. From DMDK-People's Welfare Alliance to the Dravidian majors AIADMK, DMK, and plenty of different parties have launched forceful social media campaigns. All parties square measure pains to faucet the first-time voter's exploitation social media channels. Sources say that these first-time voters can be game changers.

### **Political Campaigns on Social Media**

Tamil Nadu's biggest political parties -the AIADMK and so the DMK have started mature campaigns on social media for 2016 elections AIADMK has over 200 thousand likes on its Facebook page; DMK has over one.9 hundred thousand likes on its page. All parties area unit actively posting

advertisements in every English and vernacular languages The official data processor of DMK is in Tamil additionally as in English that will be a stunning move. DMK's data processor is receptive - this is {often this can be} often one in every of their biggest cheap edges among the digital space. AIADMK party appointed quite 720 officers to its IT wing to steer party's campaign on social media. They have structured their IT wing such every district will have an IT wing to undertake and do the tiny level political campaign mistreatment social media. Sources say that AIADMK is political campaign through WhatsApp. The speech is being sent through exclusive software package obtained for AIADMK's campaign and data. On a daily basis the audio clip reaches around 10 to 12 hundred thousand people. The PMK has preparing to relate to vi, 711 followers on their official Facebook channel. They have updates mainly in Tamil. However, the party presently is running a campaign called # The Chennai We Want and that's the core focus of their communication. DMDK contains an online web site in Tamil, very cheap right corner of the page has Facebook and Twitter icons leading to their official page. Their twitter page @DMDKParty2005 has relating to 740 followers. Totally different political parties like BJP, Tamil Manila Congress area unit active in social media channels like Twitter, Facebook, and YouTube channels. BJP's province unit first-rate the Facebook following with over four hundred thousand likes. Political parties' square measure mistreatment social media to post photos, articles, and videos relating to their election campaign

The parties in province have complete the necessity to adopt new channels of political campaign like social media and check out to manoeuvre on these channels. Political parties have started the AD wars on Social media. It's not simply political parties in province World Health Organization have taken to the Social media to undertake and swing elections their manner. The commission too has become active and is making an attempt to interact kids during this area. The commission has taken an opening from the official-sounding language and has tried to talk the language of the youth by involving celebrities. A bouncing hip-hop song was composed by Paul Jacob, rendered by Blaze, a preferred hip hop creative person, for the commission known as 'Vote Podu'. It aims at encouraging voters to assert their rights as voters of this country by exercise their votes.

### Tamil Nadu Social Media User Scenario

Currently in province there are a unit on the point of concerning eleven Million Facebook users of that concerning eight.4 Million area unit male users and concerning a pair of.6 million area unit feminine users. They're within the age bracket eighteen to 65+. On Twitter there area unit concerning eight,77,000 folks from province of that half dozen,85,000 area unit male and sixty two,000 area unit feminine Twitter users (as per the Facebook and Twitter ads dashboard, audience targeting section which provides correct data)

- **All India Anna Dravida Munnetra Kazhagam (AIADMK)**

AIADMK, the present ruling party is active with concerning one,94,000 likes on the Facebook page and concerning 6-8 posts ar announce a day in Tamil language. Seems like they're presently running a Like campaign promotion as there's a forceful increase within the likes. The AIADMK official Twitter channel has created concerning 2895 tweets with 12400 followers. The tweets ar created each in English and Tamil. The AIADMK party has been consistent on YouTube with concerning 100+ videos uploaded and 633 subscribers overall. AIADMK encompasses a web site that isn't responsive however connects all their social media channels through the icons at very cheap of the page.

There is conjointly a Wikipedia page on Facebook of the party leader with concerning one,12,752 likes. If needed, the party will claim this and convert it into their official page. There

are numerous different unofficial pages with seventy, 25,000 + 41,000 + 5,900 likes. Party ought to formally claim these and merge with the official channel.

- **Desiya Murpokku Dravida Kazhagam (DMDK)**

DMDK incorporates a web site in Tamil, very cheap right corner of the page has Facebook and Twitter icons resulting in their official page. The official Facebook page of the party has concerning twelve, 5000likes solely. The content announce square measure majorly in Tamil with no enticing pictures. The Twitter icon on the web site is resulting in a broken link. However, the Twitter channel @DMDKParty2005 has solely 513 followers with 517 tweets created far and away. The last tweet was created in 2014. Seems like they're not terribly serious concerning their Social Media presence! The official Facebook page of the party leader, Vijayakanth has concerning sixty, 5000 followers with updates created solely in Tamil. YouTube channel isn't discovered.

- **Dravida Munnetra Kazhagam (DMK)**

The official web site of DMK is in Tamil also as in English that could be a sensible move. There is a way of awareness of partaking the audience on Social Media. The old-fashioned thoughts square measure changing DMK's web site is responsive - this is often one in all their biggest competitive advantage within the digital house. Their official Facebook page has twenty seven,781 fans presently with content announce in Tamil and their official Twitter handle @arivalayam has regarding nine,000 followers. They need connected their Facebook page to the Twitter handle and no matter is announce on Facebook gets mirrored here. Tweets aren't custom-made for this channel presently. DMK additionally has another official page on Facebook with the title 'DMK for 2016' that has near one, 92,732 people. This page has updates created in Tamil and English with a customized emblem. Another party leader M.K. Iosif Vissarionovich Dzhugashvili Another party leader M.K. Iosif Vissarionovich Dzhugashvili is victimization the Social Media channels within the smartest approach attainable. He has regarding fifteen, 17,029 fans on Facebook that is that the highest presently and regarding sixty one, 10000 Twitter followers (@mkstalin). There's a post regarding his day-after-day activities and crusade. He has near ten,000 likes on his Facebook posts, regarding 1000+ shares and 100+ RTs to his tweets - that could be a sensible and additionally confirms there square measure immense budgets place for enhancing the posts, running Like campaigns to make the community. The foremost spectacular issue regarding M.K Stalin's Social Media presence is - each English and Tamil square measure equally won't to interact the audience.

- **Pattali Makkal Katchi (PMK)**

PMK official web site has on the point of concerning half dozen, 711 on their official Facebook channel. They need updates chiefly in Tamil. However, the party presently is running a campaign referred to as #TheChennaiWeWant and that's the core focus concerning their communication. The party's core focus has been to market the party leader for the CM and therefore the web site 'www.Anbumani4cm.com'. The web site is clean, responsive and supports each Tamil and West Germanic. he's the sole pol in state UN agency incorporates a diary that discusses topics like 'alcohol free Tamil Nadu', 'when city drowned' and few diary posts written completely in Tamil. The official Facebook page of Anbumani Ramadoss has concerning one hundred and one,667 fans and concerning seven,821 followers on Twitter. These pages promote the campaigns done by him at the side of social electronic messaging on # The Chennai We Want The party leader conjointly ran associate degree influencer campaign tantalising city based mostly bloggers and

tweeters to measure tweet his consult with create the communication reach to the larger audience through the mouth of influencers.

- **Bharatiya Janata Party (BJP)**

The BJP Tamil Nadu has been terribly active on social media. They need a responsive web site and therefore the content on the web site is in Tamil and English. They need their presence on Facebook, Twitter and run a YouTube channel furthermore. They need one,03,000 followers on Facebook and their suggests that of communication could be a combination of English and Tamil. They need twenty nine, 500 followers on Twitter and guarantee they're active by tweeting over fifteen tweets during a day. Their content will focus majorly on Narendra Modi and his accomplishments. Their primary communication language over twitter is Tamil. They run a YouTube channel that has twelve subscribers and simply two videos that were uploaded terribly recently.

### **Tamil Nadu Election Commission**

The Election Commission's social media presence has nothing to boast of however efforts square measure positively being created - to have interaction their audience. They need a complete of 153 tweets with 1432 followers and 292 subscribers with seventy videos on their YouTube channel. They have 2 Facebook pages but, one titled 'Special outline Revision 2016' and 'TNElectionsCEO'. The previous has 9167 Likes and therefore the latter, 2272 likes.No campaign or promotion is being run on each the pages although the engagement is higher on the TNElectionsCEO page than the opposite one. Their content is participating and clearly aimed toward the period, line of work to the audience within the 18-26 cohort. A wise move! Although the whole campaign appears to possess begun quite late, solely throughout Pongal 2016.Their YouTube content is aimed toward creating modification by common personalities like Kamal Hassan, Vishwanathan Anand, etc. among others. However the views don't seem to be high enough; with a bit little bit of budget allotted for promoted, their strategy may have worked wonders! The Twitter channel appearance promising with regular interactions and listening and therefore the same content on Facebook.

Though their web site isn't interactive, the social icons square measure integrated on the web site as well! If the organization may allot some social media budget, their content may reach to a bigger audience!

### **Conclusion**

Political parties are more likely to increase its social media marketing strategies to take lead in elections. It is the most effective and efficient way to communicate their achievements. The political parties need to pep up their social media budgets with the aim to reach the communication reach to grass root level. It's high time, the political parties of Tamilnadu have to overrule the social media for constructive state's growth and development.

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## AN EMPIRICAL STUDY ON EFFECTIVENESS OF EMPLOYEE WELFARE MEASURES WITH SPECIAL REFERENCE TO AUTOMOBILE INDUSTRY



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### **Abstract**

The general objective of the present study is to identify the level of employee's welfare measures in the organization. Employee welfare means anything done for the comfort and improvement, intellectual or social of the employees over and above the wages paid. Once the employees' welfare measures are identified it would be possible for the management to improve the employee's welfare. This study can be helpful for the management to identify the key factors for improving employee's welfare with the

help of suggestion and conclusion. The result of this study shows that the majority of the employees positively perceives the present efforts taken by the organization. The management provides all the welfare of the employees that will help to produce better performance in the work and working environment. It is found that statutory welfare does not have a significant impact on overall satisfaction. **Keywords:** Automobile Industry, Effectiveness, Employee Welfare.

### **Introduction**

The ILO (International Labour Organization) defined, "welfare as a term which is understood to include such services and amenities as may be established in or the vicinity of undertaking to perform their work in healthy, congenial surroundings and to provide them with amenities conducive to good health and high morale". According to Arthur James Todd, "welfare as anything done for the comfort or improvement and social of the employees over and above the wages paid, which is not a necessity of the industry". Welfare facilities can be categorized as (a) intramural and (b) extra-mural. Intramural activities consist of facilities provided within the factories and include medical facilities, compensation for accidents, activities relating to improving of employment, etc. Extramural activities cover the services and facilities provided outside the factory such as housing accommodation, indoor and outdoor recreational facilities, amusement and sports, educational facilities for adults and children and the like.

### **Statement of Problem**

There is a chance for problem in temperature and ventilation facility in automobile manufacturing companies, which need to be removed or reduced, so it is the duty of Human Resource Department to provide preventive facilities for the welfare of workers. This study was undertaken to identify problems in the organization. Once it is identified, it would be possible for the management to improve employee's welfare and also helps to build good industrial relationship.

### Objectives of the Study

- To review the statutory welfare measures and non- statutory welfare measures
- To study the awareness of labour welfare measures.
- To suggest suitable measures for improving employees' welfare policies practiced in the organization.

### Scope of the Study

The present study was conducted in select automobile companies to know the existing welfare measures of the employees. This study aims to find out the satisfaction of the employees & to understand whether the concerns are providing necessary welfare measures. Analysing the existing welfare measures implemented in companies and finalizing the required solutions to overcome the problems are the most important scope for selecting the study. As a result, In other words, Labour Welfare policies should enable workers to live a richer and more satisfying life. The study will definitely help in achieving the same.

### Review of Literature

**Sabarirajanet.al, (2010)**, in the article points out that the structure of a welfare state rests on its social security fabric, Government, employers and trade unions have done a lot to promote the betterment of workers' conditions. **Resma, S., &Basavraju, M. J. (2011)**, made an attempt to study the welfare facilities provided by a large, well-recognized government enterprise in Pondicherry, namely Anglo French textiles. The study found that welfare measures will improve the intelligence, morality and standard of living of workers, which in turn will improve their efficiency and productivity. **Upadhyay, D., & Gupta, A. (2012)**, stated that organization should design welfare schemes keeping in view the well-being of employees. This is because, the provision of welfare facilities leads to a motivated and happy workforce, which is obviously more productive, efficient and creative, ultimately leading to the formation of a performing organization. **Logasakthi, K., & Rajagopal, K. (2013)**, in the article author stated that welfare work covers all the efforts which employees make for the benefits of their employees over and above the minimum standard of working conditions fixed by the factories act over and above the provisions of the social legislations providing against accident, old age, unemployment, sickness etc.. **Mohan, R., &Panwar, J. S (2015)**, detailed upon the labour welfare measures undertaken by select public and private sector companies in India. He found that public sector companies are far better than private counterparts in the provision of welfare facilities for workers and employees. **Sindhu, S. (2016)**,was analysed that the labour welfare is the voluntary efforts of the employers to establish, within the existing industrial system, working and sometimes living and cultural conditions of the employees beyond what is required by law. The custom of the industry and the conditions of the market.

### Research Methodology

**Research Design:** Descriptive Research.

**Research Instrument:** Structured Questionnaire. Questionnaire consists of demographic details, Dichotomous questions and Multiple Choice questions.

**Sampling Technique:** Convenience Sampling

**Sampling Size:** 309

**Sampling Unit:** Operator, Operator Trainee, Nontechnical and Apprentice from Rane Madras, Automotive Axle, Hindustan Hardy Spicer.

**Tools for Analysis:** Multiple Regression, Chi Square and Friedman ANOVA.

### Limitations of the Study

- The respondent had the fear that the questionnaire may be shown to the management.
- The sample size may not represent the whole automobile industry.
- Regarding data, the researcher had difficulty to get back all the questionnaires supplied to the employees.
- It was very difficult to collect the answers from Operator, Operator Trainee, Apprentices and Nontechnical as they were busy with their regular day to day activities.
- The respondent may be biased.

### Analysis and Interpretation

#### Demographic Details

**Qualification:** 67% of the respondents completed Diploma, 11.7% of the respondents have studied I. TI and 21.3% of the respondents have studied S.S.L.C / H.S.C.

**Gender:** 93.2% respondents are male and 6.8% respondents are female.

**Age:** 50.5% are in the age group of 35 & above, 1.9% of respondents are in the age of 31-35 years. 2.9% of respondents are in the age group of 26-30 years. 44.7% of respondents are in the age group of below 25 years.

**Experience:** 28.2% of the respondents have experience less than 2 year, 22.3% of the respondents have experience 2-5 years, 38.8% of the respondents have experienced 5-7 years and 10.7% of the respondents have experienced above 8 years.

**Nature of Employment:** 79.6% of the respondents are technical oriented and remaining 20.4% of the respondents are non-technical.

**Table 1 Respondent's Satisfaction towards various facilities**

Parameters	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Proper Ventilation	32.47	16.18	9.38	25.79	16.18
Library	19.4	24.3	15.5	21.4	19.4
Free computer training	17.5	20.4	19.4	35.0	11.7
Reading room	13.6	20.4	35.0	19.4	11.7
Daily new review	5.17	6.3	34.13	27.2	27.2
Quality of food	28.48	31.1	12.10	16.31	12.01
Price of food items	32.0	28.2	27.2	6.3	6.3
Water facilities	42.7	35.9	13.6	6.8	1.0
Monetary benefits	13.6	11.7	19.4	35.0	20.4
Rest hours	28.48	31.1	12.10	16.31	12.01
Shift System	19.4	24.3	15.5	21.4	19.4
Air condition	13.6	11.7	19.4	35.0	20.4
Heat Control	37.9	38.8	21.4	0	1.9
Guidance indication chart	32.1	43.7	11.3	1.6	11.3
Leave Benefits	25.2	55.3	14.6	3.9	1.0
Safety Instruction	28.48	31.1	12.10	16.31	12.01
Product instruction	31.17	43.7	14.6	4.85	4.85
Suggestion boxes	25.2	22.3	25.2	13.6	13.6
Incentives and Bonus	25.2	23.3	8.7	25.88	16.92
Storing, drying and clothing	18.4	30.1	24.3	13.6	13.6

Washing	28.2	22.3	18.4	16.5	14.6
Rest Rooms	25.2	22.3	25.2	13.6	13.6
Seating Arrangements	19.4	18.4	16.5	21.4	24.3
Incentives & Bonus	26.2	29.1	23.3	11.7	9.7
Vehicle parking	17.5	14.6	22.3	28.2	17.5
Guidance & Counselling	32.0	20.4	24.3	13.6	9.7
Productivity	32.1	43.7	11.3	1.6	11.3
Reduction of wastage	20.4	42.7	17.5	1.9	17.5
Creates Industrial relation	41.7	43.7	14.6	0	0
Builds greater loyalty	21.4	38.8	37.9	1.9	0
Help Team Spirit	34.0	55.3	8.7	1.0	1.0
Personality Development	17.5	14.6	22.3	28.2	17.5
Social Competency	28.2	22.3	18.4	16.5	14.6
Overall Satisfaction	24.3	26.2	20.4	16.5	12.6

Table 2 Mean and Standard Deviation for Parameters

Parameters	Mean	Standard Deviation
Proper Ventilation	3.23	1.19
Library	3.03	1.26
Free computer training	3.09	0.97
Reading room	3.05	1.12
Daily new review	2.35	1.41
Quality of food	3.48	1.34
Price of food items	3.73	1.18
Water facilities	4.13	0.98
Monetary benefits	2.63	1.31
Rest hours	3.48	1.23
Shift System	3.03	1.23
Air condition	2.63	1.14
Heat Control	4.11	1.08
Guidance indication chart	3.84	1.01
Leave Benefits	4.00	0.67
Safety Instruction	3.48	0.87
Product instruction	3.89	1.02
Suggestion boxes	3.32	1.26
Incentives and Bonus	3.14	1.23
Storing, drying and clothing	3.26	1.14
Washing	3.33	1.11
Rest Rooms	3.32	0.98
Seating Arrangements	2.87	0.78
Incentives & Bonus	3.50	1.01
Vehicle parking	2.87	0.77
Guidance & Counselling	3.51	1.33
Productivity	3.84	0.85
Reduction of wastage	3.47	0.93
Creates Industrial relation	4.27	0.65
Builds greater loyalty	3.80	1.10
Help Team Spirit	4.20	0.81
Personality Development	2.87	1.43
Social Competency	3.33	1.23
Overall Satisfaction	3.33	1.22

The score reveals that all the statements are above average, which shows that all the parameters are significant. It is found that respondents have positive feeling towards all the statements considered under the study.

Table 3 Ranking of Facilities

S.No	Facilities	Ranks					Total
		I	II	III	IV	V	
1	Medical	27	15	99	84	84	309
2	Uniform	69	36	24	72	108	309
3	Rest Room	12	60	75	90	72	309
4	Drinking Water	108	90	57	18	36	309
5	Canteen	93	108	54	45	9	309

From the above table it is inferred that drinking facility is ranked one by majority respondents then followed by canteen, uniform, medical and restroom facilities respectively.

#### Chi Square Analysis

Significant difference between age and aware of labour welfare measures

#### Null hypothesis (Ho):

There is no significant difference between age and aware of labour welfare measures.

#### Alternate hypothesis (H1):

There is significant difference between age and aware of labour welfare measures

**Table 4 Test Statistics between Age and Awareness of Welfare Measures**

	Value	Df	Asymp.sig(2 sided)
Pearson Chi-square	8.022	3	.046
Likelihood Ratio	7.826	3	.050
Linear-by-Linear Association	5.024	1	.025
N of valid Cases	309		

**Inference**

P value is less than 0.05 that is 0.046 so reject the Ho and accept the H1. Therefore there is a significant difference between age and awareness of welfare measures

**Analysis of Statutory & Non-Statutory Welfare Measures with Overall Satisfaction Using Multiple Regressions****Table 5 Test Statistics for Regression**

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	44.393	2	22.196		
Residual	140.384	306	1.404	15.811	.000*
<b>Total</b>	<b>184.777</b>	<b>308</b>			

**Table 6 Predictor Value using Regression**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.910	.569		3.356	.001
Statutory	-.257	.152	-.151	-1.686	.095
Non statutory	.681	.121	.501	5.606	.000

Dependent variable: Overall satisfaction

**Inference**

The above coefficient table shows that non statutory welfare measure has significant impact on overall satisfaction. Statutory welfare measure does not have significant impact on overall satisfaction.

**Ranking the Facilities Using Friedman Anova****Table 7 Mean Ranking of Welfare Facilities**

Facilities	Medical	Uniform	Rest Room	Drinking Water	Canteen
Mean Rank	3.59	3.37	3.49	2.30	2.25
N	Chi Square	DoF			
309	72.92	4			

**Inference**

Here, the right tail probability is less than 0.5%, reject the null hypothesis. Therefore, there exist significant difference in ranking.

**Suggestions**

- Employee's expecting at least three hours once should be the rest hours.
- The management should take necessary steps to fix exhaust fan, air machine for ventilation and temperature purpose.

- Preventive and Guidance charts have to be displayed at important places like staircase, canteen etc.,
- Awareness programs about labour welfare measures need to be conducted for all categories of employees.
- It would be encouraging if companies provide on welfare schemes like medical, uniform and transport facility.
- Employee's felt that seating facilities are required in order to increase the productivity.
- Parking for vehicles needs to be made compulsory as its one of the most important safety measures.

### Conclusion

This study was carried out to determine the level of employee welfare practices followed in selected automobile companies. From the critical analysis, it was found that the employees were dissatisfied with transport, parking, ventilation, night shifts etc. The employees were satisfied with most of the facilities provided by the organization yet there are few departments to be concentrated. There is a significant contribution by non-statutory welfare measures on overall satisfaction. The medical facility is more important than other welfare facility and it is ranked first. The sections which are to be improved are suggested in the previous sections and improvising them could improve the level of the company and also its level with competitors. In future, further studies can also be conducted comparing considered companies and the same study can also be extended to other sectors.

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## EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMS ON MID LEVEL EMPLOYEES – AN EMPIRICAL ANALYSIS



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### **Abstract**

*This study attempts to explore need of training and development in mid level employees of various organization. Training and development requirement does not arise for mid level employees largely since they are expertise in their domain due to experiences. But the rapid phase of technological changes makes it compulsory to upgrade their knowledge periodically. This study does examine the perception of employees about frequent training and development program and also identify the*

*impact of these programs on the current performance of their job. Descriptive design has been adapted and survey was done from the employees of mid size companies in the Chennai city. This finding of this study discloses that frequent training programs provide fatigue to employees and they despair on training consequently it doesn't give much enrichment in their up gradation of the knowledge.*

**Keywords:** Training and Development, Skills, Knowledge, Up gradation.

### **Introduction**

Training and development is the field concerned with organizational activity aimed at bettering the performance of individuals and groups in organizational settings. It has been known by several names, including employee development, human resource development, and learning and development. An organization which aspires to grow must be in tune with the changing needs of the society. Training becomes relevant in the context since it is only through training that the gap between performance of the organization and the felt need of a changing society can be neutralized. Training reduces the gap by increasing employees' knowledge, skill, ability and attitude. Employees are motivated to attend the training programs by the management for self-development as well as organization development Employees realize the importance of training needs of training to achieve the organizational goals. Training and Development are terms which are sometimes used interchangeably. Development was seen as an activity associated with managers. In contrast training has a more immediate concern and has been associated with improving the knowledge and skill of non-managerial employees in the present job

### **Review of Previous Studies**

According to Stephen; Bowley, Christine, (2007), The effectiveness and efficacy of a training program are dependent on evaluation of training quality, course design and learning experience. Next, employee satisfaction is found to be influenced by work environment, company values and job responsibilities<sup>1</sup>. Thassanabanjong, Kitiya; Miller, Peter; Marchant, Teresa, (2009) have mentioned in their article that the quantitative approach does not explain why investment in training was relatively low. This paper encourages debate on the presumed universality of training and argues that academics need to "go back to basics" to understand training in family run SMEs,

particularly in developing nations such as Thailand, and to recognize the utility of OTJ training in this context<sup>2</sup>. According to R.T.R.; Shipper F., (1998), the effectiveness of a training program administered with 360 feedback are evaluated using pre- and post-observations of the participants' managerial skills in control and experimental groups. The results indicate that changes in individual skills could not be contributed to the training program, but those changes in the overall profiles of skills<sup>3</sup>. Zheng, Connie; Hyland, Paul; Soosay, Claudine,(2007) say that the training is found to be more widespread in service organizations than manufacturing organizations operating in Asia. The majority of training emphasized managerial and professional staff development; and was generally conducted externally. Respondents were concerned mainly with the quality and relevance of training programs offered externally<sup>4</sup>. Barker S.A., 2004. Says that the effects of cross-cultural instruction on the interpersonal job skills of students in secondary vocational programs. The findings indicated that students receiving the cross-cultural instruction had significantly higher generalizable interpersonal relations skills achievement than students not receiving the instruction<sup>5</sup>.

### Objectives of the Study

- To study the perception of employees about frequent training and development program
- To find out the impact of programs on improving employees knowledge and skills
- To identify the relationship between training and development and employees performance on their job

### Methodology

Descriptive Research Design is followed for this study to carry out data collection , analysis and infer the findings. This study is descriptive in nature where the aim would be to make an in-depth analysis the employees perception about training and developments and its impact on their job performances. Employees between 4 to 8 years experiences in their job was considered as mid level employees who have been working various jobs in Chennai city mostly in IT sectors form population for the study. Therefore population is infinite. Convenience sample procedure is used by the researcher in selecting respondents from the population. There are 125 samples collected in convenience sampling method from employees who are working in various organization as respondents.

### Analysis of the Data

**Table 1 Perception of the Employees about Frequent Training and Development Program**

S.No	Particulars	No.of Respondents (X)	Weight (X)	Total score (WX)	Mean value
1	Excellent	44	5	220	4.216
2	Very good	64	4	256	
3	Good	17	3	51	
4	Poor	0	2	0	
5	Very poor	0	1	0	
<b>Total</b>		<b>125</b>		<b>520</b>	

Weighted average = total value / No.of respondents

$$= \frac{\sum wix_i}{\sum w_i} = \frac{520}{125} = 4.216$$

From the table it is inferred that the above weighted average value (4.216) shows the perception about frequent training program is very good.

**Table 2 Impact of Training and Development Program on Improving the Skills and Knowledge**

S.No	Particulars	No.of respondents (X)	Weight (X)	Total score (WX)	Mean value
1	Substantially	96	5	480	4.768
2	To certain extent	29	4	116	
3	Marginally	0	3	0	
4	To less extent	0	2	0	
5	Not at all	0	1	0	
Total		125		596	

Weighted average = total value / No. of respondents

$$= \frac{\sum wix_i}{\sum w_i} = \frac{596}{125}$$

$$= 4.768$$

From the table it is inferred that the above weighted average value (4.768) shows that training and development program improves their skills and knowledge in a certain extent.

**Table 3 To find out the differences between Experience of the Employees and Impact of Training in their Job Performance**

**Ho:** There is no difference between experience of the employees and impact of training in their job performances.

**H1:** There is no difference between experience of the employees and impact of training in their job performances

#### ANOVA

Experiences

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.300	2	1.150	2.242	.162
Within Groups	4.617	9	.513		
<b>Total</b>	<b>6.917</b>	<b>11</b>			

From the above table it is noted that F(2.242) with a corresponding P value of 0.162 which is greater than the level of significance 0.05, hence the null hypothesis is accepted and the alternate hypothesis is rejected, which implies that there is no difference between experience of the employees and impact of training in their jobs performances

#### Findings and Conclusion

This study exhibits that the mid level employees are not feeling fatigue and lack of interest on frequent training programs, they perceive that it is necessary for their career developments. It is revealed that most of the employees have expressed training is good for their career. They have also consented that training and development program enhances their skill programs certain extent. Eventually, there is absolute relationship between training and job performances of the mid level employees but it has no differences with their job experiences. Thus, this study is concluded that training is mandatory for even mid level employees also when they attempt to upgrade their skills and knowledge in particularly those who keen on their career development will not deny accepting the training and development program.

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## A STUDY ANALYSIS OF QUALITY OF WORK LIFE AMIDST THE PEERS IN INDIAN ORGANIZATIONS



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### **Abstract**

*Work is an inherent contribution in day to day life, as it is our sustenance or vocation or a concern. On a mediocre exhausted Nine hours everyday life and it is the one third of our integral life. Exploration on quality of work life is considered to be more important at the individual and organization level. Quality of work life is carefully weighed for including the peers and the business organization and it is demanded with job atonement, job productiveness, job involution, job improvement etc. The winning of any administration*

*is highly pendent on how it appeals recruits, propels, and keeps back its workforce.*

*Today's governance body of the firms demand to be more conciliatory so that they are equip to arise their working man power and delight their consignment. This study is built effort to examine the "Quality of work life among the peers of mid-level Indian organizations". With the objective of to enhance quality of work life, various heading techniques have been indicated to elevate the Personnel's attitude towards their work and the working atmosphere in the Organization.*

### **Introduction**

Quality of work life concern to the level of felicity or discontent with one's career. Those who delight their vocation are said to have a high quality of work life, while those who are distressed or whose demands are differently unfilled are stated to have a low quality of work life. Quality of work life is considered as an option to the control approach of dealing people. The quality of work life approach deliberate people as an asset' to the firm rather than as costs'. It consider that peers perform more beneficial when they are admitted to take part in caring their work and make conclusions. This approach propels the people by fulfilling not only their economic demands but also their social and psychological ones. To meet the young generation manpower, organizations demand to focus on job blueprints and organization of work. Further, today's manpower is realizing the grandness of kinships and is trying to attain a balance amongst career and personal lives.

### **Literature Review**

In today's competitory business surroundings, peers of organizations can be reckoned as constituting a unique organizational resourcefulness, which can be used for acquiring competitive vantage under a duty environment that is contributive for human work. An organizational environment conducive for human work requires the creation of work conditions that can enhance the quality of an employee's work life in the organization towards increased performance and productivity. In other words, the organizational environment must have the capacity to satisfy meaningfully an employee's organizational and personal needs, and also the ability to shape' organizational values that better support and promote employees' health and well-being, job security, job satisfaction, competency development and balance between work and non-work life.

### **Quality of Work Life Constructs**

There are many “quality of work life” constructs in literature. Hackman and Oldhams (1980) consider “quality of work life” as a work environment that is able to fulfill employees’ personal needs by providing a positive interaction effect between their physical and mental well-beings. Therefore, “quality of work life” can be considered as a complex organizational issue, since it concerns the challenge of creating positive interaction between the physical and mental wellbeings of employees towards increased productivity (Lawler, 1982). In this regard, “quality of work life” represents the level of freedom that employees have in ensuring that their job functions match their personal needs and interests. The “quality of work life” is a program designed to increase employees’ satisfaction with their work environment along with their productivity (Carrell&Heavrin, 2009). “Quality of work life” is a reflection of the way of thinking about people, work and organization involving a concern for employees’ wellbeing and organizational effectiveness.

### **Quality of Work Life in Organizational Work Designs**

“Quality of work life”, as a philosophy, holds that employees are the most important resources an organization can have and so seeks to have an important concern for the creation of an environment devoid of stress and management of stress. The concept emphasizes the importance of employees having a positive attitude to work. When employees become less satisfied, they are less committed to the goals of the organization and this definitely can have an impact on organisational performance. The management of stress is both an organisational and individual responsibility. Employees must resort to relaxation, exercising, managing their time and role, developing and maintaining support groups. Most organisations have also seen the importance of getting involved in the process of managing stress. The “quality of work life” concept is multidimensional and can include many programmes. Aside what has been stated in the literature, employers or managers have a duty to identify other needs of employees as they evolve at the workplace. The prevailing organizational environment and culture as well as the socioeconomic influences on the needs and expectations of employees can have either a positive or negative effect on the way they perceive the quality of their organizational life, with a consequential impact on their commitments to the organization.

### **Work Scheduling and the Sociology of Work Life**

Work life balance involves the ability of an employee to have a meaningful daily work life in a state of self-achievement, satisfaction, and enjoyment derived from the positive association between the employees’ emotional-self and his/her work, friends, family. Work should be designed so that employees’ work schedules, career demands, and travel requirements do not take up leisure and family time on a regular basis (White & Bednar, 1991). A job design consists of a job’s content, the methods that are used on the job and the way in which the job relates to others in the organization. The job design typically is a function of the work to be done and the way in which management wants the job to be carried out (Hodgetts&Luthans, 2000). A good job design creates opportunities for workers to achieve high levels of job performance (Schermerhorn, 1996), and is therefore, a good approach for improving the quality of work life of employees. Alternative work schedules attempt to increase productivity or decrease cost. These schedules are a trend toward responsiveness to employee needs (Boone & Kurtz, 2009).

## **Method and Materials**

A comprehensive way of access was used to conduct this analysis. The survey attempted to investigate from peers and their sense about the accessibility and practicalities of an array of index of the “quality of work life” concept. Guided by Patton’s (1990) snowballing technique, the study respondents were sampled from both public and private firms in the discipline of Education department, finance department, Health Sectors, and communication industries in Indian organizations.

## **Data Collection**

Data was collected through the use self-administered questionnaires. The questionnaire was separated into two divisions. The first division consisted of demographic indicators that collected information on the respondents’ demography. The second division consisted of the adopting 13 “quality of work life” index deducted from the literature whose availability is and practicalities in organizations are calculated: Enough and honest compensation; Faith in Top management; Effective job structure; Effective personal kinships; Career Enhancement; Wellness and Protective Criteria; Effective work life balance; Less stress at work; Democratic management; Constitutionalism; Training and development; Effective leadership; Management social responsibility to all stakeholders.

In the data collection process, the questionnaires were circulated to 150 respondents. The respondents were instructed to respond the questions mystified in the questionnaire to the soundest of their knowledge. All the respondents were filled and reverted, out of which 128 were found to be fully filled out and, thus usable, representing a response placed of 85.33 percent. This response rate was deliberated as a success. So the remaining 22 questionnaires were eliminated, since it is not fully scored. This might be assigned to the hesitancy of most peers in Indian Organizations to point out or deal their thoughts on firm’s issues. In this analysis, the respondents were ascertained of the shelter of their individualities and also the prudence of their responses to the questions mystified in the questionnaires.

## **Analysis**

Kaiser-Meyer-was used to ascertain the adequacy of the sample size, and Bartlett test of sphericity was employed to compute the significance of the correlation matrix.

Then, the exploratory factor analysis was executed with maximum probability approach to describe the rate of charging of variables acknowledged in the component, and Varimax orthogonal approach was used to represent the variables. Afterwards, the confirmatory factor analysis was used, with application of Lisrel 8.7, to verify the fitness of factors attained during the explanatory factor analysis. The fitness indexes are as follows: Chi square index, goodness of fit index (GFI), comparative fit index (CFI), normed fit index (NFI), Nonnormed fit index (NNFI), incremental fit index (IFI), related fit index (RFI), adjusted goodness of fit index (AGFI), root mean square error of approximation (RMSEA) and root mean square residual (RMR). However, if CFI, GFI, NFI, NNFI, IFI, RFI and AGFI are higher than 0.90, and Root mean square error of approximation and root mean square residual are less than 0.50, it examines a suitable and appropriate fitness (Alexopoulos and Kalaitzidis, 2004).

## Results

In the first level, the correlation of each identified variable and the internal consistency of all variables were examined in the component “Quality of working life” for the data.

### Analysis of Quality of Working Life

Before the explanatory factor analysis, the Kaiser-Meyer-Olkin approach was used to determine the sufficiency of the sample size for the component, while Bartlett test of sphericity was used to establish whether the correlation matrix has meaningful difference with zero or not respectively. It showed that the exploratory factor analysis was permissible. Then, the explanatory factor analysis was performed with maximum probability approach.

The variables were represented with Varimax revolution approach. The results demonstrated that three factors came out from the “Analysis of Quality of Working Life” component with special values bigger than 1.

The Primary Component explains 46.322, the secondary Component explains 12.982 and tertiary Component explained 11.9800% of the total variances of variables, respectively. Therefore, these three factors explained 62.865% of the total variances of variables for the component “Analysis of Quality of Working Life” from various organizations.

Regarding this component, the following variables formed the Primary Component:

- Job atonement
- Family-Responsive Culture
- Peer Motivation
- Organizational Sustainability
- Compensation

The Secondary Component was formed by the following variables:

- Career Enhancement & Growth
- Flexile Work Arrangements
- Emotional-Supervisory Sustain

The Tertiary Component was formed by the following variables:

- Communication
- Organizational Consignment
- Organizational Climate
- Emotional-Supervisory Sustainability

In Table 1, the confirmatory factor analysis was made with the use of the software “Lisrel 8.7” for ‘Analysis of Quality of Working Life’ and then the fitness of the factors attained was decided (Table 2). Subsequent to the earlier stated stage, the primary, secondary and tertiary components of the component “Analysis of Quality of Working Life” were the approved components named: “Kinship-Sustenance Preference”, “Future and Master Preference” and “Self-deterministic and Systemic Preference”, respectively.

## Conclusion

This study analysis renders worthful significances for the banks that have arising interest in asserting grammatical category of gender equity for appealing and continuing quality human resources. The study divulged significant divergences in overall QWL and the determinants of QWL i.e. compensation, Relaxation in work schedule and duty assignment, attention to duty structure design, and Peer relations. So the private commercial banks should try to eliminate these divergences to enhance the overall QWL among all the peers regardless of gender deviations.

## A STUDY ON EFFECTIVENESS OF MULTIMODAL TRANSPORTATION AT TRACKON COURIERS PRIVATE LIMITED, CHENNAI



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### **Abstract**

*The chain that interconnects different links or modes of transport - air, sea, and land - into one complete process that ensures an efficient and cost-effective door-to-door movement of goods under the responsibility of a single transport operator, known as a Multimodal Transport.*

*This study aims at assessing the effectiveness of their multi modal transportation. The secondary objectives include identifying their strengths in Multimodal transport service and the most preferred multi modal transportation among the courier company. Also to understand the factors*

*considered in transporting a product through multimodal transport service.*

*Multiple choice questions have been chosen to collect the responses from 50 franchises. The data collected has been analyzed through various statistical tools percentage analysis, Chi- square test. Numerous new findings has been derived from this research has helped to provide few suggestions to the company to strengthen its position in the multimodal transportation service. This study will help them to attract more clients and be upbeat in the market for a long run.*

**Keywords:** Transport, Efficiency, Effectiveness, Operator, Multimodal.

### **Introduction**

**Multimodal transport** (also known as combined transport) is the transportation of goods under a single contract, but performed with at least two different means of transport; the carrier is liable (in a legal sense) for the entire carriage, even though it is performed by several different modes of transport (by rail, sea and road, for example). The carrier does not have to possess all the means of transport and in practice usually does not; the carriage is often performed by sub-carriers (referred to in legal language as "actual carriers"). The carrier responsible for the entire carriage is referred to as a multimodal transport operator, or MTO.

The terms 'Through Transport', 'Combined Transport', 'Intermodal Transport' and 'Multimodal Transport' are all used in the context of cargo movement, from origin to destination. These four terms have very similar meanings, i.e. the transportation of goods by more than one mode of transport and a through rate. However, the United Nations made a distinction between each term and introduced definitions of transportation terminology in their Multimodal Transport Handbook (1995):

- **Modes of Transport:**

The method of transport used for the movement of goods, e.g. by rail, road, sea or air.

- **Means of Transport:**

The vehicle used for transport, e.g. ship, truck, or aircraft.

- **Types of Means of Transport:**

The type of vehicle used in the transport process, e.g. wide-body, tank truck, passenger vessel, etc.

- **Unimodal Transport**

The transport by one mode of transport only, where each carrier issues his own transport document (B/L3, airway bill, consignment note, etc.)

- **Combined Transport**

The transportation of goods in one and the same loading unit or vehicle by a combination of road, rail, and inland waterway modes.

- **Intermodal Transport**

The transportation of goods by several modes of transport where one carrier organizes the whole transport from one point or port of origin via one or more interface points to a final port or point. Depending on how responsibility for the entire transport is shared, different types of documents are used. There are also different definitions for intermodal transport. The ECMT (European Conference of Ministers of Transport) and the European Committee for standardization (CEN) use the following definition for intermodal transport: “the movement of goods in one and the same loading unit or vehicle which uses successively several modes of transport without handling of the goods themselves in changing mode”. The EC definition goes beyond the ECMT/CEN definition, and corresponds with the ECMT/CEN definition of multimodal transport: “the movement of goods whereby at least two different modes are used in a door-to door transport chain”. For Mahoney (1986), “Intermodality” means the movement of goods via two or more dissimilar means of modes of transportation while for Hayuth (1987), “Intermodality” means the movement of cargo from shipper to consignee by at least two different modes of transport under a single rate, through-billing, and through liability. The term “intermodality” has been widely adopted by European Union policy-makers.

- **Multimodal Transport**

Where the carrier organizing the transport takes responsibility for the entire door-to-door transport and issues a multimodal transport document.

Multimodal transport is therefore a concept which places the responsibility for transport activities under one operator, who then manages and coordinates the total task from the shipper’s door to the consignee’s door (see Table below), ensuring the continuous movement of the goods along the best route, by the most efficient and, cost-effective means, to meet the shippers requirements of delivery. This means simplified documentation, and increasingly by electronic means such as electronic data interchange (EDI).

### **Need for the Study**

Management needs to know the effectiveness of the company in order to make sound decisions. Surveys on franchises opinion on services can produce favorable or unfavorable result, but bringing a number of benefits to management. A study on effectiveness of multimodal transportation helps to understand the performance of the organization. The study on effectiveness of multimodal transportation of indicates the expectations of the expectations and preferences of franchises. The management finds a possible way to fulfill the expectations of franchises and thereby creates new decisions for the goodness of organization as well as customers

### **Objectives of the Study**

#### **Primary Objective**

A study on effectiveness in multimodal transport at Trackon couriers private limited.

### Secondary Objectives

- Influence of government regulations.
- Efficiency of transportation and service.
- Requirements for efficient transportation.
- Influence of workers knowledge.

### Limitations of the Study

- The study is limited to Chennai.
- The study is limited to the franchises in Chennai region only. Hence all the data and their temporal context would be limited to the above-mentioned period only.
- Though this research has the survey to find the effectiveness of multimodal transportation, it has certain limitations due to the accessibility
- As the sampling method adopted was non-probability sampling, no advanced analytical tool was applicable.
- Non availability of some information which were treated as Company secret.
- Franchises may answer without responsible for the questions and gives false information.

### Review of Literature

**Davis, Beth R (2006)**, a study on” Logistics service driven loyalty: an exploratory study”. The Journal shows that supply chain relationships can be a stable source of competitive advantage to firms in the supply chain because of their ability to create barriers to existing competition and conclude that improving logistics customer service is an ongoing focus for firms. Suppliers are trying to become more proactive with their customers and anticipate customer expectations.

**Mohitayalamanchi (2009)**, a study on “Logistics and Customer Value”, the objective of the study is about the customer value that companies have created through logistics management, in their quest for new ways to establish a competitive edge. A number of new tools and approaches have emerged as proactive elements of the logistics response to the task of creative value for the customer viz. emphasis on logistical customer service, management of the supply chain, the development of strategic alliances. It gives an explanation of various steps taken by different firms for identifying and implementing quality improvement processes in the logistics areas.

**Berrada A. Chakir & Ciro Aida (2009)**, a study on “Bottlenecks in the courier sector in West-coast Africa”. The objective of the study about to identify the bottleneck/s within the courier industry in west coast Africa. The Study revealed that the series of interesting findings First, the activity of a Courier company depends on a series of factors that do not depend on the courier company. And second, Courier Company in order to accomplish their tasks has access to services that are shared by all providers, and that are beyond their control. To conclude the study identifies infrastructure as a major bottleneck in the courier sector.

**Rajendra Kumar Shukla (March 2011)** review titled “Understanding Of Supply Chain: A Literature Review”**Gunasekaran and McGaughey (2003)** extended the scope of SCM beyond material management, partnership, information technology to the Total Quality Management areas like management commitment, organizational structure, training and behavioral issues. Supply Chain Management is a network of facilities that produce raw materials, transform them into intermediate goods and then final products, and deliver the products to customers through a distribution system

## Research Methodology

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

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study. It resembles the architect's blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the study ensures that the study will be relevant to the problem and the study will employ economical procedures.

## Research Design

This project consisted of descriptive researchers. The descriptive research is used by questionnaire method. The observational findings were obtained through the researcher's personal observation of the respondent's reply, after analyzing the reply.

## Sampling

The population is 70.

## Sample Size

The study is planned to be conducted with a sample of 50 Respondents & hence the study is descriptive in nature.

## Sampling Design

A convenience sample is simply one where the units that are selected for inclusion in the sample are the easiest to access. This is in stark contrast to probability sampling techniques, where the selection of units is made randomly.

## Type of Research

**Descriptive research** is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (what are the characteristics of the population or situation being studied?). The characteristics used to describe the situation or population is usually some kind of categorical scheme also known as descriptive categories. For example, the periodic table categorizes the elements. Scientists use knowledge about the nature of electrons, protons and neutrons to devise this categorical scheme. We now take for granted the periodic table, yet it took descriptive research to devise it. Descriptive research generally precedes explanatory research. For example, over time the periodic table's description of the elements allowed scientists to explain chemical reaction and make sound prediction when elements were combined.

## Data Collection

The purpose of data collection is:

- To obtain information

- To keep on track
- To make decision about important issues.

### **Primary Data**

The source of data will be in the form of questionnaire that helps to access the employee response to achieve profit maximization.

### **Secondary Data**

This will be collected from existing sources such as textbooks, articles, internet, and journals.

### **Research Instruments**

Research instrument are the instruments which is used for gathering or collecting information. The instruments used in the study are

1. Direct questions
2. Close end questions
3. Dichotomous questions
4. Multiple choice questions

### **Tools Used**

Survey method is employed to collect the data from the respondents and the data are collected with the help of questionnaires. Questionnaire is administered for the respondents. Questionnaire is a standardized form for collecting information to elicit data from the 50 respondents. A questionnaire consists of a set of questions presented to a responded for his or her answers.

### **Percentage Analysis**

Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. Percentage analysis consists of reducing a series of related amounts to a series of percentages of a given base. All items in an income statement are frequently expressed as a percentage of sales or sometimes as a percentage of cost of goods sold. A balance sheet may be analyzed on the basis of total assets. This analysis facilitates comparison and is helpful in evaluating the relative size of items or the relative change in items. A conversion of absolute dollar amounts to percentages may also facilitate comparison between companies of different size.

### **Chi-Square Test**

The Chi-square test is intended to test how likely it is that an observed distribution is due to chance. It is also called a "goodness of fit" statistic, because it measures how well the observed distribution of data fits with the distribution that is expected if the variables are independent. The Chi Square test is the most important and most used method in statistical tests. The purpose of Chi Square test is known as the difference between an observed frequency and expected frequency. This test sometimes is also used to test the differences between the two or more observed data. Its value can be calculated by using the given observed frequency and expected frequency.

### Experience & Type of Customers

Options	No of Respondents	Percentage	Options	No of respondents	Percentage
Less than 1 year	7	14	occasional	11	22
1-2 years	12	24	Regular	7	14
2-5 years	16	32	Both	32	64
5-7 years	10	20	Total	50	100
above 7 years	5	10			
<b>Total</b>	<b>50</b>	<b>100</b>			

### Type of Vehicle Used for Transportation

Options	No of respondents	%
Contract	38	76
Owned	5	10
Both	7	14
<b>Total</b>	<b>50</b>	<b>100</b>

### Discounts Given to Customers

Options	No of respondents	%
yes	32	64
No	18	36
<b>Total</b>	<b>50</b>	<b>100</b>

### Inference

From the table it can be inferred that, 14% of the respondents have an experience of less than a year, 24% of the respondents have an experience of 1-2 years and 32% of the respondents have an experience of 2-5 years.

From the table it can be inferred that, 64% of the respondents having both type of customers, 22% of the respondents having occasional customers and 14% of the respondents having regular customers.

From the table it can be inferred that, 76% of the respondents having contract vehicle, 10% of the respondents having both type of vehicle and 14% of the respondents having owned vehicle.

From the table it can be inferred that, 64% of the respondents giving discounts to the customers, 36% of the respondents not giving any discounts to the customers.

### Findings of the Study

- 14% of the respondents have an experience of less than a year, 24% of the respondents have an experience of 1-2 years and 32% of the respondents have an experience of 2-5 years.
- 64% of the respondents having type of customers, 22% of the respondents having occasional customers and 14% of the respondents having regular customers.
- 76% of the respondents having contract vehicle, 10% of the respondents having both type of vehicle and 14% of the respondents having owned vehicle.

### Suggestions

- The company should go for promotional activities so as to make people more aware about Trackon couriers. They should focus on providing advertisement through television which is a huge form of promotional activities. This would improve the chances of the company in getting more consumers.

- The company must often communicate with regular consumer regarding the offers, discounts that they avail for them. So that they can make use of the offers, discounts very effectively.
- They must provide a feedback form readily available in the store such that incase of any queries the consumers can easy convey it to the higher authority and make sure they don't face the same problem in future.

### **Conclusion**

A multimodal transport system integrates different geographical scales from the global to the local. With the development of new modal and intermodal infrastructure, urban regions have a growing accessibility to the international market; several parameters of regional transportation are transformed, or at least significantly modified.

This study highlights the key factors in multimodal transport system followed in Courier Company. With the responses given by the franchises working in courier company of in Chennai, a thorough knowledge of the multimodal transport has been acquired to provide suitable suggestions for the management.

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## A STUDY ON THE ABSENTEEISM WITH REFERENCE TO RANE TRW STEERING SYSTEMS LIMITED, CHENNAI



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### **Abstract**

*Absenteeism is a major problem which affects the entire economy and thus reduction in absenteeism of the workers plays a vital role in the well being of industry. The problem of absenteeism is vigorous in Indian organization in comparison with advanced countries. This study aims to identify factors that result in employees' absenteeism in an organization, which may help the company manager to develop and identify attitudes of employees for minimizing absenteeism. The increased productivity of an industry mainly depends upon the best possible application of man power which is the most valuable. In the first place, there is a lack of*

*empirical evidence concerning the seriousness of industrial absenteeism because records are inaccurate and incomplete. Only a small number of organizations attempt to understand this problem or make an effort to solve it. It is an industrial malady affecting productivity, profits, investments and absentee workers themselves. As such, increasing rate of absence adds very considerably to the cost of industry and hampers industrial progress. The absence of a few workmen is an imposition on others, affects work scheduling and adds to costs that push the price of absenteeism far beyond one day's salary.*

### **Introduction**

Employee Absenteeism is referred as a failure of employees to report to work when they are supposed to. Employee Absenteeism is defined as a habitual pattern of absence from a duty or obligation. Traditionally, Employee absenteeism is viewed as an indicator of poor individual performance, as well as organization performance; it was seen as a management problem, and framed in economic or quasi-economic terms. Employee absenteeism is an indicator of psychological or social adjustment to work. High absenteeism in the workplace may be indicative of low morale. This leads to even greater absenteeism and reduced productivity among other workers who try to work while ill. Sometimes, people choose not to return up for work and do not give an advance notice, this seems to be highly unprofessional. This is called a "no call, no show". According to Nelson & Quick (2008) people who are dissatisfied with their jobs are absent frequently. This is the "withdrawal model". This demonstrates empirical support in a negative association between absence and job satisfaction, in particular satisfaction with the work itself. Medical-based absenteeism are low back pain, smoking, problem drinking, and migraines. Depressive tendencies attributed to poor physical health. A certain level of absence is to be expected, as employees may have to be absent from work as a result of illness. Employers, however, have the right to expect responsible absence behavior when a healthy working

environment is provided. Over half of the companies in the IBEC survey thought that it would be possible to minimize their absence rates.

**Objectives of the Study**

- To examine the personal causes that give arise to absenteeism.
- To bring out the factors affecting the working environment of employees
- To Evaluate internal and external factors affecting absenteeism.
- To find suitable remedies to reduce absenteeism.

**Limitations of the Study**

- The result does not contain any information about Personnel and Account departments.
- Since the study deals with sensitive area of the organization, it is difficult to extract accurate information from the employees.
- The study is confined only to Rane employees.
- It cannot be generalised.

**Review of Literature**

**Muchinsky (2015)** author evaluates the psychometric properties of absence measures are reviewed, along with the relationship between absenteeism and personal, attitudinal and organizational variables chronic absentees into four types such as; entrepreneurs, status seekers, family oriented and sick and old.

**Barmby, Ercolani and Treble (2015)**, states that absence is not purely a medical condition. While employee absence often is described as sickness.

**Netshidzati (2016)** implied that the presence of intrinsic factors (motivation factors), such as achievement, recognition, responsibility, motivates an employee to deliver better performance. Satisfied employees inevitably have low absenteeism rates and vice versa.

**Research Methodology**

Descriptive research design is used in this study for analysis. Convenient sampling is used in this study, which does not afford any basis for estimating. The size of the sample selected for the study is 85 respondents. In this study, questionnaire has been used as a tool for data collection for easy analysis.

**The Tools which will be used for Analysis are**

- Chi-Square test.
- One way ANOVA test.
- Independent Sample t test.

**Data Analysis and Interpretation**

**Chi Square test**

**H<sub>0</sub>:** There is no significant relationship between Work experience and awareness of leave rules.

**H<sub>1</sub>:** There is a significant relationship between Work experience and awareness of leave rules.

<b>Table showing Leave Rules Vs Work Experience (Chi-Square Tests) Table No. 2.14(ii):</b>			
	Value	Df	P value
Pearson Chi-Square	5.955 <sup>a</sup>	1	0.00003

**Interpretation** - Here P value is less than 0.05, Since  $P < 0.05$ ,  $H_1$  is accepted, Therefore, There is a significant relationship between Work experience and leave rules.

#### Independent Sample t test

$H_0$ : There is no significant relationship between Age and Level of Satisfaction.

$H_1$ : There is a significant relationship between Age and Level of Satisfaction.

Table showing Age Vs Level of satisfaction (Independent Samples Test)								
t-test for Equality of Means								
							95% Confidence Interval of the Difference	
		T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Level of satisfaction	Equal variances assumed	-0.496	60	0	-0.091	0.183	-0.458	0.276
	Equal variances not assumed	-0.44	16.455	0.666	-0.091	0.207	-0.529	0.347

**Interpretation** - Here  $P_1$  value=0.04,  $P_2$  Value is less than 0.05, Since  $P_1, P_2 < 0.05$ ,  $H_1$  is accepted, Therefore, There is a significant relationship between Age and Level of Satisfaction.

#### One way ANOVA

$H_0$ : There is no significant relationship between Number of days applied and Current Stay.

$H_1$ : There is a significant relationship between Number of days applied and Current Stay.

ANOVA						
No of Days applied for leave						
	Sum of Squares	Df	Mean Square	F	Sig.	
Between Groups	1.382	3	0.461	0.584	0.032	
Within Groups	63.865	81	0.788			
<b>Total</b>	<b>65.247</b>	<b>84</b>				

**Interpretation** - Here P value=0.032, Since  $P < 0.05$ ,  $H_1$  is accepted

Therefore, There is a significant relationship between Number of days applied and Current Stay.

#### Conclusion

Absenteeism is an unavoidable menace which most of the organizations have to bear with and it has to be managed. One cannot prepare a fool proof successful formula to eradicate this problem once and for all. Absenteeism ranging between five to ten percent is a common phenomenon in most of the industries. In fact employees remain absent for their work because of various factors, after all they are also human beings. The causation of the feelings of monotony towards work is a big challenge and the managements should take appropriate measures like sending employees on holidays, tours etc. The practice of job rotation and multi tasking strategies also work in the minimization of the feeling of inertia or monotony. Here, in this study the employees' wages are also

not attractive. Managements should pay their workmen handsomely. So that it can motivate them to certain levels. Even though, money is not the sole factor to influence the work behavior of employees it can certainly boost their morale towards work to some extent.

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## A STUDY ON THE FACTORS INFLUENCING EMPLOYEE RETENTION WITH REFERENCE TO INDIA CEMENTS LIMITED



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### **Abstract**

Employee retention is a concern for organizations in this competitive job market because there are a great number of employment opportunities for talented professionals, the higher skilled the employees, the greater the demand for their services. In order to retain the best talents, strategies aimed at satisfying employee's needs are implemented, the problem remains on how great is the effect of each strategy having toward overall employee's retention. The primary aim of this study was to assess the factors that most significantly influence employee retention. The sample size of 105 employees, involving top, middle and lower level employees were the respondents in this study. The results of the study shows that organizational culture , working environment , job satisfaction ,job security, training opportunities, salary amounts, participative decision making, availability of allowances, relationships at work place, retirement benefits plans and promotion opportunities are

some of the factors that basically influence employee retention at The India Cements. The difference come from the implementation, those implemented as required like job satisfaction and Rewards and other benefits plans their influence on retention is positive and those poorly implemented they act as a limit to employee retention efforts, which results to labour turnover, transfer of employees, low working moral and partial fulfillment of the organisation objectives. The solution to retention problems emphasis on needs to further improve its culture ,More participation and involvement of employees ,Recognition of the employees, Working relationship, appropriate Rewards must be awarded because according to the findings the respondents value them more. The findings of this study can be used by organizations to develop policies, practices, and strategies that would enable higher levels of employee retention and create greater efficiencies in meeting their strategic objectives.

### **Introduction**

Hiring an employee is only a first step. Building awareness of the importance of employee retention is essential. The costs associated with employee turNover can include lost customers and business as well as damaged morale. In addition, there are costs incurred in screening, verifying credentials and references, interviewing, hiring and training a new employee. The direct and indirect costs associated with employee turNover can range between 70 and 20 per cent of salary. Employee retention is defined as a systematic effort by employers to create and foster an environment that encourages current employees to remain with the organisation. Retention strategies strengthen the ability of businesses to attract and retain their workforce. Once the right staff persons have been recruited, retention practices provide the tools necessary to support staff. A strategic approach to employee retention may include adopting effective methods of

engagement, safe and healthy workplaces and creating flexible work arrangements. Retention practices help create an inclusive and diverse workforce where barriers are reduced and individuals can participate in the workplace. Workplaces that demonstrate the value they place in their employees and that put into place policies and practices that reflect effective retention practices will benefit, in turn, from worker commitment and productivity. Creative strategies that go beyond pay and benefits can be employed to attract and retain employees. Recognition, flexible work arrangements, work-life balance, employee engagement, health and safety, communication, workplace diversity, formal wellness programs, inclusion and employee development are some examples of approaches that can become a part of the mix when developing retention strategies.

### **Statement of the Problems**

- Due to time constraint and administrative issues of the organization, the samples size had to be restricted.
- The respondents might Not have disclosed their actual opinions on certain issues related to the organization which could be confidential in nature.
- This project period of 3 months is insufficient to study the entire operations of customers, manufactures and suppliers and to do study in detail..
- Only existing employees were selected as respondents and key informant interviews and it did Not include employee who has left the organization. To fill the gap secondary data which they have filled on clearance were referred.

### **Objectives of the Study**

- To identify the factors influencing employee retention at The India Cements Ltd.
- To analyse opinion of the employees of the organisation on employee retention.
- To assess employee retention strategies employed by the organization.
- To determine the effects of employee turnover at India Cements.
- To suggest solution for effective employee retention.

### **Review of Literature**

**Michael O. Samuel and Crispin Chipunza(2009)** This research looked at the extent to which identified intrinsic and extrinsic motivational variables influenced the retention and reduction of employee turNover in both public and private sector organisations.. The study examined two public and two private sector organisations in South Africa. The total population of the research comprised 1800 employees of the surveyed organisations with a sample size of 145 respondents.The following motivational variables were found to have significantly influenced employee retention in both the public and private sector organisations: training and development, challenging/interesting work, freedom for inNovative thinking, and job security.

**Atif Anis (2011)** Employee retention is a critical aspect for every company regarding competitive advantage because human resource is the most critical asset of today's modern world. The numbers of respondents in our study are 330. For analysis we used the structural equation modelling technique with the use of AMOS 18.0. In this study, we used compensation as the mediating variable between the training and retention of employees. Results reveal that retaining employee's long term, after their training and development has been completed, without

increasing their compensations is Not as favourable as when compensation is increased to reflect the completion ability to apply their field related skills and capabilities.

**Amit bijon dutta & sneha banerjee (2014)** Employee Retention refers to the ability of the organisation to retain its employees and it's emerging as a big challenge to organisations. Organisation culture, pay and remuneration, flexibility and job satisfaction highly influence the retention rate for any company. The paper provides the prevalent and potential reasons for an employee to leave his job and also talks extensively about the problems faced by an organisation associated with the high employee turnover. The paper elaborates on the retention factors such as training, skill recognition, career development, etc and helps in understanding the importance of effective communication and employee motivation for the cause of employee retention.

**Maqsood Haider, Amran Rasli, Chaudhry Sho aib Akhtar (2015)** study and examines the human resource (HR) practices that promote employee retention and engagement. The sample size of this study was 250. -Training and development -Compensation -Organization Culture -Retention Research showed that the employees feel that effective HR practices have a direct and positive relationship with employee.

**E.N.C Hong, Lam Zheng Hao, Ramesh Kumar, Charles Ramendran, Vimala Kadiresan (2016)** The main objective of this study is to see the effectiveness of existing training programs, employee empowerment, job appraisal and compensation in retaining & engaging the employee: From the academicians' perception. Quantitative data was collected using the non-probability self-administered questionnaire that consist of Questions with 5-points Likert scales distributed to 278 individuals for the study. Employee empowerment -Training & development, -Employee compensation -Performance appraisal The result showed that, there is highly significant relationship between the factors of training, compensation and appraisal on University of Z lecturer's retention & engagement.

### Research Methodology

Descriptive research is used to describe characteristics of a phenomenon being studied. It involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection.

There are two methods of data collection they are as follows:

- Primary Data
- Secondary Data

The type of sampling technique used here is simple random sampling is a specific type of Non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study. The number of respondents for this study is 105.

The statistical analysis tools applied in this study are:

- Anova
- Pearson correlation
- Regression

### Data Analysis and Interpretation

#### ANOVA

$H_0$ : There is No significant relationship between age and retention factor.

$H_1$ : There is a significant relationship between age and retention factor.

F-value	2.703
Sig. value	0.04
N	105

**Inference:** There is a significant relationship between the age of the employees and retention factors.

### Correlation

H<sub>0</sub>: There is No significant relationship between culture and retention.

H<sub>1</sub>: There is a significant relationship between culture and retention.

Pearson Correlation	0.208
Sig. (2-tailed)	0.033
N	105

**Inference:** There is a significant relationship between the organizational culture and the employee retention. And there is positive correlation ( $r=0.208$ ) between organizational culture and the employee retention.

### Regression

Regression between working environment, organizational culture, superior subordinate relationship, job satisfaction, rewards and Retention.

H<sub>0</sub>: There is No significant relationship between working environment, organizational culture, superior subordinate relationship, job satisfaction, rewards and Retention

H<sub>1</sub>: There is a significant relationship between working environment, organizational culture, superior subordinate relationship, job satisfaction, rewards and Retention.

	Sum of squares	df	Mean square	F	Sig.
Regression	1.899	1	1.899	4.663	.033
Residual	41.948	103	.407		
<b>Total</b>	<b>43.848</b>	<b>104</b>			

**Inference:** Therefore, There is a significant relationship between working environment, organizational culture, superior subordinate relationship, job satisfaction, rewards and employee retention.

### Conclusion

Given the growing needs for organisations to retain its best employees in the face of competition, the findings of the study suggest that certain variables are crucial in influencing employees' decision to either leave or remain in an organisation. Such variables include working environment, organizational culture, superior subordinate relationship, job satisfaction, rewards, training and development, a competitive salary package and job security. Nonetheless, the importance of other variables should Not be under estimated when formulating a retention policy. It is only a comprehensive blend of intrinsic and extrinsic motivational variables that can enhance retention and reduce the high rate of employee turNover in our various organisations.

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## AN ANALYSIS OF CASH MANAGEMENT WITH REFERENCE TO INDIA SHOES EXPORTS PRIVATE LIMITED



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### **Abstract**

*The main goal of the study is to analyze the cash management in India shoes private limited. The primary aim of cash management is to ensure that there should be enough cash availability when the need arises, not too much, but never too little. The need for cash to run the day - to - day business activities cannot be overemphasized. One can hardly find a business firm, which does not require any amount of cash. Indeed, firms differ in their requirements of the cash. A firm should aim at maximizing the wealth of its shareholders. In its endeavor to do so, a firm should earn sufficient return from its operation. Earnings a steady amount of profit require successful sales activities. The firm has to invest enough funds in current assets for*

*generating sales. Current asset are needed because sales do not covert into cash instantaneously. In order to answer the research objectives, data was collected through annual report that were analyzed through ratios, comparative cash flow statement and trend analysis which were used to study the overall aspects of current assets, current liabilities operating profits during the study period. It was noticed in the study that the company had utilizes its cash efficiently and can also try to get more effective values by working on it. The cash required to meet out the current liabilities is maintained at a normal level that shows the company follows an average policy.*

**Keywords:** *cash, business, shareholders, asset.....*

### **Introduction**

Cash is the important current asset for the operations of the business. Cash is the basic input needed to keep the business running on a continuous basis; it is also the ultimate output expected to be realized by selling the service or product manufactured by the firm. The firm should keep sufficient cash, neither more nor less. Cash shortage will disrupt the firm's manufacturing operations while excessive cash will simply remain idle, without contributing anything towards the firm's profitability. Thus, a major function of the financial manager is to maintain a sound cash position. Cash is the money which a firm can disburse immediately without any restriction. The term cash includes coins, currency and cheques held by the firm, and balances in its bank accounts. Sometimes near-cash items, such as marketable securities or bank times deposits, are also included in cash. The basic characteristic of near-cash assets is that they can readily be converted into cash. Generally, when a firm has excess cash, it invests it in marketable securities. This kind of investment contributes some profit to the firm. Cash management is the corporate process of collecting and managing cash, as well as using it for (short-term) investing. It is a key component of ensuring a company's financial stability and solvency. Corporate treasurers or

business managers are frequently responsible for overall cash management and the related responsibilities to remain solvent.

### Functions of Cash Management

Cash management is the treasury function of a business, responsible for achieving optimal efficiency in two key areas: receivables, which is cash coming in, and payables, which is cash going out.

### Receivables Management

When a business issues an invoice it is reported as a receivable, which is cash earned but yet to be received. Depending on the terms of the invoice, the business may have to wait 30, 60 or 90 days for the cash to be received. It is common for a business to report increasing sales, yet still run into a cash crunch because of slow or poorly managed receivables. There are a number of things a business can do to accelerate its receivables and reduce payment float, including clarifying billing terms with customers, using an automated billing service to bill customers immediately, using electronic payment processing through a bank to collect payments, and staying on top of collections with an aging receivables report.

### Payables Management

When a business controls its payables, it can better control its cash flow. By improving the overall efficiency of the payables process, a business can reduce costs and keep more cash working in the business. Payables management solutions, such as electronic payment processing, direct payroll deposit, and controlled disbursement can streamline and automate the payable functions.

### Facets of Cash Management

In order to resolve the uncertainty about cash flow prediction and lack of synchronization between cash receipts and payments, the firm should develop appropriate strategies for cash management. The firm should evolve strategies for cash management. The firm should evolve strategies regarding the following four facets of cash management.

- **Cash planning:** Cash inflows and outflows should be planned to project cash surplus or deficit for each period of the planning period. Cash budget should be prepared for this purpose.
- **Managing the cash flows:** The firm should decide about the properly managed. The cash inflows should be accelerated while, as far as possible, the cash outflows should be decelerated.
- **Optimum cash level:** the firm should decide about the appropriate level of cash balances. The cost of excess cash and danger of cash deficiency should be matched to determine the optimum level of cash balances.
- **Investing surplus cash:** The surplus cash balances should be properly invested to earn profits. The firms should decide about the division of such cash balances between alternative short-term investment opportunities such as bank deposits, marketable securities, or inter-corporate lending.

### Statement of Problems

- The study was restricted only to one particular unit of India shoes private limited.

- The study takes into account only the quantitative data and the qualitative aspects were not taken into account.
- The allotted time period of 3 months for the study was relatively insufficient to perform in depth analysis.
- It was difficult getting time and access to senior level finance managers due to their busy schedules and prior commitments.

### **Objectives of the Study**

- To analyze the cash management of the company.
- To find out the liquidity position of the concern (PARTICULAR UNIT) through ratio analysis.
- To study the growth of the company in terms of cash flow statement.  
To make suggestion and recommendation to improve the cash position of the company

### **Review of Literature**

- **Pandey, I.M (1998)**, emphasised the importance of proper cash management to businesses by indicating that every business needs cash available to invest in purchasing inventory to sell as well as to purchase fixed assets in the business to enhance sales. Cash is also needed to make payments on time to creditors to increase growth in sales. Businesses should focus on maximizing cash inflows and minimizing cash outflows so that surplus cash could be managed into an investment portfolio. This would, in return, increase business sales and ultimately increase profitability
- **Teigen L.E (2001)** explains that cash management can be seen as a part of treasury management, which is a staff service function that supports many different areas of the organization. Cash management includes the control and care of the cash assets and liabilities of the organisation. It means development and compliance with cash and investment policy and processes. All part of cash management need to be coordinated and documented in a procedural manual in order to control the risk associated with cash.
- **Filbeck & krueger ( 2003)** investigated that there are some other factors that affect the working capital management like interest rate, if the interest rate rises it will make longer the cash cycle period.
- **Patel.U (2010)** outlines the large number of businesses fail due to the absence of cash rather than the absence of profits. He also indicated that cash management practices are vitally important for the business because it would assist in profitability, future planning and sustainability. The practice of basic concepts of cash management will assist business plan for the unforeseen eventualities that almost all business encounter.
- **Amit kr Nag ( 2014)** his study states that, the company needs to minimize its cash expenses in order to increase its cash in hand, cash at bank and other short term securities. They should maintain a balance between profitability and liquidity which is only possible if the company is having adequate cash balance. And also they must have a check on its cash conversion cycle so that it can have proper flow of cash throughout the year.
- **Chernenko and Sunderam (2016)**, show that about a quarter of inflows and outflows of US equity and long-term corporate bond funds are accommodated through changes in cash rather than through securities trading. They also find that the use of cash by funds is positively related to both the liquidity of their assets and to the liquidity of markets they trade in. These

results document the relationship between cash holdings and fund flow, but they do not analyze why they are related nor the benefits of holding cash. Our contribution is to show that cash holdings allow asset managers to avoid costly forced sales, pointing to one of the reasons why carrying cash can increase the value of fund portfolio.

- **Morris et al (2017)**, which examines the relation between cash management and the sale of non -cash assets. Using data on 36 emerging markets global bond funds from January 2013 to June 2014, they find asset managers engage in cash hoardings as a response to large redemptions more often than they use their cash holding as a buffer to mitigate sales of asset. They also show that less liquid funds display a greater tendency toward cash hoarding.

### Research Methodology

Research is a process in which the researchers wish to find out the end result for a given problem and thus the solution helps in future course of action. The research has been defined as “A careful investigation or enquiry especially through search for new facts in branch of knowledge” The research design used in this project is Analytical in nature the procedure using, which researcher has to use facts or information already available, and analyze these to make a critical evaluation of the performance. This study is fully based on the information collected by secondary data

### Tools Used In the Analysis

- Ratio analysis.
- Trend analysis.
- Cash flow statement.
- Comparative balance sheet.

### Data Analysis and Interpretation

#### Comparison of Cash flow Statement

Table Showing Comparison of Cash Flow Statement for 2012 & 2013

Particulars	2012	2013	Increase/decrease	Percentage Changes
<b>Net profit before tax</b>	319.40	251.96	-67.44	-21.11 %
Net cash from operating activities	69.80	184.55	114.75	164.39%
Net cash used in from investing activities	-32.33	-128.77	-96.44	-298.29%
Net cash used in from financial activities	-30.60	-45.62	-15.02	-49.08%
Net decreases/ increases in cash and cash equivalent	6.87	10.15	3.28	47.74%
Cash and cash equivalents - Opening Balance	15.65	22.52	6.87	43.89%
Cash and cash equivalents - Closing Cash Balance	22.65	32.67	10.02	44.24%

**Interpretation**

The above chart represents the comparison of cash flow statement and percentage changes. The net profit is decreased to Rs.67.44crs in 2013 comparing to 2012 net profit. The net cash from operating activities shows good hike in 2013, their percentage changes was also increased. The net cash and cash equivalent has a slight increase in the year 2013. The closing cash balance was also has a slight increase and this shows that has made little profit to meet next year requirements.

**Table Showing Comparison of Cash Flow Statement for 2013 &2014**

<b>Particulars</b>	<b>2013</b>	<b>2014</b>	<b>Increase/Decrease</b>	<b>Percentage Changes</b>
<b>Net profit before tax</b>	251.96	282.67	30.71	12.19 %
Net cash from operating activities	184.55	181.54	-3.01	-1.63%
Net cash used in from investing activities	-128.77	-116.68	12.09	-9.34%
Net cash used in from financial activities	-45.62	-46.22	0.6	-1.31%
Net decreases/ increases in cash and cash equivalent	10.15	18.63	8.48	83.54%
Cash and cash equivalents - Opening Balance	22.52	32.67	10.15	45.07%
Cash and cash equivalents - Closing Cash Balance	32.67	51.30	18.63	57.02%

**Interpretation**

The above chart represents the comparison of cash flow statement for 2013 and 2014 and percentage changes. In this year the net profit before tax is increased to Rs.30.71crs. The net cash from operating activities has decreased to Rs.3.01crs and there is a slight change in percentage value. The total net cash and cash equivalent has increased to Rs.8.48crs. The total closing balance has been increased to 57.02% in 2014.

**Table Showing Comparison of Cash Flow Statement for 2014 & 2015**

<b>Particulars</b>	<b>2014</b>	<b>2015</b>	<b>Increase/Decrease</b>	<b>Percentage Changes</b>
<b>Net profit before tax</b>	282.62	328.67	46.05	16.29 %
Net cash from operating activities	181.53	118.54	-62.99	-34.699%
Net cash used in from investing activities	-116.68	-65.88	50.8	-43.53%
Net cash used in from financial activities	-46.22	-50.43	-4.21	-9.11%
Net decreases/ increases in cash and cash equivalent	18.63	2.23	-16.4	-88.03%
Cash and cash equivalents - OPENING BALANCE	32.67	51.30	18.63	57.02%
Cash and cash equivalents - CLOSING CASH BALANCE	51.30	53.53	2.23	4.34%

**Interpretation**

The above chart represents the comparison of cash flow statement for 2014 and 2015 and percentage changes. In this year the net profit before tax has good hike Rs.46.05crs and

percentage value is 16.29%. The net cash from operating activities has decreased Rs.62.99crs. The total net cash and cash equivalent has huge decreased and the percentage changes is -88.03%. The total closing cash balance has slight increase to Rs. 2.2crs in 2015.

**Table Showing Comparison of Cash Flow Statement for 2015 &2016**

Particulars	2015	2016	Increase/Decrease	Percentage Changes
Net profit before tax	328.67	298.42	-30.25	-9.20 %
Net cash from operating activities	118.54	204.36	85.82	72.39%
Net cash used in from investing activities	-65.88	-115.96	-50.08	-76.01%
Net cash used in from financial activities	-50.43	-51.88	-1.45	-2.88%
Net decreases/ increases in cash and cash equivalent	2.23	36.52	34.29	-15.37%
Cash and cash equivalents - OPENING BALANCE	51.30	53.53	2.23	4.34%
Cash and cash equivalents - CLOSING CASH BALANCE	53.53	90.05	36.52	68.22%

### Interpretation

The above table represents the comparison of cash flow statement for 2015 and 2016 and percentage changes. In this year the net profit before tax was decreased to Rs.30.25crs and percentage changes value is 9.20%. The cash from investing activities and financial activities was decreased in this year. This year closing balance was increased to Rs.36.52crs. The company has to increase its profitable position in near future.

### Comparative Balance Sheet

**Table Showing Comparative Balance Sheet of 2012 & 2013**

Particulars	2012	2013	Increase / Decrease	Percentage Changes
Equities and Liabilities				
Shareholders Fund				
Equity share capital	64.26	64.26	-	-
Total Share Capital	64.26	64.26	-	-
Revaluation reserves	29.62	28.86	-0.76	-2.56%
Reserves and surplus	480.42	607.21	126.79	26.39%
Total Reserves and Surplus	510.04	636.07	126.03	24.70%
TOTAL Shareholders Funds	574.31	700.33	126.02	21.94%
Non -Current Liabilities				
Other long term liabilities	40.96	56.11	15.15	36.98%
Long term provisions	21.62	0.00	-21.62	-1%
Total Non -Current Liabilities	62.58	56.11	-6.47	-10.33%
Current Liabilities				

Trade payables	193.62	237.97	44.35	22.90%
Other current liabilities	43.66	56.52	12.86	29.45%
Short term provision	50.03	79.50	29.47	58.90%
Total Current Liabilities	287.31	373.99	86.68	30.16%
Total Capital and Liabilities	924.20	1130.43	206.23	22.31%
Assets				
Non- Current Assets				
Tangible assets	218.46	240.67	22.21	10.16%
Intangible assets	0.54	0.68	0.14	25.92%
Capital work -in -progress	8.07	18.12	10.05	124.53%
Intangible assets under development	0.00	0.00	-	-
FIXED ASSETS	227.07	259.47	32.4	14.26%
Non -current investment	4.85	4.85	-	-
Deferred tax assets	34.22	44.36	8.14	23.78%
Long term loans and advances	84.52	99.54	15.02	17.77%
TOTAL NON -CURRENT ASSETS	350.65	408.21	57.56	16.41%
CURRENT ASSETS				
Inventories	391.32	462.09	70.77	18.08%
Trade receivables	31.39	44.95	13.56	43.19%
Cash balance	122.95	187.10	64.15	52.17%
Short term loans and advances	23.80	21.24	-2.56	-10.75%
Other current assets	4.08	6.83	2.75	67.40%
Total Current Assets	573.54	722.22	148.68	25.92%
Total Assets	924.20	1130.43	206.23	22.31%

### Interpretation

This table represents the comparative balance sheet for 2012 and 2013. In this year there is high growth in shareholders fund Rs.126.02crs and percentage changes is 21.94%. The total noncurrent liabilities has decreased to Rs.6.47crs. The total liability has high percentage to 22.31%. The impact of reserves and surplus made the company to increase their cash and bank balance. With the help of this surplus amount, the company able to repay their borrowings.

**Table Showing Comparative Balance Sheet of 2013 & 2014**

Particulars	2013	2014	Increase / decrease	Percentage changes
Equities and Liabilities				
Shareholders fund				
Equity share capital	64.26	64.26	-	-
Total Share Capital	64.26	64.26	-	-
Revaluation reserves	28.86	27.95	-0.91	-3.15%
Reserves and surplus	607.21	748.79	141.58	23.31%
Total Reserves and Surplus	636.07	776.74	140.67	22.11%
Total Shareholders Funds	700.33	841.00	140.67	20.08%

Non -Current Liabilities				
Other long term liabilities	56.11	79.28	23.17	41.29%
Long term provisions	0.00	0.00	-	-
Total Non -Current Liabilities	56.11	79.28	23.17	41.29%
Current Liabilities				
Trade Payables	237.97	286.13	48.16	20.23%
Other Current Liabilities	56.52	87.66	31.14	55.09%
Short Term Provision	79.50	88.68	9.18	11.54%
Total Current Liabilities	373.99	462.47	88.48	23.65%
Total Capital and Liabilities	1130.43	1382.75	252.32	22.320%
Assets				
Non- Current Assets				
Tangible Assets	240.67	245.44	4.77	1.98%
Intangible Assets	0.68	0.79	0.11	16.17%
Capital work -in -Progress	18.12	23.71	10.05	124.53%
Intangible assets under development	0.00	0.00	-	-
Fixed Assets	259.47	269.94	10.47	4.03%
Non -current investment	4.85	4.85	-	-
Deferred tax assets	44.36	68.08	23.72	53.47%
Long term loans and advances	99.54	118.36	18.82	18.90%
Total Non -Current Assets	408.21	461.23	53.02	12.98%
Current Assets				
Inventories	462.09	582.69	120.6	26.09%
Trade receivables	44.95	50.92	5.97	13.28%
Cash balance	187.10	255.73	68.63	36.68%
Short term loans and advances	21.24	22.64	1.16	5.46%
Other current assets	6.83	9.54	2.71	39.67%
Total Current Assets	722.22	921.52	199.3	27.59%
Total Assets	1130.43	1382.75	252.32	22.32%

### Interpretation

The above table represents the comparative balance sheet for 2013 and 2014. In this year the total reserves and surplus is increased to 22.11% and total shareholders fund is increased to 20.8%. The total current liability is also increased to 23.65%. It is increased because of other long term liabilities. The value of fixed assets is increased to 4.03%. It is because of increased in tangible assets.

Table Showing Comparative Balance Sheet for 2014 and 2015

Particulars	2014	2015	Increase/Decrease	Percentage Changes
EQUITIES AND LIABILITIES				
SHAREHOLDERS FUND				
Equity share capital	64.26	64.26	-	-
TOTAL SHARE CAPITAL	64.26	64.26	-	-
Revaluation reserves	27.95	26.79	-1.16	-4.15%
Reserves and surplus	748.79	931.09	182.3	24.34%

TOTAL RESERVES AND SURPLUS	776.74	957.88	181.14	23.32%
TOTAL SHAREHOLDERS FUNDS	841.00	1022.15	181.15	21.53%
NON -CURRENT LIABILITIES				
Other long term liabilities	79.28	97.76	18.48	23.30%
Long term provisions	0.00	0.00	-	-
TOTAL NON -CURRENT LIABILITIES	79.28	97.76	18.48	23.30%
CURRENT LIABILITIES				
Trade payables	286.13	356.74	70.61	24.67%
Other current liabilities	87.66	85.04	-2.62	2.98%
Short term provision	88.68	75.75	-12.93	14.58%
TOTAL CURRENT LIABILITIES	462.47	517.53	55.06	11.90%
TOTAL CAPITAL AND LIABILITIES	1382.75	1637.43	254.68	18.41%
ASSETS				
NON- CURRENT ASSETS				
Tangible assets	245.44	305.74	60.3	24.56%
Intangible assets	0.79	0.94	0.15	18.98%
Capital work -in -progress	23.71	16.58	-7.13	30.07%
Intangible assets under development	0.00	31.59	31.59	-
FIXED ASSETS	269.94	354.86	84.92	31.45%
Non -current investment	4.85	4.95	0.1	2.06%
Deferred tax assets	68.08	87.62	19.54	28.70%
Long term loans and advances	118.36	176.29	57.93	48.94%
TOTAL NON -CURRENT ASSETS	461.23	623.71	162.48	35.22%
CURRENT ASSETS				
Inventories	582.69	704.70	122.01	20.09%
Trade receivables	50.92	58.42	7.5	14.72%
Cash balance	255.73	209.97	-45.76	-17.89%
Short term loans and advances	22.64	31.94	9.3	41.07%
Other current assets	9.54	8.70	-0.84	-8.80%
TOTAL CURRENT ASSETS	921.52	1013.73	92.21	10.00%
TOTAL ASSETS	1382.75	1637.43	254.68	18.41%

### Interpretation

The above table represents the comparative balance sheet for 2014 and 2015 and their percentage changes. In this year the reserves and surplus was increased to Rs.181.crs, this was due to surplus investment from the shareholders. They also consistently improved their operating efficiency. The value of fixed assets is increased by Rs.84.92crs, because they invest in capacity enhancement. The inventory is increased by Rs.122.01crs, so the value of cash balance is decreased to 17.89%.

Table Showing Comparative Balance Sheet For 2015 and 2016

Particulars	2015	2016	Increase /decrease	Percentage changes
<b>EQUITIES AND LIABILITIES</b>				
<b>SHAREHOLDERS FUND</b>				
Equity share capital	64.26	64.26	-	-
<b>TOTAL SHARE CAPITAL</b>	<b>64.26</b>	<b>64.26</b>	<b>-</b>	<b>-</b>
Revaluation reserves	26.79	26.79	-	-
Reserves and surplus	931.09	1091.97	160.88	17.27%
<b>TOTAL RESERVES AND SURPLUS</b>	<b>957.88</b>	<b>1118.02</b>	<b>160.14</b>	<b>16.71%</b>
<b>TOTAL SHAREHOLDERS FUNDS</b>	<b>1022.15</b>	<b>1183.02</b>	<b>160.87</b>	<b>15.73%</b>
<b>NON -CURRENT LIABILITIES</b>				
Other long term liabilities	97.76	102.87	5.11	5.22%
Long term provisions	0.00	0.00	-	-
<b>TOTAL NON -CURRENT LIABILITIES</b>	<b>97.76</b>	<b>102.87</b>	<b>5.11</b>	<b>5.22%</b>
<b>CURRENT LIABILITIES</b>				
Trade payables	356.74	324.86	-31.88	-8.93%
Other current liabilities	85.04	74.27	-10.77	-12.66%
Short term provision	75.75	61.41	-14.34	-18.93%
<b>TOTAL CURRENT LIABILITIES</b>	<b>517.53</b>	<b>460.53</b>	<b>-57.00</b>	<b>-11.01%</b>
<b>TOTAL CAPITAL AND LIABILITIES</b>	<b>1637.43</b>	<b>1746.42</b>	<b>108.99</b>	<b>6.65%</b>
<b>ASSETS</b>				
<b>NON- CURRENT ASSETS</b>				
Tangible assets	305.74	301.52	-4.22	-1.38%
Intangible assets	0.94	0.60	-0.34	-36.17%
Capital work -in -progress	16.58	13.43	-3.15	-18.99%
Intangible assets under development	31.59	5.61	-25.98	-82.24%
<b>FIXED ASSETS</b>	<b>354.86</b>	<b>321.15</b>	<b>-33.71</b>	<b>-9.49%</b>
Non -current investment	4.95	4.95	-	-
Deferred tax assets	87.62	101.92	14.3	16.32%
Long term loans and advances	176.29	178.34	2.05	1.16%
<b>TOTAL NON -CURRENT ASSETS</b>	<b>623.71</b>	<b>606.36</b>	<b>-17.35</b>	<b>-2.78%</b>
<b>CURRENT ASSETS</b>				
Inventories	704.70	678.90	-25.8	-3.66%
Trade receivables	58.42	69.64	11.22	19.20%
Cash balance	209.97	340.51	130.54	62.17%
Short term loans and advances	31.94	40.86	8.92	27.92%
Other current assets	8.70	10.16	1.46	16.78%
<b>TOTAL CURRENT ASSETS</b>	<b>1013.73</b>	<b>1140.06</b>	<b>126.33</b>	<b>12.46%</b>
<b>TOTAL ASSETS</b>	<b>1637.43</b>	<b>1746.42</b>	<b>108.99</b>	<b>6.656 %</b>

### **Interpretation**

The above table shows the comparative balance sheet for year 2015 and 2016 and their percentage changes. In this year the current liabilities was decreased by Rs.57crs and percentage changes was 11.01%, it was due to long term borrowings. The value of inventories was decreased byRs.25.8crs and their percentage change was 3.66% and so the value of cash balance is increased.

### **Conclusion**

Cash management is a most vital activity of any company. The study on cash management has provided a clear view on financial activities of the company. The company has to increase expands its business in a huge manner and it helps to increase the turnover of the company. Analysis and Interpretation of the financial data of India shoes private limited to ascertain the cash position of the firm. The result explores that the form is unable to meet its short term obligations. The concerns should reduce the long term loan and advances. Cash Flow statement of the firm reveals that performance of cash management of the firm is average level. So, cash management gives more importance to utilization of cash through using profitable patterns.

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## A STUDY ON EFFICIENCY OF INVENTORY MANAGEMENT WITH REFERENCE TO INDIA CEMENTS LTD, CHENNAI



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### **Abstract**

*“A Study On Efficiency Of Inventory Management With Reference To India Cements Private Limited, Chennai” was carried out with an objective to analyze the effective management of inventory management. Every organization needs inventory for smooth running of its activities. It serves as a link between production and distribution processes. The investment in inventories constitutes the most significant part of current assets/working capital in most of the undertakings. Thus, it is very essential to have proper control and management of inventories. The purpose of inventory management is to ensure availability of materials in sufficient*

*quantity as and when required and also to minimize investment in inventories. The study is based on the analytical research and the data needed for analysis is being collected through secondary data, which includes annual reports, profit and loss analysis of the company. Various analysis tools is been used to analyze and to make inference. The findings are based on the analysis; the major finding was that the company has a good inventory position and profit percentage. Based on the findings various suggestions have been given for the further improvement of the effective management of the inventory.*

**Keywords:** Inventory, capital, analyze, profit, etc...

### **Introduction**

Inventory control is vitally important to almost every type of business, whether product or service oriented. Inventory control touches almost every facets if operations. A proper balance must be struck to maintain proper inventory with the minimum financial impact on the customer. Inventory control is the activities that maintain stock keeping items at desired levels. In manufacturing since the focus is on physical product, inventory control focus on material control. “Inventory” means physical stock of goods, which is kept in hands for smooth and efficient running of future affairs of an organization at the minimum cost of funds blocked in inventories. The fundamental reason for carrying inventory is that it is physically impossible and economically impractical for each stock item to arrive exactly where it is needed, exactly when it is needed. Inventory management is the integrated functioning of an organization dealing with supply of materials and allied activities in order to achieve the maximum co-ordination and optimum expenditure on materials. Inventory control is the most important function of inventory management and it forms the nerve center in any inventory management organization. An Inventory Management System is an essential element in an organization. It is comprised of a series of processes, which provide an assessment of the organization’s inventory. Inventories constitute the major element in the working capital of many business enterprises. Inventories constitute the

most significant part of current assets of large majority of companies in India. On an average, inventories are approximately 60 % of current assets in public limited companies in India. Because of the large size of inventories maintained by firms, a considerable amount of funds is required to be committed to them. It is impossible for a company reduces its levels of inventories to a considerable degree, e.g., 10- 20 %, without any adverse effect on production and sales, by using simple inventory planning and control techniques. The reduction in excessive inventories carries a favorable impact on a company's profitability. Inventory management involves the control of assets being produced for the purpose of sale in the normal course of the company's operations. Inventories are stock of the product a company is manufacturing for sale and components that make a product.

### Statement of the Problem

- It can be expensive to implement.
- The study is restricted to cement manufacturers. It depends on all the products they manufacture like brick, fuel, conveyor belt, plate, blade etc.
- The study is limited only to India Cements industry and data collection is limited to 5 years.
- There is a risk of loss when the goods are obsolete(not in use)
- The data collected in company's web sites. The original data may differ in small extent

### Objectives of Study

- To study the efficiency of inventory management of India Cements Ltd
- To study the inventory management based on inventory turnover ratio
- To perform FSN analysis and Trend Analysis for the inventory available
- To suggest the measure for improving inventory level.

### Review of Literature

**Panigrahi (2013)**, Undertook an in-depth study of inventory management practices followed by Indian cement companies and its affect on working capital efficiency. The study also investigated the relationship between profitability and inventory conversion days. The study, using a sample of the top five cement companies of India over a period of 10 years from 2001 to2010, concluded that a considerable inverse linear relationship existed between inventory conversion period and profitability.

**Srinivas Rao Kasisomayajula (2014)**, An analytical study was conducted on" Inventory Management in Commercial Vehicle Industry In India". A sample of five companies' was selected for study. The study concluded that all the units in the commercial vehicle industry have significant relationship between Inventory and Sales. Proper management of inventory is important to maintain and improve the health of an organization. Efficient management of inventories will improve the profitability of the organization

**Reddy (2016)** Raw materials, goods in process and finished goods all represent various forms of inventory. Each type represents money tied up until the inventory leaves the company as purchased products. Because of the large size of the inventories maintained by firms, a considerable amount of funds is required to be committed to them.

**Jaber, M.Y. (2017)** He says that Inventories are raw materials, work-in-process goods and completely finished goods that are considered to be the portion of business's assets that are ready or will be ready for sale. Formulating a suitable inventory model is one of the major concerns for

an industry. The earliest scientific inventory management researches date back to the second decade of the past century, but the interests in this scientific area is still great.

**Abramovitz and Modigliani (2017)** He says that the material management is one of the important stages in the manufacturing process, supply of goods and service delivery. It also plays a critical role in the quality of service and delight of the consumers. Existing stock of inventories was expected to adjust to the desired levels. Thus the variable, existing stock of inventories, was essential to be negatively related with the desired stock. The result was that there is positive relation among the ratio of inventory to sales and inventory investment. High ratio of stocks to sales in the past suggests requirement of high levels of inventories in the past and promising high investment in inventories in the current period also.

### Research Methodology

Research comprises "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications. It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories. A research project may also be an expansion on past work in the field. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects, or the project as a whole. The research is analytical in nature. The study was based on finding the inventory management of cement industry analytical design has been followed. The researcher has to use facts or information that are already available and analytics the facts to make critical evaluation of the material. The data collected is secondary in nature. This is due to nature of analysis, which only identify for secondary data. The source of data is the five year's balance sheet, profit and loss account provided by the India Cements. They were used for the analysis and preparing reports. The records maintained by the company where referred to get the required information. The period of the study for the five years from 2012 to 2016.

### Tools for Analysis

- Inventory turnover ratio
- FSN analysis
- Trend analysis

### Data Analysis & Interpretation

#### Inventory Turnover Ratio

Year	Net Sales (Rs.)	Avg. Inventory (Rs.)	Ratio
2012	420300000	30480000	13.7
2013	459700000	39100000	11.7
2014	444000000	39000000	11.3
2015	442300000	34800000	12.9
2016	422600000	30100000	14.0

**Interpretation:** In the above table shows inventory turnover ratio for the past years. The ratio is showing increasing trend from 13.7 to 14.0 in the year 2012 to 2016, except in the year 2014 which shows only 11.3 times.

#### FSN Analysis

Categories	Total No. items in Classes	Percentage
F	75	50%
S	74	49.33%
N	1	0.67%
Total	150	100

**Interpretation:** In the above table shows the classification of various components as FSN items using FSN analysis techniques based on movements. From the classification F

items are those which moves fast and constitutes 50% of total components. S items are those which move slowly constitutes 49.33% of total components and N items are that which doesn't move (Non-moving items) constitutes 0.67% of total components.

#### Trend Analysis

YEAR (x)	Inventory (Rs.) Y	X X=x-2014	X <sup>2</sup>	XY (Rs)
2012	420300000	-2	4	-840600000
2013	459700000	-1	1	-459700000
2014	444000000	0	0	0
2015	442300000	1	1	442300000
2016	422600000	2	4	845200000
Total( $\Sigma$ )	<b>2688900000</b>	<b>0</b>	<b>10</b>	<b>12800000</b>

Trend value for 2019=544180000

Year	in crores
2017	541620000
2018	542900000
2019	5444180000

Inventories Percentage

Years	Inventories	Percentage
2012	30480000	18%
2013	39100000	23%
2014	39000000	22%
2015	34800000	20%
2016	30100000	17%

**Interpretation:** In the above table shows the percentage of inventories decreases from 18% to 17% in the year 2012-2016. The inventory for the year 2017 is expected to be 33% which is in the increasing trend. This infers that the inventory requirement is decreasing in the future period also. It shows dissatisfactory position of inventories as it implies decreasing production & demand for the product.

#### Conclusion

A better inventory management will surely be helpful in solving the problems the company is facing with respect to inventory and will pave way for reducing the huge investment or blocking of money in inventory. The industry can still strengthen its position into the following, the inventory should be fast moving so that the warehouse cost can be reduced, and the proper inventory control techniques are employed within the framework of one basic model like FSN analysis. The company has to periodically review the inventory to avoid production loss.

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## AN ANALYTICAL STUDY ON SHOPPING HABITS AND PREFERENCES WITH RESPECT TO MOBILE APPS



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### **Abstract**

The mobile application (app) industry has grown tremendously over the past ten years, primarily fueled by small app development businesses. The number of mobile apps launched in the market has exponentially grown to more than 3 million, but little is known about how users choose and consume apps of numerous categories. Firms are increasingly offering engagement initiatives to facilitate firm-customer interactions or interactions among customers, with the primary goal of fostering

emotional and psychological bonds between customers and the firm. With the rapid adoption of smartphones, developing mobile apps has become an attractive arena for entrepreneurs. Many factors drive the sales of mobile apps, This research examines the reasons for customers to install a particular mobile app, what's the relationship with respect to mode of payments and satisfaction levels, Time of Purchase etc.

**Keywords:** Mobile Applications, Preferences, Significance, Installing.

### **Introduction**

Mobile commerce is usually called as 'm-Commerce' in which user can do any sort of transaction including buying and selling of the goods, asking any services, transferring the ownership or rights, transacting and transferring the money by accessing wireless internet service on the mobile handset itself. India will have the world's second-largest Internet user base by this December, overtaking the US. This is among the many interesting findings in the 'Internet in India 2015' Report released by the Internet and Mobile Association of India (IAMAI) and IMRB International. It is not surprising anymore that mobile is responsible for a big chunk of this growth. In Urban India, the mobile Internet user base grew by 65 % over last year to reach 207 million in October 2017. Ninety-four per cent of users access the Internet through their mobile phones in Urban India. However, 64 % also use the desktop or laptop to access the Internet. But 90% of those who use the mobile to access the Internet consider it their primary device for browsing. An unsettling revelation is the gender gap when it comes to access to Internet. Men account for 71% of Internet users, while women account for just 29 %.

### **Review of Literature**

According to Gozukara et al. (2014), the first dimension refers to consumer's attitude towards a utilitarian motivation (convenience, variety seeking, and the quality of merchandise, cost benefit, and time effectiveness). The second dimension states about hedonic motivation (happiness, fantasy, escapism, awakening, sensuality & enjoyment), and Baber et al. (2014) mentions the third one as perceived ease of use, and usefulness. Another dimension covers perceived risk which determines consumer's behavior towards online shopping. Furthermore, Li & Zhang (2002) mentioned that there are two different types of perceived risk involved in

determining consumer's behavior during online shopping process. It is further described as the first category of perceived risk involved in online product and service i.e. financial risk, time risk, and product risk while the other category of perceived risk involved in e-transactions including privacy and security (Li & Zhang, 2002). Many researchers (Kumar & Dange, 2014; Samadi & Nejadi, 2009; Hassan et al. 2006; Subhalakshami & Ravi, 2015) argued that perceived risk like financial risk, product risk, non-delivery risk, time risk, privacy risk, information risk, social risk, and personal risk have a negative and significant effect on consumer's online shopping behavior. Another dimension of consumer's behavior is trust and security on e-retailers, Monsuwe et al. (2004) suggested that positive shopping experience builds consumer's trust on e-retailers and reduces the perceived risk. Kumar & Dange (2014) mentioned that there are two components of perceived risk that are involved in online shopping which are uncertainty and the significance of the consequences of particular purchase. Uncertainty is related to the possible outcomes of positive or negative behavior and undesired results of these consequences. Uncertainty is also linked with the possible loss of money while making a financial transaction for a particular product on the internet (Kumar & Dange, 2014). Financial transactions on the internet are linked to various risk factors (Adnan, 2014). Furthermore, Adnan (2014) mentioned that the customers perceive different risk factors before transferring money to online merchant. These factors could be financial loss, security and privacy. Naiyi (2004) claimed that different dimensions of perceived risk such as e-retailer source risk, purchasing process & time loss risk, delivery risk, financial risk, product performance risk, asymmetric information risk, and privacy risk regarding online shopping intentions have negatively impacted consumer's online shopping behavior. It is mentioned above about the selection of five online factors that have been chosen after reading the relevant literature in the field of consumer's behavior in online shopping.

### **Research Gap**

The above literatures have given attention on factors and preferences of customers in buying behaviour in individual research but this research is undertaken to completely understand the buying behaviour of the Bangalore youths through mobile application.

### **Significance of the Research**

- The study helps the sellers to modify their sales pattern.
- The study gives the picture of youths behaviour towards M commerce.

### **Objectives of the Study**

- To study the online buying behavior pattern of Bangalore city youth using mobile applications.
- To study the factors affecting the Buying behavior of Bangalore city youth using mobile applications.
- To identify their preferences towards different mobile shopping applications and the features of applications in general.
- To study the perception of Bangalore city youth and their satisfaction level towards shopping through Mobile Apps.

### **Research Methodology**

The procedure using, which researchers go about their work of describing, explaining and predicting phenomena, is called Methodology. Methods compromise the procedures used for

generating, collecting, and evaluating data. Methods are the ways of obtaining information useful for assessing explanation.

**Sampling unit:** Bangalore youths (belonging to age group 20-25yrs)

**Sample size:** 100 Respondents

**Sampling tool:** Simple random sampling

**Data type**

**Primary data**

A suitable combination of Questionnaire techniques & discussion with the respondents was used to collect the required primary data. The primary data has been collected through structured questionnaire.

**Secondary data**

Secondary data was collected from the magazines, websites, newspapers, and other such sources.

**Statistical tools**

Chi-square, Rating scale, Average score, Percentages.

**Research Hypothesis**

H0 : There is a significant relationship between the reasons for installing mobile applications and mode of payments.

H1: There is no significant relationship between the reasons for installing mobile applications and mode of payments.

**Limitations**

- The Study was confined only to Bangalore city youth so the study may not be generalized in a broader perspective.
- As not all respondents would have been able to understand the questionnaire correctly or misread the questions so there is a little chance of marking wrong answers or incorrect choices.
- The study is restricted to only youth so in order to make more generalized, reliable and significant conclusions a study employing larger sample size is needed.

**Data Analysis and interpretation**

**Table 1**

Categories	Rank 1	Rank 2	Rank3	Rank 4	Rank 5	Rank 6	Rank 7
Risk of Hacking	31	17	25	10	10	4	3
Risk of not getting what you paid for	21	32	19	12	9	4	3
Difficulty in Returning Products	22	21	26	7	10	6	8
Lack of Trust Worthiness of Vendors	19	30	20	9	9	6	7

Not Being able to Touch and See Products	20	21	21	9	5	7	20
More Expensive than sold in Retail Stores	33	38	15	6	10	3	5
Delivery issues	29	27	23	5	6	2	8

### Interpretation

From the above graph we can infer that the factors based on rating from Highest to Lowest,

- Risk of Hacking
- Risk of not getting what you paid for
- Difficulty in returning products
- More expensive than sold in retail stores
- Lack of trust worthiness of vendors
- Not being able to touch or see products
- Delivery issues

Relationships between respondents purchase decisions and their overall Satisfaction towards Online Shopping Experience:

**Table Showing the model summary of regression analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.675 <sup>a</sup>	.456	.451	.87029	.456	90.122	3	323	.000

a. Predictors: (Constant), Average Money Spent, Frequency of Purchase, Time Spent

From the above table, it could be understood that, 45.6% of effect in overall satisfaction of the respondents towards online shopping experience is subjected by the three predictor variables; Average money spent on online shopping, Frequency of purchase and amount of time respondents spent on online shopping. P value 0.000 from anova table below denotes that, the predictor variables differ significantly between them in their effect towards the criterion variable.

**Table Showing Analysis of Variance**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	204.777	3	68.259	90.122	.000 <sup>b</sup>
	Residual	244.642	323	.757		
	Total	449.419	326			

a. Dependent Variable: Overall Satisfaction

b. Predictors: (Constant), Average Money Spent, Frequency of Purchase, Time Spent

Table Showing coefficients value of predictor variables

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.526	.248		22.312	.000
	Time Spent	-.868	.054	-.676	-16.107	.000
	Frequency of Purchase	-.072	.044	-.067	-1.629	.104
	Average Money Spent	.100	.058	.072	1.720	.086

a. Dependent Variable: Overall Satisfaction

Form above table it could be inferred that, one unit change in overall satisfaction is subjected by 67.6% of Average time Spent, 7.2% of Average money spent and 6.7% of frequency of purchase. Negative beta values denotes lesser the time spent gives more satisfaction, more the frequency of purchase leads to increased satisfaction. Positive beta value denotes increase in amount of purchase leads to increased satisfaction. P values 0.000 and 0.86 denote that the predictors' average time spent and money spent are significantly causing effect on criterion at 1% and 10% level. Whereas, p value .104 for the predictor frequency of purchase was not found to be causing significant effect on criterion.

Table Showing mean value of Purchase Scenario towards Overall Satisfaction

Report			
Overall Satisfaction			
Purchase Scenario	Mean	N	Std. Deviation
As & when required	2.0732	205	.78560
During festive season	1.8500	20	.67082
During heavy discounted period	4.0000	87	.74709
When I get my Salary or Pocket	3.6000	15	.50709
Total	2.6422	327	1.16062

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction * Purchase Scenario	Between Groups	(Combined) 253.085	3	84.362	146.458	.000
	Within Groups	186.052	323	.576		
	Total	439.138	326			

From the above table, F (146.458, df-323, 3) with p value 0.000 denotes that, satisfaction of respondents vary significantly in different scenario of purchase. Mean table shows that, respondents who purchase during discounted period and purchases made when money in have shown more satisfaction than the other groups has.

Payment Mode and Satisfaction

Report			
Satisfaction			
Payment	Mean	N	Std. Deviation
Cash on Delivery	4.1880	133	.44637
Debit card	4.0072	138	.54701

Credit card	4.1111	36	.52251
Money wallets	4.6500	20	.48936
Total	4.1315	327	.52351

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Satisfaction * Payment mode	Between Groups	(Combined)	7.947	3	2.649	10.511	.000
	Within Groups		81.399	323	.252		
	Total		89.346	326			

From the above table, F (10.511, df-323, 3) with p value 0.000 denotes that, satisfaction of respondents vary significantly in different modes of purchase. Mean table shows that, respondents who make payments through money wallets have shown more satisfaction than the other groups has.

Install * Purchase Scenario Crosstabulation						
Count						
		Purchase Scenario				Total
		As & when required	During festive season	During heavy discounted period	When I get my Salary or Pocket	
Reason to Install	Discount and offers	30	42	14	0	86
	Cash back	0	0	35	19	54
	Easy to shop	140	25	13	0	178
	Referrals	3	0	3	3	9
Total		173	67	65	22	327

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	269.675 <sup>a</sup>	9	.000
Likelihood Ratio	264.027	9	.000
Linear-by-Linear Association	23.732	1	.000
N of Valid Cases	327		

a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is .61.

From the above Table, Pearson Chi-Square value of 269.675 with degrees of Freedom 9 and P value .000 denotes that there is a significant Relationship between the reasons for installing the Mobile Applications and the Mode of Payments

### Findings

- Out of total population (male and female) 91% likes to do shopping through mobile applications which is a large majority. Boys contribute 60% and Girls 40% in the total figure of respondents doing shopping through mobile applications.
- 66% a large chunk of population does shopping through mobile applications whenever its needed or required.21% of them “shop once in a month”.
- 7% shop once in 6 months. Only 3% population make purchase “once in a week” and 3% “once in 2-3 weeks”.

- 47% of youth spend an average time of 15-30 minutes per purchase while shopping through mobile applications followed by 24% who like to spend up to 30-60 minutes per purchase. 16% youth spend more than 60 minutes per purchase. Only 13% spend less than 15 minutes.
- 64% of youth prefer to shop using mobile applications “As and when required”, 25% of youth only shop during heavy discount period offers (like-online shopping festivals, big billion days etc.) 6% make purchase during festive season. While 5% prefer when they get pocket money or salary.
- 42% youth would like to make payments using “Debit card” when shopping through mobile applications and 41% would make “Cash on Delivery” Payments. 8% with credit card and 0 % with third party i.e paytm wallet or Paypal.

### **Suggestions and Conclusions**

- M-commerce applications should come up with lucrative offers to lure youth as they shop as and when required.
- Range and Availability of products in the price range of Rs501-3000 and up to Rs500 should be given special consideration as 80% of shoppers fall in this category.
- M-tailing applications should also work considerably in building trust and friendly relationship with customers by coming with better privacy policies as this would encourage shoppers to use other mode of payments like debit cards, credit cards etc as well.
- Since Amazon got a strong hold in M-commerce market as the majority prefers it over other M-shopping applications so it should keep on delivering good and other websites like Snap deal and Flipkart should work on their delivery services, range and availability of products especially in electronic goods and accessories segment and making better connect with potential customers to stay in race and make the competition tougher.
- M-commerce applications should take the privacy issue really serious as well as the deliverance of authentic products with better return policies to make themselves credible before the eyes of customers.

### **Scope for Further Research**

This study provides the scope for the future researchers to conduct the similar study at different places and also this is concerned only about M-commerce hence the researchers can also conduct the study on other types of Online shopping.

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## ANALYZING THE IMPACT OF SILO EFFECTS ON E-MARKETS



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### **Abstract**

*The main aim of this study is to analyze the Silo effects on e-markets. This is done through the review of literature and empirical analysis. To support the study few constructs are considered; product, price, promotion, Post purchase satisfaction, product knowledge and demographic factors. A survey was conducted with 200 consumers.*

*The researcher has designed the questionnaire with five points Likert scale (Strongly agree - 1 to strongly disagree - 5) and ranking. This article is also to understand the significance of silo effects on internet markets. The statistical tool being used is factor analysis and correlation.*

**Keywords:** Silo effects - e-markets - Online markets - Internet markets - digital markets.

### **Introduction**

To stay competitive in the face of increasingly accelerated disruption, many companies need to rethink and retool their offerings and operations. That kind of transformation, however, requires a collaborative effort from all parts of the organization, no matter how different their processes, systems, and cultures have been in the past.

Silos can exist to harness knowledge-based skills, or specific job functions, or they can be geographic. In many industries, silos are vital to productivity. But when organizational transformation is needed, silos mean that the very parts of your company that must work together are unaccustomed to doing so, and even unable to communicate with one another because they are culturally misaligned, or inherently mistrustful and territorial. These problems can complicate change efforts, or delay or derail delivery of their benefits [1].

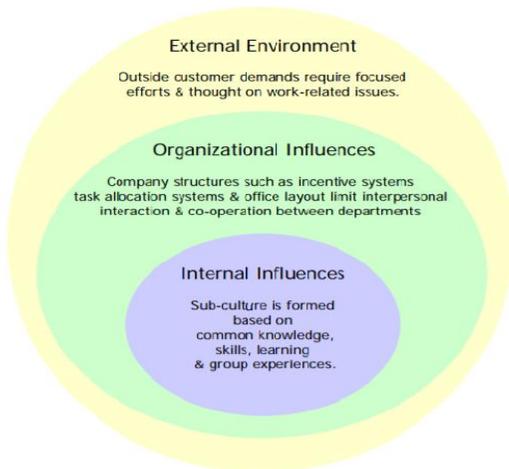
### **Literature Review**

#### **Introduction to Silo**

When you think of a silo, you think of the kind that are found on farms, full of grain. Full grain, full harvest -- it sounds like a perfect metaphor of a successful business marketing campaign. So how can a silo be a bad thing? The Silo Effect in business refers to the lack of communication and cross-departmental support often found in large companies. Teams work only on their own goals, often ignoring the needs of others, and information (and customers) get lost in the middle [2].

#### **Silo Formation**

There are 3 types of influences that cause silos. Those internal to the silo itself, those imposed by the Company and those that stem from the outside world. These three factors interact to form silos such that each impacts the others, thereby reinforcing the silo system [4].



The “silo effect” is also detrimental to the well-being of an institution of higher education (IHE). People are not as effective or productive when they work alone as they are when they collaborate with others (Surowiecki, 2004). If an IHE aspires to be a learning organization, two of the five disciplines that it must encourage are “systems thinking” and “team learning.”[5].

**What Factors Contribute to Silo Formation?**

**Incompatible Objectives:** In understanding silo formation it is important to realize that individual divisions often have necessary, but conflicting priorities. For instance, an artistic department in a Company may have artistic excellence, as its greatest priority, whilst the financial department may be concerned with profit, and cost reduction or profit generating activities in the artistic department. [4]

**Meetings:** In many instances it is easy and convenient for employees to restrict most intra-organizational meetings within a daily schedule to their own division, and focus on its primary objectives. This keeps employees in their comfort zones from both a social and work perspective. Conflict with differing priorities associated with other parts of the organization, is avoided on the other hands the information is not communicated to all the teams which finally reflects on the end sales and post sales of a product or services.

**Incentives:** There are often major incentives for an employee to restrict most personal interactions to their own division. Employees generally report to members of their own division. Performance is appraised and compensation determined based mostly on perceptions from within their division. Work that is required of the employees may stimulate them to focus work efforts within the skill pool of their own division. People sharing similar or complimentary skills may be repeatedly allocated to the same tasks. It is often most viable to form professional networks within the department of people who conduct similar work and belong to the same professional bodies. Therefore, they fail to interact with the people of other complimentary skills and fail to meet the common goals of an organization.

**Sub-cultures:** Importantly, when left to their own devices, employees within an in-group form and entrench their own sub-culture that becomes distinct from the rest of the organization. This sub-culture makes it increasingly difficult for other members of the company to integrate into the group. Outside employees may have difficulty in understanding and articulating this culture and be unable to conform to the social norms it requires.

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**How to break down Silos**

How to break down silos		
	Challenge	Recommendation
Ready the leaders	Unclear path forward	Align leaders and build governance
Ready the team	Siloed teams struggle with cross-functional problems	Create cross-functional teams
	Teams are confused on priorities and expectations	Create clear roles and responsibilities

Set the team up for success	Global teams run into complexity with scheduling and limited time together	Co-locate teams during transformation period
	Cross-functional teams don't work well together	Create joint incentives
Lead the team	Single leader creates political challenges	Create a "two in a box" structure
	Consensus can't be reached	Clarify decision rights

### **Making Change Stick**

After you have broken down silos, you might have to develop additional crossfunctional ways of working to sustain the benefits. Something that will help will be the creation of joint governance forums that come together centrally and regularly to debate challenges, issues, and trade-offs, with the goal of ultimately landing on common ground.

These forums hark back to the importance of establishing clear decision-making authority early in the change process; if there is a stalemate and consensus can't be reached, someone has not only the authority but also the responsibility to make the decision – and make sure there is follow-through. These forums also help with continued information sharing – across geographies and organizational units.

### **Objectives of the Study**

- To know whether the shopping sites have adequate information about the product.
- To know whether the information mention in the shopping website matches with the information mention in the product.
- Is there any relationship between, the Information about the charges involved in the purchase and the satisfaction level of customer, after purchase?
- To find the correlation between the product price and the product information.
- To find the association of the attributes in the post purchase phase.

### **Methodology and Data Collection**

#### **Population and Sample**

The population in this study includes the respondents' uses these digital marketing elements to obtain a product or service and is limited to south Chennai areas. This study constituted a non-probability sample.

#### **Research instrument**

The empirical research component of the study consisted of the completion of structured questionnaires through personal interviews. The questionnaire consisted of a structured format with closed-ended questions to gather demographic data on the profile of the respondents and five- point Likert-type statements to test respondent's likeliness on the various digital marketing campaign. A statistical approach is applied for the study.

#### **Data gathering**

Given the nature of the present study, it was required to collect data from the primary and secondary sources. Primary data were collected through the questionnaire. Secondary data were collected from research studies, books, journals, newspapers and ongoing academic papers.

### Data Analysis

Once quantitative data had been collected from the respondents, the researcher then embarked on analysis of the data. In this study, the data analysis process carried out in three phases as discussed below;

- **Preliminary analysis:** In the preliminary analysis, the researcher visually examined the consistency of the data collected to ensure that the data was reliable.
- **Primary analysis:** In primary analysis, the researcher reviewed the collected data with the objective of establishing whether the data collected was good enough to answer the research questions.
- **Analysis through statistical tools:** This was the last phase of the data analysis and entailed the researcher analyzing the data using statistical tool commonly referred to as SPSS (Statistical Package for Social Sciences). The statistical software package SPSS, Version 21 was used for the analysis of the data collected.

### Reliability and validity

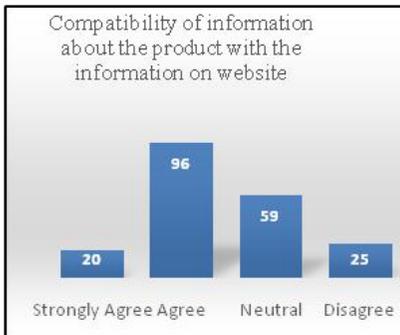
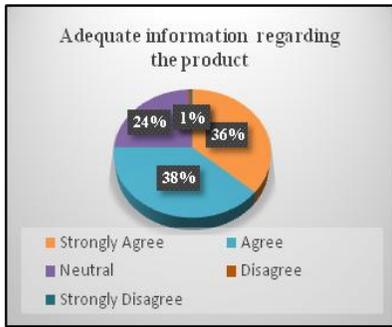
According to [8] Yin (2009), for any given research to be considered as been credible, it is vital that the researcher ensures that various measures that will ensure that the research is valid and reliable are adopted when undertaking the research. As noted by [6] Golafshani (2003), the reliability and validity of any study is mainly determined by the research methodology adopted by the researcher. In particular, [6] Golafshani (2003) explained that the manners in which research data is gathered, analyzed and interpreted plays a crucial role in determining the reliability and validity of the research. In this, research, it can be stated that the findings of the study are indeed reliable and valid since as already highlighted, preliminary analysis as well as primary analysis were carried out prior to the actual analysis of the data collected.

**Ethical considerations:** According to [7] Elliot (2005) researchers must ensure that they address various ethical issues for their researches to be considered as been credible. In this research, there were two main issues for ethical considerations. The first issue for ethical consideration was the need to obtain informed consent from the respondents. To ensure that all the participants who were involved in the study consented to been involved in the study, the first page of the research questionnaire indicated that the researchers were involved in the study on voluntary basis and that they were free to withdraw their participation in the study anytime that they wished to do so. In addition, the respondents were also assured that their identity would be kept confidential and would not be disclosed to any third parties. Finally, the respondents were also informed that their involvement in the study was an indication that they had consented to be involved in the study.

### Data Analysis and Result

Data analysis is done to answer the research questions and to either reject or accept the pre-set hypotheses. In addition, the researcher analyzed other data that would supplement in answering the research questions. The validity of the data is crossed checked and the summary of the same is given below. The data it relieves the validity of the data used for the calculation.

1. *To know whether the shopping sites have adequate information about the product.*



As per the study 36% of the consumers strongly agree that the shopping sites have adequate information regarding the product. 38% of the consumers agree, 24% of the consumers feels neutral as the information is neither adequate nor inadequate and 1 % of consumers disagree and strongly agree about the presence of adequate information in the online shopping websites.

2. To know whether the information mention in the shopping website matches with the information mention in the product.

Out of 200 samples 20 consumers strongly agree that the information shown on the shopping website matches with the information mentioned in the shopping site, whereas 96 consumers agree, 59 consumers feels neutral and 25 consumers completely disagrees and feels the information mentioned in online shopping websites does not matches with the product information.

Is there any relationship between, the Information about the charges involved in the purchase and the satisfaction level of customer, after purchase.

Ho: There is no relationship between, the information about the charges involved in the purchase and the satisfaction level of customer, after purchase.

H1: There is a relationship between, the information about the charges involved in the purchase and the satisfaction level of customer, after purchase.

Correlations					
		Informed about all charges	Satisfied with charges		
Informed about all charges	Pearson Correlation		1	.143 <sup>*</sup>	
	Sig. (2-tailed)			0.044	
	Sum of Squares and Cross-products		116.355	22.035	
	Covariance		0.585	0.111	
	N		200	200	
	Bootstrap <sup>c</sup>	Bias		0	0.001
		Std. Error		0	0.076
		95% Confidence Interval	Lower	1	-0.006
Upper			1	0.291	
Satisfied with charges	Pearson Correlation		.143 <sup>*</sup>	1	
	Sig. (2-tailed)		0.044		
	Sum of Squares and Cross-products		22.035	204.595	
	Covariance		0.111	1.028	
	N		200	200	
	Bootstrap <sup>c</sup>	Bias		0.001	0
		Std. Error		0.076	0
		95% Confidence Interval	Lower	-0.006	1
Upper			0.291	1	

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

b. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

As per the study the correlation value is .143, which lies between the range of -1 and 1, but the calculated value is greater than 0.05. Hence, we reject the null hypothesis and accept the

alternative hypothesis. Thus, there is a relationship between the information about the charges involved in the purchase and the satisfaction level of customer, after purchase. Thus, we accept the alternative hypothesis and reject the null hypothesis.

3. To find the correlation between the product price and the product information.

Ho: There is no relationship between product price and the product information

H1: There is a relationship between product price and the product information.

		Promote new product	Intimation of offers
Correlation	Promote new product	1.000	.155
	Intimation of offers	.155	1.000
	Delivery of prod on time	.087	.070
	Varieties of products	.334	.222
	Reliability of goods delivered	-.244	.292
	Worthiness of product	-.044	.076
	Various price ranges	.035	-.007
	Collect feedback	.213	.109
	Rate post purchase services	-.190	-.365
	Seller Promise post purchase	-.242	-.526
Sig. (1-tailed)	Promote new product		.014
	Intimation of offers	.014	
	Delivery of prod on time	.110	.164
	Varieties of products	.000	.001
	Reliability of goods delivered	.000	.000
	Worthiness of product	.268	.141
	Various price ranges	.312	.459
	Collect feedback	.001	.063
	Rate post purchase services	.004	.000
	Seller Promise post purchase	.000	.000

Correlations						
				Price range of product purchased	Product info varies with purchase	
Price range of product purchased	Pearson Correlation			1	.372**	
	Sig. (2-tailed)				.000	
	N			200	200	
	Bootstrapb	Bias			0	.002
		Std. Error			0	.049
		95% Confidence Interval	Lower		1	.276
Upper				1	.465	
Product info varies with purchase	Pearson Correlation			.372**	1	
	Sig. (2-tailed)			.000		
	N			200	200	
	Bootstrapb	Bias			.002	0
		Std. Error			.049	0
		95% Confidence Interval	Lower		.276	1
Upper				.465	1	

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

b. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

As per the study the correlation value is .372, which lies between the range of -1 and 1, but the calculated value is greater than 0.05. Hence, we reject the null hypothesis and accept the alternative hypothesis. Thus, there is a relationship between product price and the product information. Thus, we accept the alternative hypothesis and reject the null hypothesis.

To find the association of the attributes in the post purchase phase. The association among the attributes are found using the factor analysis. Based on the study the values of the analysis is as follows. As all the correlation values lies between -1and +1 range, it implies that there is an association among all the attributes.

### Correlation Matrix

		Delivery of prod on time	Varieties of products	Reliability of goods delivered
Correlation	Promote new product	.087	.334	-.244
	Intimation of offers	.070	.222	.292
	Delivery of prod on time	1.000	.236	.299
	Varieties of products	.236	1.000	.240
	Reliability of goods delivered	.299	.240	1.000
	Worthiness of product	.423	.400	.488
	Various price ranges	-.028	.320	.161
	Collect feedback	.088	.495	-.200
	Rate post purchase services	.235	.089	.393
	Seller Promise post purchase	.340	-.300	.179
Sig. (1-tailed)	Promote new product	.110	.000	.000
	Intimation of offers	.164	.001	.000
	Delivery of prod on time		.000	.000
	Varieties of products	.000		.000
	Reliability of goods delivered	.000	.000	
	Worthiness of product	.000	.000	.000
	Various price ranges	.347	.000	.011
	Collect feedback	.107	.000	.002
	Rate post purchase services	.000	.105	.000
	Seller Promise post purchase	.000	.000	.006

		Worthiness of product	Various price ranges
Correlation	Promote new product	-.044	.035
	Intimation of offers	.076	-.007
	Delivery of prod on time	.423	-.028
	Varieties of products	.400	.320
	Reliability of goods delivered	.488	.161
	Worthiness of product	1.000	.302
	Various price ranges	.302	1.000
	Collect feedback	.273	.384
	Rate post purchase services	.186	-.173
	Seller Promise post purchase	.354	-.193
Sig. (1-tailed)	Promote new product	.268	.312
	Intimation of offers	.141	.459
	Delivery of prod on time	.000	.347
	Varieties of products	.000	.000
	Reliability of goods delivered	.000	.011
	Worthiness of product		.000
	Various price ranges	.000	
	Collect feedback	.000	.000
	Rate post purchase services	.004	.007
	Seller Promise post purchase	.000	.003

		Collect feedback	Rate post purchase services	Seller Promise post purchase
Correlation	Promote new product	.213	-.190	-.242
	Intimation of offers	.109	-.365	-.526
	Delivery of prod on time	.088	.235	.340
	Varieties of products	.495	.089	-.300
	Reliability of goods delivered	-.200	.393	.179
	Worthiness of product	.273	.186	.354
	Various price ranges	.384	-.173	-.193
	Collect feedback	1.000	-.173	.044
	Rate post purchase services	-.173	1.000	.641
	Seller Promise post purchase	.044	.641	1.000
Sig. (1-tailed)	Promote new product	.001	.004	.000
	Intimation of offers	.063	.000	.000
	Delivery of prod on time	.107	.000	.000
	Varieties of products	.000	.105	.000
	Reliability of goods delivered	.002	.000	.006
	Worthiness of product	.000	.004	.000
	Various price ranges	.000	.007	.003
	Collect feedback		.007	.266
	Rate post purchase services	.007		.000
	Seller Promise post purchase	.266	.000	

In addition to the analysis the results from communalities test which is obtained by the extraction method: Principal Component Analysis is also taken into consideration.

The communalities value shows how much of the variance in the variable has been accounted by the extracted factors. The communalities value should be more than 0.5 to be considered for further analysis. As per the study all the values are above 0.5 hence all the variables without elimination is considered for extraction.

Communalities		
	Initial	Extraction
Promote new product	1.000	.724
Intimation of offers	1.000	.803
Delivery of prod on time	1.000	.629
Varieties of products	1.000	.702
Reliability of goods delivered	1.000	.875
Worthiness of product	1.000	.715
Various price ranges	1.000	.775
Collect feedback	1.000	.735
Rate post purchase services	1.000	.674
Seller Promise post purchase	1.000	.882

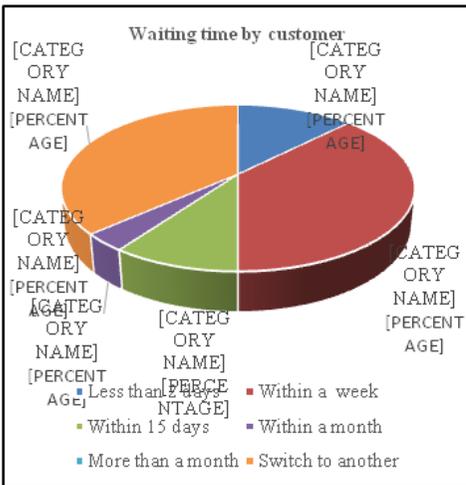
Extraction Method: Principal Component Analysis.

#### 4. Customer waiting time for a product.

If the product goes out of stock the waiting of the customers is depicted in the following pie chart. Based on availability of the product the customers are willing to stay with the product if

they could receive the product in *Less than 2 days* 12% of the customers are willing to wait for the product, if the duration is extended to 15 days then 10% of the customers are willing to stay, If the duration extended to a week then 37% of the willing ,Still if the waiting time is extended to a month then the only 4% of customers are willing to wait for the product, if the product takes more than a month then none of the customers are willing to wait for the product.

37% of the customers are not interested in waiting for the product instead they are interested in switching the product.



The overall of satisfaction of the online shopping experience is expressed in the following chart. Even though the customers have few constrains while shopping the overall shopping experience was rated as follows.

From the study 12% of customers are highly satisfied, 77 % of customers are satisfied and 11 % of customers has neutral experience. None of the customers feels neither dissatisfied or highly dissatisfied.

### Conclusion and Recommendation

According to the research results, it proves that all the department are interlinked and emphasis on the factor that, the informed must be shared equally. If the information is not shared equally, then it has a direct impact on the customer satisfaction.

The impact of silo effect reflects on the availability of the products, information about the products, charges regarding, keeping the sellers promise and so on.

From the study it clearly shows that 77% of the customers are satisfied and 11% of the consumers are highly satisfied, but if the products are not available within the stipulated time then the customers tend to move away from the shopping site. If the waiting time for the product is higher then, the customer is not interested in staying with the shopping site anymore. It is

recommended that the information should be shared equally to all the departments, so that the customers requirement is met on time. This also has an impact on retaining the customer and in long run the retained customer can be a loyal customer to the shopping site.

To achieve customers, delight the shopping sites should ensure that they are free from the impact of Silo. As silo is one of the major barrier in retaining the customer and gaining their loyalty. This can be accomplished only if the feedbacks from the customer, supplier, vendor, management or information from any other source must be circulated uniformly to the entire organization, only then the organization can be free from the effects of silo. This results in achieving the customers delight and their loyalty towards the shopping sites. As per the study rate of satisfied customers are high with 77%, but rate of highly satisfied customers is only 12% and the remaining crowd has a neutral experience of online shopping and the percentage for dissatisfied and highly dissatisfied customers are nil. This shows a positive sign in the online shopping. But still there is 11 % of customers who lies on the neutral state. Who are neither satisfied nor dissatisfied

with their shopping experience. Concentration must be given on this segment of customers so that they could be converted to either satisfied or highly satisfied customer crowd. This can be accomplished if the impact of silo is nullified. The nullification of the silo results in increasing an effective communication within the organization and ensures that the customers' needs and requirement are met without further delay. Thus, the customers can be retained with the shopping site and helps in converting the neutrally satisfied customers to either satisfied customers or to highly satisfied customers.

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## A STUDY ON AWARENESS OF E-FILING AND SATISFACTION LEVEL OF INDIVIDUAL TAX PAYERS



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### **Introduction**

In an ever changing environment, ITD seeks to have a clear focus on its goals to be able to continually review its policies and procedures for being responsive and adaptive to the changing business environment. ITD is poised to seize the opportunities and meet the challenges to realise its vision through its efficient and effective administration. The vision of the Income Tax Department (ITD) is to be a partner in the nation building process. This will be achieved by and enabling policy environment and optimum revenue collection under the law, while maintaining taxpayer confidence in the system.

In India income tax e-filing was introduced in September, 2004. With necessary modifications by way of notifications and circulars are issued by the government to make e-filing mandatory for the tax assessee. ITR documents are prepared in a pre-defined format and then uploaded on the web portal. Customized returns forms are available on the site of the department. The tax payers need not file any supporting document as the forms itself consists of the details, and the same is submitted electronically at the site.

### **Types of e-Filing**

There are three ways to file Income Tax Returns electronically:

Option 1 - Use Digital Signature Certificate (DSC) to e-File. There is no further action needed, if filed with a DSC.

Option 2 - e-Filing without Digital Signature Certificate. In this case an ITR-V Form is generated. The Form should be printed, signed and submitted to CPC, Bangalore using Ordinary Post or Speed Post (without Acknowledgement) only within 120 days from the date of e-Filing. There is no further action needed, if ITR-V Form is submitted.

Option 3 - e-File the Income Tax Return through an e-Return Intermediary (ERI) with or without Digital Signature Certificate (DSC).

**Note:** The Digital Signature Certificate (DSC) used in e-Filing the Income Tax Return/Forms should be registered on e-Filing application.

### **Review of Literature**

Gayathri. P, Jayakumar (2016) in their study on tax payer's perception towards E-Filing of Income tax returns, measured the level of satisfaction and awareness of the respondents to e-filing. The result of the study states that most of the tax payers makes e-filing due to faster tax refund and for special cash rebate. Only 7% of the respondents had said that the e-filing is done due to forced mental pressure.

Kumar M.Anees (2014) has made the research work on 'E-Filing creating new revolution in taxation of India'. The research study has discussed on the benefits of e-filing of tax to the authorities, policy makers, present and prospective tax payers, e-filing intermediaries. The paper focused on the benefits derived by the different sections of the society in e-filing of income tax returns (ITR).

Rajeswari K.Mary st (2014) has done the research study on,'E-Filing of Income Tax returns; Awareness and satisfaction level of salaried employees. The study had done the analysis towards the technical and managerial constraint of e-filing pattern.

### Objectives

- **To assess the tax payer's awareness and satisfaction level of e-filing of income tax returns.**

#### Research Methodology

The researcher has adopted descriptive methodology for this study. A convenience sampling was used to extract information regarding perception of tax payers toward the e-filing and the questionnaire was given to 250 employees of a private limited firms situated in south Chennai. The sample size of 250 employees is tax payers who file their tax returns through e-filing. A five point Likret type scale is used in this study, anchored by "Highly satisfied" to "highly dissatisfied".

### Benefits of E-Filing

1. **Error free submission:** Real time error check is possible through income tax authorities.
2. **Quick refund:** Online filing enables the department to process the return with minimum time and therefore refund become very easy.
3. **Acknowledgement receipt:** Online filing followed by an acknowledgement receipt with summary of income and tax bearing a serial number become an authenticated document before any authority. It can be downloaded from the account at any time.
4. **History and database:** Any time available database for any filed years is an added advantage. At a glance an assessee can refer the details of his income tax history.
5. **Effortless and efficient:** Controlled and guided entry set by the utility or software pave the way to proper and fast completion of IT return. Filling in paper return always brings confusion and error, but a neat and clean return can be given through online filing.
6. **Avoid delays:** Paper filing of return always depends the time of office, queues, spot self-correction, holidays, presence of officer, etc. Regardless of these matters any person can file their income at anytime from anywhere.
7. **Useful document:** The document can be used to prove your financial credibility, support to get loans, essential to process VISA, etc.
8. **Possible ways to reduce tax:** Real time instructions of online utilities of income tax filing will help us to source all possible ways and means to avail possible deductions and exemptions. Common man is unaware of the provisions section 80C or so.
9. **Green:** Minimizing paper will help us to keep our green world as such. In earlier days tons of papers were used and stored for income tax filing.

In view of the 9 points e-filing of income tax return is completely acceptable.

### Descriptive Analysis

**Table 1 Profile of the Respondents**

	Category	Frequency	Percentage
Gender	male	182	73
	Female	68	27
	Total	250	100
Age	20-30	60	25
	30-40	138	55
	>40	52	20
	Total	250	100
Education	DEGREE	142	57
	POST GRADUATE	48	19
	PROFESSIONALS	60	24
	Total	250	100
Income Level	<2,00,000	36	15
	2 -5 LAKHS	124	49
	5 -10 LAKHS	40	16
	> 10 LAKHS	50	20
	Total	250	100

With regard to the demographic profile of the respondents 73% of the respondents are male and 27% of the respondents are female. The age profile of the respondents are 25% fall under the category of 20 - 30, 55% falls under the category of 30 - 40 and above 40 years old are only 20%. Regarding the education level of the respondents 57% are at degree level and 19% are post graduated and 24% of the respondents are professionals. With respect of Income level of the respondents 49% of them fall under the category of 2-5 lakhs per annum and 20% of the respondents fall under the category of above 10 lakhs, 16% of them earn between 5 - 10 lakhs and 15 % of the respondents falls under the category of less than 2 lakhs.

**Table: 2 Reasons for E-Filing**

	Frequency	Percent
Speed of Filling	80	32.0
Convenience	52	20.8
Faster Tax Refund	36	14.4
Extension of Filling Deadline	32	12.8
All of the Above	50	20.0
Total	250	100.0

With regard to reasons for e-filing 32% of the respondents tax payers do e-filing for the speed of filing and 20.8% for the convenience, 14.4% for faster tax refund, 12.8% for extension of filing deadline date, and only 20% of the taxpayers go for e-filing to enjoy all the benefits stated in the

questionnaire.

**Table: 3 Reasons for Unsuccessful Attempt of E-Filing**

	Frequency	Percent
Unable To Sign electronically With Pin/Password	120	48
Unable To Access The E-Filing Website	46	19
The E-Filing Website Not Responding Half Way	40	16
Unclear Instruction From The E-Filing Website	44	17
Total	250	100

**Table: 4 Error of Difficulty While E-Filling**

	Frequency	Percent
YES	182	73
NO	68	27
Total	250	100

The above table 3, states that 48% of the respondents are unable to sign electronically with the pin/password. 19% of the respondents are unable to access the e-filing website, 16% of the respondents' states that website is not responding half the way, and 17% of the respondents are unclear about the instruction from the e-filing website. These are the major reason 73% of the respondents hesitates to go for e-filing on their own.

### Inferential Analysis

**Hypothesis: - 1** There is no difference between respondents with Gender and Facilities provided by E-Filing website. For this t-test was conducted. ( $.000 < .001$ )

**Table 5: Independent Sample T- Test**

	Gender of the Respondents	N	Mean	Std. Deviation	T	P
FACILITIES PROVIDED BY E-FILLING WEBSITE	male	182	1.68	.490	25.184	.000
	Female	68	3.78	.789	-20.5.3	.000

### Interpretation:

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance

Hence it is concluded that there is significant relation between Gender Of The Respondents And Facilities Provided By E-Filling website.

**Hypothesis: - 2.** There is no difference between Educational qualifications of the respondents with Experience in e-filing. For this ANOVA test was conducted, ( $.000 < .001$ ).

**Table 6: ANOVA**

Educational Qualification of the Respondents					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	143.561	3	47.854	373.207	.000
Within Groups	31.543	246	.128		
Total	175.104	249			

### Interpretation

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance.

Hence it is concluded that there is significant relation between Educational Qualification And Experience about E-Filling.

**Hypothesis: - 3.** There is no difference between Income levels of the respondents with Satisfaction level in e-payment procedure. For this chi-square test was conducted, ( $.000 < .001$ ).

**Table 7: Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	474.768 <sup>a</sup>	12	.000
Likelihood Ratio	434.080	12	.000
Linear-by-Linear Association	207.568	1	.000
N of Valid Cases	250		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 2.02.

**Interpretation**

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance.

Hence it is concluded that there is an association between Income Level of the Respondents and Satisfaction with E-Payment Procedure.

**Table 8: Friedman's One Way ANOVA**

**Hypothesis 4:** There is no significant difference between the mean score in the satisfaction level towards the e-filing factors. For this one way ANOVA test was conducted, (.000 < .001)

Factors Of Satisfaction Level	Mean Rank
Satisfaction towards E-filing	2.29
Satisfaction towards accessibility of E-filing	2.74
Satisfaction towards easiness of E-filing	2.28
Satisfaction with E-payment procedure	2.69

Test Statistics <sup>a</sup>	
N	250
Chi-square	136.636
Df	3
Asymp. Sig.	.000

a. Friedman Test

**Interpretation:** As the p value is less than .01 the null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is a significant difference between the mean score in the satisfaction level towards the e-filing factors and the satisfaction level towards easiness of e-filing is ranked high and the satisfaction level towards the accessibility of e-filing is ranked the least.

**Limitations and Future Research Directions**

The present study is based on a moderate sample size and area covered is only south Chennai. Therefore the result of the study cannot be generalized. Future research could examine a wider respondent base across the whole of Chennai with more diversified sample.

**Conclusion and Implications**

Government can modify the website more eco-friendly which means the taxpayers operates the website to file their returns. The website server can be made easy and properly work in the peak months for the tax payers to file their income tax returns.

The Government can conduct more awareness programs in offices/workplace, for the older generation who hesitate to file through e-filing due to hesitant to technology. Tax payers should be encouraged to use e-filing as there are many benefits of this system which is user-friendly to use e-filing to file their returns any where either at office or at home.

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## A STUDY ON ONLINE SHOPPING BEHAVIOUR AMONG YOUNG FEMALE BUYERS



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### Introduction

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space (IBEF, 2015). The Boston Consulting Group and Retailers Association of India published a report titled, Retail 2020: Retrospect, Reinvent, Rewrite, highlighting that India's retail market is expected to nearly double to US\$ 1 trillion by 2020 from US\$ 600 billion in 2015, driven by income growth, urbanisation and attitudinal shifts (IBEF, 2015).

Increased Internet penetration, improved security measures, convenience of shopping in lives pressed for time, and, of course, dozens of retailers to choose from - these are a few factors that are attracting more and more consumers to shop online (Joshi & Upadhyay, 2014). Infact, mega eetailing events like Flipkart's Big Billion Day and the three-day Great Online Shopping Festival, organised by Internet giant Google were termed a huge success with consumers flocking to sites, and exceeding companies' expectations (Fibre2fashion News Desk, 2015).

People these days are more interested to shop online instead of purchasing items by traditional means. Online shopping is a process of buying goods and services from a seller over the internet. People can look at the websites of online stores and purchase items in comfort from home. One can buy a variety of items from online stores. Books, hardware, software, toys, household appliances, health insurance and so on are some of the items that are purchased from online stores. Online shopping is preferred by many people because of its convenience. When you want to purchase an item from a traditional store, you need to drive all the way to the store. You have to go around the shop and find the location of the item you need. And in turn, you need to stand in the queue at cash registers for a long time. All these things can be avoided by shopping online. Hence, it is so convenient and comfortable to buy from an online store.

One can log onto the internet and visit the website of an online store to choose an item. One can shop online at any time in early morning hours or late at night. Online stores are open throughout the day. Payment for online shopping can be done in many ways. Online shoppers use different payment modes such as credit cards, debit cards, cash on delivery, electronic money of various types, gift cards, postal money order, and wire transfer. Online stores deliver the items purchased by shipping in proper packaging. The only major issue in online shopping is privacy and security with respect to payment issues. However, many advantages associated with online shopping, people still prefer it to traditional shopping.

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Consumer behaviour is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, ethnography, marketing and economic, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.

Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread internet access by people and e-commerce usage by traders, online shopping has seen a massive growth in recent years. Young people have been the majority shoppers online and thus this study finds out the behavior of youth towards online shopping. Hence this study focusing to determine online shopping behaviour among female buyers.

### **Objectives**

- To prioritize the online shopping websites
- To determine the relationship between demography variables and online buying factors

### **Research Methodology**

This study designed based on descriptive type of research. Scope of this research limited within students segment especially focusing SRM School of Management students. This study was confined among female students alone. Both primary and secondary data were used for this study. Secondary data was used just to identify the variables related to online shopping behavior. Primary data was collected by using structured questionnaire. Questionnaire was designed with 3 segments. First segment includes demography and basic information about respondent. Second part of the questionnaire focused on factors which influence for online shopping and third part concentrated on challenges faced by online shoppers. Data was collected through survey methodology. Around 147 samples were collected based on convenience sampling technique. All collected data were entered in to SPSS software and analyzed those data by using frequency analysis, descriptive analysis, and correlation analysis.

## Data Analysis

### Frequency analysis

Frequency analysis was carried out for the demography variables. This study had around 70% of the respondents in the age group of 19 to 22 years. This study includes equal percentage (22 to 26%) of Arts, Science and Engineering graduates. Around 41% of the respondents had around 3 to 5 years of internet experience. Around 74% of the respondents had just three and less years of online shopping experience. Around 37% of the respondents were doing online shopping very rarely and other 33% of the respondents were doing just once in a month of online shopping. No respondents were spending more than Rs. 5000/- in a month for online shopping purpose. Around 74% of total respondents were doing online shopping through their mobile phones. Around 54% of the respondents were accessing their internet through their network mobile data.

Age	Frequency	Percentage
< 18	18	12.2
19-22	102	69.4
23-25	27	18.4
Total	147	100.0

Graduation	Frequency	Percentage
Arts	36	24.5
Science	39	26.5
Engg	33	22.4
Others	39	26.5
Total	147	100.0

Frequency of buying	Frequency	Percentage
Once in a week	3	2.0
2-3 times in a week	6	4.1
Once in two weeks	6	4.1
once in a month	48	32.7
2-3 times in a month	15	10.2
Once in a quarter	15	10.2
Very rarely	54	36.7
Total	147	100.0

Internet experience	Frequency	Percentage
< 2 yrs	24	16.3
3-5 yrs	45	30.6
6-10 yrs	60	40.8
> 10 yrs	18	12.3
Total	147	100.0

Online shopping experience	Frequency	Percentage
1 yr	48	32.7
2-3 yrs	60	40.8
4-5 yrs	33	22.4
> 5 yrs	6	4.1
Total	147	100.0

Expenditure	Frequency	Percentage
<Rs. 1000	99	67.3
Rs. 1000 to 5000	48	32.7
Total	147	100.0

Online shopping mode	Frequency	Percentage
Mobile	108	73.5
Laptop	27	18.4
Tab	3	2.0
Desktop	6	4.1
Others	3	2.0
Total	147	100.0

Internet access mode	Frequency	Percentage
Network data	78	53.1
Private wi-fi	54	36.7

Public wi-fi	9	6.1
LAN	6	4.1
Total	147	100.0

### Descriptive analysis

This study was trying to prioritize the online shopping websites through ranking method. Around 9 leading shopping websites were considered in the questionnaire and collected the ranking data. Based on response received from the respondents, mode value was calculated for prioritize and rank the online shopping websites based on customer preference. Following Table shows the ranks preferred by the respondents.

Sl. No	Shopping website name	Mode value / Rank
1	Amazon	1
2	Flipkart	2
3	Snapdeal	3
4	Myntra	3
5	Ebay	5
6	Shopclues	6
7	Bigbasket	7
8	Paytm Mall	8
9	Voonik	9

### Correlation analysis

Correlation analysis was carried out in order to identify the significant relationship among demography variables and various factors which influencing for online shopping behaviour.

		Availability	Low price	Promotion	Comparison	Delivery	Time saving	Variety	Service	Return	Payment
Age	PC	.125	-.088	<b>.288*</b>	.172	.066	.175	-.032	-.135	-.007	.014
	Sig.	.393	.550	<b>.045</b>	.238	.654	.229	.826	.356	.962	.925
Graduation	PC	-.059	-.120	-.161	.054	-.107	-.065	.093	.034	.015	.139
	Sig.	.687	.412	.269	.711	.462	.658	.527	.815	.921	.341
Internet. experience	PC	.213	.157	.144	.192	.146	.048	.031	.088	.249	<b>.278</b>
	Sig.	.147	.286	.328	.191	.321	.745	.834	.553	.088	<b>.055</b>
Online shopping experience	PC	.057	<b>-.273</b>	-.068	.038	-.018	-.005	-.067	-.049	.079	.094
	Sig.	.697	<b>.058</b>	.643	.797	.901	.975	.646	.738	.588	.522
Frequency of buying	PC	-.252	-.016	-.103	-.211	-.048	.052	-.055	-.053	-.012	-.087
	Sig.	.080	.914	.480	.145	.744	.721	.708	.718	.937	.553
Expenditure	PC	.145	<b>.279</b>	.189	.190	.225	.178	.175	.108	.185	.186
	Sig.	.320	<b>.053</b>	.194	.192	.120	.222	.230	.460	.203	.201
Shopping mode	PC	-.067	.110	-.029	.000	.118	-.043	.074	-.025	-.081	.060
	Sig.	.649	.453	.844	1.000	.421	.768	.615	.866	.581	.680
Internet access mode	PC	.152	.139	.161	.089	-.039	.189	.234	.030	.138	-.142
	Sig.	.296	.340	.268	.542	.792	.194	.106	.837	.343	.331

Note: PC - Pearson Coorelation; Sig. - Significant valuesin 2 tailed situation.

A result of the correlation analysis discloses just four significant relationships. They are, age and promotional offers (sig. 0.045), Internet experience and payment methods (sig. 0.055), online shopping experience and low price (Sig. 0.058), monthly expenditure and low price (0.053). All these significant relationship variables had lower, positive (0.27 and 0.28) correlations except online shopping experience and low price. This relationship had lower negative correlation (-0.273).

## Major Findings and Conclusion

This study reveals that, three fourth of the total respondents were using their mobile phones for their online shopping purpose. Similarly, another three fourth of the total respondents had less than three years of online shopping experience. Another important finding in this study was that, No respondents were spending more than Rs. 5000/- in a month for online shopping purpose. This research was identified top three popular shopping websites among young female buyers, they were Amazon, Flipkart, Snapdeal and Myntra respectively. This research was also identified four significant relationships such as age and promotional offers, Internet experience and payment methods, online shopping experience and low price, monthly expenditure and low price.

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