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***National Conference on***  
**CHANGING PARADIGMS IN MANAGEMENT PRACTICES**

**Friday 2<sup>nd</sup> March 2018**

***Organised by***  
**Department of B.Com (Honours)**



**GURU NANAK COLLEGE (AUTONOMOUS)**

(Re-accredited at 'A' Grade by NAAC)

Affiliated to the University of Madras

Velachery, Chennai – 600 042, Tamil Nadu, India

***In Association with***



**GLOBAL MULTIDISCIPLINARY RESEARCH &  
ACADEMIC FOUNDATION (GMRAF), Chennai**

**&**

**REDINGTON FOUNDATION., Chennai**





## **MESSAGE FROM GMRAF PRESIDENT**



Greetings from GMRAF Family.

Global Multidisciplinary Research and Academic Foundation, Chennai, India is a leading Non-for-profit organization which is a registered Academic and Research Society (Government Registered) involving in bridging global multidisciplinary academic and research community. GMRAF is focussed in the promotion of global academic and research activities for the betterment of academic community.

The platform is focused in helping its GMRAF members in numerous ways through various assignments like guest lectures, conferences, seminars, workshops, MDP, FDP, strong networking and the most important in development of knowledge through global research and academic knowledge sharing.

I am highly gratified to place on record my heartfelt thanks to the Management, Director, Principal, Faculty members, staff and students of Guru Nanak College for being associated with GMRAF, Chennai for the conduct of the National Conference on “Changing Paradigms in Management Practices” organized by Department of B.Com.(Honours) on 2nd March 2018.

I welcome you to partner with GMRAF and be a part of the global knowledge sharing forum.

Happy Learning!!!!

Thanks and regards,

Global Academic Empowerment to Excel!!!!

**Dr.Sundari Suresh**

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## CONTENTS

S. No	Titles	Author's Name	Page. No
1	Retail Service Convenience	<i>Dr.Gunita Arun Chandhok</i>	1
2	A Study on Stress Management among Women Employees in Chennai City	<i>R.Vaishnavi</i>	5
3	Sanskrit: The E-Way	<i>Dr.M.K.Shakila</i>	11
4	Five E's of Energy Management to Focus Globally for a Sustainable Green Future	<i>Ms.V.Aswini</i>	15
5	The Impact of Brand Switching and Consumer Buying Behavior on the Performance of FMCG Retail Sector in Bangalore City.	<i>Mr.K.Prabhakar, Mr.Charles Ambrose &amp; Dr.Sanjeev Salunke</i>	20
6	Revolution of E- Commerce and Internet Based Technology in the Paradigm of Supply Chain Management	<i>S.Divya</i>	27
7	A Study on Investors' Decision towards Investments in Shares at Chennai	<i>Dr.G.Venkatesh</i>	30
8	Employee Engagement	<i>Ramanujam</i>	39
9	An Empirical Analysis One- Banking Services Offered by Private and Public Sectors Banks in India	<i>N. Mari Anand, V. Senthil Kumaran &amp; T.Srimathi</i>	47
10	A Study on Investors Knowledge on Various Aspects of Mutual Funds	<i>Dr.Y.Hariprasad Reddy &amp; K.Banumathy</i>	51
11	A Study on the Business Battles in Information Management	<i>R.S.Hariharan</i>	55
12	A Study on Organizational Effectiveness through HRM	<i>D.Gopi</i>	59
13	A Study on Green Marketing	<i>S.Vigneshwar Rao</i>	64
14	A Study on Consumer Perspective on Investment	<i>N.Ganesh</i>	68
15	A Study on Investor's Psychology	<i>J. D.Ceeganbalg Franklin</i>	72
16	A Survey of Household Solid Waste Management in Chennai with Special Reference to Flood Affected Areas	<i>CV.Alagan</i>	77
17	Financial Inclusion Initiatives and Present Status	<i>V. Krishnaswami</i>	83
18	The Relationship between Customer Satisfaction and Customer Loyalty (Study with Concerned to Manufacturing Companies)	<i>R.Durgadevi</i>	88
19	An Empirical Study on Sales Promotion	<i>Dr. B. Latha Lavanya</i>	93
20	A Perceptual Study on Factors Influencing Employee Engagement with Specific Reference to Integrated Enterprises India Pvt Ltd	<i>J.Saranya</i>	106
21	A Study on Individual Financial Literacy and Financial Behaviour	<i>Ms.T. Sudeshna &amp; Dr. Sujatha Balakrishnan</i>	112
22	A Study on the Impact of Television Advertisements for Mobile Phones on the Indian Customers	<i>Ms. D. Sowmya &amp; Ms.R.Rama</i>	118
23	Managing Stress at Workplace	<i>Anjitha Venugopal</i>	124
24	A Study on Flows of FIIS and Indian Stock Market	<i>C.Seethapathi</i>	129
25	To Study the Importance of Human Resources Development Practices in Engineering Institutions at Chennai	<i>V. Arul Mary Remy &amp; Dr. S. Rajkumar</i>	133

26	Can Artificial Intelligence Hasten Women Career Progression? – Indian Perspective	<b>Bharathi Ravi &amp; R.Anitha</b>	137
27	Financial Institutional: A Study on Impact of Rural Credit to Agricultural Household in India	<b>Dr.S.Siva Reddy, Dr.D.Pullaiyah &amp; Sri.K.Maheswara Gupta</b>	142
28	A Study on Impact of Digital India on the People of Chennai City	<b>Sukhdeep Sondhi</b>	150
29	Sustainability Management and TQM –Business Practices for a Better World	<b>J.Dharshana</b>	155
30	Goods and Services Tax in India: A Study on Benefits and Challenges	<b>Prof.Dr.Sundari Suresh &amp; Dr.C.Vijai</b>	162
31	Sustainable Financial Development (A Study on E-Risks with Specific Mention to Risks in Payment Gateways and Counter E- Security Strategies)	<b>P.Logeshwari</b>	168
32	Customers Satisfaction in SBI and ICICI Banking Services A Study with Reference to Tenkasi Block	<b>G.Ponselvi</b>	173
33	How Corporate Social Responsibility Influences Brand Equity: A Strategical Report	<b>V.Nithya</b>	177
34	Role of Management in Employees Retention	<b>Mrs.P.Kavitha &amp; Ms.M.Rodhaammal</b>	183
35	A Study on Student's Perception towards their Institute in Chennai	<b>K.Balaji</b>	190
36	An Empirical Study on Factors Deciding Money Management Skills of Working Women in Chennai City	<b>K.Ramu</b>	197
37	A Study on the Employee Engagement in Automobile Sectors with Special Reference to Chennai	<b>A.Barkathunisa &amp; A. Nasima</b>	205
38	A Study of Problems and Prospects of ICT in E-Governance in Villupuram Distirct	<b>Dr. N. Rajaveni &amp; D.K. Ramkumar</b>	214
39	Structural Reforms by Government of India	<b>A. Rengarajan</b>	219
40	Emotional Intelligence and Social Cognition	<b>Srivats Balaji</b>	223
41	A Study on the Determinants of Brand Loyalty in Health Sector at Chennai	<b>Dr.B.Saipriya</b>	231
42	A Study on Brand Switching Behaviour with Special Reference to Mobile Network Services	<b>Dr. G. Sivabalan</b>	236



## RETAIL SERVICE CONVENIENCE

**Dr.Gunita Arun Chandhok**

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### Abstract

*In recent years we witness that purchasing power of people being amplified. With the increase in income level of individuals and the boost in standard of living, there is a red carpet welcome for the retail shops in India. Instead of carrying bags on streets and bargain until the shopkeeper gives in, people are seen more comfortable walking to a nice ambience with attractive lighting and sometimes music, rolling their cart for a piece of vegetable. These circumstances lead to many local, national and international players to invest in retail business. Some renowned in India are Nilgiris, More for you, Reliance Fresh, Big Bazaar, Shoppers Stop, Tata Croma, Spencer's daily, Metro etc. These Retailers provide variety of goods and services to the customers. The focus being on customer, retailers are trying to satisfy the customer's needs and wants and pull them to be their loyal customers. The process of handling customers is a key issue of concern. Day in day out the flow of customer traffic into retail shops are increasing. In order to manage the crowd and reduce time, many process and systems are put in place. One such process is related to Billing. This paper is all about process of billing in retail shops and on how people are being managed in billing queues.*

**Keywords:** Retail, Billing, Customer, Transaction, Convenience

### Introduction

In the distribution channel, the retailers play the key role in having the direct interaction with the customers. Shopping experience of the customers gets fulfilled at the billing counters. The retail store is not only a place where the goods and services are purchased but also a place that generates the functional and psychological perceptions. In general, a retail store does more than meeting the eyes of the customers in the distribution channel. From each retail store many tangible and intangible stimuli originate and it helps in generating the store image (Samli, 1998). Besides differentiating the store from the other stores, the store image also provides the basis for competitive advantage. One of the attributes influencing the store image is the checkout or billing process.

### The Billing Process

Once the payment is received, "paid" seal is placed on the bill allowing the customer to take the items outside the store. In Certain stores billing and delivery are done at the same counter to reduce man power and time. Many digital ways of billing have been developed in developed countries. There are retail shops which bills items in the cart as it proceeds to the billing counter. The customer gets a bill once he/she reaches the counter to make a payment. But in a country like India, technological application has not come to this extent. Different models of bills are put in use for different purposes. They are

- Cash bill
- Line void bill
- Void transaction bill
- Training mode bill

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The cash bill is an invoice bill that is normally processed on purchase of a customer. Cash bills provides information to the customers on the items being shopped, like quantity, price, discount and the total amount of money to be paid at the billing counter. A copy of the bill is given to the customer. Both line void and void transaction bills are given at instances like cancellation, double billing etc. for instance a customer finds that he is short of cash to pay at the billing counter, he/she may produce a card for payment and this would demand cancellation of the already put bill. A void bill is generated to nullify the previous transaction and the copy is filed by the seller.

There are instances where a customer would purchase a good and after billing may find some other brand of item as a better choice and choose to cancel the previously billed item. In such a case, a line void bill is raised. Customers are advised to buy the cancelled item or any other item for the same price to avoid cash refund.

Training mode bills are put in use when a new employee is recruited and he/she is trained on the billing system followed by the particular retailer. Customers enter store with distinct requirements, some come with a plan of making purchase for the entire month, few for their festival requirements, a few for serving the guests at home, a few for gifting purposes, few for daily needs etc.

### **Significance of Billing Counter**

There are instances where a particular store draws more shoppers than other stores in the same area. This makes us think what draws more customers into the store even when the functional factors such as price range, availability of the products and the offers being similar (Findlay, 2002). One of the answers to such question will definitely be the customer's experience at the billing counters.

When the customers enter the retail stores such as supermarket, they take their own time to pick, analyze and choose a product. The customers select the products based on their needs and their buying behaviours. The customers may spend hours to select the products. However, the billing counter is the place where the real good service is put to test. Customers do not prefer to wait in a queue for a long time as it does not offer any value addition from the customer point of view. The efficiency of the managers is tested at this phase. Having less number of counters would result in impatience of the customers. At the same time, having more counters when the customer volume is less would result in unwanted additional cost, in terms of power as well as labour.

Customer patronage can be disturbed if the time spent on the billing counter exceeds the expectation of the customer. Customers have become much educated in the areas of shopping. People do a little homework before shopping like browsing internet, watching advertisements in audio, visual as well as print media. Customers look into the style of merchandising and take a call on repeating purchase at a retail outlet or a store. Particularly in the field of red goods, the customer walk-ins are more. The business timings are classified as peak hours and non-peak hours. It is during these non-peak hours that the store plans for maintenance activities. Only a few counters are put in operation during these non-peak hours. The same practice is at times extended during the peak hours, demanding a customer to wait for a long time in billing queue until the store manager intervenes and instruct his team to open one or more billing counters.

There is a new term called “Retail Service Convenience” which was proposed to be influencing the store image. The retail store convenience is the customers’ perception of their time and efforts in terms of physical, cognitive and emotional perspectives required during the course of achieving the shopping goals (Jauhari, 2017). The retail service convenience is multi-dimensional consisting of six dimensions such as Information Search Convenience, Access convenience, Selection Convenience, Assurance Convenience, Transaction Convenience and Post Purchase Convenience. Out of these six dimensions, this article focuses on the transaction convenience which comprises of the time and efforts spent by the consumers to carry out a transaction to obtain the right of the ownership of a product or service. In retail store environment, the transaction convenience is specifically related to the perception of time and energy spent at waiting in queue at billing counter including the time spent for non-functional scanner machine, price code issue, non-acceptance of credit cards and untrained billing staff. Waiting to pay is the least rewarding act required out of the customers (Tom & Lucey, 1997). Transaction inconvenience is an opportunity cost as the customers cannot make concurrent use of the time they use in waiting in the queue. Also, the customer may perceive the waiting time to be much longer than it actually is (Hornik, 1984).

### **Managing the Waiting Time**

Managing the customers’ perceptions about the waiting time in a retail store is an important strategy for the retail managers (Sudhakar, 2012). The predictive scheduling with respect to the billing counters is the epitome of optimizing the operations and the customer service in retail stores. The managers of the retail stores should analyse and reduce the waiting time of the customers keeping the cost of operating of the billing counters at optimum level. This process starts with analysing and maintaining a track of the occupancy at different time periods each day. Occupancy is the volume of how many people are in the store at a specific time (Max, 2013). The current occupancy at a particular period is calculated as the occupancy at previous period plus the number of people entering the store minus the number of people exiting the store. In addition to the capacity, the other important component is the stay time or the dwell time. The stay time is the duration which the customers spend inside the store. The stay time would not be same for all the individuals. However, the average stay time could be predicted with the help of the historical data. In other words, the stay time is the duration of how fast each individual in the capacity would get into the billing counters. All the retailers would use several marketing techniques such as visual merchandising to increase the stay time of the customers, as the stay time would influence the purchase decision of the customers. However, the stay time should not be much higher, as the high stay time would result in overcrowding at the aisles.

Not all the people entering the store would end at purchase. Some may exit the store without the buying anything. The analyzing the occupancy and the sales volume would bring out the average volume sales conversion. Based on the technology used at the billing counters, the speed of the billing process and the expected sale volume, the average waiting time of the customers can be predicted and the optimum number of billing counters can be set in order to reduce the waiting time of the customers.

Some psychological studies show that the customers get buying decisions even at the last time and at the time of billing as well. The billing process should consider this as well. The sale

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doesn't end at billing and getting the payments. The packing the products should also be quick enough. At the same time, the employees at the packing counter should be properly trained with the packing specifications based on the type of products. For example, the fragile products should be packed in such a way that it doesn't get impacted by the transit.

### **Conclusion**

There are several attributes, both obvious and subtle influence customer's store patronage intentions. The waiting time of the customers in a retail store is an experience which can lead to customer dissatisfaction (Katz, Larson, & Larson, 1991) and in turn can result in negative impact on store patronage behavior (Hul, Dube, & Chebat, 1997). This article has explained the importance of focusing on the customer waiting time and the transaction convenience of the customers as well. Having the efficient management of the waiting time of the customers would influence the transactional convenience of the customers which would further influence the store image.

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## A STUDY ON STRESS MANAGEMENT AMONG WOMEN EMPLOYEES IN CHENNAI CITY

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### Abstract

Women are playing a dynamic role in the economic and social progress of the nations all over the world. Employed women have a whole set of glitches concerning both family and professional lives. Women have to play their role as a wife, a mother and an earner. They have to manage their career while upholding traditional roles. That means for working women it is two sets of overlapping errands. Therefore, in addition to their traditional roles, professional roles seem to be one of the major sources of stress that employed women have to face. Managing stress in the workplace is therefore a crucial part of both individual and corporate responsibility. Stress management is an essential step to take once it is determined in facing stressful situations in life, regardless of the cause. Furthermore, stress can reduce the capacity to perform and function well, either at school or in the workplace. Aside from the personal impacts can be experienced from stress, it also affects how to deal with the environment and the people around. Employee Stress is undesirably correlated to their work performance. This paper proposes to study the employed women stress, factors in the working environment that cause stressful situations among working women through a primary data.

**Keywords:** Employee, women, stress, management, workplace, performance.

### Introduction

According to Unites States National Institute of Occupational Safety and Health (1999), Job stress can be defined as “the harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources (or) needs of the workers. Job stress can lead to poor health and even injury” Stress is a normal psychological and physical reaction to the ever-increasing demands of life.

A study of the 1981 data proposed that women began to lose their traditional avenues and did not get captivated in the modern sectors. The 1993-94 data on the workforce participation rate advocates there were 109.3 million women in the workforce as compared to 251.1 million men. In 1993-94, 56.7% women in the labour force were self-employed, 6.3% were regular employees, and 37% were casual labour.

During 2004 and 2011, when the Indian economy raised at a healthy average of about 7%, there was a drop in female participation in the country’s labour force from over 35% to 25%. It’s a perplexing picture; over the past few decade accesses to education for Indian women has increased but still they have increasingly stayed away from employment.

This falling rate depicts that though women are being educated, they might not prefer being employed. This may be due to their higher responsibilities towards their families wherein they might not be able to manage their family and work together. Hence, stress management has become essential for every working woman to have a balance between their personal life and their work life.

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## **Review of Literature**

Women's involvement in multiple roles had a deleterious effect on their mental as well as their physical health. Due to this a woman is constantly under stress either at home or at workplace.

*Anitha Devi (2007)* aimed at *"Identifying the degree of life stress and role stress experienced by professional women."* A total sample of 180 women professionals belonging to six occupations were chosen for the study. The results revealed that, the older person experience lower life stress and role stress. Younger people experience more stress as compared to older people. The greater the numbers of years of service the greater life and role stress. The lower the income, greater stress experienced i.e. stress is variably proportional to income.

*Praveen (2009)* examined *"Occupational stress experienced by working and non-working women of Hyderabad city"* A sample of 180 working women was taken out of which 90 were married and 90 were spinster. These two groups were questioned by organizational stress scale. Five point Likert scale was used. It was found that unmarried working women experiences low stress as compared to married women. It was determined that household responsibilities, marital adjustment, child caring issues and family relationship are the sources of stress for married working women.

*Dhanabhakym and Anitha (2011)* *"A study on Stress Management of working women in Coimbatore District"* was conducted with 300 respondents working in various jobs level. The main results of the study show that all the respondents have distress due to personal and organizational sources. The study witnessed that managing the daily home activities, looking after the family members and child care are identified as the sources of personal stress and emergent opportunity provided by the management, availability of transportation facility and recognition of hard work are identified as the major sources of organizational stress among working women.

## **Objectives of the Study**

- To identify the existence of stress among women employees.
- To study the factors causing stress among the women employees.

## **Research Methodology**

### **Research Type**

The type of research adopted for this study is 'Descriptive Research' which includes surveys and fact finding enquiries of different kinds.

### **Area of Study**

The study is confined to Chennai only.

### **Sample Design**

The sampling used in the study is 'Convenience Sampling' because the sample was collected based on the ease of access.

### **Sample Size**

Since the population for the survey is very large, and due to time limitation a sample size of 80 women employees were taken for the survey with the help of questionnaire through Google forms, out of which 72 responded for the survey.

## Data Collection

The method of data collection used for the study is of two types namely,

- Primary Data
- Secondary Data

**Primary data** was collected from the respondents and it served as a base for conducting the study. **Secondary data** used was the literature given in the references which were reviewed for the purpose of attaining knowledge on the topic.

## Tools

- Percentage analysis
- Chi – square test

## Data Analysis and Interpretations

### Percentage Analysis

**Table 1 Respondents Age**

*Source: Primary Data*

S. No.	Particulars	Frequency	Percentage (%)
1	Below 25	4	5.5
2	25 – 40	22	30.6
3	Above 40	46	63.9
<b>Total</b>		<b>72</b>	<b>100</b>

From the above table, it is clear that 5.5% of the respondents are in below 25 age group, 30.6% of the respondents are in 25-40 age group, 63.9% of the respondents are in above 40 age group.

**Table 2 Respondents Marital Status**

*Source: Primary Data*

S. No.	Particulars	Frequency	Percentage (%)
1	Married	62	86.1
2	Single	10	13.9
<b>Total</b>		<b>72</b>	<b>100</b>

From the above table, it is clear that 86.1% of the respondents are married, 13.9% of the respondents are single.

**Table 3 Respondents opinion regarding heavy workload**

*Source: Primary Data*

S. No.	Particulars	Frequency	Percentage (%)
1	Strongly agree	3	4.6
2	Agree	21	29.6
3	Neutral	19	26.9
4	Disagree	23	32.4
5	Strongly disagree	5	6.5
<b>Total</b>		<b>72</b>	<b>100</b>

From the above table, it is clear that, 34.2% respondents said (agree) they experience heavy work load, 38.9% respondents said (disagree) they experience heavy work load, and 26.9% of respondents feel neutral about this.



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**Table 4 Respondents opinion regarding emotional exhaustion**

*Source: Primary Data*

S. No.	Particulars	Frequency	Percentage (%)
1	Strongly agree	10	13.9
2	Agree	26	36.1
3	Neutral	13	18.5
4	Disagree	21	28.7
5	Strongly disagree	2	2.8
<b>Total</b>		<b>72</b>	<b>100</b>

From the above table, it is clear that, 50% respondents said (agree) they do not experience emotional exhaustion, 31.5% respondents said (disagree) they do not experience emotional exhaustion, and 18.5% of respondents feel neutral about this.

**Table 5 Respondents opinion regarding family commitment**

*Source: Primary Data*

S. No.	Particulars	Frequency	Percentage (%)
1	Strongly agree	14	19.4
2	Agree	21	28.7
3	Neutral	15	21.3
4	Disagree	16	22.2
5	Strongly disagree	6	8.3
<b>Total</b>		<b>72</b>	<b>100</b>

From the above table, it is clear that, 48.1% respondents said (agree) they meet the family expectations, 30.5% respondents said (disagree) they meet the family expectations, and 21.3% of respondents feel neutral about this.

**Table 6 Respondents opinion regarding physical stress**

*Source: Primary Data*

S. No.	Particulars	Frequency	Percentage (%)
1	Strongly agree	4	5.6
2	Agree	12	16.7
3	Neutral	20	27.8
4	Disagree	31	42.5
5	Strongly disagree	5	7.4
<b>Total</b>		<b>72</b>	<b>100</b>

From the above table, it is clear that, 22.3% respondents said (agree) they experience physical stress, 49.9% respondents said (disagree) they experience physical stress, and 27.8% of respondents feel neutral about this.

**Table 7 – Respondents opinion regarding organizational commitment**

*Source: Primary Data*

S. No.	Particulars	Frequency	Percentage (%)
1	Strongly agree	31	43.1
2	Agree	27	37.5
3	Neutral	7	9.7
4	Disagree	4	5.6
5	Strongly disagree	3	4.2
<b>Total</b>		<b>72</b>	<b>100</b>

From the above table, it is clear that, 80.6% respondents said (agree) they feel to be part of the organisation, 9.8% respondents said (disagree) they feel to be part of the organisation, and 9.7% of respondents feel neutral about this.



**CHI - Square Test**

**Test No. 1 - To Test Association between Age and Physical stress**

**Null Hypothesis (Ho)**

There is no significant association between Age and Physical stress

**Alternative Hypothesis (H1)**

There is significant association between Age and Physical stress

**Table 8 - (Age\*Physical stress)**

Age	Physical stress					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Below 25	0	2	2	2	0	6
25-40	4	0	10	4	2	20
Above 40	2	6	2	30	6	46
Total	6	8	14	36	8	72

Degrees of freedom: 8; Chi-square = 34.47 for significance at the .05 level, chi-square should be greater than or equal to 15.507. The distribution is significant.

**Inference**

Hence the  $\chi^2$  value is greater than the table value we reject the null hypothesis and conclude that there is significant association between Age and Physical stress.

**Test No. 2 - To Test Association between Marital status and Family commitment**

**Null Hypothesis (Ho)**

There is no significant association between Marital status and Family commitment

**Alternative Hypothesis (H1)**

There is significant association between Marital status and Family commitment

**Table 9 - (Marital status\*Family commitment)**

Age	Physical stress					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Below 25	10	34	12	4	2	62
25-40	2	2	4	2	0	10
Total	12	36	16	6	2	72

Degrees of freedom: 4; Chi-square = 6.07 for significance at the .05 level, chi-square should be greater than or equal to 9.49. The distribution is significant.

**Inference**

Hence the  $\chi^2$  value is greater than the table value we accept the null hypothesis and conclude that there is no significant association between Marital status and Family commitment.

**Findings and Conclusion**

- It was found that 97% of the respondents feel proud to people where they work.
- It was found that 64% of the respondents receive good support from their family.
- It was found that 64% of the respondents are able to keep themselves stiff during work and do not become restless.

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- According to the chi-square analysis, it is found that, there is significant association between the age of the respondents and physical stress.
- According to the chi-square analysis, it is found that, there is no significant association between the marital status of the respondents and their family commitment.

Stress management among women employees is very prominent in present world, where the women have dual responsibilities. And it is believed that women are good at multi – tasking activities which in turn induce stress in them. Being women, they play a major role as a family member and as an employee in an organisation.

Further, it is not only important to identify stress problems and to deal with them but to promote healthy work and reduced harmful aspects of work. Work in itself can be a self-promoting activity as long as it takes place in a safe, development and health- promoting environment. Successful employers and managers provide leadership in dealing with the challenge of work stress.

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**SANSKRIT: THE E-WAY****Dr.M.K.Shakila***Director-MBA, Guru Nanak College, Chennai***Abstract**

*Sanskrit is not only a language but also a source of wide range of knowledge. With support from various tools of information technology the whole world can be reached and could be given access to ocean of information available in the Sanskrit script. The task could be interesting to the Gurus in the field and could be challenging as well.*

**Keywords:** *Knowledge transfer, teaching learning process, information technology and teaching methodology*

**Introduction**

Sanskrit is an ancient language. The earliest recorded form of the Sanskrit is in the Rig Veda, which dates back to 1500 B.C.E. Panini's grammar which dates back to 350 B.C.E. contributes greatly to establishing a recognizable and reproducible language (Houben, 1996). There are many languages which are said to have been derived from Sanskrit language. Sanskrit has various genres like philosophy, Sanskrit is a wide arena of knowledge. Vedas, upavedas which includes Economics, Medicine, Sports and Music. Such is the diversity which is available in the Sanskrit scripts. Given these fact it becomes important to spread this among the next generation learners so that it is carried forward to subsequent generations. Gurukul was the traditional teaching style in which learning got transferred to the students. With the advent of variety of interventions in teaching-learning process it is beneficial to take Sanskrit e-way.

**Major Challenges in Learning Sanskrit****Pronunciation**

Pronunciation is a major element in learning this ancient language. The learning of a second language is a daunting process for most of the learners. Unlike Sanskrit, most of the languages do not require the full use of the mouth, tongue and breath patterns while speaking. Sanskrit is peculiar in this way. It requires a perfect articulation of the tongue and use of the breath and tone to pronounce well. Even a minor difference in pronunciation of a word or a letter would drastically make it mean something else. In order to exactly understand how to pronounce a word or a letter, the learners need to listen to the someone who is well versed in using and teaching this language. There are considerable differences among the learners with respect to the level of achievement in learning the language. These difference are mainly based on two factors such as Individual Learner Difference and language Anxiety (Szyzka, 2016). The traditional method of teaching would be greatly useful in overcoming these factors, as there is a psychological interaction between the teacher and the learners. The identification of the errors in pronunciation and the necessary corrections can be done instantaneously. However, in online

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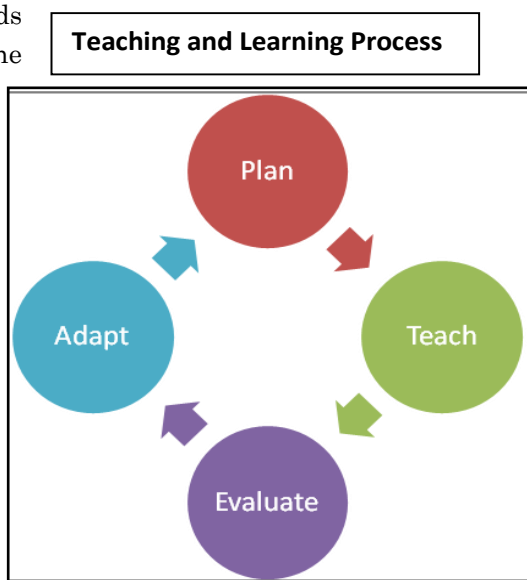
teaching methods, there is less scope for the teachers to identify the mistakes done by the learners, unless there is an interactive learning session and giving focus on each and every learner in the session. It also depends on the commitment of the learners to comply with the directions given by the teachers. We could witness a number of mobile applications which are available for the purpose of helping the pronunciation of various languages. The similar applications with the appropriate modifications and custom tailoring for the needs of the Sanskrit pronunciation can be developed. Sri Chandrasekarendra Saraswathi Viswa Maha Vidyalaya, a deemed to be university offers online courses on Sanskrit with audio files. Further to such approaches applications may be developed to let the learner pronounce and get the pronunciation corrected.

### Translation and Inference

When we read something in any language, we translate it to the language best known to us or would have someone to get it translated for us. For example, if a drama is set in a language which is unknown to us and someone gets it translated for us, the actors, writer and director of the drama is the translator. The schematic translation model in which a message is translated from a source language to the receptor language goes through the transformation process with the obvious barriers such as language difference, interpretative transfer and encoding and decoding gaps (Steiner, 1998). Most of the works on Sanskrit are translated and are available online but awareness on the same are to be created among youngsters and people who wish to learn the language. The most efficient method of teaching a language is one which overcomes the barriers of translations. Translation word by word need not serve the purpose. Translation with reference to the context and a briefing to explain the context with which the translation is done are the mandatory for effective learning process.

### Teaching and Learning Process

The process of teaching and learning involves four major phases such as plan, teach, evaluate and adapt. The planning phases consists of identification of the target audience, planning the course contents and deciding the methods of teaching which suites the target audience. The second phase is where the actual knowledge transfer takes place. The activities in this phase are made sure to comply with the decisions made at the planning phase. The third phase is the evaluation of the knowledge of the learners with respect to the subject. This is place which confirms whether the objective of the teaching and learning process has been achieved or not. Apart from evaluation, the feedback from the learners about the course and the teaching methods are also taken. The final phase of the process involves analyzing the outcomes and feedbacks from the learners and using them to restructure the course contents and the improvising the teaching methods.



## **Technology based Teaching and Learning Process**

### **Youtube**

YouTube can be used as an effective teaching method. According to YouTube statistics, 1.3 billion users use YouTube and 300 hours of videos are uploaded every minute. Eighty percent of the YouTube users are of the age between 18 and 49 years. About 5 billion videos are watched daily (Xie, Popescu, Hancke, & Manjón, 2017). The teaching resources could be readily available to the learners who has difficulty in allocating time for traditional learning set ups. Another important benefit is that the videos can be played again and again until the learner understands the content. However, the necessary measures should be taken to ensure the quality and adequacy of the videos to fulfil the learning objectives (Jovanović & Chiong, 2014), as there are chances that the contents in web based learning could deviate from their main purpose.

### **Interactive Video Sessions**

Interactive teaching and learning methods have got much attention in this decade due to the evolution of the technological environment. Facilities like skype and video conferencing through smart class can help go to the next level of having interactive session there by giving an opportunity to learners to get a classroom feel. However, implementing the interactive teaching models involves complex process. It requires various evaluation activities

### **Mobile Applications**

Using the mobile applications for teaching and learning has got much attention in this decade due to the evolution of the technological environment. However, implementing the interactive mobile applications involves complex process. It requires various evaluation activities such as interviewing the prospective learners, architecture testing and usability testing, etc. Besides these complexities, the mobile applications have much potential to reach the learners and to fulfill the teaching and learning objectives more effectively than traditional web based learning methods (Reeves & Hedberg, 2003).

### **Activity based Learning**

#### **Field Visit**

Mattur, a village in the state of Karnataka is the Sanskrit village of India. The residents of the village are fluent in Sanskrit and they speak on a day to day basis in Sanskrit (Fishman & Garcia, 2011). They follow value system like avoiding usage of plastics. This village promotes use of cotton, traditional dhoti as clothing. A field visit to such an environment would be a methodology itself in learning Sanskrit as a lifestyle. Survival in the environment could be an evaluation as well.

### **Review of Audio Visuals**

Movie reviews are famous methodology in the field of teaching Management concepts, a similar effort can be taken up in Sanskrit as we do have few movies which are made in Sanskrit. Researches are carried out on Movies like Adi Sankaracharya, the first ever Sanskrit movie of India. Plays like Upanishad Ganga could throw more light on usage of the language, lifestyle and the value system of the Ancient India. Reviewing of such work can be methodology of teaching. Such works are available online in YouTube and also in DVD.

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Evaluation remains a challenge by itself as script writing, inferring the texts and presenting thoughts in black and white in the specific language needs a special setup to conduct examination.

History mentions about Janak sabha where Scholars wage a knowledge war through Thark, i.e through debate. Such models of evaluation to be reintroduced in addition to the written examinations to inculcate tactful thinking of usage of the language.

### **Conclusion**

Information technology is a boon in the field of training. It is available in various forms to modern day's trainers and learners. Effective usage of these can be rewarding and researches can be undertaken in checking the effectiveness of different methodologies of training and evaluating the knowledge gained in Sanskrit.

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## FIVE E'S OF ENERGY MANAGEMENT TO FOCUS GLOBALLY FOR A SUSTAINABLE GREEN FUTURE

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### **Abstract**

*All the discoveries and inventions of mankind till date, has been fascinating. Energy is one such discovery that stands as a torch bearer to so many subsequent inventions and discoveries. But one should not forget the fact that these discoveries and inventions has also led to disasters and contamination of nature, the recently held Paris Summit stands as a proof to this. This paper attempts to bring out the most essential 5 E's of energy management, such as, Ecological balance, Economy, Efficacy, Elasticity and Education that must be focused, on a global scale, in order to achieve a sustainable greener global environment.*

**Keywords:** *Energy, Economy, Efficacy, Education on Energy Management, Global Green Environment.*

### **Introduction**

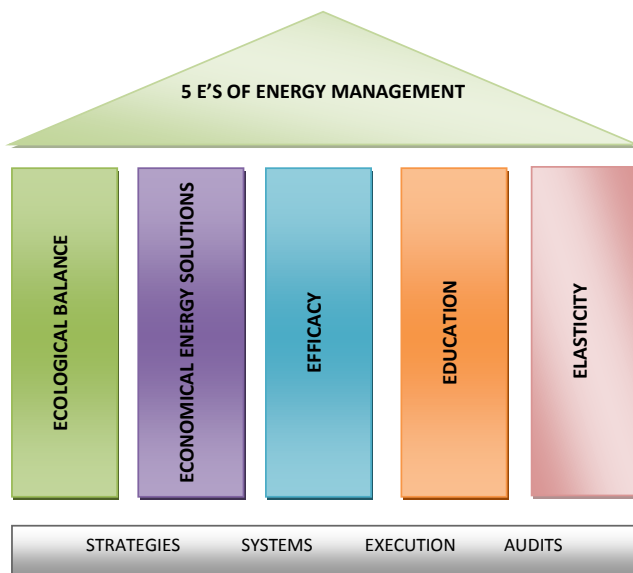
All the discoveries and inventions of mankind till date, has been fascinating. Energy is one such discovery that stands as the torch bearer to so many subsequent inventions and discoveries. But one should not forget the fact that these discoveries and inventions has also led to disasters and contamination of nature, the recently held Paris Summit stands as a proof to this.

Energy is defined as the capacity or power to perform certain work or job. It could also be viewed as a property of an object that can be transferred to any other objects. It can neither be created nor destroyed but can be converted from one form to another. This basic fact itself fascinates humans, because no one knows the source of it and no one can predict its end. Its omnipresence is the key driving force for our existence and development. When we say it is omnipresent, it becomes crucial to know how to manage it effectively, as it can either make or break the human civilization.

Energy management includes planning and operation of energy production and energy consumption units with the objective of resource conservation, climate protection and cost savings, while the users have permanent access to the energy they need. This paper aims to explore the 5 E's of Energy Management that should be focused on a global scale to achieve a sustainable greener globe.

The 5 E's are,

- Ecological Balance
- Economical Energy Solutions
- Efficacy
- Education
- Elasticity



## Role of Ecological Balance in Energy Management

Quality of life is invaluable. Ecological balance and energy management go hand in hand and therefore it is truly essential to use energy and resources optimally.

The conservation and management of ecosystems is an important functionality of effective energy management. This requires the understanding of complex functionalities of eco-systems, diversity of available resources, values and their current state of vulnerability. Striking equilibrium in energy management is largely attributed to ecological balance.

Energy is sourced from various sources, but we humans failed to identify rather failed to recognize those sources that are available in abundance (solar, wind and water) and started to bank on non-renewable resources such as coal, oil, nuclear resources etc. until nature started to react in the form of natural disasters such as floods, earth quakes, forest fire, droughts etc.

A study on Impacts of off shore Oil and gas drilling on marine life, by “Defenders of Wildlife” newsletter states that over 20 species of whales and dolphins, 5 species of sea turtles and dozens of fish species have been heavily affected near Gulf of Mexico, which is an example for ecological disturbance due to adaptation of non-renewable energy source. There are so many endangered species of wildlife, which has been affected heavily due to improper energy management practices.

Energy management can be effective, only if it promises to preserve the ecological balance around; otherwise its ill effects will out beat its benefits resulting in natural disasters. The first and top most priority in energy management should be given to preservation and restoration of eco-balance, only then we can call it a positive energy management approach.

## Adopting Economical Energy Management Solutions

While giving importance to ecology, one cannot deny the economic aspect of energy management. It is said, ‘a penny saved is penny earned’, and this is applicable to energy management as well ‘energy saved is energy generated’. An economical energy management solution comes in the form of an effective energy management system.

Energy management system, EMS in short, is a system of computer aided tools used by operators of electric utility grids to monitor, control and optimize the performance of the generation and/or transmission systems. Energy management software does data collection, reporting, monitoring of energy supplies and consumption and engagement. There are a lot of shortfalls in today’s energy management solution. The limited benefits of today’s energy management products can be attributed to ongoing economic pressures and regulatory mandated reporting of carbon emissions that public companies must comply with. According to Forrester, the energy management market is divided into three product segments with minimal overlap between them. These products either address different classes of users with limited



data, or provide detailed information of a specific area for a specific class of users. Many suppliers are rapidly moving into this market but none at this time provides an end-to-end solution to a variety of users. Intelligent software, that can detect leaks, issue alerts, monitor patterns of consumption, switch between alternate sources taking climatic conditions and other natural factors automatically is the need of the hour.

### **Efficacy, the third E (ye) of Energy Management**

Improving energy efficiency does not mean that citizens have to give up or forgo activities to save energy. Rather, new technologies and more effective behavior will actually allow citizens to do more, improving their living conditions rather than reducing their comfort. It is suggested that we can improve our 'resource productivity' fourfold, i.e. we could extract four times as much wealth from the finite natural resources we use. Improving energy efficiency is therefore not just about reducing costs and improving sustainability, but also presents an opportunity to foster economic growth and create jobs.

Efficacy or efficiency can be viewed as the third eye of energy management, very powerful and valuable tool. It is a bi-product of continuous process improvement and cannot be attained overnight, it involves,

- Choosing the right source of energy from the alternates
- Metering energy consumption and collecting data
- Quantifying opportunities to conserve energy
- Targeting opportunities to save energy
- Tracking the progress in saving energy

Managing energy consumption is an ongoing continuous process. Energy savings that come from behavioral changes (e.g. getting people to switch off their computers before going home) need ongoing attention to ensure that they remain effective and achieve their maximum potential.

If we have invested money on new equipment, we would probably want to *prove* that we have achieved the energy savings we predicted. If we've corrected faulty timers or control-equipment settings, we need to keep checking back to ensure that everything's still working as it should be. Simple things like a power cut can easily cause timers to revert back to factory settings - if we are not keeping an eye on our energy-consumption patterns we can easily miss such problems.

Introduction of best practices can collectively bring about efficacy in terms of consumption. This is applicable both at the home front and business front. Best practices in industries may include,

- **Strong commitment from senior executives** and clear strategic leadership on energy management.
- **Integration of energy management** into the company's existing systems.
- **Appropriate resourcing** of the energy management strategy, energy efficiency assessments and project implementation with skilled and knowledgeable personnel, and sufficient funds for implementation.
- **Energy efficiency goals** that can be translated into business performance goals, are time-bound, measurable, linked to action plans and included in management performance metrics.

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- **Implementation of tracking, measurement and reporting systems** to monitor performance in relation to goals and objectives.
- **Effective communication**, internally and externally, of the priority placed on energy management and the performance and successes of the company's energy management strategy.

At the domestic front, it is more of avoidance of wastage by imbibing good practices and encouraging other members to adopt the same by revealing the saving potential due to energy conservation from time to time.

### **Education and Energy Management**

The annual improvement in energy efficiency in the 1990s was 1.4 % – but this rate has declined and is now stationary at 0.5 %. Therefore a new effort is required. Ensuring all citizens are 'energy aware' is a key factor, and the role of education and information initiatives in schools and colleges is crucial. Education has a strategic role in improving energy efficiency. Of course, education is an area in which member countries have exclusive competence, however a commission could be formed and play a role in developing activities in this area that enable dissemination of existing information and programmes, and promoting best practice. The use of initiatives in schools to promote energy awareness and inspire changes in behavior links with many aspects of the formal educational curriculum. It can be incorporated into lessons in human, social and physical sciences as well as aspects of ethics. Energy education should bring together energy, environment and economics, giving a rational basis for decision-making.

But what would be the objectives of this 'energy education'? Who would receive such courses? And what methods might be used? The answers are,

1. Identifying what society and individuals can do;
2. Raising awareness of the issues and their background; and
3. Explaining the benefits of that action.

In general, educational systems for energy awareness should be established in a number of different stages. In first step they must provide knowledge and skills about energy. This in turn encourages the young person to form their own opinions about energy. This strong relationship between acquiring knowledge and taking action that can change behavior is widely acknowledged – although not supported by all studies. It is advisable that energy education processes also be supported by psychological methodologies that can motivate children in a social context. In particular the methodology known as 'project-based learning', where the children analyze the situation, search for answers and provide solutions, has great merit. The use of energy education is the most cost effective method to save energy and promote energy efficiency. Numerous studies from around the world reinforce this observation. Energy education should be viewed as a long-term action, in terms of implementation. A number of primary barriers to the implementation of energy education initiatives have been identified, which must be overrun to achieve energy education. This includes,

- Lack of Knowledge
- Credibility
- Funding
- National curricula
- External factors

## Elasticity or Resilience in Energy Management

Energy resilience is a goal aligned with economic, security, and energy realities. Over the last two decades, awareness of sustainability has increased significantly among government, industry, and the general public. Policymakers worldwide have sought to incorporate sustainability considerations into urban and industrial development. Sustainable development and social responsibility have become increasingly important strategic issues for companies in virtually every industry.

Energy elasticity refers to ensuring critical service continuity during disruptions, natural and reliability issues, equipment failures etc. An integrated system based approach, such as an EMS, coupled with smart detectors and multiple energy resources can increase the elasticity of energy management. Solar is well-suited to meet peak loads when energy is typically most expensive. Natural gas is a cost-effective energy generation solution and, when part of a portfolio approach, can drive down overall energy generation prices for projects with renewable energy components. Wind farms are the other alternatives available. International institutions such as the World Bank view hydropower as a means for economic development without adding substantial amounts of carbon to the atmosphere

## Conclusion

Energy management should not be restricted to reducing cost or consumption, but should be extended to pollution free, clean and green road ahead for the future generations to travel. The recently held Paris Summit in November 2015 has highlighted and emphasized on the need to respond to the urgent threat of climate change on the basis of the best available scientific knowledge. This calls for further studies and constant process improvement to energy management techniques. This can create ocean of job opportunities.

Nations should come forward to introduce energy management in their curricula at all levels of education and also imbibe best practices of the same. A **“Plan-Do-Check-Update”** - road map can have a huge impact on improving efficiency in energy management. Installation of Energy Audit teams at all levels in both public and private sectors should be made mandatory. Apart from all the above mentioned points, there is one most important factor – that is the Self Commitment of individuals towards their ecosystem and environment which can only bring about the expected positive change. World has already shrunk to global village, now it is time to realize and sensitize the importance of co-existence and focus on the 5 E's of energy management for a fabulous future.

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**“THE IMPACT OF BRAND SWITCHING AND CONSUMER BUYING  
BEHAVIOR ON THE PERFORMANCE OF FMCG  
RETAIL SECTOR IN BANGALORE CITY”**

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**Abstract**

*Brands struggle to create image in the highly proliferated market which leads consumer to switch from one brand to another in the market. They also need to understand the consumer buying behavior towards the different brands in FMCG categories. The FMCG is the largest sector spending on overall population. A brand manager needs to know the key factors which determine consumers buying behavior towards the FMCG products. A lot of discussion has been done around the consumers buying habit. The research study took place in Bangalore city of Karnataka to know the consumer shift from unorganized to organized retail sector. A questionnaire is designed in order to findout the consumer buying behavior towards FMCG products. The results from this research indicate that there are various factors instrumental which determine the consumers buying behavior.*

**Keywords:** *Brand switching, Consumer Buying behavior, FMCG products, Retail outlets. Retail Trend, Brands*

**Introduction**

In today's Indian market, consumer is the most important and crucial factor for any business and same is the case with the Indian Retail Industry. The consumers have always displayed a ever changing behavior and hence the industry should always be ready to evolve and adapt as per the industry and consumer requirements. Consumer's perception is a marketing concept that talks about customer's impression, awareness and consciousness about a company or its products and services. Customer perception is usually affected by advertising, review, public relations, social media, personal experiences and other channels. The youths' perception applies to the sensory perception which is marketing and buying behavior. The study was to identify the factors associated with perception towards FMCG products.

**Retail Store Formats**

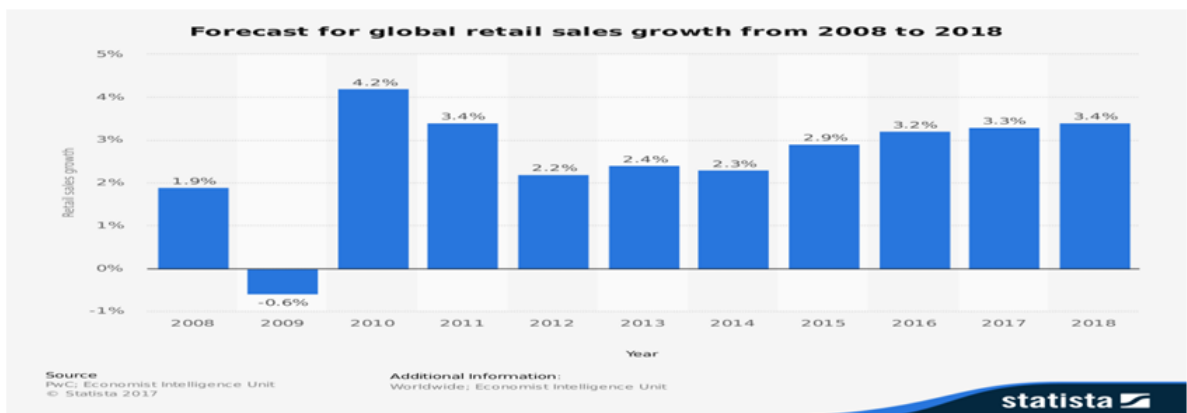
**Departmental store** – it is a retail location which offers extensive variety of items to the end clients under one roof top. In a retail chain, the buyers can get every one of the item they try to shop at one place.

**Markdown stores** – discount stores likewise offer a tremendous scope of items to the end clients yet at a reduced rate the markdown stores for the most part offer a constrained reaches and the quality in certain cases may be somewhat mediocre when contrasted with a retail chain.

**Grocery store-** a retail location which for the most part offers nourishment items and family unit things , appropriately set and orchestrated in particular offices is known as a market. A market is a propelled type of the little supermarkets and obliges the family needs of the buyer.

**Mom and pop stores (kirana stores in India)-** mom and pop stores are the little stores which are managed by people in the adjacent region to take into account everyday needs of the customers staying in the region.

**Shopping centers-** many retail locations working at one spot, shape a shopping center, a center would comprise of a few retail outlets each offering their own particular stock however at a typical stage. The internet has numerous favorable circumstances over retail locations.



**Source:** PWC : Economist intelligence unit statistic 2017

### Statement of Problem

Today the Retail sector is transforming more into Organised format with wide range of product assortments, which is leading the consumer to change their buying behavior in terms of Brand switching. A paradigm shift leads Retail sectors to change into more systematic and organized form.

### Objectives of Study

Research has been conducted with the following objectivities:

1. To study the reasons for Brand switching among consumers.
2. To evaluate the factors which influences consumers to switch over from one brand to another in FMCG products.
3. To analyse the effect of shopping behavior on the performance of FMCG products.
4. To analyse the consumer buying behavior through conventional shopping.

### Review of Literature

(kundu, 2013) studies the factors affecting the purchase decision of consumers towards purchase of FMCG products . It was found that rural buyers perceived that TV commercials

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followed by print advertisements and word of mouth plays a significant role for taking the decision to purchase these FMCG's. Opinion leaders make a lot of difference in the decision making towards the purchase of FMCG brands.

**C.L.Miller (Author)** – Jewel tea Grocery Products – the door to door service provided by the Jewel tea company are illustrated in the book and hence makes it more readable and important as it provides a detailed picture of the many jewel grocery products.

**ProfPrem Vrat and Prateek Raj (Author)** – A study on Increasing competitiveness of Unorganized Retail Industry in India. The paper primarily focuses on small and Medium scale retail sector in India which is primarily unorganized. Integrating quality function Department analysis with Kano model, the paper highlights major technical issues related to Kirana and Apparel shops.

According to **(NA & J '2014)** the level of influence of various factors on the purchase of FMCG products-soaps & detergents among the rural/semi urban consumers. The study emphasized that rural consumers gave more importance to the 'quality' of the products. FMCG personal care brands they bought rather than the normative influences or social appeal vide celebrity endorsements in the mass media.

**(Punniyamoorthy & Prathiban )** studied role of advertisement on attitudes consumers buying behavior. The findings state that advertisement attracts toward the performance and choices to influence the consumers buying behavior. Also they found that impact of advertisements on consumer behavior in FMCG's especially in packed food.

**(Awan, Ismail & Ghazl, 2016)** found that the advertisement effects on the consumer's behavior with reference to FMCG's. Their research has highlighted the basic factors likewise necessary fir advertisement, pleasure of advertisement, dominance of advertisement and stimulation advertisement. The study has recommended that the FMCG advertising companies developed the strategies which will be cost efficient and create the massive advertising environment in the rival market.

**(Sridhar and Srinivasan 2012)** note those customers' online appraisal of service (i.e., hotels) are affected not just by the nature of their service but by the other online evaluations. The outcomes from a model utilizing 7499 buyers' online evaluation of 114 hotels bolster their reason. Other shoppers' online evaluation deliberate the impact of positive and normal negative elements of administration experience however can either compound or upset the negative impact of disappointment , contingent upon the nature of disappointment recuperation. Impact on purchase transformation rates

### **Research Methodology**

#### **Sampling**

Sampling techniques is used for this study is simple random sampling techniques. In simple random, few retail outlets in selected area where chosen and data was collected with the footprints of the respondents. Convenience sample chosen in selected Retail formats in Bangalore city.

#### **Research Instrument**

##### **Interview method**

The research methodology comprises of the sources of data, methods adopted to collect such data, sampling techniques, statistical tools for analysis. Data interpretation etc. Sources of data

-The Data for study have been collected from primary sources. Primary data have been collected through – Direct Personal interview method where interview took place with the owners from different retail stores. Investigation through schedules at the various units for appropriate information.

### **Sampling Unit**

The Universe consists of all the aging from 15-30 years in the Bangalore city from which 158 people are selected at random for the purpose of study. Sample size and sample unit- for the study a sample of 150 Adults had been selected on the basis of convenient sampling for the purpose of the research. Sampling Techniques- For the study random sampling technique method has been applied on the basis of suitability for the availability of information and which has a substantial share in the market so as to give more accurate picture of the impact on online shopping. Data Collection Techniques – The data for the study has been collected through direct personal Interview, Data Representation tools- The data collected are classified, tabulated and represented through chart and bar diagram.

### **Importance of the Study**

The sudden surge in youth shopping and customers have adjusted to it a greater extent which is a real cause of concern for thousands of retailers who have a small shop offering a small variety of products which are their source of livelihood. This study wants to unravel the real scenario and also look into the threat that looms over the various small scale retailers. It's time the retailers start thinking deep into this aspect and come up with better and advanced strategies.

### **The Future of Retail Sector**

The future of the retail sector seems exciting with major global brands entering the market with technology revolutionizing the Indian retail sector. So far 2017 opened doors to ground-breaking technologies revolutionizing customers' journey while enhancing retail operations. We look at some of the retail trends that will dominate this year.

### **Artificial Intelligence and Machine Learning**

A few decades ago, it would have been impossible to imagine that a chat bot would take over the place of a sales executive at a store. Thanks to the millennial consumers' demands, retail supply chain next year, will be dominated by revolutionary technologies. Since speed, retail convenience and personalization will have huge demand, more stakeholders will invest in retail tech to provide omni-channel services such as click-and-collect or same-day shipping and delivery. Conversational AI is expected to be significantly utilized in 2018 for setting new standards of business intelligence and advanced analytics.

### **E-commerce will continue to boom**

Although India's offline retail mogul Kishore Biyani has downplayed the growth of online retail in India and has said that e-commerce faces threat from physical stores, industry experts believe that the Indian online retail market will grow more than 4-folds to reach USD 14.5 billion by next year. According to a survey by RNCOS, the growth in online retail will mainly be



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driven by the need for shopping ease, growing number of smartphone users, higher mobility, and time-saving factor.

### Hyper-Personalization to boost sales

Many stakeholders believe that personalization will be the topmost priority for Indian retailers to promote their product. Based on data like shopping behavior of consumers, brand preferences, geographical locations and preferences, modern retailers may leverage hyper-personalization models. It is believed that hyper-personalization will be the key to enhance shopping experience of consumers.

### Importance to customer experience

From connecting with customers on messaging apps to starting conversations with customers, recommending them styles and products, giving updates and feedback, the coming year will stress on satisfying the customer. With the help of chatbot, shopping experiences are expected to hit new levels.

### Wallet Usage to Rise

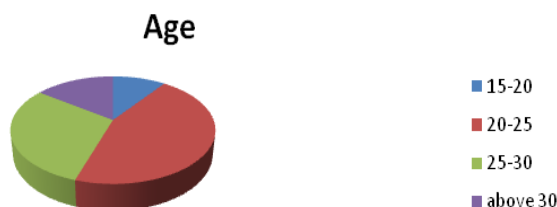
Although 2017 saw huge demand for digital wallets, especially after recovering from demonetization effect, the trend is likely to gain momentum in the coming year too. With major players like Amazon Pay, Paytm, PhonePe, among others using loyalty programs to promote digital wallets it is said that the e-cash will become the preferred payment mode for a lot more users.

### Customer Engagement Will Be Crucial

Customer satisfaction will gain more importance and most of brands will keep pace with changing trends to ensure they effectively communicate with their customers. With the future to have tech-based approach, virtual assistants like - Siri, Google Voice, Alexa and Echo will have more roles to play. Not will technology help businesses handle real-time customer queries but ensure they experience hassle-free shopping.

### Data Analysis and Interpretation

#### Table showing Age of Respondents visiting Retail format



The above graph depicts that the participants of the study were mostly of 20-25 years which comprises of 45% whereas 25-30 age group. The respondents comprise mainly of Adults

#### Table showing Occupation of Respondents visiting Retail format

The above graph shows the respondents occupation. About 46% of respondents were students and around 31% were salaried people. 23% comprised of self employers and others.

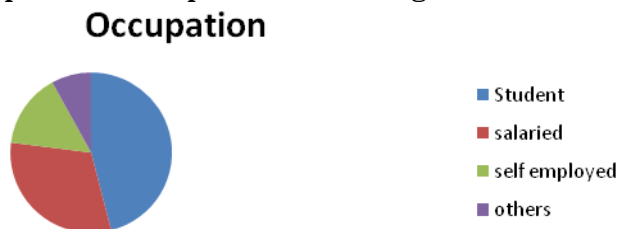




Table showing Shopping Behaviour of Respondents visiting Retail format

**Shopping Behaviour**



The above graph shows that almost 72% of adults respondents shop for FMCG products themselves.

Table showing Factor determining for Brand shifting of Respondents

The above graph shows that 51% respondents shift brands due to the price, 23% respondents for quality, 14% for attributes and 12% for satisfaction.

**what makes you to shift from one Brand to another?**



Table showing the Frequency of Respondents visiting for different Outlets

**Where do you shop FMCG products?**



The above graph shows that 61% of respondents shop the FMCG products in malls, 21% from kirana stores, 9% of respondents from remaining stores.

Table showing how Frequency of Respondents visiting Retail format

The above graph shows that 53% of respondents shop online anytime there is no set time period. Around 24% shop FMCG once a month and around 12% shop once a fortnight & 11% shop more than a week.

**How often do you shop FMCG products?**



**Findings & Suggestions**

- According to the study it was found that today the generation of Adults finds conventional shopping methods are more convenient and they prefer to shop .

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- Also it was noticed whenever the need arises this adult consumers shops at any time there is no specific pattern for shopping with respect to FMCG products.
- It was also noticed that consumers still visits Malls to spend their free time and they shop in Malls when they are outside.
- It was also noticed that the conventional shopping creates a positive impact on the consumers buying behavior, hence they end up shopping more while they are in stores.
- It was also found that most of consumers shift from one brand to another due to price and quality as a factor.
- The future research needs an investigation on the subject and problems need to be identified for conventional shopping which can be competing with the noise and proving more information's on marketing activities of conventional shopping with respect to FMCG products.

### **Conclusion**

Since this survey undertaken to findout about a new paradigm shift of consumer towards organized retail and their buying behavior on the performance of FMCG retail sector. This change has come in the consumer due to increased income, changing lifestyle, and pattern of demography which are favorable. Now the consumer wants to shop at a place where he can get food, entertainment, and shopping all under one roof. This has given Indian organized retail market a major boost. While on the other hand the traditional stores are shops where the various products available are the range of product really required by the customers. They cautiously take care of the choice of the customers and bring the product which is demanded by them. So finally to conclude this research article gives various factors which leads the consumers to change in retail sector.

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## REVOLUTION OF E- COMMERCE AND INTERNET BASED TECHNOLOGY IN THE PARADIGM OF SUPPLY CHAIN MANAGEMENT

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### Abstract

*Supply chain management has been revolutionised by the era of E-commerce and Internet Based technologies making it convenient for both suppliers and consumers to transact. This article delineates the new trends and changes in the paradigm of supply change management due to increased use of technology, why there has been this shift and how suppliers are benefitted.*

### Introduction

E-commerce is buying and selling of commodities online which also involves data transmission and online fund transfer. E-commerce and Internet Based Technology has transformed the supply chain management with the use of Internet protocols, infrastructure and communications via internet. The entire network and channel connecting the supplier and customer is becoming revolutionised due to increasing competency, capacity and customers.

### Supply chain Technology Applications

In today's highly competent marketplace, it's important for businesses to innovate new ways to streamline their supply chain and optimize productivity. With the aid of modern supply chain technology applications, one can create better control within your supply chain, which will enable suppliers to have more control over your business and stay ahead of the competition. Technology can help to simplify your supply chain management, which will enable one's business to operate more efficiently, give more visibility and control over one's inventory, and help to reduce your operational costs. Additionally, through a more stable and efficient supply chain, you can greatly enhance customer satisfaction and retention. Here are just a few ways to integrate modern supply chain technology applications into your business model and improve the supply chain management of the business.

- **Computerized Shipping and Tracking**

Computerized Shipping and Tracking has resulted in simplified transportation management system and digitalized tracking enabling easier logistics for shippers in monitoring the process.

- **Radio Frequency Identification (RFID)**

Radio Frequency Identification aids in computerized product management and Simplified quality control and assurance. Hence, it allows for easier and more consistent tracking, enabling business owners to have maximum control and visibility over their products at all times. Since RFID chips provide computerized product management, they can eliminate the potential for errors, simplify the supply chain, and reduce operating costs.

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- **Use of Social Media to Streamline Supply Chain**

Streamlining Supply chain using social media enables open communication with customers and utilizes cost and time – efficient marketing strategies. Social media marketing assures easier dissemination of information to customers and also tracking of feedback and reviews from the customers.

### **Ever Increasing Role of Internet based Technology in Supply Chain Functions**

Greater use of technology in Supply Chain Functions has resulted due to enhanced competency, increased customers and voluminous capacity. With consumers demanding more and more for any product to be available at any place and at any time, customer satisfaction, acquisition and retention has become the need for the hour for the suppliers.

The choice between capacity versus capability versus demand has resulted in more drivers and larger fleets overhauling inefficiencies and driver shortages.

With the use of technology, supply chain management processes and management systems can be simplified using cloud computing and use of smart phones. Cloud based technologies enables warehouse management, transportation management, enterprise resource planning systems and automated order processing. Smart phones impact real-time data capture aiding in use of apps and GPS co-ordination.

### **Areas of Focus**

There is a bigger focus of businesses in supply chain risk management and especially resiliency. There is a dilemma for businesses in making the supply chain circular or linear. Cloud Computing continues to increase in use amongst several business enterprises. Wearables are the new hot trend on the supply chain block. There is a continued and renewed focus on data analysis for continual Improvement and better supply chain visibility.

### **Supply Chain Trends**

There would be persistent Electronic Data Interchange in the supply chain. Coping with complexity would continue to be a big challenge. Suppliers need to move towards collaborative orientation. Continued cloud transition would enable better resiliency. Businesses must plunge into deploying strengthened data security strategy. Its imperative for the suppliers to properly trace demand. Its vital for businesses to cope with labour challenges. Use of mobiles and smart phones would continue to dominate. Using Big Data there would be bigger impact. There is a need for omni channel proliferation that is smooth and seamless experience for customers and suppliers.

### **Internet of Things (IoT) and Supply Chain relationship**

With IoT there would be easy gathering of data and information about a process. Its easier to detect potential problems within an equipment before the equipment falters. It helps in giving early warning signals to maintenance workers during equipment faults. Detailed instructions on how to make an appropriate repair would be provided. IoT enables in making changes to automated delivery systems and automated transmission of information. It helps to monitor the temperature of vending machines and inventory. It also aids in integrating factory – floor operations with core business processes. It smoothenes the mechanism of tracking merchandise sent from consumers in reverse logistics processes.

**Improvements by the Deployment of IoT in the Supply Chain**

Deploying IoT in supply chain enables:

- Revenue growth
- Asset utilization
- Waste reduction
- Customer service
- Profitability
- Sustainability
- Security and agility
- Risk mitigation
- Working capital deployment

**Inference**

With internet-based technology and E-commerce in supply chain, suppliers can exercise better control over the execution of transactions. Its easier to track the progress of the goods and transactions. There would be faster turnover and documentation. It results in lower costs and efficiency. Suppliers can ensure better visibility and control on supply chain mechanisms. Hence, there would be easier clearance of formalities like customs.

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**A STUDY ON INVESTORS' DECISION TOWARDS INVESTMENTS IN SHARES AT CHENNAI**

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**Investments**

1. An investment is a commitment of funds made in the expectation of some positive rate of returns. If the investment is properly undertaken, the returns will commensurate with the risk the investor assumes". - *Ronald J.Jordan*
2. "The purchase by an individual or institutional investor of a financial or real asset that produces a return in proportion to the risk assumed over some future investment period".- *F. Amling.*

A careful analysis of the above definitions reveal that, investment is undertaken in the expectation of a return which is in proportion to the risk the investor assumes.

**Classification of Investment**

Broadly speaking, Investment can be classified as ***Financial Investment and Economic Investment***

1. ***Financial investment:*** Financial investment means employment of funds in the form of assets with the object of earning additional income or appreciation in the value of investment in future. Assets which are the subject matter of investment may be varying between safe and risky ones.
2. ***Economic Investment:*** Economic investment is different from financial investment. The term economic investment signifies net additions to the capital stock of the society. Capital stock of the society, in turn, means those goods and services which are used in the production of other goods and services. For example, in a society, building and equipment are the means of production which are used to produce other goods. Inventories which are the goods produced and still with the manufacturers are regarded as-capital stocks. Thus, economic investment includes a net addition to the capital stock in the form of an increase in buildings, equipment or inventories.

**Growing Popularity of Investments**

Since the 1980s, investments are becoming very popular. Factors such as healthy industrial climate, varied investment avenues, varying interest rates, larger incomes, burdensome tax rates, longer life expectancy etc., are responsible for the growing popularity of investments.

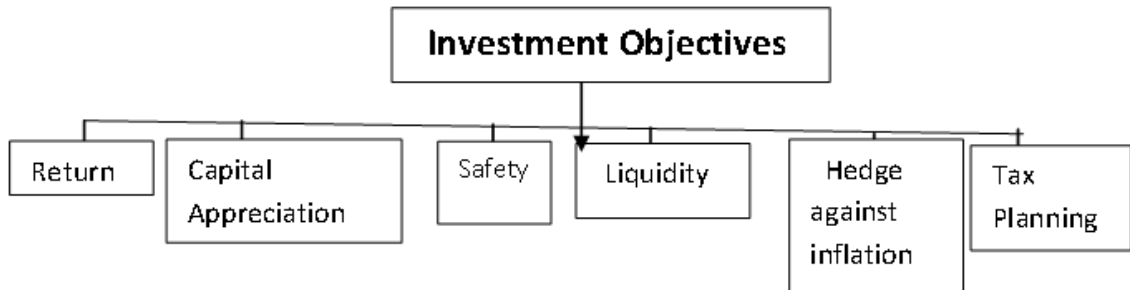
**Factors Favouring Investment**

Favourable activities relating to investment consist of acquisition of assets, their maintenance and the liquidation of assets. A good investment market should facilitate these investment activities and foster their growth.

## Investment Objectives

The objective of any investment is the maximization of the economic welfare or the investor in the long run. Welfare of the investor relates to two important aspects, namely, maximization of his wealth and the liquidity offered by the wealth. The term wealth maximization itself is further divided into three components namely cash return, capital appreciation and safety. Thus, the objectives of investors may be summarized as follows:

Chart 1.1c



## Objective of Investments

### 1. Return

An investment is a commitment of funds made in the expectation of some positive rate of return. So, it is the sacrifice of certain present value for the future reward. Though investment is primarily made for income, it is however associated with risks. But if one undertakes investment prudently, he is sure to earn income. Typically, investments can be evaluated in terms of return regardless of their individual types and characteristics. The investor while making investments, consider many aspects related to return such as the timing, frequency and quantum of returns.

### 2. Capital appreciation

Capital appreciation is one of the important objectives of investment. Investments involve real assets or financial assets. Real assets are tangible assets such as land, building, automobiles and bullions, whereas financial assets refer to pieces of paper having an indirect claim to real assets held by some others (stock certificates). Before investing, the investors will try to find out the kind of assets which may appreciate in value. Normally, they prefer to invest in growth stocks which will appreciate over time. Purchase of property at the right time and the ideal growth stocks ensure appreciation to investors.

### 3. Safety

Investors, while investing their hard earned money consider safety as the essential objective of investment. Safety is the vital aspect as to why many investors are quite contented with low yield investments. They keep away from other investment options which are not cent per cent safe. Generally, securities are regarded safe, as only calculated and moderate risks are present in them. Such securities are expected to repay the investor with his principal amount and returns thereon. Investors who consider safety as the major objective fear loss of capital much more than loss of return.

### 4. Liquidity

The liquidity of an investment refers to the degree of its ready encashability. Generally, investors prefer investments which offer higher liquidity. Typically savings accounts and term

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deposits with banks are readily encashable. Liquidity is meaningful only when incidence, timing and severity of liquidity needs of the investors cannot be known in advance.

### **5. Hedge against inflation**

One of the important objectives of the investor while making investment is to hedge against inflation, i.e., seeking protection against inflation. Inflation is a serious problem our economy is facing now. Inflation has the effect of rising prices with a falling standard of living. Further, it may erode the value of money which has been invested in assets. The investor seeks to invest in such assets which give him adequate return as a safeguard against any possible erosion in investment. The return, besides being higher is also expected to be continuous. If the investor foresees any irregularity of return in an investment, he will decide not to invest in them.

### **6. Tax planning**

In practice, many investors are tax paying individuals. As the income tax rates vary from 10% to 30% with a surcharge, the tax liability of those with higher income brackets is somewhat heavy. The interest earned by the investor from his investment is a taxable income and in certain cases tax is to be deducted at source of interest income (TDS). So, investors are anxious to buy tax free securities in order to maximize their cash returns on investments. Apart from this, capital gains which arise from the sale of securities are also taxable. While tax rate on short-term capital gains are normal, long term capital gains are taxable at lower rate. If corporate shares and securities are held for more than 12 months, they become long-term, while for others holding them for more than 36 months will be long-term. So, a wise investor certainly considers tax implications before investing his funds.

## **Essential Features of an Investment Programme**

The following are the essential ingredients of a good investment programme.

### **1. Safety of principal**

Safety of funds invested is one of the essential ingredients of a good investment programme. Safety of principal signifies protection against any possible loss under the changing conditions. Safety of principal can be achieved through a careful review of economic and industrial trends before choosing the type of investment. It is clear that no one can make a forecast of future economic conditions with utmost precision. To safeguard against certain errors that may creep in while making an investment decision, extensive diversification is suggested. The main objective of diversification is the reduction of risk in the loss of capital and income. A diversified portfolio is less risky than holding a single portfolio.

### **2. Liquidity and Collateral value**

A liquid investment is one which can be converted into cash immediately without monetary loss. Liquid investments help investors meet emergencies. Stocks are easily marketable only when they provide adequate return through dividends and capital appreciation. Portfolio of liquid investments enables the investors to raise funds through the sale of liquid securities or borrowing by offering them as collateral security. The investor invests in high grade and readily saleable investments in order to ensure their liquidity and collateral value.

### **3. Stable income.**

Investors invest their funds in such assets that provide stable income. Regularity of income is consistent with a good investment programme. The income should not only be stable but also adequate as well.



#### **4. Capital growth**

One of the important principles of investment is capital appreciation. A company flourishes when the industry to which it belongs is sound. So, the investors, by recognizing the connection between industry growth and capital appreciation should invest in growth stocks. In short, right issue in the right industry should be bought at the right time.

#### **5. Tax implications**

While planning an investment programme, the tax implications related to it must be seriously considered. In particular, the amount of income an investment provides and the burden of income tax on that income should be given a serious thought. Investors in small income brackets intend to maximize the cash returns on their investments and hence they are hesitant to take excessive risks. On the contrary, investors who are not particular about cash income do not consider tax implications seriously.

#### **6. Stability of Purchasing Power.**

Investment is the employment of funds with the objective of earning income or capital appreciation. In other words, current funds are sacrificed with the aim of receiving larger amounts of future funds. So, the investor should consider the purchasing power of future funds. In order to maintain the stability of purchasing power, the investor should analyze the expected price level inflation and the possibilities of gains and losses in the investment available to him.

### **Investment Process**

Having understood the essential features of an investment programme, it becomes necessary to know how one enters the investment area. Generally, the investment process can be analyzed in four stages namely, (i) Investment Policy, (ii) Investment analysis, (iii) Valuation of securities; and (iv) Portfolio construction.

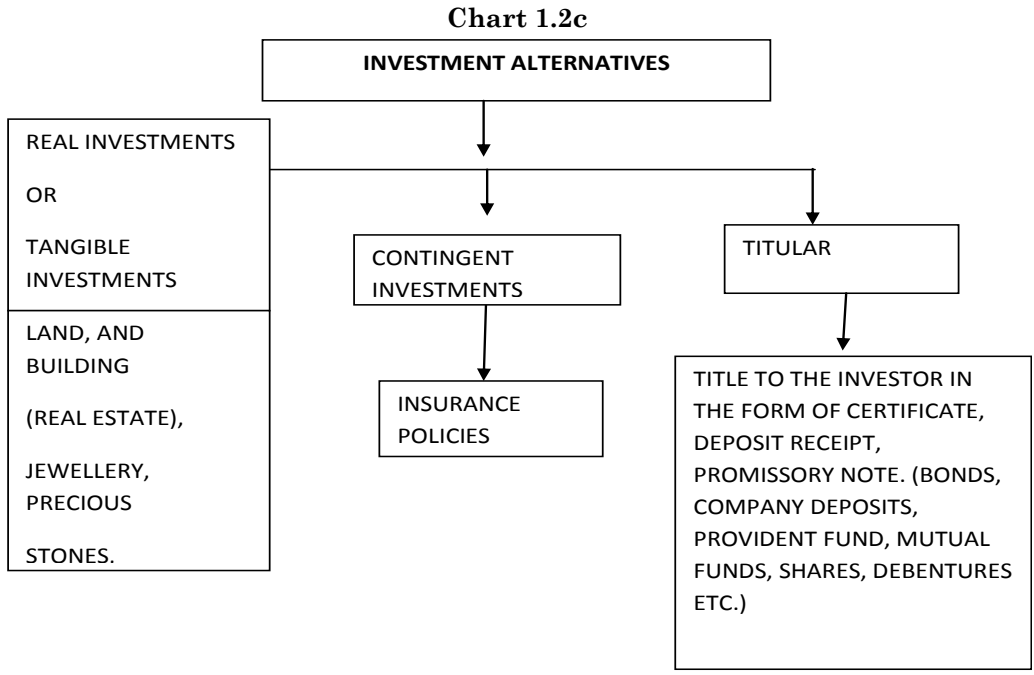
#### **1. Investment Policy**

The first and foremost stage in the investment process is the preparation of a suitable investment policy. Before investing, the investor should carefully decide the objectives of investment. As already explained, the objectives of investment may relate to return, capital appreciation, safety liquidity, hedge against inflation and tax planning. So, the investor should be aware of the available options and their potential to fulfill his investment objectives. Practically, no two investments are totally identical in their capacity to fulfill an investor's expectations. Only through an evaluation of objectives, the investor can realize his objectives. If the investor stresses liquidity and safety of investment, he should compromise on potential return. When investor's wealth is growing and when he also becomes liable to taxation, tax savings investments are advisable for him.

#### **2. Investment analysis**

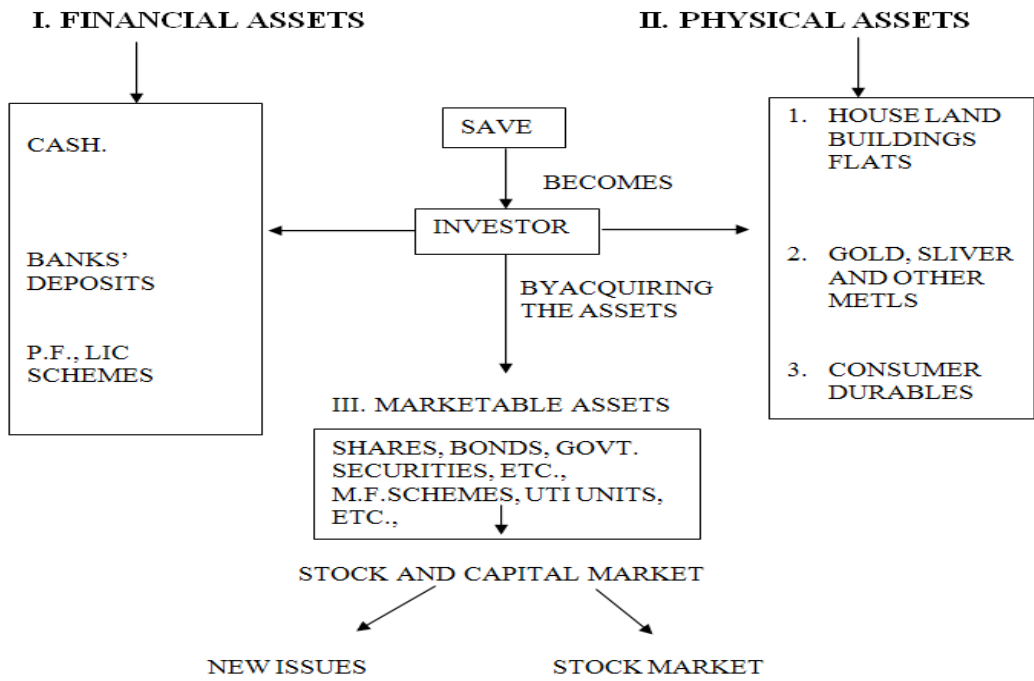
After formulating the investment policy and deciding on the securities to be bought, the investor should take up an investment analysis. He should scrutinize the securities by analyzing the market for them. While analyzing the securities, the investor should take into consideration (a) the type of industry, (b) kind of security; and (c) the nature of income from security (fixed income vs. variable income securities). The investment analysis also involves a detailed study on future behavioural pattern of prices and stock, expected returns and risks.

**Investment Avenues**



Though a wide variety of investment avenues are open to the investors, some important types of investment alternatives are discussed below: Investment Activity involves the use of funds or savings for further creation of assets or acquisition of existing assets.

**Investment Activity (Acquisition of Assets)**

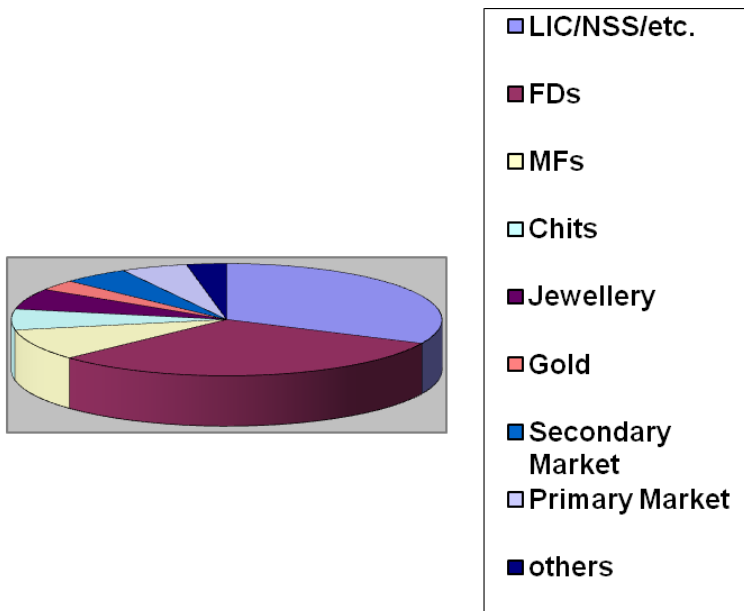


### 1.10 Macro-Household Savings and Investment

As per the RBI data, published, from time to time total financial savings and physical assets held by households are available for discussion. For recent years the data shows that the net investment in financial assets and physical assets are 45% and 55%, respectively.

The Tables and Chart below presents the data on the proportion of investment in various forms held by the public. As the Indian public are risk averse, bulk of their investment is in LIC/P.O./ Bank deposits.

**Chart 1.3.C Average Proportion in Various Investments Types**



#### Importance of the Study

No investment is suitable for all needs. The investment that is appropriate is the one that fits the investor's needs. To what extent he may need to recover principal to meet future needs, including emergencies (price stability and marketability) how much fluctuation in income and prices he can bear; how far an inflation hedge is desirable; and how far capital gain and tax exempt income should be purchased to maximize net investment return. He has to

study all these things and then go for a suitable investment plan.

#### Statement of Problem

The investors have various alternative avenues of investment or their savings to flow in accordance with their preferences. Savings flow to investment for a return investment is done on the basis of risk and they influence in vestment pattern. Tax concessions also induce investors to invest in specific schemes. Among the various investment alternatives available, the investors have lot of suspicion and doubts about the operations of various investment schemes. The investors are worried about the protection of principal amount, the risk's involved, the returns available, in each investment scheme. This study highlights that investments in shares is safe as compared to other type of investment.

#### Objectives of the Study

1. To study the various investment avenues available to investors
2. To make an extensive review of literature relating to the study.
3. To understand the various concepts used and theories on share investment.
4. To give a brief description of statistical tools used for the study.
5. To explain the meaning and significance of different variables affecting investment decision of individual investors

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6. To study the personal factors and behaviours of investors in shares.
7. To summaries the findings of the study, recommend some suggestions and conclude the same.

### **Study Area**

Chennai formerly known as Madras is the capital city of the Indian state of Tamil Nadu. Chennai is the fourth most populous metropolitan area and the fifth most populous city in India. Located on the Coromandel Coast of the Bay of Bengal. Chennai city had a population of 4.34 Million in the 2001 census within the area administered by the Corporation of Chennai and an extended Metropolitan Population of 6.5 million. The urban agglomeration of metropolitan Chennai has an estimated population over 8.2 million people. Chennai's economy has a broad industrial base in the car, computer, technology hardware manufacturing, and healthcare industries. The city is India's second largest exporter of software, information technology (IT) and information-technology – enabled services (ITES). A major chunk of India's car manufacturing industry is based in and around the city Chennai Zone contributes 39 percent of the state's GDP.

### **Data Collection**

The main type of data used for this study is Primary data. Survey method has been used to collect primary data Based on review of literature on individual investors' behaviour, the following variables have been identified for the present study. These variables were used for the understanding of the individual investors.

1. Expected Corporate earning
2. Diversified Business activities
3. The influence of the nature of the firm's product and quality of service
4. Information form Financial statements
5. Reputation of the firm
6. Stock Brokers recommendations
7. Information in Reports and Prospectus
8. The Price of share
9. Past performance of Stock
10. Expected Dividend
11. Institutional Holdings
12. Risk-return analysis
13. Tax concessions / Exemptions
14. Expected stock market performance
15. Past performance of Investors' stock portfolio
16. Current Economic indicators
17. Promoters 'Managements' reputation and track record
18. Competing financial needs of investors
19. Recent price movements of firm's stock
20. Friends' or Co-workers' recommendation
21. International operations
22. Exchange listing

23. Influence of tips and information from Business Journals
24. Attraction for non-stock investments
25. Political stability.

### **Limitations of the Study**

This study suffers from certain limitations. They are

1. The present study is limited to a period of 5 years. (i.e) 2005 – 2010.
2. The investors in Chennai city are selected at Random for collecting primary data

### **Findings of the Study, Suggestion and Conclusion**

The success of a business unit in mobilizing resources from the public depends on several factors. The most important factor is the attitude of the investors, both present and potential. Personal factors, (viz, Age, Education level, Income, Years of investment experience and Decision making styles) Company related variables, such as Expected Corporate earnings, Information from financial statements, Information from Reports and prospectus, the Price of share and so on, External variables such as Stock broker's recommendations, Current economic indicators, Political stability etc., and Individual investor related variables such as Risk-return analysis, Attraction for non-stock investments, Competing financial needs of investors etc., play a dominant role in this regard.

The proposed study has been made to identify the key variables influencing the investor behaviour, the relationship between the personal factors and these variables, the nature of the investor response and the behavioural pattern of individual investors. In short, the various aspects of the investor response to the 25 identified variables forms the basis of the study. The data collected from the investors have been analysed applying various statistical tools. A brief summary of the findings and conclusions and suggestions are given below.

### **Major Findings of the Study**

The study has led to the identification of key variables and factors influencing investor behaviour. The relationship between the personal factors and the variables has been established. Further, the nature of responses of the individual investors and their pattern of responses have also been found.

### **Identification of Variables**

In the first place, twenty-five variables were identified as those influencing investor behaviour. These variables have been identified based on the review of literature. The variables identified were, Expected corporate earnings, Diversified business activities, the Influence of the nature of the firm's product and quality of service, Information from financial statements, Reputation of the firm, Stockbrokers' recommendations, Information in reports and prospectus. The price of share, Past performance of stock, Expected dividend, Institutional holdings, Risk-return analysis, Tax concession/exemptions, Expected stock market performance, Past performance of Investors' stock portfolio, Current economic indicators, Promoters' /Managements' reputation and track record, Competing financial needs of investors, Recent price movements of firm's stock. Friends' or Co-workers' recommendation, International operations, Exchange listing, Influence of tips and information from Business journals, Attraction for non-stock investments and Political stability.

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## **Suggestions**

The study suggests that investors employ diverse criteria when choosing stocks, important among them being, Product superiority, the extent of diversification and the geographic spread of the company backed by a thorough knowledge of company's performance, stable political environment, relevant information, reputation of the organization, share price and expected earnings from the investments. Contemporary concerns such as Past performance of stock, Institutional holding, Tax concessions, Expected stock market performance, Friends' or co-workers' recommendation, Exchange listing and Attraction for non-stock investments are to be given only cursory consideration. The companies should bear in mind these facts while raising capital issues of securities.

A logical outcome of the study is an investor Decision Process Model.

In the Investor decision making process, there are 3 stages viz, input, Process and Output.

The factors influencing the investor behaviour are (input)

1. Product Superiority
2. Relevant Information
3. Stable Political Environment
4. Performance of the Company
5. Diversification
6. Reputation of the Organization
7. Share Price
8. Geographic Spread
9. Income from Investments

As investor takes into consideration all these factors prior to making an investment decision. In the second stage he pursues his need to invest by deciding what securities he should invest in, when to take up the investment, what are the conditions of purchase etc. In other words he is involved in pre-purchase / investment research. During this stage he finds out the various investment alternatives available to him. This is followed by a thorough evaluation of the alternatives. When he has before him the evaluation results, this helps him to take the vital decision, i.e. Investment.

This decision making stage of choosing and investing becomes the third stage, which is referred to as the output stage. The output stage does not end with investment. The investor then considers post-investment strategies such as re-evaluation of the investment, disinvestment or continuity of investment.

A deliberate Investor Relation Programme and a study of the Investor decision process by the corporate houses are conspicuous by their absence. This was observed by the researcher during the interviews with Corporate executives and Investors.

Thus it is suggested that every company should develop a financial planning / investor relation program. A good investor relation programme should develop a plan that has specific objectives and then explain it to the company's shareholders-both present and prospective.

## EMPLOYEE ENGAGEMENT

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### Abstract

*Employee engagement is a workplace approach resulting in the right conditions for all members of an organisation to give of their best each day, committed to their organisation's goals and values, motivated to contribute to organisational success, with an enhanced sense of their own well-being. There is more and more convincing evidence that improving employee engagement can significantly improve company performance across a number of key areas, such as; profitability, productivity, customer satisfaction, innovation, health and safety, sickness and absence, turnover and wellbeing. Employee engagement is stronger predictor of positive organizational performance clearly showing the two-way relationship between employer and employee compared to the three earlier constructs: job satisfaction, employee commitment and organizational citizenship behaviour. Engaged employees are emotionally attached to their organization and highly involved in their job with a great enthusiasm for the success of their employer, going extra mile beyond the employment contractual agreement. This paper proposes to study the engagement level of employees towards the organisation through primary data analysis.*

**Keywords:** Employee, commitment, engagement.

### Objective

1. To analyse the engagement level of employees towards their organisation.
2. To understand the measures taken by the organisation to motivate their employees.

### Research Methodology

To understand the level of engagement of employees towards their organisation, a study was conducted by preparing a questionnaire consisting of 22 questions based on Likert's 3 point scale. The study was conducted among people working in Chennai by circulating the questionnaire through Google docs.

The questionnaire was designed in such a way that it will be easy for the respondents to understand and give accurate response. The questionnaire method allows to directly collect the fresh hand information from the participants. After circulating the questionnaire among the employees the questionnaire results are consolidated, analysed and studied using various techniques, to intercept the data.

### Employee Engagement in India

Employee Engagement is a top of the mind issue for senior executives, and especially HR, for some time now. Given today's dynamic, competitive and complex business environment, organizations have realized that in order to stay relevant they need highly engaged employees.

A recent report by Dale Carnegie Training shows that Indian employees are more engaged than their global counterparts. The report states that the number of fully engaged working professionals in the Indian workforce stands at 46% while the global average for the same is 34% and that of the US is at 30%.



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The survey conducted by Dale Carnegie Training in conjunction with NHRDN, surveyed more than 1200 executives, individual contributors, managers and chief officers across the country in 2014. The primary objective of the survey was not only to find out the engagement levels but also to identify what influenced it. The key factors were:

- The relationship with the immediate Supervisor
- Belief in Senior Leadership
- Pride in the Organization

The report also identifies the level of higher education as a parameter that directly impacts employee engagement. The India study revealed that the average level of education in India currently is much higher than those participating in the US study, which may have been a reason why India's data was better. Here are some of the key takeaways from the report:

- 61% of the respondents were willing to work extra hours without any additional remunerative incentive
- Employees from the Healthcare sector were the most engaged
- Those from local government and education sectors were the least engaged
- Larger companies, those with more than 100,000 employees had more actively engaged employees compared with smaller companies with an employee strength of 100 to 501
- 76% of those working a long tenure of 15 and more years were highly engaged
- 71% of employees with an annual income of over 1 crore were highly engaged
- 15% in the income range of 1.5 to 3 lakh per annum were most disengaged
- 30% of engaged employees indicated that they would stay in their current organization even if offered a 50% salary increase by a competitor
- 58% exhibited pride in the company that they were working for

While these numbers do present a relatively good picture in India, the fact remains that 54% of the Indian workforce is somewhat dissatisfied with their job.

### Drivers of Employee Engagement

- **Employee perceptions of job importance** – An employee's attitude toward the job's importance and the company had the greatest impact on loyalty and customer service than all other employee factors combined.
- **Employee clarity of job expectations** – If expectations are not clear and basic materials and equipment are not provided, negative emotions such as boredom or resentment may result, and the employee may then become focused on surviving more than thinking about how he can help the organization succeed.
- **Career advancement / improvement opportunities** – Plant supervisors and managers indicated that many plant improvements were being made outside the suggestion system, where employees initiated changes in order to reap the bonuses generated by the subsequent cost savings.
- **Regular feedback and dialogue with superiors** – Feedback is the key to giving employees a sense of where they're going, but many organizations are remarkably bad at giving it. What I really wanted to hear was "Thanks. You did a good job. But all my boss did was hand me a cheque.
- **Quality of working relationships with peers, superiors, and subordinates** – If employees' relationship with their managers is fractured, then no amount of perks will



persuade the employees to perform at top levels. Employee engagement is a direct reflection of how employees feel about their relationship with the boss.

- **Perceptions of the ethos and values of the organization** – Inspiration and values' is the most important of the six drivers in our Engaged Performance model. Inspirational leadership is the ultimate perk. In its absence, it is unlikely to engage employees.
- **Effective internal employee communications** – which convey a clear description of "what's going on".

Commitment theories are rather based on creating conditions, under which the employee will feel compelled to work for an organization, whereas engagement theories aim to bring about a situation in which the employee by free choice has an intrinsic desire to work in the best interests of the organization.

Recent research has focused on developing a better understanding of how variables such as quality of work relationships and values of the organization interact, and their link to important work outcomes. From the perspective of the employee, "outcomes" range from strong commitment to the isolation of oneself from the organization.

**The Key Ingredients of Employee Engagements are**

The nature of work	It is mentally stimulating day to day?
Recognition	Does the employee feel his works are recognised and valued?
Support	Does the employee feel supported by his line manager and colleagues?
Loyalty	Does the employee wants to stay with the company and develop their career?
Advocacy	Is the employee willing to recommend their company to family and friends?

**Enhancement of Employee Engagement**

- **Invest in training and development:** An employer is expected to increasingly recognize the importance of fostering an environment of growth and learning to bring out the best in everyone and truly advance the stars. Developing in-house training departments, Ally Company with special training houses and universities, send employees to relevant external training programs identified by themselves in conjunction with their supervisors, offer internal rotational programs and overseas assignments as a key career development opportunity and commit to your employees learning and development in a multitude of other creative and meaningful ways. Besides the company's training activities, career plans and professional development opportunities ought to be routinely discussed and formalized. Once employees feel their company has invested in them in this manner, they are far more likely to uphold its best interests and keep an eye to furthering its goals and enhancing its welfare.
- **Respect employee's needs for work/life balance:** Work arrangements increasingly available at leading corporations – and which you should aim to implement - include flexible hours, part-time, job-sharing, telecommuting in additions to sabbaticals for long-serving personnel or those pursuing special outside interests and extended leave periods for new parents. To cater to the latter specifically, more and more companies are also offering on-site day care, vital family support hotlines and more comprehensive family benefits.

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- **Create favourable work conditions:** A vital responsibility in being the top employer that consists of increasingly employing creative measures to invest in employees' well-being and this extends to providing workplaces and work conditions that are pleasant and conducive to innovation, hard work, creativity and productivity. Besides generous vacation schemes which employees should be actively encouraged to take and frequent off sites to get away from the grind, wellbeing during office hours could also be nurtured with onsite recreation areas, gyms, office sports teams and friendly company cafeterias that offer wholesome, healthy foods. Meetings, communication flow, company activities, office and communal area layouts should all be designed to promote a sense of inclusion and well-being and to maximize employees' level of satisfaction and encourage their active participation.
- **Maintain open channels of communication:** An employer firmly entrenched in the "most efficient employers" zone, are undoubtedly aware of the importance of allowing a smooth and unhampered flow of information and communications across layers and functions. Encouraging employees at all times to articulate their ideas, aspirations and concerns; and also keep them up to date, through regular communications, with regards to the company's direction, vision, mission, objectives, performance and new initiatives. Conducting regular employee appraisals is a must as is allowing for 360 degree feedback (where employees are also permitted to voice their concerns with and expectations of the organisation and their immediate management). Discuss their goals, aspirations and short and long-term objectives and factor them into the unit's planning activities. Listening to employees, even when their requests cannot be met, is a vital ingredient in enhancing employee loyalty. Successful employee engagement also requires honest and constructive feedback on a routine basis. This feedback is vital both as a motivational tool and in channelling talent in the right direction, building on strengths and addressing weaknesses.
- **Formalize reward and recognition programs:** Studies have shown, time and time again, that employees who feel valued, recognized and appreciated are the most loyal. An Employer must make sure formal mechanisms for evaluating and rewarding employees are in place, are competitive and are in sync with industry norms. Do recognize outstanding performance and reward it on a periodic basis. Do set regular special initiatives that identify, celebrate, motivate and incentivize your star employees and promote their loyalty and retention. A meritocratic environment where driven, career-minded professionals earn the rewards and recognition they deserve for their special efforts is one that will be most successful in retaining key personnel over the long-term.

### Challenges in Employee Engagement

- **Current communication vehicles:** Email, newsletters, Intranets and pamphlets are not effective. These vehicles can't reach every employee in an organization — nor can they quickly convey important content. The tools are cumbersome to use and the content is often not very timely. In fact these tools are often ignored by those with easy access to a computer.
- **Top down communication:** This could be listed as an issue with the current tools, but it is also partly philosophical. Today's employee communication is primarily top-down in nature. Employees need to be able to engage in a timely manner with peers, subordinates

and superiors. Sharing innovation, resources and ideas is cumbersome today given the current tools, but impossible if the company does not actively implement ways for employees to share ideas and enthusiasm.

- **Non-white collar employees:** Not everyone in a company has ready access to a computer. Organizations face serious challenges reaching and engaging their non-white collar workers with strategic content — which can be significant for companies like retailers, manufacturers and package delivery companies, among many others. If you want to engage your workforce, you must be able to reach all of your employees.
- **Geography and language barriers:** Employees are not homogenous in today's multinational workforces. Enterprises face significant challenges in sharing information and concepts between employees that speak another language or are based in other countries. A shared goal or initiative that works well in one geographic region is often hampered in another due to language and cultural issues.
- **Employees' communication needs a leader:** The planning and implementation for these programs is usually centred in one of two places. Human Resources or Internal Communications. While workforce communications and internal communications teams are great places to start, both should be working together more cohesively. Each brings strengths the other lacks. Additionally, in order for these two groups to work effectively, they will need to draw on other resources that include the IT, marketing, social media and public relations teams.

#### **Recent trends in employee engagement**

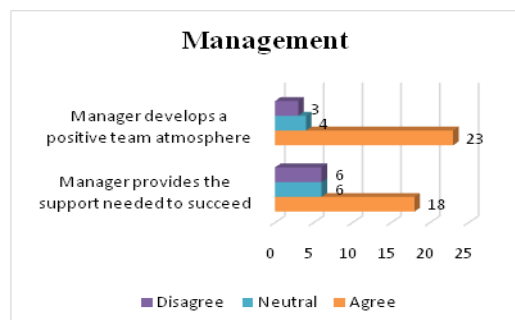
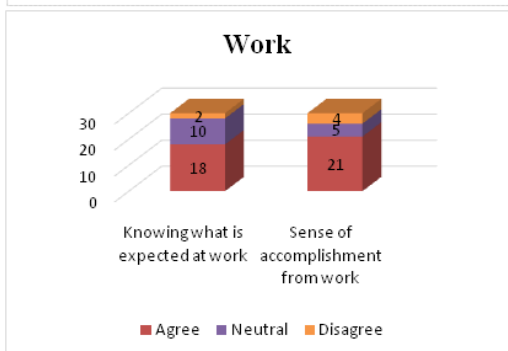
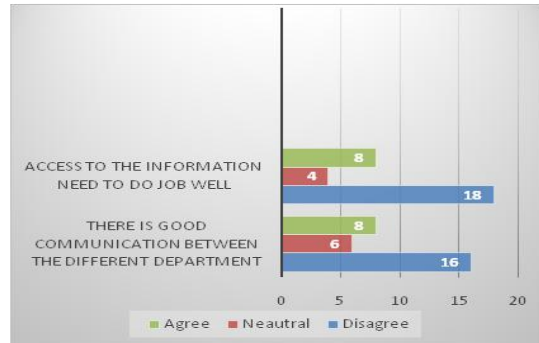
- **Ownership:** Internal communication is a two-way exchange. Because employee engagement involves direct communication with elements from HR, L&D, sales, marketing and PR, it is will be critical for employees not to be inundated with messages from every department. Employee engagement needs to be centralized, and we believe ownership lies with internal communications. An organized placement of employee engagement programs and strategies will make the most impact when employees know there is a centralized place to go to and receive information.
- **Face-to-face meetings with internal communications:** Face-to-face meetings will be central in the maintenance and enhancement of employee engagement programs. I do not believe surveys, electronic communication or a private network such as an intranet will replace the value of face-to-face meetings. In fact, I believe face-to-face meetings will increase and become more organized in structure. The future of face-to-face meetings will be all about two-way communication that will be used to support professional development initiatives and knowledge creation. Face-to-face meetings will provide an environment where employees will have the opportunity not only to vent, but also to offer solutions and be part of innovative pilot programs. Face-to-face communication will be critical to building relationships with management and potentially assist in the holistic decision-making processes.
- **Reputation through transparency:** Companies do everything they can to manage and protect their reputation. As we all know, a bad reputation can have severe consequences. PR will no longer solely manage a company's reputation. A company's reputation will be managed by its employees and customers through the social media outlets they use. This

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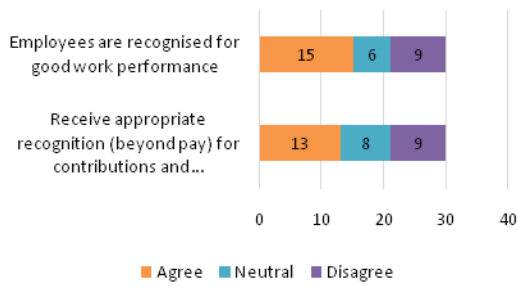
will create a type of transparency that will reveal how a company treats their customers and their employees. Reputation will no longer be dependent on how a company reacts to a crisis or what its marketing slogan suggests; instead, reputation will be driven by behaviour and employee authenticity. Employees will become storytellers and brand ambassadors more so now than ever before.

- **Integration and individualization:** Employee engagement programs will become more enhanced and integrated in employee's daily lives through technological advances and social commitment. Companies will produce their own apps that will allow employees to have access to company information 24 hours a day, 365 days a year. Engagement programs will go beyond the typical on-boarding process, latest CSR initiative or newest well-being program; it will go deeper into individual spiritual well-being. In other words, employee engagement programs will become more individualized and segmented. There will be more choices to pick from, like ordering from a menu. Employee engagement programs will not be forced on employees, but will be encouraged.
- **Dialogue and trust:** More often than not, managers have unknowingly undervalued their employees. They micromanage, do not provide positive feedback and fail to invest in employee relationships. Many companies still do not invest in employee engagement programs, however, they pour vast amounts into public relations, marketing and advertising activities. When companies merge or are acquired, there is a lack of dialogue about what is happening and what it changing around them. Employees lose trust in their company and their confidence drops as a result. Management's lack of detail to employee relations creates a trust gap between management and the employees on the front line.

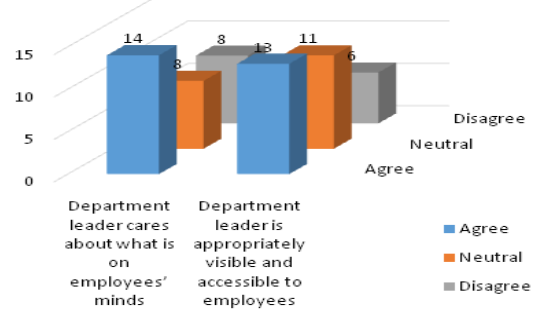
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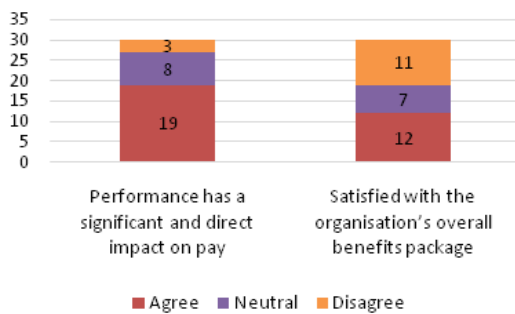
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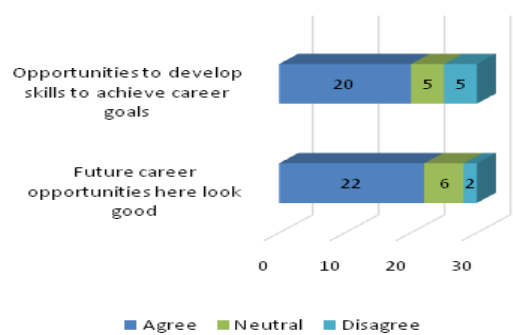
### Leadership



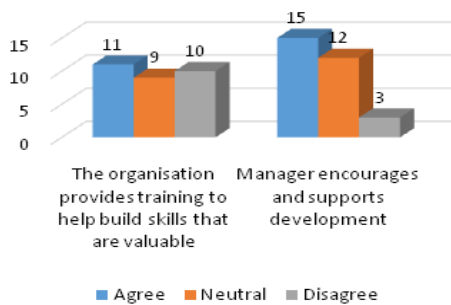
### Reward



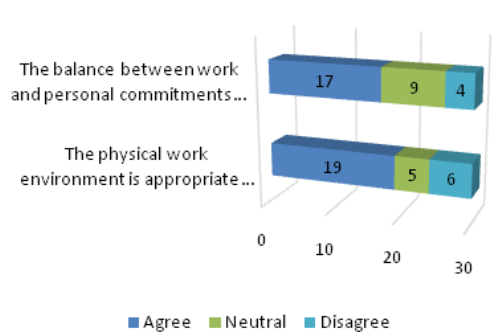
### Opportunities



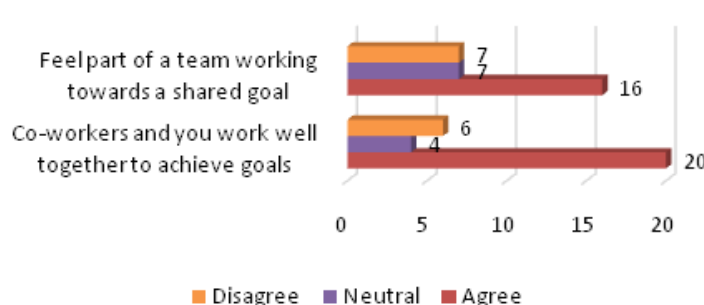
### Training and Development



### Quality of life



### Teamwork



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## **Findings and Conclusion**

Employee engagement is connected with the emotional, intellectual and physical aspects of work and how these factors integrated. The concept of employee engagement should not be regarded just another HR strategy. Employee's engagement is a long term method and related to core tenants of the business like as, values, culture and managerial philosophy. Employees require to be adopting in a working environment which will lead them to display performance that organizations are looking for. An organization has to promote the factors which have a positive effect of engagement through every business activity that they do.

After reviewing research, it can also be clinched that high levels of employee engagement may lead to better employee commitment & participation towards respective jobs and thus creating a motivated workforce – that will work together to achieve the common goals of the organization.

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## AN EMPIRICAL ANALYSIS ONE- BANKING SERVICES OFFERED BY PRIVATE AND PUBLIC SECTORS BANKS IN INDIA

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### Abstract

Banking is a traditional practice that is followed throughout the world. It is one of the inevitable activities which have become part and parcel of each one's life. The word 'bank' is derived from the French word "Bankus" which means to trade on bench. In the ancient days, only barter system was followed and coins were not minted because steel was not considered to be safe. Most of the rich people had their accounts in the temples which were considered to be great vaults of security. This can be seen from the history of Greece, Rome, Egypt and Ancient Babylon. Before Europeans started to realize the importance and the strength of banking, it was already well established in the British Empire and they were well regulated. The major participants in the banking industry were the money lenders and the bankers. They played a positive role in economic development of a country as repositories of communities' savings and as purveyors of credit.

**Keywords:** Internet, E-banking Services, Customer Satisfaction

### Introduction

Banking system which constitutes the core of the financial sector plays a vital role in transmitting monetary policy impulses to the entire economic development. The greater challenges before the banks are to increase their efficiency, productivity and efforts. They have to check their commercial viability, cost effectiveness, marketing strategy and technical advancement quite often. The Commercial viability of banks is under strain due to low productivity, lack of technology, huge portfolio of non-performing assets, non-remunerative branch expansion and so on. This study made an attempt to study the level of satisfaction of services in the public and private sector banks.

### Review of Literature

G.S.Popli, D.N.Rao (2010) studied the service quality in Public sector banks and the major findings of the study is Modernization and Communication affect the services to a large extent and there is a need of training to the staff for improvement of services to the SMEs customers; The service quality of private banks is superior to that of Public sector banks; to credit flow to SME sector is not sufficient and the Government will have to initiate necessary steps for making required funds available easily on convenient terms; the policies for SME sectors of other countries are far better from the policies of India, Delay in loan application processing due to unhelpful nature of the staff members. The banks usually provide finance against security and as high as 86% of the respondents are the view that the bank ask for collateral security/ guarantee from a third party even there the project has been assessed as variable and primary security is adequate. Uma Shankar Mishra (2010) and other analysed serviced quality, customer satisfaction, customer loyalty and delight which are the major challenges in the banking sector. According to them services quality plays major role in getting



## **National Conference on Changing Paradigms in Management Practices**

customer satisfaction and creating brand loyalty in banking sector. Human element acts an important role in perceived service quality as well as satisfaction. Public sectors banks need to redefine the customer service parameter in order to compete with the nationalized private sector banks both in profitability and corporate image. Their study examined few dimensions of services quality as perceived by bank customers and compared it with five major dimensions already extracted in past literature. **A.Ananth and A. Arulraj (2011)** revealed that Customer has become more and more aware of their requirements and demand higher standard of service. Their perception and expectation are continually evolving, making it difficult for the service providers to measure and manage service effectively. The key lies in improving the service attributes/ dimensions as a part of customer services management. The study identified ten dimensions for measuring service quality and found that the credit scheme and interest rate is the mediating factor to service quality. **Balaji (2011)** is of the view that “Information and information technology are the key drivers of the information age”. The information age has ushered in a knowledge-based industrial revolution. The business in this era is networked and uses information technology to survive in a highly competitive environment. **Mohammad Mixenur Rahaman, Md. Abdullah and Dr. Ataur Rahman (2011)** found that service firms in the developing country like other organizations now realizing the significant of customer oriented philosophies and turning to quality management approaches to facilitate managing their business. SERVQUAL as an effective approach to measure the quality of provided services provided and also analyses the gaps between customer expectations and perception of the service organization. It has also highlighted important service quality gaps associated with external customer services in the banking services of Bangladesh especially in PCBs. Another aim of this paper is to point out how management of service improvement can become more logical and integrated with respect to the prioritized service quality dimension and their affections on increasing or decreasing service quality gaps

### **Objectives of the Study**

To analyse the customer satisfaction of banking services in the public and private sector banks.

### **Methodology**

The study is basically an empirical one based on data gathered from the respondents have been chosen for the study in Tamil Nadu. A sample of 540 respondents has been chosen for the purpose of the study. For this study, the researcher used a well-designed interview schedule to collect the data from the respondents. The questionnaire related to opinion of customer about the level of satisfaction of services in the public and private sector banks. IBM SPSS 21 version was used for statistical purpose.

### **Customer satisfaction on Banking Services**

Customer services provided by the banking industry in the district consist of the services. The customers have been asked to give their opinion in five point scale method. Table 1 shows the details about customers opinion of satisfaction of customer of the public sector banks in the district.



**Table 1 Opinion of Customer about the Level of Satisfaction of Services in the Public Sector Banks**

Sl. No	Services	HS	S	NO	DS	HDS	Total
1.	Loan services	75 (33.33)	55 (24.44)	18 (8)	32 (14.22)	45 (20)	225 (100)
2.	Deposit Services	86 (38.22)	68 (30.22)	24 (10.66)	32 (14.22)	15 (6.66)	225 (100)
3.	Technology services	66 (29.33)	75 (33.33)	23 (10.22)	35 (15.55)	26 (11.55)	225 (100)
4.	Agency Services	59 (26.22)	56 (24.88)	30 (13.33)	45 (20)	35 (15.55)	225 (100)
5.	Miscellaneous services	56 (24.88)	60 (26.66)	27 (12)	36 (16)	46 (20.44)	225 (100)

It is inferred from table 1, out of 225 respondents 70 are satisfied with the loan services, 82 respondents are highly satisfied with the deposit services, 57 respondents are satisfied with the technology services, 59 respondents are satisfied with agency services and 62 respondents are highly satisfied with the miscellaneous services in the public sector banks in the district.

Table 2 shows that the opinion of customers about bank services in the private sector banks in the district.

**Table 2 Opinion of Customer about the Level of Satisfaction of Services in the Private Sector Banks**

Sl. No	Services	HS	S	NO	DS	HDS	Total
1.	Loan services	66 (29.33)	35 (29.33)	53 (29.33)	26 (29.33)	45 (29.33)	225 (100)
2.	Deposit Services	56 (24.88)	26 (11.55)	46 (20.44)	51 (22.66)	46 (20.44)	225 (100)
3.	Technology services	53 (23.55)	46 (20.44)	28 (12.44)	26 (11.55)	72 (32)	225 (100)
4.	Agency Services	56 (24.88)	42 (18.66)	42 (18.66)	54 (24)	31 (13.77)	225 (100)
5.	Miscellaneous services	46 (20.44)	35 (15.55)	65 (28.88)	54 (24)	25 (11.11)	225 (100)

It is inferred from table 2 out of 225 respondents 70 are satisfied with the loan services , 82 respondents are highly satisfied with the deposit services , 57 respondents are satisfied with the technology services , 59 respondents are satisfied with agency services and 62 respondents are highly satisfied with the miscellaneous services in the public sector banks in the district.

## Conclusion

The present study has focused on the opinion of customer about the level of satisfaction of services in the public and private sector banks. The services industry has always been a vital component of all economics banking is a services industry. Banks can not sell services to the customers but they provide services in buy in buyers market rather than sellers market. Customer services are very important to retain its existing customers as well to attract new customer. In this respect the growth and profitability of banks to large extent depends on the customer services rendered by them. This study will help the commercial banks in the district in improving the customer services in accordance with the expectation of its customer. The success of a bank depends on its ability to meet customers requirement if the customers are

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fully satisfied the bank can walk towards the path of success. As this arena is proving to be very competitive for the existing, every bank should keenly focus on every aspect of the services provided to the customer if they want to survive in this competitive world.

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## A STUDY ON INVESTORS KNOWLEDGE ON VARIOUS ASPECTS OF MUTUAL FUNDS

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### Abstract

*Savings play a major role of the economy of any nation, as it is invested in various investment options available to the investors and the investment acts as the driver for the growth of the country. One of the investment option which is growing rapidly is Mutual Fund. It provides a platform for a common investor to participate in the capital markets. Mutual Fund investment is less risky than investing in shares as the funds are managed by professional fund managements. In this paper various research papers are reviewed to understand the preference of investors towards mutual fund, how they are influenced, and their knowledge about mutual fund processes.*

### Introduction

#### Mutual Fund

Definition: A mutual fund is a professionally-managed investment scheme, generally run by an asset management company (AMC) that brings together savings of a group of people and invests their money in stocks, bonds and other securities. Investors can buy mutual fund 'units', which basically represent their share of holdings in a particular scheme. These units can be purchased or redeemed as per the requirements of the investors at the fund's current net asset value (NAV). These NAVs fluctuate, according to the fund's holdings. So, all the investor participates proportionally in the gain or loss of the fund. Mutual funds are registered with SEBI and it functions within the provisions of strict rules and regulations created to protect the interest of the investors. In today's volatile market environment, investors prefer mutual fund investment as it is more transparent and low-cost investment vehicle. Mutual Fund gives small investors access to professionally-managed, diversified portfolios of equities, bonds and other securities, which would be very difficult to create with a small amount of capital. So, it is a biggest advantage to the investors as they can participate in money markets and capital markets.

Mutual fund advertisements do **not satisfy investors need to optimise their investment decisions. Important information regarding mutual fund decisions are risk-return trade-off, principal-agent conflict, and transaction cost which were not given importance** in advertisements. It does not use techniques to increase readership of the information in an advertisement and they use only the information's that show them in a positive light. **Regulatory agencies should modify the advertisement polices to protect**

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the investors interest and the advertisement should contain information regarding a mutual fund's risk and return, credibility, and transaction costs.(Bruce A. Huhmann&Nalinaksha Bhattacharyya, 2005).

Nidhi Walia & Dr. Mrs. Ravi Kiran(2009), have described the investor's perceptions towards risk-return trade-off for mutual fund services and investor's expectations from mutual fund. Moreover, volatility influencing stock market movements is turning most of investors to hold stocks with calculated risk, in the shape of mutual funds. In this article it is proved that if mutual funds are provided in the desired form, then it will be a most preferred financial avenue. This study will be useful for the Asset Management Companies to design and redesign mutual fund schemes to suit the investors requirement.

Sebastian Muller and Martin Weber (2010), analysed relationship between financial literacy and mutual fund investment behaviour and found that there is a positive influence of financial literacy on selecting low-cost fund alternatives. Even sophisticated investors rely on active funds than passive funds. The study indicates that the lack of financial literacy or less knowledgeable investors prefer traditional distribution channels like assistance from a financial advisor who recommend actively managed funds but investors with a higher degree of financial knowledge select their funds independently with the help of internet.

Poonam M Lohana (2013), has evaluated a set of mutual funds on their performance. NAV(Net Asset Value) of the funds were compared with each other and found out that Kotak Gold Fund and IDBI Fixed Maturity Fund have performed than the market benchmark at that period. Average monthly returns are equal in both public mutual funds and private mutual when randomly selected.

Dr.Sellappan, Ms. S. Jamuna& Ms. Tnr. Kavitha (2013), used factor analysis approach to analyse the women investors behaviour towards various financial instruments. The marital status and age factors are taken as major factors which influence the investment behaviour of women and concluded that **married women are more interested in investments** than unmarried. **Young women are interested in equity mutual funds, insurance and fixed deposits and middle aged are interested in real estates.** Innovative schemes should be introduced to match different categories of investors.

Dhimen J. Jani & Rajeev Jain (2014) examined the rural investors behaviour towards mutual fund investments and concentrated on effects of demographical factors that affects the decision-making process of investors. Rural investors give first preference to the financial advisors, second to the risk and return ratio of the mutual funds, third to the performance of the mutual fund, forth schemes of the fund and finally the brand name of the fund.

Prabhavathi, Y. and Kishore, N.T. Krishna (2014), have conducted a study to understand the awareness of investors towards mutual fund schemes and to identify the factors influencing the investors in selection of fund and realized returns. The study revealed that there is no direct relation between level of investment in mutual funds and the rate of return, but level of risk taken by the investors has a direct relationship with the rate of returns and it reveals that **there is deviation between expected equity returns and actual equity returns obtained by the mutual fund investors.** It concluded that **the investors should be cautious in selecting the schemes, sectors and various asset management companies.** To allocate the resources in emerging market economy, Mutual fund industry which has

enormous growth should be **better controlled by market regulators with their strict regulations.**

Prakash & Balaji (2016). Have analysed the quality of services offered by Asset Management Companies, its antecedents and consequence in mutual fund services. They have derived that quality of customer-contact employees and quality of service delivery are the main antecedents which affect the Quality of AMC services. Investor quest (depth of searching for related information) and Investor cognition (familiarity with mutual fund schemes and AMC operations) are the main antecedents which affects the loyalty towards AMCs.

Neha Gupta and Dr. Sathya Swaroop Debasish (2017), have analysed various factors and relation with demographic character which influence investors for investing in mutual fund by applying factor analysis, Anova, t test and DMRT technique of analysis.

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

From the review of various research papers, investors preference towards mutual funds and demographic factors are given more importance. More research has to be done in investors knowledge in the process of mutual funds, advertisement strategies and the importance of Asset Management Companies (AMC). Investors are familiar with sponsors brand name and have less knowledge about the functions of AMCs. More research has to be done on financial advisor's role, responsibility and the process to educate the investors and ways to improve the transparency of the process of Mutual Funds.

### **Conclusion**

The study found that more research has been done on investors preference towards mutual funds, demographic factors and various types of mutual funds. As mutual fund industry is growing fast, more importance should be given to study the knowledge of the investors on the process of mutual funds and the financial advisor's role in educating the investors and whether advertisements really educate the investors.

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## A STUDY ON THE BUSINESS BATTLES IN INFORMATION MANAGEMENT

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### Abstract

*Information management is a method of using modern technology to collect process and condense information with the goal of efficient management. Information can either be fair or fake depending upon its authenticity. The paper mainly focuses on how and why the information management is handled today, based on customer satisfaction. The paper discusses about information techniques that are being used in the online trading, site advertisements and mainly about fair and fake sides present in it. The paper also discusses the global impact on the wide and vast information platform which has to face the stiff business battles against its survival. The paper finally suggests as to how the war waged against the information management can be won with effective management techniques.*

**Keywords:** Information Management, Effective Management, Customer Satisfaction, Effective Management Techniques.

### Introduction

**Information can be termed as** knowledge obtained from investigation, study, or instruction

**Information management (IM)** concerns a cycle of organisational activity: the acquisition of information from one or more sources, the custodianship and the distribution of that information to those who need it, and its ultimate disposition through archiving or deletion.

### What is Information Management?

Information, as we know it today, includes both electronic and physical information. The organizational structure must be capable of managing this information throughout the information lifecycle regardless of source or format (data, paper documents, electronic documents, audio, video, etc.) for delivery through multiple channels that may include cell phones and web interfaces.

### Why Information Management?

Information is the foundation of every organization. Those with accurate, reliable and timely information have an economic advantage over their competitors. Best practices, found within best-in-class organizations, dictate that information be treated in the same manner as other valuable assets and, regardless of their type, assets require careful management, thoughtful governance, and strategic consideration in their use and control.

### Business Battles of Online Shopping Sites

#### Online Site - Advertising Information

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for

# National Conference on Changing Paradigms in Management Practices

dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and these management tools refers to the re-analysis and re-design of tasks and also processes inside and outside the organization.

Online shopping facility is availed by millions in day to day basis. Shopping is made easier, simpler and cost effective through internet. At the same time, an advertisement that appears on these online shopping sites, which are irrelevant to the main site, creates customer dissatisfaction. Also, pop ups that raises over the main site screen distract the customer and builds an insecure feeling inside the customer. This leads to misassumption that the online shopping site involves in these advertising activities that shall be very often found to be fake.

## Objectives

- To know how information is being handled by the customers
- To identify the global impacts on the information platform

## Research Techniques

### Primary Data

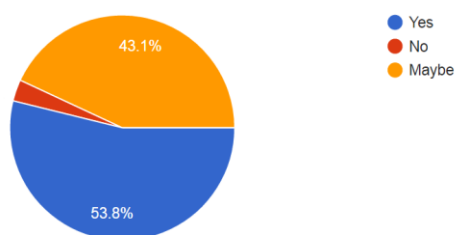
Survey was conducted using questionnaire method. Data was collected by the researcher regarding the business battles of online shopping sites like flipkart, amazon, snapdeal etc against the insecure feel of customers about their business site due to irrelevant advertisements

### Secondary Data

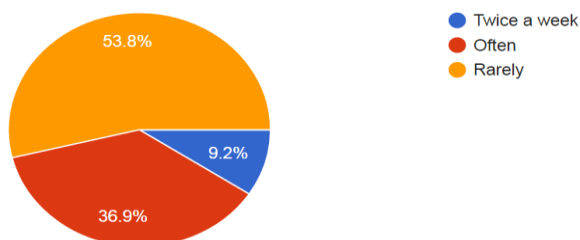
The researcher issued 70 questionnaires among the college and office level people, out of which only 65 responses was received.

## Research Study Analysis

Do you know? information that we receive shall be fake very often (65 responses)

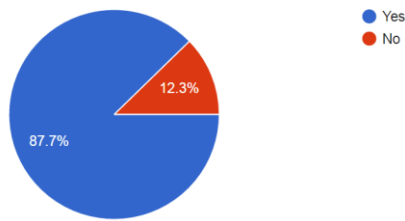


How long you have been to online shopping sites? (65 responses)



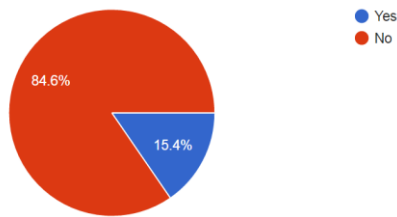


Are you aware of advertisements in online shopping site? (65 responses)

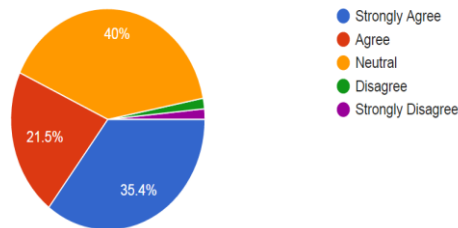


Do you feel secured on looking pop ups or unnecessary information in the online shopping site?

(65 responses)

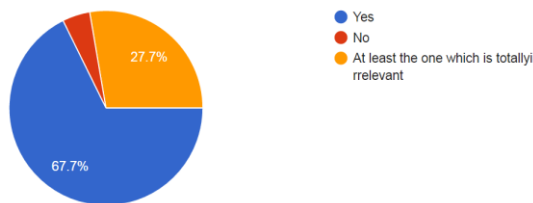


Mark your level of attitude towards reporting spam to those ads (65 responses)



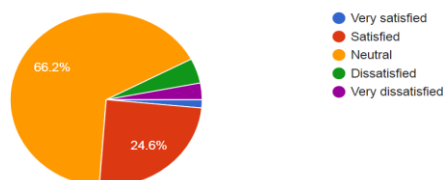
Do you feel the advertisements unrelated to the shopping site should be blocked?

(65 responses)

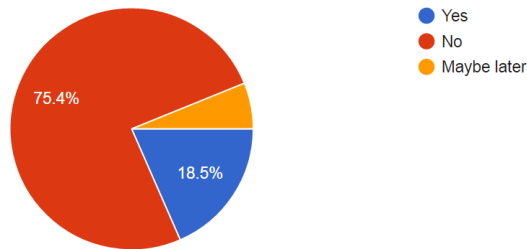


Mark your level of satisfaction towards the information appearing in the online sites

(65 responses)



Have you tried approaching to any of those ads? (65 responses)



## Conclusion

The survey clearly states that advertisement information appearing on the online shopping sites is 90% fake. Thus information management team shall pay special attention towards this extra and irrelevant information to their business site and remove these extras, by blocking its access to business interruptions.

“Strong information management,  
Tackled information...”

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## A STUDY ON ORGANIZATIONAL EFFECTIVENESS THROUGH HRM

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### Abstract

*This study is conducted to know about the ways in which managers motivate their employees and how it affects their performance. The various studies on motivation suggest that motivation levels of managers and officers get significantly affected by a lot of variables relating to followers and organization as a whole, e.g. leadership behaviour, organizational culture, team spirit, personal effectiveness, etc.*

**Keywords:** *organisational effectiveness, Performance, Motivation, Human Resource*

### Introduction

Every organization and business wants to be successful and have desire to get constant progress. The current era is highly competitive and organizations regardless of size, technology and market focus are facing employee retention challenges. To overcome these restraints a strong and positive relationship and bonding should be created and maintained between employees and their organizations. Human resource or employees of any organization are the most central part so they need to be influenced and persuaded towards tasks fulfillment. For achieving prosperity, organizations design different strategies to compete with the competitors and for increasing the performance of the organizations. A very few organizations believe that the human personnel and employees of any organization are its main assets which can lead them to success or if not focused well, to decline. Unless and until, the employees of any organization are satisfied with it, are motivated for the tasks fulfillment and goals achievements and encouraged, none of the organization can progress or achieve success.

The focus of this study is to enlighten that how an organization through its employees can achieve success and effectiveness. The purpose of the study is to analyze the impact of employees motivation on organizational effectiveness. The study has two sub-objectives; firstly the factors that increase motivation of employees are to be determined. Secondly the relationship of employee motivation and organizational effectiveness is to be examined

### Review Literature

Urlichuck (2002) stated that “motivated employees will increase the capability of the organization to achieve its mission, goals and objectives. It will also engage all to build a strong organization culture. Also motivated employees will feel as having a strategic partnership with the organization and their commitments and loyalty will increase from day to day”.

On the other hand, Deci and Ryan (1985), define that “an organization whose employees have a low motivation completely vulnerable to both internal and external challenges because its employees are not going the extra mile to maintain the organizations stability”. Although some experts argue that companies who spend money on motivating their employee is waste of money but most of them agreed that the wasted money is

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achieved in a very short time by motivated employees. In addition, performers and experienced employees are actually who produce the results of the business and they are the backbone of any company and the reason of the business growth and gain. Jonathan (2002), identified that "greater motivation will have a direct effect improving productivity through greater effort and possibly innovation. He also stated that motivation leads to a productive with high performance employee who does the best at work, saves time and effort and also volunteers to do more than what is required. Such employee will be great resource to the business and a great model to be followed by others".

According to Greenberg and Baron (2000), "motivation is divided into three parts. The first part deals with the drive, or energy behind individuals action. The second part referring to the choice people make and the direction their behavior takes. The last part deals with maintaining behavior clearly defining how long people have to persist at attempting to meet their goals". Krietner (1995), Higgins (1994) defined motivation as "the psychological process that gives behavior purpose and direction, a predisposition to behave in a purposive manner to achieve specific unmet needs, an unsatisfied need, and the will to achieve, respectively". Young (2000) suggests that "motivation depends on who you ask. Ask someone on the street, you may get a response like its what drives us" or "its what make us do the things we do". Therefore motivation is the force within an individual that accounts for the level, direction, and persistence of effort expended at work".

### **Objective of the Study**

- To find the factors influence Organisational effectiveness
- To Study how organisational effectiveness achieved through HRM
- To analyze whether motivation helps in employee performance.

### **Research Methodology**

Research methodology is considered as the nerve of the project. Without a proper well organized research plan, it is impossible to complete project and reach to any conclusion. The project was based on a survey plan. The main objective of survey was to collect appropriate data, which work as a base for drawing conclusion and getting result. Therefore, research methodology is the way to systematically solve the research problem. Research Methodology not only talks of the methods but also logic behind the methods used in the context of a research study and it explains why a particular method has been used in the preference of other methods.

### **Research Design**

Research design is improvement primarily because of the increased complexity n the market as well as marketing approaches available to the researchers. In fact it is the key to the evolution of successful marketing strategies and programmers. It is an important tool to study buyer's behavior, consumption and pattern, brand loyalty, and focus market changes. A research design specifies the methods and procedures for conducting a particular study.

### **Descriptive Research**

The type of research adopted for study is descriptive. These studies are undertaken in many circumstances when the researchers are interested to know the characteristics of certain group such as age, sex, education level, income, occupation.

## Sources of Data

### Primary Data

The objective of the study has been accomplished with the help of primary data collected from 100 workers. The selected samples are met in person and the required data have been collected with the help of a structured questionnaire.

### Secondary Data

Secondary data was collected from company records and websites.

## Statistical Tools and Techniques

The collected data have been analyzed with the help of tools like simple percentage method.

### Simple Percentage Method

Simple percentage analysis refers to a ratio. With the help of absolute figures it will be difficult to interpret any meaning from the collected data, but when percentages are found out then it becomes easy to find the relative difference between two or more attributes.

## Analysis and Interpretation

**Table 1 Respondents based on Income**

Particulars	Percentage
Less than 10,000	47.8%
10,000- 20,000	37.3%
21,000-35,000	6%
Above 35,000	9%
Total	100%

The figure shows that 47.8% respondents have income less than 10000, 37.3% respondents have income between 10000 - 20000, 6% respondents have income between 21000 – 35000 and 9% respondents have income above 35000. Majority of the

respondents have income less than 10000.

**Table 2 Respondents Based on receiving incentive from employer**

Particulars	Percentage
Yes	45.1%
No	54.9%
Total	100%

The figure shows that 45.1% of the respondents agree to receiving incentives from their employer and 54.9% of the respondents disagree. Majority of the respondents disagree to receiving incentives from their employer.

**Table 3 Based on whether the incentives and other benefit influence your performance**

Particulars	Percentage
Influence	73.6%
Does not influence	26.4%
Total	100%

The figure shows that for 73.6% respondents incentives influence their performance and for 26.4% respondents incentives do not influence their performance. Majority of the respondents agree that

incentives influence their performance.

**Table 4: Based on whether the present environment is good for you**

Particular	Percentage
Yes	62.5%
No	37.5%
Total	100%

The figure shows that for 62.5% respondents the present environment is good for them and for 37.5% respondents the present environment is not good for them. Majority of the respondents agree that the present environment is good for them.

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**Table 5 Respondent based on how you receive rewards from your employer**

Particulars	Percentage
As a group/ team	25%
To me personally	20.8%
Both in person and in group/team	43.1%
other	11.1%
Total	100%

The figure shows that 25% respondents receive rewards as a group/team, 20.8% respondents receive personally, 43.1% respondents receive both as group/team and personally and 11.1% respondents receive through other ways. Majority receive through group/team and personally

**Table 6 Respondents based on whether you have received enough rewards for the you have done so far**

Particular	Percentage
Yes	57.7%
No	42.3%
Total	100%

The figure shows that 57.7% respondents agree to receive enough rewards for their work and 42.3% respondents disagree to receiving enough rewards for their work. Majority of the respondents agree that they have received enough rewards for their work.

**Table 7 Respondents Based on whether my job is beneficial to my career**

Particulars	Percentage
Strongly disagree	10%
Disagree	17.1%
Neutral	30%
Agree	30%
Strongly agree	12.9%
Total	100%

The figure shows that 10% strongly disagree that their job is beneficial to their career, 17.1% disagree, 30% neutral, 30% agree, 12.9% strongly agree. Majority of the respondents both agree and disagree that their job is beneficial to their career.

**Table 8: Respondent based on whether my manager is good at communicating information**

Particular	Percentage
Strongly disagree	14.1%
Disagree	9.9%
Neutral	16.9%
Agree	43.7%
Strongly agree	15.5%
Total	100%

The figure shows that 14.1% strongly disagree that their manager is good at communicating information, 9.9% disagree, 16.9% neutral, 43.7% agree, 15.5% strongly agree. Majority of the respondents agree that their manager is good at communicating information.

### Finding

- The employees received proper incentives from their employer. Most of the respondents receive rewards both in person and in group/team
- The management takes initiative in motivating the employees and also involves them in decision making.
- Modern day employees not only look for salary and other financial benefits and welfare measures but also look for “learning environment”. It refers to learning new skills and acquiring new knowledge, updating their existing knowledge etc. So the respondents expressed their opinion as the managers provide opportunities to them.
- No one wishes to stay at the bottom and everyone wishes to climb to the top of the company. Job promotions from lower positions to higher positions result in enhanced salary, power, social status and mental satisfaction. For many respondents the performance is influenced by incentives.

- The working environment is good for them. This is one of the major reason that the employees are able to achieve the companys goals.
- Recognizing sincere and talented individuals motivate them and help the organization to achieve their objectives. The managers recognize the extra effort their employees put at work.

### **Conclusions**

The study was based on managers" role in influencing employee performance. This study helped me to get awareness about employee motivation and also how managers helped them to achieve their goals. The company helped me to conduct the study in a very helpful manner. All the managers and employees were friendly. It also helped me to conclude that without motivation nothing can be achieved.

Furthermore it helped to understand that motivation is the essence of success for all individuals. It helped me to gain knowledge about how motivation can influence in an individuals life. The company needs to have motivated and confident staff who have up- to-date skills in order to remain competitive. The managers have succeeded in bringing out a great performance from the employees. Through proper and timely rewards the performance can be maintained.

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## **A STUDY ON GREEN MARKETING**

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### **Abstract**

*Today's "green marketing" offers a unique set of challenges; the least of which is a prevalent lack of standards for identifying what it actually means to be a "green" product or company. In combination with the increase in consumer awareness, marketers are seeing a growing demand for eco-labelling, "green" advertising and the overall importance of reporting on sustainability and renewable energy oriented products and projects. This obviously has created a glut of misguided opportunities to nearly everything to be positioned as being "green", from a minor packaging change to actual services and products that truly reduce energy and waste*

**Keywords:** *Green Marketing, environmental marketing, Green products*

### **Introduction**

#### **Green Marketing**

Environmentally safer products are known as green marketing. Green marketing involves the factors influencing of product modification, making environmental profitable, to eliminate the concept of waste. Green marketing is mainly concerned for environmental benefits. Reciprocal benefits, increasing green demands of the customers, higher profits in returns are expected from the process of green marketing. Giving a definition for the term green marketing has been evolved through so many analogy and contradictions. There are various terms involved in green marketing such as ecological marketing, social marketing, environmental marketing etc. Though they have different names, the motive of these terms is almost similar. Green marketing is environmentally preferable to others.

Green marketing came into prominence in the late 1980s and early 1990s. The first book titled Ecological Marketing was the outcome of first workshop on "Ecological Marketing", held by American Marketing Association (AMA) in 1975. Green marketing acquired an eminent status since early 1990s... There has been occurring about green consumers and green consumerism in 1970s and 1980s.

In the present era, companies have been using green marketing for many reasons such as; policies are profit making; business world is more implicated in social responsibilities. Consumers patronize the products and their aims are to make sure the contribution is supporting sustainable environment and contribution to the giding of the climate change. Actually the CSR reports were started by ice cream seller named by ben & jerry where the financial reports in a view for the development of environmental impact. In the year of 1987 a document was prepared by the world commission on the word Environment and development and where it prescribed in the name "Sustainable development". The word green marketing came into existence in the published books written by J.Ottman and Ken peattie. The green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their



climate impacts, and the effect this is having on their products and services. Government all over the world try to reduce the human impact on the environment. By understanding the society concerns, business too started change the attitude and to have integrated environmental issues in a company. Regulation of green marketing has been taken by the government at regular manner. The basic prediction is that the consumers will prefer for green products by seeing the “greenness” in a product, and then buying decision is taken.

### Objectives of the Study

The research is taken at the Green voice international

1. To know the awareness of consumers about green marketing in GREEN VOICE INTERNATIONAL organisation.
2. To analyse the result of consumer perceptions towards green products. 3.) To promote steps in green marketing practices.

### Research Methodology

To understand the consumer perceptions on green marketing a survey was conducted on consumer awareness on green marketing at Green Voice International NGO. A questionnaire was given to 75 respondents with 15 questions each based on five liker’s scale. The respondents were both male and female working in NGO. The questionnaire was circulated among themselves to know about consumer awareness on green products.

### Data Analysis and Interpretation

Green analysis ozone layer depletion

Ozone Layer Depletion					
	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
I feel there is a huge concern over depletion of ozone and global warming	73	2			
I will try to stop burning fossil fuel for the healthy environment	22	50	3		

From the above table 1 we could see that 66.67% respondents have strongly agreed on stop burning fossil fuel for the healthy environment and 97.33% respondents Strongly agreed that there is a huge concern for depletion over ozone layer.

### Durable Goods

Durable Goods					
	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
I consider less fuel leads to healthy environment	56	18	1		
Are you ready to pay extra price if there is an increase in durable green products like recycling of papers	27	42	6		

From the above chart it clearly explains that 56% have strongly agreed to pay extra price for green products & 74.667% have strongly agreed that less fuel leads to healthy environment.

## National Conference on Changing Paradigms in Management Practices

### Consumer Perceptions

Consumer Perceptions					
	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Do you feel NGO plays a vital role in environmental issues?	54	16	5		
Do you think Indian marketers realise the impact on green marketing?	21	48	6		
Is sustainable planet possible without the patterns of conserving behaviour?	31	35	9		
Will you consider environmental welfare while taking decision?	64	10	1		

From the above chart it clearly explains that 72% respondents have strongly agreed to consider environmental welfare while taking decisions. 46.667% of respondents have agreed that sustainable planet is possible without the patterns of conserving behaviour. 64% of respondents have strongly agreed that Indian marketers realised the impact on green marketing. 85.33% of respondents feel NGO plays vital role in environmental issues

### Consumer Actions

Consumer Actions					
	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
I feel green products are priced higher than conventional products like use of pesticides	71	4			
Consumption on natural environment and price of green products affect the purchasing behaviour	16	49	10		
Green marketing leads to social welfare but also in good business	37	28	10		
I have positive attitudes towards green products but concerned for price of products	41	19	15		
Today consumers seek for sustainable growth for their children?	35	24	16		

From the above chart it clearly explains that 94.667% have strongly agreed that green products are priced higher than conventional products. 65.33% of respondents agreed that consumption on natural environment and price of green products affect the purchasing behaviour. 49.333% have strongly agreed that green marketing leads to social welfare but also in good business. 54.6667% have strongly agreed that they have positive attitudes towards green products but concerned for price of products. 46.667% have strongly agreed that consumers feel sustainable growth for their children.

## Findings & Conclusions

Green marketing concludes that that mostly all the advertisers supports green corporate image rather than focusing on environment benefits of their products, thus to increase awareness among consumers. The green marketing is affected by risk and reward only if there is a sustainable development. Products which are given priority for safety are chosen by the customers who care about safety standards. There should not be harmful for the animal being by the consumers in an environment and asked the participants to take their perspectives.

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**A STUDY ON CONSUMER PERSPECTIVE ON INVESTMENT**

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**Abstract**

*The investors of mutual funds can reduce their selection risk by selecting the mutual funds based on certain criteria. One such criterion could be the educational credentials of fund managers. The present study has examined whether performance of mutual funds could be attributed to differentials in educational credentials of fund managers and thereby can provide necessary signals to investors. The study has compared performance and investment strategy of fund managers having management degree from premier management institutions with others having CA/CFA/ICMA qualification. The results show that the performance between these two groups of fund managers does not differ significantly. However, the difference in performance became significant after controlling for various fund characteristics, such as size, expense ratio, liquidity ratio and flow of funds. This suggests that the relation between fund performance and educational credentials may be moderated by control variables. The results showed that the fund managers with a premier management degree were performing better than the other group and that they also followed a more extreme investment strategy. Further, the study has examined whether the relation between educational credentials of fund managers and performance and investment strategy has been impacted by different time periods of economic cycle. The examination in different sub-periods of economic cycle provided better performance of fund managers with premier management education, particularly during crisis period of economy. This study is about the consumer perspective on Investment.*

**Keywords:** *Investment, Consumer, Share market, Investor,*

**Introduction**

**“In investing money, the amount of interest you want should depend on whether you want to eat well or sleep well.” - J. Kenfield Morley.**

The developing countries like India face the enormous task of finding sufficient capital in their development efforts. Most of these countries find it difficult to get out of the vicious circle of poverty of low income, low saving, low investment, low employment etc. The major features of an investment are safety of principal amount, liquidity, income stability, appreciation and easy transferability. A variety of investment avenues are available such as shares, bank, companies, gold and silver, real estate, life insurance, postal savings and so on. All the investors invest their surplus money in the above mentioned avenues based on their risk taking attitude.

An investment is a sacrifice of earned money or any other resource for future benefits. A person who has borrowed money to another, it may be an investment for a return to them. Multifarious avenues of investment are available today. We can deposit money in bank account for purchase a long-term government bond or invest in equity shares of company or contribute to a provident fund account or buy a stock option or acquire a plot of invest in some other form.

In investment risk as follows possibility of loss the degree of possibility of incurring a loss in a financial transaction and investor judge safety of the investment by yield and they choose to invest in those forms where the principal and interest are prime consideration in investment, certain non- manageable risk are also bound to affect an investment proposition. In risk include both the purchasing power risk and the money rate risk. Investors carefully buy securities

which offer safety of principal and fair return over a long period. Always investment is involves allocation of funds for a longer term.

Indian economy is indeed will in recent years. The study has been understand to analyze the investment pattern of investment commune. The main reason behind the study are factors like income economy condition, and the risk covering nature of Indian investors. The percentage of Indian investor investing in the Indian equity market is very less as compared foreign investors.

### Objective of the Study

The research is done to know the following areas of investment and value of project study. Following an objective formulated on the basis of which research is been done:

- To identified the portfolio and investment pattern that has to be managed, monitored and controlled by the individual investors.
- To study the purchase of property at the right time and the ideal growth stock ensure appreciation to investors.
- To improve the job performance in various kinds of investment to develop the organization.
- To study the risk tolerance in portfolio volatility or the fluctuation in the value of asset over time.

### Research Methodology

#### Research Methodology

In overall strategy that you choose to integrate the various components of the study in logical way. It constitutes the blueprint for the measurement, collection and analysis data. Research design is activities for the collection and analysis of data in a manner aims to combine relevance to the purpose with economy procedure. This research is to find the investment avenues towards consumer performance and benefits getting from the organization.

**Research Design:** Descriptive research has been used as research design

**Sampling tools and techniques:** Percentage analysis and convenience sampling has been used.

**Date Collection:** Data collected though a questionnaire. Primary data were collected using a questionnaire.

**Sample area:** WYSE Advisor private limited in Chennai

#### Sample Size

In the total level of population, 120 questionnaires were circulated among the employees out of that only 75 respondents has been responded.

### Analysis and Interpretation

Percentage Analysis

**Table 1 Respondents' Employment sector**

Particular	Type of Organization
Private sector	36
Government	39

From the above table shows that about the investor who are working in various sector that 48% of investor

working in private sector and 52% of investor are working in the government sector.

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**Table 2 Respondents Experience in investing**

Particular	Year of Experience
Less than 5 Years	31
5-10 years	30
Above 15 Years	14

From the above table experience of investor 41% of investor are below 5 years, 40% of investor are from 5 years between 10 years and 19% of investor are above 15 years respectively.

**Table 3 Respondents Monthly Income**

Particular	Monthly Income
Below Rs.20,000	14
Rs.20,000 – Rs.40,000	34
Rs.40,000 – Rs.60,000	22
Rs.60,000& Above	5

From the above table shows clearly about that monthly income of investor 14 member are getting as salary below 20,000, 24 members are getting as salary is 20,000 in between 40,000, 22 member and 5 people are getting as salary 60,000

are getting as salary as 40,000 in between 60,000 &above respectively to them

**Table 4 Respondent Type of Investor**

Particular	Type of Investor
Hereditary	45
New Generation System	35

From this above table shows type of investor that 60% of Hereditary investor and 40% of new generation system respectively.

**Table 5 Respondents investment in Portfolio**

S.No	Investment	Preference
1.	Shares	31
2.	Debentures	37
3.	Stock Future option	28
4.	Mutual fund	27
5.	National Saving certificate	28
6.	Fixed Deposit	25
7.	Insurance Policies	19
8.	Real Estate	15
9.	Gold/ Silver	22

From the above table shows that investor preferences in 13% of Shares, 16% of Debentures, 12% in Stock futures option, 12% in Mutual fund, 12% of National saving certificate, 11% Fixed deposit, 8% Insurance, 6% Real estate, 9% Gold/Silver.

**Table 6 Respondent Type of Market Operated**

Particular	Type of Market
Primary Market	24
Secondary Market	35
Both	16

From the above table type of market in that 24 members are respondent Primary market, 35 members mostly respondent for Secondary market and 16 member are respondent for both

**Table 7 Respondents Proportion of Saving and Expenditure**

Particular	Proportion of Saving - Expenditure
10:90	22
20:90	23
30:70	23
40:60	7

From the above table shows that proportion of saving and expenditure that 10:90 of respondent 22 member, 20:80 of respondent for 23 members, 30:70 of respondent for 23 member and 40:60 of respondent for 7 members.

**Table 8 Respondents Size of Investment In shares**

Particular	Approximate Size of Investment
Below Rs.1 Lakh	22
Rs.1 Lakh- Rs.2 Lakh	44
Rs.2 Lakh & Above	9

From the above table show that Size of Investment about investor 29% of below Rs.1 lakh invested in investment, 59% of Rs.1 lakh in between Rs.2 lakh and 12% of Rs.2 lakh & above to them.

### Finding and Conclusion

- The economy is prospering, the job market is booming and salaries are touching a new high. The new breed of Indian youth has its pockets full and is intelligent enough not to let its money rust in bank accounts.
- Mutual fund is the most favoured option of the youngsters today. The stock market is doing so well. I am a little apprehensive about investing directly in the stock market but at the same time I want to avail of the benefits of the rapidly rising stock market.
- A Credit Rating is an evaluation of the safety of an instrument made by an agency. These agencies undertake a detailed analysis of the issuer's strengths and weaknesses. The rating is allotted based on a formula that also incorporates past performance and volatility. They have a large and expert infrastructure that allows them to make the kind of financial judgement, beyond the scope of an individual retail investor.

The value of the investment depends on the amount that the money can buy, and this goes down as the inflation goes up. Therefore while evaluating the return from a scheme; you need to see whether it is giving you returns beyond the inflation rate. No one saves us but ourselves. No one can and no one may. We ourselves must walk the path.

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## A STUDY ON INVESTOR'S PSYCHOLOGY

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### Abstract

*Investment is an activity that is engaged in by people who have saving i.e. Investment made from saving or in other words people invest their savings. A variety of Investment options are available such as Share market, Real estate, Mutual funds etc.,.*

*Investors are investing their money with the different objectives such as profit, security, appreciation, Income stability. Saving is an important variable to be studied under the purview of the individual as well as household basis. In Indian country, the income standard is almost uncertain and leads to more consumption rather than saving which has now been a central problem. The study is based on personal interviews with consumer using structured questionnaire. This study identifies the investors' psychology towards Investing.*

**Keywords:** *Investor, Psychology, Risk-taking Attitude, Dividend*

### Introduction

#### Definition of Stock Exchange

The **Securities Contracts (Regulation) Act** of 1956 defines, a stock exchange as “an association, organisation or body of individuals, whether or not, established for the purpose of assisting, regulating and controlling, business in buying, selling and dealing in securities.”

Stock exchange is a place where the stocks are traded. Stock exchanges also deals with other types of securities such as fixed interest securities or derivatives. Members in a stock market can be from anywhere in the world, ranging from small scale individual stock investors to large scale companies and investors. The technological advancement in stock market has paved way for real time online transactions. The first stock exchange was established in the year 1602 by the Dutch East India Company. There are now stock exchanges in almost every developing and developed countries like the United States, United Kingdom, Japan, India, China, Canada, Germany, Australia, France and Netherlands.

The capital market is divided into two segments viz:

1. Primary Market
2. Secondary Market

### Review of Literature

1. **Lal C and Sharma Seema (1992)** identified that, the “**household sector's share in the Indian domestic savings**” increased from 73.6 percent in 1950-51 to 83.6 percent in 1988-89. The share of financial assets increased from 56 percent in 1970-71 to over 60 percent in 1989-90 bringing out a tremendous impact on all the constituents of the financial market.
2. **Ronay and Kim (2006)** have pointed out that there is **no difference in risk attitude between individuals of different gender**, but between the groups, males indicate a



stronger inclination to risk tolerance. Gender difference was found at an individual level, but in groups, males expressed a stronger pro-risk position than females.

3. **De Bondt and Thaler (1985)** while investigating the **possible psychological basis for investor behavior**, argue that mean revision in stock prices is an evidence of investor over reaction where investors overemphasize recent firm performance in forming future expectations.

### Objectives of the Study

- To find out the risk taking attitude among the investors
- To identify the factors which motivate the consumers to take risks by investing in the capital market

### Methodology of Study

#### Type of Research

The type of research selected in this study is “**Descriptive Research**”. Descriptive research is used to describe characteristics of a population.

#### Sampling

The sampling technique carried out here is **Convenience sampling**. This technique is used in researches where the researcher is interested in getting an inexpensive approximation of the truth.

#### Sample size

The sample size was 70. The questionnaire was circulated as Google forms.

#### Data Collection

The data collection methods are of two types namely,

- Primary Data
- Secondary Data

This study contains only the “**primary data**” which are collected at the source, directly by the researcher. Normally, these data are unbiased and therefore they are more reliable in nature.

#### Tools

The tool which is used in the study is **Close-ended Questionnaire**.

A **questionnaire** is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.

### Data Analysis and Interpretation

#### Table 1 Knowledge on Capital Market

*Source: Primary Data*

Particulars	No. of Respondents	Percentage
No	19	27
Yes	51	73
<b>Total</b>	<b>70</b>	<b>100%</b>

It is so apparent that majority of the respondents have knowledge about Share Market. 73% of them have knowledge on Share market and the rest of them do not.

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**Table 2 Respondents' experience in Share Market**

*Source: Primary Data*

Particulars	No. of Respondents	%
No Experience	35	50%
0-5 years	25	36%
5-10 years	4	6%
Above 10 years	6	8%
<b>Total</b>	<b>70</b>	<b>100%</b>

The above table portrays that 50% of the respondents do not have any experience in Share market. Nearly 36% of them have experience for less than 5 years, 6% of the respondents have experience of more than 5 years but less than 10 years and 8% of them have an experience of more than 10 years.

**Table 3 Respondents' expected Return on investment**

*Source: Primary Data*

Particulars	No. of Respondents	%
Bank Rate	36	49%
Higher Cost of capital	34	51%
<b>Total</b>	<b>70</b>	<b>100%</b>

It is evident that 51% expect a higher Cost of Capital and 49% of the respondents are ready to settle with Bank Rate.

**Table 4 Respondents' Risk Taking Attitude**

*Source: Primary Data*

Particulars	No. of Respondents	Percentage
No	36	51%
Yes	34	49%
<b>Total</b>	<b>70</b>	<b>100</b>

It is clear that 49% of the people are ready to take risk and the rest others are not ready to take any risk in the share market.

**Table 5 Behavioural Analysis When There Is Constant Fall**

*Source: Primary Data*

Particulars	No. of Respondents	Percentage
Buy more stock	22	32%
Not bothered about fluctuations	7	10%
Sell all the stock	10	14%
Wait until the market becomes stable and sell eventually	31	44%
<b>Total</b>	<b>70</b>	<b>100</b>

From the above table it is clear that 44% of the respondents wait until the market becomes stable and sell them eventually, 32% of them buy more stock, 14% of them sell all the stock and 10% of them are not bothered about the fluctuations in the market.

**Table 6 Behavioural Analysis When There Is Sudden Hype**

*Source: Primary Data*

Particulars	No. of Respondents	%
Buy more shares and stock	6	9%
Retain and earn higher return	12	17%
Sell all the stock and make profit	41	58%
Wait for some more time to see if there's an increase in value	11	16%
<b>Total</b>	<b>70</b>	<b>100</b>

It is apparent that 58% of them sell the stocks and try to earn more profit when there is a sudden hype in the market. 16% of them will wait to check for any further increase, 17% of them retain the stock and earn higher return and only 9% of the respondents are ready to buy more shares and stock

**Table 7 Ranking the Preferred Investment***Source: Primary Data*

Particulars	Ranking
Shares	1
Debentures	2
Government Bonds	3
Mutual funds	4
Bullion	7
Real Estate	5
Fixed Asset	6

From the above table it is clear that the respondents mostly prefer Shares to invest. Debentures are the second most preferred form of investment. Bullion is the least preferred.

**Table No. 8: Factors Influencing the Consumers to Invest***Source: Primary Data*

Particulars	Ranking
Dividend(Regular Income)	1
Quick Profit	2
Diversification of assets	4
Tax Benefits	3
Liquidity	6
Idle money	5

It is inferred that Dividend (Regular Income) is the prime factor that drives people to invest in Share market.

**Findings**

- As far as the mindset of the people is concerned, most of them prefer share market.
- Dividend is the most influencing and driving factor to invest in the Share market.

- Prospectus serves as the most informative means to know about the share market.
- When there is a constant fall in the market most of the consumers prefer to wait until the market becomes stable and sells them eventually.
- When there is sudden hype in the market consumers tend to sell them immediately and tries to earn quick profit.

**Conclusion**

People today are aware of what is happening around them and are intelligent enough to decide what is best for them. Every option is considered and the advantages and disadvantages of each weighed carefully before the decision to invest the hard-earned money is taken. Traditional saving options like post office schemes and fixed deposits are no longer in use. The capital investment is the most preferred because there is a possibility of earning more profit though there is a high level of risk is involved. Safety and security which were once upon a time the main reasons for investment are no longer the major criteria that determine the choice of investment. Fixed deposits are not a very attractive investment option for youngsters these days. Most of the people who opt for fixed deposits are senior citizens. This is revealed in one of the surveys conducted in India.

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## A SURVEY OF HOUSEHOLD SOLID WASTE MANAGEMENT IN CHENNAI WITH SPECIAL REFERENCE TO FLOOD AFFECTED AREAS

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### Abstract

*Any matter, whether liquid, solid, gaseous, or radioactive, which is discharged, emitted or deposited in the environment in such volume, constituency or manner as to cause an alteration of the environment that is useless, unwanted or discarded material and is not free flowing product are solid waste (WHO, 1971).Solid waste is one of the most visible, immediate and serious environmental problems confronting municipal authorities in developing countries like India.*

**Keywords:** Sewage, Sewage treatment,

### Introduction

Most of the municipal waste material collected in India is dumped on open wasteland or low-lying areas even near creeks, forests, rivers, ponds and other eco sensitive regions in a more or less uncontrolled manner. Due to improper waste management and lack of public awareness, a major part of the Chennai city is largely polluted causing serious environmental issues and health hazards.

Waste Management refers to the recycling, processing, transport, assortment, and monitoring of waste products. There has been a significant increase in the generation of MSW (Municipal Solid Wastes) in India over the last few decades. The daily per capita generation of municipal solid waste in India ranges from about 100 g in small towns to 500 g in large towns. The solid waste generated in Indian cities has increased from 6 million tonnes in 1947 to 48 million tonnes in 1997 and is expected to increase to 300 million tonnes per annum by 2047 (Corporation of Chennai, 2012).The characteristics of MSW collected from any area depends on a number of factors such as food habits, cultural traditions of inhabitants, lifestyles, climate, etc.

### Objectives of the Study

- To show the status of Solid Waste in Chennai City
- To understand the waste disposal procedure carried out in the Chennai city
- To find out about public awareness on waste management
- To find out the hazards and impact of improper waste management
- To know the willingness of the general public to improve waste management

### Research Methodology

- The study was carried out to examine the public awareness about Impact of solid waste disposal and its management system through simple random sampling technique.

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- Data were collected through structured and semi-structured questionnaire and interview methods. The questionnaire containing ---- questions (e.g. idea about solid waste, health impacts of solid waste, environmental pollution from improper management of solid waste, problems facing from dumping site etc.) was developed to obtain the relevant information.
- Measures such as number and percent distribution were used for describing the variables of the study. Data are coded, tabulated and analysed by using statistical method of SPSS (Statistical Package for Social Science) and Microsoft Excel.
- Research method: Descriptive Research –Longitudinal
- Sample Size: 200
- Sample Area: Chennai- Jafferkanpet, Ekkattuthangal, Defence colony- Sundar Nagar, Velachery
- Primary data: Questionnaire and Interview Method
- Secondary Data: Internet, Journals and Books
- Statistical Tools Used:  
Percentage analysis  
Chi-square analysis, Mean score value method, Anova

### Data Interpretation and Analysis

#### Percentage Analysis

**Table1 Frequency of Collection of Waste from House Hold**

Frequency	Waste Collected	Waste Collected Percent	Valid Percent	Cumulative Percent
Daily	115	57.50%	57.50%	57.50%
Alternate day	61	30.50%	30.50%	88.00%
Twice a week	11	5.50%	5.50%	93.50%
Weekly	13	6.50%	6.50%	100.00%
<b>Total</b>	<b>200</b>	<b>100%</b>	<b>100.00%</b>	

#### Inference

For a query on the frequency of collection of waste by the municipal authorities, a majority of respondents (about 57.5%) revealed that the solid waste generated was collected on daily basis. However, about 6.5% reported that the collection was carried out only once in a week.

**Table 2 Frequency of Collection of Waste from Bin**

Frequency	Waste Collected	Waste Collected Percent	Valid Percent	Cumulative Percent
Daily	85	43%	43%	43%
Alternate day	72	36%	36%	79%
Twice a week	15	8%	8%	86%
Weekly	28	14%	14%	100%
<b>Total</b>	<b>200</b>	<b>100%</b>	<b>100%</b>	

#### Inference

For a query on the frequency of collection of waste from bins by the municipal authorities, a majority of respondents (about 43%) revealed that the solid waste generated was collected on

daily basis while 36% reported that it collected only on alternative days. However, about 14% reported that the collection was carried out only once in a week.

**Table 3 Organisations Collecting Waste**

Organization	Waste Collected	Waste Collected Percent	Valid Percent	Cumulative Percent
Municipality	171	86%	86%	86%
Private initiatives	8	4%	4%	90%
Others	21	11%	11%	100%
<b>Total</b>	<b>200</b>	<b>100%</b>	<b>100%</b>	

The major contributor in collecting waste both from households as well as bins is the Municipality / Corporation of Chennai accounting to 85%. Others civic bodies and private initiatives like Exnora collectively contribute 15% in collecting waste.

**Table 4 Road Cleanliness**

Roads	Road Cleaning	Cleanliness Percent	Valid Percent	Cumulative Percent
Clean	106	69.00%	69.00%	69.00%
Not Clean	94	31.00%	31.00%	100.00%
<b>Total</b>	<b>200</b>	<b>100.00%</b>	<b>100.00%</b>	

### Inference

Further to this, the road cleanliness and the way the collected waste is moved to dumping grounds were also studied. It was found 69% acknowledged that the roads were clean and the waste collection trucks took sufficient care when moving the waste from one location to another. It is mandatory for the Waste collection trucks to be covered to avoid spillage of waste during transportation.

**Table 5 Waste Collection trucks**

Waste Collection Trucks	Trucks Covered	Trucks Covered Percent	Valid Percent	Cumulative Percent
Covered	111	69.00%	69.00%	69.00%
Uncovered	89	31.00%	31.00%	100.00%
<b>Total</b>	<b>200</b>	<b>100.00%</b>	<b>100.00%</b>	

### Inference

It is observed from the table that 69% of the respondents found the transportation vehicles which carry wastes are covered and 31% of the respondents have denied that statement in the survey.

### Chi Square Test I

Aim: To test the association between disposal of household wastes and the availability& distance of temporary waste point or dustbin.

Hypothesis: There is a significant association between disposal of household wastes and the availability& distance of temporary waste point or dustbin.

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To test this hypothesis, a chi square test was conducted using the data collected for disposal of house hold waste and vicinity of waste points. The calculations for the Chi – Square test were performed using the SPSS tool and the results are as below

**Table 6 Association between disposal of household wastes and the availability& distance of temporary waste point or dustbin**

Chi-Square Test			
Calculation	Value	Degree of Freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.253 <sup>a</sup>	9	0.509
Likelihood Ratio	7.37	9	0.599
Linear-by-Linear Association	2.444	1	0.118
<b>No. of Valid Cases</b>	<b>200</b>		

### Interpretation

The Chi Square value was compared with the critical value of 0.05. The Chi Square value is 0.509 is higher than the 0.05 level of significance ( $0.509 > 0.05$ ) and hence the hypothesis can be rejected. Thus it is evident that the disposal of waste and that the availability & distance of temporary waste point or dustbin are not dependent on each other

### Chi Square Test II

**Aim:** To test the association between interest in improving the environment and awareness of Solid Waste Management and their willingness to pay for clearing the waste

**Hypothesis:** There is a significant relationship between interest in improving the environment and awareness of Solid Waste Management and their willingness to pay for clearing the waste

To test this hypothesis, a chi square test was conducted using the data collected for the overall awareness of solid waste management and their willingness to pay.

The calculations for the Chi – Square test were performed using the SPSS tool and the results are as below

**Table 7 Association between interest in improving the environment and awareness of Solid Waste Management and their willingness to pay for clearing the waste**

Chi-Square Test			
Calculation	Value	Degree of Freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.106 <sup>a</sup>	2	0.575
Likelihood Ratio	1.221	2	0.543
Linear-by-Linear Association	0.963	1	0.326
<b>No. of Valid Cases</b>	<b>199</b>		

### Interpretation

The Chi Square value was compared with the critical value of 0.05. The Chi Square value is 0.575 is higher than the 0.05 level of significance ( $0.575 > 0.05$ ) and hence the hypothesis can be rejected. Thus it is evident that the interest in improving the environment and awareness of Solid Waste Management and their willingness to pay for clearing the waste are dependent on each other.



## ANOVA

**Aim:** To identify the significant difference in age on awareness of solid waste management.

**Hypothesis:** There is a significant difference in age on awareness of solid waste management.

**Table 8 The relationship between age and awareness of solid waste management.**

Awareness of Solid Waste Management					
Response	Sum of Squares	Df	Mean Square	F	Sig
Between Groups	16.664	53	.314	1.618	.013
Within Groups	28.365	146	.194		
<b>Total</b>	<b>45.029</b>	<b>199</b>			

## Interpretation

The results in the above table shows that there is significant difference between age and awareness of solid waste management at  $F=1.618$  and  $p<0.05$ . This finding supports the hypothesis that the awareness of solid waste management significantly varies with the age.

## Mean Score Analysis

**Aim:** To know the awareness of solid waste management

**Hypothesis:** To test the people are getting aware about the willingness, hazards and impact of solid waste management.

## Findings

The survey was conducted amongst a wide variety of people across all age groups and in both genders. The Survey covered people from all walks of life and different strata of society to have a good mixture of sample. The survey also took in to consideration the educated and uneducated public, Students, employed and labours. The demographic profile from the sample is such that , 50.5% of the respondents live in Individual houses, 42.5% in Apartments, 4.5% in Townships and 2.5% in Commercial complex. Cautious effort has been taken to analyse the samples collected and eliminate the exceptions to avoid any skew in data.

The inferences made from the study are as below

- Municipality & Corporation of Chennai (both Government bodies) play a major role of 85% in clearing and managing Solid Waste in Chennai city, the private initiatives and other paid services share the remaining 15%.
- Majority of the Waste disposal (66.5%) is still disorganised and is strewn on road sides or in to the drains. Only 33.5% Waste is collected and managed properly.
- Fewer Waste collection points and doorstep collection happens only in fewer localities.
- Frequency of collecting waste from households is only at 57.5% and from temporary storage bins in the locality is further low at 43%, whilst waste is collected only once in a week in many households and localities.
- Lack of awareness among people about solid waste management and its health hazards added with unclear policies of Government in managing and controlling waste.

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## Conclusion

- The study showed that the environmental awareness among the local people of the study areas was somewhat satisfactory. They had average ideas about solid waste, effect of solid wastes, solid waste management, and problems associated with solid waste management, etc.
- The study also showed that the Government bodies like Municipality and Corporation of Chennai alone play a major role in clearing the Solid waste with little support from private organisations. The study found that the educated people are aware of the hazards of improper Solid Waste management however are dependent on the Government to facilitate the collection. The uneducated and underprivileged people are unaware of Solid Waste Management and ignorant about the effects that it can cause eventually. The economic conditions and lifestyle also played a major role in the awareness.
- A large number of respondents still feel that the present Solid Waste Management system requires a lot of improvement and the need to create new dumping grounds apart from Kodungaiyur and Perungudi. The waste collection points and frequency also needs to be increased for better waste management.
- Though there are lot of initiatives taken by the Government for Solid Waste management, it requires the support of the general public to make this a success and create a healthy environment for the future.

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## FINANCIAL INCLUSION INITIATIVES AND PRESENT STATUS

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### Abstract

*For any development, including economic development, discipline in Finance system and procedures is most essential criteria and with that strength only all the activities rest. This will give value enhancement not only to the individuals, companies, nation but society at large. Financial inclusion means that individuals and businesses have access to useful and affordable financial products and services that meet their needs – transactions, payments, savings, credit and insurance – delivered in a responsible and sustainable way. Through this strength of system of Financial inclusion, inclusive growth is possible and equitable and inclusive growth of the nation could be achieved. In this article, an attempt is made to get knowledge about what is financial inclusion, its importance and how it will help the development of economy of the country as well as the society. The relevant data for this study has been collected with the help of from various Research journals, Articles*

**Keywords:** *Financial inclusion, Society, Country, Development, strength, transactions.*

### Introduction

Even after 70 years of independence, a large section of Indian population still remains below poverty conditions as reported by the UNO. Though various reasons right from Administration to political is being attributed, financial instability and pauperism among the lower income group who do not have access to financial products and services is main reason for this. A large section of Indian population still not able to access financial products in its true sense and spirit. This malaise has led generation of Financial instability and pauperism among the lower income group who do not have access to Financial products and services. However, in the recent years the government of India has been pushing the concept and idea of financial inclusion. Policy makers have gapped with the issue of reducing the scope of informal sector since colonial times. Nicholson report (1895) was the first to highlight the need to establish “LAND BANKS” as an alternative to dominance of money lenders, Resulting, the cooperative credit societies Act, 1904 was passed to provide, amongst other things, a legal basis for cooperative credit societies.

### Historical Perspective

The history started from 1954 when All-India Rural Credit Survey Committee report suggested Multi-agency approach for financing the rural and agricultural sector which paved way for formation of agricultural Refinance Corporation. After the advent of Nationalisation in 1969, the flow of agricultural and rural credit witnessed a rapid increase which paved way for establishment of NABARD Bank in 1982. Presently Financial inclusion is expected to make significant changes in the economy, especially the rural economy, which is expected to witness a revolution in availability of financial instruments mainly because of various novel schemes introduced by the Government of India viz. PMJDY, gold monetization scheme etc.

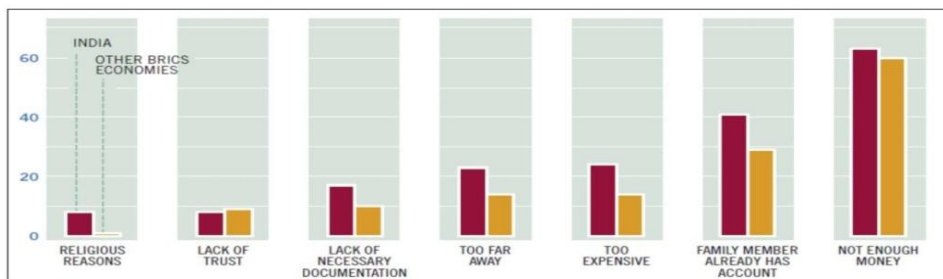
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## Financial Exclusion in India

Before we understand financial inclusion we should have knowledge about financial exclusion. The word of financial exclusion first time used in 1993 by Leyshon and thrift who were concerned about limited access on banking services as a result number of bank branches were closed. In 1999, Kempson and Whyley defined financial exclusion in border sense which refers to those people who have excluded access to mainstream financial services and product till date numbers of analysts added their views to define financial exclusion.

India is place of the largest population where, only a meager percentage population are having an account in financial institutions which shows that percentage of account penetration in India just below rest of the developing world. About 50 percent of adults reports in Andhra Pradesh and Delhi NCR and 40 percent in Gujarat, Kerala, and Maharashtra having a formal account but Bihar, Orissa, and Rajasthan reports less than 30 percent account penetration. As per data available from Census 2011, India is having population of around 1.22 billion and 65 per cent of adults across the country are excluded from the formal financial system. As per the report of World Bank, In India, only 35.2 percent adults above the age of 15 years have an account at formal financial institutions. 55 percent population has deposit accounts and only 9 percent population have credit accounts with formal financial institutions. Reports show that there is one bank branch per 14,000 persons. Just 18 percent are debit card holders and less than 2 percent are credit cards holders. In India, despite expansion of bank branches post reform period, the total branches of commercial banks including RRB"s and SCB"s has still stood only 48000 in a country to provide service to 6 lakh villages. So there is only one bank branch over the 12.5 villages. In India and other BRICS economies unbanked respondents reported obstacles to access formal accounts.

Figure 1: Self-reported barriers to use of formal accounts  
Non-account holder reporting barrier as a reason for not having an account (%)



Source: Demirguc-Kunt, Asli; Klapper, Leora; Randall, Douglas, The Global Findex Database: financial inclusion in India  
Note: Respondents could choose more than one reason. Other BRICS economies comprises Brazil, Russia, China, South Africa.

According to the European Commission, Financial exclusion is: „A process whereby people encounter difficulties accessing or using financial services and products in the mainstream market that are appropriate to their needs and enable them to lead a normal social life in the society in which they belong. In India, The Report of the financial inclusion in January 2008 by C Rangarajan, Financial exclusion is defined as restricted access to financial services to certain segment of the society. Generally, this large section of the population comprises individuals or family falling into low income groups, which are not able to access even the most basic banking services like bank accounts, credit, insurance, financial advisory services and payment services. So basically, financial exclusion is the situation where certain group of population is excluded or unable to access low cost an appropriate mainstream financial products and services.

## **Importance of Financial Inclusion in India**

The policy makers have been focusing on financial inclusion of Indian rural and semi-rural areas primarily for three most important pressing needs.

**Creating a platform for inculcating the habit to save Money** – The lower income category has been living under the constant shadow of financial duress mainly because of the absence of savings.

**Providing formal credit avenues** – So far the unbanked population has been vulnerably dependent of informal channels of credit like family, friends and moneylenders. Availability of adequate and transparent credit from formal banking channels shall allow the entrepreneurial spirit of the masses to increase outputs and prosperity in the countryside.

**Plug gaps and leaks in public subsidies and welfare programmes** – A considerable sum of money that is meant for the poorest of poor does not actually reach them. While this money meanders through large system of government bureaucracy much of it is widely believed to leak and is unable to reach the intended parties. Government is therefore, pushing for direct cash transfers to beneficiaries through their Bank Accounts rather than subsidizing products and making cash payments.

## **Benefits of Financial Inclusion**

The perceived benefit of urban financial inclusion can also be studied on the basis of various stakeholders:

### **Benefits to Banker**

The benefits accruing to the bankers can be summarized as under:

- The low cost deposits will offer banks the opportunity to reduce their dependence on bulk deposits from corporate. HNI's and better help in the management of liquidity risks and asset liability mismatches;
- The low cost deposits will result in increased profits with the perspective of medium to long term;
- They will be able to benefit from the fortune at the bottom of the pyramid;
- Huge opportunity for the banks to cross sell asset products, micro insurance (both life & non-life), micro pension products, etc.

### **Benefits to Society at Large**

- Will encourage the central and state government to shift subsidies distribution form indirect system to direct in the hands of target groups by way of directly crediting their account;
- Distribution cost of subsidies as well as social security payments will get substantially reduced;
- This will help in plugging the leakage. These leakages are likely to cost more than 1000 billion rupees every year.

### **Benefits to Government**

Financial inclusion will help state and central government in following ways:

- Remove inefficiency from the system;

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- Possibility of making social security transfers such as old age pensions, widow pensions, etc directly into the bank account of beneficiaries through electronic transfer. This will help in minimizing transaction costs;
- Accounts will also help in plugging leakage in the distribution network and this will benefit society at large;
- Possibility of stopping the leakage , over the years, the central government alone will be spending huge money on subsidies, including old age pensions, health care and national jobs for work program . If in the current scenario, if this will be siphoned off by the system of transfer directly into the bank account of beneficiaries, then this leakage can be stopped;

### **Benefits to the Economy as a Whole**

The concept of Financial inclusion is likely to result into number of benefits for Indian economy as a whole. Some of the benefits are explained herein:

- An avenue for bringing the additional savings into the savings into the formal financial channel boosting the collective economic resources;
- Probability of higher incomes coupled with reduction in cash economy can lead to overall economic growth;
- Better possibility of unlocking the economic potential of the people residing in urban centers;
- Possibility of tracking individuals financial history ; better utilization of consumers protection mechanism ; high level of financial literacy;
- Chance to achieve faster growth in the country by way of including the as mainstream of the country.

### **Challenges**

1. **High maintenance cost:** It is a common knowledge that not all the accounts opened by poor households are operated by them on regular basis. As per one estimate, 58% of the total accounts opened under PMJDY remain transaction-less. These accounts cause a huge financial and operational burden to the banks for maintenance. According to one estimate, the cost of maintaining a dormant account annually is roughly Rs. 10,000. If the total cost is calculated, it would run in thousands of crores.
2. **Hitting the bottom line:** The inclusion of more customers in the market fosters intense competition, that again is aggravated by opening of markets for foreign banks, introducing new categories (payment bank, small finance bank) in the system. This induces an intense price war and the profitability of the entire banking system suffers. (Note: Around 70% of the total banking system is owned by public sector banks. So, this results in loss of critical revenue for government.)
3. **Replacement of moneylenders' services:** The moneylenders have always been, rightly, demonised for having exploited the poor masses by charging them rocket high interest rates (more than 120% annually in many cases) and coercing them for repayments. But the thing to focus on is that the moneylender is basically a service provider who is locally available and there for you to help you with money even at the midnight. Now, can you, being the formal financial institutions, provide the same? If not, there are going to be issues. One of the by products of this has been an unparalleled growth of the microfinance sector.

**Conclusion**

In a nutshell, financial inclusion does not have all positives. And given the set of constraints we face, it remains to be the judgement call of the ruling dispensation, whether to include or not. However, The benefits of financial inclusion and inclusive growth are note worthy which helps the access to financial services opens doors for families, allowing them to smooth out consumption and invest in their futures through education and health. Access to credit enables businesses to expand, creating jobs and reducing inequality

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**THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND  
CUSTOMER LOYALTY (STUDY WITH CONCERNED TO  
MANUFACTURING COMPANIES)**

**R.Durgadevi**

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**Abstract**

*The purpose of this research is to study the relationship between customer satisfaction and consumer loyalty and apply its connection into manufacturing companies. Preliminary sample data (N=100) is composed from the customers of manufacturing firms. The hypothesis of the study is developed as H1: There is a significant positive relationship between customer loyalty and customer satisfaction. A t-test for independent samples is used to address the hypothesis. The discussion of the study indicated that there is a significant positive relationship between customer loyalty and customer satisfaction, however, it is vital to fully understand that the loyalty which is the highest goal of each industry is very hard to achieve and is not very easy to be reached by manufacturing due to the customer satisfaction which is very hard to reach by itself, and the service quality as well. There are many other variables that can affect the consumer faithfulness such as the high level of competition among today's companies and the fast track of technological advancement. These reasons indicate that companies should work hard because loyalty is a fleeting issue, today's loyal customer would not be tomorrow's loyal customer.*

**Keywords:** *customer satisfaction, customer loyalty, and service quality.*

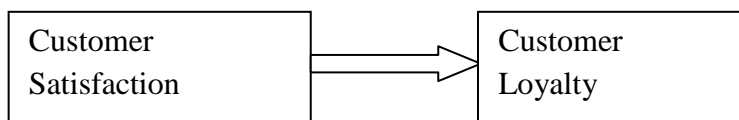
**Introduction**

Manufacturing companies are competing intensely in a highly competitive environment to offer quality oriented services according to customers' expectations. Various important parts of manufacturing sector like operations, service quality, employee satisfaction, customer satisfaction, financing products, efficiency, financial performance are being studied by many researchers to better understand and serve the community at large (Arokiasamy, 2013). Manufacturing companies must convey quality service to ensure success and survival in today's competitive environment. It is logical that a satisfied customer will become at the end... a repeat purchaser and a loyal buyer for many causes. This relationship between satisfaction and buyer loyalty should conclude in improved marketing performance for a variety of reasons. Today, constant progress in service quality from the bank is a crucial need for their customers to stay loyal, due to the increasing awareness among bank customers' rights, their changing demands, and competition. This study aims to examine whether the manufacturing customers are satisfied with the services provided to them, which will eventually lead to loyalty. Gratification has been largely well-defined by Vavra, T.G. (1997) as a satisfactory post-purchase experience with a product or service specified an existing purchase expectation. According to Westbrook and Reilly (1983) 6, customer satisfaction is "an emotional response to the experiences provided by, associated with particular 32 products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall market room" (p.256). Oliver (1981)7put forward a definition as, "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is joined



with the consumers' prior feelings about the consumption experience" (p.27). Tse and Wilton (1988) 10define as, "the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product/service as perceived after its consumption" (p.204). Berry and Parasuraman (1991) 11 argue that since customers' satisfaction is influenced by the availability of customer services, the provision of quality customer service has become a major concern of all businesses. Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service.<sup>12</sup> It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience.<sup>13</sup> Oliver (1981)<sup>14</sup> defines customer satisfaction as a customer's emotional response to the use of a product or service. Anton (1996)<sup>15</sup> offers more elaboration: "customer satisfaction as a state of mind in which the customer's needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty".<sup>33</sup> Merchant Account Glossary points out that, "Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and produce/service to produce/service.... Woodruff and Gardian (1996) 18define "Satisfaction, then, is the evaluation or feeling that results from the disconfirmation process. One could have a pleasurable experience that caused dissatisfaction because even though it was pleasurable, it wasn't as pleasurable as it was supposed to be. So satisfaction / dissatisfaction isn't an emotion, it's the evaluation of the emotion". 19 Oliver (1977)<sup>20</sup>defines "Satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption- related fulfilment, including levels of under- or over-fulfilment". Some of the definitions available from web are compiled below: "Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation.

### Conceptual Frame Work



### Objectives

- To evaluate the demographic variables of the respondents
- To analyse the relationship between customer satisfaction and customer loyalty

### Hypothesis

- **H0:** There is no significant positive relationship between customer loyalty and customer satisfaction.
- **H1:** There is a significant positive relationship between customer loyalty and customer satisfaction.

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## Methodology

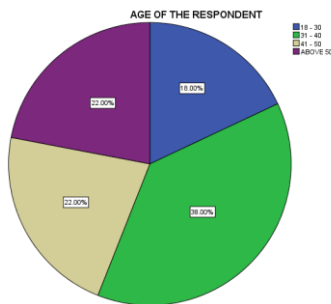
In order to make sure most of the respondents can read and understand the questionnaire, it will be designed in an English version. The content of the questionnaire will be divided into four different parts. The first part will solicit relevant personal information, such as participants' age, gender, educational level, job, income and nationality. The second part will measure participants' perceptions and expectations of the services quality. It contains ten attributes which reflect the dimensions of institution services. Furthermore, these attributes will be described by the statements that reflect respondents' perceptions of the services. This will be according to Likert scale a five point scale range from 1 (strongly disagree) to 5 (strongly agree) to be selected as their responses.

## Analysis and Interpretation

**Table 4.1 Age of the Respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
18 – 30	9	18.0	18.0	18.0
31 – 40	19	38.0	38.0	56.0
41 – 50	11	22.0	22.0	78.0
Above 50	11	22.0	22.0	100.0
Total	50	100.0	100.0	

**Fig 4.1**



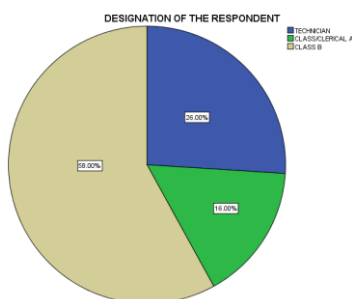
### Inference

From the above pie chart, it is inferred that 38% of employees fall into the age group of 31- 40 years, 22% of employees fall into the age group of above 50 years and between 41-50years respectively and 18% between 18-30 years

**Table 4.2 Designation of the Respondent**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Technician	13	26.0	26.0	26.0
	Class/ Clerical A	8	16.0	16.0	42.0
	Class B	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

**Fig 4.2**



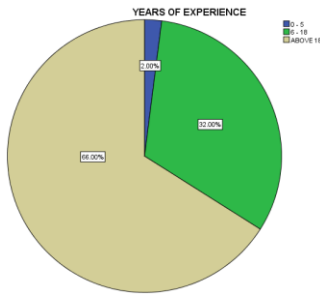
### Inference

From the above table, it is inferred that 58% fall into the class B category and 26% into Technician category and 16% into class A category.

Table 4.3 Years of Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 5	1	2.0	2.0	2.0
	6 - 18	16	32.0	32.0	34.0
	Above 18	33	66.0	66.0	100.0
	Total	50	100.0	100.0	

Fig 4.3



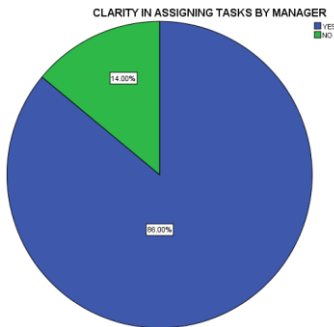
**Inference**

From the above pie chart, it is inferred that 66% have above 18 years of experience, 32% have between 6 – 18 years of experience and 2% have less than 5 years of experience.

Table 4.4 Clarity in Assigning Tasks by Manager

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	86.0	86.0	86.0
	No	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Fig 4.4



**Inference**

From the above pie chart, it is inferred that 86% employees responded to YES and 14 % employees responded to NO regarding their opinion about clarity in assigning tasks by manager in the company.

Correlation Analysis Table 4.5

Correlation between customer loyalty and customer satisfaction			
Customer Loyalty	Value of Pearson Correlation	1	.822**
	Sig. {2-tailed}		.000
	N	100	100
Customer Satisfaction	Value of Pearson Correlation	.822**	1
	Sig. {2-tailed}	.000	
	N	100	100

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

The table 4.5 states that correlation relationship between customer loyalty and customer satisfaction is (R=0.822) and the significant value is 0.000. This states that customer loyalty and customer satisfaction are not independent to each other. Thus the value of r is 0.822, so it is regarded as there is strong correlation between the two variables.

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## Discussion

It is flawless that customer satisfaction in today's active corporate background is very necessary. On the other hand dissatisfaction has been seen as a major reason for customers' intentions to switch. Dissatisfied customers are more likely to tell almost ten people their unfortunate experiences with a particular organization. Customer satisfaction highly influences customers' repurchase intents. Satisfied customers are most likely to share their experiences with other four or six people around them. Organizations must be able to build and maintain long lasting relationships with customers through satisfying various customer needs and demands which eventually motivates them to continue to do business with the organization on on-going basis.

## Conclusion

Although many researchers have been conducted in the customer service field, still more studies manufacturing must continue to conduct in order to meet the changes in the manufacturing industry. New technologies must be incorporated as a factor to measure service quality in future researches. Researches and related questionnaires must also be accommodated with the new banking requirements of the customer." A clearer understanding as to the sequence of relationship between service quality, customer satisfaction and customer loyalty can help to ensure better targeting of customer using limited marketing resources." (Gremler, & Brown,1996).

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## AN EMPIRICAL STUDY ON SALES PROMOTION

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### Abstract

*Sales promotion is one of the seven aspects of the Promotional mix. The other six parts of the promotional mix are advertising, personal selling, direct marketing, publicity relations, public relations, corporate image and exhibition. Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product activity. The Study Analysis the tools influencing Sales promotion in Confectionary Industry. The factors taken for the study were price discounts, gifts, free trails and customer loyalty.*

**Keywords:** *Sales Promotion, Price discounts, Gifts, Free trails and Customer Loyalty.*

### Introduction

Sales promotion is a marketing tool for manufacturers as well as for retailers. Manufacturers use them to increase sales to retailers (trade promotions) and consumers (consumer promotions). Retailer promotion used by retailers is to increase the sales. Over the last 25 years a large research effort has been spent on studying the effects of promotions. Methods for measuring the success of promotions have been developed and refined. And many substantive results have been accumulated, allowing us to make some empirical generalizations.

At the beginning of the 21<sup>st</sup> century, promotions are facing new opportunities and challenges as technology plays an increasing part in retailing. Technologies such as loyalty cards, electronic media at the point of sale, and electronic shopping assistants are likely to have an impact on how retailers use promotions, e.g., to allow better targeting of consumers. When customers are exposed daily to a nearly infinite amount of promotional messages, many marketers are discovering that advertising alone is not enough to move members of a target market to take action, such as getting them to try a new product. Instead, marketers have learned that to meet their goals they must use additional promotional methods in conjunction with advertising.

Sales promotions are used widely in many industries and especially by marketers selling to consumer. The objectives of sales promotion are quite different than advertising and are specifically designed to encourage customer response. Sales promotion describes promotional methods using special short-term techniques to persuade members of a target market to respond or undertake certain activity. As a reward, marketers offer something of value to those responding generally in the form of lower cost of ownership for a purchased product (e.g., lower purchase price, money back) or the inclusion of additional value-added material (e.g., something more for the same price).

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## Major Promotional Objectives

- **Building Product Awareness**- Several sales promotion techniques are highly effective in exposing customers to products for the first time and can serve as key promotional components in the early stages of new product introduction. Additionally, as part of the effort to build product awareness, several sales promotion techniques possess the added advantage of capturing customer information at the time of exposure to the promotion. In this way sales promotion can act as an effective customer information gathering tool (i.e., sales lead generation), which can then be used as part of follow-up marketing efforts.
- **Creating Interest** – Marketers find that sales promotions are very effective in creating interest in a product. In fact, creating interest is often considered the most important use of sales promotion. In the retail industry an appealing sales promotions can significantly increase customer traffic to retail outlets. Internet marketers can use similar approaches to bolster the number of website visitors. Another important way to create interest is to move customers to experience a product. Several sales promotion techniques offer the opportunity for customers to try products for free or at low cost.
- **Providing Information** – Sales promotion techniques are designed to move customers to some action and are rarely simply informational in nature. However, some sales promotions do offer customers access to product information. For instance, a promotion may allow customers to try a fee-based online service for free for several days. This free access may include receiving product information via email.
- **Stimulating Demand** – Next to building initial product awareness, the most important use of sales promotion is to build demand by convincing customers to make a purchase. Special promotions, especially those that lower the cost of ownership to the customer (e.g., price reduction), can be employed to stimulate sales.
- **Reinforcing the Brand** – Once customers have made a purchase sales promotion can be used to both encourage additional purchasing and also as a reward for purchase loyalty (see loyalty programs below). Many companies, including airlines and retail stores, reward good or “preferred” customers with special promotions, such as email “special deals” and surprise price reductions at the cash register.
- **Consumer Market Directed** – Possibly the most well-known methods of sales promotion are those intended to appeal to the final consumer. Consumers are exposed to sales promotions nearly everyday and many buyers are conditioned to look for sales promotions prior to making purchase decisions.
- **Trade Market Directed** – Marketers use sales promotions to target all customers including partners within their channel of distribution. Trade promotions are initially used to entice channel members to carry a marketer’s products and, once products are stocked, marketers utilize promotions to strengthen the channel relationship.
- **Business-to-Business Market Directed** – A small, but important, sub-set of sales promotions are targeted to the business-to-business market. While these promotions may not carry the glamour associated with consumer or trade promotions, B-to-B promotions are used in many industries. Sales promotion is a temporary improvement of the value/price ratio. The value or price ratio is the relation between the price of a product and service. That ratio is never a scientific figure: it is the perception of the consumer.

## Definition

Sales promotion are marketing and communication activities that change the price/value of a product or service perceived by the target there by generating immediate sales and altering long-term brand value (Shultz, robinson and Petrison, 1998).

## Review of literature

Sales promotion has effects on various aspects of consumer's purchase decisions such as brand choice, purchase time, quantity and brand switching (Nijs, Dekimpe, Steenkamps and Hanssens, 2001); consumers ' sensitivity to price (Bridges, Briesch and Yim, 2006). However, whether the effect of consumer loyalty and purchasing behavior could be moderated by sales promotions has not yet been examined extensively. Regardless of a widespread interest in the relationship between sales promotion and purchasing behavior, most studies of this kind focus on the effect of sales promotions on choice at the time they are offered (DelVecchio, Henard, Freling, 2006).

Only a few have investigated the lag effect of sales promotions on brand preference and the resultant buying behavior once the promotion campaign is rescinded. Sales promotions could be in form of monetary and non-monetary ones. These types provide both utilitarian and hedonic benefits to the consumers. Utilitarian benefits refer to such benefits such as quality, convenience in shopping, saving in time efforts and cost (Luk and Yip, 2008). Hedonic benefits on the other hand refer to value expression, exploration, entertainment, intrinsic stimulation and self esteem (Chandon, Wansink and Laurent. 2000). According to Luk and Yip (2008) monetary promotions are incentive-based and transactional in nature and provide immediate rewards and utilitarian benefits to the customers. However, non-monetary promotions provide hedonic benefits but weaker utilitarian benefits (Kwok and Uncles, 2005).

Monetary promotion have been reported to be preferred over non-monetary promotion across all consumer goods in terms of their ability to elicit purchase intentions (Luk and Yip, 2008; Kwok and Uncles, 2005). Several other studies had reported different impact of sales promotion on consumer behavior. For example, Blatterger and Wisniewski (1989) reported that consumer gain more from price cut when buying an established up-market brand than a mass market brand. Pauwels, Hanssens and Siddarth (2002) argued that price promotion elicits temporary changes in brand and product choices and purchased quantity for established brand in mature market. These changes are because up-market brands are associated with prestigious brand with high level of reliability, low level of risks, greater concerns for customer's needs and stronger hedonic benefits (Luk and Yip, 2008). Luk and Yip, 2008; DelVecchio, Henard, Freling, 2006 studies stated that monetary sales promotions could lead to negative impact on brand preference and trust. This is because monetary promotion can divert attention to financial incentives which may encourage brand switching behaviour, increase price sensitivity and make quality criterion less important (Aaker, 1996; Manaled et al, 2007). Gedenk and Neslin (1999) argued further that sales promotion can lead to a significant decrease in brand loyalty.

## Consumer Loyalty

Jones and Sasser (1995) indentified three parts of consumer loyalty: re-buy intention, primary behavior and secondary level behavior. According to Jones and Sasser (1995) re-buy intention refers to future intention of the consumer to re-purchase the product or service; primary behavior means the practical re-visiting behavior of a consumer; while secondary-level behavior indicates the willingness of a customer to recommend the product to others and



## **National Conference on Changing Paradigms in Management Practices**

enhances customer loyalty through human relationship (Chen, Chen and Hsieh, 2007). Oliver (1999) further stated that loyalty is a deeply held commitment to re-buy or patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing. Chen and Ching, (2007) suggested that loyalty comprises of two dimensions: behavior and attitude.

The behavior dimension is characterized by consequential actions resulting from loyalty, while attitudinal dimension refers to formative behavior as commitment i.e. a desire to maintain valued relationship. More importantly, the consumer's attitude toward a product/service including attitudinal preference and commitment has a greater impact on forming loyalty. Loyalty therefore, is desirable by all business managers as it has established that it is cheaper to retain a customer than to win a new one (Rust and Zahorik, 1993).

There are two types of consumer loyalty: hardcore loyal consumers and brand switchers. A hardcore loyal consumer is one who makes repeat purchases of a particular product irrespective of the premium price of the brand. In other words, hardcore loyal consumers are less price sensitive (Evan, Moutinho and Ranji, 1996). In contrast, a brand switcher refers to consumers who use two or more brands when a single brand does not satisfy all their needs (Evan, et al. 1996). Decision to be loyal to a brand or switch to other brands is affected by a number of factors: brand name (Aaker, 1996); product quality (Garvin, 1988); price (Cadogan and Foster, 2000); service quality (Mittal and Lasser, 1996) and promotion (Evan, et. al. 1996).

Sales promotion technique is an important tool in creating loyalty, this is so because sales promotion does not only bring the product to the attention of the buyers but provide incentives to encourage purchase. The impact of sales promotion on consumer behaviour reveals mixed results. For example, Lau, Chang, Moon and Liu (2006) study showed that sales promotion is an important factor to differentiate hardcore loyal consumers from brand switchers and that sales promotion was the most important factor to attract brand switchers. However, a gap that is yet to be fully explored is the comparison of the effects of promotion on loyal consumer and non-loyal consumers. That is the use of sales promotion as a factor that influence loyalty among consumers and switcher had not been fully explored and more importantly in an emerging economy.

### **Price Discounts**

Price reductions are offered to the customers for variety of reasons. Discounts are also used to attract new customers and by that they increase the market share. The most important benefit of discounts is that it influences the customers in the buying process at the point of purchase. The drop of price is likely to catch the attention of the customer. (Schultz, Robinson and Petrison, 1998), A study of Inman, McAlister and Hoyer (1998) states that customers are more prone to purchase a product with a lowered price. A promotion sign is defined as a sign, marker or other indicator of a price promoted brand to attract the attention of the customer.

### **Gift Giving**

Kendrick (1990) study states that gift promotion is a tool to increase sales volume. Beltramini (2000) gift giving is built on the foundation of reciprocity theory, which speaks for that giving can lead to a recipient's perceived sense of obligation to return the favour.



**Free Trails**

Studies shows that free trails have a positive effect in generating strong attitudes and beliefs towards a brand this to a greater extent than advertising and other indirect sources (Kempf and Lacznik, 2001). The trustworthiness of information gained by trail is generally high, this is because of that information is self-gathered and there for reliable. (Kempf and Smith, 1998).

**Objectives of the Study**

To determine the sales promotional tools that influence Confectionary Industry.

- Variables of the Study
- Consumer Loyalty
- Price Discounts
- Free Trails
- Gift Giving

**Research Methodology**

Statically research design was preferred from this research. Data was collected from the structured questionnaire. There were 120 questions in total. The answers were tested against Multiple Regression Analysis and Chi Square Test.

**Independent Variable and Dependent Variables Of the study**

**Table 1**

Independent Variable	Dependent Variable
Sales Promotion	Consumer Loyalty Price Discounts Free Trails Gift Giving

**Data Analysis and Discussion**

Data Analysis provides the results of the analysis, which represent a computation of certain indices or measures along with searching for patterns of relationship that exist among the data groups. The empirical potion of the scale developed for the measure of each variable is identified and determine the

pattern of relationships among the variables of the study. After collecting data from the field, the questionnaires were checked and for the omissions to discard incomplete ones. A total of 120 valid questionnaires were selected .The researched used SPSS (version-16) to perform the required calculations. Multiple Regression Analysis were used as analytical tools to analyze the collected data. The variables such as customer Loyalty, price discounts, free trails and gift giving were taken as the determinants to Sales Promotion in the confectionary Industry.

**Table 2 Summary of research Methodology Adopted**

Research Design	Statically research Design
Sampling Technique	Simple Random sampling
Sampling Unit	Confectionary industry
Sample Size	120
Research Instrument	Printed Structured Questionnaire
Data Collection	Personal Interviews
Statistical Techniques	Chi Square Multiple Regression

**Chi- Square TEST – ( $\psi^2$ )**

Chi-square is the sum of the squared difference between observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

# National Conference on Changing Paradigms in Management Practices

## Null hypothesis (Ho):

There is no significant difference between regular purchaser and purchasing Chocopie for many years.

## Alternate hypothesis (H1):

There is significant difference between regular purchaser and purchasing Chocopie for many years.

$$\text{Expected frequency} = \frac{\text{Row Total} * \text{Column Total}}{\text{Grand Total}}$$

**Table 3 Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Regular Purchaser * Purchasing Chocopie	120	100 %	120	0%	120	100 %

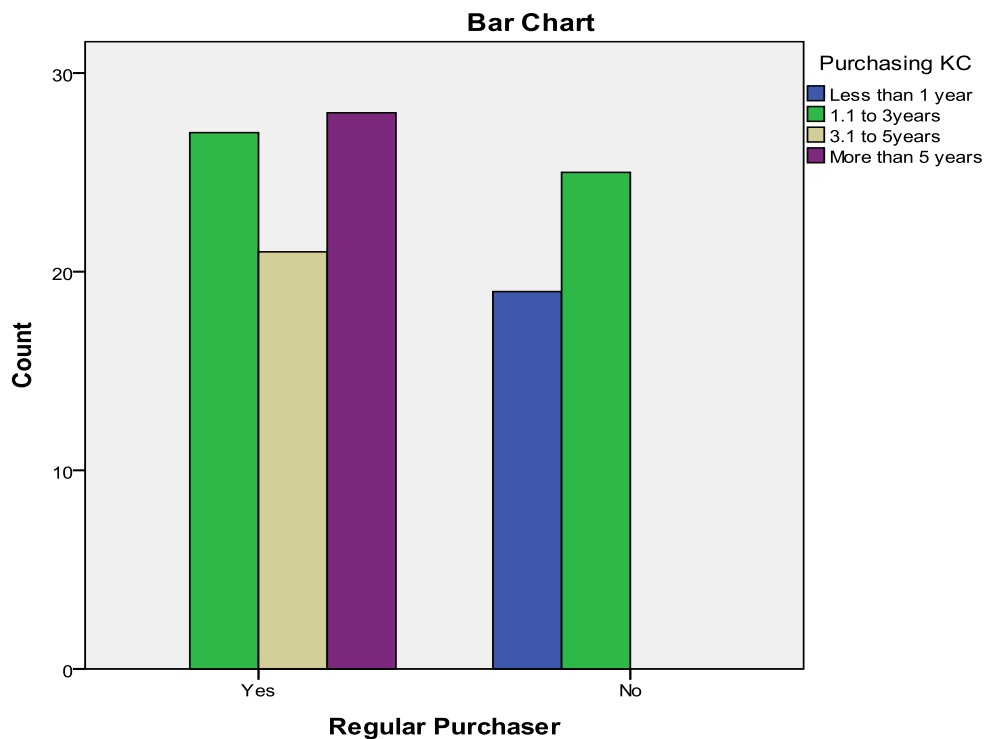
Source: Primary Data

**Table 4 Regular Purchaser \* Purchasing Chocopie Cross tabulation**

			Purchasing Chocopie				Total
			Less than 1 year	1.1 to 3years	3.1 to 5years	More than 5 years	
Regular Purchaser	Y	Count	0	27	21	28	76
		% within Regular Purchaser	0 %	35.5%	27.6%	36.8%	100.0%
		% within Purchasing Chocopie	.0 %	51.9%	100.0%	100.0%	63.3%
	N	Count	19	25	0	0	44
		percentage within Regular Purchaser	43.2%	56.8%	.0%	.0%	100.0%
		% within Purchasing Chocopie	100.0%	48.1%	.0%	.0%	36.7%
Total	Count	19	52	21	28	120	
	% within Regular Purchaser	15.8%	43.3%	17.5%	23.3%	100.0%	

Source: Primary Data

The table states the percentage of regular purchaser of chocopie were 16 percentage who purchased for less than 1 year and 43 percentage of them were purchasing for the past one to three years and 17 percentage of them are purchasing for the past 5 years and 23 percentage of them were purchasing chocopie for more than 5 years.



**Table 5 Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.102 <sup>a</sup>	3	0.000
Likelihood Ratio	85.707	3	0.000
Linear-by-Linear Association	55.853	1	0.000
N of Valid Cases	120		

a. 0 cells (.0percentage) have expected count less than 5. The minimum expected count is 6.97.

**Source:** Primary Data

Calculated value = 64.102

Tabulated value = 9.488

Z = Z cal > Z tab

Z = 64.102 > 9.488

Hence, the alternate hypothesis [H1] is accepted

**Inference**

Since the calculated value is greater than the tabulated value, we reject the null hypothesis and hence there is significant difference between regular purchasers in purchasing Chocopie.

**Multiple Regression Analysis**

The multiple regression procedure is conducted to understand the relationship between several predictors or independent variables and a dependent or criterion variable. The general purpose of multiple regressions (the term was first used by Pearson, 1908) is to learn more about the relationship between several independent or predictor variables and a dependent or criterion variable. Kerlingo and Lee (2000) define that multiple regression is a statistical

## National Conference on Changing Paradigms in Management Practices

method that is related to dependent variable in a linear combination of one or more independent variables. They further explained that this procedure can help researchers determine how much each independent variable explains or relates to the dependent variable.

An important output of multiple regressions in the multiple correlation coefficient,  $R^2$  which is the proportion of the variance in the dependent explained uniquely or jointly by the independent variables. The significant if the  $R^2$  is determined by the F-test, which is the same as testing the significance of the regression model as a whole. If the probability of obtaining a large value is  $(F) < 0.00$ , then the model would be considered to be significantly better than expected by chance and it can be concluded that there is a linear relationship between the dependent variable and the independent variable. Durbin-Watson should not be less than 1 or greater than 3 respectively.

Stepwise is the most sophisticated methods. Each variable is entered in sequence and its value assessed. If adding the variable contributes to the model then it is retained, but all other variables in the model are then re-tested to see if they are still contributing to the success of the model. If they no longer contribute significantly they are removed. The beta value is a measure of how strongly each predictor variable influences the criterion variable. The beta regression coefficient is computed to allow and make comparisons and to assess the strength of the relationship between each predictor variable to the criterion variable. The Standardized Beta Coefficients give a measure of the contribution of each variable to the model.

### The impact of Organizational determinant to Knowledge Management

**H.1:** There is no significant difference in the factors as predictor and explaining Sales promotion.

**Table 6 Step-wise Multiple Regression Analysis of Tools affecting Sales Promotion**

Variables Entered	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate	Change Statistics		
					R <sup>2</sup> change	F change	Sig F Change
Price discounts	0.48	0.23	0.23	0.57	0.23	154.35	0.000**
Price discounts Gifts	0.57	0.32	0.32	0.53	0.09	69.37	0.000**
Price discounts Gifts Free trails	0.61	0.37	0.37	0.51	0.05	41.49	0.000**
Price discounts Gifts Free trails Consumer Loyalty	0.62	0.39	0.38	0.51	0.01	9.43	0.000**

Source: Primary Data

### Durbin-Watson 1.66, Significant \* $p < 0.05$ \*\* $p < 0.01$

Stepwise multiple regressions were performed taking Price discounts, Gifts, Free trails and Customer Loyalty as the independent variable and Sales Promotion as the dependent variable. Among all the dimensions Price discounts emerged as the significant predictors of Sales Promotion. Multiple determination factor R square (Goodness of fit) value of 0.39, F-value of

the regression is 79.87 ( $p < 0.01$ ). Factor R of multiple cross-correlation 62 percent shows high cross correlation which is less than the acceptances level of 0.01.

**Table 7 Coefficients and Co linearity Statistics**

Model	Constructs	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Co linearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.26	0.18	-	12.29	0.000**	-	-
	Price discounts	0.19	0.03	0.29	7.25	0.000**	0.71	1.40
	Gifts	0.17	0.03	0.24	6.47	0.000**	0.88	1.13
	Free trails	0.13	0.02	0.24	6.21	0.000**	0.83	1.19
	Consumer Loyalty	0.10	0.03	0.12	3.07	0.000**	0.75	1.34

**Significant \* $p < 0.05$  \*\*  $p < 0.01$**

**Source:** Primary Data

From the Regression Analysis, regression equation was derived

$$Y = \alpha + x_1 \text{ Price discounts} + x_2 \text{ Gifts} + x_3 \text{ Free trails} + x_4 \text{ consumer loyalty} + \varepsilon.$$

$$Y = (2.26) + 0.19 + 0.17 + 0.13 + 0.10.$$

The beta scores signify the positive relationship between each of the predictor variables. Price discounts accounted for 29 percent of the variance, Gifts accounted for 24 percent of the variance. Free trails accounted for 24 percent and consumer loyalty accounted for 12 percent of the variance. The collinearity statistics revealed the absence of multicollinearity between Independent variable. Relative importance of each variable, Price discounts (0.71), Gifts (0.88), Free trails (0.83) and consumer loyalty (0.75) made the strongest contribution in exploring the dependent variable

Higher the **Price discounts** result higher the Sales Promotion in the Confectionary Industry. This resulted in the rejection of null hypothesis. Therefore the study concludes that the **Price discounts** have a higher positive impact on Sales Promotion.

## Conclusion

Promotion is one of the key factors in the marketing mix and has a key role in the success of the market. It ensures that customer is aware of the products that an organization is offering. It is the combination of different channels that can be used to communicate the promotional message to the customers. The company and the product are in growing stage now. They will catch up more big projects in future. In past, there were no advertisements for this company. The company started to look on Sales Promotion for the development of the product in many areas. They are creating a large backup to reach the customers early and easily.

The overall study gave us the knowledge that the Sales Promotion are going in a satisfied manner and hope they will get success in the future if they implement different strategy for the welfare of the companies growth. Majority of kids start buying confectionary products below 5 years of age. They are less concerned about international brands of confectionary products. National brands are patronized and wafers are most liked by kids. Teeth trouble is the most acknowledged after effect of consuming confectionary products. Price Discounts and Free Gifts

## National Conference on Changing Paradigms in Management Practices

has been found the most effective sales promotion tool. Taste and Shape of confectionary products are the most and least preferred respectively in their buying decisions. In 1950.s confectionery industries was an unorganised market and added negligible to the growth of economy. In the era of 1990.s with the globalisation of Indian economy, the growth of confectionery industry took a high peak and accelerated the growth of Indian economy. Food industry witnessed a 9 per cent annual growth and has a foreign investment 200 billion dollar up to 2006 and it expected to 315 billion dollar up to 2015.

Confectionery items are commonly consumed by our society. Confectionery items are generally used for taste and small hunger but the people or children should consume confectionery items in optimum quality because its excessive use can harm body like any other sweet and it should use as a snacks in little quantity. There are various types of confectionery items are available in market. Children today are extremely aware of the various brands in the market and are conscious of the products they use or consume.

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### Appendix

1. Shop Name:
2. Gender:
  - (a) Male (b) Female
3. Age:
  - a) Less than 20yrs
  - b) 20-30yrs
  - c) 30-40yrs
  - d) Above 50yrs
4. Education Qualification
  - a) Professional
  - b) PG
  - c) UG
  - d) Diploma
  - e) Other
5. Monthly income ( in RS)
  - a) Less than 50 Thousand
  - b) Less than 1 lakh
  - c) 1-5 lakhs
  - d) Above 5 lakhs
6. Marital status
  - a) Married
  - b) Unmarried

### Questionnaire

1. Are you a regular purchaser of Chocopie?
  - a. Yes ( ) b. No ( )
2. How many times do you place order for Chocopie products in a year?
  - a. Once
  - b. 2 to 5 times
  - c. 6 to 10 times
  - d. Above 10 times
3. How long have you been purchasing Chocopie product?
  - a. Less than a year
  - b. 1.1-3 years

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- c. 3.1-5 years
  - d. More than 5 years
4. What is your opinion about the sale commission provided by Chocopie?
    - a. Highly Satisfied
    - b. Satisfied
    - c. Neutral
    - d. Dissatisfied
    - e. Highly Dissatisfied
  5. Do you have Dealer Membership card?
    - a. Yes ( ) b. No ( )
  6. Are you satisfied in the promotional offers for dealers given by Chocopie?
    - a. Highly Satisfied
    - b. Satisfied
    - c. Neutral
    - d. Dissatisfied
    - e. Highly Dissatisfied
  7. Which snacks you sell other than Chocopie?
    - a. Cadbury
    - b. Nestle
    - c. Nutrine
    - d. Others
  8. What are the attributes of Chocopie most preferred by customers?
    - a. Taste
    - b. Price
    - c. Promotional offers
    - d. Others specify \_\_\_\_\_
  9. Which are the fast moving products of Lotte?
    - a. Caramilk
    - b. Lacto King
    - c. Coffy Bite
    - d. Eclairs
  10. Rank your opinion about the promotional campaigns of Chocopie for bulk purchases

Campaigns	5	4	3	2	1
Price Discounts					
Gifts					
Free trials					
Customer loyalty					

12. How is the display settings provided by Chocopie?
  - a. Excellent
  - b. Good
  - c. Average
  - d. Poor
13. Are you satisfied with the credit time given for dealers given by Chocopie?
  - a. Highly Satisfied
  - b. Satisfied



- c. Neutral
  - d. Dissatisfied
  - e. Highly Dissatisfied
14. How often do you fall short of stocks in Chocopie?
- a) Never
  - b) Very rarely
  - c) Frequently
  - d) At times
15. How can we increase the sale of Chocopie products?
- a) More Credit Time
  - b) More Advertisements
  - c) More Dealer Commission
  - d) Better quality products
  - e) Lower price
- 16) Any suggestions to improve the sales and promotions of Chocopie?

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**A PERCEPTIONAL STUDY ON FACTORS INFLUENCING EMPLOYEE  
ENGAGEMENT WITH SPECIFIC REFERENCE TO INTEGRATED ENTERPRISES  
INDIA PVT LTD**

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**Abstract**

*Employee engagement has emerged as one of the most important topics in the sphere of human resource management. The phenomenon of **employee engagement** is also a major concern in the management circles across the globe. The concept is gaining increasing significance among managers and academic circles. It stands for the extent to which the employees are committed to the vision, mission and goals of the organization and involved with the work of **employee engagement**. The factors for Employee Engagement is Psychological climate, Motivation, Organizational Commitment, Job Satisfaction, Intention to Turnover, Job Fit, Affective Commitment, Organisation climate etc.*

**Keywords:** Job fit, Organisation climate, employee engagement

**Introduction**

Employee engagement is the most powerful factor in the Business environment. Employee Engagement in the organizations is more productive and profit generating. Employee engagement is a key strategic initiative that drives employee performance, accomplishment, and continuous improvement for every year. It will also lead to the creation of practical guidance to help organizations and to develop the managerial skills and sustainable organization performance. Employee engagement is a workplace approach designed to ensure that employees are committed to their organization's goals and values, motivated to contribute to organizational success, and are able at the same time to enhance their own sense of well-being. The organization must work to engage the Employees'. When a company forms a culture also should take root and grows to what it is today and it should be improved. In the survey of 2013 worldwide, only 13% of the employees are engaged at work. All the employees in the organization should be encouraged and engaged. It is possible to engage an employee in the organization but all the organizations should give possible work environment which suits them to work in a convenient manner. Organization can keep

**Objectives**

- To identify perceptions about the employees on employee engagement, job fit and organizational climate.
- To study the relationship between job fit and employee engagement.
- To examine the relationship between organizational climate and employee engagement in the organization

**Review of literature**

Grugrulius, Irena; Vincent, steven; Hebson,Gail (2003) “ The rise of the network organization and the decline of discretion”. The author discusses about the implications of networked and

flexible organizations for the work and skills of professionals. The author concludes that new staff in these networks had fewer skills when hired and were given access to a narrower range of skills than their predecessors. Parry, K. Australian (2003), "The impact of organizational leadership culture on a discretionary behaviour within organizations". The author discusses about the relationship between transformational/transactional organizational leadership culture and participation in discretionary behavior. The author concludes that the organizations become more transactional and the employees are less likely to engage in work related discretionary behaviour.

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Marius W. Stander, Sebastiaan Rothmann (2010), "Psychological Empowerment, Job insecurity and Employee Engagement". The author examines the relationship between psychological empowerment, job insecurity and employee engagement. The author concludes that affective job insecurity is high, it is crucial to attend to the psychological empowerment of employees. M.Sandhya Sridevi (2010) "Employee Engagement: The key to improving performance". The author discusses about employee engagement is stronger predictor of positive organizational performance. The author concludes that engaged employees are emotionally attached to their organization and highly involved in their job with a great enthusiasm.

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Anil Kumar singh, Priyender Yadav (2013),"A study on understanding of Employee Engagement Practices". The author discusses about the organization must work to develop and nurture engagement. The author concludes that organizations are heavily focused on human resources as an asset and their image is directly associated with employees acts and behaviors.

Alan M. Saks (2006), "Antecedents and consequences of Employee Engagement". The author highlights a model of the antecedents and consequences of job and organization engagements based on social exchange theory. The author concludes that there is a meaningful difference between job and organization engagements and that perceived organizational support predicts both job and organization engagement.

Sandeep Kular, Mark Gatenby,Chris bees, Emma soane, Katie Truss (2008),"Employee Engagement : A literature review". The author highlights the developing knowledge and understanding of employee engagement its drivers, and its consequences. The author concludes that there is link between levels of engagement and organizational performance. Shane Crabb (2011), "The use of coaching Principles to foster Employee Engagement". The author examines what organizations can do engage their employees, in the form of organizational level drivers of engagement. The author concludes that individuals can work to utilize their strengths,

# National Conference on Changing Paradigms in Management Practices

positively manage their emotions and align their values to those of the organization more effectively and to achieve peak performance.

## Research Methodology

The research is to find the climate of the employees in the organisation and to study about the relationship between job fit and employee engagement.

**Research Design:** Descriptive research has been used as research design.

**Sampling Techniques:** Simple Random sampling has been used here.

**Data Collection:** Data collected through Questionnaire. Primary Data was collected using Questionnaire.

**Sample Size:** Among the total level of population, 100 employees have been chosen for the study.

## Tools and Techniques

- Percentage analysis
- Factor Analysis
- Annova
- Correlation

## Data Analysis and Interpretation

### Factor Analysis

Table 1 KMO and Bartlett's Test for employee engagement

Kaiser-Meyer-Olk in Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	1497.993
	Df	171
	Sig.	.000

Table 2 Total Variance Explained for Employee Engagement

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Job Fit	6.278	33.043	33.043	6.278	33.043	33.043	3.347	17.615	17.615
Knowledge, skills and abilities	1.408	7.411	40.453	1.408	7.411	40.453	3.002	15.802	33.417
Bonus and incentives	1.219	6.416	46.869	1.219	6.416	46.869	1.935	10.182	43.599
New tasks and approaches	1.148	6.040	52.909	1.148	6.040	52.909	1.769	9.310	52.909

## Inference

The KMO index ranges from 0 to 1.0, reaching 1.0 when each variable is perfectly predicted without error by other variables. With a KMO value of 0.866, the data falls into the excellent

factor analysis range. The Bartlett's test is also significant at highest level, indicating suitability for factor analysis. The various factors towards employee engagement were analyzed with the help of factor analysis. The several factors which influence employee engagement are grouped into 4 factors such as fit for job, knowledge skills and abilities, bonus and incentives, new tasks and approaches.

**Table 3 KMO and Bartlett's Test for organization climate**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0.874
Bartlett's Test of Sphericity	Approx. Chi-Square	744.374
	Df	55
	Sig.	0

**Table 4 Total Variance Explained for organization climate**

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Understanding organization climate	4.235	38.500	38.500	4.235	38.500	38.500	2.809	25.534	25.534
Supportive organization climate	1.134	10.306	48.805	1.134	10.306	48.805	2.560	23.271	48.805

### Inference

The KMO index ranges from 0 to 1.0, reaching 1.0 when each variable is perfectly predicted without error by other variables. With a KMO value of 0.874, the data falls into the excellent factor analysis range. The Bartlett's test is also significant at highest level, indicating suitability for factor analysis. The various factors towards employee engagement were analyzed with the help of factor analysis. The several factors which influence employee engagement are grouped into 2 factors such as understanding organizational climate and organization climate is supportive for employees.

### To test whether significance difference between income with regard to organization climate

#### Null hypothesis

H0: There is no association between income and organization climate.

#### Alternative hypothesis

H1: There is association between income and organization climate.

**Table 5 ANOVA**

Organization climate	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1387.346	3	462.449	11.462	.000
Within Groups	9925.538	246	40.348		
<b>Total</b>	<b>11312.884</b>	<b>249</b>			

# National Conference on Changing Paradigms in Management Practices

## Post Hoc Tests Homogeneous Subsets

Table 6 organization climate

Duncan Method				
Income	N	Subset for alpha = 0.05		
		1	2	3
10,000-15,000	17	37.2941		
21,000-25,000	99		43.3434	
16,000-20,000	55		43.7818	
>25,000	79			46.7089
Sig.		1.000	.758	1.000

## Inference

Since  $p < 0.01$  the null hypothesis is rejected at 1% level of significance. Hence conclude that there is significance difference between income with respect to organization climate.

## Findings

The several factors which influence employee engagement are grouped into 4 factors such as fit for job, knowledge skills and abilities, bonus and incentives, new tasks and approaches. There is association between income and perceptions about the employees' job fit and organization climate in the organization.

## Limitations of the Study

The limitations of the study are:

- The sample size chosen for the study might not be representative of total population.
- Few respondents were reluctant while answering the questionnaire.

Data and information collected from the respondents are based on their opinions and knowledge. Which are subject to bias

## Suggestions

Employees who are engaged in the organizations their dedication towards work is low due their irresponsibility which results in poor job performance and work pressure in the organization. Every organization should notice this and can bring better positive environment for the employees to work with full involvement. The organizational climate is not positive and supportive for employees'. Which affects them emotionally and ending up stress at work. So can give awareness and can conduct some activities to remove stress. The employees are still unengaged at their works where it results in poor job fit of employees'. The organization should support for employees to develop the organization climate of the employees. The study reveals that most of the respondents are not satisfied with the organization climate. It indicates that the company should adopt proper strategy.

## Conclusion

From the above study, it was inferred that there is no full involvement of work because the working conditions of an employee is not supportive in organization. The alarmingly high number of individuals who are disengaged and unhappy at work is due to broken system that fails to take into consideration an individual's suitability for a particular position. As a result, the work force is flooded with people who do not fit their role and wide spread epidemic of poor job fit has repercussions beyond just high turnover. When people are unhappy in their professional lives, there may be negative impacts not only their employer's bottom line, but also on their personal lives, negatively affecting their emotional and physical well-being and their relations with family and friends. So that the organizations should make it as a point that they

bring collaboration between the employees' to enhance the employee engagement. The work force is flooded with the people which its results in poor job fit for employees'. Employees' are not willing for extra mile to work in organizations. Employees' are not working with full involvement. The employees' can also be engaged in the organizations like, training and development, motivation, physical work environment, fun at work, etc.

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**A STUDY ON INDIVIDUAL FINANCIAL LITERACY AND  
FINANCIAL BEHAVIOUR**

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**Abstract**

*Financial literacy has been recognized as a key skill for individuals who are embedded in an increasingly complex financial scenario. Financial literacy helps individuals make more assertive and efficient decisions in the monetary context of their lives. This paper measures the level of financial literacy of individuals and analyses the relationship between financial literacy and financial behaviour. The results of the research show that individuals have a reasonable level of financial literacy. On analysing financial behaviour of individuals it was found most of them exhibited moderately positive financial behaviour. It is also observed that financial literacy can enhance people's skills and abilities to make more informed choices and ultimately lead to a positive financial behaviour. Thus one can conclude that increasing the level of financial education stimulates wise economic behaviour.*

**Keywords:** *basic financial literacy, advanced financial literacy, financial behaviour.*

**Introduction**

**“Money is one form of power. But what is more powerful is financial education”**

**- Robert Kiyosaki**

Financial Literacy is the ability to understand how money works in the world and take an informed as well as a judicious decision with regard to all financial activities. A person who is financially literate knows how to earn, manage and invest money. He is familiar with financial products and applies his knowledge to make the best use of them. Recent developments have made financial education and awareness increasingly important for financial wellbeing.

The information available on consumer financial literacy shows that individuals generally lack an adequate financial background or understanding to navigate today's complex market, but unfortunately they also generally believe that they are far more financially literate than is really the case. The level of financial literacy tends to vary according to education and income levels, but the evidence shows that highly educated consumers with high incomes can be just as ignorant about financial issues as less educated, lower income consumers.

The objective of this paper is to attempt to understand the level of financial literacy of individuals. The relationship between financial literacy and financial behaviour is also studied. Although several studies have been conducted in the subject of financial literacy but not many have considered impact of financial literacy on financial behaviour. This paper helps to fill this gap.



## Review of Literature

**Studies by the OECD (2005) and Lusardi and Mitchell (2007)** reviewed international evidence on financial literacy and found that financial illiteracy is common in many developed countries such as Australia, Japan, and Korea, as well as developed countries in Europe. These findings are similar to those of Christelis, Jappelli, and Padula (2006) who found that most respondents in Europe score low on financial literacy scales. Financial Literacy and Behaviour Several studies showed that financial literacy is positively related to self-beneficial financial behaviour. Hilgert, Hogarth, and Beverly (2003) added financial behaviour and financial literacy questions to the nationwide Survey of Consumer Finances. They formed a Financial Practices Index based upon behaviour in four variables: cash-flow management, credit management, savings, and investment practices.

**Padula (2006)** who found that most respondents in Europe score low on financial literacy scales. Financial Literacy and Behaviour Several studies showed that financial literacy is positively related to self-beneficial financial behaviour. Hilgert, Hogarth, and Beverly (2003) added financial behaviour and financial literacy questions to the nationwide Survey of Consumer Finances. They formed a Financial Practices Index based upon behaviour in four variables: cash-flow management, credit management, savings, and investment practices. Comparing the results of this index with scores on the financial literacy quiz, they found that those who were more financially literate had higher Financial Practices Index scores, indicating that financial knowledge is related to financial behaviour.

**Maarten van Rooij, Annamaria Lusardi, Rob Alessie:** To understand financial literacy and its relation to financial decision making it is essential to measure numeracy and basic knowledge related to the working of inflation and interest rates as well as to measure advanced financial knowledge related to financial market instruments like stocks, bonds and mutual funds. The study showed that those who have low financial literacy are significantly less likely to invest in stocks.

## Objectives

The main objectives of the paper are as follows:

1. To measure the level of financial literacy. This is done by measuring both basic and advanced financial literacy.
2. To measure financial behavior.
3. To analyze the relationship between financial literacy and financial behavior.

## Data and Methodology

For the purpose of the study convenience sampling was followed and 100 responses were collected. The study uses questionnaire method of data collection. The questionnaire consisted of three parts: the first part covers demographic information, the second part aims at measuring the level of financial literacy and the third part aims to analyze the financial behavior of the respondents. Cronbach's alpha test was administered to assess the reliability of the questionnaire. The result of the reliability coefficient (alpha) was 0.730.

## Analysis and Results

### Overall literacy

To test the level of literacy of the respondents, 20 questions were asked to assess their knowledge on various concepts like simple interest, compounding, time value of money,

## **National Conference on Changing Paradigms in Management Practices**

inflation, credit purchase, savings interest, diversification, stock markets, bonds, debentures, mutual funds and loan financing. For each of the questions three options (Yes / No / Don't know) were given to the respondents. The answers given by the respondents were evaluated for each of the questions and categorized into 'correct answers', 'incorrect answers' and 'don't know'

An item wise analysis was conducted for each of the questions on knowledge. More than 80% of the respondents were well aware about the concept of simple interest, inflation, stock price fluctuations, credit cards and savings account interest as they have answered the questions on the above concepts correctly. The respondents had a reasonably good score of for concepts such as stock market functions, mutual fund, stock & bond risk factors, diversification and loan financing by answering them correctly. It is observed that most don't have knowledge about bond / debenture prices and credit purchasing power.

To obtain an overall score on financial literacy for each respondent, the 'correct' answers given by the respondents for each of the questions considered. It can be summarized that the overall mean score of the respondents for 'correct' answer was 14.43 and SD was 4.02. The minimum score was 2 and maximum was 20. It is found that 64% of the respondents have a fairly reasonable overall financial literacy score as they have answered more than two thirds of the questions correctly. 3% of the respondents have answered less than one third of the questions correctly and have a low overall financial literacy and 33% of the respondents have moderate financial literacy as they have answered 7 to 13 questions correctly.

For a deeper analysis the questions were categorized into two groups (basic literacy and advanced literacy). The first group consists of questions which capture people's capacity to handle basic financial literacy concepts such as simple interest, compounding, time value of money, inflation, credit purchase and savings interest. The second group is intended to capture sophisticated or advanced financial literacy concepts such as risk / return, difference between stocks and bonds, functioning of the stock market, relationship between bond prices and interest rates, working of mutual funds, risk diversification and loan financing.

### **Basic Literacy**

The mean score of the respondents for basic literacy was 5.97 and SD was 1.50. 75% of the respondents have a score higher than the mean value. This shows that majority of the respondents are well aware of basic literacy concepts. Further the respondents were grouped into three categories – those with low, moderate and high level of knowledge. It is observed that 68% of the respondents fall into the 'high' category and have answered 6 or more questions correctly from a total of 8. 31% of the respondents fall in the moderate segment by having given 3 to 5 correct answers and just 1% of the respondents fall in the low basic literacy segment with a maximum score of just 2 correct answers. With respect to individual questions on basic literacy more than 80% of the people have got questions on simple interest, inflation, credit cards and savings interest rate correct. However only 44% were aware of the concept of how credit purchase affects purchasing power. 60% to 70% of them were well informed about time value of money.

### **Advanced Literacy**

Mean score of the respondents for advanced literacy is 8.46 with a SD of 2.95. Questions on stock markets, bonds, debentures, mutual funds, diversification and loan financing were asked to test the level of advanced literacy among respondents.

A similar analysis as that of basic literacy was performed and the scores of the respondents in this group were also categorized into low, moderate and high level. The results show that 58% of the respondents fall into the high category and have answered 9 or more out of 12 questions correctly. 29% of the respondents are in the moderate literacy level by giving between 5 to 8 correct answers. 13% of the respondents belong to the low advanced literacy segment.

In the advanced literacy segment for 7 out of 12 questions more than 75% of the respondents gave correct answers. A large number of respondents were not aware of bond prices as only 35% gave the 'correct' answer. For the question on comparison between stocks & bonds and stocks & mutual funds, number of respondents who opted 'don't know' is higher than those who gave the wrong answer.

### Financial Behaviour

In this section a set of 22 questions on a 5 point scale is used to study the financial behaviour of the individual. It is found that 25% of the respondents have low or negative financial behaviour, 48.2% of the respondents show moderately positive financial behaviour and 26.8% of them exhibit highly desirable behaviour.

Financial behaviour includes elements such as managing personal expenses, debt management, long term planning, emergency and risk management and advice seeking.

Behaviour Factors	Mean	SD
Debt management	19.23	4.70
Personal financial management	22.63	4.61
Long term planning	24.07	7.04
Emergency and risk planning	10.92	2.87
Advice seeking	10.49	2.69
Overall behavior	87.33	19.16

### Debt Management:

It considers dimensions such as payment of bills like rent, insurance premium, electricity, credit card etc. Short term loans taken in the past few years and repayment of loan on time is also taken into account while evaluating debt management.

**Personal financial management:** It considers dimensions such as drafting a monthly budget, buying things after careful consideration and identifying needs and wants separately.

**Long term planning:** It considers dimensions such as retirement planning, long term saving and long term investments.

**Emergency and risk planning:** To exhibit positive financial behaviour one needs to set aside emergency fund and be adequately covered by insurance. This factor analyses emergency and risk planning behaviour of the respondents.

**Advice seeking:** It is considered important to be updated on financial information from various sources like newspapers, TV, friends and financial consultants. This factor studies the financial behaviour of the respondents with respect to advice seeking.

### Financial literacy and Financial behaviour

This section aims to study the relationship between the level of literacy (knowledge) and financial behaviour. Pearson's correlation test is used to determine the relationship between the basic literacy, advanced literacy, overall literacy and financial behaviour. The results show that the correlation coefficient between overall literacy and overall financial behaviour is 0.717 which indicates 71.7% positive relationship between overall literacy and overall behaviour and this is significant at 1% level. The correlation coefficient between advanced literacy and behaviour indicates 66.6% positive relationship between the two variables and correlation

## National Conference on Changing Paradigms in Management Practices

between basic literacy score and behaviour is 67.9% positive at 1% level. It is clear from the above analysis that the level of literacy has a positive relationship with financial behaviour.

### Correlation

	Debt Management	Personal Finance	Long Term Planning	Emergency and Risk	Advice Seeking	Overall Behaviour
Basic Knowledge	.661(**)	.629(**)	.556(**)	.575(**)	.533(**)	.679(**)
Advanced Knowledge	.670(**)	.588(**)	.547(**)	.565(**)	.529(**)	.666(**)
Overall Knowledge	.712(**)	.646(**)	.588(**)	.608(**)	.567(**)	.717(**)

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

### Multiple Regression Analysis

Variables	Unstandardized Coefficients	SE of B	Standardized Coefficients	t	Sig.
(Constant)	10.137	1.319		8.529	.000
Basic Literacy	.312	.261	.387	1.964	.030
Advanced Literacy	.493	.132	.422	3.726	.000

Dependent Variable: Financial Behaviour

These results are further validated by performing a regression analysis. The dependent variable is financial behaviour and the independent variables are basic and advanced literacy. Based on the standardized coefficient it can be inferred that advanced literacy (0.422) is the most important factor influencing wellbeing followed by basic literacy (0.387)

### Conclusion and Discussion

This paper attempts to evaluate the level of financial literacy (knowledge) and bring out its impact on financial wellbeing.

The major findings of this study are that most of the respondents (64%) have a reasonable level of financial literacy. This is a positive sign. It is found that 80% of the respondents are well aware of basic literacy concepts such as simple interest, inflation, credit cards and savings interest rate. Only 56% of the respondents are well aware of advanced literacy concepts such as long period returns, stock price fluctuations, risk / return on stocks / bonds and diversification. Respondents are quite unaware with basic financial concept such as compounding, time value of money and credit purchase and advanced financial concepts such as functioning of the stock market, bond prices, mutual fund and loan financing. Majority of the respondents have a moderately positive behaviour. In dimensions such as debt management, personal finance, long term planning, emergency & risk and advice seeking behaviour positive financial behaviour is observed. With respect to the relationship between financial literacy and financial behaviour it may be concluded that the result show a positive relationship between basic and advanced financial literacy and financial behaviour.

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**A STUDY ON THE IMPACT OF TELEVISION ADVERTISEMENTS FOR MOBILE PHONES ON THE INDIAN CUSTOMERS**

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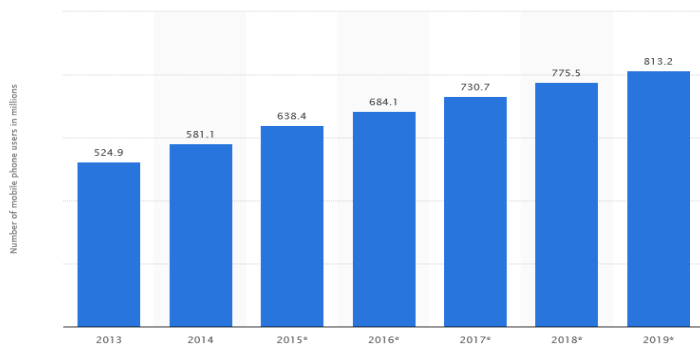
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**Introduction**

“Cell phones are the lifeline for teenagers. They just can’t imagine life without them,..It’s not just a communication device for teens; it’s an entertainment device.” - Michael Wood. A

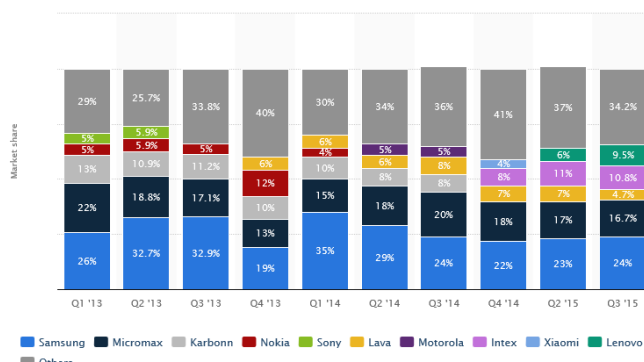
mobile phone is an electronic device used to make telephone calls across a wide geographical area. In addition to call service, modern mobile phones also support many additional services such as SMS,e-mail, internet access, Bluetooth, camera, games, MP3/4 player, GPS, etc. Motorola developed a back packed 2way radio wakie-takie



for US Military in 1940s. The same technology was developed further and the result is the mobiles that we use today. Mobile phone services was introduced in India 15 years before in 1995. India has come a long way today. It is considered to be the friendliest technology in the 21<sup>st</sup> century and the indispensable tool among the people of India, especially youth. In a survey by Statista 2015, the number of mobile phone users in India is expected to rise to 730.7 millions. There are a number of mobile phone manufacturers across the world and each company has its own brand and features depending on technical and marketing demands.

**Market Share of Smart Phones in India**

The above graph displays the smartphone market share held by the top five sellers in India from the first quarter of 2013 to the third quarter of



2015. In the second quarter of 2014, Samsung held a market share of 29 percent in India's smartphone market. Due to a number of mobile phone manufacturers, to reach their specific brand, the Indian consumers prefer television advertisements as their powerful medium to enhance their purchasing decision.

According to Advertising Association of the UK, "Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them".

Advertisements plays a very significant role in consumer's life. Consumers are the individuals who purchase the product only after they are made aware of the products' availability in the market. If the product is not advertised, the consumers will not know what products are available in the market and will not purchase the product even if the product suits them. Among various means of advertising, television advertising is considered to be the most effective medium of advertising.

From the finding of a new study, Turner Broadcasting and Horizon Media partnered on with marketing-analytics company Market Share, it is found that TV advertising effectiveness has remained steady during that time period. Further to it, "Market Share analyzed advertising performance across industry and media outlets like television, online display, paid search, print and radio advertising and found that TV has the highest efficiency at achieving key performance indicators, or KPIs, like sales and new accounts. When comparing performance at similar spending levels, TV averaged four times the sales lift of digital."

### Objective of Study

This paper deals with an in-depth analysis of the study of the impact of television advertisements of mobile phones on Indian customers and the influence it has on the purchase of mobile phones by Indian consumers.

### Research Study

A survey was taken from 30 individuals residing at Chennai city through a questionnaire. Convenience sampling technique was adopted for the study. Initially, in order to get the

In-depth information, open-ended questions were asked to the participants. All 30 of them came up with their own responses. Later, a questionnaire with 10 questions was prepared and 5 point Likert scale was chosen to collect the data. Then the participants were asked to respond to the questionnaire in the aforesaid 5 point scale against the questions prepared.

### Research Analysis

Table below (Table-1 ) and Bar-diagram ( Diagram-1) indicate the options/priorities chosen by the surveyed individuals against each of the questions.

**Table 1**

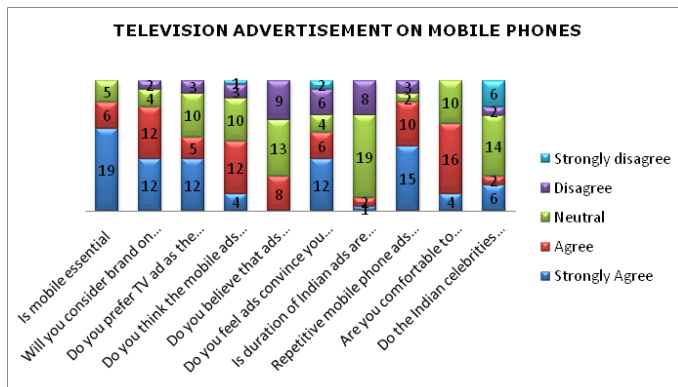
S.No	Questions	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
		Number of voters				
1	Do you think mobile phones play a vital role in your daily life?	19	6	5	0	0



## National Conference on Changing Paradigms in Management Practices

2	Will you consider brand in the purchase of mobile phone?	12	12	4	2	0
3	Do you think TV ad is the best mode of ad for creating awareness about the new arrivals?	12	5	10	3	0
4	Are the TV ads of mobile phone creative?	4	12	10	3	1
5	Do you believe TV ads of mobile phone convey proper messages?	0	8	13	9	0
6	Do you think TV ads convince you to purchase the mobile phones?	1	6	12	9	2
7	Is the duration of Indian mobile phone ads more?	1	2	19	8	0
8	Is repetitive TV mobile phone ads irritating?	15	10	2	3	0
9	Are you comfortable watching TV ads on mobile phone	4	16	10	0	0
10	Do you think the Indian celebrities acting in the TV ads influence the purchasing decision of mobile phones in India?	6	2	14	2	6

Diagram-1



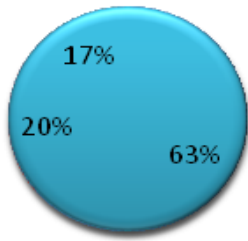
### Discussion

Around 63% of the respondents strongly agree that mobile phone is much essential tool in today's life. 20% of the individuals agree that mobile phone is necessary for life at all situations.



1. Essential Use of Mobile Phones

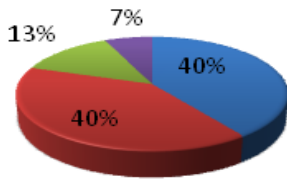
Is mobile phone essential



“Your brand is the single most important investment you can make in your business”. – steve forbes 40% of the respondents strongly agree that brand is one of the primary factors to be considered on purchase of a mobile.

2. Considering brand on purchase of mobile phones

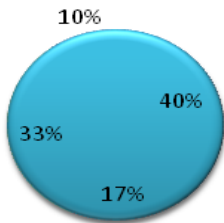
Considering brand on purchase of mobile



Around 40% of the respondents strongly agree that TV ads are the best mode of advertisements. 33% of the voters feel that TV ads along with online advertisements boost up the sale of mobile phones in the country.

3. Preference - Tv Ad As The Best Mode Of Advertisements

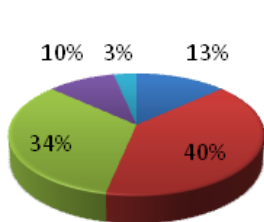
Prefer TV ad as the best mode of advt.



“Creativity is seeing what everyone else has seen, and thinking what no one else has thought”. – Einstein. It is the power to connect the unconnected. Around 13% of respondents strongly agree and 40% agree that there exist creativity in mobile phones tv ads. 3% strongly disagree and 10% disagree that creativity is not existed in tv ads of mobile phones.

4. Conveying message about the mobiles in tv ads

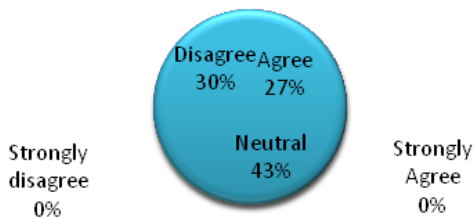
Creativity in mobile phone ads



The main objective of any means of promotion is to convey the message of the manufacturers to the viewers. Tv ads without proper conveying of messages fail to promote the products. Around 30% of the respondents disagree that tv ads of mobile phones convey the proper message. Only 27% of the voters agree that these ad convey proper messages.

## 5. Conveying Message About The Mobiles In Tv Ads

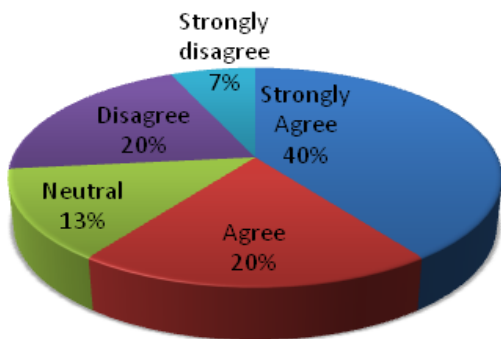
**Conveying of message about the mobiles in TV Ads**



Around 40% of the respondents strongly agree that tv ads convince customers to purchase the products. In fact some respondents feel that these tv ads induce consumers to purchase the mobile phones, especially induce the youngsters. 27%(20% disagree and 7% strongly disagree) feel that tv ads do not play a major role in convincing the public to purchase the mobile phones.

## 6. Tv Ads Convince Customers To Purchase The Mobile

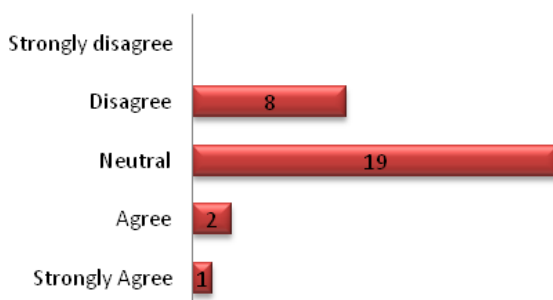
**TV Ads convince customers to purchase the mobile**



Viewers of the tv ads feel that the indian advertisements are usually lengthier i.e., their duration is more. This makes the listeners to get diverted away from the message of the products. Around 3% strongly agree and 7% agree that the duration of the mobiles phone ads are more, 63% stands in a neutral area while 27% of the respondents disagree to the issue.

## 7. Longer Duration of Indian Tv Ads

**Duration of Indian TV ads are more**

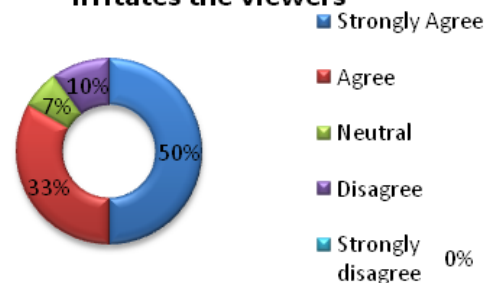


Around 50% of the respondents strongly agree and 33% agree that repetitive ad irritate the viewers. But 10% of the voters feel that when ads are interesting and motivating, repetitive ads can be viewed. Around 54% agree that it is comfortable to watch mobile phone tv ads along with family members and friends.

Some advertisements irritate the viewers while it is advertised multiple times. The listeners get annoyed on such repetitive tv ads.

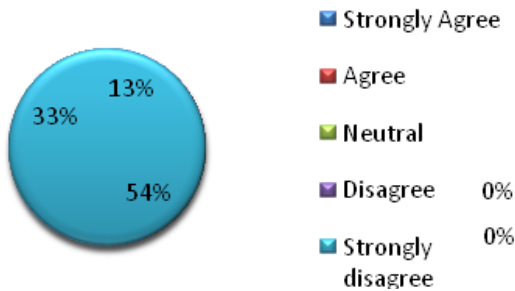
## 8. Repetitive Mobile Phone Tv Ads Irritating The Viewers

**Repetitive mobile phone TV ads irritates the viewers**



9. Comfortable To Watch the Tv Ad Of Mobile Phones

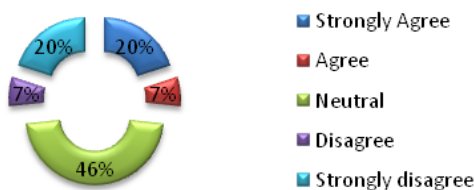
Comfortability of watching the TV ad of mobile phones



Indian celebrities act in mobile phone tv ads for different brands. around 20% of the respondents strongly agree that celebrities influence the purchasing power of mobile phones whereas another 20% of the respondents feel that there is no influence by celebrities on purchasing power of mobile

10. Influence of Purchasing Power of Customers by Indian Celebrities Acting In Tv Ads of Mobile Phones

Influence of purchasing power of customers by Indian celebrities acting in TV ads of mobile phones



Conclusion

The study clearly indicates that mobile phones are an indispensable electronic device that is being used in today’s scenario. Tv ads play a vital role in inducing the viewers to purchase the mobile phones. But creativity in tv ads and conveyance of message in the proper manner is much essential in today’s tv ads and this need to be concentrated by the manufacturers, marketers and advertisers. The

duration of the tv ads must be put to minimum and repetition of ads at the same time must be avoided. More interesting tv ads for mobile phones are expected by the consumers. This enables to boost up the sales of the mobile phones. the reliable and truthful information provided by the manufacturers about the features of mobile phones in comparison with others will fetch them a good market share through tv advertisements.

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[https://www.google.co.in/search?q=mobile+brand+importance+quote&biw=1366&bih=667&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjp7taFpdHJAhVioJQKHWgYAagQ\\_AUIBigB#imgrc=wW1YlBJDvj40hM%3A](https://www.google.co.in/search?q=mobile+brand+importance+quote&biw=1366&bih=667&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjp7taFpdHJAhVioJQKHWgYAagQ_AUIBigB#imgrc=wW1YlBJDvj40hM%3A)

## MANAGING STRESS AT WORKPLACE

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### Abstract

*Stress is generally indicated as a deviation from normal functioning of body and mind. People use the term stress to describe the feeling they have when it all seems too much, when they are overloaded and don't feel that they are able to meet all the demands placed upon them. Right from School carrying heavy bag to the Manager of Corporate world, stress has become new lifestyle disease.*

*It has become predominant and people have come up with balanced monitored concepts to minimize stress. Stress can approach in an organization due to many reasons such as control over work, managerial style of manager etc. Stress in limited quantity is beneficial to organization and employee as well. It helps to achieve personal as well as goals of organization. But stress in excess quantity can cause harmful effects on the body, mind and psychology of employees. The measures to relieve this stress include music, hobbies etc. Excessive stress can be reduced by professional counsellors. But the stress at workplace is an important issue must be dealt with to achieve progress. Day by day challenges for human is increasing in turn creating new problems. To minimize stress, delegating some work, share burden with colleagues, time off work with loved ones, reducing work overtime is ranked highest as strategies for stress management. Thus it is recommended that professionals should exhibit self-control, integration of work within specified project constraints and delegation of assignment, authority and breaking work into manageable parts etc. so as to be able to cope with stress.*

**Keywords:** *Stress, Stress Management, Causes, Measurements, Effects, Good Stress and Bad Stress*

### Introduction

Stress is a fact in our daily life. When a person needs help, it means the person feels physically and emotionally challenged. Most people believe that their capacity and capabilities are so little to encounter high level of stress. In our everyday lives we get to hear the word 'stress' from our peers, colleagues, teachers and doctors. Even the word 'stress' can be heard now a days in the news, in the magazines and on other social media too. But exactly what is stress?? In the layman's language stress is 'frustration or anxiety or nervousness or change in regular function of mind or body due to negative or positive influences around us'.

So the definitions of stress by different experts are as follows Selye (1974) defines stress as "Stress is a non-specific response of the body to any demand". According to Beehr & Newman (1978) "Stress is a condition arising from the interaction of people and their jobs and characterized by changes within people that force them to deviate from their normal functioning". You may define stress as a reaction to a threat to (real or imaginary) your mental, physical and emotional health which can lead to series of reactions or physiological problems. (Mohsenzadeh, 2007, p. 1). Today, with progress in all respects, human is facing new challenges in many different fields as if progress in turn creates new problems. Over a century, the nature of working has been changed widely, and still these changes are in progress. Following these changes, number of illnesses has been increased, morality and human aspects are faded, so that

we are facing job stress which called “illness of the century” (Jazany, Habibi and Nasr, 2010, p. 127).

### **Stress and Individual**

“The General Adoption Syndrome” states, an individual resist against stressful events in a normal level. Some people can be tolerant against stress while the others can't. A recent report by the National Association of Mental Health distinguishes stress from pressure, where pressure can be defined as a subjective feeling of tension or arousal that is triggered by a potentially stressful situation. But, where pressure exceeds an individual's ability to cope, the result is stress.

When the person faces the stress factor, general adoption syndrome begins. The first stage of syndrome is called “warning”. In this stage, the person feels stress without any reason and may be confused. If the factor is strong, the person may be unable to handle it. Any way, he will employ his all physical and mental power to resist the negative effects of the stress. Therefore, at the second stage of the syndrome, person starts to resist against the effects of the stress factor. In many cases, it is possible that the person finishes the syndrome at the resistance stage. On the other hand, with permanent existence of stress factor and lack of solution, person enters to the third stage of syndrome called exhaustion. At this stage, person really gives up and will not be able to encounter stress any more.

### **Causes of Stress at Work Place**

Causes of stress at workplace Causes of stress can be divided into two categories based upon the source of the cause. Two major classifications are :

**Internal cause-** These causes involve an individual's mind-set, way of thinking etc. These causes are originated from within the individual and lead to stress. These internal causes are based on perception of an individual. Even if no threat exists in the surrounding a person may feel a person or a situation threatening and may get stressed.

**External cause-** These causes include many external factors within an organization which affect an individual's performance in organization which are

1. Job insecurity- When an employee works in an organization, fear of losing his/her job leads to chronic stress which causes reduced work quality.
2. Working hours- Very odd working hours may lead to many physiological problems in employees which may lead to stress during work.
3. Control at work- This refers to extent of control an employee has over his/her work. If employee has no or very little control over the work then he/she loses interest in the work and feels stressed to meet expectations of superiors.
4. Managerial style- The controlling style of managers effects stress of the employees. Managers with autocratic style of control give very little freedom to the employees in decision making and planning. So, employees working under such managers are stressed due to very less control over their work and very high restrictions.
5. Over load & under load- Overload of work means performing a large amount of work in a very short time. Such heightened expectations from any individual may lead to stress. Elsewhere under load is very short amount of work to do and time available is too much. Here employee questions his/her capacity and feels stressed.

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## Good and Bad Stress

The stress source is not necessarily bad. The cases such as fame, achievements etc. can create stress which is called good stress. Sometimes the concept of stress and competition is considered mistakenly at workplace. Competition, physically or emotionally, in the workplace creates a positive energy for persons to learn new duties and work more effectively. When the competition is over, person feels relaxed and comfortable but when the competition has daily requirements which could not be overcome, relaxation turns into exhaustion and satisfaction changes into stress.

## Consequences of Stress

Stress will have a lot of consequences and job effects such as migraine, alcohol or drug abuse and smoking cigarette, or physical and emotional effects such as migraine, high blood pressure and consequences concerning mental health such as depression. According to other classification, stress consequences can be divided in 3 groups of individual, organisational and individual- organizational.

## Individual Consequences

Individual consequences affect the person, mostly. However, this may also affect the company directly or indirectly. Individual consequences may be divided as follow: **Behavior consequences** are reactions which can be harmful to the person and the others.

**Mental consequences** depend on person's mental and physical health.

**Physical consequences** would affect the person's physical state. Stress may result in physical disorders.

**Organisational Consequences** It is clear that, as mentioned before, individual consequences can affect the organization, but stress has other consequences which may have effects on institution more directly. • Functional consequences which is lack of proper and correct function • Quitting, the most important kinds of quitting are absence and resign • Attitudes, job satisfaction, mood, organisational commitments get accordingly affected along with the personal motivation accordingly.

**Personal - Organization Consequences** Exhaustion is the final consequence of stress that either affects person or organisation. Exhaustion is the feeling of fading. It appears when the person is bearing many pressures and little satisfaction

## Organisational Measures for Stress Management:

The following measures can be taken by organisations to combat stress:

- a. **Reducing Long working hours:** Organisations should see that long working hours of employees should be reduced and proper time management techniques are taught to them.
- b. **Teaching Employees to balance Work-Life:** Required training should be given to employees to maintain their work-life balance.
- c. **Use of Technology:** The organizations should use the available technology and provide specialized training courses on any topic required for work advancement.
- d. **Communication** - The organizations should encourage communication and always asks for feedback, where the HR manager should always directly accessible to any employee to



listen to. The organization always try to follow up with all corporate and business news, in addition to new studies published regarding work stress, how to spot it and solve it.

- e. **Security Fears** - The Organizations should take efforts in making employees and people feel safe by applying laws for security checks, checking identities of visitors to the firm and not allowing unauthorized people to enter.
- f. **Introduction of Retirement Plans** - Applying Social Security system and pension funds, which is a great insurance and relief for employees in order not to worry about their retirement any more.
- g. **Job stability and fear of downsizing** - The Economic Crisis is very complex. Unfortunately, layoffs and downsizing are forced on many organizations, and there is nothing that management can do internally to stop this issue.
- g. **Workplace Diversity** -The firms should hire all kinds of experiences from all ages, genders, and from all levels of education.

### **Creative Ways to Relieve Stress at Work**

1. Help employees let of steam by playing (table) sports
2. Bring some office cheer with a holiday decorating contest
3. Offer a special place for employees to unwind
4. Flashback to childhood with fun board game sessions
5. Organize fun Team Outing

### **Conclusion**

Although we cannot see the stress as a permanent negative phenomenon and there is some positive stress too, but it has a lot of effects on organization members. Stress within a specific limit helps to achieve necessary objectives. Workplace stress plays a significant role in physiological and psychological well-being of employees. It also affects the productivity and performance of organisations. Affected by stress, managers, staff and clients will have the special psychological moods which may lead to actions directly reflected in activities and productivity of organisation. Therefore, stress management and its implication for more creativity and quicker cursor movement toward the organizational targets is one of the goals which have been recently developed in organizations. By facilitating the employees with effective training, the management can provide them with platform to solve their stress related problems. These simple but useful steps can pave the path for improved efficiency of employees and increased productivity of organization and prevent negative stress

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## A STUDY ON FLOWS OF FIIS AND INDIAN STOCK MARKET

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### Abstract

Capital is considered to be very important growth in any economy. In case of developing country like India Domestic capital is not sufficient to fulfil the requirement of economy. In that case foreign capital plays a very important role. Foreign Capital comes in two forms- FDI and FII. FDI is considered as a more stable form of foreign capital as compared to FII. But, FII inflows and outflows directly create impact on stock market. Hence FIIs have emerged as movers and shakers of Indian Stock Market. This paper examines the trend and pattern of FII flow in India and also examines the relationship between FII and Sensex.

**Keywords:** FII, FDI, SEBI, Hot money, Volatility.

### Introduction

The Foreign Institutional Investors (FIIs) have emerged as remarkable players in the Indian stock market and their growing contribution adds as an important feature of the development of stock markets in India. As a result, the Indian Stock Markets have reached new heights and became more volatile making the researches work in this dimension of establishing the link between FIIs and Stock Market volatility. Hence, it's an interesting topic to ascertain the role of FIIs in Indian Stock Market. After the launch of the reforms, foreign institutional investors (FIIs) from September 14, 1992, with suitable restrictions, were permitted to invest in all securities traded on the primary and secondary markets, including shares, debentures and warrants issued by companies which were listed or were to be listed on the Stock Exchanges in India and in schemes floated by domestic mutual funds. A positive contribution of the FIIs has been their role in improving the stock market infrastructure and the SEBI assured its contribution towards its development. Hence, in this age of transnational capitalism, a significant amount of capital is flowing from developed world to emerging economies. Positive fundamentals combined with fast growing markets have made India an attractive destination for foreign institutional investors (FIIs). Although the Foreign institutional investors (FIIs), whose investments are often called 'hot money' because they can be pulled out at any time, have been blamed for large and concerted withdrawals of capital from the country at the time of recent financial crisis, they have emerged as important players in the Indian capital market.

### Review of Literature

Dr. Mamtajain Et Al (2012) In this context present paper examines the contribution of foreign institutional investment in sensitivity index (Sensex). Also attempts to understand the behavioral pattern of FII during the period of 2001 to 2010 and examine the volatility of BSE Sensex due to FII. The data for the study uses the information obtained from the secondary resources like website of BSE Sensex. We attempted to explain the impact of foreign

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institutional investment on stock market and Indian economy. Also attempts to present the correlation between FII and BSE Sensex by the Karl Pearson' Coefficient of correlation test.

**Prasanna, P.K. (2008)** in this context this paper examines the contribution of foreign institutional investment particularly among companies included in sensitivity index (Sensex) of Bombay Stock Exchange. Also examined is the relationship between foreign institutional investment and firm specific characteristics in terms of ownership structure, financial performance and stock performance. It is observed that foreign investors invested more in companies with a higher volume of shares owned by the general public. The promoters' holdings and the foreign investments are inversely related. Foreign investors choose the companies where family shareholding of promoters is not substantial. Among the financial performance variables, the share returns and earnings per share are significant factors influencing their investment decision.

**Rajesh Chakraborty (2001)** in his research paper titled „FII Flows to India: Nature and Causes 'concluded that since the beginning of liberalization FII flows to India have steadily grown in importance. The author analyzed these flows and their relationship with other variables Pal, P. (2004) found that FIIs are the major players in the Indian stock market and their impact on the domestic market is increasing. Trading activities of FIIs and the domestic stock market turnover indicates that FII"s are becoming more important at the margin as an increasingly higher share of stock market turnover is accounted for by FII trading in India

**Siva Kumar S (2003)** has analyzed the net flows of foreign institutional investment over the years, it also briefly analyses the nature of FII flows based on research, explores some determinants of FII flows and examines if the overall experience has been stabilizing or destabilizing for the Indian capital market.

### **Objectives of Study**

- To evaluate the quantum of investment of foreign institutional investors (FIIs)
- To know the relationship between the FIIs investment and BSE Sensex value.

### **Scope of Study**

The study takes last 10 years data into consideration. To study the impact of FII on Indian stock market, Sensex was selected in the study, as it is the most systematic stock market indices and widely used by market participants for benchmarking.

### **Research Methodology**

**Data Collection:** This study is based on secondary data. The required data related to FII have been collected from various sources i.e. Bulletins of Reserve Bank of India, publications from Ministry of Commerce, SEBI Handbook of Statistics, Govt. of India. BSE Sensex data is down loaded from the websites of BSE. To get the index value for each year, which is considered as more representative figure of index for the entire year rather any one day's/month's closing figure of the index. The current study considers 10 years data starting from 2008 to 2017.

### **Analytical Tools and Technique**

In order to analyse the collected data, the statistical tools such as trend analysis and correlation is used. Correlation coefficient is a statistical measure that determines the degree to

which two variable's movements are associated. Correlation coefficient value ranges from -1 to 1. Negative value of correlation indicates: if one variable increases in its values, the other variable decreases in its value and positive value indicates: if one variable increases in its values the other variable also increases in its value. In the current study to study the linear relationship between variables such as FII and Sensex correlation is applied.

### Hypothesis

**Null Hypothesis (Ho):** BSE Sensex does not rise with the increase in FIIs investment.

**Alternate Hypothesis (H1):** BSE Sensex rise with the increase in FIIs investment.

### Data Analysis

The following table gives the Net purchases by FII in Indian stock market from year 2008 to 2017. It also gives Average value of closing value of BSE Sensex from 2008 to 2017.

It shows that Net flow of FII has considerably increased from year 2008 to year 2017 with certain declining values in certain years. BSE Sensex has also increased from the 2001 to 2013 except in the year 2011 and 2012.

### Flow of FII and BSE Sensex data

Source: SEBI.

Year	Net FII (Cr)	BSE Sensex
2008	-52987.4	9,647.31
2009	83424.2	17,464.81
2010	133266.8	20,509.09
2011	-2714.2	15,454.92
2012	128360.7	19,426.71
2013	112968.7	21,170.68
2014	2,57,067.49	27,499.42
2015	62,308.42	26,117.54
2016	-17,308.85	26,626.46
2017	1,94,630.76	34,056.83

### Inference

On observation of the above Table quantum of FIIs investment trends in yearly in Indian stock market. in the year 2008,2011and 2016 the FIIs investment goes in negative trend it denotes FIIs get back their investment from the stock market (outflow over than the inflow of FIIs). but in 2017 FIIs Investment was increased to 1,94,630.76. crore.

### Correlation between FII and Sensex

Correlation has been used to determine the statistical relationship between variables under study FII and BSE Sensex. Based on the results it can be concluded that there is a moderate positive correlation of 0.624 between FII and Sensex. Since the significance value is 0.027 which is less than 0.05, we should reject the null hypothesis. There is a relation between FII and Sensex.

### Correlations

		BSE Sensex	FII
Pearson correlation	BSE Sensex	1.000	.624
	FII	.624	1.000
Sig. (1- tailed)	BSE Sensex		0.27
	FII	.027	
N	BSE Sensex	10	10
	FII	10	10

### Findings of the Study

- It is accepted fact that FIIs have significant influence on the movement of the stock market index in India. if one looks at the total FII trade in equity and debt in India and its total investment relationship with the stock market index

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Sensex and it shows a steadily growing influence of FIIs in the domestic stock market.

- FIIs and movement of Sensex are quite closely correlated in India and FIIs wield significant influence on the movement of Sensex. This 'herd instinct' displayed by the other market participants amplifies the importance of FIIs in the domestic market in India.
- FII flows in terms of net purchases have shown increasing trend from the year 2008 to year 2017. Except in the year 2008, 2011 and 2016.

### **Conclusion**

This paper provides a preliminary analysis of FIIs flows to India and their influence on the prices of stocks in the Indian stock market. The extent to which FIIs participation in Indian stock markets has helped lower cost of capital to Indian industries is also an important issue to investigate. On the basis of above discussion and data analysis, It is clear that the FIIs are influencing the Sensex movement to a greater extent. Further it is evident that the Sensex has increased when there are positive inflows of FIIs and there were decrease in Sensex when there are negative FII inflows.

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## STUDY THE IMPORTANCE OF HUMAN RESOURCES DEVELOPMENT PRACTICES IN ENGINEERING INSTITUTIONS AT CHENNAI

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### Abstract

*This study examines empirically, the relationship between size of the institutions and Human Resource Development (HRD) practices that have been shown to contribute to managerial performance. Human resource has been grown to unexpected levels and it has gone beyond planning, sustaining controlling, monitoring and developing. Every institute is interested in stabilizing, growing, diversifying, renewing itself to become more effective, and in improving its system and services, change and for becoming more dynamic and for playing leadership role there by the human resource development is Vital. The present study is undertaken with a view, to assess the HRD interactivities among students of the Accredited Institutions and Affiliated institutions of Chennai, Tamilnadu. Results indicate that the HRD initiative among students in engineering institutions become visible to be good. HRD values scored reasonably well while HRD mechanisms appears average score. Personality development and placements got good score in Accredited Institutions. In addition, the human resource practices are supportive for colleges to emphasis on knowledge, expertise and ability of students. This paper focuses and analyses the literature findings on importance of human resource practices and its relation student's empowerment.*

**Keywords:** *Engineering Institutions, HRD (Human Resource Development), size, managerial performance, values, personality.*

### Introduction

This study examines empirically, the relationship between size of the institutions and Human Resource Development (HRD) practices that have been shown to contribute to managerial performance. Human resource has been grown to unexpected levels and it has gone beyond planning, sustaining controlling, monitoring and developing. Every institute is interested in stabilizing, growing, diversifying, renewing it-self to become more effective, and in improving its system and services, change and for becoming more dynamic and for playing leadership role there by the human resource development is Vital. The present study is undertaken with a view, to assess the HRD interactivities among students of the Qualified Institutions in Chennai, Tamilnadu. Results indicate that the HRD initiative among students in engineering institutions become visible to be good. HRD values scored reasonably well while HRD mechanisms appears average score. Personality development and placements got good score in Accredited Institutions. In addition, the human resource practices are supportive for colleges to emphasis on knowledge, expertise and ability of students. This paper focuses and analyses the literature findings on importance of human resource practices and its relation student's empowerment.

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## **Objectives of the Study**

1. To study the level of employability skills among the Engineering students of Chennai.
2. To understand the correlation between motivation and performance in development of the career of employees
3. To estimate the outcomes of the initiatives of Human resource Development.
4. To identify the specific steps taken by the institutes of Chennai to inculcate employability skills among the students

## **Scope of the Study**

The study is intended to cover various HRD Policies of engineering institutions in Chennai. HRD Policies includes training and development, motivation and performance; discipline and grievance redress system, holistic excellence through social initiatives and technology incubation, entrepreneurship and industry interaction. Researcher concentrated on elements of this policies and their impact on motivation and performance of employees through collecting primary and secondary sources of information. The analysis also focused on various techniques of motivation and methods of evaluating performance of employees and HRD Practices of the organization. These HRD Policies and Practices create and maintain healthy relationship between employer and employees.

## **Limitations of the Study**

1. Data on crucial issues in the industry could not be available due to unwillingness of the respondents.
2. Students are sometime non-responding and not revealing full information at their venue.
3. Researcher selected only large institutions for study.

## **Research Methodology**

The title of the research is "A Study of Various Human Resource Development Policies and its Impact on Motivation and Performance of the employees With Reference to Selected Industries in Nashik."

The type of research is 'Exploratory' based on extensive primary and secondary

Data collected for the purpose. The style of presentation is mainly analytical, however, wherever necessary, descriptive style is adopted to facilitate reader in grasping the content. As per the title of the research undertaken, the research and sample designs were prepared.

The study is the result of information collected from both Primary and Secondary sources. News journals and various websites on Engineering and AICTE (the Governing Body of Technical Institutes in India) formed the source of Secondary Data.

Primary Data emphasized on a 360 degree study covering the final year Engineering Students, Academicians of Engineering Institutes and IT/ Manufacturing Company recruiters as the respondents. Using questionnaire as a research instrument, information was collected from Engineering Students and Corporate recruiters on employability skills. The questionnaire for Academicians comprised of questions on quality of Faculty Members, Curriculum, Placement and Assessment pattern of their respective Institutes.

## **Research Design**

Research design is an important stage in the process of conducting a 'Research.' It is a scheme of work to be undertaken by a researcher at various stages. Research design has gone through following phases with reference to this work at hand:

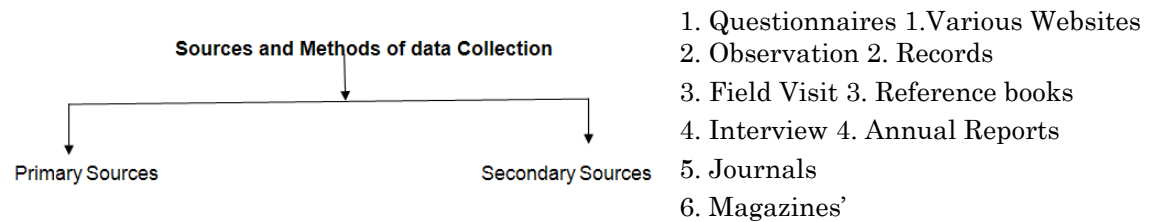
1. Writing of research plan has been finalized

2. Review of related literature including various journals, periodicals, books, reports etc was carried out.
3. Working hypotheses have been converted into precise and testable statements of hypotheses.
4. Sample Design, questionnaire and Interview schedules have been designed, validated and finalized.
5. The data requirements were estimated and finalized.

## 2.2 Sources and Methods of data Collection

The sources of data used were different for primary and secondary data through Which, the researcher has collected primary data.

### Sources and Methods of data Collection



### Tools used in collection of data

Researcher used various methods for collecting Primary data such as Structured Questionnaire, Observations, Field visits and Interview was used to collect data from the two types of respondents; namely Students and faculties from selected sample Colleges. On the other hand, for collecting secondary data, researcher used various methods such as various related Websites, Reference books, Annual Reports of the selected units, Journals and Magazines etc. Also Simple statistical tools of percentage distribution, mean distribution have been used to analyze the collected data. *Chi-square test* has been used to testing of hypothesis.

### Conclusion

In the arouse of quick growth in higher education and increased competition, graduates are compulsory to equip themselves with more than just the academic skills habitually represented by a subject regulation and a class of degree.

The study conducted in Chennai colleges reveals that employability skills like personal attributes; decision making skills etc are not prejudiced by the grade or level of the educational institute. Perhaps these are the skills developed by the student on his own through the situations one stumble upon and experience he gain out of it. On the other hand the study highlights that some skills like technical know- how and high order skills are majorly developed by academics towards which the educational institutes have a major role to play.

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## CAN ARTIFICIAL INTELLIGENCE HASTEN WOMEN CAREER PROGRESSION? – INDIAN PERSPECTIVE

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### Introduction

Industrial revolution, globalised rate mass production and technology innovation have all combined to bring about a systematic evolutionary process in the way businesses are managed. Growing competition, cutting edge cost advantage and lean indicatives have been major outcomes of this evolutionary process. The consequent paradigm shift in managing small and large business has brought forward considerable dependence on mechanization and automation. The pace of progress picked up momentum with the advent of computerization that assured in an era of path breaking and disruptive technologies that changed the outlook of management. The recent trend of leveraging of big data and making machines learnt all by them self and write their own codes and programs has lead to the emergence of artificial intelligence machine learning and deep learning with block chain technology as a desirable by product .

This lead to a significant displacement of men by machines to effectively handle low end routine operations fears about massive unemployment became a subject matter of active debate. All though the fears of machines replacing men may be justified to some extent, it may not be any time soon. In a country like India where gender inclusivity in terms of women participation in work force is already low, the impact of artificial intelligence is viewed as a serious threat particularly for women. However it is well known that behind every threat, there always lurks in the back ground a great opportunity. This research paper attempts to highlight how AI can actually hasten gender inclusivity at the middle and senior levels of management as well as in corporate board rooms. A recent report of deloitte points out that AI may descript jobs at entry level in the IT and banking sector, but may take time to spread it tentacles to other industries. The report also allays fears about machines taking over business process and opines this may be only at the lowest level for very mundane and routine operations. It also suggests that this will create more opportunities at the middle and senior management level for men and women. This study is focused on an enquiry into the possible opportunities of AI particularly for women in India.

### Objectives of the Study

This study is carried out with the following objectives

- To examine the implications of artificial intelligence in major sectors of employment and gender inclusivity

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- To critically evaluate the opportunities for gender inclusivity at middle and senior management levels with the implementation of artificial intelligence.
- To suggest measures that may balance the cost advantage of embracing artificial intelligence with greater gender participation at the higher levels of management hierarchy.

### **Methodology**

This is a conceptual and descriptive study that is qualitative in nature it attempt to justify the implementation of artificial intelligence on the grounds that it may bring down costs and enhance a higher degree of gender inclusivity at the middle and the senior levels including the board rooms.

### **Review of Literature**

The Recent research has pondered the impact of AI on the workforce, and there are legitimate, practical concerns that need to be discussed as automation becomes a more prominent part of the workplace. As for the people HR helps to manage, AI holds a lot of potential for opening up employees to new, less automated kinds of work. This was a focus of a recent Accenture report, *Reworking the Revolution*, which made the case that more automation will allow companies to reorganize their workforces around changing business models, revamp corporate skill sets, and reimagining the work that gets done. (SMITH, 2018)

As Humans are going to find meaningful work if they can do the things that machines can't do well it won't be enough to simply artificial intelligent, as AI has the capacity to be much smarter than us. Adapting to the future of work therefore means we need to redefine SMART to focus on our quality of thinking. In other words, we'll have to learn how to become more emotionally intelligent. As Emotional intelligence is the key to artificial intelligence. The emotional intelligence is a person's ability to perceive, utilize and manage their emotions, as well as the emotions of others. As a result women's emotional intelligence has shown the women have a distinct AI advantage over men. (SEARLES, 2018)

The artificial intelligence will, for the foreseeable future, have a significant disruptive impact on jobs. This disruption can create new opportunities if policymakers choose to harness them; some has the potential to help address long standing social inequities. Investing in quality training programs that deliver premium skills, such as computational analysis and cognitive thinking, provides a real opportunity to leverage AI, s disruptive power. AI presents a clear challenge a competition to traditional skilled workers arising from the cross relevance of data scientists and code engineers, who can adapt quickly to new contexts. (NICKIE, 2017)

Nowit's time for the technology leaders across the board in every industry to discuss how AI can be used to improve quality, speed, functionality, and even drive top line revenue growth. A confluence of forces has propelled artificial intelligence into the business mainstream. As adding to the growing list of potentially disruptive forces CEOs can introduce into their organizations for commercial benefit. The use of AI has increased the processing power, as it makes it possible for computers to execute complex tasks at speed once unimaginable—at a cost that has fallen rapidly. The ramp-up in cloud computing and the outsourcing of data storage, which has come down significantly in price, have allowed companies to develop and use AI applications across the world. (SALLOMI, 2018)

The artificial intelligence will have the power to transform universities as we believe AI is a new scientific infrastructure and learning that universities will need to embrace and lead, otherwise they will become increasingly irrelevant and eventually redundant. As AI has been a brilliant discovery, universities have sown the seeds of their own disruption. The AI revolution will profoundly reshape science, innovation, education and society itself. AI gets more powerful; it will not only combine knowledge and data as instructed, but will search for combinations autonomously. It can also assist collaboration between universities and external parties, such as between medical research and clinical practice in the health sector. (DODGSON & GANN, 2017)

In recent years, artificial intelligence has left the machine room and entered the world of mainstream business. Within the next five years, AI will have a major impact in all industries and Today's AI algorithms already support remarkably accurate machine sight, hearing, and speech, and they can access global repositories of information. AI performance continues to improve, thanks to deep learning and other advanced AI techniques, a staggering level of growth in data, and continuing advances in raw processing power. AI is not plug\_and\_play but Companies cannot simply "buy intelligence" and apply it to their problems. Now a day's AI is available in the market, the hard work of managing the interplay of data, processes, and technologies happens in-house. For the foreseeable future, most companies will need to rely on internal data scientists to find, collect, collate, and create data sources and to develop and train company-specific AI systems. (GERBERT, HECKER, RUWOLT, & STEINHAUSER, 2017)

### Qualitative Analysis

A recent research by K. Ramya and Dr.raghuraman brought out a very interesting aspect of gender inclusivity in the banking sector there was 46% inclusivity at the officer's level in 2014 compare to a mere 20% in 2005 on a other hand, at the clerical level this dropped to 45% in 2014 compared to 65% in 2015 similarly at the subordinate level inclusivity dropped from 13% in 2005 to 8% in 2014. Interestingly this is the period when automation started picking up in both public and private sector banks in India. This shows that, why there may be a drop in entry level positions because of artificial intelligence, there may be a increase both in terms of numbers and percentages at the middle and the senior levels already web enabled and application enabled banking products have resulted in a linear work force in the private sector banks. In the public sector banks, vacancies are not filled up after the retirement of senior staffs but attempts are made to hand over the work load to machines.

In the IT sector routine low end jobs in the functional areas are also shifting to machines from men for example there has been low of simplification of the recruitment process because the screening, short listing, online testing and even the first level interviews are handled by machines. Prospective employees are talking to machines without realizing that on the other side there is an intelligent machines instead of man or women in a recent advertisement Google stated that there are vacancies in their company but suggested the prospective job sequence not to send resumes because it seems to know all about them with the help of backend artificial intelligence

There are also job losses at the lower rung of the ladder in IT companies but it is also quite evident that there has been an increase in lateral high ring which has gone up from 14% to 23% according to hansom report.

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Since banking and IT are the largest recruiters in this country after Indian railways, it was thought prudent to take these two sectors to highlight inclusivity. Moreover any technological advancement and innovation is first used by these two sectors as a tool for cost reduction and enhance profitability a study of three public and 3 private sector banks for a five year period up to 31<sup>st</sup> march 2017, reveled that, a few components of operating expenses such as employee cost or other operation expenses such as printing and stationary and postage and telegrams have been on a decline because of more automation, virtualization and AI application.

It is a well known fact that the most valuable resource of India is the human resource and hence it has to be used to exploit the maximum advantage. There is really no harm in hand over monotonous low end jobs to machines and use the human resources thus released for a more productive purpose.

### **Suggestions**

This research paper puts forward the following suggestions

- It is imperative that the baseless fears about AI be suitably remedied through nationwide seminars, conferences and indoor meetings in companies.
- It is also essential that the employees are well trained and well equipped to handle the hardware and the software side of AI so that machines continue to do their work under the watchful high of their more rationally skilled human resource\.
- Embracing artificial intelligence is a tool for cost reduction it should not be resisted however the implementation should graduate and not sudden. This will give sufficient time for organisations to handle and manage the shift of human resources for high end jobs that may call for prudent judgement and intuitive approach.
- Since AI is a functioning of technology advancement, that can be greater scope for employment in R&D and hardware.
- Counselling at the firm level is also important because it can eliminate the physiological pressures arising on the account of insecurity. In fact the companies should take the employees into confident in to before large scale AI application and assure tem of job security.

### **Conclusion**

“Progress is the exchange of one form of nuisance for another but that does not prevent us from progressing”. The resistance to change days back to centuries and it has always been tougher to break that resistance at the lower level rather than at the higher level but history also reviles that the initial resistance always gives way to hope and exuberance arising out of future prospects. Tactical handling of the issues calls for inclusivity in decision making to ensure cooperation and support at all levels. We have accepted electronic appliances at home like washing machines and wet grinders that enabled valuable human time of women and man for more productive and enumerative purposes hence by the extension of the same logic if organizations choose to release the valuable human resource from the mundane jobs and utilize them better, there is bound to be a sharp and distinct advantage of higher productive and lower cost for this, organizations need a strong will and employees need a change in mind set. Since the already under represented women in the work force feel insure in the artificial environment, they should first be promoted to higher levels before AI implementation at the

lower level. It is repeatedly said that behind every successful man there is a woman. Is now time to make sure that behind every successful woman there is a machine.

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**FINANCIAL INSTITUTIONAL: A STUDY ON IMPACT OF RURAL CREDIT TO AGRICULTURAL HOUSEHOLD IN INDIA**

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**Introduction**

Since India's independence, the main objective of the nation's agricultural policy has been to improve farmers' access to institutional credit and reduce their dependence on informal credit. Informal credit is often usurious. In pursuit of this goal, the government of India has undertaken several initiatives. For example, major milestones in improving access to rural farm credit include acceptance of the Rural Credit Survey Committee report (1954), nationalization of the large commercial banks (1969 and 1980), establishment of Regional Rural Banks (1975), and the National Bank for Agricultural and Rural Development (1982), and the 1991 financial sector reforms. Since the passage of the historic 1991 financial reforms in India, the government has also launched farm credit programs including the Special Agricultural Credit Plan (1994-1995), Kisan Credit Cards (1998-1999), the Doubling Agricultural Credit program (2004), the Agricultural Debt Waiver and Debt Relief Scheme (2008), the Interest Subvention Scheme (2010-2011), and , more recently, the 2014 Pradhan Mantri Jan Dhan Yojana (Kumar et al.2015).

Simultaneously, several other measures have been taken to strengthen formal credit programs in India. Examples includes the establishment of the Lead Bank Scheme, direct lending for priority sectors, and the banking sector's linkage with government-sponsored programs targeted at the poor, Other programs such as the Differential Rate of Interest Scheme, the service Area Approach, the Self Help Group-Banks Linkage Program, Special Agricultural Credit Plans, and the Rural Infrastructure Development Fund were introduced to enhance the flow of credit to the rural sector. These initiatives with an explicit rural focus have had a positive impact on the flow of agricultural credit (Ghosh 2005; Golait 2007; Kumar, Singh, and Sinha 2010; Mohan2006; Hoda and Terway 2015; Kumar et al. 2015). Since the launch of Doubling Agricultural Credit in 2004, the actual credit flow has consistently exceeded the target, and the ratio of agricultural credit to agricultural gross domestic product (Ag GDP) has increased from 10 percent in 1999-2000 to about 38 percent in 2012-2013 (India Ministry of

Finance 2015-2016). About 85 percent of agricultural credit is used to secure inputs in the agricultural and allied sectors (Narayanan 2016).

### **Review of literature**

A number of studies have estimated the benefits of formal credit in developing countries (Binswanger and Khandker 1995; Carter 1989; Carter and Weibe 1990; feder et al. 1990; Pitt and Khandker 1996, 1998; Khandker and Farooqui 2003; Awotide et al. 2015; Narayanan 2016). These studies show that access to formal credit contributes to an increase in agricultural productivity and household income. However, despite the significance of the above-mentioned initiatives in enhancing the flow of institutional credit to agricultural, the links between institutional credit and agricultural productivity or household income in India are not very well documented. The literature on the effects of credit on farmers' income and economic development is sparse. The best-known study of the impact of formal rural credit in the context of India is by Binswanger and Khandker (1995); in this study, the authors estimated the impact of formal credit using district-level panel data and found that formal credit increases rural income and productivity. Other studies (Burgess and Pande 2005; das, Senapati, and John 2009) have suggested that the effect on agricultural output is either nonexistent or negligible. They also point out the importance of financial inclusion in enhancing agricultural production.

The paper is organized as follows. Section 2 describes the sample data used for the study. Section 3 explains the approach and econometric models used to assess the determinants and impact of institutional credit. Section 4 provides the characteristics of the agricultural credit market in India. Section 5 discusses the characteristics of institutional and non-institutional borrowers the impact of institutional credit on farm income and household expenditures. Finally, Section 8 concludes and discusses policy implications.

### **Data**

The study uses farm-level data from a nationally representative survey conducted by the National Sample Survey Office in 2015. The survey's purpose was to assess the status of farmers and farming in India (National Sample Survey Office 2014). The survey covered 4,529 villages spread across the country and elicited information from 35,200 farming household. The information was collected primarily for the agricultural year 2012-2013. The same households were visited twice during the survey period. The survey made sure that all the crops, whether principal or not, harvested during the agricultural year 2012-2013 were considered in the first or second visit. The same reference period was used for collecting information on productive assets. For other information, different reference periods were used.

### **Empirical Framework**

To investigate the effect of formal credit on farmers' well-being, we use two specific research objectives. First, we assess the characteristics of farms and households associated with their access to institutional credit-a participation equation. Note that we put forward the issue as one of involvement and not of selection, because some characteristics that we observe now would have been different at the time of selection. Second, we assess the impact of formal credit on the economic welfare (farm income and household consumption expenditures) of farm operator households.



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In the second stage, to assess the impact of formal credit on farm income, the farm income function can be represented as where is net farm income per hectare received from farming, is a dummy variable (=1 if the farmer takes formal credit, otherwise=0), is a vector of observable farm and operator characteristics, and is an error term. In the case of per capita consumption expenditures, the dependent variable (left-hand side) in equation (2) is replaced with  $c_i$ . Specifically.

According to demand theory, price can be a useful instrument in predicting the need for a good. The price of an institutional loan is its interest rate, which hardly varies. Hence, the interest rate cannot be a good predictor of the demand for credit. We identify the “proportion of farmers using institutional credit in a village” as the instrumental variable. We hypothesize that as the share of farmers choosing formal credit in a given geographical and social neighborhood increases, the likelihood of a farmer participating in the formal credit market in that location also will increase. We call this variable the network variable.

### Characteristics of Agricultural Credit Markets In India

India has a vast network of financial institutions, with the co-existence of dual (formal and informal) financial systems that both operate in the rural credit market. A large number of formal and informal agencies lend money to farmers for their short-and long-term needs. The formal agencies include cooperatives, Regional Rural Banks, Scheduled Commercial Banks, nonbanking financial institutions, self-help groups, microfinance institutions, and other government agencies. The informal sources comprise moneylenders, friends, relatives, traders/shopkeepers, employers, and others (see Table 1).

After the major banks were nationalized in 1969, commercial banks were mandated to open branches in rural areas. As a result, the number of rural branches increased from 1,833 in 1969 to about 47,000 in 2016. Further, considerable efforts were made to enhance the flow of institutional credit to agriculture. Since India’s independence from Britain, the share of formal credit in India has increased from 9 percent in 1951 to about 61 percent in 2013 (Kumar, Singh, and Kumar 2007; Kumar et al. 2015).

**Table 1 Distribution of Loans by Sources**

Share o formal sources	Share of informal sources
Type %	Type %
Government 3.61	Employer or landlord 2.34
Cooperative society 25.37	Agricultural professional or Moneylender 64.05
Bank 71.02	Shopkeeper 4.93
	Relatives or friends 24.03
	Others 4.65
Total 100.00	Total 100.00
Formal sources as share of total loans 63.56	Informal sources as share of total loans 36.44

**Source:** Authors’ calculations based on unit level data from situation Assessment Survey of Agricultural Households, 2015. National Sample Survey Office (NSSO), Government of India.

Table 1 reveals that informal sources of rural credit account for about 36.4 percent of the loan volume for agricultural households, and professional moneylenders (64 percent) are the largest source of informal credit. Friends and relatives, who usually do not charge interest, provide 24 percent of informal loans. Shopkeepers account for 4.0 percent of informal loans to



the agricultural households is negligible. Nearly 64 percent of the credit is from formal sources (Table 1). Banks have been the dominant force (71 percent) is issuing formal credit, followed by cooperative societies (25.4 percent) and government sources (3.6 percent).

The pattern of borrowing by agricultural households is shown in tables 4.2 and 4.3. Agricultural households are grouped into four categories: non borrowers, borrowers in the informal sector, borrowers in the formal sector, and borrowers in both the formal and informal sectors. It is worth mentioning that almost half of agricultural households (48 percent) do not borrow any money and thus are not participants in the financial markets. (Table 2). However, non borrowing by agricultural households may not be voluntary, because many of them do not meet the requirements for borrowing money. Further, a positive relationship between the incidence of borrowing and land size indicates the involuntary exclusion of agricultural households from the rural credit market. Nonetheless, 23 percent of agricultural households reported having borrowed money from formal sources, 16 percent borrowed from informal sources, and 13 percent borrowed from both formal and informal sources.

**Table 2 Farmers' access to credit from formal and informal sectors, 2014-2015 share of formal and informal**

Distribution of households by borrowing (%) Credit in borrowing of households (%)						
Land Class	Non-Borrower	Formal Sources Only	Informal Sources Only	Both Simultaneously	Formal Credit	Informal Credit
Marginal	54.67	14.77	21.68	8.88	54.95	45.05
Small	48.32	24.23	14.17	13.27	64.26	35.74
Medium	41.47	29.98	11.57	16.98	67.13	32.87
Large	28.45	39.06	8.92	23.58	74.89	25.11
All	47.94	22.78	16.21	13.07	63.56	36.44

**Source:** Authors' calculations based on unit level data from Situation Assessment Survey of Agricultural Households, 2015. NSSO, Government of India.

Access to institutional and Non-Institutional credit differs in the context of land size. Access to formal credit is not scale-neutral, despite several measures to promote financial inclusion in India. Large segments of agricultural households still remain outside the formal credit system. Poor families often are excluded from formal credit markets because they lack collateral or guarantors (Ray 1998; Shoji et al. 2014).

**Table 3 Distribution of borrower households by operational holding (%)**

Land Class	Share of House holds	Non-Borrower	Source of borrowing			Share in credit	
			Formal Sources Only	Informal Sources Only	Both Simultaneously	Formal Credit	Informal Credit
Marginal	39.87	45.47	25.85	53.31	27.08	17.08	24.33
Small	30.54	30.78	32.48	26.68	31.02	25.31	28.07
Medium	22.77	19.69	29.96	16.25	29.58	33.27	29.61
Large	6.83	4.05	11.71	3.76	12.33	24.34	18.00
All	100.00	100.00	100.00	100.00	100.00	100.00	100.00

**Source:** Authors' calculations based on unit level data from situation Assessment Survey of Agricultural Households, 2015. NSSO, Government of India.

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Data in Table 3 reveal that large farms, which total about 7 percent of agricultural households, account for about 12 percent of agricultural households that borrow exclusively from formal sources, and they account for 24 percent of the total formal credit issued to agricultural households. In contrast, marginal households, which are 40 percent of farm households, account for 26 percent of borrowing from formal sources, and their share of total formal credit is about 17 percent.

A contrasting scenario is found when it comes to informal credit. For instance, marginal farmers comprise 53 percent of agricultural households that borrow from informal sources, and their share of total informal credit is about 24 percent. Large farms, in contrast, account for only about 4 percent of households borrowing informally, and their share of total informal credit is about 18 percent. Access to institutional credit increases as land size increases, while credit from non-institutional sources decreases as land size increases.

### **Characteristics of Institutional and Non-Institutional Borrowers**

Features of formal and informal borrowers are interestingly, the average land size (owned) by formal borrowers in India is significantly larger (about 1.7 hectares) than the average land size of informal borrowers (about 0.8 hectare). Among formal borrowers, the average age of the household head is 51 years, the household has slightly more than five family members, and only 4 percent of such households have received formal training in agriculture. Among informal borrowers, the average age of the household head is about 47 years, the household has slightly more than five family members, and only 2 percent of these households have received formal training in agriculture.

There appears to be gender bias in access to institutional credit; the share of male-headed households receiving credit from institutional sources was higher than the share of female-headed households. Access to formal credit also reveals a direct relationship with education. The difference between farmers who borrowed from formal sources and those who borrowed from informal sources is more pronounced at higher-levels of education. Agricultural households that are aware of the government's fixed minimum support prices (MSP) for agricultural commodities have a greater tendency than households unaware of the MSP to obtain credit from formal sources. For instance, about 31 percent of the households receiving formal credit were aware of the MSP, significantly higher than the share of informal borrowers (22 percent). About 93 percent of institutional borrowers received Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) cards, compared to 91 percent of Non-Institutional borrowers. Further, 37 percent of institutional borrowers and 52 percent of Non-Institutional borrowers reported having Public Distribution System (PDS) ration cards.

### **Determinants of Access to Rural Formal Credit**

The parameter estimates for the factors affecting Indian agricultural households' access to formal credit. The results reveal that to formal, institutional credit significantly influenced by the operator's age, educational attainment, caste, and occupation, and by land size and access to social safety nets. The coefficient on the age of a household head (a proxy for experience) is positive and statistically significant at the 1 percent level. The results suggest that an additional year of age increased access to formal credit by about 20 percent. Recall that experience in farming helps improve decision making with regard to farm financing (Mishra et

al. 2002). Level of education has been found to positively influence access to formal credit. For instance, farmers with middle school education are 9 percent (marginal effect) more likely to access formal credit than are uneducated peasants.

With regard to the relationship between social groups (STs and OBC) and access to formal credit, the results show that farmers belonging to STs and OBC are more likely to have access to formal credit than those belonging to SCs. For instance, the marginal effects in Table 6.1 indicate that the probability of accessing formal credit by STs, OBCs, and other castes increased by 3 percent in each case compared SC households. Our result is consistent with earlier studies. Households receiving MGNREGA payments are less likely to avail themselves of credit from formal sources than households without such payments. This could be because MGNREGA reduces the households' need than households without cards. The results indicate that a 1 percent increase in per capita monthly expenditures increases access to formal credit by about 7 percent. This finding may reveal that farmers are using the credit for consumption purposes as well-bridging the gap between income and consumption. In other words, borrowing from institutions may be helpful in relieving the credit constraints of Indian farm households.

### Impact of Financial Institutional Credit on Farm Income and Household Consumption Expenditures

We now turn our attention the impact of access to formal credit on farm income and farm household expenditures. In other words, does access to institutional, or formal, credit improve farm income and household consumption expenditures? Table 7.1 compares average net returns per unit of cropped area-that is, net returns from farming (NRF)-for formal and informal borrowers by farm size. Some important points stand out in the summary comparison of net farm income (NFI) across formal and informal borrowers. First, access to institutional credit is associated with higher NFI. The NFI of formal borrowers (RS. 43,740 per hectare) is significantly greater than that of informal sector borrowers (Rs. 33,734 per hectare). Second, the relationship between farm size and NFI per hectare is negative. The inverse relationship between farm size and productivity in India has been observed in some recent studies (for example, Chand, Prasanna, and Singh 2011; Birthal et al. 2013. Finally, the difference in NFI-statistically significant at the 1 percent level-between formal and informal buyers increases with farm size (Table 4).

**Table 4 Institutional credit, net farm income, and household consumption expenditures**

Net farm income (Rs./ha)			Difference in means (t-static)	Consumption expenditure (Rs./month/person)		Difference in means (t-static)
Farm category	Formal Borrower	Informal Borrower		Formal Borrower	Informal Borrower	
Marginal	49,118	41,862	-0.7306	1,695	1,279	6.5833
Small	45,044	32,389	5.0369	1,629	1,424	4.6708
Medium	44,848	29,802	6.1876	1,750	1,789	-0.1350
Large	40,840	23,847	4.9189	2,158	1,931	1.6224
All	43,740	33,734	-0.9450	1,744	1,483	3.2587

**Source:** Authors' calculations based on unit level data from situational Assessment Survey of Agricultural Households, 2015, NSSO, GoI.

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Table 4 also compares average per capita monthly consumption expenditures (MCE) for formal and informal borrowers by farm size. First, access to institutional credit is associated with higher per capita MCE. The per capita MCE of formal borrowers (Rs. 1,744) is significantly greater than that of informal sector borrowers (Rs. 1,483). Second, the relationship between farm size and per capita MCE is negative. Financially, the difference between formal and informal borrowers' per capita MCE—statistically significant at the 1 percent level—decreases with farm size (Table 4). This finding underscores the importance of formal credit in assisting marginal and farm households.

### **Impact of Financial Institutional Credit on Farm Income**

The estimates for both the two-stage least squares (2SLS) and OLS regressions. The second column reports parameter estimates of the first stage similar to the coefficients reported in the except for the inclusion of the instrumental variable as a regressor. Note that all estimates include district fixed effects, and the standard errors are clustered at the district level. Parameter estimates, in addition to the variable in the first stage, of the second-stage of IV regression. The coefficient of access to institutional credit is positive and statistically significant at the 1 percent level. The findings reveal that access to formal credit has a significant positive impact on NFI. Specifically, the results show that, compared to non-institutional borrowers, institutional borrowers earn a 17 percent higher return to farming (or NFI). The estimates from the IV estimation show that simple OLS estimates are probably downward biased.

### **Impact of Rural Farm Credit on Household Consumption Expenditures**

The report estimates for both the 2SLS and OLS regressions. Note that all the estimates include district fixed effects, and the standard errors are clustered at the district level. Column 4 of the reports parameter estimates, in addition to the variable in the first stage, of the second-stage of IV regression. The coefficient on the institutional, formal credit variable is positive and statistically significant at the 1 percent level. The result indicates that access to institutional credit increases per capita MCE by 10 percent compared to those without access to such credit. Recall that per capita MCE is a proxy of household income, and thus an increase in household expenditures reflects a decline in poverty. These results are consistent with other studies in the literature (Coleman 1999; Khandker and Frauqee 2003; Awotide et al. 2015) that argue that access to credit could reduce poverty in rural areas.

The other variables associated with increasing per capita MCE include the age and educational attainment of the household head. For instances, an additional year of age increases per capita MCE by about 20 percent. Compared to uneducated farmers, farmers with middle school or above education (middle school, higher secondary, and graduate) are likely to increase per capita MCE in the presence of institutional, formal credit. The impact of this increase in per capita MCE is growing in magnitude (3 percent for middle school, 12 percent for higher secondary, and 23 percent for graduate and above).

The results presented in search that borrowers soliciting technical from KVKs and SAUs, private commercial agents, radio, TV, newspaper, and Internet source have a greater chance of increasing their per capita MCE in the presence of institutional credit than borrowers obtaining their advice elsewhere. Awareness of MSP programs, in the presence of institutional credit, increases farmers' ability to improve their per capita MCE.

### **Conclusion and Policy Implications**

This study investigated the relationship between institutional credit and the economic well-being of farm household in India. Net farm income and per capita household consumption

expenditures were taken as proxies for measuring the economic welfare of agricultural households. Using a large nationally representative sample and instrumental variables, we find statistically significant effects of institutional credit not only on net farm income but also on per capita household consumption expenditures. Our results suggest that perceptions of the ineffectiveness of credit, often expressed in policy discourse, may be misplaced. Formal credit is indeed playing a critical role in increasing both the net farm incomes and per capita monthly household expenditures of Indian farm families.

However, our results provide evidence of poor access to formal credit by small landowner. Formal lenders are explicitly biased toward families with large farms, and as a consequence, marginal and small farmers are left out. The estimated impact of institutional credit depicts a positive relationship with land size, and agricultural households with greater land size seem to receive more benefits. This trend must be arrested, and efforts should be made to improve smallholders' access to formal credit. Finally, our study finds that social safety net programs may have unintended consequences. In particular, MGNREGA reduces both net farm income and per capita monthly household consumption expenditures. Perhaps such programs, in the presence of formal credit, reduce the recipients' incentive to work. However, social safety net programs such as the public Distribution System (ration cards), in the presence of formal credit, may include farmers and their families to increase their per capita monthly consumption expenditures. These households may be allocating extra income-saving-to consuming other items, such as higher-quality food items, like meats and proteins, or to purchasing consumer durables. This study has important policy implications. Our analysis supports the strong push being made to expand the reach of formal credit institutions and to improve farmers' access to formal financing. The results of this study will contribute significantly to some of the ongoing policy discussion in India.

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**A STUDY ON IMPACT OF DIGITAL INDIA ON  
THE PEOPLE OF CHENNAI CITY**

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**Abstract**

*"Ideas don't come out fully formed. They only become clearer as you work on them. You just have to get started." Launched on 1 July 2015 by Prime Minister Narendra Modi, it is both enabler and beneficiary of other key Government of India schemes, such as BharatNet, Make in India, Startup India and Standup India, Industrial corridors, Bharatmala, Sagarmala, Dedicated Freight Corridors and UDAN-RCS. This paper aims to throw light on the merits, challenges and limitations of this dynamic move which caused the public to switch on to their smartphones for government works and gave rural population a boost up and much needed pace in their life. The work of government was made easier, accessible and user friendly. Moreover, a detailed research is shown in the paper highlighting the reaction of public on this dynamic move. The fate of this movement is yet to be predicted but it ensures people take a step ahead in technological innovation.*

**Keywords:** *Digital, revolution, government, rural population, technological innovation, internet.*

**Introduction to Digital India**

Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components, (a) development of secure and stable digital infrastructure, (b) delivering government services digitally, and (c) universal digital literacy.

**Digital India in Today's Scenario**

**Importance:**

1. Digital Locker System aims to minimize the usage of physical documents and enable sharing of e-documents across agencies. The sharing of the e-documents will be done through registered repositories thereby ensuring the authenticity of the documents online.
2. MyGov.in has been implemented as a platform for citizen engagement in governance, through a "Discuss", "Do" and "Disseminate" approach. The mobile App for MyGov would bring these features to users on a mobile phone.
3. Swachh Bharat Mission (SBM) Mobile app would be used by people and Government organizations for achieving the goals of Swachh Bharat Mission.
4. eSign framework would allow citizens to digitally sign a document online using Aadhaar authentication.
5. The Online Registration System (ORS) under the eHospital application has been introduced. This application provides important services such as online registration,



- payment of fees and appointment, online diagnostic reports, enquiring availability of blood online etc.
6. National Scholarships Portal is a one stop solution for end to end scholarship process right from submission of student application, verification, sanction and disbursement to end beneficiary for all the scholarships provided by the Government of India.
  7. DeitY has undertaken an initiative namely Digitize India Platform (DIP) for large scale digitization of records in the country that would facilitate efficient delivery of services to the citizens.
  8. The Government of India has undertaken an initiative namely Bharat Net, a high speed digital highway to connect all 2.5 lakh Gram Panchayats of country. This would be the world's largest rural broadband connectivity project using optical fibre.
  9. BSNL has introduced Next Generation Network (NGN), to replace 30 year old exchanges, which is an IP based technology to manage all types of services like voice, data, multimedia/video and other types of packet switched communication services.
  10. BSNL has undertaken large scale deployment of Wi-Fi hotspots throughout the country. The user can latch on the BSNL Wi-Fi network through their mobile devices.
  11. To deliver citizen services electronically and improve the way citizens and authorities transact with each other, it is imperative to have ubiquitous connectivity. The government also realises this need as reflected by including 'broadband highways' as one of the pillars of Digital India. While connectivity is one criterion, enabling and providing technologies to facilitate delivery of services to citizens forms the other.

### Highlights of the progress in Digital India

- More than 12,000 rural post office branches have been linked digitally and soon payment banking would also become a reality for them.
- The government also plans to make 'digital village' across the country, by linking all schemes with technology. The 'digital village' would be powered by LED lighting, solar energy, skill development centres and e-services like e-education and e-health.
- Electronic transactions related to e-governance projects in the country have almost doubled in 2015, owing to the Digital India Programme. According to government website electronic transaction aggregation and analysis layer (eTaal), 3.53 billion transactions took place in 2014, which almost doubled in 2015 to 6.95 billion.
- The progressive policies and aggressive focus on 'Make in India' have played a significant role in the resurgence of the electronics manufacturing sector.

### Proposed Impact of Digital India

**A. Economic impact:** According to analysts, the Digital India plan could boost GDP up to \$1 trillion by 2025. It can play a key role in macro-economic factors such as GDP growth, employment generation, labor productivity, growth in number of businesses and revenue leakages for the Government. As per the World Bank report, a 10% increase in mobile and broadband penetration increases the per capita GDP by 0.81% and 1.38% respectively in the developing countries. India is the 2nd largest telecom market in the world with 915 million wireless subscribers and world's 3rd largest Internet market with almost 259 million broadband users. There is still a huge economic opportunity in India as the tele-density in rural

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India is only 45% where more than 65% of the population lives. Future growth of telecommunication industry in terms of number of subscribers is expected to come from rural areas as urban areas are saturated with a tele-density of more than 160%.

**B. Social impact:** Social sectors such as education, healthcare, and banking are unable to reach out to the citizens due to obstructions and limitations such as middleman, illiteracy, ignorance, poverty, lack of funds, information and investments. These challenges have led to an imbalanced growth in the rural and urban areas with marked differences in the economic and social status of the people in these areas. Modern ICT makes it easier for people to obtain access to services and resources. The penetration of mobile devices may be highly useful as a complementary channel to public service delivery apart from creation of entirely new services which may have an enormous impact on the quality of life of the users and lead to social modernization.

The poor literacy rate in India is due to unavailability of physical infrastructure in rural and remote areas. This is where m-Education services can play an important role by reaching remote masses. According to estimates, the digital literacy in India is just 6.5% and the internet penetration is 20.83 out of 100 population. The digital India project will be helpful in providing real-time education and partly address the challenge of lack of teachers in education system through smart and virtual classrooms. Education to farmers, fisher men can be provided through mobile devices. The high speed network can provide the adequate infrastructure for online education platforms like massive open online courses (MOOCs).

Mobile and internet banking can improve the financial inclusion in the country and can create win-win situation for all parties in the value-chain by creating an interoperable ecosystem and revenue sharing business models. Telecom operators get additional revenue streams while the banks can reach new customer groups incurring lowest possible costs. Factors such as a burgeoning population, poor doctor patient ratio (1:870), high infant mortality rate, increasing life expectancy, fewer quality physicians and a majority of the population living in remote villages, support and justify the need for tele medicine in the country. M-health can promote innovation and enhance the reach of healthcare services. Digital platforms can help farmers in know-how (crop choice, seed variety), context (weather, plant protection, cultivation best practices) and market information (market prices, market demand, logistics).

**But this is not an easy mission and various challenges are related to it. Some of them include**

1. The Indian experience of using ICTs (Information & communication technology) in governance for the past 15 years is not something that we can be proud of — amongst 193 countries, India ranks 118 on the e-Government Development Index as per the United Nations e-Government Survey 2014.
2. There is lack of digital literacy in India.
3. Lack of affordable smartphones-"When you talk about Digital India, the first step is access to at least a smartphone. Access to affordable smartphone should be there to avail all the facilities of the campaign," said Rama Vedashree, Vice President of Domestic IT, IT services, Nasscom.
4. Linguistic diversity of India - Indian diversity in language makes it more challenging for integration, that is integration of language with technology.



5. India is more prone to cyber crime as no rigid measures regarding cyber security is present in India.
6. Issue of last mile connectivity- India has thousands of villages with no active electricity supply. Digitalising them is far too ahead.
7. The Digital India plan comes at a time when the debate of net neutrality has still not been resolved. Net neutrality is important for entrepreneurs, who play a major role in this whole campaign, said Pratap. Hence, it is of utmost importance that the debate be resolved at the earliest.
8. Peoples' mindsets are still pre-digital, as is the functioning of government's public interface.
9. The server is always down, in pre-digital and post-digital India.
10. Low internet speed with high prices- For digital India to materialise efficiently, broadband connection is a must. Surely it wont work on 2G or 3G. And prices are so such that everyone can't afford it.

### Objectives of the Study

Having briefed about the background information including merits and imitations of digital India at national level ,the upcoming segment is set to understand the reaction of various sections of people in our society towards Digital India move.

### Research Methodology

Aggregation of people's thought on DIGITAL INDIA

Questions. Yes. No. May be

Are you aware of Digital India move?	100%	Nil	
Do you feel it's effective for rural population?	42%	14%	42%
Can this movement be a big boon for India?	35%	21%	42%
Is rural population satisfied with this service?	14%	29%	57%
Do you feel still drawbacks are there in this move?	57%	14%	29%

Self designed questionnaire entitled 'Digital India ' was prepared. Polar and non polar questions were chosen to collect the data. Around 40 people were asked to respond to these questionnaires using convenience sampling method. The response of the surgery was analysed and their interpretations were presented in the form of charts and tables.

### Data Interpretation

The above findings clearly indicates that Digital India movement has been quite a rage amongst our citizens as full 100% people are very well aware of the move men, thanks to the much popularised digital platform and spearhead marketing techniques. However less than 50% people felt that this will be helpful to rural population, rest are unsure and are confused. Still, less than half percent people felt that this movement is a big boon to the society as there are various loopholes in the full execution.

But the major drawback is that only 14% people feels that this is helpful for the rural population and rest are unsure , reasons being illiteracy, no access to smartphones , cyber crime and lack of expertise trained employes. A whopping of 60% people felt the need of better services pertaining to digital India movement by encouraging more education and technical knowledge.

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## **Conclusion**

The findings of the paper depicts that this revolution is still like an unresolved puzzle for many as some important parts are missing or perhaps lacking in the grip they should make. As far as awareness is concerned it is on the trending rage but if worked upon some unresolved areas such as cyber security and technical knowledge with full access of Internet, this movement can be a trendsetter and an inspiration for other countries on a global stage.

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## SUSTAINABILITY MANAGEMENT AND TQM – BUSINESS PRACTICES FOR A BETTER WORLD

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### Abstract

*Organizations with enterprising leaders are positioning themselves to leverage the benefits of imbibing sustainability management for greater development and competitive advantage. But there are many others who are still viewing sustainability initiatives as cost and risk to be managed. Corporate leaders may want to understand as to how following this approach shall affect the business in the long run. This scenario is reminiscent of the past industrial era, when companies faced the introduction of Total Quality Management (TQM) concepts. This suggestive paper focuses on what the corporate world has seen in the revolution of TQM and draw parallel to the emerging concept of Sustainability management and build an understanding of what to anticipate in the future. TQM has the purpose of attaining customer satisfaction through quality products / services and sustain a market share & continuous growth in their market. But sustainability has ambiguity in defining its purpose. It is understated to say that for an Organization to grow, quality alone matters: instead, leaders may have to have a holistic view of the factors that affect an organization which may in turn, decide its future status of survival. In this regard, organizations may have to focus on four key resources viz., Organization, people, society and environment. Based on the identification of the resources the company is keen in sustaining, the strategic goals have to be set and absorbed in the organization culture. This may indeed be compared to how the total integrated approach of TQM succeeded in a great way. Today, companies are facing various challenges like depleting resources, attrition, competitors, growing customer demands, statutory regulations and so on. The need of the hour is to sustain amidst the challenges and to have a secured future. Learning from the TQM revolution, the contemporary leaders may have to look in to the future demands, think out of the box, and proactively inculcate the sustainability management goals, to ensure a long survival of the organization, besides doing good business.*

**Keywords:** TQM, sustainability, organization, survival..

### Introduction

Sustainability management is the emerging management strategy gaining world wide acceptance and recognition. In the present times, with the changing demands of the consumers, cut throat competition, depleting resources, government regulation, and much more factors challenge the stability or even threaten the survival of Organizations. It is well known fact that “the only thing constant in life is change”. Organizations that are complacent with the seemingly favorable business circumstances may suddenly face crises by some unexpected changes. Therefore what organizations should necessarily act upon is following strategies that will help the organization to keep surviving and sustaining the expected business performance under all circumstances & the ever changing scenario. Sustainability – the term is associated with what a particular organization is concerned to sustain. On a wide scale, people tend to link the term to Environment & the related issues. It is now apparent that there is growing liking among the people to go for “Green Products”. The media coverage, government norms & the public interest in protecting the environment have woken up organizations to integrate sustainability practices in their business. No wonder that organizations are putting up the

## **National Conference on Changing Paradigms in Management Practices**

brand image of being socially responsible or calling themselves as Eco friendly or green organizations to garner reputation. It is seen that most of the leaders in the industry are inculcating sustainability strategies in their organization in one way or the other. Here inevitably one is reminded of the earlier industrial era when the total quality management concepts started evolving and soon many organizations leveraged on the TQM strategies to reap benefits. TQM revolutionized many organizations across the world. The message from the past TQM revolution is that organization that embrace sustainability practices shall benefit in the long run.

### **Sustainability Management and TQM – the journey so far....**

Early days, Quality was simply considered as a product that meets the specifications. During world war, statistical sampling technique was used for monitoring production process. The concept of Quality took a broader view with the advent of Quality philosophies put forth by Quality Gurus like “Joseph M.Juran” and “Philip B.Crosby”. Slowly quality was viewed as something that encompassed the whole organization. Beyond 1980’s Quality was customer driven and is continuing to be so today. The 14 Point principles laid down by Deming referred to as “Father of quality control” helped many organizations in improving the quality. Philip Crosby was the quality guru who introduced the concept of “Zero defects” saying that organization should “Do it right the first time”. Kaoru Ishikawa’s fishbone diagrams (cause-effect) diagrams have helped in quality problem solving and he was also the proponent of Quality circles. In product design, Taguchi’s “design of experiment” has changed the view of quality cost. TQM philosophies are based on customer focus, continual improvement and empowering employees and stresses on team effort. In the path of TQM evolution, it had its moments of conflicts as to whether “zero defects” or “Continuous improvement” approach was better. It shall be assumed that Sustainability concept in organizations may also face such conflicts, wherein only after testing several strategies, standards may be formed

The world post industrialization era has seen much advancement in the human civilization through science & technology. On the flip side though, gradually people realized that these advancements come along with negative implications that may threaten the balance of human existence. The developments have served the world community in various ways but can it continue to serve forever? With the growing population and increase in demands on one hand and depletion of resources on the other, sustaining the needs of the present and future is challenging. Apart from this, issues of environmental degradation, poverty, unemployment, terrorism, volatile markets and a host of others have waken up the international communities to take stock of the ways businesses affect the world and find ways to make businesses have positive impact on the society.

Many international organizations have deliberated on pertinent global issues in the past. The World Conservation Strategy released by IUCN in 1980 has a section “Towards Sustainable Development” which identifies the main agents of habitat destruction as poverty, population pressure, social inequity. The emerging concept of sustainability has come into international prominence by United Nations conference on “Human Environment” at Stockholm in 1972, according to *Communities and Social Identities* research group of Bath Spa University. According to the article, sustainability development of culture, economy and environment were solidified in “Our common Future” published in 1987 by “Bruntdland

commission” wherein Sustainability development is defined as “Development which meets the needs of the present without compromising the ability of future generations to meet their own needs.’ The phrase “Sustainability development” gained popularity through this commission.

### **Sustainability effects on business – Present scenario**

Sustainability – what are the implications of it to businesses worldwide? To what extent are organizations serious about implementing sustainability strategies? Basically, when we look into how organizations define “Sustainability”, we understand that it is defined in myriad ways and every organization has its own meaning. For some organizations, it simply means “implications to environment”, for others it is community work, or sustainability of the triple bottom line – economy, environment & social. Among the myriad ways in which sustainability is defined, the most appropriate one encompassing all important factors to an organization is given by Mark Hollingworth author of ‘*Growing People, Growing Companies: Achieving Individual and Organizational Success in the Knowledge Economy*’ who defines Sustainability as “360 degrees performance evaluation of the following resources: organization itself, humans, ethno-sphere (society) and bio sphere (environment).” Here are cited some leading organizations’ sustainability philosophy:

1. Hyundai Insurance’s Management Philosophy is “:Based on our highest value of customer satisfaction, Hyundai Insurance's management philosophy is to become a business that faithfully fulfills its economic, social and environmental responsibilities to stakeholders.”
2. Ricoh’s Environmental Management system says “We promote the harmonization of environmental conservation and business operations to realize sustainable environmental management.”

*According to Robert G. Eccles is professor of management practice at Harvard Business School, “Companies that adopted environmental, social and governance policies in the 1990s have outperformed those that didn't...Sustainability is now an essential ingredient for a company's long-term success and we have been able to provide solid evidence for this in a rigorous empirical study”*

In order to understand the present scenario, we look into some of the worlds leading organizations survey in the recent times. The business of sustainability global survey, conducted by the collaboration of MIT Sloan management review and The Boston consulting group have tried finding answers to the major concerns raised regarding status of sustainability management practice in the worldwide organizations. The methodology of the survey was to first interview some of the scholars, sustainability thought leaders, corporate CEOs of some global giants at the cutting edge of sustainability management like General Electric, Unilever, Royal Dutch shell, Interface & BP. Based on the findings, questionnaire was created which was used to survey more than 1500 corporate executives / managers on their perspectives on the intersection of sustainability and business strategy. The findings revealed:

- There is majority consensus that the organization are addressing sustainability issues in some way or the other
- Interestingly, majority of the respondents reveal that the organization has not come up with a clear management strategy to follow sustainability management. The findings indicate that majority organizations undertake only those sustainability initiatives that require regulatory compliance.

## National Conference on Changing Paradigms in Management Practices

- The respondents have opined that the key drivers for sustainability investments are government legislation, consumer concerns and employee interest in sustainability.
- The top three benefits that the respondents feel are the outcome of implementing sustainability issues are Brand image, cost savings and competitive advantage.

The UN Global Compact-Accenture CEO Study on Sustainability 2013 carried out survey of more than 1,000 top executives from 27 industries across 103 countries to assess the past, present and future of sustainable business. The findings reflect the pulse of the CEOs worldwide on their perspective of sustainability management:

- Less than half the respondents only agree that their organizations are taking enough efforts to address the sustainability challenges.
- Most of the respondents feel that for the organization to inculcate sustainability practices, government policy making and regulations will play a critical role.
- Very less respondents agree that they are able to measure accurately the value of sustainability initiative

The various findings from the above surveys reveal that on whole, though there is worldwide acceptance that sustainability challenges are a force to reckon with, organizations are challenged with multifarious issues & barriers in the implementation of sustainability initiatives. There is also the startling revelation that most organizations are simply interested in sustainability in order to gain improved brand image, against the background of a growing popularity of sustainability.

### Barriers.....

The various surveys like MIT Sloan Management review and the UN Global compact – Accenture help in understanding the various challenges and barriers on the way of achieving sustainability management in organizations.

- **Lack of clarity:** The definition of sustainability itself is quite myriad in nature. For some, it is in accordance with the UN Brundtland commission's definition of sustainability concerning the triple bottom line ie. Environmental, economic & social issues. For some it simply means "viability of business". For yet others, sustainability issues are concerned solely on environmental aspects. Once an organization clearly defines Sustainability in its own way, the next challenge is to understand to link it with value creation.
- **Challenges in creating a sustainability business model case:** For many organizations, high-rates of senior management turnover, internal power structures, pressure due to quarterly financial reporting and the intense scrutiny of shareholders, management focus remains squarely on short-term performance. This is mainly due to the reward systems, which recognize and value performance in the short term, i.e., they have goals which are never really intended to be sustainable. (Hollin gworth,). In most companies, the planning of strategies are done over short periods of time with clear expectations to achieve the set targets by the investors. In case of sustainability initiatives, forecasting and planning over a long term, measuring costs and benefits of the initiatives are very difficult. Also there are high uncertainties involved in planning as there is possibility of changes in government regulations or consumer requirements. Unlike the usual strategic planning which is the outcome of deduction based on prediction, sustainability planning involves unpredictable factors compelling organizations to follow a

completely new approach and methods. Further there is the challenge of measuring the outcomes of the sustainability initiatives as it involves many intangibles like environmental and societal facets. Getting the true sense of the value of sustainability investments is unfeasible.

- **Issues in Execution of sustainability strategies:** Any change will first be met with resistance. To bring about new initiatives in the organization will require firm commitment from the top management and the trust and confidence of the various stakeholders involved in the running of the business. The real test is how to institutionalize the sustainability agenda in the whole organization. The main obstacle lies in finding ways to measure the values created as well as having a proper tracking system to monitor the effects continuously.

### **Sustainability – Opportunity for all**

- **Realistic perspective:** Its time for organizations to acknowledge that our globe is facing crisis in meeting the ever growing demands of the population and the organization, being part of the world human community need to ascertain its role in doing the right thing. Looking at the larger picture and understanding the magnitude of the issue will help executives and managers in having the drive and commitment to implement sustainability strategies.
- **Sustainability for Value creation:** What organizations must see is that the global demands are a great opportunity for differentiating their products or services to meet the various customer requirements, reach out to new markets and enjoy more market share & growth. In other words, revenue generation is quite possible if sustainability is viewed through the lens of opportunities for growth.
- **Communication with Stakeholders:** Any organization on the track of implementation of initiatives should actively engage the various stakeholders in the organization – be it the shareholders or employees or consumers. There should be clear understanding amongst the various parties on how to meet the global issues through their business. Deliberations should be held on the various key sustainability issues with the stakeholders and any constructive ideas & outcomes of the meetings needs to be converted to practices with the commitment of the top management. The commitment and resolve of all those connected to the organization will pave way for successful sustainability initiatives.
- **Supply chain management:** Apart from engagement of the stakeholders, an organization's products and services are dependent on the other entities in the supply chain like the suppliers and distributors. It is essential that all entities in the supply chain are communicated with the organization's sustainability expectations. It is important that all the entities are aligned together in their activities in order to create the desired results.
- **Collaborative efforts:** Rather than trying to address the global issues on their own, organizations should collaborate with others in the industry or across industries to find better practices in addressing sustainability issues. Following the leaders in the industry and collaborating with policy makers will pave way for progress of the various initiatives
- **Leveraging on the Technology and innovation:** Leading businesses are gaining better business advantage by investing in the latest technologies & innovative R& D. The tools



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provided through technology help in addressing the challenges and result in better solutions.

### TQM and Sustainability – A comparative outlook

Sustainability management is comparable to TQM in the way of evolution & being established in industries and also the key advantages or positive outcomes in the following aspects:

**People:** involving stakeholders in corporate strategies is considered a good policy which provides companies with competitive advantages (Walsh, 2005). For any goal to be achievable, the commitment of various people involved is absolutely necessary. TQM approach is completely focussed on customer satisfaction. To achieve that, there is the need for top management leadership & commitment and employee empowerment. Similarly, apart from the internal customers, it is imperative that all the stakeholder involved in the organization are committed in following the sustainability practices. Sustainability should permeate the organization to its entire supply chain. What happens far upstream in the supply chain will have impact on the end customers. The supply chain partners have to be aligned with the sustainability goals of an organization (Lockstrom,2012). For successful sustainability management, it is essential that organizations imbibe sustainability values in their vision, mission & corporate policies and guidelines.

**Product:** Competitive advantage: A study conducted on “Total Quality Management and sustainability management” deduce that the content of TQM is capable of producing a cost- or differentiation-based advantage, and that the tacit ness and complexity that are inherent in the process of TQM have the potential to generate the barriers to imitation that are necessary for sustainability.(Reed,Lemak,Mero,2000). TQM basically focuses on these aspects: people (employees and customers), process & product. Effective TQM practices in an organization results in enhanced process efficiency & product quality and greater employee involvement and customer satisfaction. This in turn helps achieve greater market share and revenues and hence effective TQM generates sustainable competitive advantage for the company (Yildirim, 2012).

**Process:** For any strategy to be implemented effectively, the processes involved should be clearly defined and implemented with the allocation of proper resources. It should also be measurable to analyse whether the process is being carried out in the way it is intended to. In TQM there are many established tools and techniques like Checklist, fishbone diagram, pareto chart, flow chart, scatter diagram, histogram etc. that are used by employees to identify and correct quality related problems. It helps in the TQM philosophy of prevention and maintenance rather than inspection and correction. As Sustainability strategies are long term strategies and also there is uncertainty for factors relevant to the strategy to remain consistent, use of tools to measure and analyze the processes are difficult. There is a suggestion to use the balance score card, a performance measurement tool for business strategies by Norton and Kaplan. Along with the four perspectives of financial, customer, internal process and learning & growth, the sustainability perspectives of environmental and social shall be integrated for which targets and measures be formulated (Figgie al,2002).

**Innovation:** TQM is positively related to both product quality and product innovation performance(Prajogo,shoal,2003). A 2009 article by Ram Nidumolu, the late CK Prahalad, and MR Rangaswami in the Harvard Business Review that declared sustainability to be the "key driver of innovation". Their research of 30 large corporations was summarised in one key statement:"Our research shows that sustainability is a mother lode of organizational and technological innovations that yield both bottom-line and top-line returns. Becoming environment-friendly lowers costs because companies end up reducing the inputs they use. In



addition, the process generates additional revenues from better products or enables companies to create new businesses. In fact, because those are the goals of corporate innovation, we find that smart companies now treat sustainability as innovation's new frontier."

### Conclusion

The revolution in TQM paved the way for setting of International standards of Quality pertaining to the Quality in business, environmental & social responsibility of an organization. A similar set of standards is required in the various identified strategic resources of a business enterprise, to achieve sustainability. Sustainability strategies shall enhance the competitive advantage of a company. However, a number of companies also view sustainability as a way to drive revenue. It's becoming increasingly clear that sustainability can be a driver of new growth that capitalizes on a rising demand for environmentally friendly and energy-efficient products. The focus is shifting from risk and compliance to revenue enhancement and business value. The real financial prize in sustainability will come from products that solve specific customer problems. Companies should focus their efforts on products that combine economic benefits and sustainability attributes.

Companies that practiced TQM in its totality, right from the internal employees to outside stakeholders, have gained immensely, in spite of the initial costs incurred in its implementation. Similarly for implementing sustainability, higher costs and training in manpower shall be required. But it may prove that, the initiatives by itself shall be a determinant of the company's very survival in future.

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**GOODS AND SERVICES TAX IN INDIA: A STUDY ON BENEFITS AND CHALLENGES**

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**Abstract**

*There are mixed response, inexplicit, arguments and opinions among the Manufactures, traders and society about the Goods and Services Tax (GST) to be implemented by Government of India from 1<sup>st</sup> April 2017 this year. Various news organizations from all around the world focused on the bill unifying the country and it being an achievement of the government. As the Goods and Services Tax Bill was passed in the Rajya Sabha, it also brought India at the center of the global economy. With the passing of the bill, many international newspapers published their views on how the GST Bill brings a new wave of economic reform in the country. The paper highlights the background, Prospectus and challenges in Implementation of Goods and services Tax (GST) in India. Finally, the paper examines and draws out a conclusion.*

**Keywords:** Tax, Indirect tax, Goods and Service Tax (GST), India.

**Introduction**

The proposed GST is likely to change the whole scenario of current indirect tax system. It is considered as biggest tax reform since 1947. Currently, in India complicated indirect tax system is followed with imbrications of taxes imposed by union and states separately. GST will unify all the indirect taxes under an umbrella and will create a smooth national market. Experts say that GST will help the economy to grow in more efficient manner by improving the tax collection as it will disrupt all the tax barriers between states and integrate country via single tax rate. GST was first introduced by France in 1954 and now it is followed by 140 countries. Most of the countries followed unified GST while some countries like Brazil, Canada follow a dual GST system where tax is imposed by central and state both. In India also dual system of GST is proposed including CGST and SGST.

**Objectives of the Study**

1. To study the concept of Goods and Services Tax (GST)
2. To understand how GST will work in India.
3. To know the advantages and challenges of GST in Indian context.

**Research Methodology**

The study is based on Secondary data collected from various referred books, National & international Journals, government reports, publications from various websites which focused on various aspects of Goods and Service tax.

## Concept

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

## Indian Taxation System

India has got a well-structured and simplified taxation system, wherein an authoritative segregation has been done among the Central Government, the different State Governments as well as the Local Bodies. The Department of Revenue under the Government of India's Ministry of Finance is solely responsible for the computation of tax. This department levy taxes on individuals or organizations for income, customs duties, service tax and central excise. However, the agriculture based income taxes are levied by the respective State Governments. Local bodies have got the power to compute and levy taxes on properties and other utility services like drainage, water supply and many others. The past 15 years have witnessed tremendous reformations of the taxation system in India. Apart from the rationalization of the rates of tax, simplification of the different laws of taxation has even been done during this period. However, the process of tax rationalization is still in progress in the Republic of India.

## Constitutional Amendment Act for GST

The One Hundred and First Amendment of the Constitution of India, officially known as The Constitution (One Hundred and First Amendment) Act, 2016, introduced a national Goods and Services Tax in India from 1 April 2017. The GST is a Value added Tax (VAT) and is proposed to be a comprehensive indirect tax levy on manufacture, sale and consumption of goods as well as services at the national level. It will replace all indirect taxes levied on goods and a service by the IGST is a single tax on the supply of goods and services, right from the manufacturer to the consumer. Credits of input taxes paid at each stage will be available in the subsequent stage of value addition, which makes GST essentially a tax only on value addition at each stage. The final consumer will thus bear only the GST charged by the last dealer in the supply chain, with set-off Benefits at all the previous stages Indian Central and State governments. It is aimed at being comprehensive for most goods and services. The GST implementation in India is "Dual" in nature, i.e. it would consist of two components: one levied by Centre (CGST) and another levied by States and Union Territories (SGST).

## GST – How It Works In India?

The GST system is based on the same concept as VAT. Here, set-off is available in respect of taxes paid in the previous level against the GST charged at the time of sale. The GST model has some aspects which are as follows:

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## **Components**

GST will be divided into two components, namely, Central Goods and Service Tax and State Goods and Service.

## **Applicability**

GST will be applicable to all Goods and Services sold or provided in India, except from the list of exempted goods which fall outside its purview.

## **Payment**

GST will be charged and paid separately in case of Central and State level Input Tax.

## **Credit**

The facility of Input Tax Credit at Central level will only be available in respect of Central Goods and Service tax. In other words, the ITC of Central Goods and Service tax shall not be allowed as a set-off against State Goods and Service tax and vice versa.

## **Importance of GST**

Presently, the Constitution empowers the Central Government to levy excise duty on manufacturing and service tax on the supply of services. Further, it empowers the State Governments to levy sales tax or value added tax (VAT) on the sale of goods. This exclusive division of fiscal powers has led to a multiplicity of indirect taxes in the country. In addition, central sales tax (CST) is levied on inter-State sale of goods by the Central Government, but collected and retained by the exporting States. Further, many States levy an entry tax on the entry of goods in local areas.

- This multiplicity of taxes at the State and Central levels has resulted in a complex indirect tax structure in the country that is ridden with hidden costs for the trade and industry. Firstly, there is no uniformity of tax rates and structure across States. Secondly, there is cascading of taxes due to 'tax on tax'. No credit of excise duty and service tax paid at the stage of manufacture is available to the traders while paying the State level sales tax or VAT, and vice-versa. Further, no credit of State taxes paid in one State can be availed in other States. Hence, the prices of goods and services get artificially inflated to the extent of this 'tax on tax'.
- The introduction of GST would mark a clear departure from the scheme of distribution of fiscal powers envisaged in the Constitution. The proposed dual GST envisages taxation of the same taxable event, i.e., supply of goods and services, simultaneously by both the Centre and the States. Therefore, both Centre and States will be empowered to levy GST across the value chain from the stage of manufacture to consumption. The credit of GST paid on inputs at every stage of value addition would be available for the discharge of GST liability on the output, thereby ensuring GST is charged only on the component of value addition at each stage. This would ensure that there is no 'tax on tax' in the country.
- GST will simplify and harmonize the indirect tax regime in the country. It is expected to reduce cost of production and inflation in the economy, thereby making the Indian trade and industry more competitive, domestically as well as internationally. It is also expected that introduction of GST will foster a common or seamless Indian market and contribute significantly to the growth of the economy.

Further, GST will broaden the tax base, and result in better tax compliance due to a robust IT infrastructure. Due to the seamless transfer of input tax credit from one stage to another in the chain of value addition, there is an in-built mechanism in the design of GST that would incentivize tax compliance by traders.

### **Salient Features of the Proposed GST Model**

- GST is applicable to all taxable goods and services except the exempted goods and services and on transactions below the threshold limit.
- Exempted goods and services include alcohol for human consumption, electricity, custom duty, real estate.
- Petroleum products, motor spirit, natural gas, aviation turbine fuel, are initially exempted from GST until GST council announces their inclusion.
- Tobacco products are included in GST along with central excise duty.
- The power of making law on GST lies with both union and state legislative assemblies.
- GST has two components-CGST and SGST. CGST will be collected by central government whereas state governments will collect SGST.
- GST is destination based tax. IGST is levied on all supplies in the course of interstate trade including imports which is collected by the central government exclusively and distributed to imported states.
- Taxes paid on input goods/services against CGST shall be allowed to be utilized as input tax credit (ITC) against output tax liabilities under CGST and same principle applies to SGST. Cross utilization of input tax credit between the Central GST and the State GST would not be allowed except in case of inter-state supply of goods and services. Therefore, a taxpayer or exporter shall be required to maintain separate details in books of account for utilization or refund of credit.
- In order to maintain uninterrupted credit chain, CST would be phased out in case of interstate transactions of taxable goods. On such transactions, Centre would levy Integrated GST (referred to as IGST which would be GST plus SGST) with appropriate provision for consignment or stock transfer of goods and services.
- Additional 1% tax on interstate taxable supply of goods which is levied by centre and directly portioned to the exporter state. This tax will be charged for two years.
- An uniform threshold across all States and Union territories is being considered with adequate compensation for the States (particularly, the States in North-Eastern Region and Special Category States) where lower threshold had prevailed in the VAT regime.
- In view of the fact that the CGST and SGST are intended to be levied on consumption of all goods and services, these two taxes must subsume all taxes presently levied on various goods and services by the Centre and the States, respectively.

GST is not a new experiment in India and it is not a new initiative. It is introduced to rectify certain basic shortcomings of Value Added Tax GST introduction is an attempt to improve the existing VAT system and the tax system in India. The GST is also an attempt to bring the services under tax net which is not possible under the VAT system. GST is an extension of the current VAT that would make the tax system more comprehensive and effective in its functioning.

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## **Benefits of GST**

- GST provide comprehensive and wider coverage of input credit setoff, you can use service tax credit for the payment of tax on sale of goods etc.
- Many indirect taxes in state and central level included by GST, You need to pay a single GST Instead of all.
- Uniformity of tax rates across the states.
- Ensure better compliance due to aggregate tax rate reduces.
- By reducing the tax burden the competitiveness of Indian products in international market is expected to increase and there by development of the nation.
- Prices of goods are expected to reduce in the long run as the benefits of less tax burden would be passed on to the consumer.

## **Challenges of GST in Indian Context**

At Present, lots of speculations are going regarding when the GST will actually be applicable in India. Looking into the political environment of India, it seems that a little more time will be required to ensure that everybody is satisfied. The states are confused as to whether the GST will hamper their revenues. Although the Central Government has assured the states about compensation in case the revenue falls down, still a little mistrust can be a severe draw back. The GST is a high-quality type of tax. However, for the successful implementation of the same, there are few challenges which have to face to implement GST In India. Following are some of the factors that must be kept in mind about GST:

- Firstly, it is really required that every one of the states actualize the GST together and that too at similar rates. Otherwise, it will be really cumbersome for businesses to comply with the provisions of the law. Further, GST will be very advantageous if the rates are same, because in that case taxes will not be a factor in investment location decisions, and people will be able to focus on profitability.
- For smooth working, it is important that the GST clearly sets out the taxable event. Presently, the CENVAT credit rules, the Point of Taxation Rules are amended/ introduced for this purpose only.
- The GST is a goal based tax, not the origin one. In such circumstances, it should be clearly identifiable as to where the goods are going. This shall be difficult in case of services, because it is not easy to identify where a service is provided, thus this should be properly dealt with.

## **Conclusion**

It can be concluded from the above discussion that GST will bring One Nation and One Tax market. Provide relief to producers and consumers by providing wide and comprehensive coverage of input tax credit set-off, service tax set off and subsuming the several taxes. Efficient formulation of GST will lead to resource and revenue gain for both Centre and States majorly through widening of tax base and improvement in tax compliance. It can be further concluded that GST have a positive impact on various sectors and industry. Although implementation of GST requires concentrated efforts of all stake holders namely, Central and State Government, trade and industry. Electronic processing of tax returns, refunds and tax payments through 'GSTNET' without human intervention, will reduce corruption and tax evasion. Built-in check

on business transactions through seamless credit and return processing will reduce scope for black money generation leading to productive use of capital, Therefore It is necessary on the part of the government to educate, conduct proper training, continuous seminars and workshop on GST is need of the hour. Thus, necessary steps should be taken.

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**SUSTAINABLE FINANCIAL DEVELOPMENT  
(A STUDY ON E-RISKS WITH SPECIFIC MENTION TO RISKS IN PAYMENT  
GATEWAYS AND COUNTER E- SECURITY STRATEGIES)**

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**Abstract**

*This paper aims to provide insight into the origins of e-commerce, various types of e-risks, describes virtual business, identifies types of cyber-crime especially in payment gateways that hamper e-commerce and attempts to provide feasible solution to such issues.*

**Keywords:** *e-Commerce, payment gateways, e-security, e-risk best, payment gateways in India*

**Introduction**

E-Commerce or Electronics Commerce is a methodology of modern business which addresses the need of business organizations. It draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Today, another step ahead we deal e-commerce through mobile apps. Soon we will move on to a no PC world, rather each one of us will carry one in our pockets (which is already the case).

E-Commerce provides advantages to organizations through market expansion with minimum capital investment. It can easily locate more customers, best suppliers and suitable business partners across the globe. Customers enjoy 24x7 support as they can do transactions for the product or enquiry about any product/services provided by a company anytime, anywhere from any location. It also helps government to deliver public services like health care, education, social service at reduced cost and in improved way.

E-Commerce on the other hand can encounter some pitfalls too. There can be lack of system security, reliability or standards owing to poor implementation of e-Commerce. Internet access is still not cheaper and is inconvenient to use for many potential customers like one living in remote villages. More over the e-commerce applications are changing rapidly.

**E-Risk**

E-risk is the potential for financial and technology problems to result from doing e-commerce. Developments in economic, industrial, and regulatory conditions create new challenges for business. Cyberspace is open to villains who look for computer networks to exploit. Some people try to hack into a business firm's computer system just to see if they can. If access to the system is acquired, hackers can potentially cause major problems by deleting or



modifying data. Because e-commerce straddles many functional and technical areas, authors in many disciplines have identified e-commerce-related risks. From the general risk management literature we compiled a partial list of risks that appears below.

- Information risk
- Technology risk
- Business risk

### **Information Risk**

- Content on web page exposing web publisher to libel, defamation of character, slander.
- Copyright infringement and invasion of privacy suits stemming from posted textual content, digital scanning and morphing.
- Copyright, patent, or trade secret infringement violations by material used by web site developers
- After unauthorized access to a web site, online information about employees or customers is stolen, damaged by defamatory statements or released without authorization thus, resulting in liability or embarrassment.
- Worldwide legal exposure resulting from use of creative material (e.g. names, likenesses) that violates laws of countries outside of the home country
- Credit card information intercepted in transit is disclosed or used for fraudulent purposes
- Information that has been changed or inserted in transmission is processed leading to erroneous results.
- Flight of intellectual property due to employees moving to competitors.

### **Technology Risk**

- Negligent errors or omissions in software design leading to unauthorized access to a web site.
- Infecting a web site with computer viruses and crashing of internet service provider (ISP) due to excessive outages.
- Software content risk that violates a copyright or is libelous.
- Third party intercepts credit card information in transit causing breaches in security for online payments.
- Intercepting and copying or changing non-credit card information during transmission
- Insufficient bandwidth to handle traffic or hardware lacking the capacity to process requires traffic.
- ISP phone numbers being busy and servers down.
- Scant technical infrastructure to manage cycle time to develop, present, and process web-based products
- Risk of improperly integrating e-commerce system with internal databases and operational processes.
- Risk due to poor web site design manifesting themselves in long response times
- Inability of customer or supplier computers to handle graphical downloads.

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## Business Risk

- Electronic bulletin boards containing defamatory statements resulting in liability
  - Using web sites to conduct illegal promotional games, such as a sweepstakes or contests
  - Risks related to payment to web site developers and disputes between developers and clients
  - Changes in supplier and customer relationships re: data access, data ownership, distribution strategy, and marketing tactics
  - Products out-of-stock or high shipping costs due to poor communication with operations
  - Inconvenient return policies -- lack of coordination with physical system
  - Risk due to unprotected domain names which are usurped by other organizations.
- Now, we are going to study security aspects which are related to payment gateway

## Introduction to Payment Gateway

A payment gateway is a merchant service responsible for authorizing credit card or direct payments processing for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. In other words it is responsible for smooth transaction via information transfer between payment portal and the end processor.

## Types of Payment Gateway System

- **Hosted Payment Gateway:** Hosted payment gateway system navigates customer from e-commerce site to gateway link during payment process. Once the process completed, it will bring customer back to e-commerce site. For this type of payment you don't need merchant id, example of hosted payment gateway are PayPal, Noche and World Pay.
- **Shared Payment Gateway:** Shared payment gateway is preferable and easy to use because it does not leave the e-commerce site while processing. In this payment gateway customer is directed to payment page and stays on the e-commerce site during the process going-on. Example of shared payment gateway is Eway, Stripe.

## Here is the list of Best Payment Gateways in India

**CC Avenue:** CC Avenue is one of the biggest payment gateway providers in India, with over 85% e-commerce business that includes 100+ payment options like Multiple Currency Processing, Retry Availability & Customization, Audit, Analytics and it also includes large window for active users. It is easy to integrate the CC Avenue payment gateway for free.

**Citrus Pay;** Citrus is a 4 year old dynamic venture founded by Satyen Kothari and Jitendra Gupta. It is an effective and quick online payment but more cumbersome than CCA Venue. Citrus Pay has a long list of documents and they first need a scanned copy of the documents and then a hard copy, all of them attested.

## Direcpay

Direcpay is an arm of the Times Group. It has certified PCI DSS and Norton Secure gateway offers easy integration to ecommerce business, a simple registration and a flexible payment procedure and requires 5 days for account activation, and provides EMI options.

### Google Wallet

Google Wallet is a simplified platform to send and receive money. Merged in 2011 with Google Wallet, Google Checkout allows users to use their mobile devices to pay for products (at agreed-upon locations) and enables the sale/transfer of funds through an automated process. It send and receive money via Gmail attachments.

### PayPal

PayPal processing close to 8 million payments every day, it is one of the most widely used payment gateways in the world. Easy to use with 137 million active accounts across 193 markets, compatible with 26 currencies around the world PayPal also offers perks like uploading of cheques through your smartphone's camera and completion of transaction without having to exit the website. PayPal have a large number of international customers and it is a natural choice of the businesses

### Pay India

Pay India is one of the fastest growing payment gateways in India. It has roped Jabong and Snapdeal into their clientele. The platform offers four pricing packages that vary in covering aspects like Risk Management System, Multi Currency Gateway, Mobile optimized payment page, IVR Payment, Store Card Feature and Payment Analytics.

### Razor Pay

Razorpay is founded by an IIT Roorkee alumni and backed by notable Silicon Valley investors and mentors, It aims to revolutionize the online payments process through secure and easy-to-integrate APIs, which makes it easy for businesses to integrate and process transactions. It is an India-focused company that offers 24\*7 customer support.

Payment Gateway	Setup Fee (INR)	Commission Per Transaction	Popularity (in India)
CC Avenue	7,500 – 40,000	3% – 7%	High
Citrus Pay	4,900	1.99% + Rs.3	Moderate
DirecPay	10,000	6%	Moderate
+Google Wallet	Free	2.9%	Low
PayPal	Free	2.2% – 2.9% + \$0.30	Moderate
PayU India	4,900 – 29,900	0.75% – 2.90%	High

### Why CCAvenue is popularized than PayPal in India?

Whatever the size of your e-business, CC Avenue has a solution for you. It provides simple and complete payment gateway services e-business solutions to Indian websites, with real time credit card, debitcard, net banking and mobile payment transaction validation. This enables the websites to transact and accept payments and in real time

Whereas PayPal have some drawbacks like its charges these fees on each transactions and there is major thing where PayPal freeze without notice this makes it impossible for users to transfer funds to a bank account or send money to others.

The PayPal has another disadvantage has similar functions as a bank; but it doesn't have the protections that bank provides from the Federal Deposit Insurance Corporation (FDIC). Because of this consumer meets risk of losing funds in their accounts in PayPal which is unexpectedly shutdown.

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## **Problems in Payment Gateways**

- However having a wide variety of payment gateways all over the world, some major issues still exist for the merchants in the upcoming market. Since having huge number of consumers and sufficient access to internet is not enough.
- Payment gateway integration may often take number of weeks and occur expensive setup costs
- The payment gateway which has a localized transaction support can't allow merchants and consumers to transact in local currency.
- Payment gateways charges an extra foreign exchange cost for each transactions and have slow, costly and complex settlements
- Payment gateways as basic payment services and no financing services and consumers experience only in English
- Payment gateways operates only in USD currency

## **Conclusion**

To conclude, Payment gateways can operate in the language of consumer. Payment gateways can use the currency of consumer and could setup quickly with no upfront costs. It can enable innovations i.e., mobile payments. Payment gateways should allow tokenization, insurance and financing. It can also provide multiple funding sources. Keep monitoring your transactions and review your order confirmations, credit card and bank statements as soon as you receive them.

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## “CUSTOMERS SATISFACTION IN SBI AND ICICI BANKING SERVICES A STUDY WITH REFERENCE TO TENKASI BLOCK”

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### Abstract

Banking in India originated in the last decades of the 18th century. The oldest bank in India is the State Bank of India, a government-owned largest commercial bank in the country. In 1991 banking sector made a remarkable progression. New private sector banks have brought the necessary competition into the industry and acquire the changes towards higher utilization of technology, improved customer service and innovative products. India has 88 scheduled commercial banks (SCBS) - 27 public sector banks (state holding by the Government of India), 29 private bank and 31 foreign banks. They have a combined network of over 53,000 branches and 17,000 ATMs. According to a report by ICRA Limited, a rating agency, the public sector banks hold over 75 percent of total assets of the banking industry, with the private and foreign banks holding 18.2% and 6.5% respectively. Customers are now becoming more conscious of their rights and are demanding more than ever before. The recent trends show that most banks are shifting from a “product-centric model” to a “customer-centric model” as customer satisfaction has become one of the major determinants of business growth. Keeping these in mind, an attempt has been made in this study to analyze the factors that are essential in influencing the investment decision of the customers of the public as well as private banks. For this purpose, Factor Analysis, which is the most appropriate multivariate technique, has been used to identify the groups of determinants. This study also suggests some measures to formulate marketing strategies to lure customers towards banks.

**Keywords:** Customers satisfaction and preference and promotional tools.

### Introduction

State Bank of India (SBI) is India's largest commercial bank. SBI has a vast domestic network of over 9000 branches (14% of all bank branches) and commands one-fifth of deposits and loans of all scheduled commercial banks in India. The State Bank Group includes a network of eight banking subsidiaries and several non-banking subsidiaries offering merchant banking services, fund management, factoring services, primary dealership in government securities, credit cards and insurance.

ICICI Bank is India's second-largest bank with total assets of Rs. 3,849.70 billion (US\$ 82 billion) at September 30, 2008 and profit after tax Rs. 17.42 billion for the half year ended September 30, 2008. The Bank has a network of about 1,400 branches and 4,530 ATMs in India and presence in 18 countries. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries and affiliates in the areas of investment banking, life and non-life insurance, venture capital and asset management. The Bank currently has subsidiaries in the United Kingdom, Russia and Canada, branches in United States, Singapore, Bahrain, Hong Kong, Sri Lanka, Qatar and Dubai International Finance Centre and representative offices in United Arab Emirates, China, South Africa, Bangladesh, Thailand, Malaysia and Indonesia.

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## Objectives of the Study

- To study whether the customers are satisfied with the services provided by ICICI bank and SBI bank.
- To know about the customer preferences among ICICI and SBI bank.
- To compare over all commitment, pattern of affective, normative and continuous commitment in public and private sector.
- To know about the various promotional tools of Private and Public sectors banks in India.
- To make a comparative analysis of customers' perception for promotional strategies of private and public sector banks in India.
- To find out the key promotional tools for banking services on the basis of customers' responses.

## Limitations of the Study

- Study is confined to Tenkasi Taluk only.
- The sample size is 60 hence finding cannot be generalized.
- It was difficult to know whether the respondents are truly given the exact information.
- Customer preferences and opinions are supposed to change from time to time.

## Research Method

The proposal is basically research oriented and it depends mainly on primary sources of data. It would be acquired through close-ended structured questionnaire in various ICICI and SBI banks covered under the project. The information validity depends upon the ability of the people's understanding of the questions that is being asked by the researcher. This method would be used to get more detailed information of respondents through Questionnaire.

## Data Sources

The research would be done with the help of primary data as it requires first hand information on individual interviews and secondary data.

## Sample Size

There are 60 customers are to be questioned. The target population in this research refers to the bank customers who are having an account in SBI bank and ICICI bank due to the convenience in collecting the data.

## Data Analysis

The following appropriate statistical analysis will be adopted. The data will be tabulated and analyzed. Percentage analysis, Chi-square test analysis, Standard deviation and Garrett's ranking technique:

### Garrett Ranking Technique for SBI

Serial Number	Services	Mean Score	Rank
1	Personalized service	43.73	IV
2	Wide Brach Network	66.13	I
3	Customer service	42.63	V
4	Computerized banking	47.63	III
5	Core banking	51.53	II

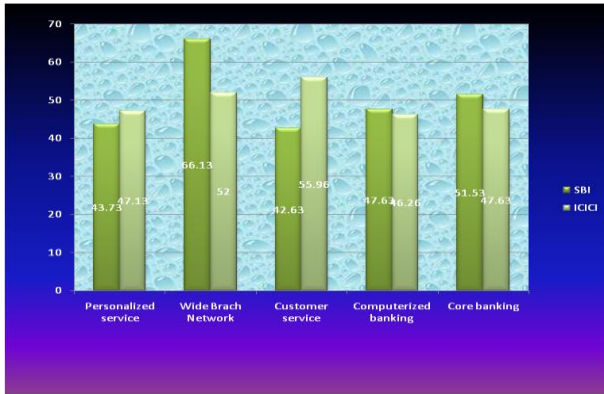
From the above table we observed that Wide branch network takes first place (66.13 mean score) and customer services take in the last place (43.73) by the sample respondents.

**Garrett Ranking Technique for ICICI**

Serial Number	Services	Mean Score	Rank
1	Personalized service	46.2	V
2	Wide Brach Network	52.00	II
3	Customer service	55.96	I
4	Computerized banking	47.13	IV
5	Core banking	47.63	III

From the above table, we observed that Customer service takes in the first place (55.96 mean score) and personalized services take in the last place (46.2 mean score) by the sample respondents.

**Customer Satisfaction on SBI and ICICI Banking Services**



**Findings and Conclusions**

- Majority of the sample respondents were male (71.6%) and (28.4%) of the respondents were female.
- Majority of respondents belongs to the age group of 30-40 and 16.7% of the respondents belong to the age group of below 20 years.
- Majority of the respondents are Post Graduate (26%) and only 13.33% of the

sample respondents belongs to diploma and others.

- Majority of the sample customer falls in the income group of above Rs. 30000 followed by Rs .20000 – 30000, followed by Rs. 10000 – 20000. It also shows that popularity of banking habits is low among income groups of below Rs.10000.
- 31.7% of respondents are Private Employee, 26.6% business and 18.4% were farmer. The private employees are more attached to banking. The farmers are less attached to banking.
- Majority of the respondents (43.33%) have savings account and only (6.67%) in fixed deposit account in case of SBI. Similarly, majority of the respondents (46.66%) have savings account and and only (6.66%) in fixed deposit account (6.66) in case of ICICI.
- Most of the respondents (50%) are satisfied with ATM facilities and none of the respondent is satisfied with insurance facilities in case of SBI. In case of ICICI most of the respondents (43.3%) are satisfied with ATM facilities and few of the respondent (13.3%) are satisfied with Overdraft facilities.
- Most of the respondents (50%) fall on savings plan and other respondents (16.6%) fall on protection plan, pension plan and others in case of SBI. On the other hand 43.33% of the respondents fall on savings plan and only 10% respondent fall on pension plan in case of ICICI.
- Most of the respondents (33.33%) are satisfied with fund transfer and online payment services and few of the respondent (6.66%) are satisfied with others services in case of SBI. On the other hand most of the respondents (36.66%) are satisfied with fund transfer and few of the respondents (13.4%) are satisfied with other services in case of ICICI.



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- Majority of respondents (50%) are satisfied with Answer calls quickly service and few of the respondents (16.66) fall on other customer services in case SBI. On the other hand majorities (33.33%) of the respondents fall on the services of Answer calls quickly and banking issues handled quickly and few of the respondents (16.66%) fall on other services.
- Majority of the respondents (66.6%) opinion is to solve banking problems immediately in case of ICICI Bank. In case of SBI, most of the respondents (66.6%) opinion is to solve the banking problems within 48 hours.
- Most of the respondents (43.33%) fall on Good quality and none of the respondents fall on Poor quality in case of SBI. On the other hand, most of the respondents (33.44%) fall on Good and Very good quality and none of the respondent fall on poor quality in case of ICICI.
- The calculated value is within the table value, the null hypothesis is accepted. Hence, there is significant relationship between gender and getting prompt service.
- The calculated value is within the table value, the null hypothesis is accepted. Hence, there is significant relationship between qualification and getting prompt service.
- The calculated value is more than the table value, so the null hypothesis is rejected. Hence, there is no significant relationship between occupation and getting prompt services.
- The calculated value is more than the table value, so the null hypothesis is rejected. Hence, there is no significant relationship between gender and financial services.
- The calculated value is more than the table value, the null hypothesis is rejected. Hence, there is no significant relationship between qualification and financial services.
- The calculated value is more than the table value, the null hypothesis is rejected. Hence, there is no significant relationship between occupation financial services

### **Conclusion**

- ICICI Bank has excellent staff members in terms of behavior in comparison to Other staff members.
- Services of ICICI Bank are much better than SBI.
- The main reasons for satisfaction are competitive rates and true commitment.
- The reasons for dissatisfaction are hidden charges.
- SBI has the wide branch network than ICICI.

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## HOW CORPORATE SOCIAL RESPONSIBILITY INFLUENCES BRAND EQUITY: A STRATEGICAL REPORT

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### Abstract

*Corporate social responsibility associates to the events of companies toward their communities, social causes, and the environment. The socially responsible behavior of target, best buy, is examined in relation to measures of building brand equity through the following means: building brand awareness, enhancing brand image, establishing brand credibility, evoking brand feelings, creating a sense of brand community, and stimulating brand engagement.*

**Keywords:** *Corporate Social Responsibility, Brand Equity, Brand Loyalty, and Brand Awareness.*

Many corporations engage in socially responsible behavior as a part of their normal business operations. These activities include positive actions toward the environment, social causes, and their communities. It includes lessening their use of energy, supporting schools within their communities, and supporting organizations. Corporate social responsibility (CSR) can benefit companies through promoting a positive public image while creating a workplace with satisfied employees, happy customers, and lower costs. It can be a win-win scenario for both the companies and their Investors.

The creation of brand equity shares many related elements. The purpose of this paper is to observe the socially responsible behavior of three major companies in the retail industry to gain further insights into the correlation between CSR and the creation of brand equity.

### Defining Corporate Social Responsibility

World Business Council for Sustainable Development defines Corporate Social Responsibility (CSR) as “The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large” (Baker, 2008)

The European Commission advocate CSR as “Being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing more into human capital, the environment and relations with stakeholders.” (Zerk, 2006) The definitions just created a very broad domain, of course, and include not only duties and actions directed at individuals, but also the ethics and how to improve the quality of life of the local communities and societies.

Companies in almost every segment of business comprise Corporate Social Responsibility (CSR) not only because it's the right thing to do, but also because it strengthens their brands Corporate Social Responsibility is not a new concept in the current businesses but in early times it was not considered as an important tool and was just used to fill their annual reports

## **National Conference on Changing Paradigms in Management Practices**

and statements. In the early times, it was not a business strategy to be followed but gradually They realized that CSR is something and can result in benefits to the company as well as to the society. Corporate Social Responsibility is not about giving charity, it is about giving back to the society (Riaz, 2010). This concept should make companies to think again on this issue and the brand owners should start looking into this a core business.

### **Brand**

Brand is a heart of a company which creates a perception about the company's product or service in the mind of a consumer. According to the American Marketing Association (AMA) defines a brand as a "Name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from sellers., Fries 2006.

Although there has been considerable research into the relationship between corporate social responsibility and brand Equity, it has frequently reflected either an ideological bias or limited methodological procedures. The interesting finding is that the relationship between brand and CSR is strongest for familiarity, not for favorability. That is, if a company is well known in its community, its CSR activities will strengthen its brand more than they would if the company were less well known. The implication is that CSR's impact is strongest with customers who are already familiar with the company, enhancing relationships with existing clients or company.

### **Brand Equity**

Brand Equity is becoming a strong issue in the business sector because brand equity is considered as an asset of the company, which builds a strong brand among their competitors and can increase a financial value of a brand. Brand equity refers to the marketing outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name. In other words, consumers "knowledge about a brand makes manufacturers/advertisers respond differently or adopt appropriately adept measures for the marketing of the brand." (Ramachandran, 2010).

Brand Equity is perceived from the customers because the factors which lead to brand equity are all measured from customer's perception like brand loyalty, brand awareness, brand Association, trust and the perceived quality

The initial purpose of this study is to develop an instrument to measure the degree of Orientation to social responsibility based upon a theoretical model defining corporate social Responsibility and brand Equity.

### **Objectives**

- To find out the existing CSR activities initiated by companies
- To analyze the Perception of consumers regarding Corporate Social Responsibility
- To analyze customer loyalty, brand awareness, brand association and overall brand equity regarding Corporate Social Responsibility
- What are the Sustainable CSR activities which lead to brand recognition and subsequently to Brand Equity? (Strategies)

### **Importance of CSR and Brand equity**

The need for CSR has been created through the many challenges with issues in the environment, such as global warming, energy usage, and the elimination of waste products. Social causes may include hunger, natural disasters, and childhood diseases. These issues offer companies opportunities to get involved by performing corporate social responsibility activities. Brand equity is defined best as assets associated with a brand name that increases the value of the product or service of an organization. Strong brand equity can help an organization distinguish itself from its competitors and provide financial benefits.

Steve Hoeffler and Kevin Keller describe six ways in which corporate social responsibility can help an organization build brand equity:

1. Building brand awareness
2. Enhancing brand image
3. Establishing brand credibility
4. Evoking brand feelings
5. Creating a sense of brand community
6. Eliciting brand engagement.

### **Review of Literature**

There are many reasons an organization would engage in socially responsible behavior. The most prominent may be the importance of doing what is right toward your community, the environment, and social causes. Other reasons may include financial benefits (because of lower costs), earning a positive reputation as an organization, helping the environment, assisting local communities, improving employee job satisfaction, and stakeholder theory.

One of the main reasons companies engage in socially responsible behavior is the possible financial gain that can come from it. Recent studies show that companies engaging in socially responsible behavior tend to show long-term financial gains and increases in value. The companies showed a financial loss or a small positive difference in the first three years because most of the benefits of socially responsible behavior occur over the long term. Several aspects related to the environment end up creating cost savings, such as building a new office that uses solar power or geothermal heat and air.

An organization's reputation can be a strong reason for the company to engage in socially responsible behavior. In fact, one study found that 75% of a company's value is the result of its reputation. Positive exposure and publicity may arise from socially responsible behavior, which improves an organization's reputation. As valuable as a positive business reputation is, a poor reputation can be a business disaster.

Examples from the past could include the BP oil spill in the Gulf of Mexico or the lead paint found in toys from Mattel that were manufactured in China. One of the greatest financial costs to an organization from poor reputation may be the loss of customers' trust.

Community involvement can occur in the area where a business is located, or it can be anywhere in the world for an international company. Examples are Target donating 5% of its earnings to the local communities around its stores or activities such as a company sponsoring youth competitions, Marathons. Community activities can be seen as a way to assist others and to help an organization maintain a positive reputation and acquire some positive exposure, whether in the local community or around the world.

## **National Conference on Changing Paradigms in Management Practices**

Corporate social responsibility also can be used as a method to increase employee morale and satisfaction, improve retention, and help recruit new employees. Greater employee morale can lead to increased productivity. Higher retention rates can reduce training costs related to new employees, increasing their efficiency and reducing their learning curve of adapting to positions.

Stakeholder theory makes a strong argument for corporate social responsibility because it shows companies' serve several different groups of shareholders both inside and outside the organization. This theory states that a company must keep its stakeholders satisfied in order to be successful. Employees and stockholders are deemed to be important stakeholders, but others such as suppliers, customers, and even outside communities can be considered stakeholders. A company must satisfy this broad range of stakeholders as part of achieving its overall goals.

Brand equity falls in line with many elements of corporate social responsibility. For example, creating a sense of brand community could occur through corporate actions within communities, such as sponsoring a marathons events or any social cause programs inside the local community and posting a CSR report on the company's website.

One of the leading methods of valuing brands is customer-based brand equity, which states that the customer creates brand equity. That is, the customer determines the level of brand equity an organization enjoys. In building brand equity, a company must understand the value systems of its customers, especially regarding the preferences of the customers in relation to corporate social responsibility. For example, a company can benefit from practicing CSR because customers tend to show a preference for companies that practice higher levels of social responsibility. Companies that engage in corporate social responsibility can benefit from building trust and stronger relationships with customers. This could be an important part of an organization's relationship management strategy. Improvements to a company's reputation through practicing social responsibility can also lead to increased brand equity. Another benefit of strong brand equity is the creation of value in business- to-business activities, such as improved relationships with suppliers, business partners, and other stakeholders in the marketplace.

Many benefits of corporate social responsibility can be seen as increasing the level of internal branding. Many types of activities help a company improve employee morale and create a better working environment. Strong brand equity also can help an organization attract highly qualified employees. An increase in internal branding can lead to an increase in the overall brand equity of the company.

### **Research Design**

The research design employing a multiple case study methodology to examine the socially responsible actions of leading organisations in which brand equity is built by corporate social responsibility. The companies voluntarily produce separate CSR reports that detail the environmental and social performance of the organization and that are available to the public on their websites. The corporate social responsibility reports from 2015 are the source of information for this study.

### **CSR Activities**

#### **Building Brand Awareness**

Building brand awareness relates to customers' recall and recognition of the brand. Acts of CSR should increase the level of recognition of a brand. The donations provided for building

products raise awareness of its brand in the communities. Also, Target donating food to orphanages and old age homes and schools throughout the year, and this action helped build brand awareness.

### **Enhancing Brand Image**

Enhancing brand image relates to what the brand stands for in the mind of the customers. Many organizations set target has enhanced its brand image by donating 5% of its profits to the local communities where its stores are located. These donations benefit local schools and other various nonprofit organizations.

### **Establishing Brand Credibility**

Kevin Keller and David Aaker describe brand credibility in terms of expertise, trustworthiness, and likability; all three of these factors could be seen as products of corporate social responsibility. An organization has donated many schools across the country as part of its Toolbox for Education program. It will build trustworthiness through its support of building and remodeling projects across the country.

### **Evoking Brand Feelings**

Positive feelings are related to social approval and self- respect. Brands that evoke positive feelings make customers feel better about them. One example is the recycling program, also has a company-wide cardboard and electronics-recycling program. Individuals feel good about their purchases when they are able to recycle old products and help the environment.

### **Creating a Sense of Brand Community**

A sense of brand community relates to the establishment of an affiliation with the brand and others related to it. This feeling could almost be seen as a sense of moral responsibility within the community. Companies engage their employees in volunteer activities across the nation. Such actions bring a sense of affiliation with the brand within the cities and towns where these companies operate.

### **Eliciting Brand Engagement**

Brand engagement relates to a situation where customers are enticed to invest their time and resources in relation to the brand and company activities. Of all the ways CSR builds brand equity, this may be the most effective. For example, it can include volunteer activities where employees work alongside customers. Again, Target's 5% donation of profits to stores' communities aids local nonprofit organizations and schools, so customers are involved with the charitable activities of the organization. The increased the number of ENERGY STAR appliances, computers, and televisions it sells. Effectively involving its customers in its electronics recycling programs

### **Conclusion**

Actions such as donating materials and cash, improving environmental performance, and employee volunteering support increases in brand equity The impact of CSR on buying behaviour is the Companies are facing increasing pressure to both maintain profitability and behave in socially responsible ways. The existing perceptions of C.S.R. and its various

## **National Conference on Changing Paradigms in Management Practices**

dimensions, and illustrate its effects on consumer-based brand equity and the image the organisation creates in the minds of consumers. The study highlights the strategies and the importance of the relationship and also suggests ways to improve Brand equity. Thus, brand equity is reflected in traditional categories: perceived quality; brand loyalty; brand awareness; and brand association.

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## ROLE OF MANAGEMENT IN EMPLOYEES RETENTION

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### Abstract

*Employee retention refers to the various policies and activities and allows the employees to stay in an organization for a long period of time. Each organization should invest time and money in order to recruit an eligible individual for the job. If the selected employees are not satisfied with the environment they look after another opportunity. If the management, follows some effective tactics for retention and the ways to stay motivated. Every employee will automatically feel that they are indispensable part in an organization. It is a multidimensional concept taking in two ways interaction between the employer and employee in an organization.*

**Keywords:** *Employees, Environment, Motivation, Retention, Rapport, Management, Opportunities, Communication, Training, Monetary Benefits*

### Introduction

Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time until the completion of project. It is beneficial for the organization as well as to the employees. If they feel dis-satisfied with the current employer or the job they switch over to the next job. So it is the responsibility of the employer to retain the best employees. But it is the complicated function of HR which as to be in the line with the organizational goal. This is continuous process facilitating and improving the performance of employees by building good working environment and providing maximum opportunities to the employees. The role of HR is to protect the vital resource (i.e.) talented and motivated employees who play a crucial role in overall growth and success of any organization.

Employee retention refers to the ability of an organization to retain its employees. Employee retention can be represented by a simple statistic (for example, a retention rate of 80% usually indicates that an organization kept 80% of its employees in a given period). However, many consider employee retention as relating to the efforts by which employers attempt to retain employees in their work force. In this sense, retention becomes strategies rather than the outcome.

A distinction should be drawn between low-performing employees and top performers, and efforts to retain the employees should be targeted at valuable, contributing employees, employee turnover is a symptom of deeper issues that have not been resolved, which may include low employee morale, absence of a career path, lack of recognition, poor employee

## **National Conference on Changing Paradigms in Management Practices**

manager relationships or many other issues. A lack of satisfaction and commitment to the organization can also cause an employee to withdraw and begin looking for other opportunities. Pay does not always play as large a role in inducing turn over as is typically believed.

In a business setting, the goal of employers is usually to decrease employee turnover, thereby decreasing training cost, recruitment cost and loss of talent and organizational knowledge. By implementing lessons learned from key organizational behavior concept, employer can improve retention rates and decrease the associated cost of high turnover. However, this isn't always the case. Employers can seek "positive turnover" whereby they aim to maintain only those employees whom they consider to be high performer.

### **Objectives**

One of the problems in which companies are facing is the attraction and retaining good employees in an organization. The following are the objectives:

- To study the effective strategies in order to retain the employees
- To find out the need and importance of the employees retention.
- To help the Employees to get motivated in various ways.
- To know the problems faced by the management in retaining them.
- To improve the ways of retaining the employees in an organization.
- To learn the Lifestyle of an employees in the working environment.

### **Effective Employee Retention Strategies**

#### **Establish Clear-Cut Expectations and Policies**

The employees should have to be evaluated oftenly to know whether to they have clear cut knowledge of their duties, this can be possible only by way of getting feedback from them of Tenley based on their report, the policies to be framed in order to avoid things like backfire. When employees feel they don't have a clear grasp of their job duties, company policies, and the performance metrics by which they'll be evaluated, it can prove tremendously frustrating and damage morale to the point that employees may be tempted to look for employment elsewhere. Luckily, there's a simple solution: Communicate with employees to ensure they have a crystal-clear understanding of their job duties, company policies, and so on

#### **Ample of Benefits**

This should include (but is certainly not limited to) high-quality and affordable health insurance, life insurance, family leave, and a retirement savings plan. Beyond these staples, every company should consider what would truly serve the needs of their employees. Flexible scheduling, fitness coaching, and sabbaticals are all popular benefits. Solicit your employees' feedback to learn more about the benefits that would truly enhance their lives and wellbeing of the employees and consider allowing for customizable benefits options to account for the fact that different demographics of employees tend to be motivated by different factors

#### **Treated Fairly**

The management are committed to open, transparent and respectful communication with the team members. The employees feel free to share their views, ideas and grievances and their participation in company's evolution. Therefore this will enhance trust in the management and

helps to maintain employees in a successful manner. Another key factor is that the employees trust senior management in an organization

### **Meaningful Work**

In the current scenario —particularly young workers—care just as much about doing meaningful work as they do about having a job that pays the bills. That's why it's so important to provide team members with varied tasks, stimulating assignments, and opportunities to make a real difference at the company or in their communities. Work shop, conference, training programs, social programs to facilitate bonding between workers of co-workers around a shared vision for the company can all help to provide meaningful work to the employees.

### **Professional Development**

The employers provide opportunities for the employees to learn new skills of knowledge about the working program it signals an investment in the present and future career growth. This would help the employees feel satisfied of their job and on having opportunities for their career development.

### **Importance of Employee Retention**

- **Difficult Task:** The HR Professional shortlists few individuals from a large pool of talent, conducts preliminary interviews and eventually forwards it to the respective line managers who further grill them to judge whether they are fit for the organization or not, so where it is also selecting a right person for the right job is a difficult task at a time consumption process.
- **Spend more Time and Money:** A new joiner is completely raw and the management really has to work hard to train him in order to bring him like a product. It is a complete wastage of time and money when an individual leaves an organization all of a sudden. The recruitment process all over again for the same vacancy. So it is a tedious job for the management.
- **Stringent Policy:** In such cases, employees tend to take all the strategies, policies from the current organization to the new one. Individuals take all the important data, information and statistics, secrets to their new organization and in some cases even leak. To avoid such cases, it is essential that the new joiner is made to sign a document which stops him from passing on any information even if he leaves the organization. Strict policy should be made which prevents the employees to join the competitors. This is an effective way to retain the employees.
- **Rapport with an Employee:** One needs time to know his team members well, be friendly with them and eventually trust them. Organizations are always benefited when the employees are compatible with each other and discuss things among themselves to come out with something beneficial for all. When a new individual replaces an existing employee, adjustment problems wake up. As it a human nature to find fault with the junior by the senior employee. After striking a rapport with an existing employee, it is a challenge for the employees to adjust with someone new and most importantly trust him.

## **National Conference on Changing Paradigms in Management Practices**

- **Retain Valuable Employees:** Every organization needs hardworking and talented employees who can really come out with something creative knowledge and skills. No organization can survive when all the top performers quit. It is essential for the organization to retain those potential employees who really work hard, sincere and dedicated to the management.

### **Motivation - An Important Role**

- **Motivation a Vital Role:** Inspiring the interest in their job in the minds of the employees is motivation if the employees are adequately motivated they will have high morale. It determines the of good work behavior of an employees to a greatest extent. It makes the employees to work willingly and eagerly. There are several reasons where the employees get motivated. Like monetary rewards, incentive and also some appraisal in front of their co-workers will make the employees to get self-motivated and shows their own initiative and interest to the task and stay motivated, which helps the organization retain that valuable assets for the long period of time.
- **Conduct Various Activities and Events at the Workplace.** Ask each one to take charge of something or the other. Engage the employees in productive tasks necessary for their overall development. The management must show its care and concern for all the staff members. The employees must feel secure at the workplace for them to stay motivated. Whenever any company policy is to be formulated without the opinion of each and every employee it should not be taken into account. Invite all of them on a common platform and ask for their own suggestions, views as well. Every employee must have a say in the organization's guidelines as they are made only to benefit them.
- **Incentives, Cash Prizes are a Good way to Motivate the Employees.** The employees who have performed well consistently should be felicitated in front of all the staff members as well as the management. Give them trophies or badges to flaunt. Ask the audience to give a loud applause to the employees who have performed well. This is a good way to motivate the employees for them to remain happy and work with dedication during their tenure.
- **Appraisal at Regular Intervals.** The salaries of the performers must be appraised at regular intervals- an effective way to retain the employees. Career growth is an important way to retain the talented employees. Give them power to take some decisions on their own it is the management must have to check are they misusing their authority and power. Without appreciation no workers won't give their best and no individual like to leave a job where he is being treated well.

### **Problems of Employee Retention**

- **Monetary Dissatisfaction:** Every organization has a salary budget for every employee which can be raised to some extent but not beyond a certain limit. Retention becomes a problem when an employee quotes an exceptionally high figure beyond the budget of the organization and is just not fare remuneration is to be provided every organization tries its level best to select employees from the competitors and thus provide lucrative opportunities to attract them. Employees become greedy for money and position and thus look forward to changing the present job and join the competitors. No amount of counseling helps in such

cases and retaining employees becomes a frightening dream. The management should pay fair wages for them.

- **Better Reliability to Avoid Confusion:** They might not be proficient in branding but would simply say a yes to impress the recruiter and grab the job. It is only later do people realize that there has been a mismatch and thus look for a change. Problems arise whenever a right person is into a wrong profile. An individual loses interest in work whenever he does something out of compulsion. The human resource department should be very careful while recruiting new employees. It is really important to get the reference check done for better reliability and avoid confusions later.
- **Wastage of Resources:** The employees find a job really interesting in the beginning but soon find it monotonous and look for a change. The management finds it difficult to continue so, as the HR department should have to spend their manpower and time in order to read the minds of the interested persons and to select the genuine candidates for the organization. In such cases it finds it difficult for the job in the organization.
- **Create Peaceful Environment:** There is actually no solution to unrealistic expectations. An individual must be mature enough to understand that one can't get all the comforts at the workplace just like his home. Individuals from different backgrounds come together in an organization and minor misunderstandings might arise but one should not make an issue out of it. An individual must not look for a change due to petty issues. One needs time to make his presence feel at the organization and must try his level best to stick to it for a good amount of time and ignore it.

### Role of Management in Employee Retention

- **Assigning Responsibilities as per their Eligibilities:** The team members must find their job interesting for them to enjoy and work hard to achieve the organization goals. The KRAs must be formulated in the presence of the employees. Let them decide what best they can perform. Problems crop up whenever there is a mismatch or the employees have to do something out of compulsion. To be avoided. Make them to accept the responsibilities willingly. An individual with an analytical bent of mind would not do very well in a marketing or branding profile. A wrong profile is one of the several reasons as to why an employee looks another opportunity.
- **Avoid Burden of Work:** It is the duty of the team leader to distribute the work equally among all the employees. The manager should not be partial to anyone and treat all his members as one create a conducive environment that each and every one should think that they are the valuable assets. The superiors must have a control on their subordinates and make sure they do not have conflicts with each other. Nothing productive comes out of disputes, rather it demotivates the individuals and prompt them to look for some another opportunity. Follow some rules and regulation in order to avoid granting favor for some category of employees.
- **Avoid Autocratic Approach:** A team leader should be a role model for his team. The team managers should not be arrogant and avoid misuse of their position. He should let all the team members participate in the decision making process. The team leader should be trust and honest and loyal to their employees. The management should allow each and every one to register their own views and ideas in decision making process.

## National Conference on Changing Paradigms in Management Practices

- **Easy Accessible:** Employees feel demotivated when their grievances remain unsolved and there is no body to listen to them. When the team leader doesn't have time for his team, the employees crib among themselves and wish to move on. The team leader must make sure to be with his team whenever required. He should support his team members always. Listen to their problems and try to provide a solution. Make them feel that you are there for them. A little care is essential to make them feel safe and secure. If you find any of the team members worried, intervene immediately. The management should have to spend time with an employees with utmost care for the successful survival of the management.
- **Maintain Transparency in Communication:** Every team member should get the same information from their boss for them to remain satisfied and loyal towards the organization .Give them a pat on their back. The hard work of the team members should never go unnoticed. The top performers must be given a special treatment to motivate them further and expect the same from them every time. The employees who have not performed well should also be asked to buck up for the next time. The team members should promote healthy competition among the workers.

### Ways to Improve Employee Retention

- **Orientation Programs:** Every new hire should be set up for success from the very start, from the first day of work to the first week and beyond. The job □orientation program to be conducted for weeks or months, Depending on your organization Aim to develop an on boarding process where new staff members not only learn about the job but also the company culture and how they can contribute and thrive, with ongoing discussions, goals and opportunities to address questions and issues as they arrive.
- **Mentorship Programs :** Pairing a new employee with a mentor is a great idea for on boarding. New□team members can learn the ropes from a working for long period of time with a wealth of resources, and the fresher's offers a fresh viewpoint □to experienced staff. Mentors shouldn't be work supervisors, but they can offer guidance and role model be a sounding board for newcomers, welcoming them into the company culture for the growth of the management.
- **Attractive Packages:** It's absolutely essential in this competitive labor market for companies to Offer attractive compensation packages. That includes salaries, of course, but also bonuses, paid time off, health benefits, retirement plans and all the other perks that can distinguish one workplace from another. Every employee should have a full understanding of all the benefits they receive from your organization.
- **Training Program:** In any position and industry, professionals want the possibility for advancement. Smart managers invest in their workers' professional development and seek opportunities for them to grow. Ask each of your direct reports about their short- and long-term goals to determine how you can help achieve them. Some companies pay for employees to attend conferences or industry events each year, or provide tuition reimbursement or continuing education training.
- **Opens Lines of Communication:** Keeping open lines of communication is essential for employee retention. Your direct reports should feel that they can come to you with ideas, questions and concerns, and likewise, they expect you to be honest and open with them about improvements they need to make in their own performance.

- **Improves Team Work:** When people work together, they can achieve more than they would have individually. Foster a culture of collaboration that accommodates individuals' working styles and lets their talents shine. Do this by clarifying team objectives, business goals and roles, and encouraging everyone to contribute ideas and solutions.
- **Team Celebration:** Celebrate major milestones for individuals and for the team. Whether the team just finished that huge quarterly project under budget or an employee brought home a new baby, seize the chance to celebrate together with a shared meal or group excursion.

### Conclusion

Many research says that most of the employees quit their jobs due to frustration and disagreement with their loss and in some cases low salary, less opportunity and lack of growth possibility and motivation this issues make an employee to look for their another job. So the management must try its level best in order to retain the employees by way of framing so good ideas methodology and strategies etc. it is also the responsibility of the management and the employees to ensure that the employee are satisfied with the rules and duties and the working place is offering them a peaceful environment to continue for a long period of time and also to been a challenge every day.

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**A STUDY ON STUDENT'S PERCEPTION TOWARDS THEIR  
INSTITUTE IN CHENNAI**

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**Abstract**

*The article focuses on student's perception towards their institute in Chennai. Now a day's large number of Educational Institute and colleges count were increasing. The article will explore difficulties and possibilities about the educational institute and the qualities, student's perception in Chennai. This article is an empirical paper which analysis samples collected from various students and other people in Chennai. An insight of students' perception and quality of their Institute, college or University in Chennai, has been given and acting like an indicator of their Institute.*

*Data were collected from students and other respective people from Chennai District, Tamil nadu, India. Simple random sampling was used. The descriptive study explored with multiple regression and evaluate the effects of independent variables and Anova. The data analysis was done with SPSS 21.0 version. The study is purposely to know the strategy of the institute and the educational qualities, the trustworthiness and enhances the customers' best to the heart. The study drifts earlier studies, where the marketing strategies was the prime focus of the Institutions but, now days the customers where clear in the objectives. So, the study is mainly to focus the student's or customer perception by how they choosing the best Institute and their criteria, this study also framed the variables affecting in order of Student's Perception as: Service quality, Teaching, Higher education and customer satisfaction.*

**Keywords:** *Service quality, Teaching, Customer Satisfaction, Higher education, students' perception.*

**Introduction**

The paper examines the concept of service quality in education and measure the other factors affected. The literature stating that higher education in service quality been interpreted in different ways (Mallesham, 2005; Vroeiijstijn, 1992; Sahney et al., 2004b) and it is used to measure the different methods to utilize it (Kanji and Tambi, 1999; Barnard, 1999; Mahapatra and Khan, 2007; Aghamolaei and Zare, 2008). An adapted version of the SERVQUAL is an instrument to measure and assess the student's perceptions of service quality in various countries (Anderson, 1995; Didomenico and Bonnici, 1996; Mahapatra and Khan, 2007; Aghamolaei and Zare, 2008). The study use to measure the Service quality in management education from student's view through modified scale "EduQUAL", which is valid and reliable.

The author stating that the service quality in education is difficult to define (Parasuraman et al., 1985). It examines the customer's expectations meets the quality. However, (1993), onother side, it argues about the student's perception is not only the customer satisfaction but it includes technical features like teaching, management studies and quality education as well. Gronroos (1984) review stating that quality in education has comprises of teaching is the technical functions of student's perception and it leads the customer's to satisfied. McDougall and Levesque(1994) stating that the physical environment also one of the factor in customer satisfaction in the model. Lindquist and Persson (1993) disagree the concept of physical environment as factor on customer satisfaction on the education background, qualityleads to

customer's satisfaction. (Spreng and Mackoy, 1996; Bigne et al. 2003; Gummerus et al., 2004; Ribbink et al., 2004); it turns to build trust, it creates word-of mouth, customer loyalty (Kassim and Abdullah, 2010). It was recognized as strategic values of the organizations (Lewis, 1991). Student's perception is not only the essential in success but the of times for survive too, even in higher education too (Aly and Akpovi, 2001). It has cleared in the earlier discussion about the concept in service quality have no general consensus although importance also emphasized. The task having more difficulties in examining the quality of higher education (Cheng and Tam, 1997; Becket and Brookes, 2006) (Sallis, 2002), Quality is the main agendas of an Institution and the most important task facing is improving quality. However, the importance of many people Is finding the quality is enigmatic concept and the same conclusion about discussing in what makes business school, college, Higher institute or university the best as good.

The literature says that the quality of higher education got different interpretations and different perspectives were adopted in studies. Institute quality maybe depend on infrastructure, research activities and industry-institute interaction, so on (Mалlesham, 2005). (Vroeijerstijn, 1992), generous in money (Harvey and Green, 1993) about input and output, process (Sahney et al., 2004b) Input like student, faculty and staff, infrastructure; process means the teaching and learning, practical and exam results; the output is satisfaction. Differences in the quality of higher education may have led by researchers measured it with employing in different methods (Tam, 2001). Some were chosen total quality management (TQM) for higher education (Kanji and Tambi, 1999; Barnard, 1999) others Where used SERVQUAL scale (Chua, 2004; Tan and Kek, 2004; Mahapatra and Khan, 2007; Aghamolaei and Zare, 2008). Now days, the educational institutes embraced with TQM and adopted the quality practices like European Foundation in Quality Management & Malcolm Baldrige National of Quality Award to improves the performance. Appropriately the higher education has not considered the TQM (Barnard, 1999) the TQM focused primarily with customer satisfaction that the researchers were felt and not purpose of education.

Student perception is important factor that an individual to select, organize and presumes the information clearly and meaningful (Schiffman and Kanuk, 2000). Evangelos and Graham (2007) Agreed the quality depend one's with needs and expectation of his/her expectations. Some of the research says positive relationship between student's perception and customer's satisfaction. Services only not fulfil customer's expectation and needs it create the negative effect. The perception of students towards educational services may affect the sense of loyalty towards institution.

He Concise Oxford Dictionary (1990) stating that learning gains knowledge and skill in studying, through experience or in taught. Slavin (2003) states that the learning will change an individual by cause of experience Teaching is vital part in helping someone to learn something and providing knowledge to understand. Brown (2007) beliefs the teaching is not defined as a part of learning but because the teaching involves like guiding and facilitate the learners to set the condition of learning and it enable the learners to learn.

On the core of such events the understanding of professional development on about the teachers learning and to transforming the entire knowledge to the students for the benefit of their student's growth There is a need in study, discuss and experiment were reflecting and dealing between the student and teacher on professional development and develop the

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interacting link to influences the standard in group of teachers and the student's population and their needs, expectations of the students are good education system, teacher working conditions and the opportunities to learn.

Satisfaction defines the customer's expectation and needs (Oliver, 1997). Customer means people, receiving a service or product. John and Joseph (2002) stating that customer satisfaction believe in cognitive or positive reaction within own self. (Kotler, 2000) stating that customer satisfaction is a perception or feelings of disappointment were resulting on comparing the product or service performance in relation of his own experience. Some of the literature stating that the higher service quality is more satisfied to the customer The satisfaction is purely based on expectation and perception. Customer satisfaction is a motivation for the institute growth to push them to the greater height and provides better services. Customer satisfaction is used to measure; it is like a tool to explore not only customer but their needs and expectations and understandings. An institution, here students are considering as customer. Consequently, Student's perceptions and their opinions towards Institute affect the loyalty, sense of belongings.

### Research Methodology

The study was Descriptive type and every item were mentioned clearly. Questionnaire is the research instrument used in this study. There are 50 items used with five-point Likert-like scale.

1. Strongly Agree, Agree, Partially Agree, Disagree and Strongly disagree
2. Highly satisfied, satisfied, partially satisfied, dissatisfied, highly dissatisfied

### Research Instrument

The instrument consists of 50 items with five-point Likert scale. Four Independent variables were generated as Service quality (12 items), Higher education (10 items), Teaching (16 items), Customer satisfaction (12 items). The dependent item was a single item scale asking for satisfaction in Student's Perception.

Data collected from on-going students and finished students from higher education as sample in Chennai, Tamil nadu to explore the effectiveness of higher education among students. Simple random sample was used to collect data from students.

The data analysis was done with SPSS Statistics 21.0 version. Multiple Regression analysis were used and quite simple to predict the Y from X values. The data was collected through primary and secondary sources. The data analyzed with SPSS 21.0 version. where reliability, correlation analysis and multiple regression analysis test was used.

### Reliability Analysis

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha based on Standardized Items	N of Items
.848	.854	50

- Cronbach's alpha value of the 50 items were  $\alpha=0.854$ . This value is acceptable, the questionnaire has reliable and they are internally consistent.

**Table 1 Demographic Profile**

Description	Category	Frequency	%
Gender	Male	148	74.0
	Female	52	26.0
Age	18-22 yrs	144	72.0
	Above 22 yrs	13	6.5
Occupation	Businessman	22	11.0
	Professional	21	10.5
	Employees	47	23.5
	Students	81	40.5
	Others	29	14.5

The Demographic respondents: male 74% and female 26% were found. The age factor, 18-22 years of people were 72% and above 22 years aged were 6.5%. In the occupational level Businessman are 11.0%, professional were 10.5%, employees are 23.5%, students are 40.5% and others were 14.5%.

### Multiple Regression Analysis

**Ho:** Student's Perception does not depend on the Service Quality, Teaching, Higher Education and Customer Satisfaction.

A multiple regression model selected to measure the effects in combined of independent variables (Service Quality  $X_1$ ; Teaching  $X_2$ ; and Higher Education  $X_3$ ; and Customer Satisfaction  $X_4$ ) against dependent variable (Student's Perception). The significance of regression coefficient was worked, tested and applying 'T' test. The determination of coefficient,  $R^2$  compared to determine the variation percentage of dependent variables The F-Value compute the significance of  $R^2$  with F-distribution at 5% level of significance

**Table 2 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 <sup>a</sup>	.224	.208	.863
a. Predictors: (Constant), Customer Satisfaction, Service Quality, Higher education, Teaching				
b. Dependent Variable: Student's Perception towards their Institute in Chennai is				

**Table 3 ANOVA**

Model	Sum of Squares	Df	Mean square	F	Sig.	
1	Regression	42.114	4	10.528	14.113	.000 <sup>a</sup>
	Residual	144.718	193	.745		
		186.833	197			
a. Predictors: (Constant), Customer Satisfaction, Teaching, Service Quality, Higher education						
b. Dependent Variable: Student's Perception towards their Institute in Chennai is						

**Table 4 Coefficients**

Model	Un Standardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.368	.481	.765	.444	
	Service Quality	.027	.016	.136	1.645	.101
	Teaching	.053	.011	.391	4.898	.000
	Higher Education	.015	.017	.063	.888	.375
	Customer satisfaction	-.011	.013	-.062	-.745	.456
a. Dependent Variable: Student's Perception towards their Institute in Chennai is						

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The prediction model was expressed by  $R^2$  with value .224 in which 22.5% of variance in the dependent variable only belongs to independent variables with the F-value 14.113.

The beta value 0.295 of variable 2 (Teaching) meant that when other variables were held constant, Student's Perception (Dependent variable) would increase by quarter the standard deviation (0.391). The order of importance was 0.391, 0.136, 0.063 and -0.062 of the variables respectively (1, 2, 3 and 4). So, the test was confirmed the result was generalized in the total population of the value 0.06, which mentioned less than 0.05. so, it was resulted the regression model was good. The equation includes all the four variables mentioned Student's Perception =  $0.369 + 0.027(\text{Service Quality}) + 0.053(\text{Teaching}) + 0.015(\text{Higher Education}) - 0.011(\text{Customer Satisfaction})$

**Result:** the model examines that Student's perception depends one's Service quality, Teaching, Higher Education and Customer satisfaction but Teaching alone having the significant towards the (Topic).

### Conclusion

In conclusion, perception of students towards their educational Institute in Chennai was their ideological referred good in condition. Nevertheless, the better quality of education is in Teaching and it fulfills the expectation and needs of the students or customer in Chennai, the students and other people who studied and completed their courses in respective colleges were also collected samples, the feedback and suggestion were fully depend the Teaching because, now days there are so many colleges, Institute and University in Chennai district itself. The Educational Institutes are having so many particulars to cover the people and promote about it. But, true is Customer are looking for something vital from the institutions, the Teaching is highlighting the factor because, everywhere in the institutional can get all the feasibilities but the true is Teaching and learning atmosphere is important. Every student's perception is good reputed institution and good level of job, this cannot get it from all the level of institutions, when teaching is good, students may learn and get professional development. Every customer has their own needs and expectations about the institute, most of the Institute are reputed with brand names only but there is lack of educational stuff. So, the students are aware and having clear mind in choosing right Institute for the career growth. Their response would assist in identifying problems and could be modified, improved and upgraded. As stated by Bashir (2007) on student's perception they choosing the Institute to study and enhance the skills and quality. Finally, everyone has responsibilities and role to choose the better Institute for learning and develop in order to improve their level with the quality of education, teaching provides high quality of education in some institutes. Teachings ensured the quality and make institutes good on Student's perception.

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## AN EMPIRICAL STUDY ON FACTORS DECIDING MONEY MANAGEMENT SKILLS OF WORKING WOMEN IN CHENNAICITY

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### Abstract

*Emergence of women participation in every main stream of the economy cultivates nation's growth. They work smartly and wisely and adopt the working environment easily. Various factors have determined their ability in understanding financial management and money management skills. Upliftment of education and income lead them to achieve financial stability in life. A sample of 200 working women were selected using non random sampling and their aspects on determining financial literacy are brought out. Significance of association were found between the income and age groups with basic aspects of financial literacy and age significantly influence their financial literacy.*

**Keywords:** Financial management, financial literacy and Associations

### Introduction

*"Feminism isn't about making women stronger. Women are already strong. It's about changing the way the world perceives that strength"*

*By G.D.Anderson*

Indian scenario has been changing with the emergence of women participation in every main stream of the economy. They work smartly and wisely and adopt the working environment easily. Various factors have determined their ability in understanding financial management and money management skills. Upliftment of education and income lead them to achieve financial stability in life. They save regularly from their little income and invest some of their savings into social development funds through SHG's and Micro finance institutions.

Along with gaining formal knowledge, having financial literacy is a must in today's world. Both women and men are should have sufficient financial knowledge so that they can take part in the upliftment of their financial status and be secure in future. When it comes to the women folk of our country, it is well known that though the number of working women is on rise, still majority are house wives and financial decisions are taken by their men.

### Literature Review

**Sobhesh K Agarwalla et. All (2013)<sup>2</sup>** have studied effect of various socio demographic factors on different dimension of financial literacy among the young working section in urban India. Apart from basic demographic factors such as gender, age, education and income other unconsidered factors such as joint family and conductive decision also have significant influence on financial literacy. Relationships between various dimensions of financial literacy have been considered for the study which through light on clear empirical understanding of financial literacy lacuna across the country and taking primitive policy in strengthening the same.

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**Tapashi Desgupta (2015)**<sup>3</sup>with changing cultural system in our society one has to understand future finance needs. This study focuses on the emerging nation builders of our country who come up from the corner of kitchen to every main stream. Their financial knowledge is better than of male as they save tiny amount from their income. To check the same relationship between their income and investment were carried out. 50 respondent from teaching sector were selected for the study. There is lack of financial literacy found among the women and there is substantial need of importing basic financial skill to catch the demanding life style.

### Research Methodology

A well-equipped questionnaire has been adopted to collect primary data from 200 working women using non- random sampling method. Determinants of Financial Decision Making variables have been measured using 5 point Likert Scale of 5,4,3,2 and 1 from Strongly Agree, Agree, No opinion, Disagree and Strongly Disagree response respectively. To check the consistency and reliability of the scale **The Cronbach's Alpha reliability** co-efficient has used. The value of 0.763 indicates a good consistency and reliability.

### The Questionnaire has Two Sections

**Section I:** Deals with personal profiles of the respondent such as their Education Groups, Occupation, Age, Monthly income, Opinion on Bank Account and Opinion on financial Knowledge. .

**Section II:** Deals with 12 variables of Determinants of Financial Decision Making variables.

### Statistical Techniques Used

The data collected were subjected to percentage analysis, Descriptive Statistics, Factor analysis, Analysis of Variance, t-test, Correspondence analysis and Multiple Regression analysis.

### Data Analysis and Interpretation

#### Personal Profiles

Table 1

Profile	Groups			
	School 24[12%]	UG 86[43%]	PG/Professionals 58[29%]	Others 32[16%]
Occupation	Pvt. Employee 152[76%]	Govt. Employee 36[18%]	Business 8[4%]	Housewife 4[2%]
Monthly Income	Upto Rs.10,000 80[40%]	Rs.10,001 to Rs. 50,000 64[32%]	Above Rs.50,000 56[28%]	
Bank Account	Yes 184[92%]		No 16[8%]	
Financial Knowledge	Yes 104[52%]		No 96[48%]	

Table shows that maximum number of respondent are under graduates (43%) followed by PG/Professionals (29%) with an occupation of Private employment (76%) and maximum number of respondent earning a monthly income upto Rs.10,000 (40%) and majority of the respondent are having bank account (92%) with basic financial knowledge (52%).

**Table 2 Descriptive Statistics of Age**

Descriptive Measures	Values	Descriptive Measures	Values
Mean	31.7	Kurtosis	-0.134
Std. deviation	7.442	Minimum	19
Median	31	Maximum	53
Mode	31		
Skewness	0.518		

majority of the respondent are in young age group.

Table shows that average age of the respondent is 31.7 or 32 years with a lower std. deviation of 7.442. the median and modal age of the respondent is 31 years. The minimum age of the respondent is 19 years while the maximum age is 53 years. The average age represents

### Factors of Financial Decision Making of Working Women

The factors of Financial Decision Making have been measured using 12 variables which are as follows:

S.No	Variables
1	Expected return on investment
2	Price Change
3	Cost of Living
4	Needs of dependents
5	Control over personal finance
6	Comparing Financial investment and Wealth
7	Effect of Inflation rate
8	Liquidity of Asset
9	Future financial needs
10	Meeting outstanding debts
11	Meeting future inflation
12	Extensive technology in Banking

The total of Factors of financial decision making of the respondent has been measured and descriptive statistics are given below in the table.

**Table 3 Descriptive statistics of Total Factors of Financial Decision Making**

Statistics	Values	Statistics	Values
Mean	43.800	Range	19
Std. Deviation	5.107	Minimum	34
Median	43.000	Maximum	53
Mode	43.000	Q1	40
Skewness	0.051	Q2	43
Kurtosis	0.968	Q3	49

Table shows that out of total score of 60 (12X5), the mean value of 43.800 is a robust measure as std. value of 5.107 is one third of its mean. The median and mode values are 43.000 each. The skewness value of 0.051 indicates normal distribution of the sample. The minimum and maximum

score of total of factors determining financial decision making are 34 and 50. The Q1 value is 40 followed by Q2 is 43 and Q3 is 49 respectively.

**Table 4 Factorisation of Determents of Financial Decision Making Variables**

S.no	Variables	Factor Loading	MSA	Communalities	Mean	S.D	Factor Name
1	Price Change	0.849	0.624	0.729	3.68	0.735	<b>Economic Influence Factor</b>
2	Cost of Living	0.791	0.565	0.727	3.60	0.695	
3	Effect of Inflation rate	0.675	0.693	0.617	3.44	0.754	
4	Extensive technology in Banking	0.486	0.708	<b>0.600</b>	3.5	0.857	
1	Comparing Financial investment and Wealth	0.918	0.791	0.863	3.66	0.888	<b>Financial Ability Factor</b>

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2	Control over personal finance	0.768	0.589	0.726	3.76	0.973	
3	Needs of dependents	0.636	0.640	0.599	3.98	0.908	
1	Expected return on investment	0.707	0.633	0.731	4.14	0.851	
2	Liquidity of Asset	0.664	0.488	0.725	3.44	0.754	<b>Earnings and Debt Factor</b>
3	Meeting outstanding debts	0.646	0.588	0.655	3.34	0.683	
1	Future financial needs	0.846	0.672	0.725	3.52	0.757	<b>Predictive Activity Factor</b>
2	Meeting future inflation	0.747	0.549	0.689	3.74	0.797	
<b>KMO – MSA = 0.883 Total % of Variance Explained = 67.371</b>							
Bartlett's Test of Sphericity Chi Square value of 878.940 with df 66 at P Value of 0.000							

Table shows that Determents of Financial Decision Making Variables (DFDM) variables have been factorised and reduced into four latent dimensions. DFDM variables with their Communalities values ranging from 0.863 to 0.600 and MSA values ranging from 0.791 to 0.488 have goodness of fit for factorisation of DFDM variables. KMO and MSA values of 0.883 and Chi-square value of 878.940 with df of 66 and P-value of 0.000 reveals that factor analysis can be applied for factorisation of 12 DFDM variables. The Four latent dominant independent DFDM factors together explain 67.371% of total variance which has been extracted out of 12 DFDM variables. Out of 12 DFDM variables the most dominant factor is Economic Influence Factor (EIF) which consist of four variables namely Price Change followed by Cost of Living, Effect of Inflation rate and Extensive technology in Banking. The second most dominant factor is Factor two Financial Ability Factor (FAF) which consist of three variable namely Comparing Financial investment and Wealth followed by Control over personal finance and Needs of dependents. The third most dominant factor is Factor three Earnings and Debt Factor (EDF) which consist of three variables namely Expected return on investment followed by Liquidity of Asset and Meeting outstanding debts. The least dominant factor is Factor four consisting of two variable namely Future financial needs and Meeting future inflation and it has been named as Predictive Activity Factor (PAF) together they are named as Determents of Financial Decision Making Variables (DFDM). To test the significance of difference in profile groups with total determents of financial decision making t-test and ANOVA (Analysis of variance ) has been applied and the results has shown below.

**Table 5 Significance of Difference among Monthly Income group in total DFDM**

Income Groups			F-Value	P-Value	Inference
Below Rs.10K	Rs.10K to Rs.50K	Above Rs.50K	21.049	0.001	<b>Significant</b>
43.000 <sup>a</sup> (4.150)	41.875 <sup>a</sup> (5.050)	47.142 <sup>b</sup> (4.881)			

**Note**

- Values within bracket refer Std. deviation
- Alphabets shows sub groups

The table shows that there are significance difference among income group in total DFDM, as null hypothesis has been rejected at 1@ level of significance with P-value is less then 0.001.

Moreover, the Duncan Multiple test shows that groups of Below Rs.10K and Rs.10K to Rs.50K are form a sub group which is significantly differ from Above Rs.50K group in total DFDM.

**Table 6 Significance of Difference in Financial Knowledge group in Total DFDM**

Factor	Groups	Mean	S.D	t-Value	Df	P-Value	Inference
Total DFDM	Yes	45.3077	5.28614	5.709	198	0.001	Significant
	No	42.1667	4.37858				

Table reveals that there is a significance of differences between Financial Knowledge group in total Determinants of Financial Decision Making (DFDM). Results constitutes the mean value of 45.307 indicates, there is financial knowledge among working women while making their Financial Decisions.

To check the relationship between profile groups and determinants of Financial decision Making correspondence test as well as Multiple regression analysis has been applied and results has been shown below. Respondent has been grouped based on there scored into three groups namely High influencing Group, Higher Influencing Group and Highest Determinant Group. Personal profile of Occupation and Monthly income group has been tested to check the association between the groups.

**Table 7 Association between Occupation Groups and Determinants of Financial Decision Making Groups**

Test	Value	DF	P-value	Inference
Chi-Square	23.052	6	0.001	Significant

**Fig. 1**

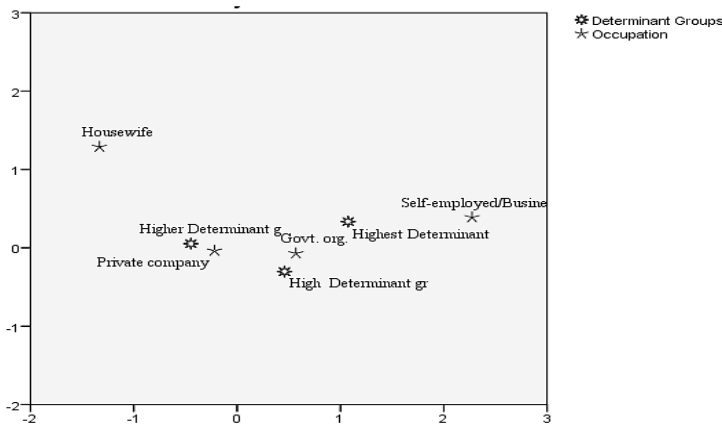


Figure shows association between occupation groups and Determinants groups of working women. Working women with self-employment/Business type of occupation are more associated with Highest Determinant groups, while those are working in Govt. organisation are more associated with High Determinants groups, women working in private organisation

are more associated with Higher Determinant groups. Housewife’s group has not associated with determinant groups. The Chi-square value of 23 052 with Df of 6 and P-value of 0.001 indicates that null hypothesis has been rejected at 1% level of significance.

**Table 8 Association between Monthly income groups and Determinant Groups**

Test	Value	DF	P-value	Inference
Chi-Square	55.073	4	0.000	Significant

Fig.2 Association between Monthly Income Groups and Determinant Groups

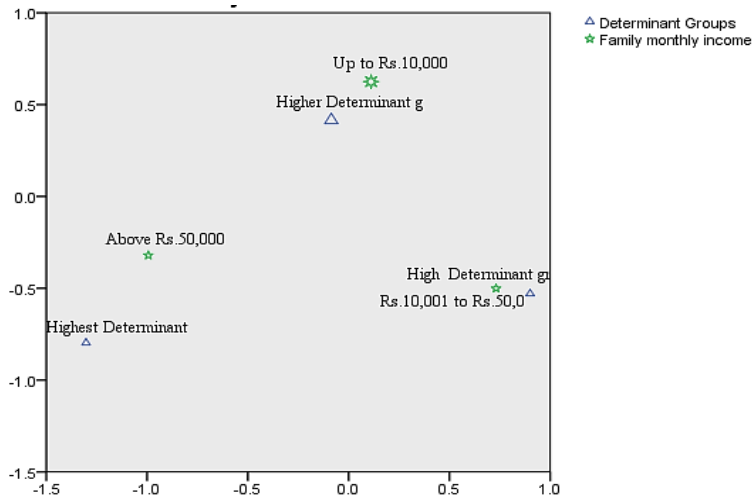


Fig shows association between Monthly income groups and Determinant groups. Those earning a monthly income up to Rs.10,000 are more associated with Higher Determinant groups, those who are in income groups of Rs.10,000 to Rs.50,000 per month are more associated with High Determinant groups.

Respondent earning an a monthly income of Rs.50,000 and above are more associated

with Highest Determinant groups. The Chi-square value of 55.073 with Df of 4 and P-value of 0.000 indicates that null hypothesis has been rejected at 1@ level. Multiple Regression analysis has been applied to test significance influence of personal profile on total Determinants of Financial Decision Making (DFDM) and the results are shown below.

Table 9 Influence of Personal profile on Total DFDM

	Un standardized Coefficients		T	p-value
	B	Std. Error		
(Constant)	13.677	2.751	4.971	0.000
Age	1.545	0.140	11.008	0.000
R=0.616	R <sup>2</sup> = 0.380	Adjusted R <sup>2</sup> = 0.377	F-value= 121.176	

Table shows that OLS model has a goodness of fit for Multiple Regression Analysis and personal profile of working women significantly influence the overall DFDM { F=121.176, P-value <0.001}. the Multiple correlation coefficients of 0.616 indicates that 38% of variance is accounted by working women in determinants of financial decision making. Age have a significant and positive influence on overall DFDM. The relationship is liner as with increasing Age there is an increase in financial decision making of working women.

Major Findings

The highest number of respondent are under graduates (43%) followed by PG/Professionals (29%) with an occupation of Private employment (76%) and maximum number of respondent earning a monthly income upto Rs.10,000 (40%) and majority of the respondent are having bank account (92%) with basic financial knowledge (52%).

The average age of the respondent is 31.7 or 32 years with a lower std. deviation of 7.442. the median and model age of the respondent is 31 years. The minimum age of the respondent is 19 years while the maximum age is 53 years.

The Determents of Financial Decision Making Variables (DFDM) variables have been factorised and reduced into four latent dimensions. DFDM variables with their Communalities values ranging from 0.863 to 0.600 and MSA values ranging from 0.791 to 0.488 have goodness of fit for factorisation of DFDM variables. KMO and MSA values of 0.883 and Chi-square value



of 878.940 with df of 66 and P-value of 0.000 reveals that factor analysis can be applied for factorisation of 12 DFDM variables. The Four latent dominant independent DFDM factors together explain 67.371% of total variance which has been extracted out of 12 DFDM variables. Out of 12 DFDM variables the most dominant factor is Economic Influence Factor (EIF). The second most dominant factor is Factor two Financial Ability Factor (FAF) , the third most dominant factor is Factor three Earnings and Debt Factor (EDF) and the least dominant factor is Factor four Predictive Activity Factor (PAF) together they are named as Determents of Financial Decision Making Variables (DFDM).

Significance difference among income group in total DFDM has been found and the null hypothesis has been rejected at 1@ level of significance. Moreover, the Duncan Multiple test shows that groups of Below Rs.10K and Rs.10K to Rs.50K are form a sub group which is significantly differ from Above Rs.50K group in total DFDM.

Significance of differences between Financial Knowledge group in total Determinants of Financial Decision Making (**DFDM**). Results constitutes the mean value of 45.307 indicates, there is financial knowledge among working women while making their Financial Decisions.

The Association between occupation groups and Determinants groups of working women. Working women with self-employment/Business type of occupation are more associated with Highest Determinant groups, while those are working in Govt. organisation are more associated with High Determinants groups, women working in private organisation are more associated with Higher Determinant groups. Housewife's groups has not associated with determinant groups. The Chi-square value of 23. 052 with Df of 6 and P-value of 0.001 indicates that null hypothesis has been rejected at 1% level of significance.

The Association between Monthly income groups and Determinant groups Those earning a monthly income up to Rs.10,000 are more associated with Higher Determinant groups, those who are in income groups of Rs.10,000 to Rs.50,000 per month are more associated with High Determinant groups. Respondent earning an a monthly income of Rs.50,000 and above are more associated with Highest Determinant groups. The Chi-square value of 55.073 with Df of 4 and P-value of 0.000 indicates that null hypothesis has been rejected at 1@ level.

The Multiple Regression Analysis has been applied to check personal profile of working women significantly influence the overall DFDM { F=121.176, P-value <0.001}. The Multiple correlation coefficients of 0.616 indicate that 38% of variance is accounted by working women in determinants of financial decision making. Age have a significant and positive influence on overall DFDM. The relationship is liner as with increasing Age there is an increase in financial decision making of working women.

### **Conclusion**

Good no of women have higher education qualification working in private organisation and earning a good income with basic financial knowledge. Economic influence factor is the most dominant factor determining the financial decision making aspects of working women. Significance difference were found income group with financial decision making aspects of working women, higher income group differs in their opinion compare to lower income group. Self-employed women are more associated with highest determinants of financial literacy aspects while those with higher income group earning above Rs.50,000 are more associated with highest determinants groups. age of the respondent significantly influence the total determinants of financial decision making.



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## A STUDY ON THE EMPLOYEE ENGAGEMENT IN AUTOMOBILE SECTORS WITH SPECIAL REFERENCE TO CHENNAI

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### Abstract

*Employee engagement is one of the significant issues in modern business world. The purpose of study is to identify the important dimensions in organizations which influence employee engagement, to overcome the difficulty while engaging employment and developing effective strategies by organizations. Through this study, the related party not only can understand in depth the causes or effects of various influencing variables but also helps to refine current understanding and importance of employee engagement within an organization. In today's business environment one of the notable issues is the employee engagement. The need for the study is to determine the factors like job satisfaction, health and safety, Reward recognition has an influence on employee engagement in the automobile industry. A quantitative based survey was conducted with close ended structured and five point Likert scale questionnaires, which was designed to record the responses in the automobile industry. The data was collected from 210 employees working in automobile sector. This data were further analyzed for multivariate analysis using SPSS software and AMOS software. The result concludes that there is a significant relationship between employee engagement and the independent variables studied. This study plays a major role in the organization to formulate the strategy for human resource development and to enhance productivity by reducing the cost of hiring new employees.*

**Keywords:** *Employee engagement, Health and safety, Job satisfaction, Reward recognition.*

### Introduction

Employee engagement is an Asset of the organization. An "engaged **employee**" is said to one who is really happy and having interest at work that takes positive action to further the organization's reputation and goals. Employee engagement is nothing but having a clear conscious of how a company is achieving its purpose and objectives, how it is changing to fulfil those better, and being given a voice in its way to prefer ideas and give suggestions that are deceiving as decisions are made. Employee engagement is about being included fully as a member of the team, effort on clear target, believed and authorized, often getting valueable feedback, sustained in creating new skills, thanked and recognised for achievement.

Automobile industry in India is one of the most competitive in the world which will not cover 100 %of components or technology mandatory to formulate a car, but it gives a good 97 %,as pointed out by Corporate Vice-President MrVicent Cobee, Nissan Motor's Datsun .In the current scenario employee engagement plays a major role in making an organization successful. universally, businesses have tough race, which increases the need of employees to be supportedly and intensely committed to the company, customers and their work. "An engaged employee is one who is involved systematically, in search of passion about his role and acts in a

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way to achieve the target of the concern. The concept of Employee Engagement is a term which is hard to define. However, (Richman, 2006) describes employee engagement as a good strategy used by human resources to extend it is also defined as an emotional commitment towards the organization. Kahn in 1990 build the concept called Employee engagement as the “Employing of people in the organization and their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances”. (May, Gilson, & Harter, 2004, p. 12)Employee engagement said to be the employees fulfilled and their happy feelings connects to the achievement of their business, resulting in improved productivity, Innovation and retention. Employees who engaged are committed to the job, will stay fit in the organization for an extended time, more productive, give better customer service.

### **Job Satisfaction**

William Kahn (1990) says that employee can realize engagement on any one of the circumstances at a point of time. This definition indicates that job satisfaction is related to the cognitive aspect of employee engagement. In today’s competitive world, to retain people in the organization is to have fully engaged employees. Employees will stay only if they feel the fulfillment or feel the enthusiasm within themselves that a person derives from their job. It is very important for an organization, that the job given to the employees matches his/her career goals that makes him/her enjoy the work and that ultimately gives a personal satisfaction in his/her job. Only a satisfied employee can become an engaged employee.

### **Health and Safety**

Safety plays an important role in each and every organization. Research has shown that "engaged employees are motivated to work safely". Safety is the threats and danger present in the workplace, physical demands that are associated with work, and difficulty of work. The possible risk and hazardous environment exposes the workers to heat, noise, dust, chemicals and dangerous equipments and tools. So, this safety becomes an important factor that affects engagement in employees.

### **Reward Recognition**

In today’s scenario well performing employees are expecting more on rewards, compensation packages and profit, so the first thing is engaging talent to examine the organizations' strengths and determine if employees have benefits. (Manus and Graham, 2003) study that the goal of the reward is therefore, to maximize positive force that has a wide range of recognizing the rewards which can help on motivation, organizational commitment job engagement, and job satisfaction (Manus and Graham, 2003)

### **Objective**

To identify the factors influencing Employee engagement through Job satisfaction, health and safety and Reward recognition

### **Review of Literature**

**Jawaharrani (2011)** rely on the need for such employees and how their sustaining improve the progress and their work efficiency of the organization as a whole . Employee engagement, explore work-place culture & work-life balance policies & practices followed in

industries in order to promote employee engagement in their organizations to increase their employees' productivity and retain them. Work-life balance is key determinant of employees' job satisfaction.

**Siddhanta& Roy (2012)** explored implications for theory, further research and practices by synthesizing modern 'Employee Engagement' activities being practiced by the corporate with the review of findings from previous researches / surveys. ) He focused on various factors which lead to employee engagement and what should company do to make the employees engaged. Proper attention on engagement strategies will increase the organizational effectiveness in terms of higher productivity, profits, quality, customer satisfaction, employee retention and increased adaptability.

**Bhavani SA (2015)** The study reveals the extent of employee engagement in the organization. Employee engagement is the level of commitment and involvement an employee has towards the organization and its values. Engaging employees is known of business context, and to improve performance at the job for the benefit of the organization. It is a positive behaviour held by the employees towards the organization and its values.

**Mahwish W. Khan, & Meryem Altaf (2016)** observed that employee engagement the relates party not only can understand in depth the causes or effects of various influencing variables but also helps to refine current understanding and importance of employee engagement within an organization.

## Research Methodology

### Quantitative Research

Descriptive research (statistical population) consist of the sample - employees (including managers and employees) working in the automobile industry .Random Sampling method is used to collect data. The sample size of 210 is used for this study. The Structural Equation Model is used for analysis. There are 27 items in the questionnaire.

### Instrument

To collect data, questionnaire was used. In the questionnaire, the purpose of data collection and the necessity for the respondents' to answer accurately was expressed. Questions consisted of two main parts:

- General questions: In general questions, it was tried to collect respondents' demographic information. This section contained 7 questions
- Technical questions: This section contained 20 questions. The questions were short and easy to understand. In this part, Five-point Liker 't type scale was used.
- Ratings were arranged from "strongly agree" (5 points) to "strongly disagree" (1 point).

### Reliability of the Variables taken for Study

#### Table1 Shows the Reliability of the Variables

Variables	No of Items	Reliability
Job Satisfaction	5	0.840
Reward Recognition	5	0.880
Safety ans health	5	0.851
Employee Engagement	5	0.946
<b>Total</b>	<b>20</b>	

### Data Analysis

Data analysis was performed using descriptive and inferential statistics. Frequency Distribution, frequency and statistical charts were used in descriptive statistics. Structural equation modeling is a multivariate

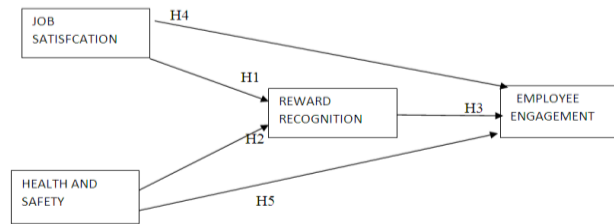
statistical analysis technique that is used to analyze structural relationships. This technique is

the combination of factor analysis and regression analysis. SEM is one of the statistical models for examining the linear relationship between unobserved variables and observed variables. To test this model, SPSS16& AMOS23software was used. Taking advantage of using several observable variables as indices of a latent variable After collecting the questionnaires, the results were obtained and then SPSS predictive analytics software was used to prepare the statistical tables and charts. Finally, the data analysis was performed employing SEM using the software.

Structural equation modeling (SEM) method was employed in inferential statistics. Structural equation modeling is a comprehensive statistical approach to test hypotheses about the relationship between observed and latent variables, and sometimes covariance and structural analysis is called causal modeling, but the common term used these days is SEM.

**Proposed Research Model**

The Employee engagement model with Constructs



**Figure 1 shows Employee Engagement Model**

**Research Hypotheses**

The following research hypotheses were proposed and tested based on these findings found from this research

- H1:** There is a no relationship between Job satisfaction and Reward Recognition
- H2:** There is a no relationship between Health and safety and Reward Recognition
- H3:** There is no relationship between Reward Recognition and employee engagement
- H4:** There is a no relationship between job satisfaction and Employee Engagement
- H5:** There is no relationship between Health and safety in Employee Engagement.

**Data**

The Cronbach’s alpha (reliability coefficient) values for the rating scale was obtained using the SPSS package(16), the values for pilot studies and surveys was found to be 0.904 and 0.907respectively.This reliability helps to extend the research. An alpha value above 0.7 indicates good reliability.

**Descriptive Statistics**

**Table 2 shows Descriptive Statistics of the Variables**

	N	Maximum	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
JQT	210	25.00	-.619	.168	.901	.334
RQT	210	25.00	-.972	.168	1.340	.334
HQT	210	25.00	-.749	.168	1.263	.334
EQT	210	25.00	-1.376	.168	2.697	.334
Valid N (listwise)	210					

**Exploratory Factor Analysis**

In this study, two exploratory factor analyses (EFA) were applied with Kaiser-Meyer-Olkin is (KMO) and Bartlett's test of sphericity

**KMO and Bartlett's Test**

**Table 3 shows KMO and Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		<b>.918</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	4.725E3
	Df	300

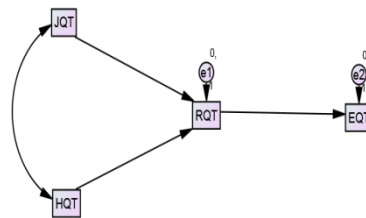
**Rotated Component Matrix<sup>a</sup>**

**Table 4 shows a Exploratory factor analysis**

	Component			
	1	2	3	4
JQ1				.894
JQ2				.538
JQ3				.517
JQ4				.636
JQ5				.705
RQ1		.559		
RQ2		.562		
RQ3		.651		
RQ4		.755		
RQ5		.691		
HQ1			.629	
HQ2			.657	
HQ3			.698	
HQ4			.804	
HQ5			.585	
EQ1	.706			
EQ2	.804			
EQ3	.797			
EQ4	.847			
EQ5	.811			

**Path analysis with mediation**

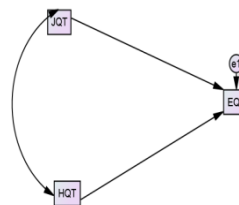
**Figure 2 shows the path analysis with mediation**



**Table 5 shows regression weights with mediation**

Regression Weights			Estimate	S.E.	C.R.	P
RQT	<---	JQT	.644	.067	9.580	***
RQT	<---	HQT	.368	.059	6.193	***
EQT	<---	RQT	.703	.045	15.481	***

**Path Analysis without Mediation**



**Figure 3 shows a path analysis without mediation**

**Regression Weights**

**Table 6 shows a Regression Weights without Mediation**

			Estimate	S.E.	C.R.	P
EQT	<---	JQT	.505	.072	6.993	***
EQT	<---	HQT	.394	.064	6.170	***

The mediating variable used in this research is Reward recognition from the figure2 we can find that all the variables including the mediating variable shows a significant P value.

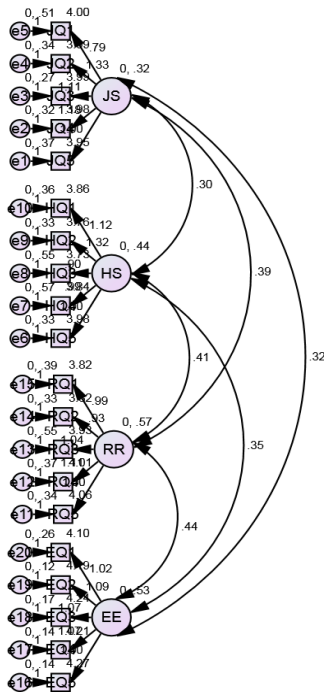
figure 3 shows a path analysis without the mediating factor the regression weights shows that all the variables have significant relationship with a significant P value. From the above two results we are able to find that the mediation is partial.

Confirmatory Factor Analysis

The data has been analyzed in AMOS 23. The variables taken are confirmed using the Confirmatory Factor Analysis (Figure 1). The CFA helps the researcher to understand whether the variables represent the constructs and the construct is measured through these variables. CFA is one of the multivariate analyses. CFA is used by the researcher, to decide, whether to continue the research or reject the preconceived model which is created on the basis of the theory. CFA is a test to confirm the measurement theory which the researcher is going to research. In the proposed model of study, it is assumed that there are no cross loadings.

Confirmatory Factor Analysis

Figure 4 shows the Confirmatory Factor Analysis

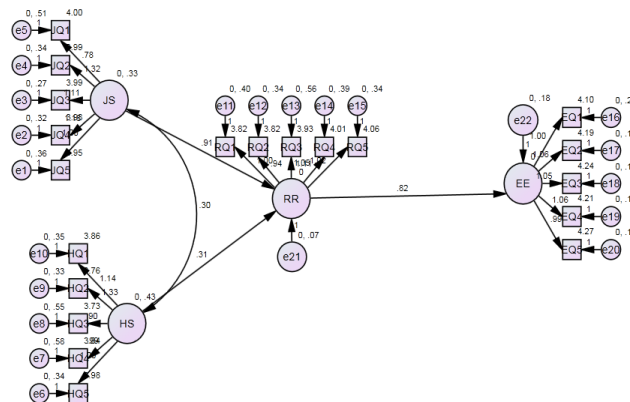


Regression Weights  
Table 7 Shows the Regression Weights of CFA

			Estimate	S.E.	C.R.	P
JQ5	<---	JS	1.000			
JQ4	<---	JS	1.181	.118	9.988	***
JQ3	<---	JS	1.113	.110	10.110	***
JQ2	<---	JS	1.329	.129	10.324	***
JQ1	<---	JS	.787	.110	7.125	***
HQ5	<---	HS	1.000			
HQ4	<---	HS	.991	.107	9.298	***
HQ3	<---	HS	.896	.102	8.819	***
HQ2	<---	HS	1.316	.109	12.034	***
HQ1	<---	HS	1.123	.100	11.198	***
RQ5	<---	RR	1.000			
RQ4	<---	RR	1.108	.086	12.830	***
RQ3	<---	RR	1.044	.093	11.249	***
RQ2	<---	RR	.931	.076	12.170	***
RQ1	<---	RR	.995	.083	12.038	***
EQ5	<---	EE	1.000			
EQ4	<---	EE	1.074	.054	19.926	***
EQ3	<---	EE	1.066	.056	18.895	***
EQ2	<---	EE	1.085	.052	20.903	***
EQ1	<---	EE	1.023	.062	16.472	***

Structural Equation Model for Employee Engagement

Figure 5 shows a Structural Equation Model for Employee Engagement





The SEM Values of Significance Regression Weights for SEM

Table 8 shows Sem value of significance

			Estimate	S.E.	C.R.	P
RR	<---	JS	.907	.148	6.123	***
RR	<---	HS	.314	.108	2.902	.004
EE	<---	RR	.818	.078	10.550	***
JQ5	<---	JS	1.000			
JQ4	<---	JS	1.178	.117	10.056	***
JQ3	<---	JS	1.107	.109	10.151	***
JQ2	<---	JS	1.317	.127	10.348	***
JQ1	<---	JS	.783	.110	7.139	***
HQ5	<---	HS	1.000			
HQ4	<---	HS	.990	.108	9.161	***
HQ3	<---	HS	.903	.103	8.773	***
HQ2	<---	HS	1.332	.111	11.970	***
HQ1	<---	HS	1.137	.102	11.160	***
RQ1	<---	RR	1.000			
RQ2	<---	RR	.935	.081	11.571	***
RQ3	<---	RR	1.055	.097	10.826	***
RQ4	<---	RR	1.110	.092	12.090	***
RQ5	<---	RR	1.017	.085	12.007	***
EQ1	<---	EE	1.000			
EQ2	<---	EE	1.062	.062	17.022	***
EQ3	<---	EE	1.046	.066	15.953	***
EQ4	<---	EE	1.061	.063	16.726	***
EQ5	<---	EE	.987	.060	16.411	***

Evaluation of Model Fit

In Table 10, more than a few famous goodness of fit index be used to calculate the model fit: The  $\chi^2$  (Chi-Square), the CFI (Comparative Fit Index), the GFI (Unadjusted Goodness-Of-Fit Index), the NFI (Normal Fit Index), the TLI (Tucker-Lewis Index), the RMSEA (Root Mean Square Error of Approximation) and the SRMR (Standardized Root Mean Square Error Residual). GOF (Goodness-Of-Fit) index give “rules of thumb” meant for the suggested cutoff value to calculate the data-model fit. The researcher suggests by means of grouping of the GOF index to get a strong evaluation of model fit. The standard values they list for a model with good fit are CFI > 0.90, RMSEA < 0.08, and SRMR < 0.08 for assessing the fit in SEM. Additionally, several researchers consider that these cutoff values are as well accurate and the outcome by the researcher can contain limited common skill to the level of misspecification knowledge in typically put into practice. Multiple fit indices be supposed to be used to assess goodness of fit like the  $\chi^2$  and the  $\chi^2 / df$  is Chi-square. Chi square value is 686.395 Goodness of Fit Index GFI, CFI, NFI, and one badness of fit index RMSEA, RMSR are used to generally accept the model fit. In common observe, a “good enough” or “rough guideline” move toward being that for absolute fit indices and incremental fit indices CFI, NFI, and cutoff values be supposed to be greater than 0.90 (0.90 benchmark) and for fit directory based on residual matrix RMSEA and SRMR values below 0.08 are regularly considered adequate. Analysis was done using AMOS. Chi square is the fundamental statistical measure in SEM to quantify the difference contained

Covariances

Table 9 shows significance of covariance

			Estimate	S.E.	C.R.	P
HS	<-->	JS	.303	.046	6.545	***

The Goodness of Fit Statistics for CFA and SEM Model

Table 10 shows Goodness of fit for CFA and SEM

S.No	Measures of fit	CFA	SEM
1	Chi-square ( $\chi^2$ ) at p 0.05	686.395	692.801
2	Degree of freedom (d.f)	164	166
3	Comparative fit index (CFI)	.845	0.843
4	Bentler – Bonett Index or Normed Fit Index (NFI)	.807	0.805
6	Root mean squared error of Approximation (RMSEA)	.123	.123
7	Non Centrality Parameter (NCP)	522.395	526.801
8	Non Centrality Parameter, Lower boundary (NCPLO 90)	445.257	449.302
9	Parsimony adjusted NFI (PNFI)	.807	.703
10	Parsimony adjusted CFI (PCFI)	.729	.737
11	Lower Limit of FMIN (LO 90)	2.130	2.150
12	Upper limit of FMIN (HI90)	2.900	2.928
13	Browne-Cudeck Criterion (BCC)	833.140	835.099
14	ECVI	3.916	3.927
15	LO90	3.547	.114
16	HI90	4.321	.133
17	MECVI	3.986	3.994

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by between the covariance matrices. When used as a GOF measure, the comparison is between observed and predicted covariance matrix of the constructs. From the outcome, it be able to be seen that RMSEA fit statistics for the model was .123 which shows the model can be considered fit.

### Conclusion

It is observed that job satisfaction, health and safety, reward recognition are the antecedent of employee engagement in the automobile industry. Most of the employers know that employee engagement adds profitability and service improvement in an organization. Employee engagement probably differs from employee to employee; department to department on the basis of employee's mind-set toward employee engagement is also different. Employees are inclined towards engagement if they are satisfied with their job. Proper guidance on health and safety along with good reward system can make the employees more engaged. Employees at all levels should be involved in the development, implementation and review of recognition programs and practices. Engaged employees perform tremendously in the organization. That leads to a profitable and successful organization. This ultimately leads the company to enhance more profits and more income to the government in the form of taxation.

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**A STUDY OF PROBLEMS AND PROSPECTS OF ICT IN  
E-GOVERNANCE IN VILLUPURAM DISTRICT**

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**Introduction**

“E-Governance” is the public sector’s use of information and communication technologies with the aim of improving information and service delivery, encouraging citizen participation in the decision-making process and making government more accountable, transparent and effective. According to EzGov, (2000), “e-Governance is a way for governments to use the new technologies to provide people with more convenient access to government information and services, to improve the quality of the services and to provide greater opportunities to participate in democratic institutions and process”. E-Governance involves new styles of leadership, new ways of debating and deciding policy and investment, new ways of accessing education, new ways of listening to citizens and new ways of organizing and delivering information and services. E-Governance is generally considered as a wider concept than e-Government, since it can bring about a change in the way citizens relate to governments and to each other. E-Governance can bring forth new concepts of citizenship, both in terms of citizen needs and responsibilities. Its objective is to engage, enable and empower the citizen.

Today e-Governance is no more a buzzword but a reality as countries all over the worldwide have shown interest in harnessing governance with state-of-the-art information and communication technology (ICT), in order to foster better governance.

**Literature Review**

Jyoti Kharade and Gulnar Sharma (2013) in their article, “Study of Status of ICT Use and Awareness in E-Governance: A Case of Pune Division” analyse the e governance divide in terms of its awareness between the rural and urban areas of Pune division. The study reveals a wide variation in ICT usage and e-governance practices between the rural and urban Pune division in terms of access to internet, access to computer, access to ICT equipments, frequency of internet access, and the level of awareness on ICT and e-governance. Using Pearsons Chi-Square test, the study

S. N. Sangita and Bikash Chandra Dash (2005) in a working paper “Electronic Governance and Service Delivery in India: Theory and Praxis” give a descriptive account of the ICT and e-governance scenario in India. Reflecting upon the different e-governance programmes across

the country, the authors have analysed how e-governance is playing a role in bringing greater transparency and accountability in the government administration. As they have opined, “Dissemination of information [using ICT] provides transparency and empowers citizens to ensure accountability and prevent the administration from indulging in corrupt practices” (Sangita and Dash, 2005, p. 16). Further, as the authors have opined, an increased accessibility with the help of ICT and e-governance empowers citizens with a check on corruption and government malpractices. The paper argues that, e-governance promotes efficiency in government administration. Citing examples of Lokamitra of Rajasthan and Gyandoot of MP, the authors have opined that e-governance enhances the citizen government interactions. Sometimes, the citizen avails multiple services from single web portal that is very helpful to the citizens. Besides, e-governance enhances the administrative efficiency for effective communication. ICT and e-governance, in every sense has a positive impact on the government administration as the authors have observed:

Uttam Pegu (2012) in his article “Information and Communication Technology Implications: An Analysis of the Impact and Adoption of E-Governance in India” has talked about the impact of Dharitree (e-governance) in Sonitpur administration, Assam. He has used the multi-method research technique that includes case studies, in depth interview, surveys, and field notes to find out the overall assessment of Dharitree in Sonitpur district. The author has used a questionnaire that have been prepared on 5-point Likert scale with response types strongly disagree, disagree, neutral, agree and strongly agree and ANOVA and co-relation test were adopted in the methodology.

Stephen M. Mutula (2011) in “A Model for Building Trust in E Government” has given an analytical understanding of the complex process of e governance. It has been argued by the author that understanding e-Governance requires careful analysis and reflections on the organisations and institutions involved in the process. As the author writes: “It comprises the mechanisms, processes, and institutions through which citizens and groups articulate their interests, exercise their legal and human rights, meet their obligations and mitigate their differences” (Mutula, 2011, p. 16). The author contends that governance has both negative and positive connotations. It can be both good and bad “depending on whether it brings positive benefits to the governed or the benefits merely serve to benefit the personal interests of a few individuals in government” (Ibid.). The author talks about the possibility of creating trust among the citizens on e-governance and opines that a very little attention has been paid in this regard and opens an opportunity for the researchers working in the field of ICT and e-governance to create and model e-governance plans that ensures greater reliability to the people and ensures trust.

### **Statement of Research Problem**

The research is related to study of problems and prospects of ICT in e-Governance in selected public sector organizations implementing G2C e-Governance project in Pune Division. Problems are faced by citizens while using ICT based e-Governance services and also by the public sector organizations while developing and implementing the e-Governance project. Researcher would like to find out micro perspective of the problems of ICT in e-Governance projects in public sector organizations to suggest solution also to better understand the citizens’ problems and perspectives so that e-Governance project can be more acceptable and public

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sector organizations can provide citizen centric, effective and efficient services. New ICT opportunities and achievements are constantly emerging, which needs to be adopted rapidly for effective results in e-Governance. Keeping this in view, the study was undertaken, titled as A Study of Problems and Prospects of ICT in e-Governance in Public Sector.

The title signifies study of the present status of ICT in selected e-Governance projects implemented at national, state and local level with reference to Pune Division, drivers and barriers for ICT based e-Governance by the public sector organizations, ICT use, e-Governance awareness, use of e-Services, perception about e-Governance services amongst the citizens, and problems faced in the use of e-Governance by the citizens and to identify prospects of ICT in selected G2C e-Governance projects.

### **Research Method**

#### **Survey Technique**

The survey method is usually employed to collect data from the respondents who constitute the primary source. A survey can be either descriptive or analytical. Here the researcher has combined them in order to get a clear perspective of respondents' opinions and attitude towards ICT adoption and challenges in Assam. One advantage of the survey method is that it can be employed in natural and realistic settings. The geographical area of Assam is divided into four parts- Upper Assam, Middle Assam, South Assam and Lower Assam for the purpose of data collection.

#### **Merits of Survey**

Research No geographical limitation exists and surveys can be conducted anywhere. A large amount of data can be collected easily from different sections of the society.

#### **Demerits of Survey**

Research The questionnaire if not framed with proper wording and questions may pose serious problem in decoding the meaning and its response to it. The respondents may not give required answers.

#### **Questionnaire Construction**

The questionnaire was constructed in the form of statements and sub-statements. The sub-statements had responses on a three-point Likert scale. The responses were like agree, disagree and can't say. This is done due to the need for greater reduction in responses for accurate findings. It is true that normally a five-point scale is preferred

#### **Sampling Technique**

The sampling method adopted was convenient sampling, for the reason that the respondents were readily accessible. It is also useful in collecting exploratory information, despite the possibility of containing unknown qualities of error. Though the sampling method has generated debates over its representativeness of the population, it was the only option under the circumstances of non-availability of records and registers of computer literates.

Sample Size



The respondents were of two streams. One group was of common computer literates and the other comprised policymakers and the IT entrepreneurs out of sample size of 300, 243 were common computer literates and 57 were policymakers, IT professionals and entrepreneurs.

### Objectives of the Study

The major objective of the present research is to assess and analyze the e-governance policies, programmes and projects and in addition to study the challenges and opportunities vis-a-vis ICT initiatives in the development sector of Assam. Specific objectives The specific objectives of the research work are to: 1. Know the ICT understanding level of respondents in the setting of the state. 2. Find out the source of ICT knowledge. 3. Understand the people's perceived opinion of e-governance and its models. 4. List the perceived advantages of ICT use by the respondents.

Know the respondents' perceptions of the ethical and security issues involved on the practice of e-governance. 6. Factor the respondents' perception of ICT and e-governance advantages. 7. Identify the perceived notion of respondents as to the role of ICT in women's empowerment. Fig Demographic Profile of the Respondents Locale of the Respondents (2012-13) Table No. (1)

### Age distribution of the R

Table No. (2)

Age distribution	Frequency	Percent
15-24	83	34.2
25-34	65	26.7
35-44	73	30.0
45-54	14	5.8
Above 55	8	3.3
Total	243	100.0

Locale of the Respondents	Frequency	Percent
Urban	127	52.3
Rural	116	47.7
Total	243	100.0

Table No. (1) Shows 52.3 per cent of the respondents, who are computer literate users, belong to urban population and 47.7 per cent of the respondents belong to rural population. The figure indicates that there is equal participation of respondents from rural and urban regions and it is representative in nature in the context of Assam. Graph No. (1). The graphical representation shows the respondents' locality in urban and rural regions of Assam.

### Gender wise distribution

Table No. (3)

Gender Distribution	Frequency	Percent
Male	123	50.6
Female	120	49.4
Total	243	100.0

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## STRUCTURAL REFORMS BY GOVERNMENT OF INDIA

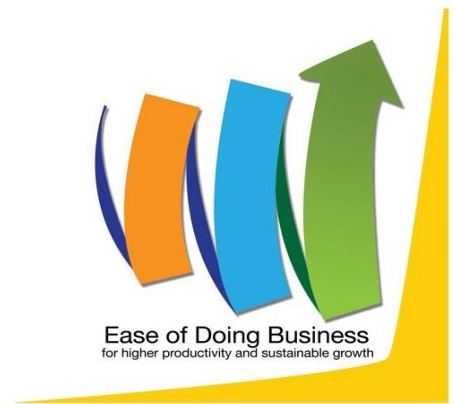
**A.Rengarajan**

*Practicing Company Secretary*

Government of India is very keenly following the benchmarks set by the Ease of Doing Business Project of the World Bank to improve the business environment in the country. The ease of doing business is an index created by the World Bank to measure regulations directly affecting businesses and overall environment such as market situations, infrastructure, inflation, crime et al.

After coming to power in 2014, Modi government has taken over 7,000 small and big steps to improve the ease of doing business in the country. The World Bank reportedly took under consideration reforms claimed by India. These steps were well reflected in the overall improvement in 'Ease of Doing Business' ranking released by the World Bank.

YEAR	2014	2015	2016	2017	2018
INDIA'S EODB RANKING	142	134	130	131	100



Finance Minister Mr. Arun Jaitley feels reaching the 'top 50' rank is achievable in the coming years. Here are some of the major reforms undertaken by the government to ensure ease of doing business in India — from speeding up the process to abolishing red-tapism.

### Goods & Services Tax (GST)

GST is an Indirect Tax which has replaced many Indirect Taxes in India. The Goods and Service Tax Act was passed in the Parliament on 29<sup>th</sup> March 2017 and came into effect on 1<sup>st</sup> July 2017. Passage of the GST Bill was clearly a watershed moment for the economy, but even otherwise there has been a sustained effort to simplify licensing and tax structures, thereby, making India a much more investment-friendly place to do business. The improved investment climate will give an impetus to several economic corridors that are ready for investors.

### Insolvency and Bankruptcy Code

The government has managed to pass the Insolvency and Bankruptcy Code, thus clearing the last hurdle for making the code into a law. The new Bankruptcy law will significantly reduce the average time taken for the insolvency process to complete, which currently is 4.3 years.

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## **Time for Registering Companies Reduced**

The government has made the process for registering a company faster by reducing the time taken from almost 10 days in December 2014 to 5 days in December 2015. This year the government plans to further reduce the time taken to 1-2 days.

## **Easier Processes for Incorporation**

To make the process of registering and incorporating companies faster, the government has done away with the requirement of reserving a name, and integrated the processes related to allotment of Director Identification Number (DIN), appointment of directors etc. in a single form (INC - 29) for incorporation of a company.

## **Integration of Processes through Ebiz Portal**

The eBiz platform of the Department of Industrial Policy and Promotion (DIPP) integrates several processes across (government) departments to make the process of incorporating a company simpler. One can apply for Permanent Account Number (PAN), Tax Deduction Account Number (TAN), EPFO (Employees' Provident Fund Organization) and ESIC (Employee's State Insurance Corporation) and incorporation of company through the eBiz portal.



## **Doing away with Requirement for Minimum paid up Capital**

The minimum paid-up share capital requirement was Rs 1 lakh for a private company and Rs 5 lakh for a public company. This requirement has now been done away with for incorporating private as well as public companies in India.

## **Making tax Laws Simpler**

The government has accepted most of the first set of recommendations of Easwar Committee for simplification of tax laws. The most important of those being exemption to non-residents from mandatorily having a PAN for lower tax deduction at source, hiking the turnover limit for availing presumptive taxation benefits from Rs1 crore to Rs 2 crore, and deferment of Income Computation and Disclosure Standards (ICDS).

## **Besides the above Reforms**

- The government has also announced investor-centric hub-and-spoke based online single window model for providing clearances and filing compliances.
- The government launched another online portal '*Shram Suvidha*' for firms to file a common return on its portal to comply with as many as eight labour laws at one go.
- The insurance reform bill has been passed in Parliament which allows more Foreign Direct Investment in the sector.
- The government allowed 39 exemptions for private companies licensed to set up businesses under international financial services centers (IFSC) such as allowing them to make investments through more than two investment companies. The government also waived transaction taxes and stamp duty for IFSCs.

- The government has set up National Investment and Infrastructure Fund (NIIF) with the aim to attract investments from both domestic and international sources for infrastructure development in commercially viable projects. The corpus of the NIIF is proposed to be Rs 40,000 crore (\$6 billion) wherein the government will invest 49%.
- In a bid to reduce red-tapism, the government abolished the Foreign Investment Promotion Board (FIPB) which used to scrutinize foreign investment proposals. The proposals are now cleared by departments concerned.

### **Reforms initiated in the Ministry of Corporate Affairs (MCA)**

There were many road blocks to incorporate a business India. However, several new steps were initiated in the recent years to ease the difficulties faced by the entrepreneurs in this regard.

- A Centralized Reservation Centre (CRC) is set-up at Manesar (Haryana) with the specific objective of providing speedy incorporation related services in line with global best practices.
- At the CRC, the stakeholders can get various work done – New company name reservation, Change of existing companies, incorporation of new companies.
- There is no need to file any return except declaration of location of the Registered office.
- For incorporation of companies, declarations are accepted and there is no need to file any affidavits.
- From the earlier time taken of 60 days from the date of application, a new company can now be incorporated within 20 days from the date of approval.
- The Government fees & duty for authorized and paid-up capital up to Rs. 10 lakhs is totally waived-off.
- In the recent Union Budget, the Government has reduced the Corporate Income Tax from 30% to 25% for Companies having turnover of Rs. 250 crores.

### **Labour Law Reforms**

- Registration processes under Employees' Provident Fund & Employees State Insurance are now fully online on real-time basis. Besides there is no cost on these registrations.
- As detailed above, the Department of Industrial Policy & Promotion (DIPP) has launched Ebiz portal for common registrations under 5 Central Labour Laws.
- Single Online Common Annual Return under 9 Central Labour Acts has been made operational on Shram Suvidha Portal since 24th April 2015 to facilitate filing of simplified Single Online Return by the establishments instead of filing separate Returns.
- The Labour Department's '*Shram Suvidha*' portal allots Labour Identification Number to nearly 6 lakhs firms.
- Compulsory inspection of industrial units done away with. Now a computerized system to select units for random inspection will be done and the inspection reports will be uploaded within 72 hours of inspection.
- Universal Account Number for 4.17 crore employees and they will be given portable Provident Fund accounts.

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### Road Ahead...

The ministry of corporate affairs will also consider doing away with the procedure of giving a separate permanent account number to companies after registration since one is allotted at the time of registration itself. The ministry has been asked to make the Simplified Proforma for Incorporating Company Electronically (SPICe) compulsory for reserving names and to scrap all other options.

Tackling these challenging reforms will be key to India sustaining the momentum towards a better business environment. To secure changes in the remaining areas will require not just new laws and online systems but deepening the ongoing investment in the capacity of States to implement change and transform the framework of incentives and regulation facing the Private sector.



## EMOTIONAL INTELLIGENCE AND SOCIAL COGNITION

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### Abstract

*Emotional intelligence is the ability to handle and organize your thoughts and emotions and to channelize them towards self-growth and self-development. It has become an important criteria for judging a person's employability. A person's skills does matter in the domain of employment, however, his long term career growth depends greatly on how Emotionally Intelligent the person is. This article attempts to familiarize the readers with the concept of emotional intelligence and to also present the analysis and findings of an emotional intelligence- based study in an organization. It also attempts to familiarize the readers with the various parameters of Emotional Intelligence so that the readers get a valuable insight into this topic.*

### Introduction

Ever since the era of Second Industrial Revolution, which made the whole system of employment into a very scientific system by throwing away traditional nuances of employment and adopting scientific measures of performance improvement, there has always been extensive research in the domain of career growth. It was traditionally believed that good workers were born and not made; however, developments made in the domain of psychology have proved otherwise. It is indeed possible for a lower ring employee to develop on his work skills and climb the employment ladder. So the first misconception about employees requiring to be born with a specific set of skills to operate on the higher levels of the economic ladder has thus been eradicated in the 20<sup>th</sup> century thanks to the economic renaissance that had prevailed in the latter half of the 19<sup>th</sup> century.

However, the demise of the misconception of "giftedness" has given birth to another misconception known as the "in-toto" emphasis on skill. In other words, it is a prevailing misconception that skill and intelligence are the sole factors an employee must emphasize on developing to rise up the corporate ladder. However, as ironic as it may sound, there are a lot of cases where employees with exceptional relevant skills and intellectual capabilities were somehow unable to rise up the corporate ladder. So if not skills and intelligence, what else must a man develop to rise up the corporate ladder?

### Emotional Intelligence-Meaning and Components

Emotional intelligence (henceforth EI), also known as Emotional quotient (EQ), is the capability of individuals to recognize their own emotions and those of others, discern between different feelings and label them appropriately, use emotional information to guide thinking and behaviour, and manage and/or adjust emotions to adapt to environments or achieve one's goals.

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Following are the five components of emotional intelligence:

1. **Self-Awareness:** – the ability to know one's emotions, strengths, weaknesses, drives, values and goals and recognize their impact on others while using gut feelings to guide decisions.
2. **Self-Regulation:** – involves controlling or redirecting one's disruptive emotions and impulses and adapting to changing circumstances.
3. **Social Skill:** – managing relationships to move people in the desired direction
4. **Empathy:** – considering other people's feelings especially when making decisions
5. **Motivation:** – being driven to achieve for the sake of achievement

### Social Cognition- An Extension of EI:

Social cognitive skills or social cognition is the skill of effectively acquiring knowledge about people or social situations and apply this information of people's behaviour in various social situations

### About The Company Studied

#### Real Estate Development:

Real estate development, or property development, is a business process, encompassing activities that range from the renovation and re-lease of existing buildings to the purchase of raw land and the sale of developed land or parcels to others. Real estate developers are the people and companies who coordinate all of these activities, converting ideas from paper to real property. Real estate development is different from construction, although many developers also manage the construction process

Developers buy land, finance real estate deals, build or have builders build projects, create, imagine, control, and orchestrate the process of development from the beginning to end. Developers usually take the greatest risk in the creation or renovation of real estate—and receive the greatest rewards. Typically, developers purchase a tract of land, determine the marketing of the property, develop the building program and design, obtain the necessary public approval and financing, build the structures, and rent out, manage, and ultimately sell it. Sometimes property developers will only undertake part of the process. For example, some developers source a property and get the plans and permits approved before selling the property with the plans and permits to a builder at a premium price. Alternatively, a developer that is also a builder may purchase a property with the plans and permits in place so that they do not have the risk of failing to obtain planning approval and can start construction on the development immediately.



**SSPDL**  
Limited

*Building the big picture*



Developers work with many different counterparts along each step of this process, including architects, city planners, engineers, surveyors, inspectors, contractors, lawyers, leasing agents, etc.

SSPDL Limited (formerly Srinivasa Shipping and Property Development Limited) is a leading Infrastructure and Real Estate development company in South India.

Established in 1994, SSPDL Limited is a listed entity on the Bombay Stock Exchange with its Registered Office in Hyderabad. SSPDL Limited is promoted by a renowned first-generation entrepreneur Mr. Prakash Challa.

SSPDL Limited, is primarily developing Commercial (IT Parks, Shopping Malls, Hotel Projects, Service Apartments etc) and Residential properties (Gated Communities, Villas, Apartments and Serviced Plots) all over South India for more than 15 years. Today, SSPDL is executing own projects spanning 11 million sq. ft. all over South India through the flagship company and SPVs.

Some of the prominent projects of SSPDL Ltd are Matrix Towers, which is a multi-facility Information Technology park located in OMR and Lakewood enclave, a villa project located in Thalambur, Chennai.



**Lakewood Enclave**

### Objectives of the Study

- To make the respondents answer a set of questions that are designed to test their level of emotional intelligence
- To ascertain the average level of emotional intelligence of a set of employees in a particular organization
- To know the ability of the employees to read other people and apply this knowledge of people when handling them
- To know how well the employee handles criticism and to the extent the effect of such criticism on the general happiness levels of the employee
- To ascertain the dexterity of opinions and social agility of the employees wherein it is studied whether the employee holds outdated opinions
- To know how the employees deal with setbacks and the effect of such setbacks on the levels of performance
- To understand how optimistic the employees of the organization are
- To know whether the employees rely on motivation to increase work performance
- To understand whether the employee is a perfectionist
- To understand the employees ability to balance various aspects
- To throw light into how good the employee is at managing impression in various work situations
- To understand how well the employee balances between introversion and extroversion in various work situations



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## Research Methodology

1. **Area of Study:** The area of study is that of emotional intelligence. Emotional intelligence is a concept which refers to the ability of a person to manage his/her emotions and appropriately organize his/her emotional framework.
2. **Sample Size:** The sample size of the study is 25. 25 employees from the given company were studied by giving them a questionnaire and prompting them to answer the questions and tick the choice most appropriate for the employees.
3. **Type of Data:** The inferences and the analysis of this research were made solely on the primary data, i.e. the data obtained from the answers to the questionnaire. No secondary sources of data were used as secondary data is not available for the same study.
4. **Methodology Used:** The methodology used for this study is the ascertainment of the necessary parameters using the answers from respondents from the Likert scale questionnaire
5. **Tools Used:** For the successful completion of the research study, a five point Likert scale questionnaire was prepared and the analysis is primarily derived from the answers of respondents to these questions as given in the questionnaire.

## Limitations of the Study

The study here is not free of limitations. The study has certain limitations which are described below:

- The organization has various branches in South India. However, only the employees at the Chennai branch were studied. Hence, the sample size is limited
- The study is only limited to a single company
- The employees lack of ability to introspect may serve as a disadvantage as the true view of the employees actual level of emotional intelligence may not be reflected

## Analysis and Findings

This study studies the levels of ten indicators of emotional intelligence on a numerical manner. The ten indicators of high levels of emotional intelligence are as follows:

1. Ability to read people
2. Ability to handle criticism
3. Open mindedness
4. Ability to handle setbacks
5. Level of optimism
6. Reliance on motivation
7. Perfectionism
8. Ability to balance
9. Impression management
10. Ambiversion

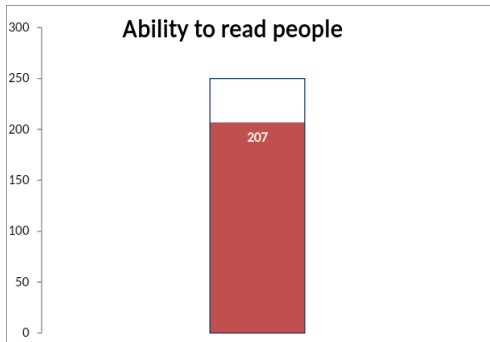
The numerical calculation of points was performed as follows:

- **Step 1:** Each question carries minimum 1 to maximum 5 points according to the answer. Since there are 25 respondents per question, the maximum score possible is  $25 \times 5 = 125$  points per question
- **Step 2:** The score per question is calculated for all question individually

- **Step 3:** Single questions or a group of maximum two questions belong to each of the indicators
- **Step 4:** Due to grouping of questions under a single indicator, the maximum score is 250 and the actual score is converted appropriately
- **Step 5:** The score per trait is obtained and is represented graphically

**Analysis of Indicators of Ei**

**Ability to Read People**

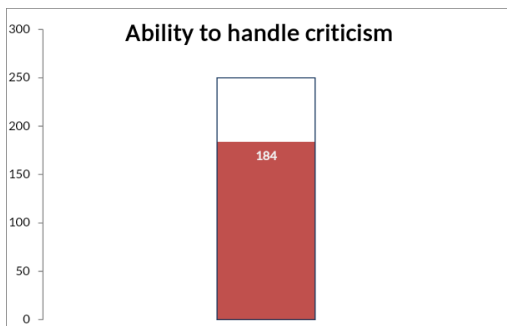


The ability to read people’s characteristics, traits and behaviour is a very useful skill in the workplace and otherwise as well. How people react and behave in various situations is a very useful data and provides great insight into their personality.

The greatest advantage of knowing a person’s personality is that this information about them can be used while dealing with such people such that the desirable outcome can be attained

As per the questionnaire result and analysis, in this company, people have a superior ability to read people since the respondents have scored **207/250**.

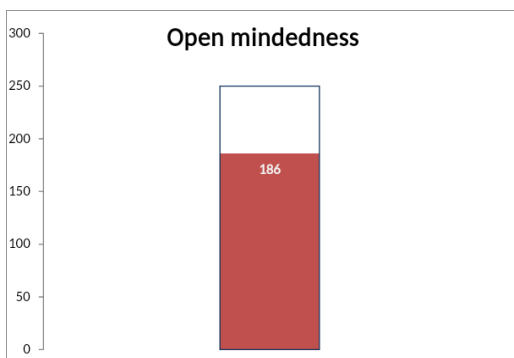
**Ability to Handle Criticism**



A very important indicator of emotional intelligence is the ability to handle criticism. Criticism can get demotivating at times. How the person responds to the criticism is often a direct insight into that person’s level of emotional intelligence.

The respondents have scored **184/250** in this trait. This score is average and there is scope for a higher score where this trait is concerned.

**Open Mindedness**



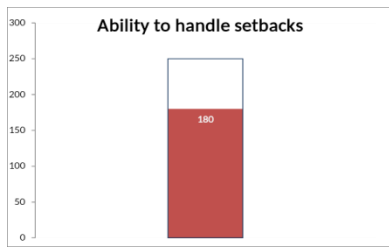
How open a person’s mind is becomes an essential indicator of higher levels of emotional intelligence. Since the world is changing at a dynamic pace, ones mind-set also has to become very dynamic to thrive in the modern world. Thus, being opinionated and having very fixed ideas with absolutely no scope for change may not prove to be a very beneficial mindset for that person in the long run. Also, in the workplace, people who can think out of the box for regular work situations are very

treasured. Thus sticking to old customs with the mind not at all open to change should not be the modus operandi for anyone who wishes to thrive in the world today.

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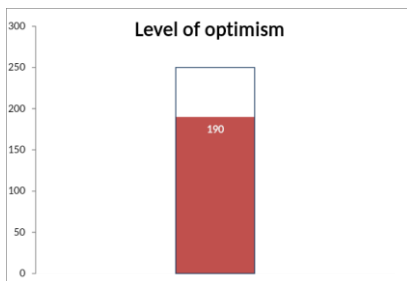
The respondents have scored **186/250**, which is not a very high score and there is definitely room for open mindedness.

### Ability to Handle Setbacks



The crux of emotional intelligence of a person can be judged with this indicator. Actually, this one indicator will greatly suffice in judging a person's level of emotional intelligence. When there is a setback, it becomes demotivating to continue on the same undertaking since setbacks have known to reduce self-esteem. Thus, the attitude of a person during a setback is pessimistic. If a person faces a setback and fights to overcome that pessimism, it shows superior levels of emotional intelligence. The respondents have scored **180/250** in this trait, which indicates the existence of scope to improve.

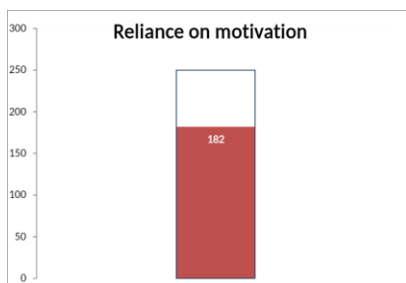
### Optimism



the general level of optimism is high.

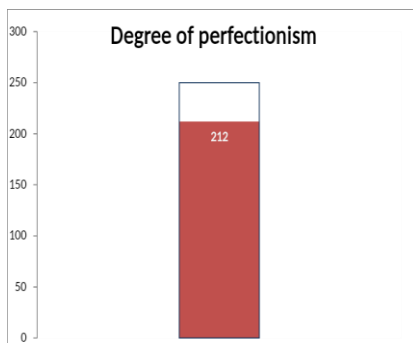
Optimism is the anticipation of a positive outcome even if situations do not apparently indicate a positive trend. Optimism is an important indicator because positive results are more probable when approached with a more positive mindset. This reluctance to give into pessimism is often a sign of higher levels of emotional intelligence as overcoming pessimism requires mental strength. The respondents have collectively scored **190/250** in this indicator, showing that the

### Reliance on Motivation



This indicator adopts a reverse scaling system wherein higher the score, the more negative the trend. Motivation is very useful to get things done and influences higher performance. However, motivation does not always come when the person needs it. Thus, to rely on motivation is not a very prudent decision to make as certain things have to be done regardless of whether the motivation levels are high or not. The respondents have scored **182/250** in this trait, which is a little low and thus indicates a good trend.

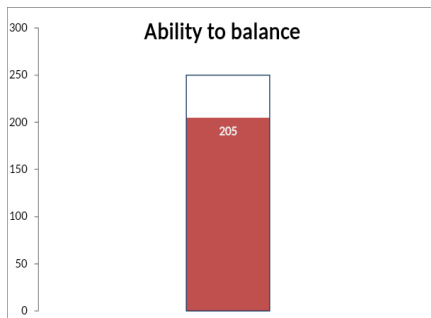
### Perfectionism



Even this indicator adopts a reverse scaling system wherein higher points indicate a negative trend. Perfectionism is the desire of perfection even in the minutest details. Though perfectionism to an extent is good, excess emphasis on getting things to be perfect may prove to be counterproductive in the long run. Thus, a heavy emphasis on excess perfectionism is not always a very good indicator of high EI. The respondents have admitted to being perfectionists since the score is relatively high, the

score being **212/250**. Though this is not necessarily a bad indicator, the respondents must ensure their productivity is not hampered by excess perfectionism.

### Ability to Balance



Often, where the career is very demanding, it becomes very difficult to manage personal life and enjoyments. Due to constant deprivation of enjoyment and personal life, performance at work is often affected thereby reducing the person's general level of efficiency.

Thus the ability to balance between work and life is a very important skill where general level of happiness and satisfaction with life is concerned. The quality of life greatly depends on how well a person is able to manage between personal life and profession. The respondents have scored reasonably well in this domain. With a score of **205/250**, this indicates a good level of ability to balance between personal life and profession

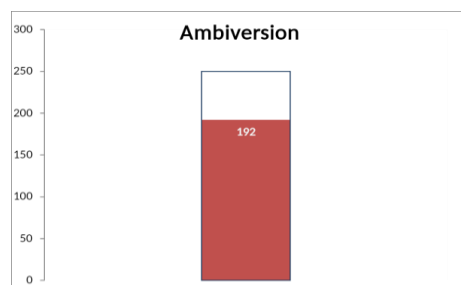
### Impression Management



Impression management is a very important skill in the work place. To survive in the long term in the workplace, it is very essential to maintain a particular self-image. Thus, sometimes it becomes very important to change your personality at times to suit to the general working group and peer so as to maintain that impression. Though it is very important to stay true to your

personality, it sometimes becomes equally important to alter your personality as and when required. In this indicator, the respondent has scored **194/250**, indicating good impression management skills.

### Ambiversion

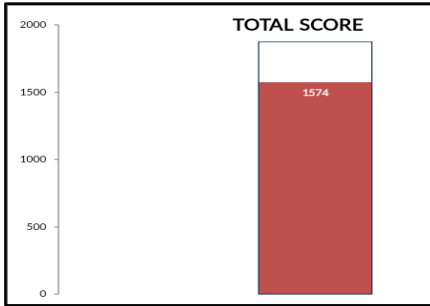


Ambiversion is the ability to balance between being an introvert and an extrovert as and when the situation demands it.

Sometimes one must be an extrovert and sometimes one must be an introvert as and when the situation demands it. Being an extrovert is favourable as long as such excess extroversion does not affect the performance of the person. In such situations, being an introvert is a big advantage as there is greater scope for introspection and silent contemplation. Thus, ambiversion is an essential skill where EI is concerned.

The respondents have scored **192/250** in ambiversion, indicating that there is a healthy balance between introversion and extroversion.

## Conclusion and Recommendations



The total score per question is 125 and there are 15 questions in all. Hence the total score is  $125 \times 15$  is 1875. By adding up the individual indicator scores of the previous chapter, we get a total score of 1574. This indicates that the average level of EI of the employees is HIGH.

## Recommendations

Often EI is a very subjective element and as such the recommendations keep varying. Since everyone's life journey is different, the recommendations to improve EI cannot be simply narrowed down to a select few factors. Thus, perhaps the only recommendation possible is that one may carry around an optimistic attitude and continue doing whatever he/she has done.

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## A STUDY ON THE DETERMINANTS OF BRAND LOYALTY IN HEALTH SECTOR AT CHENNAI

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### Abstract

*The present paper analyzes the factors influencing brand loyalty in the health care sector of Chennai. In the modern era, it becomes inevitable for the health care sectors and hospitals to sustain their brand image and loyalty among the patients. This would help the organizations to sustain success in the long run. This research attempts to know the impact of brand loyalty and its determinants of the patients in hospitals. The purpose of this paper is to understand the relationship between brand loyalty and its determinants i.e., brand, perceived quality, brand image. The primary data were collected through questionnaire from patients of health care organizations in Chennai. A total of 300 sample questionnaires was collected in total. The research findings indicate that brand loyalty is influenced by its determinants. The research recommendations are provided to the administrators of health care sectors.*

### Introduction

In the present business sector, customers are able to possess a great awareness of brands available in the market. The competition in the industry is severe and an organization has to differentiate with others to sustain itself. The present research paper focuses on the impact of brand image on brand loyalty with respect to health care sectors in Chennai. In this research the variables used for determining brand loyalty are brand, perceived quality and brand image. Customer perception of a brand has to be positive for the organization to excel in the industry. This study focuses on the impact of the brand, perceived quality and brand image on brand loyalty in the health care sector.

The research is conducted to know the impact of each brand loyalty determinant on brand loyalty. The concept of brand loyalty and its determinants in health care sectors is much less discussed. Though there are many research conducted on brand loyalty in FMCG sector, the health care sector needs to be analyzed in detail. Few important brand loyalty determinants are discussed in this study. Thus, the major purpose of this research paper is to explore the impact of brand loyalty determinants on brand loyalty.

### Literature Review

Brand is about the perception and the ideas consumers have in their mind and what memories they have about the brand, in all that brand association and brand awareness (Keller, 2003). Researchers shows that brand have shown different scope, making brand including awareness attribute features, benefits personal value, images, visual information, thoughts personal cognitive, feelings personal affective, attitude judgment and experience purchase, further defined customer based brand equity in terms of brand conceptualizing brand in terms of brand awareness and brand image (Keller, 1993). Brand is central to the concept of



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customer based brand equity that is reflected in the form of positive or negative consumer response towards the brand. Additionally, the better a customer is known to a brand the greater the customer will exhibit brand equity behavior (Hutton, 1997)

The concept of brand loyalty is equally important in industrial goods, services and retail business as it decrease the probability of customer switching and involves the customer in repeat purchase behavior (Thiele and Bennett, 2001). The profit and market shares are closely associated with the brand equity, as more purchase loyalty will lead to increase in market shares and attitudinal loyalty will lead to higher relative price for the Brand (Chaudhuri and Holbrook, 2001).

The service quality dimensions are the aspects that are related to consumer expectation and also service quality perceptions so acting as a consumer quality determinant evaluation (Rowley, 1998). The most famous and common employed service quality scale is called SERVQUAL which is a general device for assessing quality of service provided by Parasuraman et al. (1988). It contains five dimensions for the service quality which are (1) tangibles which are physical facilities properties, personnel, equipment and communication tools, (2) the reliability or ability to do the promised services correctly and dependently. (3) the responsiveness that is the eagerness to assist customers and bring them good services, (4) the assurance which is the courtesy and of staff and their capability to provide trust as well as confidence and (5) the empathy that means individualized attention and caring that a company brings for the customers.

Brand image is a series of combined perceptions that consumers hold of certain brands by gaining information about and thus creating a feeling toward certain products. Consumers have their purchase intention based on the image created by the marketing strategies.

### **Objectives of the Study**

1. To study the various brand loyalty determinants in the context of health care sector in Chennai.
2. To analyze the relationship between brand loyalty determinants viz., brand awareness, brand image, perceived quality and brand loyalty.
3. To analyze the various impact of brand loyalty determinants in creating brand loyalty among the patients of health care sector.

### **Scope of the Study**

This research on brand loyalty can be extended and applied in various other sectors including tourism, restaurants, retail, etc. Apart from identifying the impact of brand loyalty and its determinants among the patients the research can be done on other aspects of branding such as brand equity. Further, customer demographics and brand loyalty relationships can also be analyzed. Similarly, brand loyalty in various other FMCG sectors can be analyzed. This research provides ample scope for working on other avenues and sectors in the context of branding.

### **Limitations of the Study**

- The present research is limited to the health care sector of Chennai only.
- This study has focused only on few determinants of brand loyalty, i.e., brand knowledge, brand image and perceived quality. Other variables are not considered in this research.

- The sample size is restricted to 300 only due to time and resource constraints. Hence, the study results may lack reliability.
- The study is conducted only among the patients of major hospitals. Other population is not included in this research.

### Research Methodology

**Research Design:** The present study is descriptive in nature.

### Data Analysis

A pilot study on brand loyalty and its determinants viz., brand awareness, brand image and perceived quality is performed. Based on the results necessary changes were made in the questionnaire. The questionnaire was designed to collect empirical data from the patients.

The secondary data are collected from the insurance claims of bill payers, disease registries, Public health agencies, medical records etc.

The primary data are collected by conducting surveys among the patients in the hospitals of Chennai. The tools that are used for the survey includes a questionnaire comprising of questions related to brand loyalty, brand awareness, brand image and perceived quality. The instrument was adopted from various sources, e.g. brand loyalty, service involvement, brand knowledge, brand social responsibility image and perceived service quality are adopted from Quester and Lim, (2003), Wulf et al., (2001), Young & Rubicam, (1994) and Reich, (2002) respectively. The sample size is 300 and was collected from patients of specialty hospitals in Chennai. The data collected were analyzed through statistical software SPSS.

To examine the impact of brand loyalty and its determinants viz., brand awareness, brand image and perceived quality Multiple Regression analysis is performed.

### Regression

In this study, the dependent variable is Brand loyalty, Independent variables are Brand awareness, Brand image, Perceived quality which are discussed as follows:

Dependent variable	: Brand loyalty (Y)
Independent variables	: 1. Brand awareness (X <sub>1</sub> ) 2. Brand Image (X <sub>2</sub> ) 3. Perceived quality (X <sub>3</sub> )
Multiple R value	: 0.715
R Square value	: 0.512
Adjusted R Square	: 0.508
F value	: 126.576
P value	: 0.000

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715(a)	.512	.508	2.155

**A Predictors:** (Constant), Brand Image, Brand Awareness, Perceived quality

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### ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2938.072	5	587.614	126.576	.000(a)
	Residual	2804.009	604	4.642		
	<b>Total</b>	<b>5742.080</b>	<b>609</b>			

**A Predictors:** (Constant), Brand image, Brand awareness, Perceived quality

**B Dependent Variable:** Brand Loyalty

### Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.352	.650		11.306	.000
	Brand image	.452	.045	.425	10.036	.000
	Brand awareness	.156	.036	.221	4.319	.000
	Perceived quality	.060	.019	.122	3.258	.001

**A Dependent Variable:** Brand loyalty

Based on the above analysis, it is inferred that the brand loyalty factor is determined by the Independent variables Brand Image, Brand awareness and Perceived quality. Further it is understood from the analysis that, brand image contributes greatly to brand loyalty based on regression coefficient (.425), followed by Brand awareness (.221) and perceived quality (.122).

### Conclusion

In the present scenario, the health care sector occupies a significant place in the serving the society. Consumers rely on both private as well as public hospitals for their treatment. There exists competition in this segment, especially among the Multi-speciality hospitals. In this research, an attempt is made to determine the major components that create loyalty towards the hospitals in Chennai. It was analysed and found that factors such as Brand image of the hospital, the level of consumer awareness and the service quality of staff i.e., the Doctors, nurses and others who are involved in treating the patients contributes significantly towards creating brand loyalty among the patients.

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**A STUDY ON BRAND SWITCHING BEHAVIOUR WITH SPECIAL  
REFERENCE TO MOBILE NETWORK SERVICES**

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**Abstract**

*Consumer behavior is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met. This paper argues that a special Mobile network services we explore the brand loyalty and brand switching behavior of mobile network services. This paper highlights reasons for brand switching in mobile network services. Then next suggested to provide more satisfaction to the customers by mobile network services Finally we make conclude the study reflect the consumer preference and their priority towards Mobile network services among different brands in the mobile telecommunication market.*

**Keywords:** *Consumer behavior, Brand loyalty, Brand switching*

**Introduction**

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase of how to buy, what they buy, when they buy and why they buy. It is a part and parcel of marketing that blend elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision-making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics and behavioral variables in an attempt to understand the wants of the people. It also tries to assess the influences on the consumer from groups such as family, friends, reference groups and society.

In the domain of evolutionary economics, consumers are seen as active agents following rules of behavior, easy to follow and implement, because they require only a limited amount of information and capability of elaboration. As a consumer, being aware of a certain need and believing a certain good category satisfies it. Consumer can afford a maximum price and search for the best goods available under such a constraint.

Consumer behavior that might be useful tools for brand management in markets for fast-moving consumer goods. It is a model that into account various psychological and sociological factors that describe respectively, what is on sale and who else influence consumers is already buying. The outputs of the models should be predictions for the division of market share between competing products. There are so many products on the market, many of them similar to each other, that the decision to make a first time purchase can be a difficult process. If the consumer doesn't know about the product already, take advice from people who do or read the magazine reports about it. Consumers rely on advertising and the product's packaging and it helps them to make a buying decision without personal recommendation.

### Objectives of the Study

- To ascertain the Profile, Connection details and technological provisions of Mobile Network Services.
- To study the impact of brand loyalty.
- To construct an empirical model of Brand Switching Behavior pertaining to the Mobile Network Services.
- Discuss the points of consideration in Brand switching reasons especially in mobile network services.

### Mobile Network Services

Cellular service can be divided into two categories. They are the Global System for Mobile communication (GSM) and the Code Division Multiple Access (CDMA).The GSM sector is dominated by Airtel and some other networks. The Indian telecom industry is the world's fastest growing telecom industry. It is also the second largest telecommunication network in the world. In terms of number of wireless connection after China The ITU (International Telecommunication Union) demands quality of service as a set of quality requirement on the collective behavior of one or more objects. It is basically the level of guaranteed service to the customer's satisfaction that prefers the brand.

In India stiff competition, advanced technology and reduced tariff have propelled the growth of mobile service in India. In the last five years, the industry had registered the mark able growth in terms of subscriber base. Today, mobile phones have become indispensable for people to whom these electronic gadgets are a major source for gaming, getting information, shopping, banking, entertainment and much more. This is the main reason why the Indian Mobile Service Provider (MSP) market is overcrowded.

### Brand Loyalty

Brand loyalty is defined as positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment. It can also be demonstrated with other behaviors such as positive word of mouth advocacy. Brand loyalty is where an individual buys products from the same manufacturer repeatedly rather than from other suppliers

In a highly competitive market, the marketing department tries to make their products stand out against the rest. A supermarket is a good example of this, with shelves full of almost identical products to choose from them. The challenge facing the package designer is how to grab consumer attention to make an impulse buy.

The success of a product through branding can lead to brand loyalty. A positive buying experience results in repeat sales. Consumers tend to stick to that product and it leads to a trust in other products under the same brand name.

The independent ability of brand switching behavior depends upon the psychology behind human behavior as it pertains to brand selection can be both rudimentary and complicated at the same time. Investigating insight into the realm of brand preference, a convergence of ideologies will advocate techniques in order to deepen current and potential relationships.

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Methods will be introduced which evoke the use of our five senses to evaluate, develop, and drive a deeply rooted brand preference.

### **Brand Switching Behaviour**

Brand switching process is a opposite phenomenon to brand loyalty. The disloyal consumers possess the behavior of brand switching significantly. Businesses succeed when processes and technologies are well aligned and integrated. Many benefits have been achieved by recent efforts to streamline the supply side of the business. Now, demand is emerging as the next area of focus for improvement. Considering that, a mere one percent increase in customer switching behavior can translate to the loss of lifetime revenue in the billions of dollars. Business wisdom suggests that it costs more to win a customer than it does to keep a customer. Regardless of size or industry, the business that is best at retaining customers, will benefit from lower marketing costs, greater brand value, reduced customer sensitivity to price, and improved financial results. Consumers are better informed than ever before and in a much more powerful negotiating position. Industries are accustomed to addressing customer expectations with a response that calls for meeting average rather than specific customer demand to fill the gap between what customers want and what has actually been produced.

### **Reasons for Brand switching in Mobile Network Services**

- To provide Bad network coverage
- Service quality inefficiency
- The brand is not used by my friends or colleague
- Social status and perceived prestige

### **Suggestions**

Provide more satisfaction to the customers by mobile network services shall be taken to retain the customers with the service. Mobile network is advised to provide full-fledged information to customers seeking information and thereby customer care executives are required to be courteous towards customers. Friends/relatives act as a major source of information, a satisfied consumer's word-of-mouth will create new consumers. So the service providers should concentrate on that and transform service utility and satisfaction into consumer delight. The company should give much concentration to improve the network coverage and implement rate cutters to all schemes. Effective measures to analyze the market position of the competitors in necessary to retain in this field of business.

### **Conclusion**

The study reflect the consumer preference and their priority towards Mobile network services among different brands in the mobile telecommunication market. Scientific advancements and technological improvements make the consumers keep abreast of latest information about the availability of plans and cell phone services in the market. Consumers get information through television, newspapers friends/neighbors colleagues, dealers and sales personnel. More and effective way of tariff planning should be made to have a highly satisfied consumer base. The Mobile network service providers shall concentrate more on increasing network stability and setting tariff rates competitively. The study also concludes that mobile operators should shift focus on building corporate image. It is identified that the service



provided by Mobile network services to the customers is at satisfactory level yet, service providers should focus on the promotional measures to enhance their service activity to satisfy their customers. They have to increase the awareness of brand switching reasons of Mobile network services through the television advertisement and focus on increasing their distribution channel

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